

"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

Fourth House Rumored

Markets Ready

Outlook Not Bright

Jake Was Pleased

were expected to drum up, and by Hester and Jordan. story for this year's Tobacco Edi- Planter's, run by Hutcheson & The advertisements in the pation, we immediately began won- Pridgen; and the Carolina, op- per, or at least some of them, dering . . . Did The News Re- erated by J. S. Walden Co. porter have a Tobacco Edition 25

and quite a bit more of "beatin' house slogan, "Hang It On it out", we offer to our readers Pappy."

Brothers-B. Gordon and Rone H. Whiteville. The Wilson was likely Up And Smile" with Dixie Lee, -were editor and manager, re- the Tuggle Warehouse on East Arthur Lake and Olga Baclanova; spectively, of the paper. Mrs. Main today, while the Grower's "Lovin' The Ladies", with Lois Gladys Winsette Fisher was com- was a part of Nelson's Ware- Wilson and Rita La Roy; and bination society editor and book- house on East Walter Street in "Pardon My Gun" (billed as a keeper on the three-person office the days of 1955.

also wrote all the copy that went the near future. No building had cents.

lished once a week then on it said, since the Wilson house Frigidaire" for \$157.50. Thursday—instead of twice week- was constructed in 1922.

Shop Force

yes, even the United States, was it is felt here that Whiteville front of the second section. trying to throw off the yoke of could support another warenouse." one of the worst depressions it had ever experienced.

The Powell Lot referred to is the worst depressions it had ever experienced.

The Powell Lot referred to is the worst depressions it had ever experienced.

ing in the same shop. it to come true. This shop force was composed

Of the above sextet, three are already. still around—25 years later— A story about the local mart stated.

helping to put out this 1955 News said, "All this week bright, yellow There was a full page adver-Reporter Tobacco Edition!

W. F. Dyer. Willie and Dyer to the opening next Tuesday." Floyd-Anderson Drug, Farmer's have been with the NR continously, while Jim Hammonds has ers on the Whiteville market dur- Meares, Scott Motor Co., B. F. had two periods of absence, to ing the 1930 season were Export, Rogers Drug, J. P. Waddell, and serve hitches with the Army and Imperial, Liggett and Myers, Rey- the four warehouses

ily employed with the paper for and several independent buyers. D. C., were advertising rooms for 48 years, said that the 1930 TE was "printed on an old Cranston Though everyone was hopeful, Hand-Fed Press." He even knows there didn't seem to be too much where the old press is, "it's in Bennettsville, S. C. now."

of a bright outlook on the outcome of the markets' opening

many, many times. It would print about 1,600 papers per hour when The begin with, the Georgia-shirts, vat dye, every shirt guarabout 1,600 papers per hour when running wide open. Our circulation was about 2,300 then, and I've fed the entire circulation in year before, which had seen the paper and a half."

To begin with, the Georgia shirts, vat dye, every sinit guaranteed fast color, 85 cents each!"

Local Market Ad

There was a full-page ad boosting the local tobacco mart, signed ing the local tobacco mart, signed in the local tobacco

The present press used here marts wind up with an average will print about 3,600 copies per of between 12-14 cents per pound

Fair Bluff Leader

market in Columbus County, was time) number of warehouses.

four warehouses; Whiteville, crop hereabouts was one of the offering a 6-quart strainer-kettle Chadbourn, and Mt. Tabor (as "shortest" he had seen in many for 100 Octagon Soap coupons. Tabor City was then named) each years. "It is about 15 percent be- \$225; 1928 Studebaker Coupe, low normal," he stated.

