

Whiteville Tobacco Mart Sets 25 Million As 1937 Goal

Everything is ready for the first sale starting off the season, which promises to be the best, by far, in the history of the Whiteville Tobacco Market. The goal—25 million pounds—was set, not because of the desire alone to establish a new record, but after making a very careful survey of the crops, and finding conditions very much better than they have been in several years, talking with farmers and parties interested in tobacco, these facts stand out, which prompted making the goal 25 million pounds. There is practically an increase in average of ten to twelve per cent. Crop conditions are better this time than they have been in years in the immediate vicinity, having had; until the recent heat wave, which damaged the crop some, excellent growing seasons. Nature has blessed this section this year from planting 'til now, with the exception of the hot days about the middle of July. These indications favor the establishment of a new high record, which we firmly believe will be 25 million pounds.

Whiteville, the Tobacco Center, is well located, being the county seat of Columbus County, one of the largest and best agricultural counties in the two Carolinas. Whiteville is only 48 miles west

of Wilmington and three hours drive from Raleigh. Hard surfaced highways from all sections of the state bring you to our town where Six Big Warehouses with a daily selling capacity of over two million, modern in every detail, are conveniently located in the business district.

The warehousemen are men with years of experience in the tobacco business and have established the very highest reputation as successful business men. They have employed the most capable forces obtainable, efficient and courteous. Due to their knowledge and experience they render service that is more than personal—it is obliging-polite-gentle. Offerings are handled promptly by a floor force, carefully selected, and baskets are placed by the floor manager to the best advantage possible.

Whiteville has three sets of buyers, expert in their line, representing all of the fundamental manufacturers and factories. This creates strong competition and the highest price is prevalent through out the season. There is a probability of a fourth set of buyers on the Whiteville Market for the 1937 season. Due to the enormous quantity of tobacco anticipated, another set of buyers has been requested and is expected.

WAREHOUSES AND OPERATORS

Tuggle's Warehouse will be operated by the owner, Mr. H. Gordon Tuggle, and will have the same efficient, and courteous force employed for the past several years. Mr. Tuggle is one of the most successful tobacconists in the United States and is recognized as a leader. Associated with Mr. Tuggle are the following well known experienced tobacconists: Mr. L. R. Jackson, Mr. A. L. Tuggle, Mr. F. W. Jackson, Mr. Brady.

The Nelson's—Messrs. M. O., Sr., M. O., Jr., and John, who will operate two warehouses, Nelson's and Farmer's with Mr. Paul Wooten, assistant manager. The Nelsons are experienced and have been very successful warehousemen in Whiteville. They have thousands of customers of years standing.

Crutchfield's Warehouse will be operated by Mr. Paul Taylor, Mr. Gaither and Raymond Crutchfield. They will have as usual, a courteous, obliging floor space for prompt service.

Daniel and Moore of the Star Warehouse, which has recently been enlarged considerably adding 10,000 feet to the building, which gives them capacity for a full day sale. Daniel and Moore recently purchased the interest of their associate, Mr. Young. Their patronage since opening on this market

two years ago succeeded enlarging their building. Mr. Daniel and Mr. Moore have a large following through out the Carolinas.

Lea's Warehouse, operated for the past several years by the late Harry G. Lea, beloved by thousands, will be managed by Mr. Hunter Lea, cousin of Mr. Harry G. Lea's. This house will be operated on the same, sound progressive, principals established by the founder. Mr. Hunter Lea is an experienced warehouseman and was the active manager of Lea's Warehouse last season. We welcome Mr. Hunter Lea and bespeak for him a long, happy and successful career on the Whiteville Market.

The operators of the six warehouses will be in active charge at all times and will give you—and your offering their personal attention. They are prepared in every way to sell tobacco for the highest market price, regardless of any circumstances.

