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VOLUME TWENTY-EIGHT

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, AUGUST 20, 1937

NUMBER FOURTEEN

FARMVILLE EXTENDS WELCOME TO WEED GROWERS

Mayor Geo. W. Davis Turns Key Of City Over To All Visitors

TOBACCO MARKET HERE TO OPEN THURSDAY, AUGUST 26TH

Farmville, "The Friendly Market" Continues Steadily Forward

Established in 1904, Has Steadily Grown From a Two Million Market to The Fifth Largest Market in The East, Selling Above 28,000,000 pounds

The birth of a small sleepy hamlet came about in the year 1872, when Farmville was recognized by the State of North Carolina with a charter of incorporation for her population of some eighty-odd people, living in fifteen dwellings, and comprising an area the size of a city block.

Thirty-two years passed, "one after the other," as the comedian would chronicle time; each year recording some mark of progress and growth. There was, however, an increase of only 26 people in the population during the first decade after incorporation, according to the census of 1880, which listed a population of 10,704 whites and 11,088 colored in the eight townships of the county—Farmville having only 111.

RAILROADS BUILT.
The first incentive for development rode in on the engine of the East Carolina Railway in 1900, which served as a freight and passenger channel, and gave the town the chance for the substantial growth which can only be obtained by direct contact with the outside world.

The Norfolk-Southern Railroad was built seven years later, connecting Farmville with Norfolk, Va., and Raleigh—the Capital city of the State—which together with connections by the East Carolina railway made possible immediate contact with all of the main shipping points of land and sea and markets in all directions.

National and State highways have, during the past several years, been routed through the heart of the business district, and motor trucks do a large transportation business also.

The building of better stores and more residences began immediately upon the coming of the railroads, and the bank of Farmville, which has during its existence served as a business ally to the town, was organized in 1904, with the late Mr. R. L. Davis, as President.

Farmville's splendid churches and schools, its building and Loan Association, excellent hotel accommodations provided by the Hotel Davis the extensive business done by the old firms and the new business enterprises of the younger establishments as well, have all been necessary and valuable assets, and have given great impetus to the progressive tendency which came with the railroads.

Market Gave New Life
The story of the Farmville market embraces the decades between 1904 and 1937, and the small village of farmers has grown during this period into a town of broad proportions and city-like appearance, for it was the establishment of the Farmville Tobacco Market—a masterful undertaking by a group of energetic business men of the town thirty-three years ago—which quickened the sleepy village into the radiant, pulsating business center it is today, in a miracle of rebirth. Unlike Rip Van Winkle, it might never have awakened if the thundering of tobacco trucks had not disturbed its lethargy.

Bound by Unity
The Farmville Tobacco Market has not only been a means of achieving a physical transformation, at which observers often marvel, but a transformation is evidenced in the spirit of the entire community. Farmville business men, bound by the unbreakable strand of unity, realize that they are not isolated individuals but that each has relationships in this business of buying and selling. They are not interested only in sales, dividends, profits and losses, but in the betterment of the community in which they live, and in the progress of that community.

The Tobacco Market in Farmville is a factor which presents both opportunities and obligations to the business men here, who feel that they must not be supporters only but promoters as well, and must give active expression to their hearts' desire—the continual development of the market and the highest type of service to customers.

Round table conferences of practical citizens and definite efforts in behalf of the market are often held, when courses of vigorous action are mapped out. Competition has a more general sense than the business of the individual, and the spirit of good

will and interest in the town's welfare and business as a whole has obtained for years. Consideration of merely his own business makes a newcomer in Farmville's business world very unpopular and he usually grasps the situation and joins heartily in the effort being made for the progress of the community as a unit.

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Wholly Agricultural
Farmville is one hundred per cent agricultural, every business here depending on the farmer and whether prices for his produce go up or down, the doctor, lawyer, merchant and chief's final summary—in his accounting for the year—black or red, finding its results in the prosperity of the farmer.

