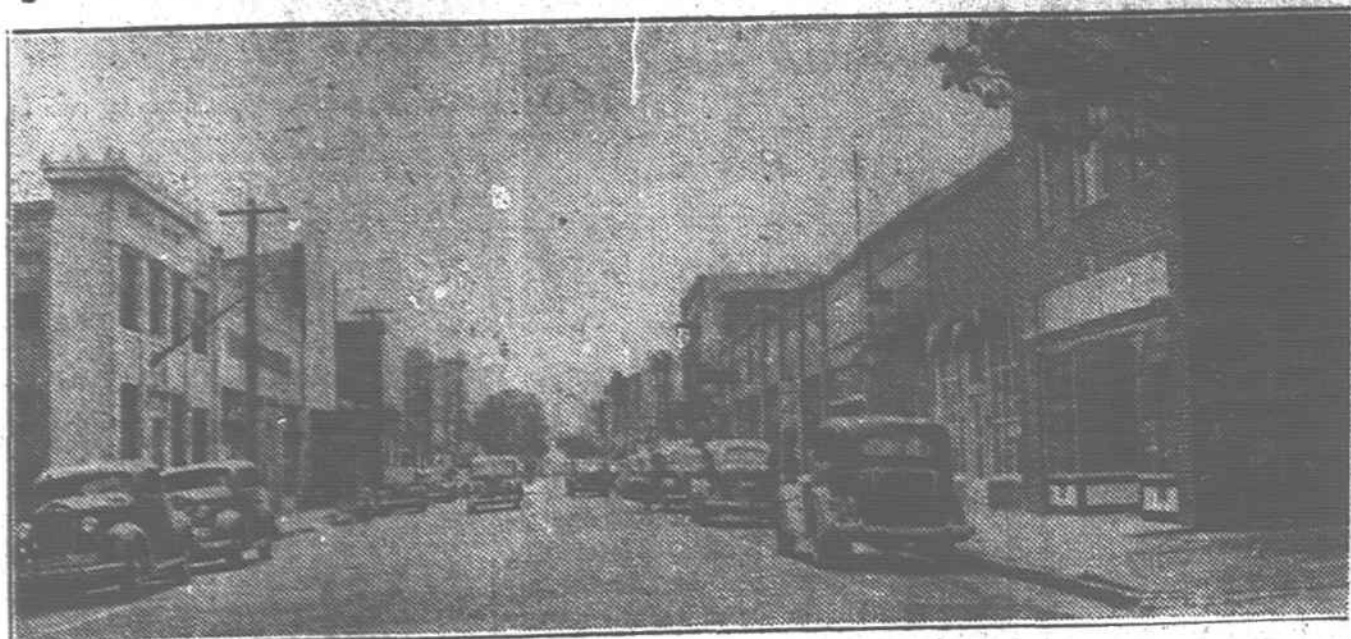


# The scenes below show Farmville's Principle Business District; picture in center was made in 1911



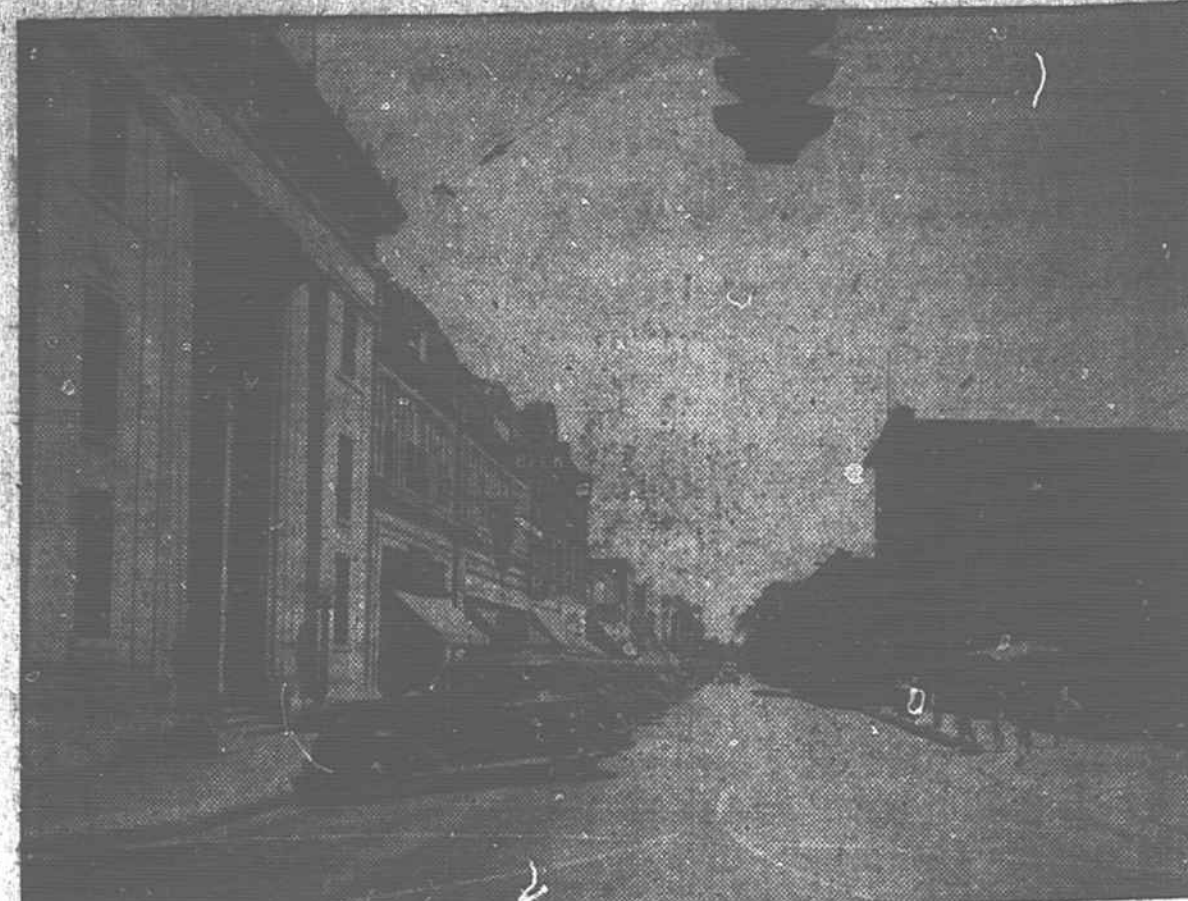
1940—MAIN STREET, FARMVILLE, N. C.—1940

In the heart of the Business District looking South from the Rouse Printery on the right and the City Hall on the left.



1911 — MAIN STREET, FARMVILLE — 1911

This picture is one taken of the East side of Main Street in Farmville in August, 1911, when Farmville only had ten brick business houses, no water works, no lights and apparently no street commissioners.



MAIN STREET—1940—LOOKING NORTH FROM BANK OF FARMVILLE

## Twenty-Eight Years Ago In The City of Farmville

The oldest copy of the FARMVILLE ENTERPRISE was brought in by Miss Tabitha DeVisconti, directed to Francis Marion Dupree, and dated May 2, 1912. A. C. Monk was publisher and general manager at this time, and G. A. Rouse, editor and assistant manager.

Viewed with much interest in the office and by visitors, we pass the following items on to our readers for their enjoyment:

An advertisement on the front page reads:

