

Salute to the Firms Whose Concerted Support of Tobacco Market is Evident

Merchants Plan Weeks Ahead For This Event And Thru the Columns of The Enterprise They Offer Special Values

The progress of any town is the fruit of its labor. Farmville is a great town, a progressive town, and one by which many others of the good State of North Carolina set their standards. From Farmville paved roads wind out in every direction, trains and buses whiz through, the smoke from various plants curls into clouds as constantly it goes on, and everything that is indicative of the progress of a town.

As a very concrete evidence of the progress of Farmville is the tobacco edition which the Farmville business men send out just prior to the market opening in a concerted effort to bring the Farmville Tobacco Market, its achievement and progress, before the people, and to give notice of special values which they have as market opening specials.

For weeks the merchants here have been planning this event and their stores are full of lovely new fall goods, practical merchandise of every sort and of dependable quality at prices that will astonish their customers, prices far under their actual value.

The weeks pass quickly, the summer is about spent, the harvest nearly over and with the first chill breezes and falling leaves come the thoughts of fall improvements for the home, the farm and the family wardrobes.

Farmville merchants have anticipated these desires for improvements at this season and are requesting that farmers and citizens read their advertisements in this issue, and make first selections from their large stocks of featured prices, which thrifty buyers cannot afford to overlook.

Family wardrobes can be filled out smartly with well tailored suits, coats, dresses, hats and shoes at the general and department stores, homes can be modernized with new furnishings, pantry and farm supplies can be purchased at real savings, the old car may be repaired or a new one purchased, the gas tank filled, your insurance premiums paid, beauty service enjoyed, prescriptions refilled, clothes cleaned, etc., etc. Every firm in town can fill some individual need.

Farmville merchants, many of whom have been in business here 40 years or more and the firms so well established during recent years, all join in assurances that buyers may trade here with complete confidence at any time, but that new satisfaction at exceptional values will mark their fall business.

Firms joined wholeheartedly in presenting the tobacco market to the public in this special edition, and cheerfully gave their support to the warehousemen in their endeavor to reach a majority of their customers and prospects with a special message just prior to the opening.

In return for their interest evidenced in this way, the editor wishes to urge that the individual advertisement of these firms be read carefully and that they be given special consideration in the matter of patronage.

Farmville citizens and tobaccoists appreciate the cooperation of the business men who made this issue of The Farmville Enterprise a reality and supported the effort to get news of the Tobacco Market Opening and the facilities of the Market before the eyes of 5,000 people in Eastern North Carolina.

Buyers High Personnel Is A Great Advantage

The high personnel of its buyers has been one of the greatest advantages enjoyed by the Farmville Market during the years of its existence. A majority of these buyers residing here for years, or returning for successive seasons, are well known and are highly regarded by the farmers.

Two sets of buyers, representing every known company and many independents, make up the corps on the Farmville market and are among the best to be found anywhere. Included among these companies are two local buying firms, A. C. Monk & Company, which has bought extensively of the tobaccos on this market since A. C. Monk purchased the first pile sold here on opening day in 1904, and the Farmville Leaf Tobacco Company, which was formed in 1940 with H. Neal Howard, former head of the local branch of the W. B. Lea Tobacco Co., as president.

Every stemming, redrying and storage plant and the large factories of independent and domestic companies have been put in tiptop condition and are in readiness for the release of offerings here Monday morning, Aug. 28th, O-DAY.

Farmville Wakes Up For Marketing Season

Farmville lapsed back into its summer lethargy as usual this year when the farmer folks no longer had time to drive into town except on brief errands; the gentry and vacationists went to the beach and mountains and only the forces necessary to keep shop were at their posts. But for the past two weeks the pulse of the business center has been quickened, as new stocks of goods arrived in the business district and tobacco town underwent its annual "face-lifting," in preparation for the market opening and when Monday comes the sleepy little town will be transformed into a wide awake, thriving business center, crowded with people of every description and rank, who rush around to the accompaniment of thundering tobacco trucks.

