

Road Fatalities Show Sharp Drop

Last Month's Total Of Deaths On Highways 53 As Against 75 One Year Ago.

A sharp drop in deaths from automobile accidents in North Carolina during July as compared with the corresponding month of 1937 was reported yesterday by Dr. R. T. Stimpson, Bureau of Vital Statistics Director, State Board of Health.

There were 75 deaths from this cause in July, 1937, while only 53 were reported last month, Dr. Stimpson said. The total number of deaths from all accidents for last month was 107, as compared with 121 for July of last year. This year's casualty list included three deaths from railroad crossing wrecks and two from airplane crashes.

Suicides were up again, the total for last month being 23 as against 18 a year ago. Homicides numbered 34, a decrease of two from the July 1937 figure. Births continued to decline, the July, 1938 total being 6,120 as compared with 6,270 a year ago. Deaths increased, the total last month having been 2,635 as against 2,598 in July, 1937. Deaths of infants under one year dropped from 520 in July of last year to 505 for this July.

There also was a decline in the number of deaths among children under two years old from diarrheas and enteritis, the July, 1938 total being 174 against 194 for the previous July. Cancer deaths were up 10, tuberculosis deaths jumped from 120 to 137 and syphilis fatalities were up nine.

One death from typhus fever occurred in Cumberland County. There were seven deaths from tetanus (lockjaw) as compared with one in July, 1937. One death from rabies was reported. There was none a year ago.

Grass In Peanuts

Many peanut fields in Virginia and North Carolina have been reported as abandoned after heavy rains brought on an extreme grassy condition, says E. Y. Floyd, of State College.

Any person who talks glibly about how easy it is to control habit has never tried to break a bad habit.

Whenever the dictators think they hold the winning cards, they are always ready to play for big stakes.

Who's Who In Farmville

A Directory of the Farmville Firms Who Invite You To Sell, Buy and Bank In Farmville With Assurance of Their Friendly Interest In Both the Market And You.

Belk-Tyler Co.

BELK-TYLER firmly established firm after first successful year in Farmville. Reports good reaction after first full year in City.

After enjoying its first year as a part of the business section of the City of Farmville, this firm is looking forward to serving the good people and many friends it has made since being here during the coming season. With all of its many large departments freshly stocked with bright new merchandise for Fall buying. Using the facilities of one of the most up-to-date and best buying systems in the country, this firm is well able to give outstanding bargains at all times. Thousands of Dollars have been saved by the thrifty shoppers of Farmville and its trading area since the opening of this large store nearly two years ago. Many happy and satisfied customers have been made and kept. Many more are anticipated during the coming season.

The local manager, Mr. Marvin Lindsay, asks us to extend his heartiest thanks for the fine reception the people of this city and county has given this store. And to impress upon them that they are welcome to visit or shop with this firm. Every employee has the public's interest at heart and are more than glad to assist you in any way at all times.

Pollard Auto Co.

The home of the FORD in Farmville, the largest and most modern automobile plant here, is situated at the intersection of Grimesburg and Main street, with the dealers, W. A. Pollard, Sr., and J. O. Pollard, being distinguished as pioneers in the auto selling industry. Watch the Fords go by and pay this agency a visit in order to learn just why so many people buy FORDS.

Associated with J. O. Pollard in the sales division of the business are: C. H. Moxing and J. C. Sawyer. L. E. Flowers has charge of the repair department; G. R. Smith is stock clerk and H. O. Gardner is book-keeper.

City Cafe

For variety of menu and real satisfaction, the CITY CAFE, located in the heart of the business district, has under the capable management of

Louis Alex, the pleasure of offering you this happy combination. Whole some food at reasonable prices, with booths for ladies, make it a favorite eating and meeting place for residents and visitors to Farmville. Open the year round and becoming more popular each year.

Bank of Farmville

Wielding a wider influence on the commercial life of the community and adding prestige and power to its name each year is THE BANK OF FARMVILLE.

NOTE: Further information in special article in this issue.

R. A. Parker Motor Co.

R. A. Parker, head of this well known motor company, extends a cordial welcome to citizens and visitors here to visit this establishment and inspect the Pontiac, Plymouth and Dodge models on display—cars that cannot be equalled in appearance, economy or low price today.

Mr. Parker, who is widely known as an experienced auto dealer and salesman, has associated with him G. A. Tyson and R. A. Parker, Jr., as assistant salesmen and Billy Parker as office man.

