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FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, AUGUST 28, 1936

NUMBER SEVENTEEN

FARMERS READY TO PAN EAST CAROLINA'S GOLD

... Business Men and Citizens Extend The Right Hand of Welcome To All Tobacco Growers ...

PLANS NOW COMPLETE FOR FARMVILLE'S BIG OPENING SEPT. 1

The Best News of the Season: "Tobacco Prices Are Exceptionally Good"

Farmville Warehousemen Are Ready For Opening Next Tuesday

The soldiers have received their bonus; the marriage bureau records are showing an increase in marriages; interest is keen in the Presidential race; manufacturing production is growing; buying and selling charts are upcurving fast; all of which means that business is better generally, but the best news for people in the Farmville community is that "The Farmville Tobacco Market Will Open September 1st and PRICES ARE GOOD."

And so the warehouses have been shined up inside and out—freshly painted interiors, trucks stacked and standing in line, new signs outside indicating the houses and informing the farmer which sale is to be held there, warehouse forces have their new office supplies in their proper niches, and the new pencils are sharpened. . . everything is in readiness and awaiting the opening day of the Farmville market.

And a big day it promises to be, for while sales may be light for the next two or three weeks since curing is not completed, every farmer in the community is wondering just how his crop is going to sell, and so he is ready to "sample" the market right at the beginning.

Occupying the TOP position in AVERAGES of ANY market in any belt of the State for the past season, the Farmville Tobacco market has drawn the attention of the whole tobacco world, and it now adds to its descriptive title of "The Livest Market in the State," the most coveted adjective used in connection with any market, "The Highest Market in the State."

During the 1935 season the Farmville market sold 28,411,736 pounds of tobacco for an average of \$21.72 per hundredweight, an increase in percentage of 30 per cent.

And so Farmville will go to the bat this season with a position and reputation which must be kept at all costs, and which Farmville tobaccoists are determined to retain.

Monk Brothers

Thirty years ago this summer, two young and ambitious men, the Monk brothers, A. C. and J. Y., natives of Durham, arrived in Farmville and went about establishing themselves in the tobacco business. Farmville at that time was just a sleepy little village made up of farmer folk, who liked to live close together and have a Main Street of their own. It was the universal opinion that Farmville was too small for a successful market, and it was freely predicted that the tobacco business here would fail, the warehouses being small and doing little. There were, however, several among the business heads, who were able to catch the vision and spirit of the young Monks and they lent them their hearty support, financial and moral.

For years the larger markets round about sought the "sales" scalp of the Farmville market and much credit is due these brothers for retention of that valuable asset to its business head, for it was a hard fight, this one of the survival of the local market, and it took great fortitude, courage and unflinching faith in the future of Farmville to continue struggling for existence. The Monk brothers were always in the thick of the fight against the many forces which from time to time threatened the security of this market and finally succeeded in closing promising markets in neighboring towns.

A. C. Monk, who bought the first pile of tobacco sold on the Farmville market, and who has rendered distinguished service to the tobacco industry is president of the A. C. Monk Tobacco Co., with many modern plants in this and other sections of the country.

Monk's Warehouse

J. Y. Monk, popular proprietor Monk's warehouse and his excellent record in increased patronage is known all over the State, and hearty recommendations as to price and service are given this house by its thousands of satisfied customers, who come for miles around to sell with "J. Y."

This warehouse was established by "J. Y." who has been proprietor and active manager and the moving spirit for 29 years. Just in the prime of his life Mr. Monk expects to continue to advance the interest and accomplishments of his own

business and the market as a whole. Monk's warehouse rounded out its twenty-ninth year of valuable service to the Bright Leaf Belt and the Farmville market during the 1935 season, and is ready to serve customers and many new friends this season, being better prepared than ever to take care of the millions of pounds, which the firm is expecting to sell.

Associated with the veteran warehouseman again this season will be his son, J. Y., Jr., Johnnie Carlton and R. D. Rouse as proprietors, all experienced tobaccoists with their main objective the upbuilding of the Farmville market.

Assisting in the office this season will be: J. B. Joyner, cashier; Mrs. M. V. Jones, assistant cashier; L. P. Thomas, bookkeeper; A. E. James, book man; W. J. Teel, ticket marker; W. A. Goolie and J. N. Edwards, auctioneers; and Curtis Flanagan, head weigher.