Meritorious Progress Under Present Officials

The meritorious progress, written in the history of Farmville under Mayor George W. Davis and the Board of City Fathers, together with the cooperation of the town employees, has affected many activities here, and been radiated over the entire community.

Mayor Davis, J. W. Joyner, J. M. Stansill and R. O. Lang have been rendering faithful and efficient service to the town for several years. The efforts of City Clerk R. A. Joyner, and W. A. McD Adams, Superintendent of the Water and Light Department, have contributed in large measure to the success of the municipal undertakings for more than 24 years. Elected to serve on the board last year with the above mentioned aldermen were C. H. Flanagan and Dr. R. T. Williams.

Paramount in the financial affairs of the town this year was the retirement of \$85,000 worth of bonds, leaving only \$5,000 indebtedness on bonds issued prior to 1936.

R. A. Joyner, Clerk, stated today that the town closed the fiscal year with a surplus of \$20,000. The sum of \$15,000 has been set aside as a post war reserve fund and is now invested in War Bonds.

Increased dairy payments of 10 cents per 100 pounds have been authorized for drought areas centering Tennessee and Kentucky, with other areas in Illinois, Indiana, Ohio, and West Virginia.

Back 'em Up!
KEEP BUYING WAR BONDS

Paramount Theatre To Have Extra Good Picture For "O-Day"

Gilvry E. Harris, manager of the Paramount Theatre announced today that to celebrate the opening of the Tobacco Market in Farmville on the 28th, he has secured Roy Rogers' latest release, entitled "SONG OF NEVADA."

This is one of the best this singing star has made to date and one that each of you will enjoy.

The day the market opens, the box-office will open at 9:45, so that those who wish to see a show while in town may do so. Each day following, the box-office will open at 12:45 as long as the patrons desire it.

The Paramount Theatre urges you to sell your tobacco in FARMVILLE and throws its service at your disposal with a hearty welcome to each of its tobacco farmer friends.

The Bank of Farmville Holds Foremost Position

An institution holding a foremost position in the community, is the Bank of Farmville, established forty years ago. Its ideals of offering this community the finest service possible has been its white banner, giving to the leadership sufficient courage and high hopes with which to press forward. This institution has assets of more than two million dollars and is rated as being one of the outstanding financial institutions in the State.

R. L. Davis was president for 32 years. He was succeeded by A. C. Monk, a former member of the board of directors, and president of A. C. Monk & Co., leaf tobacco dealers. J. I. Morgan is vice-president; L. E. Walston, cashier; J. M. Stansill and C. C. Simpson, assistant cashiers; W. A. Martin, teller; Mrs. David Jones and Mrs. Dalton Corbett, bookkeepers; Mrs. R. E. Cranford, stenographer.

Every day during the tobacco season the lobby of the Bank of Farmville is as crowded as the warehouse floors, and the Bank pays out thousands of dollars to growers during the sales.

No one now asks for a round steak. Any shape will do.

Tobacco Income 1943 An All-Time High

Income from tobacco in 1943 of 557 million dollars, an all-time high, was considerably above the previous record high of 500 million dollars in 1919 and 18 percent above receipts in 1942. Increases in 1943 income by types of leaf ranged from 9 percent for fine-cured to 65 percent for Maryland.

A tobacco crop of 1,616,498,000 pounds is now indicated, 15 percent above 1943.

JUST RECEIVED A BIG SHIPMENT OF NICE 5 BURNER OIL STOVES.
WESTERN AUTO ASSO. STORE.

PARAMOUNT THEATRE FARMVILLE, N. C.

THE HOME OF BETTER ENTERTAINMENT!

Week of August 25th

FRIDAY—LAST TIME
Robert Watson & Luis Van Rooten—in
"The Hitler Gang"
Corny Concerto—Cartoon.
Latest War News.

