

SELL Your TOBACCO In FARMVILLE And GET The TOP Dollar!

The Farmville Enterprise

Patronize Our Advertisers, For They Are Constantly Inviting You To Trade With Them.

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FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, AUGUST 23, 1935

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To Tobacco Growers of the East Farmville Extends Right Hand of Welcome!

The Best Wishes of All Our Advertisers To All the Farmers and Tobacconists for 1935 May It Be the Biggest Season of Prosperity and Happiness You Have Ever Experienced!

ATTEND THE OPENING MONDAY, AUG. 26, AND VISIT OUR BUSINESS HOUSES



Tobacco History Made By Farmville Warehousemen

Final Survey Finds All In Readiness For Bigger and Better Season; Bell and Bobbitt Build New Warehouse; Two Others Enlarged.



H. NEAL HOWARD President of the Farmville Tobacco Board of Trade, and Branch Manager of W. B. Lee Tobacco Company.

Affable, capable, highly esteemed, and well acquainted with the tobacco selling industry, having always lived in a tobacco environment, the warehousemen on the Farmville market, several having worked for its increasing popularity from twenty to thirty years, have made tobacco history in Eastern North Carolina.

Starting out with a goal of ten million pounds in view, and with every pile bringing the top marketing price during the 1934-35 season, Monk's Warehouse reached this poundage mark some weeks prior to the close, and the reward for faithful service on the part of its force was later realized when the promised Florida tour was made.

Building an additional 7500 square feet to the front section of this warehouse, one of the oldest and best known tobacco warehouses in this section of the State, thereby enabling it to care for more than a day's sale, the proprietor, J. Y. Monk, has announced in the beginning of his 29th season, that this house is behind the AAA program 100 per cent, this statement of full cooperation being an expression of his appreciation to President Roosevelt for the improved condition of the farmers, brought about by his administration, and his recognition of the needs of the farmer.

Knott's Warehouse "The Farmer's Interest Our First Consideration," is the revealed slogan of Knott's Warehouse this year, a slogan which has been practiced in spirit and in truth throughout the twenty-one years of its existence.

Mr. Ferrell is the former owner and operator of Ferrell's warehouse, Wilson, and knows the selling end of the business thoroughly. Mr. Webb was proprietor of a Pinetops warehouse, connected with a Tarboro house for three years, and has been in business here for the past six years, being recognized as a successful tobacconist.

Plants Put In Order The plants of Liggett and Myers, Export, American, R. J. Reynolds, W. B. Lee and A. C. Monk & Co., have all been renovated, painted and put in excellent condition for the opening, and that of the Imperial Tobacco Co., which has not been in operation for several years, has also been put in readiness for the approaching season, and will be managed by Bernard G. Fields, of Wilson. These plants will employ a large amount of local labor and many of the residents are looking forward to this additional source of employment.

Encouraging indeed to this community is the realization of the vision of a promising future for the Farmville tobacco market, and faith in its continuous growth, held by Farmville's sagacious business heads, as evidenced in the construction of another huge warehouse here during the past few months, Bell & Bobbitt's New Warehouse.

The commodious brick building covering about an acre and a quarter, with 50,000 feet of floor space available, and is said to be the only house in the State with soft centered lights and without sun heaters, these advantages tending to show up the color and quality of the leaf, and the promptness of its placement on

Mr. Coan Outlines To WPA Program Commissioners

Officials Urged To Acquaint Public With the Benefits To Be Derived From Works Program



GEORGE W. COAN, JR. STATE ADMINISTRATOR WPA

Raleigh, Aug. 17.—In an address before the North Carolina County Commissioners Association meeting at Wrightsville Beach, State Administrator, George W. Coan, Jr., outlined in simple language, the plans and purposes of the Works Progress Administration, that his message might be carried back to the citizens of the counties throughout North Carolina, that they have a complete understanding of the gigantic program to transfer workers from relief rolls to the security of a job for the next twelve months.

Every effort is being made, stated State Administrator Coan, to speed the program and begin work as early as possible. Organization of State and District offices has been completed, and over \$9,000,000 in projects has been dispatched to Washington for final review and approval. The approval of these projects will immediately place thousands of North Carolina workers on Works Progress Administration pay rolls.

District offices for the State have been located in Elizabeth City, New Bern, Raleigh, Fayetteville, Greensboro, Winston-Salem, Charlotte and Asheville, with a District Director and Administrative Staff familiar with problems confronting their respective communities.