"Hear Miss Carrie Bowen at Lady Turnage opera house Friday night, May 31, at 8:30. Miss Bowen will be Assisted By Prof. A. E. Muller, Pianist. She has a fine voice, well trained. Admission 25 and 35 cents. Tickets on sale at Wheeler's Drug Store."

This ad calls to mind the evenings of fine entertainment in the Lady Turnage Opera House, over Turnage's store. The playhouse was named for the daughter of Mr. and Mrs. T. L. Turnage, now Mrs. A. C. Monk, who was also the wife of Mr. Monk the publisher at this time.

The favorite players were the Four Picketts, a popular stock company composed of Mr. and Mrs. Willis Pickett, their daughters, Grace, Lillian and Blanche, their husbands, pet bulldog, Tiny, and several actors of minor parts. The Picketts were mighty fond of the Farmville people, who received them with great cordiality upon their week's engagement each winter.

The Picketts gave many Farmville people the opportunity of seeing the first dramatization of their favorite novels, Edna Earl, East Lynne, Lena Rivers Oliver Twist and other books and popular plays of the day.

The opera house on these occasions presented a brilliant scene with the women in evening dress and wearing scintillating hair ornaments. A full attendance was the rule at every performance and other social doings were postponed for the week of the Picketts visit to Farmville.

