

THE MERCHANTS of Roseboro, N. C.

Present
Roseboro Farmers Day
of
1956



September 26, 1956

Sponsored By
Roseboro Lions Club



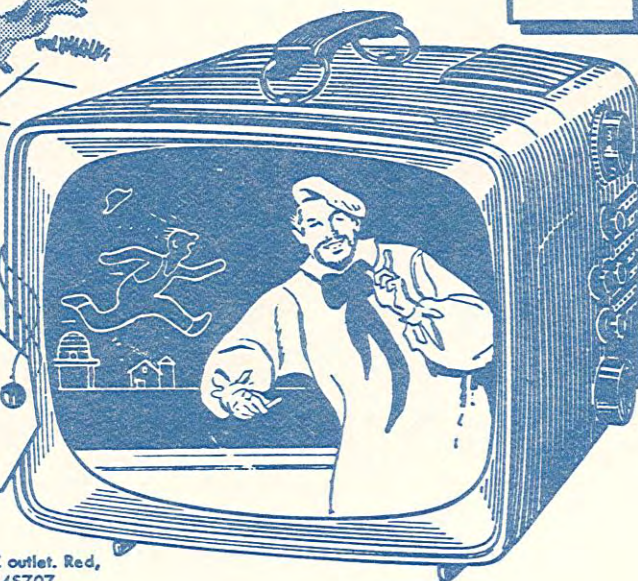
TV enjoyment is always "at hand" with new

RCA VICTOR

Portable TV

FIRST
CHOICE
IN
TV

Only
\$149.95
easy credit terms



The Wayfarer. Plugs into AC outlet. Red, gray or Ivory finishes. Model 145707.

It's "Take-Along" TV with
new RCA "Silverama" aluminized
picture tube!

Here's TV that goes with you! It's the new Wayfarer—RCA Victor's smart new portable with 108 sq. in. of viewable "Living Image" picture. Built-in telescoping antenna. "High-Sharp-and-Easy" tuning. Come in — try it today!



New "Living Image" picture, with new RCA "Silverama" aluminized picture tube for bright, clear pictures!



For UHF—New High Speed UHF tuning covers 70 UHF channels in 2½ seconds! Optional, extra, at low cost.

Ask about the exclusive RCA Victor Factory Service Contract

The Eaton. Console TV! 261 sq. in. viewable "Living Image" picture. Mahogany grained finish. Model 211735.

\$259.95



Herring Furniture Company

FURNITURE - APPLIANCES

R. GEDDIE HERRING, Owner-Manager

Telephone 354-1

Roseboro, N. C.



A float during the 1955 observance.

Butler & Perry

Roseboro, North Carolina

Complete Line of Anvil Brand Work and Play Cloth

Also Work Clothes Of All Kinds

—Visit Our Shoe Department—

Roseboro Recapping Company

Telephone 2931

WE SPECIALIZE IN USED TIRES

Located on Old Salemburg Highway in Town of Roseboro, N. C.

Roseboro, North Carolina

Roseboro Coffee Shop

"The Best Home Cooked Meal

You Ever Ate Away From Home"

Owned and Operated By

MRS. HETTIE MELVIN

Roseboro,

North Carolina

Faircloth Construction Co.

Clinton, North Carolina

READY MIXED CEMENT

Complete Heavy Equipment and Truck Service

Telephone 3822



The Lions Club's float in last year's celebration.

Owens Auto Sales

"Best Buy Automobiles"

D. W. OWEN, Owner

Day 228-6 — Telephones — Night 236-1 - 387-1

ROSEBORO, NORTH CAROLINA

C. B. Tyson

STAPLE AND FANCY GROCERIES

Country Produce Bought And Sold

Telephone 3181

Roseboro, North Carolina

"WE AIM TO PLEASE"

Sampson-Bladen Oil Co.

—Distributors—

PURE OIL PRODUCTS

Wholesale Plant

Roseboro, North Carolina

TIRES -:- BATTERIES

Complete Petroleum Products

Telephone 344-1

Plumbing, Heating, Air Conditioning

CHRYSLER AIRTEMP

"We Service What We Sell"

Clinton Hardware Company

Telephone 2525

Clinton, N. C.

Roseboro Flower Shop

—FLOWERS FOR ALL OCCASIONS—

Roseboro,

North Carolina

Mutual of Omaha

UNITED OF OMAHA

Health & Accident ● Hospital ● Life Insurance

Gamble-Doughtie Agency

J. R. Gamble - Margaret G. Doughtie - J. T. Doughtie

205 So. Main St.

CLINTON, N. C.

