

## A Directory of Farmville Firms Which Invite You To Sell. Buy and Bank in Farmville With Assurance of Their Friendly Interest

Bank of Farmville

PAGE FOUR

The BANK OF FARMVILLE, always alert and willing to premote any movement designed to help this community, is behind the Dollar Day plans of the merchants here.

Chartered in 1904 this institution is one of the oldest banking houses in Eastern North Carolina and has resources of approximately a million and a half. Having expanded rapidly since its organisation the officers have a right to feel a great pride in its record, to which is added a feeling of satisfaction in its splendid banking facilities. THE BANK OF FARMVILLE offers a complete. rounded service with a broad viewpoint brought to bear on individual problems.

Belk-Tyler Co.

Be sure on these eventful DOLLAR DAYS to go through every department of BELK-TYLER'S, one of the largest and most modern department stores in Eastern Carolina, in which unusual values are the rule of every day. This firm however, promises customers real eye-opener bargains for these special trading days, and you'll find the values truly remarkable.

Farmville Furniture Co. Serving community furniture need for more than twenty-eight years, the FARMVILLE FURNITURE CO., has established an undeniable reputation for being a community institution with a prestige that extends throughout Eastern Carolina. This store extends a special invitation to you to look over its complete stock during these DOLLAR DAYS and modernize your home with furnishings that will make it-more cheerful, attractive and liveable.

Carr Greeery Co.

A superior supply of fancy fruits and vegetables and the quality lines

infied The Darling Dress Shop You are probably so tired of look ing at those old clothes you have been wearing all winter and left overs from last Spring that you walk by mirrors as fast as you can't Come to Farmville on Dollar Days and be fitted in beautiful new spring styles at prices just as attractive at THE

DARLING DRESS SHOP. Davis Supply Co. Keeping pace with the thrifty prices

for DOLLAR DAYS the DAVIS SUPPLY CO., has gone over its complete stock and made specially selected values which you will appreciate upon your visit to this up-todate supply store. Buy while you can at the real savings offered you by this firm.

The Turnage Co. THE TURNAGE CO., here has taken great pleasure in serving the people of this community for years and in saving them many dollars on supplies and the other hundreds of

items they carry in the three stores containing their huge stock. This firm readily agreed to link up with the DOLLAR DAY plan in the town's march of progress and began immediately to mark their merchandise at prices guaranteed to attract buyers who are looking for real savings.

City Drug Co.

CITY DRUG CO., here has carved an enviable position in the business life, achieving this position by prompt service, dispensing only the highest quality drugs, sodas, confections and the leading brands of cigars, cigarettes, tobaccos.

Williams Grocery and Market WILLIAMS GROCERY AND MARKET as a food dealer in Farmville plays one of the most important roles in the category of business today. This firm makes possible the securing and delivery of foods from all parts of the country to feed the people of this territory. Large busi-

Shop of Charm

J. H. Harris

CARS AND TRUCKS

ness transactions are made daily by

Because income for farmers de- about \$100 per month. In other ends largely upon food consultip- words, the per capita consumptio tion, we present below extracts from of fruits of 14 per cent of our famian address recently delivered by Milo lies was only slightly more than one-Perkins, president of the Federal third of the per capita consumption Surplus Commodities Corporation at of urban families receiving about \$100 per month.

Des Moines Iowa Space does not permit publication The meat purchases of the lowest of the complete remarks of Mr. Per- income group were only 65 per cent kins, but below will be found his of the per capita consumption at the discussion of the relationship be- \$100 level. For dairy products, purtween low-income families and pur- chases were only 42 per cent; for eggs chases of food, revealing a vast po- they were 57 per cent; for vegetables tential market for the products of 58 per cent. American farmers.

The Potential Low-Income Market Recently the Bureau of Labor Statistics and the Bureau of Home Economics, with the collaboration of the National Resources Committee. made a detailed study of incomes in the United States during 1935-1936. It covered about 29,400,000 families and 10 million single individuals representing over 126 millions persons. These folk provide the principal market for agricultural commodities. Their incomes and their purchases are the key to agricultural prosperity, particularly for farmers who sell most of what they raise here at

home. It may come as a surprise to us. and an unpleasant one, to know that this study indicated that there were more than 4 million families, or 14 per cent of the total, who had an average income of only \$312 for the year.