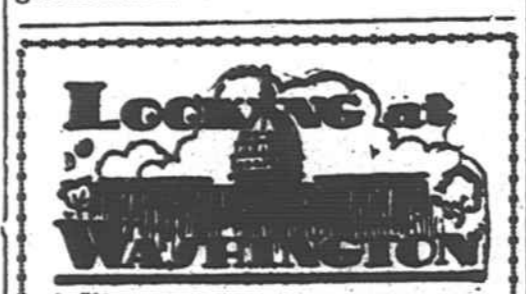
A large majority of the business and professional men here are farmers themselves, who, in the cool of the evening steal away for a look about their plantations. And those who are not actual owners, are secretly planning some day to purchase a little farm, for the "Good Earth" soon gets into the blood when one hears little else all day long except crop production.

Believe in Market
Farmville people believe in and sell on their own market, and watching its phenomenal development and increase in popularity with gratified hearts each season, saw it reach its peak in 1935, when it sold over 28 million pounds of tobacco, with a 30 per cent increase for the market at a \$21.72 average per hundredweight—the highest average in the State for the season. Last season with a short crop, damaged by excessive rains the market sold above 18 million at an average of \$22.50. Does this mean anything to Farmville people?

Thirty-three years ago Farmville was an unknown quantity, today it is a thriving town of 3500 population, surrounded by many of the finest

farms in the commonwealth, recognized at home and abroad as a mighty force in the State and well known in every town and city that speaks the language of tobacco.

And what has brought this prestige and distinction to its name? Without hesitation any Farmville citizen will answer your question in four words: "THE FARMVILLE TOBACCO MARKET." It has been her glorification.



ADJOURNMENT NEAR? CROP CONTROL ISSUE. ISSUES TO THE PEOPLE. TO LOAN WARSHIPS. RUSSIA SEEKS SHIPS.

Nobody can tell just when Congress will adjourn because some sudden turn of affairs might cause the session to be prolonged. This was illustrated by the sudden emphasis given to farm legislation last week and while this threat to adjournment may be passed over there are other problems that can become acute overnight.

Congress is undoubtedly tired and anxious to get home and if crop control is necessary before the regular meeting in January the members will not object to a special session in the fall. Incidentally, then get mileage which means a handsome bonus for many of them because the cost of traveling is nothing like the allowance available.

You can take it for certain that the President lost no time in pointing out to those rushing into the White House for aid that the situation was just about what he had warned them of when the Supreme Court struck down the AAA. Largely because of that control, and the drought, crop supplies had dwindled and their prices moved upward. Now, with a large yield predicted, the market for cotton reacted and there were plain indications that it might collapse if there was nothing to prevent unlimited production in the future.

It might be worth while to glance at the record of the present session and see what has been done upon the measures that the President proposed for legislative action. Without paying any attention to routine appropriation bills we find that the President was given the \$1,500,000,000 relief fund that he wanted, that he lost the major part of his court reform proposals, got something of a start in wages and hours regulations and in housing legislation, although nothing like what was originally sponsored. Executive reorganization bogged down with prospects being that he will get his six-administrative as-

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Roosevelt Renews Attack Against Liberty Leaguers In Roanoke Island Speech

Chief Executive Quotes From Letter Written in 1857 by Lord MacAuley Declaring Government Could Not Exist; Adds MacAuleys Are With Us Today.

Manteo, Roanoke Island, N. C., Aug. 18.—President Roosevelt declared today "democracy—and more democracy" is the answer to "Tory insistence that salvation lies in the vesting of power in the hands of a select class."

"I seek no change in the form of American government," he said. "Majority rule must be preserved as the safeguard of both liberty and civilization."

The President, renewing his criticism of the Liberty League and others, who he said, "thunder today," spoke at a celebration marking the 350th anniversary of the "lost colony."

He based much of his address, broadcast nationally, on a letter which Lord MacAuley, English historian, wrote in 1857 to an American friend, Sam Randall, a New York writer.

MacAuley wrote democracy would not succeed in the United States, add-

ing: "Either some Caesar or Napoleon will seize the reins of government with a strong hand or your republic will be laid waste by barbarians in the twentieth century."

Mr. Roosevelt dubbed "American Lord MacAuley's" persons who "tell you that America drifts toward the scylla of dictatorships on the one hand or the charybdis of anarchy on the other."

