



"IT'S COME A LONG WAY" . . . that's what Willie V. Hammonds, center, could be telling James Hammonds, left, and W. F. Dyer, about this year's Tobacco Edition of The News Reporter. The trio helped to publish the 1930 leaf issue of the Whiteville newspaper and now, 25 years later, they're still on their jobs in the NR shop.

### 3 In N-R Shop Worked On 1930 Tobacco Edition

By JIGGS POWERS

When first we learned that we were expected to drum up, and beat out, some sort of interesting story for this year's Tobacco Edition, we immediately began wondering . . . Did The News Reporter have a Tobacco Edition 25 years ago?

Well, we checked back and found the answer . . . YES, there was a News Reporter TE of 1930. So, after quite a bit of research and quite a bit more of "beatin' it out", we offer to our readers of this paper the following article that compares, somewhat, that 25-year-old issue with the one that comes to you today.

**Twenty Pages**

The 1930 NR leaf issue was made up of 20 pages, each 7 columns wide instead of the regular 8 columns of today.

At the time, the late Lewis Brothers—B. Gordon and Rone H.—were editor and manager, respectively, of the paper. Mrs. Gladys Winsette Fisher was combination society editor and bookkeeper on the three-person office force.

These three people not only took care of the business end of the newspaper in detail, but they also wrote all the copy that went into the paper.

The News Reporter was published once a week then—on Thursday—instead of twice weekly as it is now.

**Shop Force**

In the printing plant was a crew of six stalwart workers. This was quite a large group when it is remembered that Whiteville, Columbus County, North Carolina, yes, even the United States, was trying to throw off the yoke of one of the worst depressions it had ever experienced.

Naturally, this crew did any job that came to hand in its part of the firm, also, since the NR did both newspaper and job printing in the same shop.

This shop force was composed of Willie V. Hammonds, James Hammonds, W. F. Dyer, S. F. Taylor, David Cook, and Don Reynolds.

**Three Still Around**

Of the above sextet, three are still around—25 years later—helping to put out this 1955 News Reporter Tobacco Edition!

These sturdy souls are Willie Hammonds, James Hammonds and W. F. Dyer. Willie and Dyer have been with the NR continuously, while Jim Hammonds has had two periods of absence, to serve hitchhikes with the Army and Navy.

Willie, who has now been steadily employed with the paper for 48 years, said that the 1930 TE was "printed on an old Cranston Hand-Fed Press." He even knows where the old press is, "it's in Bennettsville, S. C. now."

James, his brother, told me he had "fed that old press by hand many, many times. It would print about 1,600 papers per hour when running wide open. Our circulation was about 2,300 then, and I've fed the entire circulation in an hour and a half."

The present press used here will print about 3,600 copies per hour.

**Fair Bluff Leader**

Fair Bluff, the oldest tobacco market in Columbus County, was the leader here then—even in the number of warehouses.

The Lumber River town had four warehouses; Whiteville, Chadbourn, and Mt. Tabor (as Tabor City was then named) each had three houses.

All were in the South Carolina sales belt then.

At Fair Bluff, Farmer's Warehouse was owned by E. K. Hall & Co.; Grainger's by R. C. Grainger; Abbott's by Pepper and Peetree; and Turner's by A. M. and J. A. Turner. Chadbourn's New Brick was operated by L. R.

Jackson; the Chadbourn by George Myers; and the Graham by Hester and Jordan.

Mt. Tabor had the Farmer's; Planter's, run by Hutcheson & Pridgen; and the Carolina, operated by J. S. Walden Co.

**Whiteville Houses**

Lea's Warehouse in Whiteville was operated by Harry G. Lea, who later became quite famous over the Columbus, Bladen, and Brunswick trade area for his house slogan, "Hang It On Pappy."

The other two leaf auction outlets here were the Wilson Warehouse, owned by the Tuggle and Tuggle combine, and the Grower's, run by Nelson and Nelson.

Lea's evidently is the same Lea's that was torn down here during the past few months on West Main Street, extending to West Walter Street, in downtown Whiteville. The Wilson was likely the Tuggle Warehouse on East Main today, while the Grower's was a part of Nelson's Warehouse on East Walter Street in the days of 1955.

**Fourth House Rumored**

A feature story in the 1930 TE told that "Whiteville May Have New House", its fourth, in the near future. No building had been done as far as an addition to the leaf market was concerned, it said, since the Wilson house was constructed in 1922.