All were in the South Carolina sales belt then.

house was owned by E. K. Hall Rochelle of Cerro Gordo-one of & Co.; Grainger's by R. C. Grain- Columbus County's best-loved Other advertisers in the 1930 ger; Abbott's by Pepper and Pe- ruritans in his day-had sunshine TE were The One Price Store, tree; and Turner's by A. M. and in his statement, "I have got The News Reporter, Sanitary J. A. Turner. Chadbourn's New the best crop of tobacco, corn, Steam Laundry, Tide Water Pow-Brick was operated by L. R. beans and hogs that I have ever er Co. (for GE), Lea's Warehouse,

When first we learned that we George Myers; and the Graham makes my 33rd year and I am better pleased over my outlook beat out, some sort of interesting Mt. Tabor had the Farmer's; than I have ever been!

also reflected the scarcity of Whiteville Houses "dough" in the farmers' and oth-Lea's Warehouse in Whiteville er folks' pockets at the time. Well, we checked back and was operated by Harry G. Lea, Many of them contained prices found the answer . . . YES, there who later became quite famous that today's readers can hardly was a News Reporter TE of 1930, over the Columbus, Bladen, and believe . . . but, just remember, So, after quite a bit of research Brunswick trade area for his money was hard to get then. Ads From All Over

Though there weren't an unof this paper the following article The other two leaf auction out- usual number of display adverthat compares, somewhat, that lets here were the Wilson Ware- tisements in the 1930 TE, there 25-year-old issue with the one that house, owned by the Tuggle and were some from all areas of the Tuggle combine ;and the Grow- county. And, some from outside. er's, run by Nelson and Nelson. The Carolina Theatre, Wilming-The 1930 NR leaf issue was Lea's evidently is the same ton, was advertising "All Quiet made up of 20 pages, each 7 Lea's that was torn down here On the Western Front." Whitecolumns wide instead of the reg- during the past few months on ville's own Columbus Theatre had West Main Street, extending to an ad saying, "SEE-HEAR-All At the time, the late Lewis West Walter Street, in downtown Talking", such pictures as "Cheer

"New Brand Of Western") with George Duryea, Sally Starr, Rob-These three people not only took care of the business end of TE told that "Whiteville May Ray, Tom McFarlane, and Hank the newspaper in detail, but they Have New House", its fourth, in McFarlane-admission 40 and 20

been done, as far as an addition McGougan Electric Co. of Mt. The News Reporter was pub- to the leaf market was concerned, Tabor was advertising "A New

Columbus Motor Co. of White-"It had been rumored," the ville, whose slogan was "Tootstory told, "that a Fairmont to- An-Kum-In" ,was advertising the the printing plant was a bacconist had planned to build fact that it had 800 auto tires crew of six stalwart workers. This here last Fall, on the Powell Lot to sell at "\$1 a week, time paywas quite a large group when it on East Main Street across from ments, or crop time". Leder Brois remembered that Whiteville, the Atlantic Coast Line depot, thers, local dry goods organiza-Columbus County, North Carolina, but it was never built. However, tion, had a half-page ad on the Only 8 Classifieds

Naturally, this crew and any Crutchfield's Warehouse is now of the page was filled with legal job that came to hand in its part built. So, the story was not al- advertisements, practically every of the firm, also, since the NR together wrong, though it took one a notice of foreclosure or did both newspaper and job print- some three or four years to get land sale-again showing how

"tight" times were. Cricket Service Station at the of Willie V. Hammonds, James Markets all over the county Court House Square was telling Hammonds, W. F. Dyer, S. F. were readying themselves for the the world that they would have Taylor, David Cook, and Don Reynolds.

Three Still Around

Taylor, David Cook, and Don Reynolds.

Three Still Around

Three Still Around sedan which sold for \$660, an ad

golden leaves and bundles of to- tising the Fair Bluff Tobacco These sturdy souls are Willie bacco have been hauled into the Market, sponsored by such firms Hammonds, James Hammonds and local tobacco market preparatory as W. R. Lewis, A. M. Anderson,

nolds, American, W. B. Lea and The Martinque, Hamilton and Willie, who has now been stead- Co., R. D. Williams Tobacco Co., Cairo Hotels, all of Washington, from \$3 to \$5 per day, Roberts Clothing Store of Mount Tabor had such bargains as "Druid LL Sheeting, 7 3-4 Cents per yd.; James, his brother, told me he had "fed that old press by hand many, many times. It would print outlook on the outcome of the markets' opening, or the ensuing sales, according to words gleaned from the issue.

| Men's 220 Denim overalls, 90 cents a pair; 12 Mumme All-Silk Pongee, 1st quality, red stamp,

"Whiteville Business Men."