SATURDAY
Rod Cameron—in
"TRIGGER TRAIL"
Chapter No. 6 of
"Don Winslow of the Coast Guard"
Thundering Taxis—Comedy.

SUNDAY—One Day Only
Lionel Barrymore and Van Johnson—in
"THREE MEN IN WHITE"
with Marilyn Maxwell and Ava Gardner—in
Latest in the Dr. Gillespie series.
LATEST WAR NEWS.

MONDAY—One Day Only
(OPEN AT 9:45)
Roy Rogers—in
"SONG OF NEVADA"
Airflight—Special.
Super Mouse Rides Again—Cartoon

TUESDAY
(OPEN AT 11:00)
Judy Canova—in
"LOUISIANA HAYRIDE"
Pin-n-Catty—Cartoon.
Patrolling the Ether—Special.

WEDNESDAY
Double Feature Day!
(OPEN AT 11:00)
Paul Rogers—in
"CALL OF THE ROCKIES"
Chester Morris and Nancy Kelly
—in—
"GAMBLER'S CHOICE"
Chapter No. 3 of
"THE DESERT HAWK"

THURSDAY and FRIDAY
Pat O'Brien and Condo
Londre—in
"Secret Command"
LATEST WAR NEWS.
Mildred Nevins—Musical
Special.

Insurance That Protects!

Here's How Our \$1,000 20 Pay Policy—SPECIAL—Protects Your Family

\$500 CASH immediately for loss of one hand or foot, and a \$1,000 fully paid-up Policy.

\$1,000 for Death from Natural causes.

\$1,000 Cash immediately for loss of two limbs or sight of both eyes and a \$1,000 fully paid-up policy.

— \$2,000 For Death from Accidental Causes —

Ask Your Home Security Agent **C. L. IVEY** To Give You Further Details About This Policy

This Contract Becomes Fully Paid-Up When Premiums Have Been Paid For 20 Years!

1920 - Twenty-Four Years - 1944

— OF —

Sales Service

IN THIS COMMUNITY

Pollard Auto Co.

— DEALERS IN —


FORD PRODUCTS

Expertly Trained Mechanics To Keep Your Car or Truck In Good Operating Condition.

SEE US FOR YOUR TIRE NEEDS

A Good Stock of A-1 Tires Now On Hand.

WE JOIN OTHERS IN EXTENDING A CORDIAL WELCOME TO FARMERS OF EASTERN CAROLINA TO THE FARMVILLE TOBACCO MARKET



Bring The Family Along With You AND MAKE OUR STORE YOUR HEADQUARTERS WHILE IN TOWN!

You will find Our Stock of Merchandise as Complete as present conditions will permit, and our Service Agreeable.

• We take this opportunity to express our appreciation for the business you have given us the past 37 years, and to assure you of the pleasure we have had in our business relations. We are looking forward to continuing this pleasant relationship for many more years.

J. H. HARRIS & SON

— GENERAL MERCHANTS —

Corner Main and Wilson Sts. Farmville North Carolina

Announcing The 97 Store

AS EXCLUSIVE DISTRIBUTORS OF


STAF-O-LIFE FEEDS

THE SOUTH'S FINEST—ONE OF AMERICA'S BEST!

We are proud to announce to our friends and customers that we are now exclusive distributors of the famous and complete line of STAF-O-LIFE FEEDS, one of the finest brands of feeds on the market. For nearly 40 years STAF-O-LIFE FEEDS have been profitably and continuously used by the South's better Poultry, Dairy and Livestock men. Our aim is to make this business a House of Helpful Service to the farmers of this section, and our long and intimate experience with Farm Problems in this area is always at your service.

• FREE! — 88-page Poultry Book — FREE! •

We have just received a shipment of STAF-O-LIFE'S newest 88-page Poultryman's Handbook, also their new Dairy, Hog and Turkey Books. Come in and get a copy of each for your library.



THE 97 STORE

FARMVILLE, N. C.

• Groceries, Fruits, Produce, Feed, Seed and Chicks •