

Farmville Continues Its Forward March To Prosperity!

IN THE VANGUARD OF RECOVERY PROGRAM

Consistent improvement and development along agricultural and industrial lines, together with the ever present desire, constantly demonstrated, to cooperate each with the other, for the welfare of all, has placed Eastern North Carolina in the vanguard of the nation's progressive recovery program.

This spirit has been forcibly exemplified again and again, perhaps reaching its highest point in the ready signing of the tobacco and cotton contracts and in strict adherence to the agreements.

Optimism prevails on Eastern Carolina farms for there are unmistakable indications that "we are on the way." To the man behind the plow, the best indicator is the increased prices he receives for his produce. In the New Deal, the farmer at present, and for the first time in history, is holding the ace.

FARMVILLE A BEEHIVE PRIOR TO OPENING

The motif of the beehive might well have been used in signification of Farmville and this section during July and August, which were marked by great activity among the warehousemen, farmers and business men. And the week prior to the opening on Thursday, August 23, "The Last Roundup" was made in Farmville; warehousemen noting personally whether everything conducive to the orderly marketing of tobacco, in the three huge warehouses here, had been done; that all facilities used in the handling, weighing, placing and sale of the golden weed were in perfect order; farmers were standing in line daily at the headquarters of the County Farm Agent to secure their marketing cards; and the business men of Farmville were making extensive preparations for extending a hearty welcome, and making the visit of customers and visitors to their establishments pleasant and mutually profitable.

All preparations were speeded up that week and everything put in readiness for the flow of tobacco into this, one of the principal marketing centers of Eastern North Carolina, and all indications pointed to the most satisfactory and successful opening of many years.

*** RECORD IN POUNDS AND AVERAGES ***

* Farmville's record in pounds *
* and averages for the past eight *
* years is as follows, attention be- *
* ing called to the fact that 1932 *
* crop was the smallest since 1917. *

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| * 1925 | \$26.11 | 12,122,508 * |
| * 1926 | 27.91 | 14,598,880 * |
| * 1927 | 21.92 | 19,329,120 * |
| * 1928 | 19.43 | 21,062,226 * |
| * 1929 | 18.06 | 18,839,572 * |
| * 1930 | 12.58 | 23,205,290 * |
| * 1931 | 9.55 | 22,253,692 * |
| * 1932 | 12.64 | 12,110,138 * |
| * 1933 | 16.54 | 21,107,372 * |



JOHN B. LEWIS

Mayor of Farmville, who was married in May to Miss Mary Lamar, daughter of Mrs. Dunbar Lamar, of Beech Island, S. C., and recently "set up housekeeping" in his new home on Horne Avenue.

FARMVILLE EXTENDS YOU WELCOME!

The People of the Town of Farmville again join THE SPOTLIGHT in extending a WELCOME to all visitors, be they here on business or pleasure; it is not a new welcome, but the same old-fashioned sincere, heartfelt welcome, just couched in new terms.

It would be fine to welcome you, even if our motive was entirely selfish; we know that when you come to buy goods or to sell tobacco, that it means more business for our merchants and other business houses.

However, we wish to impress upon you, that if you do not buy, do not sell tobacco, and do no business with us, we are still glad to have had you, that we will be glad to see you again; the idea is that we live happily with each other and our goodwill radiates to all those visiting among us; we like to see everyone happy and most of all we like to make others happy; it makes us happy in turn to do something for the stranger, make him feel at home when he is not at home, and make him feel no longer a stranger, even though he is among strange folk.

REMEMBER that, even between editions of THE SPOTLIGHT, the people of Farmville are ready to serve her visitors and share their hospitality with them.

JOHN B. LEWIS, Mayor.

OPENING SALES ON FARMVILLE MARKET MOST SATISFACTORY IN FIFTEEN YEARS

Thousands of farmers and their families returned to homes from this market, opening day, Thursday, Aug. 23rd, weary and fatigued in body from the strain and excessive heat that made the warehouses almost unbearable, but happy and comforted mentally, by the high prices realized from the sale of their tobacco. Many of them received more than double, for their offering, what they did on the opening sale a year ago.

A heavy break of offerings from a wide spread area was experienced on the Farmville market, the sale of which was not completed. A storm, with accompanying darkness, caused the market to close in mid afternoon. Official figures for the opening are: poundage, 199,366; money paid to farmers, \$56,348.92; average \$28.28.

Prices Beyond Expectations

Prices went far beyond expectations and compared favorably with the record breaking season of 1919. Business men here joined with farmers in jubilation over the improvement, as the great surge of activity and liberation of thousands of dollars, in tobacco town, brought the liveliest trade to the business district that has been experienced for years on opening day.

First harvested offerings prevailing, in which smoking type predominated, seemed to be most desirable to buying concerns, with bidding being spirited throughout the day. Prices ranged between 5c and 80c. One bill noted, of good quality primings, brought from \$34.00 to \$50.00 per hundred.

The opening was also marked by the tremendous crowd on hand, the largest in the history of the market, which was jubilant and oblivious to everything except the sales, the not-

ing and comparing of prices. Factory hands experienced great difficulty in removing purchases made by their respective companies, as no attention was paid to roller carriers and tobacco hooks by the throngs of elated people.

By dawn on opening morning the streets were crowded with motors and people; warehouse driveways were full of loaded wagons and trucks that apparently came in an endless stream, bringing to the market the first offerings of the bright leaf crop. To the tempo of traffic, pedestrian and vehicular, was added a quick step of anticipation.

Long rows of tobacco were lined up on the multi-thousand feet of floor space of the three huge tobacco warehouses here for the inspection and approval of the buyers, the remaining space, every available foot, being crowded with farmers and their families, pulses quickened by excitement, as the warehousemen and buyers looking at their timepieces and passing greetings with acquaintances in the horde of spectators, moved down the golden weed lined aisles. Recognized and customary positions of the warehousemen, assistant sales managers, auctioneers, ticket markers and buyers were assumed, a nod from the warehousemen as the nine o'clock hour was marked, the "sing-song" of the auctioneer began, and the tobacco season of 1934-35 swung open in Farmville and the Bright Leaf Belt.

The Agricultural Adjustment Act, the Farm Credit Act, the Crop production Loan Act, the Cattle Purchas Act, the drought-relief measures and others were adopted by the administration to relieve the desperate plight of the farmer.

FARMVILLE AGAIN CHOSEN FOR FEDERAL GRADING

Selecting Farmville as a representative market of the true Eastern Carolina type, government officials met with warehousemen here Monday night prior to the opening, for completing plans for continuing government grading on the Farmville market this year, supported by the financial assistance of the Agricultural Adjustment Administration, the State Bureau of Markets and the Federal Bureau of Agricultural Economics.

Frank B. Wilkinson, in charge of the Tobacco Standardization and Grading of the Federal Department of Agriculture, was present at the meeting and M. I. Dunn, who is to be Federal Supervisor of this market, was in attendance also.

The service, which is to be optional as heretofore, will be maintained here this year, with only a small charge to growers for grading the weed.

The middle and old belts will also have one key market only this year.

Farmers are well pleased with this service, which has steadily drawn new patrons to the Farmville market, as they realize the advantage of expert classification.

Interest in government grading brought pupils, comprising the agriculture class of the South Edgecombe high school, to the Farmville market, with a load of weed early in October of the past season, the Young Tar Heel Farmers, as they term themselves, learning the value of this service and being well pleased at the sales, resulting in prices which went above the government standard.

Many of the measures taken in relation to agriculture are temporary but such as prove wise and effective will be woven into the permanent program.