There were more than 8 million other families, 27.5 per cent of the total, who had an average income of \$758. And there were nearly 7 mil-

lion families, 28 per cent of the total, who had average incomes of \$1224, or about \$100 per month. In other words, nearly two-thirds of our families had incomes of less than \$1500, and the average was only \$826 a year-\$69 a month for a whole family! That's the story of under-consumption in one figure.

Frequently, we hear statements about the average income in the

this concern, which is constantly United States. For instance, in 1935,

A THE TER THE A CALE AND A CALE A

THE ANSWER inemployment in our cities We find that those millions families receiving less than \$500 per 1. Yes, living in Mexico. year on the avarage purchased only 2. Kermit Roosevelt. 18 per cent as much fruit as was 8. Robert A. Taft, of Ohio. purchased by the group receiv 4. June, 1934. 5. National the war it manked 7. Before fourth in the world, exceeded by Britain, the United States and Ja-By land, about 140 miles. 9. Yes: his real name is George W. Patten. 10. Nine. Franklin County 4-H Club me have agreed to see that their familie products doe will have good, well-planned garden the consumption of the lowest inthis year, reports E. P. Barnes, ascome groups come relatively close sistant farm agent. to the consumption of other levels.

Want Ads about 94 per cent of the \$1200 consumption level. People have nearly enough bread in this country, even FLOWERS FOR ALL OCCASIONS though the poorer families to their Pot Plants, Cut Flowers, Corsage and Funeral Designs. Say "It" with Flowers. Farmville Flower Shop. Phone 467-1.

LOST-Green Sheaffer Fountain Pen. Finder will please return to The Rouse Printery and receive reward.

LOST-Certificate No. 9, for sixtyfive shares The Bank of Fountain Fountain, N. C., Stock. Notify J. L. Tugwell, Farmville, N. C.

bath in the home of Mrs. E. H. Jones, Call 258-1.

## NOTICE TO CREDITORS

Having qualified as executrix of the estate of G. A. Jones, deceased, late of Pitt County, North Carolina, this is to notify all persons having claims vainst the estate of said deceased to exhibit them to the underof their recovery.

All persons will please make im-In the Canal Zone, the President mediate payment of debts due the

THURSDAY, MARCH 14, 1940,

at 12 O'CLOCK NOON

the following described real estate.

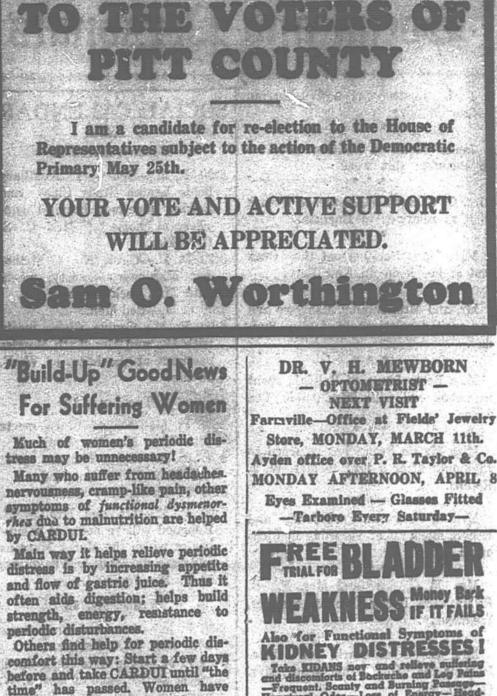
Lying and being in the Town of

of Main Street, extending from the

Under and by virtue

of sale contained in that

of trust executed and



Take KIDANS nov and relieve suffering ind discontions of Backwahe and Log Pains Frequent: Scanty and Burning Passage-Unpatient Stanty and Burning Passage-Unpatient Ridney and Burdes Disorders. Take RIDANS. Help the kidneys pass of excess saids and poisonous wastes re-sponsible for those symptoms. Your dis-tress and disconforts should quickly pass away. You will feel better almost over night. A few days may see you entirely free from fidney weakness as EIDANS work is harmony with Nature to restore proper functioning of kidney and bladder. Try KIDANS. Money hack if not satisfied. MONEY BACK GUARANTEE

FRIDAY, MARCH-8, 194

Deputit 5100 with your druggist for two boxes of KIDANS. Use one box. If not entirely satisfied with BESULTS, return other box to the same druggist and your money will be refunded. Start KIDANS Kidney Relief today. KIDANS is sold by Leading Druggists Everywhere. Adv.