Knott's Warehouse

Increasing in steady sales through out the 23 years of its history, Knott's warehouse patronage took a phenomenal leap forward the past season, with an increase of 42 per cent over the previous season recorded.

R. H. Knott and J. M. Hobgood
(Continued on Page Twelve)



Farmville Ready To Exchange For Coin

Thousands of gold prospectors will begin their trek by motor, trucks and "covered" wagons, into the Bright Belt markets on Tuesday, September 1st, ready to pan their gold and exchange it for coin with which to purchase many of the necessities and some of the smaller luxuries of life, which the prospector's family has been promised "When the market opens," for these many moons.

And Farmville, "THE HIGHEST MARKET IN THE STATE," with its affable warehousemen, numbering ten, four tremendous up-to-date warehouses, two sets of highly esteemed buyers, representing all the important and domestic companies, with their houses and plants recently conditioned, is all set, ready and waiting for the panning and exchanging to begin.

New Zealand Bids For Leaf Market

Washington, Aug. 28.—A new bid by New Zealand growers to get their flue-cured tobacco on the British market was reported today by the agricultural economics bureau. The information was obtained, bureau officials said, in a report from Vice Consul W. W. Orebaugh at Wellington.

Orebaugh said trade comment on the 65,000 pounds sent by New Zealand growers for trial last year was that it compared favorably with the best cigarette grades received from any other region of the empire. Shipments made before the 1935 season were not well received, he said.

Payments In Pitt by Federal Agency Total \$21,983.53

Total Loans Of \$19,961.53 made to 50 Persons and \$2,022 in Grants Disbursed.

Payments totalling \$21,983.53 were made in Pitt County by the Resettlement Administration from July 1, 1935, to June 26, 1936, it was revealed here today, according to information received by R. M. Gantt, State Director for the National Emergency Council.

Of these payments loans totalling \$19,961.53 were made to 50 persons and \$2,022 of grants to 98 persons were disbursed.

An additional activity of the Resettlement, that of farm debt adjustments showed that in Pitt County eight cases had been adjusted through May, 1936, involving an original indebtedness of \$31,276, with resultant savings of \$5,800. In addition to the saving through adjustment there was one case where the loan had been extended or where a reduction of interest rate had been effected. Further benefit from this activity was noted in the taxes paid as a result of adjustments, which in Pitt County amount to \$2,033.

The State of North Carolina had received rehabilitation loans through June 26, 1936, amounting to \$1,834,985.56, which were actually certified for payment. There remained the sum of \$202,718.52 in unpaid commitments. Rehabilitation grants during the same period were advanced in the sum of \$231,611.97. A total of 7,441 persons in North Carolina received loans, while 9,238 persons were the recipients of grants.

There were 910 cases considered by Farm Debt Adjustment Committees in North Carolina during the period September 30, 1935, through May 31, 1936, of which 859 cases were adjusted. The indebtedness prior to adjustment totalled \$1,151,712, while the reductions made equalled \$289,983. Additional results include \$31,799 of taxes paid and 107 cases of interest reductions or extension agreements.

In the United States the Resettlement Administration has made allotments in the amount of \$107,075,758 for Rural Rehabilitation loans and grants. Loans and grant vouchers certified for payment in the period July 1, 1935, to June 26, 1936, amounted to \$90,855,323, leaving an available balance for future loans and grants and unpaid loan commitments of \$16,220,435 as of June 26, 1936.

New Paving

Two and a half miles of sidewalks were laid by relief labor recently, with approximately \$5,000 worth of material being furnished by citizens for their individual jobs.

The completion of another worthy project was that of a concrete culvert through 600 feet of an open ditch, which bisected the town, and cost the town and property owners \$2,500. The paving of an alley 20 by 400 feet back of a block of stores was endorsed by the entire citizenry, the expense of the material being borne by property owners.

Golf Course

About eleven or twelve months

Drought Victims Are Being Freely Aided

2,000,000 Rural Folks In Hard Luck Because of Vagaries of Weather.

Estimates that 2,000,000 persons on farms and in rural communities will require relief this winter emphasize the extent of the drought's effects in many American states.