They invite you in for a demonstration of New and Used Cars.

R. A. PARKER MOTOR COMPANY maintains an up-to-date repair and body work department, of which J. R. Lawrence is the efficient head.

Farmville Sea Food Market

THE FARMVILLE SEA FOOD MARKET buys and sells only the best and freshest of fish, oysters, shrimp, scallops and other choice food from the sea.

The market, which fills a vital need here, is under new ownership and management, H. C. Nichols having recently bought the market and grinding mill, remodeled the building and put everything in ship shape for fall trade.

Delivery and dressing of fish are also included in the Market service.

Vogue Beauty Salon

The management of the VOGUE BEAUTY SALON wishes to thank friends through the medium of this paper for the interest displayed in this new shop, and for the patronage extended during the first month of its beauty service to this community.

With the most modern of equipment and good location—upstairs in the Horton Building, Main street, which insures quiet and privacy while being beautified—the VOGUE BEAUTY SALON also offers patrons experienced operators, Miss Mamie Stanell and Miss Ruby Murphey, who



W. S. WILLIS
Secretary Chamber of Commerce and Merchants Association.

as owners of this new business, give your beauty needs a personal interest and conscientious attention.

Shell Station

At your service THE SHELL STATION stands across from Fountain's new warehouse, offering motorists superior SHELL products! a car wash, a wax, a change of oil and grease job.

Herman Joyner, operator, is friendly, accommodating and thoroughly familiar with the general servicing of cars. He extends telephone service to patrons and is ready to call for your car and service it at a moment's notice.

M. Liles & Son

Attention of all readers is called to the advertisement of M. LILES & SON, announcing the opening of their new store in the Horton Building, Main street.

Mr. Liles needs no introduction to Farmville people, having been associated with R. L. Davis and Bros. for many years and making a real place for himself in the business life of the town during this time. His son, Lowell Liles, industrious and keenly interested in the new establishment, will doubtless hold up his end of the business as junior partner in a creditable manner.

Miss Neva Owens, a highly esteemed and experienced saleswoman, held a position with R. L. Davis and Bros. for several years and was with Belk-Tyler Co., prior to accepting her present position as head of the women's ready-to-wear department.

SWIMS 45 HOURS

Santa Monica, Calif. — After being in the water 45 hours, was forced to abandon his effort to swim 56 miles from Santa Barbara to the mainland, 16 miles short of his goal.

An Invitation

For You To
Sell Your Tobacco
— IN —
FARMVILLE

and
ENJOY THE ADVANTAGES

Offered By
COOPERATIVE MERCHANTS

In This
PROGRESSIVE BUSINESS CENTER

UNEXCELLED AS A TOBACCO MARKET AND
SHOPPING CENTER

ENJOY THE PRIVILEGES OF FARMVILLE'S
RECREATIONAL PARK
SWIMMING—GOLF—TENNIS—PICNIC GROUNDS

**Chamber of Commerce
and
Merchants Association**

The Town Of Farmville, N. C.

Through Its Mayor, Commissioners and Officers

EXTENDS TO ALL TOBACCO GROWERS OF EASTERN CAROLINA A MOST

CORDIAL

Welcome!

WE invite you to visit Farmville often, and sell your tobacco on the **FARMVILLE MARKET** Where we feel sure you will receive the highest Market Price on All Grades.



Farmville has steadily gone forward, and, in recent months, many improvements and changes have been made in our business and residential districts. One new Tobacco Warehouse has been built in Our Tobacco Town this year, giving us five sales houses now instead of four.

Come to Farmville and Feel at Home—Again We Welcome You

The Town Of Farmville

DR. W. M. WILLIS,
L. W. JOYNER,
J. H. FLANAGAN,
J. H. JOYNER

Board of
Commissioners

W. A. HEADANS,
Supt. Light and Water Plant

GEO. W. DAVIS, Mayor

R. A. JOYNER,
City Clerk

MRS. J. T. TAYLOR,
Asst. Clerk

Officers:

L. T. LUCAS, Chief,
W. A. MARTIN,
R. B. FIELDS,
J. A. SMITH



WE herewith present you with the Key of the City, because we want you to feel at home while in our midst. If there is anything we can do to add to your pleasure or comfort while here, please call on either of us or our officers.