"It had been rumored," the story told, "that a Fairmont tobaccoist had planned to build here last Fall, on the Powell Lot on East Main Street across from the Atlantic Coast Line depot, but it was never built. However, it is felt here that Whiteville could support another warehouse."

The Powell Lot referred to is evidently the one on which Crutchfield's warehouse is now built. So, the story was not altogether wrong, though it took some three or four years to get it to come true.

**Markets Ready**

Markets all over the county were readying themselves for the opening of the market on Tuesday, August 5. Some of the houses were practically "loaded" already.

A story about the local mart said, "All this week bright, yellow golden leaves and bundles of tobacco have been hauled into the local tobacco market preparatory to the opening next Tuesday."

Companies slated to have buyers on the Whiteville market during the 1930 season were Export, Imperial, Liggett and Myers, Reynolds, American, W. B. Lea and Co., R. D. Williams Tobacco Co., and several independent buyers.

**Outlook Not Bright**

Though everyone was hopeful, there didn't seem to be too much of a bright outlook on the outcome of the markets' opening, or the ensuing sales, according to words gleaned from the issue.

To begin with, the Georgia-Florida markets had opened with leaf selling between 2 and 3 cents before, which had seen Whiteville and Columbus County marts wind up with an average of between 12-14 cents per pound (another point that showed the type of depression through which our people were going at the time).

R. M. Garrell, Mt. Tabor banker, had made a statement to the press saying that the tobacco crop hereabouts was one of the "shortest" he had seen in many years. "It is about 15 percent below normal," he stated.

**Jake Was Pleased**

However, on the other side of the picture, Genial J. D. (Jake) Rochelle of Cerro Gordo—one of Columbus County's best-loved rurians in his day—had sunshine in his statement. "I have got the best crop of tobacco, corn, beans and hogs that I have ever

Avant and Sholar (Dodge dealers), Schulken Bros., Vineland Market, H. Moskow Dept. Stores, Grower's Warehouse, J. T. McKenzie & Co., J. L. Powell & Co., Whiteville Market, McDaniel-Boice Insurance Agency, Inc., Handy Hardware House, Hill's Ice Cream, Columbus Drug Store, Kramer's Dept. Store, Waccamaw Bank and Trust Co., Columbus Market, McRoy's Dept. Store, McRackan's, Guiton's Drug Store, New York Cafe, Garrell Bros., Whiteville Motor Co., and Tugger's Warehouse; all local firms.

And, out-of-town ads came from Fairmont Tobacco Market, Planter's Warehouse, Carolina Warehouse, and D. J. Hughes & Co., all of Mount Tabor; A. W. Lewis and Chadbourn Warehouse, both of Chadbourn; and Black Flag Insect Poison, and Chesterfield cigarettes (Liggett-Myers).

**Mother, Son Killed**

News, other than that pertaining to the tobacco market, told that Mrs. Janetta Cain, 42, and her 10-year-old son, Jasper, of Ransom Township, had died in an auto accident 5 miles west of Acme on Highway 21 Sunday night.

Rev. Arthur Vann Gibson, pastor of the Presbyterian Church, had been named president of the local Rotary. Sam Lineberry had been the fourth person charged in the Dec. 31, 1929 murder of Columbus County Deputy Sheriff Hoke Smith. A midget golf tournament was planned on the Wac-

camaw course, sponsored by the Halleboro Woman's Club.

Contracts had been let for paying the Whiteville-Clarkton road. Mrs. Richard Lewis had entertained at bridge Thursday night, winners being Mrs. E. L. Vinson, high, and Mrs. J. A. Guiton, second. P. G. Gallop, director of Sports at the local school, had an article in the issue on athletics. M. E. Williamson of Cerro Gordo (father of the current Senator Arthur Williamson) had grown a squash weighing 12 pounds, 5 ounces!

**Secured Patent**

R. C. Shaw and Gurley Fields, Evergreen men, had secured a patent on a plant-killer they'd devised. Mrs. Albert Ellis of Delco had found a friendly jaybird. There were pictures showing the new tile brick type of tobacco barn, and also one showing the old log style barn.

Atlantic Coast Line was to operate a Livestock Special Train through Eastern North Carolina which would make Columbus County stops at Mount Tabor and Whiteville.

The News Reporter would again have J. S. Huffman at Whiteville's leaf mart and Troy C. Boswell at the Fair Bluff, Tabor and Chadbourn markets to solicit subscriptions for the paper. Miss Louise High, daughter of Mr. and Mrs. Oscar High of Whiteville, had been chosen "Miss University" at the U. of Virginia Summer School from among 1,500 students.

