

Greenville Tobacco Market Makes Ready For Annual Chant Of Tobacco Auctioneer And Pay-Off To Farmers

Greenville Market This Year to Have 5 Auctioneers and 5 Sets of Buyers: Expect to Sell Between 12 and 15 Million Dollars—Worth of Weed

Greenville, outstanding and known throughout the world as one of the greatest tobacco markets on the globe, is making ready for another selling season. It is just a matter of days, and they are few, before the clarion cry of the auctioneer will signal the banks of this city to unlock their vaults and begin the 1939 "pay off" of the tobacco growers of Eastern Carolina. At nine o'clock, on the morning of August 22, five auctioneers, in the van of as many sets of buyers, will start their musical chant and as an accompaniment they will have a jangle of dollars. Before the final basket of this year's crop is "knocked out," and the warehouses closed until another season, these men who grow the nicotine weed and sell this money

crop in Greenville will have received between \$12,000,000 and \$15,000,000. Every cent of this will be a well earned reward.

During the interval that must necessarily pass between the sowing of the plant beds, cultivation of the crop, its harvesting, curing and final preparation for the market, the farmer has many hard, hand blistering, back breaking hours of labor, and he suffers many hours of anxiety and uncertainty. The final outcome of a tobacco crop is just about as uncertain as the jump of a frog. No one can determine until the leaf comes out of the barn whether or not the crop is a success. Then after a crop has gone through every stage and is loaded on the truck, one more question faces the farmer; a question most important. The question is, "Where is the best place to sell this tobacco?" There may be many markets within a few hours drive, but which one offers the most? One wonders, "What does it take to make a good market?"

In searching for a good market the growers should first consider the composition a market offers. Since tobacco is sold at auction and goes to the highest bidder, competition is all important. Second, the facilities of the market should be considered; floor space on which to spread the tobacco, and the opportunity for a quick sale. Third, the competency of the men who handle the sale of the tobacco should be taken into consideration.

Now that the three prime requisites of a good market have been named, let's look around for one market that has them all. Twenty thousand or more tobacco growers in Eastern Carolina will immediately answer, "Greenville." Here is what one of these men will say about that market.

Greenville has the reputation of consistently paying an average price for the tobacco sold there higher than the average price paid by the Eastern Belt when taken as a whole. One can take the official figures released by the Federal and State Governments from 1933

through 1938 and they will prove this statement. These figures show that in 1933 when tobacco was lower than at any time in this six year period, that Greenville averaged \$16.82 per hundred against a Belt average of \$16.30. They will show in 1934, when tobacco prices reached a peak that Greenville averaged \$31.21 per hundred while the Belt averaged \$29.71. Take any year during the period that has been mentioned, and it will be found that Greenville consistently sold tobacco for an average price higher than that paid by the Belt. It can also be said that no other market in Eastern Carolina can claim this distinction, and no other market, since the halcyon days of 1929, has an average price as high as the \$31.21 that Greenville paid in 1934. That mark still stands as a record for prices paid during the past decade. Now, why does a grower receive more money in Greenville? The words "competition, facilities and service" answer this question.

Competition depends on the buying orders placed on a market, and the placing of buying orders depend on the facilities the market has to offer. In Greenville, eight big factories that can re-dry, pack and ship approximately 2,500,000 pounds of tobacco daily bring orders from every known country; in both the Eastern and Western hemispheres. It can be said, without fear of contradiction, that "all the world bids on tobacco sold in Greenville" and this in itself is assurance to a tobacco grower of the strongest possible competition on every leaf that comes off the stalk; from the commonest snad lug, or tip, to the choicest cutler or wrapper. Every domestic manufacturer and big exporting company that uses cured tobacco is represented on the Greenville tobacco market, and in addition, France, Germany, Switzerland, Japan, China, the continent of Africa, the nations of South America, every nook and corner of the world where the pipe and the cigarette is smoked, places orders with one or the other of the three big independent companies that operate factories and maintain buying staffs on the Greenville market. There truly is a demand for every type leaf grown in Eastern Carolina on this market, and since demand is the mother of competition, it is only natural for tobacco to sell higher there.

