

# Roswell News Wilson And Wilson Tobacco Market

By Alton B. Roswell, Supervisor of Sales and Publicity Director, Wilson Tobacco Board of Trade, Inc.

The Great Wilson Market, an Export Center, begins its 63rd season as an auction tobacco market Thursday, August 21 from 1,508,108 pounds in 1930 to 93,341,002 lbs. in 1931, still looking forward to reaching 100,000,000 pound mark.

Since the closing of the 1931 season November 30, 1931, several changes have taken place on the market. W. T. Clarke Co., one of Wilson's oldest buying companies, has liquidated, and, from all indications, will not operate during the 1932 season. Mr. H. W. Anderson, operator of the Watson Co., has sold his interest in this firm to the Cozart-Eagles Co., who will operate the Watson Warehouse Co., beginning with the 1932 season. The Big Star Warehouse, owned and operated by J. J. Gibbons and S. G. Deans; has been sold to the Growers Cooperative Warehouse, Inc., and will be operated by the latter beginning the 1932 season. The Banner Warehouse has been operated by the Fleming family for the past 43 years.

Mr. C. B. Renfro has erected a huge and modern warehouse on the old Black Creek road. This new house, with a floor space of some 200,000 square feet, is Wilson's largest single warehouse and brings to a total of 19 warehouses on the market, with floor space capacity of 1,800,000 square feet. The tobacco industry will remember Mr. Renfro while he is buying for the American Suppliers, Inc., also with Wilson Tobacco Co. Mr. Renfro operates tobacco warehouses on the Adel, Ga., tobacco market.

Wilson has lost three outstanding tobaccoists since the closing of the 1931 season: Mr. J. C. Eagles, senior partner of the Cozart-Eagles Co.; Mr. A. W. Fleming, operator of the Banner Warehouse; and Mr. R. C. Hutcherson, who for years has been in the buying end of the tobacco industry. These men will be greatly missed by the local market and the tobacco industry in general.

A new system of allotting selling time to a warehouse has been unanimously adopted by the Wilson tobacco market and made a part of the by-laws of the Board of Trade. Beginning 1933, a warehouse on the Wilson market will be allotted selling time based on the percentage of its net sales as it bore to the total net sales of the market with a tolerance of 6.8 per cent for the sale tobacco based on the previous year's operation. The 6.8 per cent is the maximum tolerance allowable. This new system was adopted after several weeks of study and consideration.

Mr. H. W. Anderson, who served as Vice President of the Board of Trade for five years, was elected President for 1932, re-elected for 1932, has resigned and Mr. C. P. Lyles, President of Wilson Tobacco Co., has been elected President of the Board of Trade, and Mr. U. H. Cozart, Jr., Vice President.

Thursday morning, August 21, at 9 o'clock a. m. the auctioneer's chant will ring the 63rd year of Wilson as an auction tobacco market. This year will find ten buying companies located in Wilson. There are five independent dealers, as follows:

W. I. Miller Tobacco Co., Inc.—This old and universally known company has been operating over a period of many years in all of the Bright, Burley, and Dark Fired Belts. It has modern and up-to-date redrying plants in Wilson, North Carolina, Lake City, South Carolina and Springfield and Lexington, Kentucky.

The company was organized by Mr. Jas. I. Miller, who has a background of over fifty-seven years' experience in the tobacco business, and under his able management the company from its organization has enjoyed a steady growth and has seen its sales activities spread to world-wide proportions. The officers of the company are: Jas. I. Miller, Chairman of the Board; W. Cozart, President; W. I. Miller, Jr., Vice-President; Thos. D. Palmer, Vice-President; R. B. Polhill, Vice-President; Melvin H. Rattray, Vice-President; T. P. Thomas, Secretary; W. B. Waddill, Treasurer; J. H. Zollcofer, Attorney.

The head office is located in Wilson, North Carolina, the World's Largest Bright Leaf Tobacco Market. The Wilson redrying plant is equipped with the most modern machinery for redrying and stemming tobacco, and has huge storage facilities. The two Proctor & Schwartz redryers in the Wilson plant have a daily capacity of 350,000 pounds of tobacco. The Lake City, South Carolina, plant has a daily redrying capacity of 160,000 pounds with a hoghead storage space of 2,500. The Lexington and Springfield, Kentucky, plants have a combined daily redrying capacity of 350,000 pounds with a storage space for 10,000 hogheads.

its steady growth attests to the fact that it continually strives to serve the best interests of its customers.

R. P. Watson Co., Inc. was established in 1895 and is one of Wilson's oldest companies. Mr. P. T. Watson, President, Mr. R. P. Watson, Jr., Vice President.

