

FARMVILLE ENTERPRISE
FARMVILLE, N. C.
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CHEERY WELCOME . . .

Time again for the opening of the Farmville Tobacco Market! How this past year has sped by! Franght with our concern over beleaguered nations fighting against time for Victory . . . wrapt in concentration on the speeding-up and moving forward of our All Out For Victory program, the days, weeks and months have folded each into the other with such rapidity that we, the press, the tobaccoists and merchants have within the past month had to stop in our tracks and re-gear our thinking and activities to carry out this gala event, the Thirty-Ninth Opening of the Farmville Tobacco Market.
 We want to do our share to endow this event with old fashioned cordiality and to add a bit of cheer, for cheer is something we can all use a lot of right now . . . cheer to make the burden lighter as we put our shoulders to the wheel of war effort and cheer to lighten our hearts as we think of loved ones in the thick of the fight. And dispensation of cheer does not end here, we must radiate cheer to other nations fighting with us, send food to sustain them, arms to equip them and spread a morale that will help them keep up the fight until Victory comes.
 The Enterprise extends to you a hearty welcome to the Farmville Tobacco market and much cheer in the hope that Good Fortunes will smile on you this season.

MR. FARMER—

The Farmville Enterprise is proud once again to present its annual tobacco edition, the largest issue of the entire year. Within these pages will be found news from the business men of this community, and in addition to our regular news and features there are selections of special interest for the farmers from agricultural

authorities.
 This edition is made possible by Farmville firms, but we take the privilege of dedicating it to the farm people of the community and a marketing section, which comprises an area of seventy or eighty miles. May you find much helpful information printed herein, and may the interest that this publication and the Farmville merchants have in your welfare, as expressed in this edition and evidenced the year around, act as a cordial handclasp and a friendly slap on the back in assuring you of a hearty welcome when you visit our town.
 We not only have a keen interest in the farmer's welfare but we hold him in highest esteem. For instead of beating his plowshare into a sword for the destruction of his fellowman, the American farmer is using it to provide sustenance for the world, to help make of the U. S. A. a veritable bread basket and comfort station as well as an arsenal plant for the Democracies.
 Our hats are off to you, Mr. Farmer, and we do honor to you as a beam of strength in the structure of our country's present and future.

If you never read advertising, how come that your house is full of advertised articles?
 It's exciting to get gossip in tiny fragments and put the bits together like part of a jigsaw puzzle.
 Simple Susie notes that the only priority order a man can get for a washing machine is a marriage license.
 When tourist travel to Europe is resumed there will be many new places of interest to visit — one of them being Hitler's tomb.
 Seemingly the craving of the drunkard for liquor is mild compared to the craving of the fat girl for white rolls and ice cream.
 An actuary says that bankers have the edge on the others of us in longevity. Probably that's because they take so much interest in life.
 A New York doctor claims that he can put to sleep without the use of drugs anyone suffering with insomnia. But he sends them to church on a sultry Sunday.
 The way rumors go: There was the one about a certain guy winning \$10,000 in a poker game in Atlanta. As a matter of fact Atlanta wasn't the city. It was Birmingham, and it wasn't the man named. It was another and he didn't win the ten grand. He lost it.

PARAMOUNT THEATRE
FARMVILLE, N. C.
THE HOME OF BETTER ENTERTAINMENT!

Week of August 20

FRIDAY—LAST TIME
 Walter Houston and Ann Harding—in
"Mission To Moscow"
 Facts presented to you of the mission of our American diplomats who journey to Moscow to confer with the Russian Government Heads.
 News of the Day.

SATURDAY
 Hopalong Cassidy—in
"COLT COMRADES"
 Chapter No. 7 of
"DAREDEVILS OF THE WEST"
 Sock A Bye Baby—Comedy.

SUNDAY-MONDAY
 Judy Garland and Van Heflin co-starring in
"PRESENTING LILY MARS"
 The Musical Sensation of the Year . . . Judy at her best with one of the most up-coming stars in Hollywood.
 News of the Day.

TUESDAY
 Box-Office Opens at 10:00 A. M.
 Johnny Mack Brown in
"SIX GUN GOSPEL"
 with Raymond Hatton.
 Three Cheers for the Girls—Brevity.
 Ina Hay Hutton—Musical.
 Tito's Guitar—Cartoon.