Leading Druggists Everywhere WHELESS DRUG COMPANY FARMVILLE, N. C.

"WANTED" IERS

increase above that level. and it's right here at home. The over-stuffed third at the top, to which

Only for wheat

own baking.

For these commodities the quan-

tities purchased were equal to

most of us in this room belong, has enough to eat, anyway.

> Looking at Washington (Continued from page one)

of the proposed locks is conjectural in the absence of complete plans and signed at Farmville, N. C., on or bespecifications, the sum of \$850,000 fore the 16th day of February, 1941, was alowed for preparing the plans or this notice will be pleaded in bar and specifications.

toured the defenses and afterwards estate, advocated doubling the present num- This the 18th day of February,

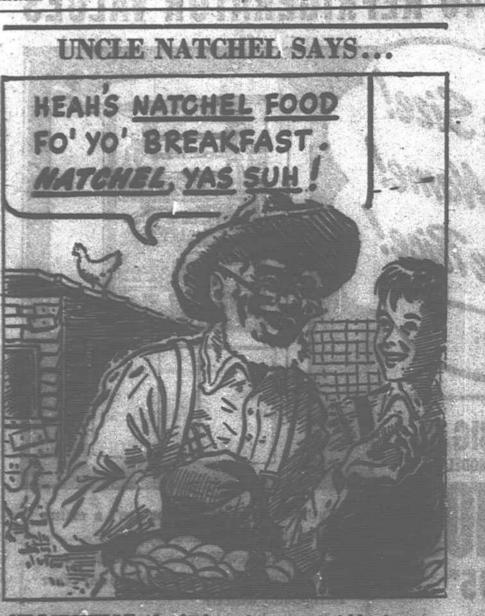
A less drastic, but similar story of under-consumption is told with regard to families who have to get along on an average income of \$758 a year. Almost without exception, the percentage increase in purchases is larger as incomes increase to \$1200 per year than it is when they The farmer's real stake is in the bottom two-thirds of our city families who are fighting for an income of \$100 a month on which to exist. FOR RENT-3-room spartment with That's his greatest potential market-

of popular priced canned foods are always available at CARR GROCERY customers. CO., one of the leading food stores of Farmville, where modern equipment is provided for the protection of perishable goods and select cuts of choice meats are always available.

Commercial Insurance Co. It is one thing; to get Insurance, new beauty; when everyone admires another to get the right kind of the lustre and styling of your hair; policy! That's where the COMMER. when all notice the creamy texture tion of commodities used for food. CIAL INSURANCE CO., will help of your skin and remark about your In 1935, over 29,400,000 families you . . . it offers you life, fire, hail, windstorm, and other protective bene- beauty care in the SHOP OF CHARM Here are some startling facts: fits. Its competent agents, through pays you back in captivating charm. years of intelligent study and practical experience have gained a broad knowledge of insurance. Visit this wholeheartedly into this mutual beneagency while in town on March 7 and fit event is J. H. HARRIS whose of all families, 8 and talk over your insurance prob- successful record of many years in lems with its able representatives.

Rose's 5c-10c-25c Store

STORE's business since its establish- they are offering exceptional values lilies provided only 26 per cent of our ment here is little short of phenome- at this time. nal. So rapidly did it expand that it was forced to double its floor space some months ago and increase all facilities to take care of its increasits remarkably low prices attracts ed and sold in the United States are hundreds of customers daily and the purchased by the American farmer, efficient service retains them as sat- according to the latest estimate.



TOURI ." Food ... that's ... pittate acts quickly; its natu-

striving to provide fresh, ripe and the average family income was about wholesome produce for tables of their \$1620. The important thing for us ber of planes and guns defending 1940. to remember is that 65 per cent of the Canal as necessary for the long-

the people were getting, on an aver- range defense of the link between THE SHOP OF CHARM, where age, only about one-half of this a full Beauty Service caters to every amount. You can get mighty hunrequirement of the women of this gry trying to eat on averages if President, to provide a better opporcommunity. When your nails take on you're out of a job.

