

Greenville Making Ready For Opening Of Market Tuesday

Expect To Pay Out Between 12 and 15 Million Dollars This Year

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 jingle 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 \$12,000,000.00 and \$15,000,000.00. 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, and 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 tobacco market?"

In searching for a good market the grower should first consider the 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 any one of those 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 other 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 had 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 sand lug, or tip, to the choicest cutter or wrapper. Every domestic manufacturer and big exporting company that uses flue 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 doors, 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 world can possibly sell in one day, but Greenville's five sets of buyers, the maximum number found 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 matched, 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 is 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 Morton, operated by Gus Forbes and Billy Morton; Gorman's Warehouse where Jack Moye, Mat Long and Yock 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 & Suggs 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, friendly and efficient service is predominant with them all. Not only that, but these men expect the same of every employee on their pay roll.

This brief outline only mentions a few of the many good things a tobacco grower may expect in Greenville. This newspaper could be filled with true statements describing the outstanding attributes of the men who sell and buy tobacco in Greenville. However, in conclusion let it be said that Greenville represents all of these prime requisites named as being necessary on every good tobacco market. Demand, competition, floor space, buying capacity and courteous, friendly and efficient service. With all this to offer, it is easy to understand why Greenville's slogan "Best Market In The State" is always taken at its face value.

FAITHFUL



Theodore Rogers, faithful tobacco warehouse hand, is entering his 31st season as employee in the service of Roanoke-Dixie Warehouse operators.

Building Loans In State Increasing

For the fourth consecutive month the home loans made by the building, savings and loan associations of North Carolina showed an increase over the preceding month, according to Wheeler Martin, of Williams- ton, president of the North Carolina Building and Loan League.

The June total of \$2,412,000 in loans made by these institutions is the largest amount of monthly loans made by the building, savings and loan associations during the past five years, it was stated by Martin. He said that of this total \$865,000 representing 480 loans was for construction of new homes. 323 homes to the amount of \$557,000 were purchased through the building, savings and loan associations and 218 loans to the amount of \$407,000 were refinanced through these institutions; while the balance of 532 loans, to the amount of \$583,000, were made for the repairs, refinancing, reconditioning of homes and for miscellaneous purposes.

NOTICE OF SALE

Under and by virtue of a judgment of the Superior Court of Martin County in an action entitled "M. D. Wilson et al v. William Andrews et al", the undersigned commissioners will, on the 4th day of September, 1939, at 12 o'clock noon, in front of the Courthouse door Martin County, offer for sale to the highest bidder, for cash, the following described lands, to-wit:

FIRST TRACT: Being the house and lot and one acre of land upon which said house and lot are situated as described in will of the late

Moses Andrews.
SECOND TRACT: Bounded by Highway No. 90 to Daniel and Staton Mill, 25 acres of land which was allotted to Aaron Andrews in a special proceedings in Book 10, page 2, now owned by M. D. Wilson, the Smithwick heirs, Eason land and others. Containing 75 acres, saving and excepting house and lot tract.

THIRD TRACT: What is known as the Moses Andrews old Home place adjoining Isaac Nichols, Highway, a lane, Della Griffin land and containing 6 (six) acres, more or less.

FOURTH TRACT: Bounded by Highway No. 90, road leading from Highway No. 90 to Daniel and Staton Mill, church and Georgia Cotanche land. Containing one-fourth (1-4) acre, more or less.

The bidder will be required to make a deposit of 10 per cent. This the first day of August, 1939.

B. A. CRITCHER,
E. S. PEEL,
H. G. HORTON,
Commissioners.

ADMINISTRATORS' NOTICE
Having qualified as administrators of the estate of J. H. Saunders, deceased, late of Martin County, North Carolina, this is to notify all persons having claims against the estate of said deceased to exhibit them to the undersigned at Williamston, N. C., on or before the 7th day of August, 1940, or this notice will be pleaded in bar of their recovery. All persons indebted to said estate will please make immediate payment.

This the 7th day of August, 1939.
NANNIE S. SAUNDERS,
J. H. SAUNDERS, JR.

Wheeler Martin, Atty. a8-61

JOSEPH HUBBARD SAUNDERS, M. D.

The Rector, Wardens, and Vestry of the Church of the Advent, mindful of the great loss which this Parish and community have sustained in the death of Joseph Hubbard Saunders, do place on record this expression of their appreciation of his life and labors.

Joseph Hubbard Saunders was a faithful communicant of this Parish and for over thirty years he served in the honored capacity of vestryman, and for many of those years in the honored office of Junior Warden. During the closing years of his life was unable to be present at very many of the meetings, as his duty was found in the conscientious way in which he went about doing good, yet we always knew that his interest and hearty cooperation were with us for the best interest of his church and community.

In the closing moments of his life he bore witness to his love for his church, her faith and worship, and to the certainty and comfort they brought him; for he felt the need of a refreshing strength in the hour of pain.

Wise in counsel and generous in support, he was an excellent example of a loyal and practical Christian character. He journeyed to that richer life of service with God, in the confidence of a certain faith and in perfect charity with the world. Truly, he fought the good fight, and, having finished his course in faith, he now rests from his labors.

In this community he was an example to all of a life well lived and well spent in the service of his fellowmen. He truly gave to his com-

munity and profession the best that was in him. His memory is treasured by us with gratitude and high respect.

To his family we express our sincere sympathy; their great consolation must be in the richness of his love, sacrifice and devotion for them, in his honored name, and in the

good works done by him. May the Lord grant him continued growth in his love and service, and fellowship with the Saints Everlasting.

John W. Hardy, Rector,
N. C. Green, Senior Warden,
C. H. Godwin, Jr., Junior Warden,
David R. Davis, Clerk.

Store FIXTURES

Consisting Of
COUNTERS, SHOW CASES And
CASH REGISTERS FOR SALE

— ALSO —
2 BENTHAL PEANUT PICKERS
2 USED FARMALL TRACTORS
2 HAY BAILERS - PLOW CASTING
LARGE SUPPLY POULTRY WIRE

Harrison Bros. & Co.

Grape Market

Beginning About September 1st

There Will Be a Market For Your
Scuppernong Grapes

There Will Be a Buyer Located Near You. Write
Or See Us For Information.

We buy for the largest users of grapes
in the country.

Lindsley Ice Co.

WILLIAMSTON, N. C. PHONE 99

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

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



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ALL THE WORLD BIDS ON TOBACCO SOLD IN GREENVILLE—

Where there is demand there is competition—The STRONGER THE COMPETITION THE HIGHER THE PRICE. 8 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.

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. 5 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.

"OUR GREENVILLE, YOURS If You COME"

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.

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

MORE DOLLARS for YOUR TOBACCO