Phone 2785

DuBose Lumber Corp.

—Telephone 250-1—

Roseboro, North Carolina

“We Deliver Coal Anywhere”

Town of Roseboro

The Town of Roseboro wishes to extend to each and every one a hearty welcome to this second annual Farmers Day, with the hope that you will be our guest every day from now on.

MAYOR: A. D. Underwood.

MAYOR PROTEM: Murray H. Butler.

COMMISSIONERS: Wade Howard, James Carr, A. F. Harris and Dennis Owens.

CLERK: Miss Ossie Butler.

CHIEF OF POLICE: W. L. Johnson.

ATTORNEY: Maurice Holland.



A float at the 1955 Farmers' Day.

State Theatre

"FIRST TEXAN"

(In Technicolor Color)

starring Joel McCrea and Felicia Farr

—Shows Starts 1 O'clock—

The Commercial Printing Company

PRINTING - LITHOGRAPHING - OFFICE SUPPLIES

Oxford Filing Systems ● Wheeldex Portable Supplies

Steel Cabinets ● Wood Desks and Chairs

CLINTON,

NORTH CAROLINA

Putt-Putt Golf Course

"Fun For The Entire Family"

Free Game to Everybody Between 4:30 and 5:30 Farmers' Day

ROSEBORO, NORTH CAROLINA

Brookbank Insulating & Roofing Co.

Telephone 2856 & 2081

CLINTON, NORTH CAROLINA



Vann Motors, Inc.



CLINTON, NORTH CAROLINA

—Telephone 2121—

"Your Friendly Ford Dealer"

COMPLETE GARAGE & WRECKER SERVICE

Franchise No. 580

Clinton Iron and Metal Co.

Clinton, North Carolina

WE PAY HIGHEST PRICES FOR SCRAP METAL

Telephone 2087

Calvin Mattocks, Owner

E. M. Thornton Neighborhood Grocery

FRESH MEATS ● VEGETABLES ● GROCERIES

ROSEBORO, NORTH CAROLINA

Western Auto Store

Roseboro, North Carolina

Telephone 3226

"Everything For The Automobile"

—Also—

COMPLETE LINE OF MAJOR APPLIANCES

Lawton Spell, Manager

Joe M. Butler, Owner

Ed Fleishman & Bros.

—The Best In Men's Wear—

Home of Botany "500" Clothes

Fayetteville, N. C.

Clinton, N. C.



"Miss Farmers' Day" of 1955 was chosen from this group.

Cumberland Dairies, Inc.

Clinton, North Carolina

MILK and ICE CREAM

Telephone 3949

Earl Caison . . Manager

Cook Machine Company

CLINTON, NORTH CAROLINA

**Machinery - Mill Supplies - Machinery Repairs
McCulloch Chain Saws**

Day 2743 — TELEPHONES — Nite 2098

CLINTON MEMORIAL WORKS

Fine Memorials in Marble and Granite

—TELEPHONE 3457—

C. G. EDGE, JR., Prop.

WILMINGTON HWY.

CLINTON, N. C.

Clinton Truck and Tractor Company

CLINTON, NORTH CAROLINA

Telephone 2033

Highway 701

INTERNATIONAL TRUCKS ● FARMALL TRACTORS

FARM IMPLEMENTS & ACCESSORIES

Franchise No. 758

ENNIS BASS

CADILLAC -:- OLDSMOBILE

—DEALERS—

Highway 701

Clinton, N. C.

SPIVEY MOTOR COMPANY

"THE BEST IN USED CARS"

—and—

GENERAL AUTO REPAIRS

—Telephone 3811—

Roseboro, North Carolina

Hall's Television Service

—with—

FARMERS SUPPLY COMPANY

For Quality Television Service and Antenna Installation and Maintenance

Help Guard Against Your Greatest Enemy . . . FIRE!

ROSEBORO FIRE DEPARTMENT

We Protect Life and Property



PLEASANT STREET

ROSEBORO, N. C.

D. E. Caison & Sons

General Merchandise

Roseboro, North Carolina

"You Get Full Value For Your Dollar

When You Trade With Us"

Telephone 3286

Starling's

Sinclair Station

GAS & OIL ● WASHING & GREASING

Telephone 2836

Highway 24 & 242

Roseboro, N. C.

