

FARMVILLE DEMONSTRATES THE FACT THAT STRENGTH AND PROGRESS OF A TOBACCO MARKET IS NOT DEPENDENT ON ITS MAGNITUDE

Tobacco Board of Trade, Warehousemen, Buyers from All the Big Companies, and Citizens of Farmville, Co-operating One Hundred Percent

Four factors constitute a guarantee of continued adequate support of the Farmville market, unquestionably strong and sound; the Tobacco Board of Trade, a fraternity made up of representatives from every firm, corporation and person, identified with the sale of tobacco on this market. Organized in 1907, it settles the various problems of the market and works for its promotion. G. A. Jones, veteran buyer of the Imperial Tobacco Co., is head of the Board again this year, J. Sterling Gates is vice-president, G. A. Rouse, secretary and publicity director, and J. T. Bundy, sales supervisor.

Warehousemen

Experienced and popular tobacco-nists head the warehouses as proprietors; J. Y. Monk, of Monk's warehouse, is entering his 28th year as one of the most successful and highly esteemed warehousemen in the State, twenty-one years being spent in running a sales house at the same location.

Knott's Warehouse

Masters in sales management, wide awake and progressive warehousemen are R. H. Knott and J. M. Hobgood, operators of Knott's warehouse; Mr. Knott having run this house for 20 years, and Mr. Hobgood, who was associated with him last season, is a veteran warehouseman. The management of Hobgood's warehouse in Lumberton, and Knott's warehouse here, is conducted under the same partnership.

Planter's Warehouse

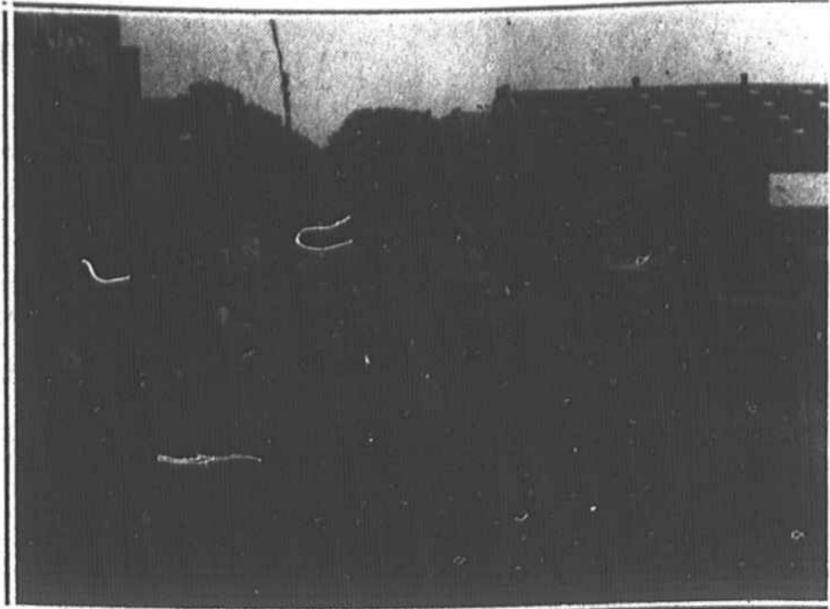
L. R. Bell and J. Branch Bobbitt, are eminently fitted by their thorough acquaintance with the growing and handling of the weed from the seed bed, and with many years of experience in the warehouse business and other branches of the industry. This particular partnership of Planter's warehouse is a great asset to the Farmville market.

Each one of the warehouses has recently been painted on the interior, renovated and put in condition for operation on a 24-hour-a-day basis and to render every possible service to patrons.

Two Sets of Buyers

The third important factor of the Farmville market is the large and highly regarded buying clientele. Two sets of buyers are representing the various concerns: The Imperial Tobacco Co., the American, R. J. Reynolds, Liggett and Myers, Export, P. Lorillard, J. P. Taylor Co., W. B. Lea Tobacco Co., and A. C. Monk & Co. Mr. Monk, president of the last named company bought the very first pile of tobacco sold here on opening day in 1905, and has bought extensively since.

The daily poundage per warehouse is an index to the warehousemen's business, and the Farmville market ranked second in the average of



Street Scene In Tobacco Section

turnovers per day during the first week of the past season, when a check was kept for the purpose of noting this feature of marketing. The average sale per house per day in the new Bright Belt was 64,560 pounds, and in the Border Belt, 66,144, the Farmville market with 3 houses averaging 102,891 per house.