On an approval W. P. A. project, the Federal Government will pay the total labor cost and other than labor costs, including materials, rental of equipment, etc., up to twenty per cent of labor costs. All projects must have the sponsorship of a local governmental agency, such as Board of Commissioners, Aldermen, etc., with careful consideration being given to the type of project that it may be of useful and permanent benefit to the community, and at the same time, be of a nature that the community can furnish adequate labor of a type suitable for the completion of the project. All projects under W. P. A. supervision will be completed with funds allocated at the time of approval.

Especially desirable projects to submit for W. P. A. consideration are sanitation and drainage, farm to market roadways, rural recreational playgrounds, airports, school buildings and also gymnasiums where the total cost does not exceed \$25,000, stated Administrator Coan. Ninety per cent of workers on W. P. A. projects will be selected from relief rolls, and only one member of a family may be employed simultaneously on work projects. To be eligible for work on W. P. A. projects, it is necessary that registration be made with the U. S. Reemployment Service, offices which are located throughout the State, as all workers will be drawn from the U. S. Reemployment rolls. W. P. A. workers in North Carolina will receive the Security Wage, ranging from \$19.00 per month of 140 hours for unskilled labor, to \$39.00 per month for professional and technical workers on W. P. A. projects.

While work projects are given first consideration, adequate provision is made to assist other members of the family, with C. C. Camps to care for youths, and an educational program to assist needy students.

It is the desire of Works Progress Administrator Coan, that North Carolina obtain its full share of the Federal grant, and that the money thus obtained be used in a way that will be of permanent benefit to the State and assist the recovery of business to a point where every W. P. A. worker will be able to obtain permanent work in private industry.

Nation Pays Honor To Rogers and Post Airplane Victims

Final Rites Were Held Thursday at Hollywood and at Oklahoma City; Thousands Attend.

Airplane motors roared, prayers whispered, bells tolled and eulogies were spoken over the nation yesterday for Will Rogers and Wiley Post. While funeral services were being held in the afternoon for the actor-humorist at Los Angeles and for the globe-girdling flier at Oklahoma City, legions of friends memorialize them elsewhere.

President Roosevelt was represented at the two principal services by Army and Navy officers, who presented wreaths in his behalf. The Motion Picture Producers and Distributors of America announced that more than 12,000 theaters in all sections of the nation were darkened for two minutes during the funeral hour as a tribute to Rogers.

All film studios, including the one at which Rogers was a star, were closed during the services. It was the first time in history studios have closed so long for an individual. At huge Hollywood Bowl, Conrad Nagel, actor, and Rupert Hughes, writer, figured prominently in a Rogers tribute. Memorial services also were held at the community Presbyterian church in Beverly Hills, the city of which Rogers once was mayor.

On the other side of the nation 46 planes, flying black streamers, roared above New York, in tribute to Post. They took off from Floyd Bennett field at the hour funeral services began for Post in Oklahoma City. At the same time, 25 planes, piloted by Veterans of Foreign Wars, flew over Milwaukee.

In Iowa, carillons tolled at the Des Moines cemetery and at Iowa State College at Ames. Blaring bands and cheering crowds at the Iowa state fair in Des Moines were silenced for two minutes—honoring Rogers' portrayal of the event in his motion picture, "State Fair."

In St. Paul, Rogers was honored with a program at a theater sponsored by the Variety Club of the Twin Cities, Minneapolis and St. Paul. Stage-hands and operators participated.

In many cities such as Sacramento, Calif., flags remained at half staff until after the funeral services. Offices at the Arizona state capital in Phoenix were closed. Governor Frank Merriam of California called upon all citizens of the state to observe one minute of silence beginning at 2 p. m. Pacific standard time (5 p. m. E. S. T.).

At Claremore, Oklahoma, which Rogers called "my home town," a memorial service at Will Rogers airport was attended by 12,000 persons. And at nearby Chelsea, the Rev. Argus J. Hamilton, classmate of Rogers in '93 at Neosho, Mo., delivered the eulogy.

Pitt County's Sheriff Heads Organization

Sheriff S. A. Whitehurst Elected President, at Annual Meeting in Hickory.

At the annual meeting of the North Carolina Association of Sheriffs, held last week in Hickory, Sheriff S. A. Whitehurst, of this county, was honored with the office of President, succeeding O. D. Atkins, of Marion. It was decided by the sheriffs in assembly to hold their 1936 convention in Wilmington.

The Gold of The Weed and The Silver of The Dollar

To Be The Predominating Colors Here During Tobacco Season; Farmville's Destiny Determined Primarily by The Tobacco Industry.

