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Wendell Market Set for Largest Year in History

Inspired by the growth of the Wendell Tobacco Market over the past three years, warehousemen and other tobacco men interested in the local market, are confidently predicting that the 1951 season will easily prove to be the most successful in the history of the market when the opening auction chant begins August 21.

The Wendell market was one of the few markets in the Eastern Belt to sell more tobacco in 1949 than it sold in 1948, and in 1950 the sales on the local market were greater than the most optimistic booster of the market had expected when they almost doubled those of the year before.

Sales increased in 1950 from a little over eleven and a half million pounds in 1949, to more than seventeen million pounds. This increase put into circulation here over four million dollars more than was counted for 1949.

60,000 Square Feet

With one more warehouse with a capacity of 60,000 square feet of floor space added to the market, making a total of nine; and with the redrying capacity of the Monk-Henderson Tobacco Company doubled from what it was in 1949, facilities on the market are ample to care for double the poundage sold last year.

Spacious and well-equipped prize houses are available for the staff of the buying companies, and nothing has been overlooked to see that all here on the Wendell Market is in readiness for a boom year.

"Last year the extremely good tobacco crop had a great deal to do with the success of the local market," said E. H. Moser, Secretary of the Wendell Chamber of Commerce and Sales Supervisor for the market, "and from the crops I have observed in the area served by the Wendell Market this year, this is going to be a banner year as the crops look as good as they did last year. Then, too, the increase in the plantings is going to have some effect on the amount of tobacco to flow to market."

While the average price paid for tobacco in 1949 on the Wendell Market was \$47.30, in 1950 the average price was \$55.95.

"We are expecting a full complement of buyers for both sales on the Wendell Market this year from each and every major buying company whether domestic or for export," said Moser.

Tobacco Expert Speaks

A tobacco expert in Wendell looking over the market had this to say: "The industry now recognizes Wendell as a two-sale market and as good as any in the Eastern Belt. The warehousemen and other interested people in Wendell who were responsible for developing the second sale deserve a lot of credit, and I am one to compliment them for it."

A farmer talking to a group in front of the Town Office had this to say about the local market: "I have been bringing my tobacco to the Wendell Market for 20 years or more, and the price I get has always compared favorably with the price some of my neighbors get on way-off markets. As a matter of fact, I have to laugh at some of them who haul their tobacco to some other town and come back with a check much smaller than they could have gotten here on the Wendell Market."

SELL YOUR '51 TOBACCO CROP EARLY



WENDELL AND WILSON OPEN TODAY

Wendell Attorney Notes Market's Great Growth

By J. Bourke Bilisoly

Since the completion of the 1950 tobacco marketing season Wendell has grown in the same great style as the neighboring town of Zebulon, also building rapidly.

At the head of Main Street, fronting on Wilson Avenue, is the attractive new building of the Amoco Service Station. This building is located where the home of Mrs. Ernestine Mattox formerly stood. The Mattox house has been moved around the corner to face Main Street Extended.

Further down Main Street, on the corner of Main and Fourth Streets, is the new, modernistic building of Philip R. Whitley. Featuring an extended roof which covers the sidewalk in front of the store, this building is equipped with a sprinkler system for fire protection, a modern heating plant, and other architectural adornments designed to make it at

Bright Leaf Tobacco Warehouse Association Sets '51 Regulations

For the continued welfare and for the improvement of the public auction system of marketing flue-cured tobacco, we adopt the following marketing rules and regulations to be observed by members of the Association throughout the marketing season for the 1951 crop:

- (1) The maximum hours of sale per day per set of buyers shall be as follows: Fixed by the Board of Governors at a meeting to be held not later than July 1, 1951.
- (2) The maximum rate of sale shall not exceed 400 baskets or piles per hour.
- (3) The net maximum weight of any basket of tobacco offered for sale at auction shall not exceed 300 pounds.
- (4) No auction sale of leaf tobacco shall be conducted on any market on the following holidays: Labor, Armistice Day and Thanksgiving.

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once comfortable and functional.

The Wendell Furniture Store has increased the size of its floor space to nearly double, and has constructed for display purposes attractive rooms where furniture can be seen just as it will appear in a home.

On the corner of Third Street and Hollybrook Road is a new steel warehouse covering sixty thousand square feet of floor space which will be operated on the market this year as Farmers Warehouse No. 2. This is a substantial building with a full concrete floor and adds materially to the business scene of the town.

Austin's Chicken Plant

The new home of Austin's Farms, chicken processing plant on Fourth Street begun last year is now completed and in full operation. This building is designed to be one of the most modern of its type and enjoys a Grade A rating by the Health authorities.

A new business is seen out on Highway No. 64 in the spacious Whitley Building. This is the Wendell Tractor and Implement Company which carries Ferguson Tractors, and all kinds of farm equipment and supplies. Also handled by this company are refrigerators, sinks, washing machines, pumps, and a host of other items used on the farm and in the home.

Redrying Plant Annex

The Monk-Henderson Tobacco Co. plant has again been increased in size by a handsome brick addition to the old building. Of attractive architectural design, this addition adds materially to the commercial scene.

The Wendell Christian Church, in process of building last year, is now completed and its unique church design has attracted attention from many out-of-town people. Some have driven miles to view it. It sets upon a knoll facing Highway No. 64, and is an attractive feature of the eastern part of Wendell.

Aside from the above, new residences can be seen in every section of town, and many more in the process of being constructed.