This company operates two plants on the Wilson tobacco market, equipped with modern machinery, with a daily capacity of some 300,000 pounds. Storage capacity of this company is approximately 15,000 hogheads or 15,000,000 lbs.

The opening of the 1932 season will begin the R. P. Watson Co.'s 38th year on the Wilson tobacco market, specializing in bright flue-cured tobacco from all states.

Standard Redryers, Inc.—has a modern constructed and equipped plant. This concern enjoys a world-wide business. This progressive organization under the Branch Manager, Mr. C. H. Kleir, has a redrying machine capacity of 150,000 pounds daily.

Whitehead & Anderson, Inc.—Whitehead & Anderson, Incorporated, Wilson, North Carolina, is the oldest tobacco dealer in Wilson. It was established in 1898 and incorporated in 1932. The present officers are:

H. G. Whitehead, President; S. H. Anderson, Vice-President; J. H. Rountree, Jr., Vice-President; T. A. Rountree, Secretary-Treasurer.

Its office in Wilson is presided over by H. G. Whitehead, President, S. H. Anderson, Vice-President. It maintains an office in Lumberton, N. C., where its redrying plant is located. The plant is under the management of J. B. Rountree, Jr., Vice-President, and Frank H. Saunders, Assistant Manager. They have a modern up-to-date plant capable of processing approximately 150,000 pounds daily which, for a good many years, on account of their increased business abroad, has been running 24 hours per day for at least ten years. It is credited with having ample room for their processing business, and storage. It has agents in Germany and other Continental countries of the trade, thus assuring them of their share of this added business. These agents abroad are visited every year by Mr. J. B. Rountree, Jr., or another representative. This company covers the Georgia, Border, Eastern, Old Belt, and Burley markets. It operates storage warehouses with a capacity of approximately 45,000 hogheads, located in Lumberton.

Wilson Tobacco Co.—This company was originated in 1917 and incorporated in 1925. The Wilson Tobacco Co., over a period of 35 years has grown to the extent that it is known the world over for its ability to fill orders for every type of flue-cured tobacco.

The buying personnel of this company is unsurpassed in the tobacco industry, purchasing tobacco in all the flue-cured growing states.

Mr. C. P. Lyles, President; Mr. J. W. Turner, Secretary; Mr. J. Fuller Dibrell, Asst. Secretary.

Mr. Earl H. Lane, Treasurer. This well-known concern operates a huge and modern factory, located on A. C. L. Railroad, equipped with two Proctor and Schwartz redrying machines, with a daily capacity of 250,000 pounds, three storages with a capacity of some 10,000 hogheads. The Wilson Tobacco Co., enjoys a wonderful export business built up over a period of years.

Mr. C. E. Lyles, President, makes annual visits to England, Scotland, and Ireland, as well as several countries on the Continent, calling on their export trade located in these countries. Mr. Lyles is also President of the Wilson Tobacco Board of Trade, and along with all personnel of the company is exceedingly cooperative in building a better tobacco market for Wilson.

Other than the five independent dealers operating on the Wilson market, the following Domestic & Export manufacturers are all represented on the market:

American Suppliers, Inc.—Branch Manager, Mr. C. E. Antle. This company has done much to aid the program and support of the Wilson tobacco market. Their packing and shipping plant is centrally located and convenient to receive and ship tobacco. Under superb management this corporation is not only beneficial to the market through its purchasing activities, but is cooperative in every worthwhile community objective.

Export Leaf Tobacco Co.—began operating on the Wilson tobacco market in 1911, handling great quantities of tobacco for the export trade. In 1927 the company expanded and began purchasing tobaccos for the Brown Williamson Tobacco Co., a domestic manufacturer. At present, the Export Leaf Tobacco Co. operates two huge and modern redrying plants on the local market, with a capacity of some 300,000 pounds every ten hours and a storage capacity of some 8,000 hogheads. Mr. J. G. Wright of Danville, Virginia, will manage the local plant beginning 1932 season. Mr. T. C. Young, head buyer for this great organization, assisted by Mr. W. E. Ward and Mr. C. H. Womack, will supervise all purchases in the East during the 1932 season.

Leggett & Meyers Tobacco Co.—has been represented on this market for many years. They have a modern up-to-date packing and redrying plant and large storage houses located in Wilson. Management of the company branch deserves much credit for the fine manner in which operations are carried on at this point. Mr. F. O. Bullington is Branch Manager of the Wilson plant.

