FARMVILLE
The City of Hospitality

THE FARMVILLE ENTERPRISE

FARMVILLE
Extends You Welcome

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Farmville, Carolina's Highest Leaf Market, Welcomes You

Everything In Readiness For The Opening Tuesday

Three Large and Commodious Warehouses In First Class Shape for the Opening Cry of the Auctioneer. Season This Year Promises to be Banner. All Warehouses Have a Clever Corps Of Proprietors and Assistants to Greet The Farmer. Floor Space Greatly Enlarged,

DOUBLE SALES DAILY

Farmville's Tobacco Market opens Tuesday, September 6th., with prospects of a banner year, as this market has steadily grown from two small houses capable of handling only a few thousand pounds to one that is now dreaded by all of its competitive markets, due to the high averages which have been made here over a period of years.

Starting off this season with double sales daily and with each house greatly enlarged, as well as improvements made to the tobacco factories, Farmville is now well prepared to handle nearly twice as much tobacco as ever before in its history.

Last season tobacco was sold on local warehouse floors from a distanee of from sixty to seventy-five miles, while this season farmers are expected here from even greater distance.

This issue of The Farmville Enterprise gives the major portion of its space to the "Golden Weed" and within its columns the editor is endeavoring to tell its readers that tobacco is Pitt and Greene counties' premier money yield up to this good hour.

throughout the world. The fragrant aroma of the Pitt and Greene counties tobacco rises from the hovels of the poor and the mansions of the rich. Its juice affords solace to the afflicted and comfort to the sorrowful.

In days long since gone by, before the adventurous white man had placed his sturdy foot upon the virgin American soil, the wild and uncouth savages were wont to gather around the council fires and there while discussing the weightiest matters of state, inhale lungsfull of the delightful fragrance of the golden weed, for the lack of which Socrates wandered miserably upon the face of the earth. Brutus bertayed his nearest and dearest friend and Nero burned Rome. Had these famous and infamous men of ancient times been able to sit and smoke and meditate upon their day and time, history might have been written upon a brighter and happier page.

But tobacco was an unknown luxury to them, and was unknown to all Europe throughout the dark ages until persistent Columbus turned the prow of his historic ship westward and rode upon the swelling bosom of the Atlantic until he came to Cuba. There, as he stood upon the sunny island and claimed it in the name of his sovereign king he was met in solemn mien by the pompous tribal chiefs, who, ever true to immemorial custom, gravely handed him the Pipe of Peace to smoke as a token of friendship and love and good will. As Columbus cautiously placed the long stem between his lips and took satisfying mouthfuls from the pipe, he introduced the use of tobacco among the civilized races of the Old World. The custom of the Indian was then planted in the [illegible] world's history.

It was not until the year 1586 that the people of the tobacco "Indian weed" was introduced into England by Sir Francis Drake, who presented it to his friend, Sir Walter Raleigh, who, being a lover of the weed himself, was quick to see the profitable business that could be built up around the growing of the weed. Raleigh, being a man of means and influence, was able to interest his friends in the new product, and they began its cultivation on their estates. Its use became fashionable among the court and nobility, and "Tobacco, divine, rare, super-excellent tobacco, which goes far beyond all the panaceas of portable gold, and philosophers' stones is the crowning gift to mankind."

Soon after its introduction into the European countries the demand became so great that the Colony of Virginia was practically given over to its culture, being carried on in almost every country, even planted in the streets of the villages, and was used in the place of money as a standard of value.

The cultivation of tobacco did not spread to North Carolina until centuries later, its culture was not introduced into Pitt county until sometime later and was being carried on in almost every state in the Union before the fertile soil of Pitt began to bear the lemon colored variety for which it has now become so justly famous.

It was not until the year 1886 did the first stalk of tobacco rear its proud head within the [illegible]

The modern tobacco town of Farmville which is now a model of compactness, convenience and efficiency was not brought into existence until during the last ten or twelve years, when it began to emerge, a mighty group of brick structures out of the ashes of the old wooden houses, which it occupied the first several years of its existence.

As the Farmville market is now constituted, it offers unrivalled facilities for the marketing of farmers' tobacco under conditions that guarantee the top dollar for every pound that is sold here. There are three large auction sales warehouses, each with abundant floor space, and ample efficient and experienced forces to take care of any amount of tobacco that may be brought to market. They are fully equipped to offer every dollar and convenience for the comfort of farmers and they are anxious and willing to accommodate their customers in every possible way. Each of the three warehouses have greatly enlarged their floor space since last season, and now with double sales daily are prepared to handle practically twice as much of the golden weed as ever before.