They always "put up" at the Horton Hotel and were idols of the neighborhood children, who reenacted their plays for weeks afterwards in a miniature Lady Turnage opera house, built in the loft of the Horton Hotel Barn by Loyd Horton, who always played the part of Mr. Pickett. His sister, Madeline, was Lillian, Novella was Blanche and Eva was Grace, with the other children of the neighborhood taking the other parts. These characters in the cast were never changed as the show went on from year to year.

Chocolate almonds were introduced here about this time and every girl's bean had a box of these or other fine confection for enjoyment during the shows in the Lady Turnage opera house. It wasn't just an occasional thing, it was a custom to buy a box of candy with your theatre tickets and everyone ate chocolates at the show.

Many of Farmville's adults will tell you they saw their first moving pictures in the Lady Turnage opera house. It was the scene of all local talent shows, commencement exercises, public speakings and such delightful visiting entertainers as Polk Miller and his singers.

The Hub Hardware Co. had a number of small ads in this issue; one a motor high speed washing machine, operated by hand, "which can be run by a child"; a cut of a frisky horse calls attention to the Stylish Harness they carried; another almost guarantees that Planet Jr. implements make work into play; Blue Grass ice cream freezer in all sizes would make ice cream melts in your mouth; a pleasant looking pup assured customers that they would look like him and be lucky indeed if they would trade with this firm; another advertised razors and razor straps.

W. A. Pollard and Co. "Farmville's Progressive Store" was advertising furnishing "for ladies and gents and shoes of quality to fit every foot."

Rich and Smith, provision wanted to sell washing machines to the citizens, "in glass and aluminum."

A. H. Barks and Co. were showing the "Par and wide" and "The Standard" World War service uniforms. The Standard World War service uniforms were made of wool and were made in the United States.

es on your needs in our line and we will be friends."

D. R. Morgan, jeweler, had a NOTICE in this issue. "One of Richmond's leading Watchmakers and Jewelers who has served his time for 6 years at the Bench under an expert workman, has located in Farmville for the purpose of repairing watches, clocks and jewelry. I am sure that I can give you better work and lower prices on watches and jewelry than you can get elsewhere."

W. M. Lang & Co. were demonstrating a Pittsburgh Perfect wire fence.

T. L. & W. J. Turnage Co. were selling tobacco flues with "a new feature, a damper in the smoke stack."

The East Carolina Railway told citizens of a tri-weekly motor car service from Hookerton to Tarboro, with schedule.

S. M. Pollard was advertising Foleys Kidney Pills.

W. J. Raspberry, broker, had a special value for customers in Eldean Patent Flour.

Beaman and Monk Bros. were anxious that everyone have a Refrigerator before hot weather arrived and wished that they could supply everyone with everything for their homes.

Dutchess trousers were guaranteed by D. F. & R. O. Lang, who also insisted that "Warner's Corsets wear well, do not rust, break or tear. (We wondered how they knew)."

Austin P. Hamlin, Wheelwright and Blacksmith here for 40 years, was advertising the purchase of a new machine for repairing harness, covering boots and dashes of buggies. "Your drive horse neatly clipped."

J. C. Williford was sure the Singer sewing machine was the very best on the market.

Watt Parker was telling the world through an ad of his livery feed and exchange stables, first class vehicles and team for hire.

A report of the Citizen's Bank, signed by T. C. Turnage, cashier, before B. O. Turnage notary, and with J. H. Harris, J. W. Holmes and G. A. Jones, directors, showed resources to be \$63,709.44.

The Bank of Fountain's report signed by K. P. Wooten, cashier and R. A. Fountain, R. L. and G. W. Jefferson, directors, gave its resources as \$32,405.25.

In the classified ad section, there are the professional card of E. M. Cox, attorney at law; Dr. Paul E. Jones, dentist; C. L. Moore, tinner and roof worker; Henry Reddick, shoe and bicycle repairing; Chestnut

and Moore's shaving parlor; Life and Fire Insurance, sold by J. A. Mewborn at the Bank of Farmville.

THE ENTERPRISE had a Subscription contest on at the time with a \$55 buggy as the first grand prize; a \$40 center needle sewing machine second; third, a \$35 Thornhill one horse wagon; fourth, \$25 Traymore Suit; fifth, \$17 Styleplus suit; sixth, a barrel of Merry Widow flour; seventh, a \$3 pair of Manton thirteen button shoes for ladies.

"Farmville's On The Boom" is the title of the poem Editor Rouse composed in the 1912 issue, and reprinted in this one.