R. J. Reynolds Tobacco Co.—is well established in Wilson, as is elsewhere. Its buying forces are unequalled, as are all other means by which it does a prosperous and unlimited business. The Reynolds plant, under the management of Mr. J. W. Stallard, is located on the Norfolk & Southern Railroad. Tobacco purchased on the Wilson market is packed in hogheads and shipped to Greensboro and Winston-Salem for processing and storage. The Reynolds Co. is exceedingly cooperative in building a better tobacco market for Wilson.

the local market, under the management of Mr. J. L. Farmer. This old-established company is definitely a vital part in the operation of the Wilson tobacco market. In this large and modern plant, located on the main line of the A.C.L. Railroad, are four modern redrying machines with a capacity of some 500,000 pounds daily. The personnel of this concern is unequalled.

Wilson was incorporated January 29, 1849, and is known as 'The World's Largest Bright Leaf Tobacco Market,' and 'The City of Beautiful Trees.' The first tobacco warehouse was constructed in Wilson in 1850. It proved very successful as a consequence to the farmers, as well as a profitable business enterprise for the owners.

From the beginning Wilson proved popular as a tobacco market, and that this popularity has increased is evidenced by Wilson's phenomenal growth in this respect, the City having gained the distinction of being the World's Largest Bright Leaf Market. Although a tobacco center, Wilson has other industries that contribute materially to its payroll and welfare. Wilson is the County seat of Wilson County and is the largest of the ten townships in the county. Wilson County was named for the Honorable Louis D. Wilson, long a member of the Senate from Edgecombe County and a volunteer in the Mexican War. The U. S. Census of 1930 gives the County population as 53,837.

To trace the background to Wilson's industrial program, special reference should be made to its first industry, established in 1854 under the name of Hackney Brothers, engaged in the manufacture of buggies. Later there came a rapid change in vehicles, automobiles replacing buggies and, in keeping with this development, Hackney Brothers, in 1919, discontinued the manufacture of buggies, reorganized under the name of Hackney Brothers Body Company, and since that time this company has engaged in manufacturing the latest type of commercial bus bodies. Wilson's second oldest industry, the Hackney Wagon Company, was organized in 1903. This concern manufactures the most modern type of horse-drawn wagon and other articles. Other products manufactured in Wilson include cotton yarns, cotton lint, cottonseed hulls, cottonseed oil, acid phosphate, various grades of fertilizer, lumber, building materials, memorials, monuments, mattresses, dairy products, bottled drinks, bakery products, plush materials, and tennis.

Although not actually engaged in manufacturing, the tobacco redrying plants located in Wilson are important factors in the industrial life of the community, particularly from the standpoint of employment and payroll. These redrying plants prepare tobacco through a stemming, steaming, and grading process that puts it in readiness for manufacturing, hence their operations are closely aligned with manufacture.

Agriculture. Wilson County is primarily an agricultural county, with practically 80 per cent of its net income derived directly or indirectly from agricultural products. The principal crops are tobacco, cotton, and corn, although the following commodities are produced in reasonable proportions: wheat, peanuts, rye, cowpeas, soy beans, cowpea hay, soy bean hay mixed hay and clover. The soil is adapted for the growing of most types of vegetables and fruits although these crops are not grown and marketed on any large commercial scale, but mostly for home consumption. One of the most important developments in the agricultural picture of Wilson County is the promotion of pure-bred livestock among the residents of the county. For outstanding agricultural achievements in 1943, Wilson County was honored by the U. S. Army Quartermaster Corps with the 'A' Award, the equivalent of the Industrial 'E'. Wilson was one of the 34 counties in the entire nation to be so honored.

Location. Wilson is located on the main line of the Atlantic Coast Line Railroad and the Norfolk-Southern Railroad. It is also located on U. S. Highway 301, which is the connecting link with the shortest North-South automobile routes. This route, known as 'The Tobacco Trail,' now leads All North-South routes in the handling of tourist traffic north and south. Wilson also is served by excellent roads leading in all directions, thus giving the town and county excellent transportation facilities. Due to its geographic location and its accessibility to the large markets represented by surrounding towns within a reasonable distance, the city is now recognized as the most popular distributing center for eastern North Carolina. Many traveling men make Wilson their headquarters as a result of its location advantages.

Educational Facilities. Wilson and Wilson County have a very fine school system, with attractive school buildings and splendid equipment. There are 23 schools for white and colored pupils in the county, having a total valuation of approximately 4.2 million dollars. The Atlantic Christian College, located in Wilson, offers courses in higher education and is recognized as a standard Grade 'A' college. The enrollment for 1931-32 was 1098.