About 85 per cent of the farmers income is derived from the producyouthful figure, you'll know regular spent 13.7 billion dollars for food. Only 848 million dollars of that

food bill, or 6 per cent, came from. 4,200,000 of our lowest income fam-A prominent merchant entering ilies, who were about 14 per cent livered.

Only 20 per cent came from anothbusiness here is your assurance that er 8 million of our families, who were you can buy from this firm with 27.5 per cent of the total. In other The growth of ROSE'S Se-10c-25c complete confidence always, and that words, nearly 42 per cent of our fam-

food market. According to this story, the 14 per cent of our families with the lowest incomes, that is, families receiving \$312 on the average, are spending One-fourth of all trucks and oneing trade. The tremendous stock with sixth of all automobiles manufactur- only slightly more than \$1 per person per week for food; (actually, in order to keep going, they spent about 50 per cent more for all purchases than they earned; some merchant got stuck for part of the dif-

> ference). ta expenditure for food rose to about \$1.62. With an average income of person per week for food. As income increased above the \$100 month level, food expenditures also increased but at a somewhat slower

In other words, people with in comes of under \$500 a year have about 5 cents per person per meal to spend for food. Families getting an ncome of \$100 a month have around 10 cents per person per meal for food. The market for our farmers is doubled, so far as this group is concerned.

New Figures On Under-Consump-

What would happen if every famly head who was receiving less that \$100 per month got that much money? Of course, we could speculate on what would happen if every famle \$2500 or \$5000 a year, in that the President will make no case we'd get some utopiar declaration for some months and the American farmer that he may wait for the Democratic tter stick to what we can and Convention to assemble before savbould achieve in the decade of the ing anything.

The data that we have show that if all families getting less than \$100 Many things can happen in four per month had been able overnight months and if there are startling

Mrs. Louise R. J. G. A. Jones Esta the two oceans. The additional de- John B. Lewis, Attorney.

fense units are needed; says the even from the air or by sea-at a much longer distance from the Canal than has been provided heretofore.

Jasper L. Taylor and will However, the Chief Executive said son Taylor, to Dink Jan that the first thing to do was to dated April 22, 1938, dul finish the present program for anti- in Book P-22, at page 18 craft guns and planes. So far, about County Registry, default having been half the total of each recommended made in the payment of the indebted by the Army-Navy joint board and ness therein secured and other stipuactually authorized, have been de- lations in said instrument violated the undersigned will offer for sale

and sell to the highest bidder for The fight to extend the Deciprocal cash before the courthouse door in Greenville, N. C., on Trade Program for three years shifted to the Senate when the House, by a 216 to 168 vote, passed the measure without amendment. Last week,

Secretary Hull told the Sepate Fi- to wit: nance Committee that abandonment of the policy by this country would Farmville, Pitt County, N. C. Beresult in a world-wide wave of to- ginning at a stake on the east side talitarian economy.

Town of Farmville, corner of Lot Blaming much of the nation's eco- No. 58 and runs with said line of nomic trouble on the Smoot-Hawley said lot No. 58 S. 50-30 E. 286.6 feet Tariff of 1930, the Secretary of to a stake in W. E. Murphey's line; State cited figures to show the re- thence with the said W. E. Murcovery of our foreign trade since hey's line N. 43-20 E. 75 feet to a

average of \$758, the weekly per capi- 1932, crediting much of it to the stake in the center of the back line reciprocal agreements. Mr. Hull said of Lot No. 60; thence N. 50-80 W. that the program placed the weight 236.4 feet to a stake on Main Street \$1224, people spent about \$2.18 per of this country's influence behind extended; thence with the said Main an effort to rebuild international re- Street extended S. 43-40 E. 75 feet lationships in a way that the nations to the beginning, being Lot No. 59 and one half of Lot No. 60 of what can prosper and be at peace. is known as North Farmville, bought

Pointing out that, trade channels by H. L. Humphrey from W. E. Murshift more mapidly than ever and phey and wife Anna Murphey and that the nation must be in a position surveyed and Mapped by Jarvis B. to act with speed and certainty to Harding, C. E. The foregoing being protect its trade opportunities in the home place, house and lot of the other countries. The Secretary of late A. J. Tyson; reference is made State opposed any provision that the to deed from A. J. Tyson to Addie treaties be approved by Congress. Tyson dated November 20, 1916, of This, he said, under existing condi- record in Book Q-11, page 88 of the tions, would make the program en- Pitt County Registry and being the property inherited by Addie Ellen Taylor, wife of Jasper L. Taylor, under the will of her mother Addie Ty-Speculation continues over son, of record in Will Book 6, page President's intentions in regard to 473 in the Office of the Clerk of a third term, but political observe are generally agreed that the nomi- Superior Court of Pitt County. This the 10th day of February nation is Mr. Roosevelt's if he will take it. Best opinion at this time is 1940.