After quoting a long portion of the historian's letter, the President said: "Almost methinks I am reading not from MacAuley, but from a resolution of the United States Chamber of Commerce, the Liberty League, the National Association of Manufacturers or the editorials written at the behest of some well-known newspaper proprietor."

"I conceive it to be true that I am just as strongly in favor of the security of property and the maintenance of order as Lord MacAuley . . . and in this the American people are with me, too."

He referred at another point to that assertion:

"My friends, I am of the firm belief that the nation by an overwhelming majority supports my opposition to the vesting of supreme power in the hands of any class, numerous, but select."

Farmville Officials Lead Busy Lives

Foresight of Municipal Governing Board Keeps Farmville in Flourishing Fettle

In contrast with city governments which are slow to keep up with population growth, is that of the town of Farmville, where municipal services are not allowed to become inadequate before an increase in facilities is made; this was observed in the addition some months ago of another officer to the police force, whose duties in enforcing traffic regulations; this department is composed of Chief L. T. Lucas, R. B. Fields, J. B. Smith, night policeman, and Andy Martin, traffic officer.

The fire department has been augmented recently by a new alarm which has caused some unfavorable comment from the citizenry but seems to be accepted with enthusiasm by the chief, Haywood Smith and the company; the street cleaning department, under the direction of Berry Taylor, is being constantly enlarged; recreation facilities at the park have been increased, and health conservation and charity requirements have been anticipated and designed to meet the needs of the town.

Farmville, with its municipal playground, swimming pool and golf course is successfully turning the leisure of its youth and unemployed, which might become its "social dynamite," and a real menace to its future, into a period of healthy relaxation and wholesome fun. For the general condition of the country as viewed through the spectacles of Warden Lawes, of Sing Sing, is really alarming. He advises: "Look after the boys and girls in their spare time." Last year, more than 20,000 lads, from 16 to 19 years of age, went before the magistrates of New York City alone. Twenty-five regiments of boys, over six times the entire student body of West Point and Annapolis combined, were brought before the New York courts for misdemeanors and largely because no one cared how nor where they spent their leisure hours.

Farmville, through its officials and citizens, is striving to keep the mind of its youth interested and the adult population also cheered during vacation months and leisure hours.

But nowhere has the foresight and

provision of the Town Fathers been better demonstrated than in the recent changes and additions made in the light and water plant; in the installation of two Diesel engines, which combined with other engines in the plant provide a total of 1200 horse power, and in the building which houses these Herculean giants of modern times.

Looking ahead has characterized the administration of ex-Mayor John B. Lewis, a native of this section and a leading attorney, who with his splendid board of town aldermen completed one of the most successful periods of advancement and development in the history of Farmville. City Clerk R. A. Joyner and W. A. McAdams, superintendent of the water and light plant deserve commendation for their part in the undertakings of the Mayor and the Board, which was composed of George W. Davis, Dr. W. M. Willis, J. W. Joyner, A. J. Flanagan and J. M. Stancil.

Included in the activities of the administration during the past four years, which would challenge those of a city twice its size were: the construction of a swimming pool with CWA labor and material, supplemented by \$2,000 raised by public subscription and an investment of \$5,000 by the town; the purchasing and installation of \$600 worth of playground equipment, donated by citizens; two tennis courts added by the town; the acquiring of a lot adjacent to the pool to serve as a site for a future community house at a cost of \$1600; the furnishing of building, water and lights for the sewing room, financed by the government for unemployed women; employing a sanitary inspector, Dr. H. E. Smith, and giving financial assistance to his fly and rat eradication program; enlarging the power plant at a cost of \$15,000 and the purchasing of new equipment; which together with the plant improvement totalled \$106,116.40; the digging of a new well (not yet completed) at an estimated cost of \$10,000; the sponsoring of the golf course in meeting the challenge of the Federal government to match its grant of \$5,000 for labor on this project, by calling a mass meeting and assisting in a canvass for stockholders, who subscribed this amount, and overseeing its construction; the building of new rural electrification lines, \$11,659.13; extension of distribution

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WAREHOUSEMEN PUT ALL IN READINESS FOR THE SEASON OF 1937

Preparations Completed For The Opening Day Command—"Let's Go!"

