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Through The Columns of
The Farmville Enterprise
IT REACHES - THE PEOPLE

Farmville Enterprise

Merchants! Get Wise
Let Us Write You an Ad.
and we'll open your eyes
WITH INCREASED BUSINESS

G. A. Rouse Editor and Publisher

"WATCH FARMVILLE PUSH FORWARD"

Subscription \$1 a Year in Advance.

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FARMVILLE, FULTON COUNTY, NORTH CAROLINA, JULY 14, 1916

NO. 8

BUSINESS MEN OF RALEIGH WILL VISIT FARMVILLE

Sociability Tour Will be Conducted by the Chamber of Commerce of the Capitol City

SHORT STOP AT MANY POINTS

The Trip Will Extend Over Two Days Beginning on July 25th. Band Will Accompany Party. Will be Here 26th

Word has come from Raleigh that Farmville will be included in the itinerary of the Sociability Tour to be conducted by the Raleigh Chamber of Commerce July 25 and 26th.

Between one hundred and twenty-five and fifty Raleigh business and professional men expect to be on this tour. They are going to put into practice the wise business principle "Get Acquainted With Your Neighbor—You Might Like Him".

The special train bearing the party will leave Raleigh at 9 a. m., July 25, and return to the Capital City at 6 p. m., July 26. A band of ten or twelve pieces will be brought along. Stops of from fifteen minutes to an hour will be made along the way at the following places: Garner, Auburn, Clayton, Wilson, Mt. Airy, Pine Level, Princeton, Goldsboro, La Grange, Kinston, Graingers, Grifton, Ayden, Winterville, Greenville, Farmville, Walstonburg, Stantonsburg, Wilson, Sims, Baileys, Middlesex, Zebulon, Wendell, Eagle Rock, and Knightdale.

Fountain Defeated.

Pinetops defeated Fountain on the latter's grounds July 7th to the score 12 and 3. Horton started the game for Fountain and was retired in the fourth after Brown and Webb J. both hit to left field for home runs. Jefferson the "Fountain Wonder" was unable to stop the hard hitting of the Pinetops boys.

R H E
Pinetops-2 1 4 2 0 0 0 0 3 12 17 4
Fountain-3 0 0 0 0 0 0 0 3 6 4
Batteries—Pinetops: Gardner, Corbett and Webb. Fountain: Horton, Jefferson and Harper. Umpire, Killebrew.

The Letter "E"

Someone has advanced the opinion that the letter "E" is the most unfortunate character in the English alphabet, because it is always out of cash, forever in debt, never out of danger and in hell all the time.

But we call his attention to the fact that "E" is never in war, and always in peace. It is the beginning of existence, the commencement ease and the end of trouble. Without it there would be no meat, no life, no heaven. It is the center of honesty, makes love perfect and without it there would be no editors, devils or news.—Ex.

LYNCHING CASE TO DUPLIN

Sam Stocks, of Green County, is Held in \$10,000 Bond. Signed by Wealthy Lenoir Citizen Without Asking. Only Stocks Thus Far Caught in Net. Further Probe Later

Kinston, N. C., July 8.—The investigation into the lynching of Joseph Black was adjourned sine die today, after Judge Bond had ordered Samuel Stocks, the only alleged lyncher now under indictment, tried in Duplin County, adjoining Lenoir County, instead of in Onslow, as ordered Friday. A question of jurisdiction was the cause for this action. Onslow does not adjoin Lenoir.

Stocks was ordered held for trial by jury because probable cause had been shown in the court's opinion. His bail was fixed at \$10,000.

Lovit Hines, a wealthy lumber manufacturer, offered to stand Stocks' bond without other signers. Nearly a score of other prominent men, worth property aggregating half or three quarters of a million dollars in value, insisted upon signing the bond of the Greene County farm tenant. The bondsmen declared no Greene County man should have to sign Stocks' bond, nor would any be allowed to. Stocks walked out of jail and returned to his home on a plantation some miles from Snow Hill.

When Stocks will be arraigned is not certain. The next term of court in Duplin is to start on July 24, but the State may not have its case ready by then.

No idea is had of the time the investigation will be resumed and it is uncertain if the next session will be held here or in Snow Hill. Additional warrants for more than a dozen Greene County men, some of them prominent, alleged to have been among the slayers of Black, are expected to be issued before the probe is resumed.—Ex.