Citizens Of Farmville Support Market

Aristotle wrote twenty-three hundred years ago, "Our end is not knowledge but action." And for years the citizens of Farmville have welded themselves together in the interest of the Farmville tobacco market, for the very simple reason that the market in Farmville is as necessary to its livelihood and progress as the mountains are to Asheville and the ocean to Morehead City. And so the Farmville Tobacco Board of Trade has the entire cooperation of all the business firms and civic organizations of the community, which gives to the market a combination of intellectual planning and financial backing that insures its success.

All of this is mutually advantageous, as money in the farmer's jeans will mean money in the cash registers of merchants and will in turn be passed on to the manufacturers and workers of every industry. The entire country is dependent on the purchasing power of the farmer.

Bring Your Marketing Cards When You Sell Tobacco

Tobacco farmers are required by the Agricultural department to bring with them their cards when they sell tobacco, that the federal inspectors may check up with them and make proper adjustments.

The farmers should bring their cards every time they bring tobacco to market for sale, as it will assist all hands very materially and avoid delay if they will bring their cards into the office of the warehouse immediately upon the sale of their tobacco.

NOTES FROM 1933 SEASON

This market continued to show increasing strength and prices moved upward each week, following the tobacco selling holiday, of last season, the official average and spirits in general of the farmers, rising like twin barometers, the growers being elated over the advance, which on the 7th week began its real ascent, the average reaching \$20.53, completely eclipsing any of the few preceding years. Bidding was brisk and a strong demand was noted for all grades.

In spite of the three weeks sales holiday, called four days after the opening, the Farmville market had sold on October 12, 7,388,334 pounds, an increase of about two million pounds over the previous season.

Also, in October, the government report gave the Farmville market second place in averages with the Five Big markets, selling 8,379,102 pounds for an average of \$15.87. This market continues to succeed in its endeavor to maintain a high position in averages.

According to government figures, compiled for November, this market ran neck and neck with a nearby market for second place again, the latter winning in the race, with Farmville's average of \$20.71, by the tip of the nose, or 1c per hundred-weight. More than 20 million pounds were sold here before Thanksgiving.

Figures for the market revealed at the Christmas holidays that 22,165,131 pounds had been sold for \$3,661,938.34, at an average of \$16.52, which ranked above the parity after the reopening of the Bright Belt markets. The volume of offerings at that time had almost doubled that of the preceding season, when at the end of the same week 11,629,212 pounds had been sold at an average of \$12.59.

Farmville made a new record last year when a check for 25 selling days was kept and it was disclosed that the market was selling more tobacco per warehouse than any Eastern market, the report giving 10,051,918 pounds by the three houses.

FARMVILLE MARKET STEADY AND DEPENDABLE

This market has steadily grown from the very first season, some thirty years ago, and instead of two small houses, capable of handling only a few thousand pounds, the modern tobacco town of Farmville is now a model of compactness, convenience and efficiency, brought into a real existence about sixteen years ago, when the present group of gigantic brick structures rose out of the ashes of the old wooden houses. The floor space of these three huge houses, well lighted and well equipped as any in the State, is ample and sufficient to take care of close to a million pounds daily.

Fluctuation is a term peculiarly applicable to tobacco markets in general, but Farmville, known far and wide, not as the largest but as the liveliest market in the State, with its many selling facilities, and unmatchable situation, linked with the untiring efforts of its warehousemen, has, during the past two years, attained a reputation throughout the State of excelling as a steady, dependable market.

FARMVILLE MARKET INCREASING IN POPULARITY

Outstanding and extensive improvements have been made in tobacco town this summer; and the increasing popularity of this market will have an opportunity of further development when newcomers witness the manner and ease with which heavy sales are managed and realize the benefits of attentive and courteous treatment, which they receive from the warehousemen, buyers and sales forces of the warehouses. These facts, together with the consistent consideration shown the customer and the obtaining of high prices, are constantly drawing customers for this market from a wider area.

Competition is keen in all bright tobacco towns, each one striving to reach a prominent position in regard to poundage and price. All of this reacts in favor of the customer and proves the assertion of each that it is on its toes.

Farmville, being situated in the exact center of the large Eastern markets, has, from the beginning, experienced strong competition from established rival markets, but confidence of the growers has been consistently maintained.

A check of one day during the past season found the following counties represented by tobacco growers selling on the Farmville market: Pitt, Wilson, Greene, Edgecombe, Martin, Beaufort, Lenoir, Wayne, Craven, Jones, Hyde, Duplin, Sampson, Nash, Johnston, Pender and Onslow, proving the great popularity of this market among the growers.

Cut and plow under tobacco stalks as soon as possible after harvesting.