—Compliments Of—

P. J. Patterson

Owner

Patterson Brick Company

Phone 3161

Roseboro, N. C.

Patterson Auto Parts

Phone 2351

Roseboro, N. C.

Bladen Auto Parts

Phone 3525

Elizabethtown, N. C.

A. R. Harris & Son

Phone 2711

Roseboro, N. C.

Complete line of Hardware

Building Supplies

Plumbing Fixtures and Paints

—Established 1896—

Roseboro Grill

Roseboro, North Carolina

SANDWICHES and MEALS

W. C. KING, Owner

RETHA'S BEAUTY SHOP

"We Will Curl Up and Dye For You"

MRS. RETHA BAKER, Owner

Telephone 2511

Roseboro, N. C.

ROSEBORO BARBER SHOP

**KEEP THIS PLACE IN MIND
A Better Place Is Hard to Find**

ROSEBORO, NORTH CAROLINA

J. L. Holland and Sons

Telephone 3141

—BUILDERS—

Salemburg, N. C.

"We Build the House . . . You Build the Home"

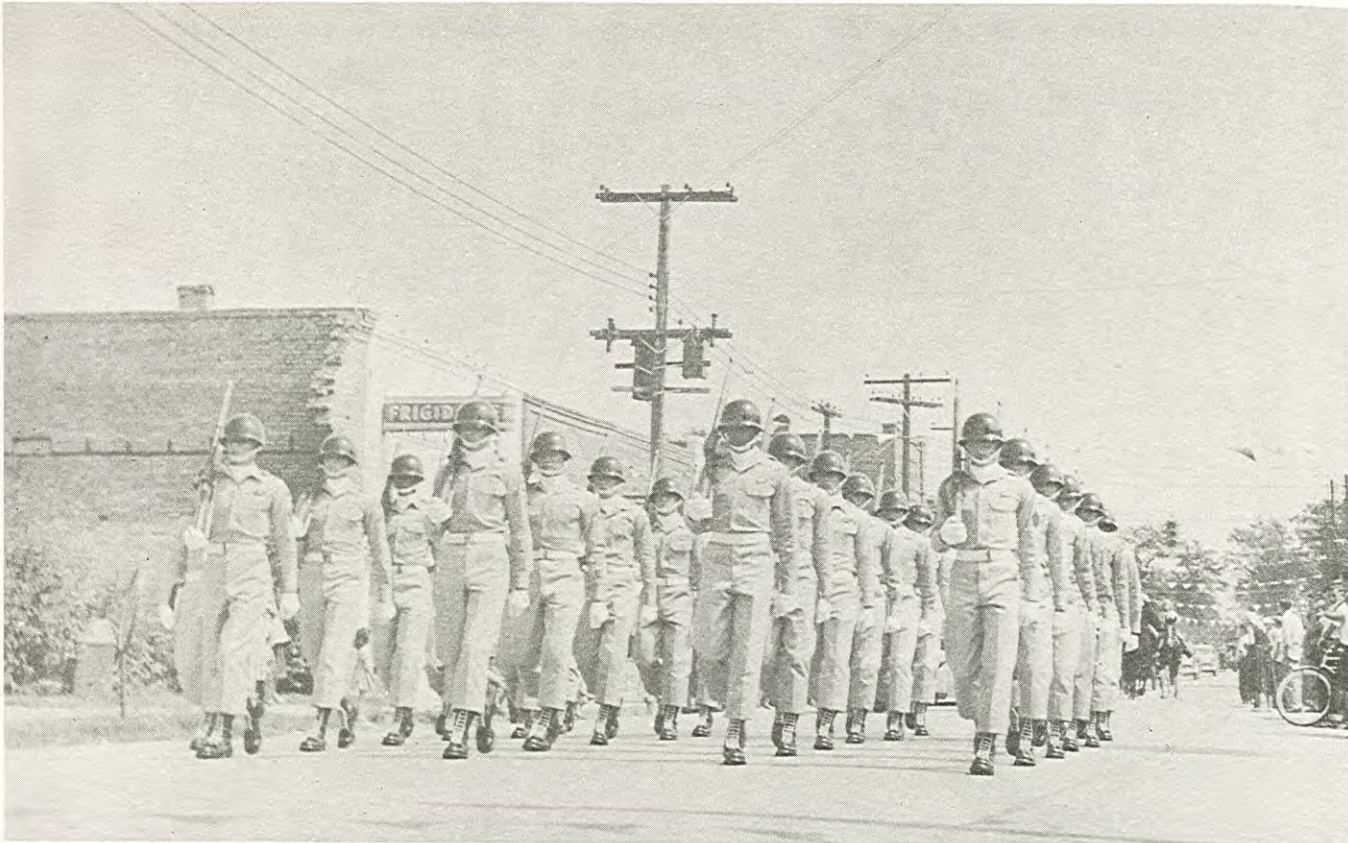
N. C. License No. 1853

Ernest Ray Holland - L. F. Holland - J. L. Holland, Jr.