Churches. Wilson is a religious town, yet is not over-churchered. There are 17 churches, with the following denominations represented: Missionary Baptist, Free Will Baptist, Episcopal, Holiness, Methodist, Presbyterian, Episcopal, Lutheran, Christian Catholic, and Jewish. The Salvation Army conducts a mission in Wilson and has this year completed a beautiful church of which the town is justly proud.

Hotels. Wilson has two modern hotels with a total of 300 rooms, modern tourist homes, several boarding houses, and numerous good apartment houses.

Recreation. The Wilson Recreation Commission, organized in 1925, includes a \$76,000 stadium, with a seating capacity of 3,500, in which both baseball and football can be played. Recreation Park, covering several acres, consists of a baseball diamond, swimming pool, two tennis courts, a diamond for day and night softball, and playground equipment for children. The city also has four other parks. There is a beautiful country club located three miles from the city limits.

In addition to an attractive club house, which is used for banquets and dances, the Country Club has a splendid 18 hole golf course and a swimming pool. The City has a full-time recreation director and a recreation commission.

Camp Canaries, a Boy Scout camp serving North Carolina, is located 14 miles east of Wilson. The Wilson Boy Scout Council was responsible for the building of this fine camp, which covers about 73 acres, which lake, large mess hall, craft shops and cabins. Underprivileged girls also make use of the camp each summer.

Library. In 1921 the Department of Literature of the Woman's Club established a free public library in Wilson. Since 1928 the library has been sponsored by the Town and County and is free to all the people in the same. The Town and County have constructed one of the most complete library buildings in the state, at a cost of approximately \$75,000 in a most up-to-date building in every respect, which houses some 15,000 volumes.

Wilson's Future. It is pointed out by many that Wilson has a bright future, due to its ideal location, transportation facilities, and agricultural and natural resources—all of which are important factors in attracting new industries. It would appear that Wilson is in position for increased industrial development, and many manufacturers are considering Wilson as a distributing center for their products, as eastern North Carolina can be so well served from this point. Many traveling men make Wilson headquarters on account of the convenience of working in and out of the city in serving eastern North Carolina.

As the 'King of Tobacco,' Wilson may some day be engaged in the manufacture of many tobacco products. The people of Wilson are thinking in terms of expansion and commercial development and are most optimistic as to their city's future.

weekly. Zion's Landmark, the organ of the Primitive Baptist Church, was started in 1867, and is issued semi-weekly.

Radio Stations. Wilson is the home of Radio Station WGTM (World's Greatest Tobacco Market). The station operates on a frequency of 1,340 kilocycles. The studios, which are located on US 301 about one mile north of Wilson, have the latest radio equipment. The station has made definite contributions to the civic and social welfare of the city and county. Wilson is also the home of WGTN-FM, at present the most powerful FM station in eastern North Carolina. It operates on 96.9 on your FM dial. Wilson also is the home of WVOT (1,000 watts), which has been outstanding in its contributions to civic betterment.

Hospitals. Although Wilson and Wilson County are considered exceptionally favorable from a health standpoint, Wilson has four hospitals, each of brick construction, equipped with the most modern facilities. By reason of their equipment, efficiency, and service, these hospitals have gained a splendid reputation and are serving a large area in and around Wilson.

Aside from these hospitals, Wilson has a private clinic and a number of skilled physicians who are contributing factors to the excellence of the hospitals and medical societies of the city.

The Eastern North Carolina Sanatorium for Tuberculosis, located in the outskirts of Wilson, a 200-room hospital, it furnishes adequate facilities for the treatment of tuberculosis. Patients in the hospital come from all sections of eastern North Carolina to receive treatment. This institution has added greatly to the medical advances of the state at large.