WEDNESDAY
—DOUBLE FEATURE DAY—
 Box-Office Opens at 11:00 A. M.
 Buster Crabbe as Billy the Kid in
"FUGITIVE OF THE PLAINS"
 Roger Williams and Sally Ridges in
"FALSE FACES"
 A Murder Mystery.
 Chapter No. 6 of
"JR. G-MEN OF THE AIR"

THURSDAY-FRIDAY
 Box-Office Opens at 11:00 A. M.
 Robert Quine and Anne Gwynne—in
"WE'VE NEVER BEEN LICKED"
 A Stirring Musical with a Patriotic Tone.
 News of the Day.

"SLAP THE JAPS WITH SCRAP"

PARAMOUNT THEATRE
CELEBRATES OPENING
WITH FEATURE SHOW
 Givvy E. Harris, popular manager of the Paramount Theatre, has announced that on the opening day of the tobacco market, he will welcome the people, who bring their tobacco to Farmville with a showing of Johnny Mack Brown's latest picture, entitled, "Six Gun Gospel."
 The box office will open at 10:00 A. M., the first day, and at 11:00 A. M., for the remainder of the week.
 Beginning Monday, August 20, the box office will open at 1:00 P. M.
 Manager Harris urges that you sell your tobacco in Farmville and remember — that farmers and their friends are always welcome at the Paramount Theatre.

Want Ads!

COOL, FURNISHED ROOM for rent commensal with bath. Call 489-7 after 6:00 o'clock P. M. 1tp

FURNISHED ROOM with two beds for rent to men. Convenient to bath. Call 375-6 after 6:00 o'clock P. M. 1tp

FOR RENT — COMFORTABLE FURNISHED ROOMS. Bath convenient. Dial 380-1. Mrs. Albert Horton, 213 N. Main St. 1tc

WANTED — ALL PEOPLE SUFFERING with kidney trouble or backache to try KIDDO at 97c. Money back guarantee. City Drug Co., Farmville, N. C. to-02-pd.

FOR TIRE REPAIRING, RECAPPING and Vulcanizing, come to see us. All work guaranteed. House's Recapping & Vulcanizing Shop, Opposite A. B. C. Store, Farmville, N. C. 1f

HAVE YOU LOOKED OVER OUR SPORTING GOODS? WE CARRY NEARLY A COMPLETE LINE. **WESTERN AUTO ASSCO. STORE.**

REAL ESTATE—The 12 room home (Mrs. Albert Horton Property) 213 N. Main St., Farmville, N. C., suitable for Tourist Home, Boarding and Rooming House or for conversion into Apartments. Large Lot sufficient for another house facing Horse Avenue. Look it over. Mrs. Horton will show it to you. Call or write me for an appointment.
 If you want to buy or sell real estate contact me. D. L. Turnage, Phone 3715, Greenville, N. C. Aug. 13-2014g.

Subscribe To "THE ENTERPRISE"

AT OUR FOUNTAIN
 You can always get a good drink, **COCA-COLA** a part of every day.
 — We Carry at All Times a Complete Line of —
Nationally Advertised Brands of Sundries and Patent Medicines
 • TOILET ARTICLES FOR MEN AND WOMEN •
 Leather Goods and Candies (limited quantities)
 — OPEN EVERY OTHER SUNDAY —
CITY DRUG COMPANY
 103 S. Main Street — PHONE 361-1 — FARMVILLE, N. C.
 — We Sell U. S. War Stamps, Too. —
 Buy a Share in America Today . . . You Won't Regret It!

Was It Insured?
 • THE FIRST QUESTION AFTER MISFORTUNE STRIKES
Be Assured and Insured Now!
We Want To Safeguard Your Property
 WITH
Reliable Insurance
"KEEP ANXIETY AWAY WITH A FEW CENTS A DAY"
COMMERCIAL INSURANCE CO.
 OFFICE: Banking Room—The Bank of Farmville—Dial 352-1
 GEORGE W. DAVIS, President
 W. A. ALLEN, Vice-President
 S. A. ROEBUCK, Manager
 L. E. WALSTON, Sec.-Treas.