Taylor-Bowling Nuptials

At the Methodist church last Sunday afternoon at 3:00 o'clock was solemnized a marriage wherein two anxious hearts, that, for some time had beat with a warm desire to no longer beat singularly, but as one, were joined more closely than ever before and were tied and locked with the holy wed.

Mr. Otis Taylor and Miss Eva Bowling were the parties playing the leading roll, who immediately after the ceremony left in auto for Kinston and other points of interest to spend the honeymoon.

The bride is a daughter of Mr. S. B. Bowling, of near Farmville, while the groom is a young business man of this place.

The ceremony was conducted by Rev. S. T. Moyle and witnessed by only a few friends who learned of the happy sojourn a few moments before.

They will be at home to their friends in Farmville, their future home, on and after July 15th.

The Merchant And The Community

The small town merchant is a necessity, and that which is necessary should be protected. The community needs his wares as much as he needs the community cash.

But not every small town merchant is alive to his opportunities and his obligations.

Many of them fall by the wayside because of their ignorance of or indifference to the rights of the public.

Fifty years ago the town merchant sat in his store and waited for business to come to him.

Today the successful merchant is a hunter—he must go out gaining for customers—and his ammunition is his stock in trade and his gun is the local newspaper.

Country people of today are as intelligent and up to date as the city cousins, and they gauge the merchant by his own actions.

If he is a hustler—if he keeps his store clean, his goods neatly displayed, his advertisement running regularly in the local paper—he attracts the public eye, and the public follows its eye.

But a clean store, neatly displayed goods and newspaper advertising are not the only requisites to a successful mercantile career.

The country merchant should not bank too much on the fact that he is a necessity.

He should be progressive—constantly bidding for trade by devising means of bettering the condition of the consumers' and acquainting them of the fact. He should consider their welfare, as well as his own.

The merchant should have one iron creed, and that creed should never be broken: He should treat all customers alike, never misrepresent his goods, and keep his shelves well stocked with truth.

He should be considerate of other business men in the community, for their rights are as great as his own. They do not own the town, and neither does he.

He should join wholeheartedly in movement for building up and expanding the business interests of the community, for success is only found on the topmost rounds of the ladder.

The merchant who has built up a reputation as a public spirited man, as one who labors for the well being of the whole community, never lacks for customers at his store.

They migrate toward his door as naturally as the birds fly south in winter.

Such merchants gain the confidence of the people, for the people know that the same intelligence and fair mindedness which he exerts in behalf of the community will be extended to his customers in commercial life.

Most country towns have a few such merchants in their midst, and the community is the better off for their presence.

You invariably find their advertisements in the local papers, telling of the merits of the wares they have to sell and giving the people that information to which they are clearly entitled.

Such business men are successful because their method of business and their very attitudes breathe success.

They have many customers, because the people admire a hustler.

This town is located in a splendid community, and it should have a bright future ahead of it. But it depends upon us alone.

We have some good business men in this town. They are well supplied with brains, and those brains are capable of accomplishing great results.

Individually they can do much, collectively they can revolutionize trading conditions of this community.

The money that is being daily sent away for goods might just as well be spent at our local store and would be, if the merchant arose to the opportunities of them.

The easiest thing in the world is to keep the money at home, for consumers are not fools.

Just keep the goods the people want, and of the quality they want.

Sell those goods at a fair margin of profit, thereby competing in quality and price with the outsider.

Then advertise persistently—keep the home goods constantly in the mind of the consumer—awaken him to the fact that it is as much to his interest as to yours to keep his money in circulation at home.

When you CONVINCED the consumer that you HAVE the goods that he wants, and that they can be purchased here JUST AS CHEAPLY as elsewhere, he will keep his money at home BY TRADING AT HOME.

The people WANT a live community, and are willing to SUPPORT live business men.

Who is in the LIVE CLASS? Speak up, gentlemen—SPEAK UP!

Deliver Out Malaria, Builds Up System The Old Standard general strengthening tonic, GROWER'S FASTERNESS CHILL TONIC, drives out malaria, cures the blood, and builds up the system. A true tonic, for adults and children, 50c.

THE FARMERS HAVE 'CUE FEAST

Thousands Gather For Great Occasion and Hear Prominent Men Speak

Five thousand or more farmers, their wives and children, gathered here last Thursday for a barbecue dinner given by Townsend's warehouse to the farmers of Pitt, Greene, Edgecombe and Wilson counties.