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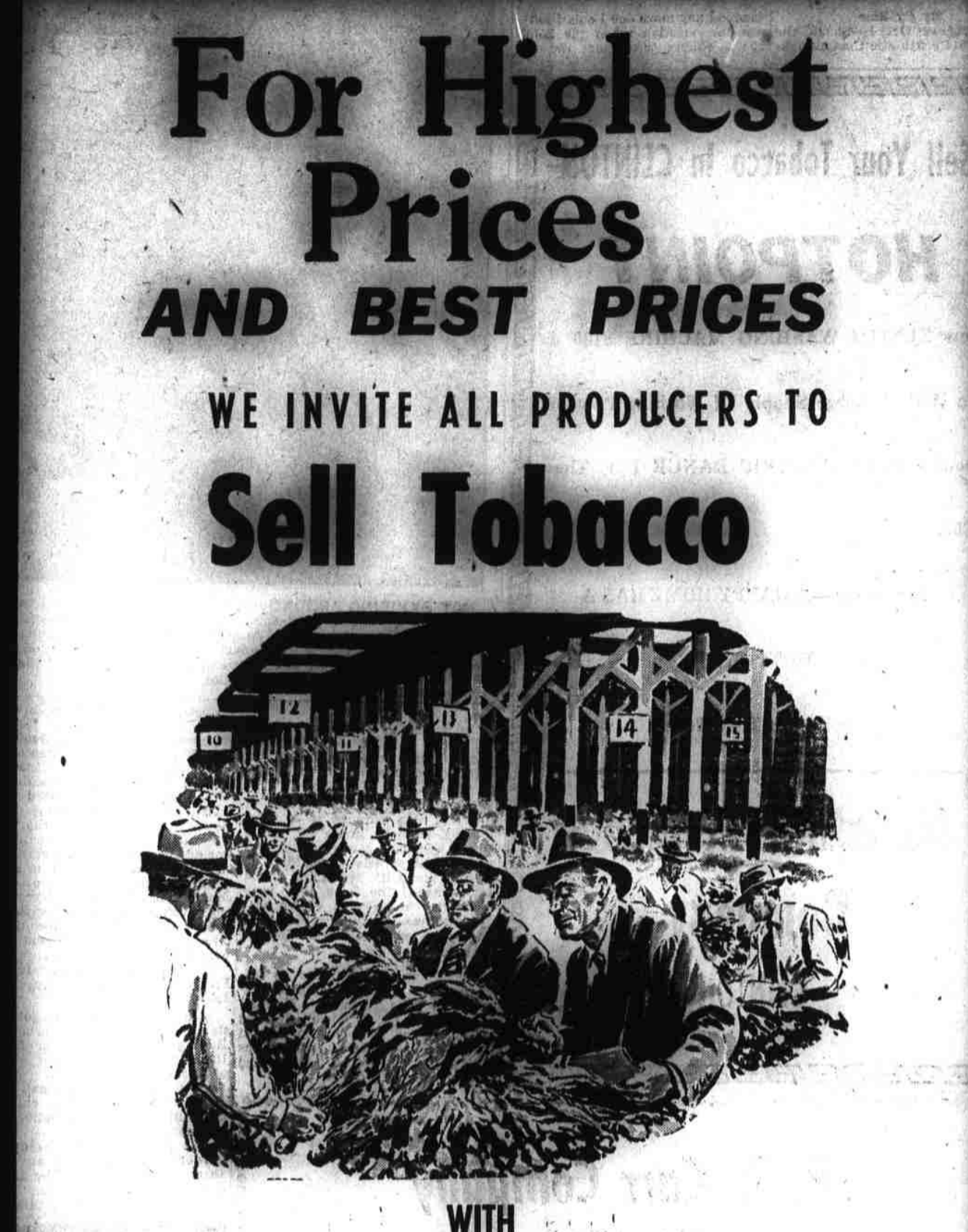
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# GROWERS Cooperative Wise.

## WILSON, N. C.

Growers Cooperative is a non-profit organization owned and operated by farmers and you do not have to be a stock holder to participate in the savings effected through the tobacco sales at this warehouse. Every person selling with The Growers is assured of patronage dividends at the close of the selling season.—(25% Dividends Paid Last Year). Ladies: You will find clean, comfortable lounge rooms suitably furnished, as a part of your warehouse accommodation—separate accommodations for white and colored women. Make yourselves at home at the Growers, where you can find real rest and relaxation while you wait for the completion of your tobacco sale or for your friends.

### Every One Is Welcome

### A SALE EVERY SELLING DAY—A FIRST SALE EVERY OTHER DAY.

### Market Opens Thursday August, 21st.

We have purchased the Big Star Warehouse, in Wilson, and have combined its sales time with that of the Growers which now gives Growers 257,158 sq. ft. of floor space.

### All Sales Will Be Held At Growers

Growers Cooperative Warehouse, Inc., located on 301 (Double Lane) between Norfolk and Southern and Atlantic Coast Line Underpass.

- Hoyt Nichols, pres.
- S. E. Griffin, Gen. Mgr.
- W. O. Harrison, Sales Mgr.
- M. Arpe Newton, and
- John K. Edmundson, Asst. Sales Mgrs.
- J. I. (Bug) Oakley, auctioneer
- W. C. (Bud) McKey, Auctioneer
- Directors—J. Roy Wilkerson, L. S. Farmer, Jr.
- Van D. High, Woodrow Scott, Roy B. Williams and R. F. Speight

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