The factories and redrying plants have increased their capacities until there is no danger of their being glutted to such an extent that prices will be driven down.

But not only are the facilities present for the best marketing of the tobacco, but the personal element, which enters most largely into every business, is one of the strongest points for the Farmville market. The men who make up Farmville's tobacco industry are courteous, affable and polite, and are always ready to pass the good word with the farmers that bring their tobacco here. All of them have been on the local market for several years, and enjoy a large acquaintance among the planters of this section. They are [illegible] their families are here, and their interest in the welfare of Farmville [illegible] and [illegible] when the farmer sells his tobacco here and receives the money for it he knows that he is among friends who want to see him get the top dollar for his tobacco, and who want him to come back next year with more tobacco to sell.

"By cracky! Here I be ninety-nine years old today and never have used glasses," proudly boasted old Mr. Jenkins. "Yes, sir, I've always preferred to drink from a bottle," added the aged gentleman.

Local Garage Firm Rapidly Spreading Out

Started Few Years Ago On Very Small Scale; Now Operating Tremendous Plant, Also Have Agency for Oakland, Pontiac And Star Cars.

Elsewhere in this issue will be seen a page advertisement of Barrett's Service Station and Garage, giving in a brief way an outline of the various departments of their business and the service this firm renders the automobile owners in Eastern Carolina.

Mr. H. L. Barrett, general manager, is leaving nothing unturned to give real honest to goodness service and the business has rapidly grown until it now requires the large building to handle the work, and Mr. Barrett contributes his success to quality of work his mechanics have turned out and the service given his customers.

The Oakland Motor Car Company, division of General Motors, announces the appointment of Barrett's Garage as Oakland-Pontiac dealers here for the Oakland All-American Six and its companion car, the Pontiac Six. The new dealers invite the public to visit their show room and inspect the various models comprising the two lines.

Because of the public's instantaneous response to the new Oakland All-American Six, at the latter's recent introduction, special interest attaches to this car. It is new in every respect, designed by Oakland engineers to combine length, new Duco colors, and remarkably improved performance characterize the entire Oakland All-American lines. Despite the numerous improvements, these cars are offered at new low prices.

In presenting the Oakland All-American Six and the Pontiac Six complete lines of motor cars to the public, the Barrett Garage is offering cars at a price range from $745 to $1265 f. o. b. factory which appeals to every desire of the motoring public of cars in this price class.

The Oakland-Pontiac dealer looks forward to a constantly increasing business and offering two complete lines of six cylinder cars backed by the tremendous resources of the General Motors Corporation, is confident that these products will meet with immediate acceptance and gain an outstanding position in this locality, such is is now enjoyed generally throughout the entire country.

This firm also has the agency for Star cars, and operates the only all night Service Station in the city. This station never closes.

When in need of anything for your car Barrett's Service Station and Garage extends you a cordial invitation to call to see them. "Service" is their motto.

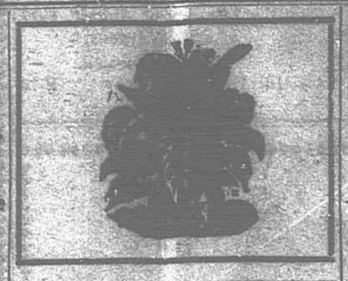
WE USE THE TELEPHONE

At the end of March, 1927, total money invested in telephone plant and equipment in our country was $3,270,000,000. The industry paid annual taxes of $70,637,000.

This huge investment represents about 18,000,000 telephones, practically all of which can be joined together for nationwide service.

Its securities are owned by 844,000 people, made up of 443,300 owners of common stock, 155,700 owners of preferred stock, and 245,000 owners of bonds. Eliminating duplications where the same person owns more than one kind of security or the securities of more than one company, it is estimated that the telephone industry is owned by over 700,000 individuals, of whom 74,586 are employes of the telephone companies.

America leads the world in many activities, but its telephone system is so far ahead there are no comparisons.



Latch-String Hangs Outside In Farmville

The latch string hangs on the outside for the tobacco farmer in Farmville this season. In fact, he is going to be greeted with environments never before this from September 6th to the closing day.

All of the warehouses have had a thorough house cleaning and increase in floor space. Unless something unforseen happens this season of the Farmville Tobacco Market bids fair to be a memorable one no matter from what viewpoint the outlook is taken.

The warehousemen are here to greet you, the buyers as of yore, will be right on their jobs and the old town, from the youngest to the oldest, awaits the coming of tobacco farmers with their produ[illegible]

No matter on which warehouse floor he sells his tobacco he can rest assured of a top-notch price, and with his check he can go to either bank and get his greenbacks without comment or protest. He can either carry [illegible] his finan[illegible] are [illegible] for business acumen [illegible] ment.