At early dawn people began to assemble in town for the occasion and by 10:30 o'clock the streets were so crowded that it reminded one of the rush at the State Fair.

This is said to be the biggest influx of citizens to Farmville in its history, and the merchants of all classes had a gala day for business.

The occasion was the happy thought of Mr. C. R. Townsend proprietor of the Townsend Warehouse Company, and the Farmers Co-Operative Tobacco Co., of this section, and as special guests the Farmers Union was invited to meet with them.

The speakers for the occasion were Dr. H. G. Alexander, of Charlotte, President of the Farmers Union of North Carolina, and Dr. J. M. Templeton, of Cary, president of the Wake County Farmers Union.

Both addresses were inspiring and helpful to the farmers. The meeting was called in session about 10:30 o'clock with Walter C. Sheppard, president who introduced the Hon. B. A. Joyner, the mayor of the town of Farmville, who in a few appropriate words flung wide the gates of the town to the visitors and welcomed them in behalf of its citizens.

Dr. Templeton was then introduced and spoke for more than an hour on the problems and possibilities of farm life. The last speaker of the day was Dr. Alexander, who emphasized particularly farm finance and rural credits.

At 12:30 the sumptuous barbecue dinner was spread and Mr. Townsend and his good farmer friends had prepared about 2,600 pounds of fresh pigs and had cooked some 75 pecks of meal to feed the hungry crowd, besides other good things which were spread.

The speaking and dinner were held in the big Townsend warehouse on Main street, and the entire western end of the building was filled with improvised tables and the crowd was amply provided for.

The farmers' co-operative warehouse business, instituted by Mr. Townsend himself, is a novel plan of co-operative marketing. The proprietor proposed to the farmers that he would issue stock to a certain number of subscribers who were, of course, to sell the major part of their tobacco with him, and that they would be credited with dividends of the business in proportion to the amount of sales made with him.

No money was required of the farmers to purchase stock in the company, but their dividends at the close of each year's business are to go to pay up the amount of stock subscribed until such stock is paid for.

The plan has become a very popular one and is proving valuable to the farmers of this section.

ALL IS NOT YET SETTLED WITH MEXICO

Three Problems Still Confront the Administration and Must be Solved

WON'T WITHDRAW NOW

Carranza's Friendly Note Will Not Cause Troops to Withdraw Lansing Starts on Vacation Polk to Handle Situation.

Washington, —President Wilson is not yet convinced that all is now "co-operation and friendliness." It is true that Carranza's latest note has given "tremendous satisfaction," but the border danger still lives.

Three problems remain unsolved. The first is whether the troops shall be withdrawn or not, the second is regarding a co-operative border patrol and the third is the cleaning up of Mexico.

Most officials believe that the end of three months will see the troops entirely out of Mexico and most of the militia back home. It is believed that the border will then be patrolled by regulars alone.

Wanted At Once!

was learned officially today will not be withdrawn merely on the strength of Carranza's friendly note. It is thought, however, that the note will pave the way for discussions which ultimately may end in withdrawal.

Lansing conferred with President Wilson regarding the Carranza note, which was described as "leaving the door open" for an amicable settlement, although the real issue remains, through the fact that Carranza does not disavow Trevino's orders to fire on the Americans.

Counsellor Polk will handle any negotiations that come up during Lansing's vacation, which starts tomorrow.

Reply to Go Forward Soon.

Following a conference with Lansing, Rolke stated that the reply to Carranza's note would go forward soon. Negotiations with Carranza will be made through the customary diplomatic channels.

Infantile Paralysis.

There Have Been 980 Cases in New York and 224 Deaths.

For the past two weeks there has been an epidemic of infantile paralysis in New York. Up to Sunday night there had been 980 cases and 224 deaths. There were 88 new cases Sunday and 19 deaths.

The disease has been found in several States, some remote from New York. There is a case at Durham, N. C., which is reported as improving. The United States health experts are joining hands with the New York City Board of Health to combat the disease and prevent its further spread.

The Strong Withstand the Heat of Summer Better Than the Weak Old people who are feeble, and younger people who are weak, will be strengthened and enabled to go through the oppressive heat of summer by taking regularly GROWER'S TONIC CHILL TONIC, which cleanses the blood and builds up the whole system. 50c.

Wanted At Once!

For the next thirty days we will pay

\$17.50 For 1897 Pennies

Teel-Smith Company
The Grocers
Farmville, N. C.