To give assistance to so many people will take a lot of money and the question is, where will it come from? Accepting the drought as a natural disaster, in the same sense that cyclones and earthquakes are natural disasters, presupposes that the American people, as a whole, will want to extend aid to the victims of the tragic dry spell.

We are not much concerned with the source of the money. Whether it comes from the Federal government, as a strong central government able to care for its afflicted people, or whether it comes from the treasures of individual States, guarding their rights and assuming their burdens, is not a matter of much concern to us. What is important is that undue suffering be avoided and that families be aided to pull through an era of misfortune.

Wildcat Veterans Meet in Greensboro

The 7200 North Carolina Wildcat Veterans will begin to move to the scene of their first State Reunion in Greensboro, N. C., September 6th and 7th.

The Convention will open on Sunday, September 6th, with registrations at the O'Henry and King Cotton Hotels. A Memorial Service will be held at 9:00 A. M., a luncheon at 1:00 P. M., an outdoor gathering and lunch at 4:00 P. M., parade at 6:00 P. M., and the reunion will close with a Military Ball at 9:00 P. M.

At this Reunion the State Department of North Carolina of the National Wildcat Veterans' Association will be established and the Auxiliary will also be formed, and every North Carolina Wildcatter and his ladies are cordially invited to attend.

R. L. Davis Noted For His Honesty, Square Dealing

A Man Who Has Risen To Great Heights in the Financial World; A True Friend of the Farmer.

The story of Robert Lang Davis—"Uncle Bob" to his closest friends—and Farmville's grand old man to everybody, is neither an exciting tale of spectacular ascendancy in the business world nor a succession of thrilling, serial accounts of hair-raising fights and victories over competitors as can be related in connection with many successful financiers of today.

Early Life

His early life was laid in the setting of a simple but Christian country home, and he has not departed from either the simplicity of living or the remembrance of his Creator in the days of his youth.

His career in his varied fields of activity—as a merchant, banker and planter, has been a measured and gradual process; an evolution inevitable when founded upon sincerity of purpose and nourished with infinite patience and honest endeavor.

Unlike the modern youth he started out with very little schooling, not education, mind you, for he had been educated and had a degree in courteous manners and honest dealing, obtained in the schoolroom of his home, under the deanship of an estimable gentleman—his aunt—(his mother, Mrs. Mary Lang Davis, died when he was 18 months old, and he lost his father five years later)—and the professorship of his uncle, Bob Lang.

His lack of schooling and funds was in no sense regarded as a handicap by him nor did it deter him from his purpose of setting himself up in

Farmville Moves Forward With Her Alert Market

"United We Stand," Is Theme Song of Town—the Transformation a Tobacco Market Achieves In a Community Exemplified In Farmville—Established Thirty-two Years.

The birth of a small, sleepy hamlet came about in the year 1872, when Farmville was recognized by the State of North Carolina with a charter of incorporation for her population of some eighty-odd people, living in fifteen dwellings, and comprising an area the size of a city block.

Thirty-two years passed, "one after the other," as the comedian would chronicle time, each year recording some mark of progress and growth. There was, however, an increase of only 26 people in the population during the first decade after incorporation, according to the census of 1880, which listed a population of 10,704 whites and 11,088 colored in the eight townships of the county—Greenville having 912, Bethel 127 and Farmville 111.

Railroads Built

The first incentive for development rode in on the engine of the East Carolina Railway in 1900, which served as a freight and passenger channel, and gave the town the chance for the substantial growth which can only be obtained by direct contact with the outside world.

The Norfolk-Southern Railroad was built seven years later, connecting Farmville with Norfolk, Va., and Raleigh—the Capital city of the State—which together with connections by the East Carolina railway made possible immediate contact with all of the main shipping points of

land and sea and markets in all directions.

National and State highways have, during the past several years, been routed through the heart of the business district, and motor trucks do a large transportation business also.

The building of better stores and more residences began immediately upon the coming of the railroads, and the Bank of Farmville, which has during its existence served as a business ally to the town, was organized in 1904, with Mr. R. L. Davis, as President.

Farmville's splendid churches and schools, its fine Building and Loan Association, newspaper publication and print shop, the excellent hotel accommodations provided by the old Horton Hotel in days gone by, and the modern Hotel Davis today; the extensive business done by the old firms and the new business enterprises of the younger establishments as well, have all been necessary and valuable assets, and have given great impetus to the progressive tendency which came with the railroads.