We al[illegible] to see you have a pleasant [illegible] Farmville.

CO. FO[illegible] WARDEN NAMED

Mr. A. H. Johnson, of Hookerton, has been appointed county forest warden of Greene county. The commissioners recently voted to begin the work of co[illegible] with the state in preventing and extinguishing forest fires.

Mr. Johnson has also been recommended for appointment as county game and fish warden. Both the forest and game [illegible] would benefit by such a combination.

The work of organizing the county will be commenced without delay, one or more forest wardens will be appointed to have charge of educational work and fire fighting in their townships. District Forest F. H. Sipe, of New Bern, urges all Greene county citizens to cooperate with Mr. Johnson to help make his work successful.

Don't Sell Your Load And Call It A Day, Visit Some

When you come to Farmville with your tobacco this season, don't just come to town, sell your load and leave again.

There are lots of your friends here in town who want to see you and who would feel hurt if they knew you were in town and had run off without greeting them.

Don't forget that Farmville is your town. You're always welcome upon our streets.

Come into our stores, talk to our business men and get acquainted all around. We don't care whether you buy anything or not, you'll always be welcome in whatever store you go into.

BOAT PROFITEER IS NEWEST FIND

Toronto, Ont., Aug. 29.—Exorbitant prices demanded by local boat dealers for renting rowboats for use next Wednesday in the $50,000 Lake Ontario marathon swim is forcing many of the contestants to go to outside points for them.

One of the New York entrants was greatly surprised today when $45 was demanded of her for the use of a boat to accompany her in the race.

Although officials have made no [illegible] it has been learned that with a very few exceptions the women swimmers prefer to wear the regulation woolen suits.

On of the women exceptions is 23-year old Dr. Charlotte Gants of Philadelphia, who will represent Rameses Temple of the Mystic Shrine in the swim. A Shrine officer asked permission to hae the emblem of the order sewn on Dr. Gants' suit, so that it might be displayed in the race.

"Bathing suit?" exclaimed the Philadelphia woman. "What good would that do? If you want me to carry that emblem you had better tattoo it on my back or paint it on my cap. I'll start with a bathing suit, but that bathing suit will be at the bottom of the lake before I go a mile.

"There won't be a bathing suit or 10 per cent of the swimmers after they have gone the first mile. If they keep them on they're foolish. The suits will chafe the swimmers cruelly and impede progress."

Nearly all the swimmers will wear a thick coating of grease which will be applied in the dressing tents directly opposite the start. More than 400 are expected to start.

Price Not Only Consideration In Sale of Weed in Farmville

Trip To Market Easy; Stay In City Pleasant; Bank And Merchants Safe, Capable And Obliging. Your Money Will Do Double Duty For You When Trading In Farmville.

Tobacconists Are Making Final Drive

The local warehousemen are staging their final drive. Extensive work has been carried on this season by these men, and they are having to work mighty hard at the present time to even increase the amount of work that has been going on for the past several months.

Every Farmville wareuose has a cause to boost for his house, for every house is prepared to handle the tobacco. They have good reasons to boost the market, for there will be here the outstanding group of tobacco buyers in the eastern part of North Carolina. These buyers will represent every known tobacco company in the world.

These men have boosted their warehouses with the most willingness for they know all those they invite will receive a cordial welcome on the part of the townspeople.

Their work, their warehouses, the market in general, is backed by the town's leading citizens, by the business and professional men, the Rotary club, in fact, everybody here is behind it. It is in no half hearted way either that they are backed but with a spirit of cooperation.

NEW FOREST FIRE RECORD FOR DISTRICT NO. 6

A new record for the number of forest fires occurring in the Eastern Forest District, of which New Bern is the headquarters, is reported by District Forester F. H. Sipe, who states that only one fire has been reported to his office during June, July and August. The number of forest fires that occur depends largely on the weather and the forest wardens are justified in disclaiming any responsibility for the large number of fires that burned this spring and also for the lack of them during the last three months.

Craen County Forest and Game Warden F. L. Hooker visited every district warden during August, and discussed plans for the coming year including cooperation in enforcing the new state game laws.

An inspection trip was made in Lenoir county by Warden John P. Dail and Distrirt Forester Sipe, at which time each warden was instructed regarding work for the coming year. The duties of each warden in connection with the game laws were stressed.

Two new counties have been added to the list of cooperating counties in District 4. Greene and Wilson each appropriate $500.00 for fire fighting work. Wilson county is fortunate in having a full time county game, fish and forest warden, I. A. Pearce, of Wilson. With the assistance of Chief Warden Simmons, of New Bern, 14 district wardens have been appointed.