Other local ads were from Lein-(another point that showed the wand Cash Store, telling of the type of depression through which sale of "\$5 ladies pure linen Fair Bluff, the oldest tobacco our people were going at the dresses in all colors, \$2.49"; Pridgen & McGougan, Chevrolet dealthe leader here then-even in the R. M. Garrell, Mt. Tabor bank- ers, selling "1927 1-ton truck, er, had made a statement to the ways Support You."

The Lumber River town had press saying that the tobacco Quinn-Brown Furniture Co., was \$225; 1926 Chev. Coupe, \$125; and 1927 Ford Sedan, \$75." The At Fair Bluff, Farmer's Ware-ouse was owned by E. K. Hall Rockelle of Green G

Avant and Sholar (Dodge deal-camaw course, sponsored by the students. ers), Schulken Bros., Vineland Hallsboro Woman's Club.

Market, H. Moskow Dept. Stores, Contracts had been let for pav- "Joe Gish, Pinky Dinky and Back look at the Whiteville tobacco has run as high as nearly 60 Grower's Warehouse, J. T. Mc- ing the Whiteville-Clarkton road. Yard Kronies." There was a serial market. It has 16 warehouses pages at times) that it pays to Kenzie & Co., J. L. Powell & Co., Mrs. Richard Lewis had enter- story running named "Miss No- now, instead of the three of 1930; be more compact and accurate in Whiteville Market, McDaniel-Boice tained at bridge Thursday night, body from Nowhere," by Eliza- has grown into one of the most this special edition. Insurance Agency, Inc., Handy winners being Mrs. E. L. Vinson, beth Jordan, Hardware House, Hill's Ice high, and Mrs. J. A. Guiton, sec-Cream, Columbus Drug Store, ond. P. G. Gallop, director of All of the advertisements and Tabor City (once Mt. Tabor) have through . . . Kramer's Dept. Store, Waccamaw Sports at the local school, had many of the headlines in the edi- also grown in the tobacco busi-Bank and Trust Co., Columbus an article in the issue on ath- tion were hand-set, according to ness. Market, McRoy's Dept. Store, Mc- letics. M. E. Williamson of Cerro Willie Hammonds. Rackan's, Guiton's Drug Store, Gordo (father of the current Sen- The 1955 Tobacco Edition, which averaged better than 50 going to do with land made idie New York Cafe, Garrell Bros., ator Arthur Williamson) had though the NR now has two iscents per pound at Whiteville last by the removal of excess crops. Whiteville Motor Co., and Tug- grown a squash weighing 12 sues of its own to publish per gle's Warehouse; all local firms. pounds, 5 ounces! And, out-of-town ads came from Secured Patent

Fairmont Tobacco Market, Plant- R. C. Shaw and Gurley Fields, workers and four part-timers, as er's Warehouse, Carolina Ware- Evergreen men, had secured a compared to the Big Six of 1930. house, and D. J. Hughes & Co., patent on a plant-setter they'd This year's shop crew is Willie, all of Mount Tabor; A. W. Lewis devised. Mrs. Albert Ellis of Delco James, Dyer, plus Hubert Stanley, and Chadbourn Warehouse, both had found a friendly jaybird. E. Sellers, Jr., Mrs. Evelyn Johnof Chadbourn; and Black Flag There were pictures showing the son, Ed Hughes, J. B. Davis, Insect Poison, and Chesterfield new tile brick type of tobacco and J. W. Jones. cigarettes (Liggett-Myers). Mother, Son Killed old log style barn.