The pre-season activity has been greater this year and it is doubtful if a more earnest or enthusiastic citizenship in any city would be more interested or determined in the development and growth of their market. Boosters Meetings, Motorades and business men calling on the farmer have aroused personal interest. Every citizen is a salesman for the Whiteville Market. The advertising committee, Mr. S. L. Braxton, Chairman, S. L. Fullerm, M. O. Nelson, Jr., Paul Taylor, and R. N. Lewis have worked energetically and have the thanks of the community for doing their task thoroughly. Working with the publicity, director, M. S. Smith has carried the Voice of Whiteville to the far corners in the most energetic advertising campaign ever undertaken by the local market.

"The Voice of Whiteville" is the Sedan delivery truck, equipped with a public address system. Over fifty thousand pieces of advertising have been mailed or given out personally, besides advertising in the newspapers. Whiteville is known far and wide as the "Farmer's Town". We are just a large community of 4,000 plain old-fashioned, God-fearing people. You will find a hearty welcome to visit—live sell or buy. The town is yours and we are anxious to serve you.

GOVERNOR HOY WILL BE AT WHITEVILLE OPENING

Governor Clyde R. Hoy late Monday afternoon definitely accepted an invitation to offer the principal address at the festivities incident to the opening of the Whiteville Tobacco Market, August 10th. He notified Senator Walter H. Powell that he would be on hand.

The chief executive had already tentatively accepted the invitation, with the addendum that nothing preventing, he would be here. He promised to give a definite answer Monday afternoon, which he did.

As a speaker Mr. Hoy is incomparable and the occasion of his visit will be auspicious as well as memorable. Hon. J. Bayard Clark, U. S. Congressman from this district, will introduce the speaker, prefacing the introduction with a brief summary of the affairs of the nation. Carl Goerch, famous editor, commentator, and humorist will preside as master of ceremonies.

Music will be furnished by Sweeney Prosser's Hawaiians, sponsored by Schulken Bros., agent for Sentinel Radios and Rudy Walters and His Anchor Club Orchestra. They will furnish the music for the broadcast from the warehouse, and weather permitting outside during the day, before and after the broadcast.

The entire program will be broadcast over Station WBT (Charlotte), beginning at 12:50 by house, and several baskets of tobacco will be sold over the air. The remainder of the time will be for speakers and music.

Meanwhile, plans are going forward to make the opening day on the local tobacco market the biggest day in the history of the city. Plans to have the opening sales broadcast over two radio stations have been completed. Station WBT in Charlotte will begin a broadcast of the event at 12:50 o'clock and lasting until 1:30. Beginning at 1:30 there will be a fifteen minute broadcast over Station WPTF in Raleigh.

The address by Governor Hoy will be the highlight of the occasion. Complete plans for the occasion have not yet been completed. Conservative predictions are that there will be 15,000 people in the city on that date.

Opening Date
August 10th

ALL ROADS LEAD TO
WHITEVILLE
FOR TOP
TOBACCO PRICES

6
BIG
WAREHOUSES

3
SETS
BUYERS

REDDRYING PLANT
25 MILLION GOAL-1937

PAUL TAYLOR RAYMOND CRUTCHFIELD GAITHER CRUTCHFIELD

CRUTCHFIELD WAREHOUSE

FOR THE SALE OF LEAF TOBACCO
Whiteville, North Carolina

55,000 Sq. Feet
FLOOR SPACE
BEST LIGHT

FIRST SALE DATES FOR AUGUST

TUESDAY, AUGUST, 10TH — THURSDAY, AUGUST, 12TH
MONDAY, AUGUST, 16TH — WEDNESDAY, AUGUST 18TH
FRIDAY, AUGUST, 20TH — TUESDAY, AUGUST, 24TH
THURSDAY, AUGUST 26TH — MONDAY, AUGUST, 30TH

Opening Date AUGUST 10th

Experienced Men For Every Job Friendly
Service And The
Highest Dollar Guaranteed

SELL YOUR FIRST LOAD ON

First Sale Opening Date August 10th
AT CRUTCHFIELD'S

SELL YOUR
TOBACCO

With

NELSON'S & FARMER'S WAREHOUSES

Whiteville, N. C.

FIRST SALE EVERY DAY

Prompt and Courteous Service
Best Prices at All Times

M. O. Nelson, Sr — J. H. Nelson — M. O. Nelson, Jr