Marked Gave New Life. The story of the Farmville market embraces the decades between 1904 and 1936, and the small village of farmers has grown during this period into a town of broad proportions and city-like appearance, for it was the establishment of the Farmville Tobacco Market—a masterful undertaking by a group of energetic business men of the town thirty-two years ago—which quickened the sleepy village into the radiant, pulsating business center it is today, in a miracle of rebirth. Unlike Rip Van Winkle, it might never have awakened if the thundering of tobacco trucks had not disturbed its lethargy.

Bound by Unity. The Farmville Tobacco Market has not only been a means of achieving a physical transfiguration, at which observers often marvel, but a transformation is evidenced in the spirit of the entire community. Farmville business men, bound by the unbreakable strand of unity, realize that they are not isolated individuals but that each has relationships in this business of buying and selling. They are not interested only in sales, dividends, profits and losses, but in the betterment of the community in which they live, and in the progress of that community.

The Tobacco Market in Farmville is a factor which presents both opportunities and obligations to the business men here, who feel that they must not be supporters only but promoters as well, and must give active expression to their hearts' desire—the continual development of the market and the highest type of service to customers.

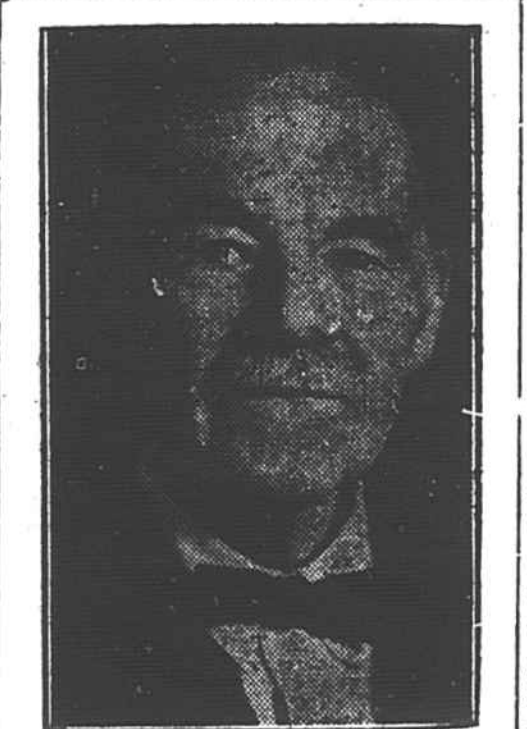
Round table conferences of practical citizens and definite effort in behalf of the markets are often held, when courses of vigorous action are mapped out. Competition has a more general scope than the business of the individual, and the spirit of good will and interest in the town's welfare and business as a whole has obtained for years. Consideration of merely his own business makes a newcomer in Farmville's business world very unpopular and he usually grasps the situation and joins heartily in the effort being made for the progress of the community as a unit.

Wholly Agricultural. Farmville is one hundred per cent agricultural, every business here depending on the farmer and whether prices for his produce go up or down, the doctor, lawyer, merchant, and chief's final summary—in his accounting for the year—black or red, finding its results in the prosperity of the farmer.

A large majority of the business and professional men here are farmers themselves, who, in the cool of the evening steal away for a look about their plantations. And those who are not actual owners, are secretly planning some day to purchase a little farm, for the "Good Earth" soon gets into the blood when one hears little else all day long except crop production.

Believe In Market

Farmville people believe in and sell on their own market, and watching its phenomenal development and increase in popularity with gratified hearts each season, saw it reach its



R. L. DAVIS

Business Career

His business career started when his uncle, W. G. Lang, of the firm of Lang and Moye, gave him a job as clerk, which position he held until he formed a partnership with W. R. Horne and bought a small stock of goods, owned originally by J. W. May & Sons. This business partnership lasted seven years, or until Mr. Davis was in a position to buy out Mr. Horne's interest.

Continuing alone for seven years he sold two of his brothers, J. R. and F. M. Davis, a third interest in the business in 1893, which they have since operated so successfully under the firm name of R. L. Davis & Bros., General Merchants. The firm now occupies three large stores and carries a stock of everything the farmer, his family or his farm needs.

Community Service. Giving, in his gentle way, his counsel and advice to all who sought

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