ing to the tobacco market, told erate a Livestock Special Train time in the shop that Mrs. Janetta Cain, 42, and through Eastern North Carolina And, there's Editor and Manher 10-year-old son, Jasper, of which would make Columbus ager Leslie S. Thompson, Asso-Ransom Township, had died in County stops at Mount Tabor and ciate Editor Vic Bubbett, Social an auto accident 5 miles west of Whiteville. Acme on Highway 21 Sunday The News Reporter would again "Miss", Fellows!), Ad Manager

local Rotary. Sam Lineberry had scriptions for the paper. Miss "front office" force today. been the fourth person charged Louise High, daughter of Mr. and Print Shop Out in the Dec. 31, 1929 murder of Mrs. Oscar High of Whiteville, This personnel does not include

All Hand-Set Ads

week instead of one as in 1930, has a shop force of nine regular

barn, and also one showing the Then there are Judy Thompson, Phyllis Gold, Johnny Smith, and News, other than that pertain- Atlantic Coast Line was to op- Nathan Tedder, who work part

Editor Carol Lewis (she's have J. S. Hufham at Whiteville's Joe Wells, Reporter Bob High, Rev. Arthur Vann Gibson, pas-leaf mart and Troy C. Boswell Circulation Manager Grace Jortor of the Presbyterian Church, at the Fair Bluff, Tabor and dan, Bookkeeper Audrey Mae had been named president of the Chadbourn markets to solicit sub- Cullifer, and your writer in the

Columbus County Deputy Sheriff had been chosen "Miss Univer- that of the job-print shop and Hoke Smith. A midget golf tour- sity" at the U. of Virginia Sum- office supply sales force, which nament was planned on the Wac- mer School from among 1,500 was separated from the NR, it-

self, more than two years ago. publication have found over the Cartoons in the 1930 TE were By way of comparison, too, years (the NR Tobacco Edition

chants are selling.

progressive marts in the Border Still, that old TE of 1930 is Belt, Fair Bluff, Chadbourn, and very interesting to browse

North Carolina farmers should

year, and in the products mer-Pictures should decorate a wall With the increase of office space, add color, but above all, force, shop force, and potential should be interesting, says Paulof the Columbus leaf markets ine E. Gordon, State College exbeing better, it may seem to the tension housing specialist. reader that this year's Tobacco

Edition of the NR-made up of Interest in aromatic tobacco 20-odd pages-isn't a great im- production is increasing in North provement over that of 25 years Carolina, according to extension ago. But, those in charge of the agronomy specialists.

#### SERVICE TYPEWRITER COMPANY

3910 Wrightsville Ave. WILMINGTON, N. C. Phone 7860 ROYAL Typewriters-New and Used.

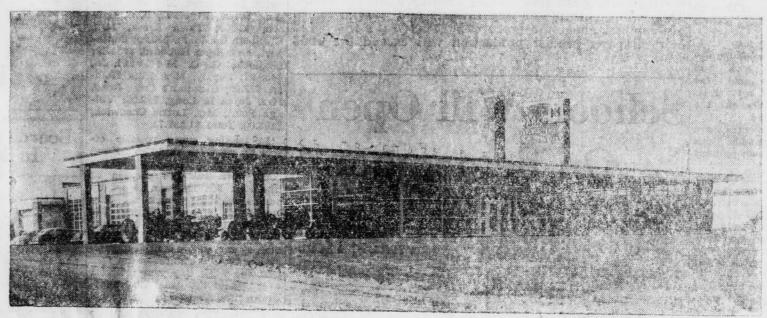
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DON J. BATDORFF, Mgr.

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• 1-2-Plow Power • Touch-Control • Culti-Vision Precision Steering

New Farmall Cub

• 1-Plow Power • Touch-Control • Culti-Vision Precision Steering

YOU GET THE BEST WHEN YOU BUY A ----



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WILMINGTON, N. C.

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