A vast panorama of human activity in the tobacco growing and selling industry, which has been responsible for the phenomenal development of the Eastern portion of North Carolina, will be what the town of Farmville will offer to casual visitors on Monday, August 26th—a living picture of many colors, in which the gold of the weed and the silver of the dollars, flowing into the pockets of the growers, will predominate. The moving crowds, the motor and animal drawn vehicles and the general atmosphere of high good humor, already assured with the encouraging price reports from other belts, will make it not only a diverting but a genuine portrayal of the advancement of this section through its principal vocation, by which its destiny has been determined.

Great Activity

The hushed and deserted air, usually prevailing in Farmville's three tobacco warehouses during the spring and summer months, was broken this year by the ring of the hammer and the clink of the trowel, which sounded as additions were being made to two of the houses, and echoed in the Southern end of town, where Bell and Bobbitt's new warehouse was under construction, all culminating in a scene of the greatest activity now that only five days intervene before the curtain goes up on the opening of the current season. For Farmville is abuzz with last minute preparations for the stage setting of the 1935 season and the entrance of the characters having the principal roles, the warehousemen, the farmers and buyers.

Expansion Anticipated

Many factors will this season cause the name of Farmville to re-echo in the years of the auction sales which are to come, for everything has been done to offer all facilities in the way of selling and buying this year, and the handsome new warehouse and the large additions to others present the coveted opportunity for expansion long desired by the progressive warehousemen, who are fostering and furthering the interest of this market so diligently, and will reduce to a minimum the confusion and delay sometimes experienced during exceptionally heavy sales.

Claim To Leadership

Farmville's claim to leadership among the tobacco markets of the East, in constantly being substantiated by the various and timely meetings held here, especially during the past several months, having as their object the shaping of policies for bettering the condition of the tobacco farmer, with each contributing in its own way to the prestige of this market.

The Farmville market is proud of its achievements and every grower and buyer on the market are continually praising its accomplishments and commending the advantages enjoyed by its patrons.

The secret of Farmville's phenomenal success throughout the years, and in the new enterprises and projects, which continue to arise, is its unmatchable spirit of cooperation, its preservation and practice of the great principle of unity. Therein lies Farmville's Samsonian strength.

1934 The Banner The 1934 tobacco season was the banner year experienced by the local market in regard to money paid out

for leaf, it having far eclipsed that of 1919, the "peak year" of the leaf growing industry in the United States, the cash tobacco income for farmers on this market being in excess of five million, seven hundred thousand dollars, in average payments of over seventy-seven thousand dollars a day for the seventy-four days of which it was comprised. This amount was four times what they received in 1932 and three times that of 1931. More than nineteen million pounds were sold here last season, at an average above thirty cents.

Applaud AAA Program

A large number of Farmville representatives were among the 4,000 farmers, who convened in Washington from 20 states some weeks ago, to personally applaud President Roosevelt's defense of the AAA policies during the two years of its operation, and the flexibility of its program, which permits adjustment downward or upward, according to the surplus or shortage situation.

Farmville Preferred

Superior crop growing conditions have made this section perhaps the most favored portion of the entire State, and Farmville, in the center of this extraordinarily favorable situation, the preferred tobacco market; with easy and numerous highways, aggressive, high type tobacconists, who, knowing the labor and expense problems connected with the growing of a crop, put the highest, prevailing market price on every basket of tobacco; two sets of buyers of the various domestic and independent companies, whose well equipped plants represent enormous investments, heartily cooperating; and a live Tobacco Board of Trade, with merchants and other citizens loyally supporting its program of advancement, it is small wonder that the tobacco farmer prefers the Farmville market, and that the outlook for breaking all previous records this season is excellent.

A Good Crop

The end of the curing season has arrived, and although the crop in this section was threatened by excessive rains at the beginning of the harvesting period, it is reported as far above the average in quality and curing outcome, being described as the best cigarette tobacco grown here in recent years, due to high topping, which tends to develop this type. The rapid ripening of the leaf resulted in the most laborious housing in the entire experience of many growers, and though much was necessarily left in the fields for lack of barn space, it is believed that there will be a sufficient poundage to cover the Federal contracts.

High Prices Expected

Encouraging and pleasing reports from the Georgia and border markets, which indicate that prices for the weed will be good in this belt, has already had a decided tendency to stimulate business in Farmville, and with the uncertainty of weather conditions and the other numerous hazards, encountered by the farmer in raising a crop of tobacco, all receding as nightmares now, the folks, with "visions of sugar plums dancing in their heads," are settling down to grading a load for opening day that they may judge the results of sales for themselves.

ROTARY CLUB

The Farmville Rotary Club held its annual outing last Tuesday evening at the Municipal Swimming Pool. This outing took the form of an informal brunswick stew supper at which most of the Rotarians and their Rotary Annes were in attendance.