West Radio Service

"We Repair All Makes of Radios"

ROSEBORO, NORTH CAROLINA



A portion of last year's parade.

Philips
DELICIOUS ICE CREAM

Telephones: 3174 - 3175

Clinton, N. C.

Philips Ice Cream Company

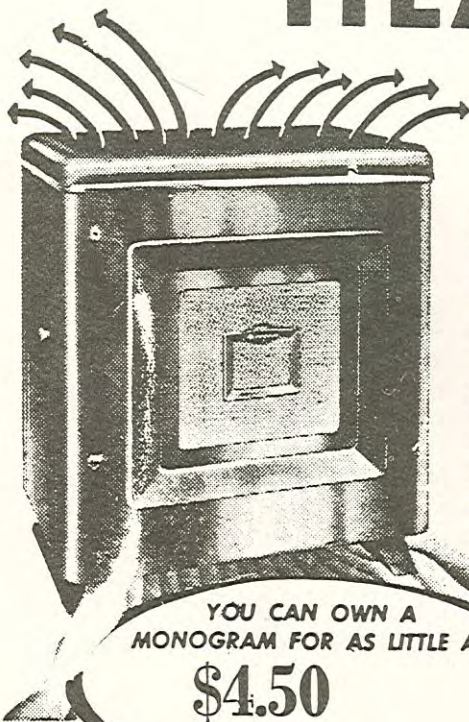
Clinton, North Carolina



*There's No Place For
"FROSTY" To Hide With*

MONOGRAM

"Total Area" HEATING!



YOU CAN OWN A
MONOGRAM FOR AS LITTLE AS

\$4.50

WEEKLY



MONOGRAM GIVES
FORCED DRAFT CIRCULATION
FROM TOP AND BOTTOM!

Monogram does a better job...three ways better!
Powerful blower pushes billows of warm air out
top to circulate all through your rooms...Magic
Mixer Burner gives you more heat from every
drop of oil. This warm, *moving* air gets into
every corner and cranny...chases Frosty away.

NO SOOT!

NO SMOKE!

NO ODOR!



Come in and try for yourself the famous Mono-
gram Flue test. See how Monogram's Magic
Mixer Burner operates more efficiently at *any*
flame setting. This means big savings in fuel
dollars plus no discomfort from a smelly messy
heater. You'll be glad you chose Monogram.

Herring Furniture Company

FURNITURE - APPLIANCES

R. GEDDIE HERRING, Owner-Manager

Telephone 354-1

Roseboro, N. C.



Another float in the 1955 parade.

Sampson Brick Company

Roseboro, North Carolina

"HOME OF QUALITY BRICK & DEPENDABLE SERVICE"

Common Brick

Vertical Scratch Brick

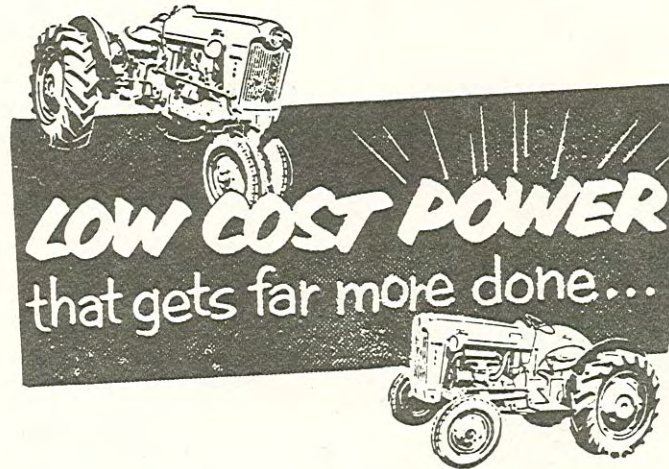
Colonial Sand Finish Brick

Colonial Bark Texture Brick

Box 518

**Phone 2791
Night 3521**

— Ford Tractors —



Henry Vann Tractor Company
CLINTON, NORTH CAROLINA

FLEISHMAN'S BIG STORE

106-108 HAY STREET

FAYETTEVILLE, N. C.