Quotations from the Farmville market prepared by T. L. & W. J. Turnage were given as follows:

Spanish peanuts, \$1.25; Wilmington, \$1.25; Young chickens, 25 to 35c; Butter, 30c; Eggs, 10c; Peas, \$2.25; Country hams, 20c; Shoulders, 15c; Bacon 12c; Strict Middling Cotton 11c; Middling 11 1/4c.

An announcement of a concert by Mrs. J. Stanley Smith's music class, Tuesday evening, May 7, at Lady Turnage opera house. Prices 15, 25, 35c.

Dr. C. C. Joyner had the following announcement:

"To my Friends and Patrons of the Public; It is with pleasure that I announce that I have returned from the city of Philadelphia, where, I have just completed a postgraduate course in Therapeutics, Physical Diagnosis, and Clinical Medicine and General and Special Pathology at the Philadelphia Polyclinic and College for Graduates in Medicine.

My office is still at my residence where I can be found at all times when not otherwise professionally engaged.

C. C. Joyner, M. D.

This invitation will be of interest:

Carr-Barrett

Mrs. Mamie A. Barrett invites you to be present at the marriage of her



The above is a picture taken in Farmville in the summer of 1912, with W. C. Askew at the wheel of his new "Reo the Fifth", getting ready to take some of his friends for a little spin in the country. Standing at the doorway on the opposite side of the car is C. R. Townsend, while seated in the rear is John T. Harris and the late G. A. Jones. This handsome touring car was one among Farmville's first automobiles.

daughter, Eula Belle to Mr. James F. Carr, Tuesday morning, June fourth, nineteen hundred and twelve at half after seven o'clock, Christian Church, Farmville, North Carolina."

We also note some interesting personals:

Mr. Curg Barrett spent Sunday in Wilson.

Miss Sallie Keel, of near here, is visiting friends in Wilson.

Messrs. J. T. & Howard Harris have purchased a motorcycle.

Mr. Jno. R. Davis paid Goldsboro a business visit Wednesday.

Mrs. J. E. White and daughter, Miss Lottie, spent Tuesday in Wilson.

Have your houses wired and save time and trouble in cleaning and filling lamps.

Miss Vernice Lee Lang has returned home from the A. C. C. at Wilson for the summer.

Rev. H. E. Tripp returned Tuesday from a visit to friends in Washington.

Mrs. Nan Smith returned this morning from a visit to her son, Mr. R. L. Smith, in Greenville.

Mrs. J. H. Harris returned Wednesday afternoon from an extended visit to her parents at Murfreesboro.

Her many friends regret to learn of the illness of Mrs. C. B. Mashburn, and all wish for a speedy return to health.

Mr. J. H. Darden, in company with Dr. Paul E. Jones and Misses Nellie Rainey and Rosa Moore, spent last Sunday in Wilson.

Mr. J. Y. Monk, in company with his brother, Mr. A. C. Monk and Mr. W. J. Raspberry went to Raleigh Monday morning and returned in the afternoon in his handsome Stoddard Dayton touring car awarded him in the News and Observer contest.

Her many friends are glad to learn that Mrs. Fannie L. Joyner has returned from the hospital in Washington greatly improved in health.

Her many friends will regret to learn that Mrs. Mary Lang has been very ill for the past week.

Our sister town Greenville is not even in it with Farmville when it comes to winning an automobile, still we are glad she was able to bring up the rear.

The Board of Aldermen invite those who haven't already done so to have their houses wired as soon as possible as they are now furnishing the material at actual cost.

Miss Tabitha DeVisconti attended the closing exercises at St. Mary's this week. She was accompanied home by her sister, Miss Sue May DeVisconti, who has been a student in this school.

Among those of our city attending the commencement exercises of the A. C. C. at Wilson this week we note the following: Misses Mary Moye, Annie Laurie Lang, Louise Moye and C. P. Moye, Lenwood Perkins and Dr. Paul E. Jones.

Mr. and Mrs. J. Y. Monk and Mr. and Mrs. W. M. Lang went to Wilson today to attend the closing exercises of the A. C. C. They made a cross country trip in the handsome Stoddard Dayton touring car won by Mr. Monk in the News & Observer contest.

### Resolution

On the afternoon of Monday, April 29th, 1940, James Madison Hobgood, member of Farmville Tobacco Board of Trade, died, and the Farmville Tobacco Board of Trade, desiring to honor his memory does hereby pass the following resolutions, inscribing them in the permanent records of the Farmville Tobacco Board of Trade:

First; That in the death of James Madison Hobgood, the Community, and the entire Tobacco belt of this and other states have lost a most faithful and loyal member whose knowledge and experience of tobacco had no Superior.

