

Farmville Tobacco Warehousemen Always On The Alert

Cooperating With the Federal Government In Providing Tobacco Grading Service

Farmville warehousemen are constantly on the alert for opportunities to further the interests of their patrons. They have worked unceasingly to make Farmville the best and most up-to-date tobacco market in this State.

Last year they joined with other warehousemen in assisting the Government with the campaign for acreage reduction. Warehousemen were responsible, in no small measure, for the success of the rapid sign-up of the acreage-reduction agreements. The present price of tobacco justifies the action of the Government in combining tobacco growers, under contracts, to reduce production. The warehousemen of Farmville are justly proud of their cooperation with Federal and State authorities in this connection. Moreover, they will continue to cooperate in any movement which will result in benefit or advantage to tobacco growers.

This year, they are continuing to cooperate with the Government by providing the Federal-State Tobacco Grading Service for the benefit and advantages of farmers, who sell tobacco on the Farmville market. No other warehousemen in Eastern North Carolina are cooperating with the Government to provide this valuable service for the guidance and assistance of farmers in marketing their tobacco. Farmville warehousemen use every honest and legitimate means of securing the best possible prices for tobacco. Providing the grading service for their customers is proof of their sincerity, as this service gives farmers accurate price information by which they can judge the results of sales on this market.

Farming is entering a new phase. Producers are being taught to gear their production to anticipated demands in order that markets may not be glutted with surplus products. This regulation of production to demand is necessary to insure living prices for farm produce. In view of the reduced quantity of tobacco this year, farmers should strive to secure the highest possible price for every pound marketed. The Tobacco Grading Service and the active interest of the Farmville Warehousemen will substantially assist farmers in obtaining full value for each basket of tobacco.

Tobacco growing and marketing is a business, just as much so as tobacco manufacturing, and should be regulated and conducted on a business basis. No business can be successfully and profitably conducted without a fixed and definite system or plan of operation. Tobacco manufacturers and dealers require a definite system for regulating and adjusting their purchases of tobacco. This is done by a system of private grades, by which the price and quality of each basket of tobacco purchased can be indicated, and by which their purchases can be segregated for the

purpose of packing for storage and ultimate manufacture. Each manufacturer and dealer uses a different system of grades and because of the large number of buyers, it is almost impossible for farmers to learn the quality of tobacco designated by the various buyers. On account of the large number of private grades and the variation in range of qualities purchased by different buyers, farmers have in the past had slight guidance in the preparation of tobacco for market, and no unbiased market information on a quality or grade basis. Farmers were therefore at a serious disadvantage when offering their tobacco for sale.

In order to correct this inequality in our system of marketing, the U. S. Department of Agriculture has established standard grades for tobacco. These grades are simple, easily understood, are for the public and can be used by farmers and all others interested in the tobacco trade. Use of the Federal standards for tobacco offers many advantages to farmers.

Manufacturers require that the several grades of tobacco, used in the manufacture of their various brands, be uniform in quality in order that their manufactured products may show the least possible variation. They are willing to pay a premium for tobacco of uniform quality. That is why carefully sorted and properly prepared lots of tobacco sell higher than those lacking in uniformity. The Federal Standard Grades provide a basis or plan by which farmers can sort, or grade their tobacco so that each lot will be uniform in quality. By using these standards as a guide, farmers can so sort and prepare their tobacco that each basket offered, will sell for the highest price consistent with its grade and quality. There are four Federal-State Inspectors on the Farmville market and each of these will be glad to advise and assist farmers in this important work.

The standard grades for tobacco provide a yardstick, by which farmers can measure the quality and value of tobacco offered for sale. This is of great assistance in marketing any crop and especially tobacco. Any farmer can have his tobacco officially inspected on the Farmville market. If he does not desire it, official inspection will not be made. The operation of the Inspection Service is very simple but effective. An inspector examines each basket of tobacco to determine its quality and grade. The appropriate grade is written in a space provided in the upper right corner of the warehouse ticket. As each basket of tobacco is offered for sale the grade is announced to the buyers. The inspectors have no financial interest in the tobacco and their opinion is therefore unbiased. Moreover, they indicate, for the information of buyers, undesirable as well as desirable characteristics of the tobacco. Tobacco is sold at the rate of one basket each ten seconds. In this short time each must appraise the quality, uniformity, condition and preparation of the

tobacco, and at the same time watch the auctioneer in order to place his bids at the proper price. There are two inspectors to each set of buyers and as all tobacco is not inspected, each inspector has sufficient time to make a careful examination of each basket inspected. The inspectors are experienced and qualified tobacco men. It naturally follows that buyers can bid with greater confidence on officially inspected tobacco and this is reflected in the average prices paid for officially graded lots.

A coupon is taken from each lot of tobacco inspected. This coupon carries the weight of the tobacco, the grade and the selling price. The coupons are segregated by grades and the actual average selling price of each grade is determined. These prices are tabulated by grades, and a price report is issued daily and weekly. The reports give the average prices for the several grades and show the trend of the market, when there is any change in prices. These price reports are of great value to farmers and should be carefully studied. Government inspection gives farmers accurate information as to the quality of their tobacco, and the price reports give the prices for the several grades. The two combined, very largely take guess-work out of selling tobacco, as they give farmers all necessary market information. This information would be unobtainable but for the

cooperation of the Farmville warehousemen with the Government in supplying the tobacco grading service, to advise and assist farmers in marketing their tobacco.

The Farmville market is again leading the way. It is providing a useful service not available on any other market in this belt. It is thought, and confidently expected that farmers will show their appreciation by having their tobacco Government Graded on the Farmville market, where consistent high prices, individual efforts by warehousemen and courtesy to patrons, combine to increase the sales volume of this long established and growing market.

Only an understanding executive could have planned such an agricultural program as we have today.

Superior Service

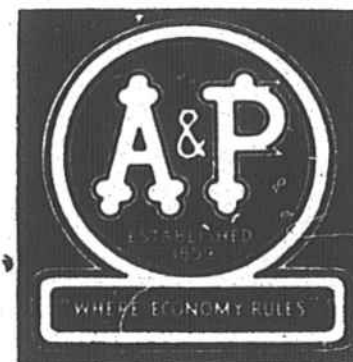
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BRILEY'S Service Station

Standard Products

Frozen Coca-Colas

Open Day and Night



A & P is one of the Best Customers of Carolina Producers

Twenty Six Million Dollars

OF CAROLINA PRODUCTS WAS

Purchased by A & P Last Year

A & P WOULD BE HAPPY TO HAVE YOU VISIT YOUR NEAREST A & P FOOD STORE AND TAKE ADVANTAGE OF A & P'S MANY LOW PRICES ON QUALITY FOODS

The Great Atlantic & Pacific Tea Company