**..Items of Fashion
for Women and Children**

Sampson Tire Company

TELEPHONE 3336

CLINTON, N. C.

—TIRE HEADQUARTERS—

RECAPING

—GOODYEAR DISTRIBUTOR—

(Truck Lane at Warsaw Highway)

—SEE—

Freddie C. Butler Agency

For Your Insurance Needs

TELEPHONE 2276

ROSEBORO, N. C.

JETHRO OWENS

"YOUR FRIENDLY JEWELER"

Roseboro, North Carolina

Keepsake Diamonds - China - Silverware

Luggage - Crystal

ANYTHING FOR THE BRIDE

—Telephone 3196—

PROGRAM

3rd Annual Farmers Day

ROSEBORO, NORTH CAROLINA

Wednesday, Sept. 26, 1956

TUESDAY, SEPTEMBER 25, 1956

8:00 P. M.—Jim Thornton and His "Saturday Night Country Style" Show (Roseboro High School Gymnasium).

10:00 P. M.—Presentation of Beauty Contestants.

WEDNESDAY, SEPTEMBER 26, 1956

10:30 A. M.—Parade.

12:00 Noon —Barbecue Dinner.

12:30 P. M.—Band Concert.

**1:00 P. M.—Address by Congressman Graham A. Barden.
(This address will be broadcast over WRRZ.)**

2:00 P. M.—Selection of Beauty Queen.

3:00 P. M.—Contest.

3:30 P. M.—Awarding of Merchants' Gifts.

9:00 P. M.—Queen's Ball; Bob Smith and his 12-Piece Dance Band (Roseboro High School Gymnasium).

9:30 P. M.—Coronation of Queen. Joan Melton, "Miss North Carolina 1957", to Crown Farmers' Day Queen.

Clinton Wholesale Company

Telephone 2491

Clinton, N. C.

—Your Reliable Wholesale Grocer For Sampson County—

Distributor of

MELROSE FLOUR

and DELITED JAMS and JELLIES

Butler & Crumpler Milling Co., Inc.

PURINA CHOWS and SANITATIONS

—GRAIN BUYERS—

Amos Butler, Manager

Telephone 3771

Roseboro, N. C.

Roseboro Hardware Co.

Roseboro, North Carolina

**Nationally Known Lines Hardware, Building Materials,
Paints, Frigidaire Appliances, House Wares, Sporting
Goods, Fishing Tackles**

Phone 2161

W. E. and E. C. Eatman

—Compliments Of—

Gardner's Food Center

Roseboro, North Carolina

—Self Service—

MEATS – PRODUCE – GROCERIES – FROZEN FOODS

"We appreciate your doing business with us"

James Gardner, Prop.

MARIE'S BEAUTY SALON

Phone 3476

Roseboro, N. C.

"Professional Care Is Best For the Hair"

Willie's Pool Room

HOT DOGS ● HAMBURGERS ● DRINKS

Main St. :- Roseboro, N. C. :- Next to Rupert's Market



More of the 1955 parade.