Cartoons in the 1930 TE were "Joe Gish, Pinky Dinky and Back Yard Kronies." There was a serial story running named "Miss Nobody from Nowhere," by Elizabeth Jordan.

**All Hand-Set Ads**

All of the advertisements and many of the headlines in the edition were hand-set, according to Willie Hammonds.

The 1955 Tobacco Edition, though the NR now has two issues of its own to publish per week instead of one as in 1930, has a shop force of nine regular workers and four part-timers, as compared to the Big Six of 1930. This year's shop crew is Willie, James, Dyer, plus Hubert Stanley, E. Sellers, Jr., Mrs. Evelyn Johnson, Ed Hughes, J. B. Davis, and J. W. Jones.

Then there are Judy Thompson, Phyllis Gold, Johnny Smith, and Nathan Tedder, who work part time in the shop.

And, there's Editor and Manager Leslie S. Thompson, Associate Editor Vic Bubbett, Social Editor Carol Lewis (she's a "Miss", fellows!), Ad Manager Joe Wells, Reporter Bob High, Circulation Manager Grace Jordan, Bookkeeper Audrey Mae Cullifer, and your writer in the "front office" force today.

**Print Shop Out**

This personnel does not include that of the job-print shop and office supply sales force, which was separated from the NR, it-

**SERVICE TYPEWRITER COMPANY**

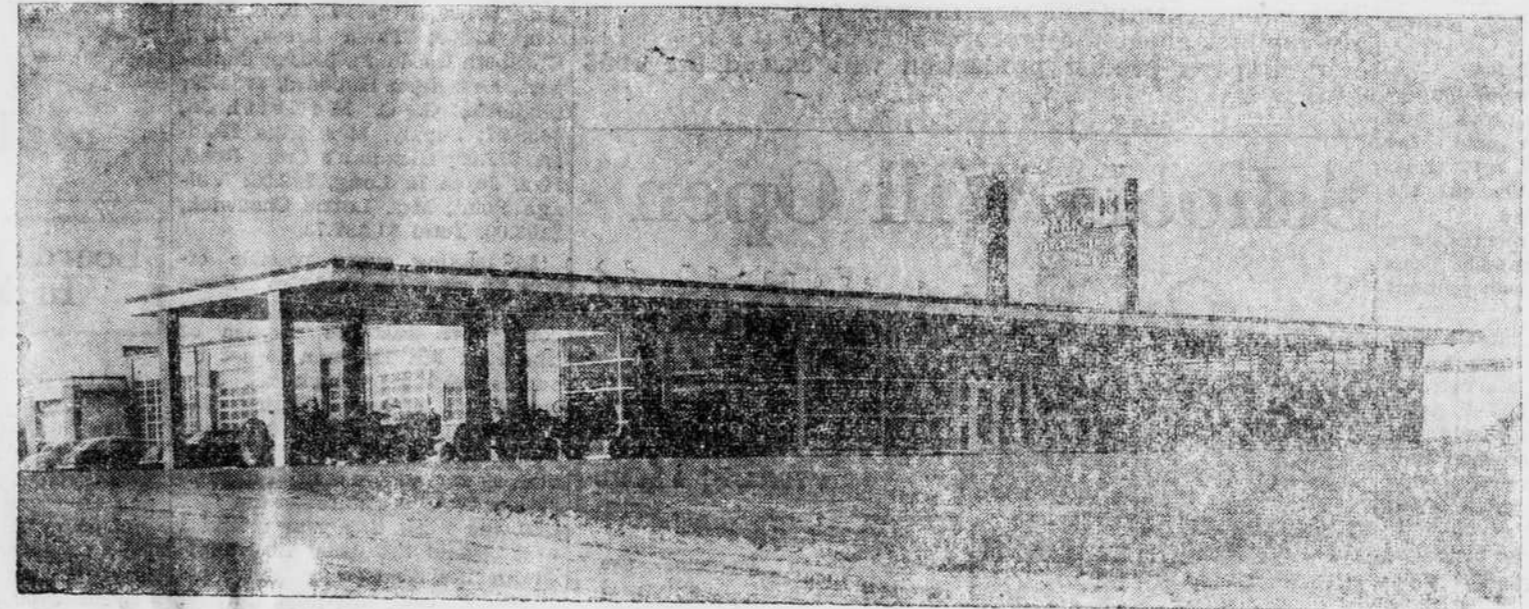
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  - Culti-Vision
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