

Purina Chows Mural

Read by Todd Edwards

Hello, I am Todd Edwards, and I am part of the Farmville Group, which is responsible for many of the images you will view today.

The now famous Purina Chows mural is Farmville's first of 24 painted images in downtown Farmville. This work is a combination ghost sign and mural. The Purina Chows portion, and the red and white checkerboard, are part of an original Turnage & Company sign from the building's origins in 1934. The building served as a feed and seed warehouse as part of the Turnage's hardware and farm supply business.

So as not to confuse the original signage with any current hardware or farm supply businesses in town, the sign was altered to include "Farmville NC", instead of "Turnage & Company", as well as the chicken and pig images. The chicken and pig were reminiscent of the content of some other Purina Chows signs that were common in the mid-20th century. This sign has become a cornerstone image of Farmville's rebirth.

The sign was painted by ECU students, Andrew Wells and Katya Harris in 2017.