DINK, JAMES, Trustee.

Irs. Louise R. Jones, Extrx. A. Jones Estate. Lewis, Attorney. 6wks	BOOKS REPAIRED Bring me your old books that need repairing	ALL TOBACCO FARMERS In Eastern Carolina to be re- lieved of Tobacco Curing wor- ries in 1940 and in the years to follow with our 1940 MASTER AIR-CONDITION-
NOTICE OF SALE	Prices Reasonable	
and by virtue of the power, contained in that certain deed	106 N Coorgo St	ED TOBACCO CURER.
executed and delivered by . Taylor and wife Addis Ty-	Farmville, N. C.	Florence-Mayo NuWay Co. Maury, North Carolina
lor, to Dink James, Trustee, pril 22, 1938, duly registered P-22, at page 186 of the Pitt-		

used CARDUI more than 50 years.

Farmville Retail

Lumber Yard

Contentnea St .-- Phone 302-1

ROUGH AND DRESSED

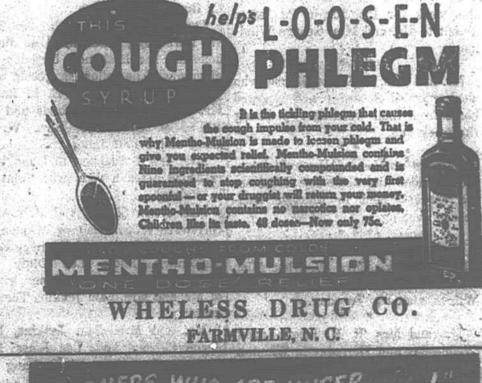
LUMBER

BUILDING MATERIAL

Can Arrange FHA Insured

Loans 4% per cent. Twenty-five Year Loans.

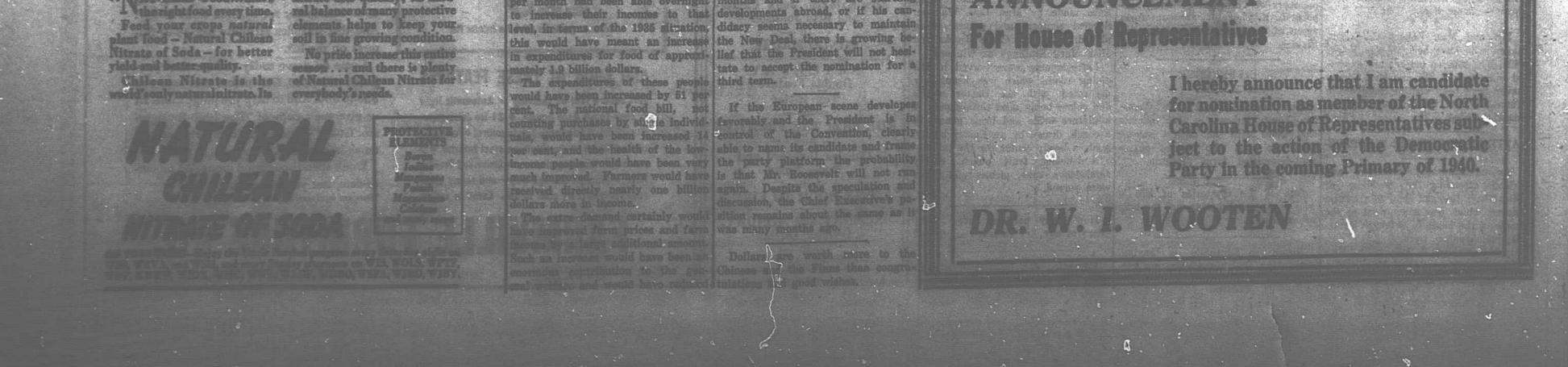
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---- SOLD BY -----C. S. HOTCHKISS, Farmville, N. C.



tirely unworkable.