Second; That as a member of the Farmville Tobacco Board of Trade he gave to it his faithful attendance, was a loyal member whose Christian life and character was an example for us all.

Third; That he has rendered outstanding and unselfish service to the various tobacco organizations of the community, state and nation, giving freely of his time and talent to the many assignments given him.

Fourth; Be it further resolved that a copy of these resolutions be sent to his wife, copy to the Farmville Enterprise, and a copy to the Tobacco Journal.

Farmville Board of Trade,  
R. H. KNOTT,  
R. S. SCOTT,  
J. Y. MONK,  
Committee.

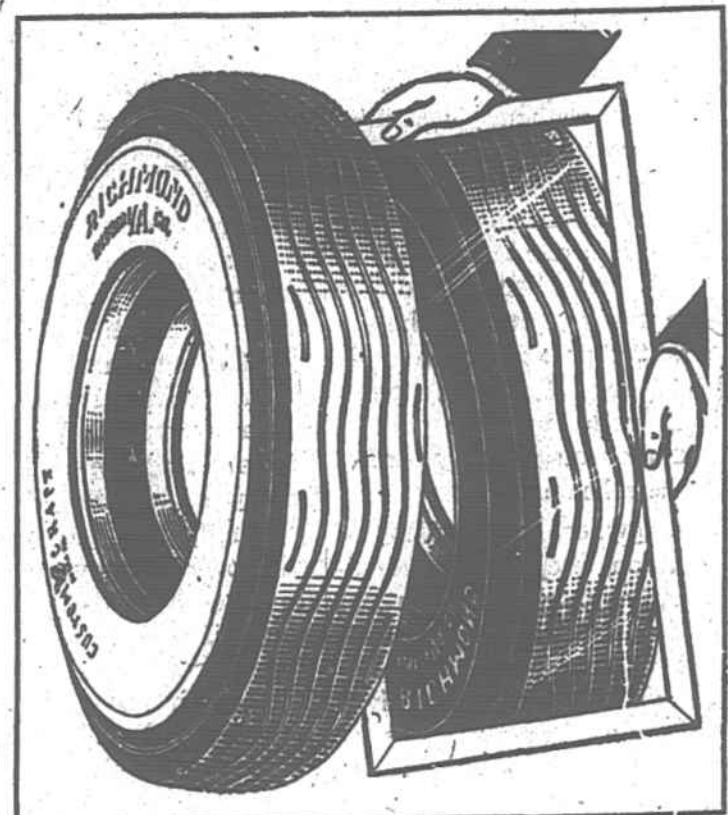
BUY—THE NEW 1940 FLORENCE-MAYO THE WORLD'S BEST TOBACCO CURER Over 5,000 In Use Maury, N. C.

Subscribe to THE ENTERPRISE.

\$1.50 SUBSCRIBE TO THE ENTERPRISE \$1.50

### "CUSTOM CRAFT" TYRE

A Reflection of Good Tire Taste



A brand new SUPER De LUXE Tyre in every detail—the "CUSTOM CRAFT" is cram full of features that set it out distinctly in a class all its own. A reversible tire with white wall on one side that stays white and will not discolor, and a jet black wall on the other side, permitting a change from white to black side wall tires on your car at will—or this SUPER De LUXE Tyre is available with black walls on both sides if preferred. Built with 5 full plies of the strongest tire fabric, one ply floating from bead to bead to give maximum strength and flexibility, meaning 4-ply riding comfort with 6-ply mileage.

DISTRIBUTED BY

The Turnage Co., Inc. FARMVILLE, N. C.

# J. CON LANIER For State Senator

Eminently Qualified by Training and Experience

## ABLE-HONEST-FEARLESS

Successful lawyer and business man. Practical Farmer, with years of experience in meeting the problems of the tobacco grower.

A Vote for Mr. Lanier is a vote for BETTER REPRESENTATION for Pitt County in the State Legislature.

### VOTE FOR J. CON LANIER

This space contributed by Pitt County Citizens in the best interest of our county.



C. E. JOYNER (RIGHT) AND HIS ASSISTANTS Standing in front of his store on Main street.

Save With SING'S HI-TEST GAS Regular First Grade 18 1/2 Gal. 1st Grade Kerosene 10c Gal. Motor Oil 10c Qt. and Up 300 SOUTH MAIN ST.