Cain-Matthews

1 Mile West on Highway No. 24 :- Roseboro, N. C.

Telephone 2321

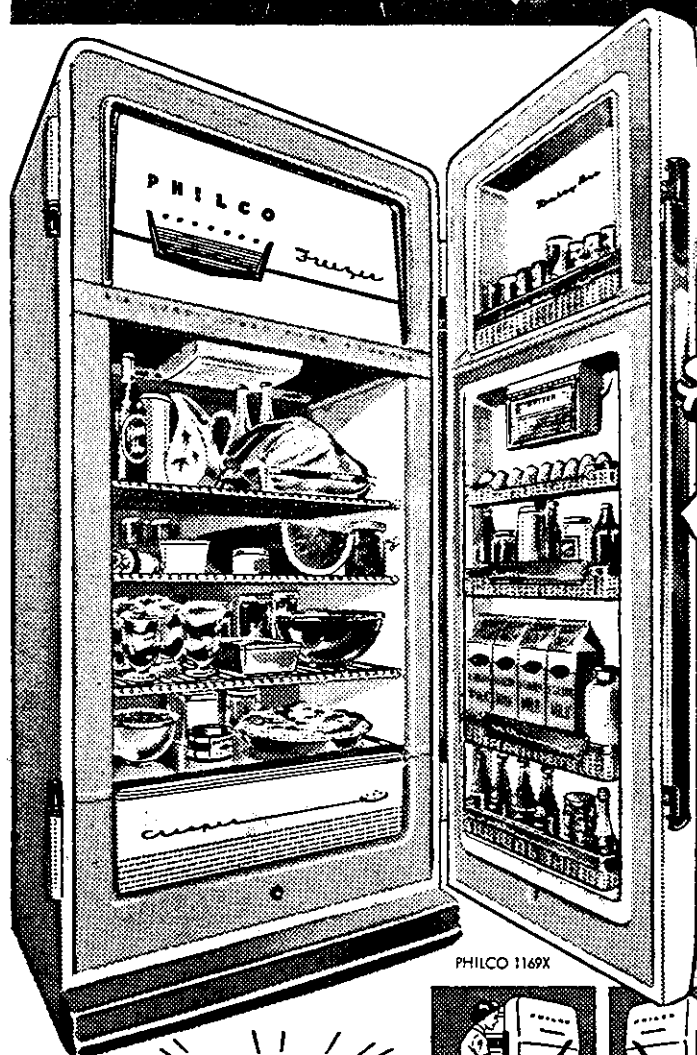
MEATS ● GROCERIES ● EATS

PIT-COOKED BARBECUE . . . OUR SPECIALTY

GAS & OIL ● AUTO REPAIRS

David Cain ————— Jerry Matthews

Famous 2-WAY DOOR PHILCO Automatic



THOUSANDS SOLD AT

~~\$479~~ ~~\$459~~
~~\$449~~

NOW ONLY

\$299⁹⁵

Reduced
\$180⁰⁰
below original price!

Here's the premium quality refrigerator with the extra features. And it's yours at this low, low price. So act now and save. Limited quantity—Easy terms!

PHILCO 1169X

OTHER NEW
PHILCO MODELS
ON SALE FROM

\$179⁹⁵

PHILCO
802



OPENS RIGHT



OPENS LEFT

Opens either way . . . saves hundreds of steps a day. Fits anywhere in any kitchen.

COMPARE THESE 1936 FEATURES!

- Automatic defrost
- 2-way door
- 63 lb. zero degree freezer
- Adjustable shelf
- Full length storage door
- Big 10.5 cu. ft. capacity

Butler Furniture Company, Inc.

Home Furnishers and Funeral Directors
Day 2296 — Telephones — Night 2481 & 2562
ROSEBORO, NORTH CAROLINA



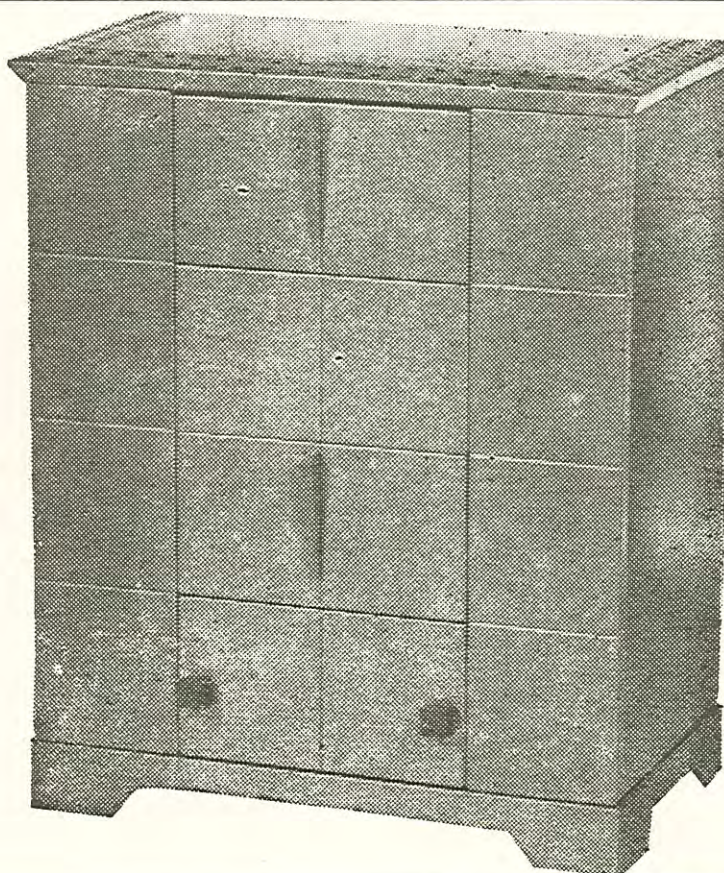
A scene at last year's observance of Farmers' Day.