For FINER FURNITURE
SEE US ON OPENING DAY!
 Come to See Us on Opening Day. We still have a large stock of Staple Furniture Awaiting Your Inspection.
SEE THESE EXTRA SPECIAL VALUES
 GOOD ONLY FROM TUESDAY, AUG. 24th THRU SATURDAY, AUG. 28th.
 • Buy the Furniture You Need and Save on These Term Prices! •

Complete Bed-Room
 — 7 Pc. Group —
 A completely furnished bed-room—consisting of 3 piece Walnut Finish Bed-Room Suite, 1 Vanity Bench, 1 forty-five lb. All Cotton Mattress, 1 Victory Bed Spring with helical top, 1 Felt Base Rug, size 9x12 in beautiful floral design. All ready to move in when bought separately sells for \$91.00. Buy this superb seven-piece outfit complete for only
\$83.25
 — Pay \$17.00 Down —
SOFA BEDS
 See our line of Sofa Beds . . . Upholstered in beautiful Tapestry Covers of Wine, Blue, Green and other colors. Makes a lovely piece for the living room and serves as an extra bed. Soft, comfortable and very modern in a wide range of prices from
\$59.50
 — Pay \$12.00 Down —

FELT BASE RUGS
 Size 9x12—All New Patterns, florals and blocks—Hard glossy finish, a REAL BUY and a heavy weight rug—for (Cash) **\$4.95**

FELT RUGS
 Size 9x12—In Blue, Wine and Green Patterns—Suitable for Bed-Room or Living-Room. Soft and Durable. See our patterns—Priced from (Pay \$6.00 Down) **\$18 up**

BREAKFAST SUITES
 5-pc. Breakfast Suites in Gleaming White with Black and Red Trim. Styled to match the new Kitchen Cabinets—with Extension Leaf—will seat six (Pay \$4.50 Down) **\$23 up**
 — Maple Suites Slightly Higher —

CHINA - WARE
 — 32-Pc. SETS
 Colorful 32-Pc. Sets to brighten the breakfast nook. Service for six. Priced (Cash) **\$4.95**

KITCHEN CABINETS
 Large and Roomy with 24 lb. floor bin, sparkling white finish with black and red trim. Linoleum work top. Will save many steps in Kitchen. **\$34.95**
 Priced (Pay \$7.00 Down)

RADIO SERVICE
 There are no more New Radios. Keep your old set in good working order. Come to our Modern Service Shop with Experienced Service Man—We can Save You Money on Radio Service. Make your old Radio last for the duration!

MAHOGANY FURNITURE
 See Our Large Display of GOOD Mahogany Living-Room, Bed-Room and Dining-Room Furniture . . . Priced to Please . . . Matched Suites and Odd Pieces!

BED - ROOM FURNITURE
 Large Poster Bed, Modern Round Mirror Vanity, large roomy Chest and Bench to match in two toned Walnut Veneers. Absolutely the latest in Style and Design. Priced (Pay \$25.00 Down) **\$127.50 up**

COFFEE TABLES
 With Removable Glass Tray—Very Dressy—and a convenient server. A limited number. Priced at (Pay \$1.50 Down) **\$7.75**

PLATFORM ROCKERS
 A limited number of Platform Rockers with Spring Seat construction. A large stock of all kinds platform Rockers in Bright New Tapestry Covers—Best for rest . . . Priced at (Pay \$6.00 Down) **\$29.50 up**

DINING - ROOM SUITES
 See our line of Walnut Veneer Dining-Room Suites, consisting of Extension Table, long Buffet and large China Closet—One Arm Chair and five Side Chairs. 9 pcs. in beautifully finished Walnut Veneers—Priced (Pay \$23.00 Down) **\$115 up**

PULL UP CHAIRS
 Pull Up Chairs and Rockers, sag seat construction, Velour and Tapestry Seat and Back in various colors and styles . . . Priced from (Pay \$1.25 Down) **\$6 up**

Complete Living-Room
 — 7 Pc. Group —
 3-pc. Overstuffed, Tapestry Covered Living-Room Suite, 9x12 Felt Base Rug in New Floral Pattern, 1 three tier Walnut Finish End Table, 1 Walnut Finish Magazine Rack and 1 Walnut Finish Coffee Table with removable glass server. Complete Living Room Group, valued at \$90.00. On sale, these five days only, for
\$82.35
 — Pay \$17.00 Down —
Wood & Coal Ranges
 A limited quantity of Good Wood and Coal Ranges, Tennessee, Monarch and Majestic Ranges . . . Some of the best ranges made—with or without reservoir—large 16 and 18 inch ovens. Priced from
\$69.00 to \$149.00
 — Pay 1/3 Down —