

# MR. TOBACCO FARMER

Sell Your Tobacco In

# ROCKY MOUNT, N. C.

AND TRADE WITH THE MERCHANTS LISTED BELOW

Mr. and Mrs. Farmer  
MAKE  
**Standard Electric Co.**  
Your *ELECTRICAL* Headquarters  
WHILE YOU ARE IN ROCKY MOUNT

See Our Displays Of

- ROYAL VACUUM CLEANERS
- ESSOTANE BOTTLED GAS RANGES
- EASY AND THOR WASHING MACHINES
- DURO AND DAYTON WATER SYSTEMS
- MANNING-BOWMAN ELECTRIC APPLIANCES
- FRIGIDAIRE ELECTRIC WATER HEATERS
- FRIGIDAIRE ELECTRIC REFRIGERATORS
- BENDIX AUTOMATIC HOME LAUNDRY
- LIGHTOLIER LIGHTING FIXTURES
- FRIGIDAIRE ELECTRIC RANGES
- ZENITH RADIOS

YOU WILL BE WELCOME AT  
**Standard Electric Co.**  
125 N. MAIN ST. ROCKY MOUNT, N. C. PHONE 1134

## ELEVEN BIG WAREHOUSES ARE READY

By E. C. Johnson Jr.  
ROCKY MOUNT — Eleven big, modern properly lighted warehouses are ready to receive your tobacco for the opening sales which will begin nine o'clock Tuesday morning, Sept. 3rd.

Enough warehouse floor space to care for your tobacco. No need for your tobacco to remain in the open because there is plenty of space under the roofs of these houses. Efficient, experienced, friendly and popular warehousemen invite all to visit them. The personnel of these warehouses are splendid. Floor men to see that your tobacco is handled right and packed right. Book men and pay off men to serve you. Mathematical geniuses they are. You get your check in a hurry when you sell in Rocky Mt. Four continuous sales daily. Year around sales supervisor serves the market to assure regularity and uniformity of sales. The following warehousemen and the entire Rocky Mount Tobacco Board of Trade invite you to sell your tobacco here.

Cobb-Foxhall 1, Cobb Faxhall 2; Mangum 1, Mangum 2; Easley 1, Easley 2; Planters, New Planters; Fenner 1, Fenner 2 Smith's. Would it surprise you to know that it was not the tobacco people in Rocky Mount, but others that named it The Dependable Tobacco Market.

There must be a reason. Your first sold load here will pleasantly tell you why.

## LIQUOR CAUSE OF 48 DEATHS IN SIX MONTHS

Drinking drivers were responsible for 48 street and highway fatalities in North Carolina the first six months of this year, according to a summary just completed by the Highway Safety Division.

Ronald Hocutt, director of the division, said the accident records for the first half of 1940 show that 50 drunken or drinking drivers were involved in 42 fatal accidents in which 48 persons were killed.

"The drinking driver is not the most numerous type of offender on our highways," commented Hocutt, "but he certainly is the most dangerous. The person who has taken any alcoholic beverages into his system, even one drink of liquor, is a highly potential menace to every other person using the highway on which he drives. Alcohol sometime stimulates those who drink it, causing them to become exhilarated and a little more reckless than usual. Then again it sometimes has a depressing effect, and produces drowsiness. Still again, liquor often confuses and befuddles the mind and impairs the vision. And it always affects the driver's reaction time, hampering the coordination between mind and muscle that is so essential in safe driving."

Safety Director Hocutt strongly advises all individuals who do any drinking to get someone else do their driving for them. "Drinking and driving just don't mix," he declared.

## ENTERPRISE Furniture Co.

Welcomes . . . . .  
Tobacco Farmers  
Of This Vicinity  
To Rocky Mount And Our Store

No Matter What Your Needs For The Home . . . You Will Be Sure To Find It Here . . . We Invite You To Visit Us and Be Convinced That Our Prices WILL SAVE YOU MONEY!

Visit Our Used Furniture Department

**ENTERPRISE FURNITURE CO.**  
158-162 S. Washington Street  
Rocky Mount, N. C.

## FARM EQUIPMENT - -

Welcome To Rocky Mount  
Mr. TOBACCO FARMER  
You'll profit by selling in Rocky Mount  
AND YOU'LL SAVE BY BUYING  
YOUR FARM NEEDS FROM US!

We invite you to sell your tobacco in the Bright Belt's leading market and to see us for your needs in HARDWARE, HOUSEWARES, BUILDING SUPPLIES, FARM IMPLEMENTS AND EQUIPMENT, JOHN DEERE ALL-PURPOSE TRACTORS AND EQUIPMENT, DISK HARROWS, COLE PLANTERS AND DISTRIBUTORS, REX DISTRIBUTORS, THORNHILL WAGONS.

We are also distributors for SHERWIN-WILLIAMS PAINT, KYANIZE PAINTS AND VARNISHES, DUTCH BOY WHITE LEAD, LINSEED OIL, TURPENTINE AND ALL OTHER PAINT SUPPLIES.

BUY YOUR HARDWARE AND FARM IMPLEMENTS FROM US!  
**J. S. GORHAM**  
Hardware Company  
239-241 Tarboro St. Phone 234

"It's Coca-Cola when you want complete refreshment"



5¢

Drink **Coca-Cola** Delicious and Refreshing

The tingling taste of Coca-Cola never loses the freshness of appeal that first charmed you. It leaves a cool, clean after-sense of refreshment that satisfies your thirst completely.

THE PAUSE THAT REFRESHES  
BOTTLED UNDER AUTHORITY OF THE COCA-COLA CO. BY  
**COCA-COLA BOTTLING CO., Inc.**  
422 South Church St. Phone 69  
Rocky Mount, N. C.

Sell Your Tobacco  
IN  
**ROCKY MOUNT**  
Trade In Rocky Mount  
BANK WITH  
**PLANTERS NATIONAL BANK & TRUST CO.**  
ROCKY MOUNT, NORTH CAROLINA  
Member Federal Reserve System; Fed. Deposit Insurance Co.