Nine Warehouses to Sell Record 1951 Leaf Crop On the Wendell Market

With the new Farmers Warehouse No. 2, adding 60,000 more square feet of floor space, the Wendell Tobacco Market will open with nine excellent warehouses ready to receive the largest tobacco crop grown in the Eastern Belt in several years.

Farmers Warehouses

The Farmers Warehouses No. 1 and No. 2, the latter a brand new metal structure on the corner of Third Street and Hollybrook Road, will again be operated by L. R. Clark, Sr., Mrs. L. R. Clark, Sr., and L. R. Clark, Jr.

The Clarks are well known in tobacco circles as civic-minded, progressive warehousemen who have worked untiringly to build the Wendell Market to its present size with two sets of buyers and one of the highest consistent averages of any market in the Eastern Belt.

Liberty Warehouse

The Liberty Warehouse is the newest firm operating on the Wendell Market. The warehouse was purchased from the Producers Cooperative Association which was dissolved following last year's market, and will be managed and operated by Fred Harris and Isaac Medlin, two of the most experienced warehousemen in the belt.

Everyone interested in the Wendell Market is welcoming these two men here with their new setup, and looking forward to their progressive policies to aid in making the 1951 season locally a great success.

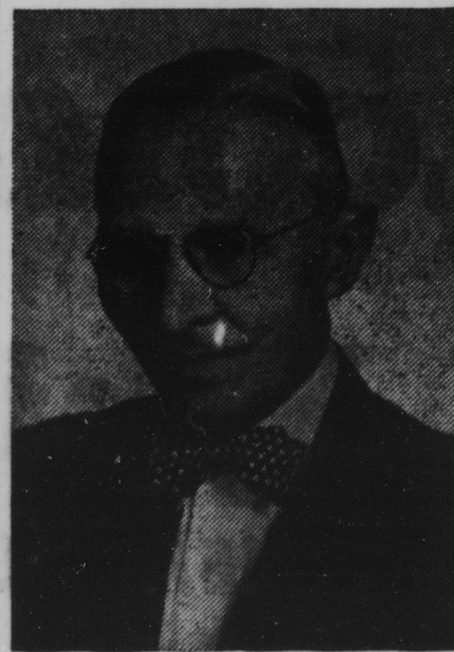
Connected with the Liberty Warehouse will be a familiar figure to farmers in this vicinity in the person of J. I. Lynch, who was one of the operators of the Planters Warehouse here for several years.

Northside Warehouse

The Northside Warehouse, which has proven to be one of the most popular on the market, will be operated by Graham Dean, J. H. Sanders, Jr., and E. H. Price.

With Dean as sales manager, Price as floor manager, and Sanders as office manager, this trio through ethical practices with the farmers' interests in mind, have aided largely in attracting many additional pounds of tobacco to the local market.

SECRETARY



Pictured is E. H. Moser of Zebulon, former principal of Wakefield School, who is the popular sales supervisor on the Wendell Tobacco Market as well secretary of the Wendell Chamber of Commerce.

The Planters Warehouse will be operated this year in conjunction with the Northside Warehouse. The operators of the Northside leased this warehouse at the close of the market last year, and will use many of the staff members of the Northside in its operation.

This has been a favorite warehouse in the past with growers and under the new management will be expected to continue to draw many a pile of the golden weed.

Banner Warehouses

Banner Warehouses No. 1 and No. 2, will be under the direct management of J. W. Dale, Jr., of Nashville, Ga. Last year Dale had associated with him Fred Harris and Isaac Medlin, who will this year operate the Liberty.

Dale has made himself a popular warehouseman in Wendell, and has made the Banner warehouses two of the most successful houses on the market.

Star Warehouses

The Star Warehouses No. 1 and No. 2, owned and operated by J. S. Bernard and Curtis Walker, are two of the best known on the market. The No. 1 is perhaps the oldest warehouse on the market.

Experienced warehousemen, Bernard and Walker, and Robert Coley, floor manager, have contributed as much as any one to build the Wendell market to its present size.

Great Sales Force

Fair treatment and good prices have always featured the warehouses operated by these men.

With ample space, excellent light, and good service, the warehouses on the Wendell Market offer to the farmer as much as any warehouse on any market no matter what the size may be, and from the steady increase in the number of pounds sold each year, it is obvious to tobacco men that the farmers in this area are beginning to realize the truth in that statement.

Wilson Market Well Represented in Zebulon

The Wilson tobacco market, the world's largest bright leaf mart for many years, is well patronized by farmers of the Zebulon community and several agents haul tobacco to the Wilson warehouses from this area.

Eugene Jones, Wakefield farmer and business man, has hauled tobacco to the largest market in the world for several years.

Wainwright's Warehouse is locally represented by T. J. "Jack" Mitchell, who runs a store and operates a farm at Glory.

Herman "Bubber" Eddins and his younger brother, Berdon, of Wakefield are the Zebulon agents for the huge Planters Warehouse of Wilson, operated by R. T. Smith and Carr.

The auxiliary facilities required to operate a great market are to be found in Wilson, where the redrying plant space is ample to allow for heavy sales each day for weeks at a time.

The Wilson market is represented by five sets of buyers, which means minimum delay in getting the farmer's tobacco sold.

With better facilities than ever before, the Wilson warehousemen invite Zebulon farmers to sell all their 1951 crop in Wilson.