Whiteville Tobacco Mart Sets 25 Million As 1937 Goal

om planting 'til now, with the sible. e middle of July. These indica-ons favor the establishment of a ew high record, which we firm-factures and factories This creates will be 25 million strong competition and the high

Whiteville is only 48 miles west ed and is expected

The make starting of the season, the properties the provide season of the season of th

Whiteville has three sets of buy-

Whiteville, the Tobacco Center, the season. There is a probability is well located, being the county of a fourth set of buyers on the seat of Columbus County, one of Whiteville Market for the 1937 the layerst and buyers on the season. the largest and best agricultural season Due to the emromous quan-tity of tobacco anticipated, anotcounties in the two Carolinas. er set of buyers has been request-

ful if a more carnest or enthu-stic citizenship in any city we be more interested or determi be more interested or deten in the development and grow their market. Boosters Meet Motoroades and business men ling on the farmer have aroperated by Mr.. Paul Taylor, Mr. Gaither and Raymond Crutchfield.

They will havem as usual, a cour obliging floor space for prompt service. Daniel and Moore of the Star

ling on the farmer have aroused personal interest. Every citizen is a salesman for the Whiteville Mar-ket. The advertising committee, Mr. S. L. Braxton, Chairman, S. L. Fullerm, M. O. Melson, Jr., Faul 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 he carried the Voice of Whit eville to the far corners in the Warehouse, which has recently been enlarged considerable 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 patron-age since opening on this market

Smith hs carried the Voice of Whit eville to the far corners in the most energetic advertising cam-paign ever undertaken by the loc-al market. "The Voice of Whiteville" is the Sedan delivery trurk, equipped with a public address system. Over fifty thousand pieces of advertis-ing have been mailed or given out personally; besides advertising in the newspapers. Whiteville is known far and wide as the "Farm-er's Town". We are just a large

torn of the six w

will be in avtive charge

The s

it-live sell or buy, The town is sion have not yet been completed.

and we are annious to serve

COVERNOR HOEY WILL RE AT WHITEVILLE OPENING

mident to the opening of Whiteville Tobacco Market ust 10th. He notified alter H. Powell that he

The chief executive had all ing preventing, he would re. He promised to give a d te answer Monday

As a speaker Mr. Hoey is i emparable and the occasion is visit will be anapicious as w in visit will be auspicious as memorable. Hon, J. P. all times and will give you-and your offering their personal atten-tion. They are prepared in every way to cell tobacco for the highest market price, regardless of any circumstances. c, U. S. Congressman from district, will introduce the ter, prefacing the introducon with a brief summary of The pre-season activity has been reater this year and it is doubt rist will preside as m

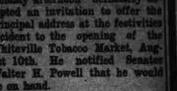
Music will be furnish consored by Schulken Bros., a-nt for Sentinel Radios and Rugent for Sentinel Radios and Ru-dy Walters and His Anchor Cinb Orchestra. They will furnish the music for the broadcast from the warehouse, and weather permit-ting outside during the day, be-fore and after the broadcast.

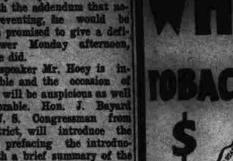
The entire program will be broadcast over Station WBT Charlotte, beginning at 12:50 by house, and several baskets of to-bacco will be sold over the air. The remainder of the time will be for smeakers and music for speakers and music.

er's Town". We are just a large community of 4,000 plain old-fash ioned, God-fearing people. You will find a hearty welcome to vis-sion. Complete plans for the occa-

Conservative predictions are that there will be 15,000 people in the city on that date.

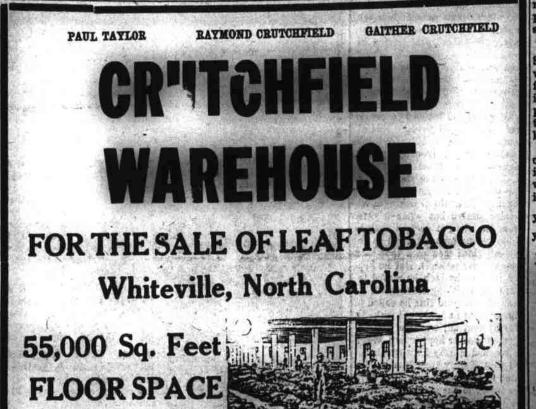








August 10th





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

lighest Dollar Guaranteed

SELL YOUR FIRST LOAD ON st Saler Opening Date-August 10th CRUTCHFIELD'S



NELSON'S & FARMER'S WAREHOUSES

With

SELL YOUR

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



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