A. H. Johnson of Hookerton, has been appointed county forest warden for Greene county. The work of organizing the county will go forward without delay.

Pitt county has had the only fire to be reported to the forestry headquarters in the last three months. District Warden C. G. Smith was successful in confining it to 25 acres.

RIN-TIN-TIN—WATCH OUT!

Bebe Daniels has discovered a potential movie star with four legs!

Furthermore, it lived up to all expectations in Bebe's latest comedy, "The Campus Flirt" which comes to the Trio on Wednesday of next week.

The new star's name is "Minnie." She's a tiny white mouse and without her many of the "Campus Flirt's" laughs would be lost. However, with "Minnie," the gremlin roll right along.

James Hall, Eli Brandel and Charles Paddock are featured in Miss Daniels' [illegible] Clarence Badger directed.

To the farmers who come to sell their tobacco, Farmville offers many advantages which should be taken into account in the marketing of his crop. The gross price per pound does not represent the entire interest of the farmers, but many other elements enter into successful marketing. The cost of getting the crop to market, the ease and and dispatch with which it is handled and the facilities for purchasing at reasonable prices, should be considered by the farmer, for they mean dollars and cents to him.

When a farmer leaves his home for Farmville with a load of tobacco the chances are that he travels the entire way on paved roads, where his team can make good time without straining themselves. After a quick journey they arrive where their wagons roll on level asphalt streets. Soon they are at their destination, where obliging men see to it that they are well taken care of.

The warehouses all have large, clean, comfortable sleeping quarters where the farmers can spend the night free. They have provided for the comfort and convenience of their customers in every possible way.

After the tobacco has been sold there are banks in the city that are willing to serve the interests of the farmers who sell tobacco. They are always obliging and courteous, and do business upon a basis of fair dealing that is a great help to those who sell and trade in this city.

Farmville's merchants are progressive and their stocks are fully up to the standard in every respect. A farmer and his whole family can be fitted out here with articles that exactly fit their needs. The stores carry everything that the trade will call upon them to supply.

And finally Farmville's people—her business people and the ones with whom the farmers will come in touch, are affable and willing to oblige. They have a kindly feeling for the farmers of this section, for their prosperity is linked with the prosperity of the farmer people. Most of Farmville's business men are farmers who have left the farm and engaged in the business sphere of life, and their feelings are nothing but kindly toward those who live in the country.

Farmers in Farmville are among friends and neighbors who wish them well, and are always ready to pass the good word and help them along when possible.

Bring your tobacco to Farmville and sell it among men whom you know to be willing to treat you right.

BARBECUE LUNCHEON

Honoring her house guest, Mrs. B. B. McClure, of Mayesville, Ky., and members of the party which accompanied her to Salisbury when she was installed as grand matron of O. E. S., Mrs. Alice Harper Parker entertained at a barbecue luncheon at her beautiful home on Saturday. Covers were laid for twenty.

DINNER PARTY

Mrs. Madeline Rountree was hostess at a delightful dinner party on Saturday evening. Covers were laid for eight and a delicious dinner was served in four courses. [illegible]

SOME REASONS FOR FARMVILLE'S GROWTH AS A TOBACCO MARKET

Farmville's growth as a tobacco market in Eastern Carolina has been steady due largely to the excellent [illegible] of men managing its warehouses and running the sales.

Farmville has been indeed fortunate in this respect, and it is doubtful whether any other market in the state can boast of men better experienced in tobacco or have a better reputation among the farmers than the warehousemen of Farmville.

To further substantiate the fact that these men are real judges of tobacco and are not afraid to push every pile to its top limit, is shown in the averages made on the Farmville market over a period of the past eight years, in comparison with the other large markets of Eastern Carolina. The averages are furnished us by the State Department of Agriculture and appear below that you may see for yourself.

Read these averages carefully, study them, and may you profit by selling your tobacco on the market that will pay you the highest dollar, which you deserve.

THE AVERAGES MADE ON THE FIVE LARGEST TOBACCO MARKETS IN EASTERN CAROLINA

—Facts Worth Considering—

	Farmville	Greenville	Kinston	Rocky Mt.	Wilson
	Ave.	Ave.	Ave.	Ave.	Ave.
Season 1919-20	[illegible]	[illegible]	$53.71	$51.[illegible]	$50.75
Season 1920-21	[illegible]	[illegible]	18.80	18.70	21.85
Season 1921-22	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Season 1922-23	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Season 1923-24	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Season 1924-25	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Season 1925-26	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Season 1926-27	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]