Beautiful Home Heaters

By——HENRY VANN

Henry Vann
Industries, Inc.

CLINTON, NORTH CAROLINA



Compliments Of
Henry Crumpler

General Merchandise

Produce and Feed

Roseboro,

N. C.

**Roseboro Produce
Market**

Vegetables In Season
Sweet Potatoes
Cucumbers
Pepper

Farmers Supply Co.

FERTILIZERS – SEEDS – INSECTICIDES

TOBACCO CURERS

Telephone 2646

Roseboro, North Carolina

Farmers Insurance Agency

FIRE – HAIL – CASUALTY – AUTO

W. R. Burgess, C. C. Hall and V. A. Simmons

Telephone 2646

Roseboro, North Carolina

Relax the best way ... pause for Coke

Quick refreshment is important
these busy days. That's why a frosty
bottle of Coke fits any occasion.
Pause... refresh... be yourself again.



J. H. and Clyde Gilchrist

ROSEBORO, NORTH CAROLINA

Choice Meats and Groceries

On Highway 24

Telephone 2851

Caison's Garage

Repairs to Any Make Car or Truck

—TELEPHONE 2106—

Roseboro, North Carolina

Williams Esso Service Center

Tires - Tubes and Batteries

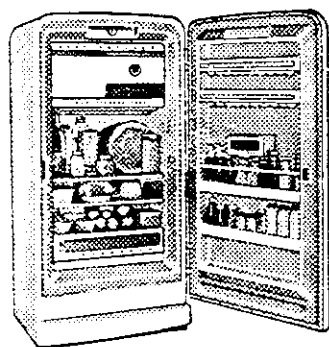
Greasing - Washing

TELEPHONE 3496

Highways 24 & 242

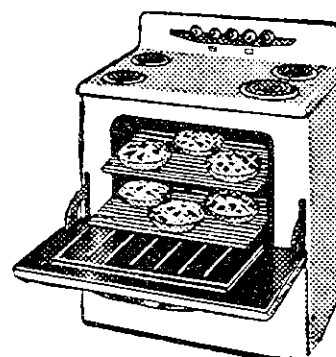
Roseboro, North Carolina

WATCH WESTINGHOUSE WHERE BIG THINGS ARE HAPPENING FOR YOU!



Roseboro Electric Service

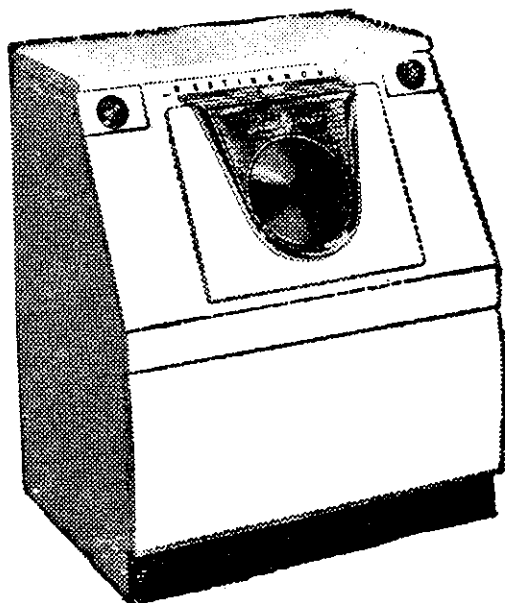
Roseboro, North Carolina



SPECIAL \$199.95

BIG 9.1 CU. FT. WESTINGHOUSE REFRIGERATOR. COMPARE WITH OTHER MAKES SELLING FOR \$249.95. COMPARE THESE FEATURES:

- Big 39 Lb. Full Width Freezer
 - 14 Lb. Cold Storage Tray
 - Full Width Vegetable Humidrawer
 - Butter Chest In Door
 - 2 Shelves In Door Hold 24 Eggs
 - Cabinet Only 28 Inches Wide
- MORE, MORE, MORE FEATURES:**



SPECIAL \$179.95

36" RANGE BY WESTINGHOUSE. REPLACE YOUR OLD 36" RANGE WITH SPEED ELECTRIC COOKING.

- True-Temp Oven For Perfect Baking
- Big 24" Oven
- Full-Width Storage Drawer
- Extra Thick Fiberglass Insulation
- Infra-Red Broiler
- Handy Work Surface
- Four Fast Corox Units

SPECIAL... ONLY \$199.95

FOR THE FAMOUS WESTINGHOUSE LAUNDROMAT WITH THE FAMOUS NEW WAY TO WASH.