Floor space and buying facilities are necessary for a prompt, orderly sale. They comprise the second major qualification for a good tobacco market. Greenville

stands at the top among the markets of the world in this respect. Ten big warehouses, convenient and modern from driveway to the rear loading door, spread out over nearly twenty acres of land. Between 3,000,000 and 4,000,000 pounds of tobacco can be spread for sale at one time on their floors. This is more tobacco than any market in the whole world can possibly sell in one day, but Greenville's five sets of buyers, the maximum number, and on any market, can make great inroads into this spread. This enormous amount of floor space and five sets of buyers assure a grower of a more prompt and orderly sale with a minimum amount of delay and congestion.

Mentioned third and last; but by no means least important, are the warehousemen who handle the sale of tobacco after it is brought to Greenville. The majority of these men have been associated with the market for years. They have watched, and have been instrumental in its growth from a little one buyer mart to one which has led the world in the sale of bright leaf tobacco. With hardly an exception, each and every one of them can be traced back to the farm, and they all have a first hand knowledge of the money weed they sell. They can tell you in a moment how many backaches there are to an acre of tobacco; how many are the trials and tribulations of the men who grow it. It is only natural for them to have a kindred feeling for the farmer. That is one reason why the rule of the market in Greenville is to "sell every basket of tobacco for the market price, or better."

Courteous, friendly and efficient service goes a long way towards making a satisfactory sale. Beginning with the Center Brick, operated by Harvey Ward and Dow Lassiter; then taking the Dixie Warehouse where Biggs Cannon and Will Moore are the head men; Forbes and Moton, operated by Gus Forbes and Billy Morton; Gorman Warehouse where Jack Mayo, Mat Long and Yook Joyner are in command; the Harris & Rogers Warehouse with two brothers, Dick and Red Rogers, and Ed Harris in charge; Keels Warehouse owned and operated by Rufus Keel, Wayland Sermons and James Keel; McGowan's Warehouse operated by Hugh McGowan, the man whose name it bears; the New Carolina built and managed by Floyd McGowan; and the two Smith & Sugg warehouses, No. 1 and No. 2, where Guy Smith and Bruce Sugg reign supreme, one can go through the entire list and

it will be found that courtesy, friendliness and efficient service is predominant with them all. Not only that, but these men expect the same of every employee on their pay roll.

MENOLA CLUB HOLDS MEETING

The Menola Home Demonstration Club met Wednesday afternoon, August 9, for the first time in the beautiful new community house.

After the business session and a talk on hobby exhibits by Mrs. Hugh Cooke, Miss Florence Cox was given charge. She gave a review of her trip to the world conference of Farm Women in London, and other places visited on her

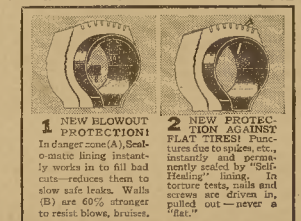
European tour. She also showed a number of souvenirs, which she had gotten from the different countries. The ladies enjoyed these very much as well as the scrap books she had made on the countries she visited.

During the social hour Mrs. A. G. Otwell and Mrs. Harvey Vinson, hostesses, served ice cream and cakes to the following mem-

bers and visitors: Mesdames Jake Parker, Hugh Cooke, Charlie Lumborn, Misses Elsie Cawan, Deborah Brown, Florence Cox and Mrs. Henry Brown.

Farmers' mutual telephone companies own a total of 678,000 miles of wire, according to information compiled recently by the U. S. Bureau of Census.

