

Farmville Business Man Sees In Revival Of Prostrated Agriculture Increasing Stimulation Of Business

In a recent interview by a SPOTLIGHT reporter, John W. Holmes, one of the most widely known men in the financial, political, educational and commercial life of East Carolina, and one of Farmville's most prominent business men, stated as his opinion, that President Roosevelt has begun at the bottom and is building a strong and sure foundation for recovery in placing the farmer on an equality with industry, and that his increased ability to buy, has already created thousands of new jobs, thus stimulating business and industry, with great benefits now being felt throughout the entire country.

Mr. Holmes said that normalcy conditions will obtain when those of the pre-war period of 1909 to 1914 are reached; a period when prices received by the farmer for his produce, were at a proper ratio to the prices he had to pay for necessary products.

In searching history, this citizen of Farmville, who, having been stung by the big "B" in business nevertheless pays much attention to the spiritual and cultural things of life, and is well informed, says that in view of past business cycles, thirty years would be required to return to the designated period but that since large movements have invariably been led by great geniuses Mr. Roosevelt will, he believes, with his New Deal, take a short cut and reach this stage in a matter of five or six years.

Explaining the benefit payments, this financier said that an estimated \$750,000,000 was expected to be used by the United States for farmers this year, this money to be repaid through a processing fee paid by the manufacturer or processor, and which, by the way, materially increases the cost for the consumer very little.

These benefit payments are intended to adjust the difference in the increased cost of the farmer's supplies, since he does not gain any substantial advantage from the present general tariff policies of his country.

For the first time in the history of the world, a complete credit structure has been formed for agriculture, entirely separate from the commercial credit structure, thus fostering an independent agriculture.

Mr. Holmes recognizes the main purpose of the agricultural program as the securing of a better price level for farm products, in order that farm debts may be paid and a balanced condition restored to the entire country.

A profound, shrewd thinker, with that inevitable spark of enthusiasm that marks the difference between a great business man and a small tradesman, Mr. Holmes pointed to diversification as the ultimate salvation of the farmer. "If one were buying railroad securities he should not risk his investment in one road but spread it over five or six. So, in the case of the farmer, it is better to make a profit on several crops than to make a record for maximum production of one."

Pointing out the AAA as a movement which is really in process of

formation as yet, Mr. Holmes said that it has perhaps been brought nearer to realization in the tobacco section than any other at the present time. Optimistic over the results of the NEW DEAL, as already experienced here, particularly since the opening of the tobacco market, Mr. Holmes sees a great revival of business activity as surplus problems are overcome and the purchasing power of the farmer is restored.

"The people of this country want recovery," he declared. "They want it more than anything else, and they feel with President Roosevelt that 'we are on the way.'"

BUSINESS MAN CHEERED BY STREET SWEEPER

Music, that mysterious charmer of all ages which stirs the pulse and inspires men to braver deeds and soldiers to die, is understood, enjoyed and produced by the humble slave amid the lamps of poverty full as well as by the master at whose feet the world falls and worships.

The songs of the world, the arias of the opera, the sonatas and symphonies of the great composers of all times are "tuned in" on his radio by a certain local business man every evening, but it was a familiar hymn, sung by a lowly street sweeper on a recent morning, that cheered his heart and lent inspiration for the daily routine of his duties and caused his friends to comment concerning the light in his eye, the pep in his step, and the song on his own lips. I give you his story.

"I was awakened at 6 this morning by a deep resonant voice singing 'Take It To The Lord In Prayer,' accompanied by the swishing of a brush and the ringing metallic tone of a shovel in the hands of a street sweeper. I am certain that the singer knew nothing of notes, of head tones, nor of any of the technicalities of the art, the melody itself was slightly changed and notes were added or skipped or transposed at will, but his voice had the qualities of a born artist, the spirit was there, and it inspired me, business man that I am, weary with difficult problems in a period of financial depression. I arose, I lifted my head and gazed fearlessly into the beyond and was consoled by the eternal hope of a Supreme Being, who can be reached by prayer."

IN DOUBLE JEOPARDY

Mrs. Biffe—I would never let my daughter marry a man that smokes cigarettes.

Arthur—But I only smoke cigars.
Mrs. Biffe—Well, I wouldn't let her marry a man that'll waste money on cigars when cigarettes are so much cheaper.—Exchange.

The Farm Credit Administration is an agency which undertakes to make available all types of credit needed by the farmer.

—VISIT—

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