- Heavy Work Clothes Thoroughly Cleaned
- Completely Safe For All Fabrics Without special settings or attachments.
- No Harsh Center Pose Agitator or Speeds to Change
- **SAVE SOAP AND WATER . . .** Uses 1/2 the Detergent . . . Up to 10 Gallons Less Water
- **LIFT AWAY RINSING . . .** Never Strains Dirty Water Back Through Clothes
- Rinsing So Thorough It Leaves Even the Washer Clean



A picture of the crowd at the 1955 Farmers' Day.

R. A. Pool Oil Company
Clinton and Roseboro, N. C.



Distributor for "Phillips" 66
GAS AND OILS



Seen on the speaker's stand in 1955.

Raynor's Super Service

—GAS FOR LESS—

OIL ● BATTERIES ● TIRES ● TUBES

Telephone 2046

ROSEBORO, N. C.

HIGHWAY NO. 24



WILLIAM SIDNEY EDGAR DUNCAN HENRY ARNOLD
HERRING

Roseboro Milling Co.

**Manufacturers of
LUMBER – SASH – DOORS – MILLWORK – ROOFING
and full line of
BUILDING SUPPLIES
Telephone 2371**

City Seafood Market And Grocery

Feed — Staple Groceries

Fish Dressed While You Wait

ROSEBORO, NORTH CAROLINA

—Compliments Of—

Roseboro Spinning Mills

Roseboro, North Carolina

H. J. Underwood Milling Co.

FEED AND SEED BROKER

Handlers of Corn - Wheat - Barley - Oats - Rye - Potatoes, Etc.

CUSTOM MILLING

Day 3167 & 3168 — Phones — Night 2827

CLINTON, NORTH CAROLINA

Howard Tractor & Implement Co.

Roseboro, North Carolina

NEW and USED TRACTORS — FARM MACHINERY

—Repairs of All Kinds—

—Telephone 3176—

DAVIS PHARMACY

Roseboro, North Carolina

—PRESCRIPTIONS

DRUGS — SUNDRIES

—Telephone No. 2671—

McDonald Davis, Owner



Crumpler Brick & Tile Co., Inc.

Phone 3111

Roseboro, N. C.

"HEADQUARTERS FOR FARM DRAIN TILE"

Flue Lining – Drain Tile – Glablok

Face Brick – Common Brick



Entrants in last year's contest.

BRYAN MOTOR CO.

Sales — F O R D — Service

**Buy Ford — The ABLEST Car On The
American Road**

**Service and Repairs to
All Makes and Models of Cars**

**Expert Body Repairs
and Paint Service**

—Front End Alignment Our Specialty—

Phone 240-1

Roseboro, N. C.

**Come In And See Our New
USED CAR LOT... A-1 Used Cars**

TART & WEST
Druggists

The REXALL Store

—Established 1908—

W. L. West, Ph. G., Owner

Roseboro, North Carolina

**FOR COMPLETE INSURANCE
AND FINANCE SERVICE... Call**

CARR & DALE INSURANCE AGENCY



H. J. CARR



H. L. DALE

General Finance Company

Rufus King Hotel Building

TELEPHONE 3188

CLINTON, N. C.

Rupert's Market

"IN BUSINESS TO ACCOMMODATE PEOPLE"

Groceries - Meats

Fruits and Vegetables

—Telephone 2571—

Roseboro, North Carolina

Monsour Dept. Store

"WE FIT THE ENTIRE FAMILY"

Our motto is

PLEASE EVERY CUSTOMER

"Quality Merchandise For Less"

Roseboro, North Carolina

Fishers Cleaners

Roseboro, North Carolina

"Guaranteed Satisfaction"

Lennon Fisher, Owner

—Compliments Of—

J. H. Harris & Son, Inc.

COTTON GIN

Roseboro, North Carolina

First Citizens Bank and Trust Company

"Time Tried, Tested For Fifty-Eight Years"

—Complete Banking Service—

Roseboro, North Carolina

Coharie Motor Co., Inc.



NEW CARS — NEW TRUCKS
USED (ok) CARS

See Us For Complete Repair Service

(Percy R. Vann, Owner)

We Make Special Prices to Farmers On New

PICK-UP TRUCKS

Phone 2261

Roseboro, N. C.