"THE MOST AMAZING TUBE EVER BUILT" Say, Thousands of Motorists

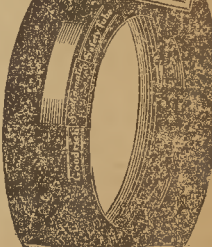
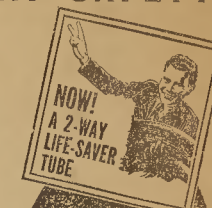


NEW Goodrich Seal-o-matic GIVES YOU 2-WAY SAFETY

THOUSANDS of motorists have already switched to this amazing new tube and are delighted with the way it ends old blowout fears and the constant dread of punctures on the road. They have learned that 2-way safety means gloriously care-free, trouble-free driving—and important economy, too!

This new, perfected Goodrich Seal-o-matic reduces blow-out danger to a new minimum—because it not only is 60% stronger to resist blows and bruises, but its marvelous self-healing lining actually reduces even bad cuts and tears to safe, slow leaks. And it seals punctures due to spikes, nails, screws, etc.—instantly and permanently, while you ride.

What's more, Seal-o-matics save you money—on tube and tire wear, on tube and tire repairs, on accident bills. Yet they cost no more than other "premium" tubes without their 2-way safety. So on both counts—safety and economy—come in and let us equip your car with Goodrich Seal-o-matics today!



COME IN AND SEE THIS NEW SELF-SEALING TUBE TODAY!

Goodrich Seal-o-matic
2-WAY LIFE-SAVER TUBE

"THE TUBE THAT NEVER LETS YOU DOWN"

W. H. Basnight & Co.
Wholesale Distributors
AHOSKIE, N. C.

**TODAY—
TOMORROW
AND ALWAYS—**

Some things can always be known for certainty. One of them is the peace of final rest. Another is our comprehensive and considerably priced service.

**Basnight-Garrett
Funeral Home**
AHOSKIE WINDSOR

GREENVILLE

"Best Market In State"

The Greenville Tobacco Market Consistently Averages More Per Hundred Pounds Than The Eastern Belt In Which It Is Situated or The Border Belt Which Opens Earlier



MARKET OPENS
TUESDAY, AUGUST 22

HERE ARE GOVERNMENT FIGURES

Crop Year	East Belt Avg.	Border Belt Avg.	Greenville's Avg.
1933	\$16.30	\$12.93	\$16.82
1934	\$29.71	\$23.93	\$31.21
1935	\$20.86	\$20.54	\$21.02
1936	\$22.85	\$21.58	\$23.24
1937	\$25.77	\$22.38	\$26.46
1938	\$23.34	\$22.95	\$23.63

The average price of tobacco may vary from year to year, but . . . grade by grade, every leaf on the stalk consistently sells higher in GREENVILLE.

DAILY MARKET REPORTS WPTF—12:55 . . . WFTC—1:15



MARKET OPENS
TUESDAY, AUGUST 22

All The World Bids On Tobacco Sold In Greenville

Where there is demand there is competition — The STRONGER THE COMPETITION THE HIGHER THE PRICE. Eight Big Companies with factories that can re-dry, pack and ship over 2,000,000 pounds of tobacco daily, buy for every known country in the world. There is a continuous demand in Greenville for every type of tobacco grown in Eastern Carolina.

"Our Greenville, Yours If You Come"

Demand--Competition--QUICK, PROMPT
SALES--PERSONAL INTEREST--MEAN

Tobacco Is Sold Quickly, Promptly and Higher In Greenville..

Greenville's 10 Warehouses, covering nearly 20 acres of ground, assures selling space for every load of tobacco brought here. Five sets of buyers assure a prompt and orderly sale with a minimum amount of delay and congestion. Tobacco well displayed and sold orderly is sold higher.

This has long been a slogan of the Greenville people. Friendly tobaccoists live up to that slogan. This assures you of a warm welcome to Greenville, and a personal interest in every load of tobacco you sell.

MORE DOLLARS for YOUR TOBACCO