Warehousemen have completed extensive preparations for the handling of sales this season, being busily engaged in overseeing the remodeling, renovating and clearing of their houses and premises for several weeks, and are now ready for operation and the rendering of every possible service to farmers on a 24-hour-a-day basis. Everybody in Farmville is awaiting the opening call of the warehousemen at 9:00 o'clock Thursday morning, "Let's go!"

With a splendid yield and a crop of better-than-the average quality in this vicinity, the season bids fair to top any of previous years, and warehouse facilities and the corps of experienced assistants have been increased accordingly.

Courteous service and guaranteed satisfaction will be the rule on the Farmville market this year, where cordiality and a warm interest in each individual customer will always prevail.

All four of the large warehouses here are of brick and steel construction, and each boasts of a good location with four entrances; buildings of exceptionally convenient design and splendid lighting systems, which together with the efficient manning of all departments provides marketing advantages unsurpassed by any other tobacco sales center of any size.

Monk's Warehouse.
Associated again this season with J. Y. Monk, a veteran warehouseman, who has been proprietor and active manager of Monk's Warehouse for 30 years, will be his son, J. Y., Jr., R. D. Rouse, and Johnnie Carlton, all held in high esteem by the farmers and buyers alike and whose success in winning the confidence and good will of both buyer and the seller is a valuable asset to the market as a whole.

Established in 1906, two years after the market here was organized, this warehouse has been outstanding in the entire belt, and has led the Farmville market every year.

The warehouse business is a fourteen week's business for many warehousemen, but the secret of J. Y. Monk's success lie in the fact that he is a "year round warehouseman." From January 1st until December 31st every year, everywhere, J. Y. is the same friendly, cordial person you find him to be on his warehouse floor when you drive in with a load of tobacco. Interested in people, he is first a man of broad human sympathies, and then an enterprising and zealous warehouseman with a sincere desire to obtain his highest dollar for his farmer friends, whom he numbers by the thousands.

The policies of Monk's Warehouse has attracted and retained the intense loyalty of a number of valuable men and women, who make up the personnel of the force, which this year will be composed of W. A. Gootie, Jim Edwards, and George Moore, auctioneers; L. P. Thomas, J. B. Joyner, A. E. Buck James, Mrs. M. V. Jones, Miss Hazel Monk and Miss Janie Davis in the office; Curtis Flanagan, Jack Laughinghouse, Ralph Bowen, Johnnie Simpson, weighing clerks; Haywood Smith, Sr., Gordon Lee, Brantley Speight and Fred Carr, floor managers; E. S. Hobgood, night manager, Mat Grimsley, night weigher.

Bobbitt's
Recognizing the high position the Farmville tobacco market held in the industry and its possibilities for future development, J. Branch Bobbitt cast his lot with it several years ago, and tobaccoists here realize that he has the ability to help hold the market on its top position.

Mr. Bobbitt announced some weeks ago the effecting of an association with Jack Moya, of Greenville, who

has had years of experience and knows the tobacco business. Mr. Moya will be glad to see his old friends at Bobbitt's this year and to make and serve new ones there.

Both Mr. Bobbitt and Mr. Moya have been in this business for a number of years and they know just how to promote the interests of their customers.

The proprietors of Bobbitt's are especially proud of the lighting facilities of their house, which is the newest sales house here, for it is a fact that a greater light is essential to the buyers in judging the color, grade and quality in the few seconds they have to give to each pile while buying, and this advantage will be of great benefit to the farmer.

Assuring farmers of prompt and efficient service by reason of their experience and desire to personally render assistance are the following, who make up the force this year: F. F. Boone, auctioneer; Ivey Warren, book man; Bill Taylor, clip; E. B. Thomas, bookkeeper, Mr. Scott, of Pikeville, assistant bookkeeper; Willie Harris and Waddell Beaman, floor managers; Robert Hay, Harper Walston, weighers; Jim Musgrave, Lyman Lassiter, Walter Dees, general floor assistants, Morton Fields, ticket marker.

Knotts
The patronage and confidence of thousands of farmers from a great distance as well as from this immediate section have played an all-important part in the advancement of the Farmville tobacco market during the thirty-three years of its existence, and for the past twenty-four years Knott's Warehouse has been one of the main factors in its development, and the proprietors, pioneer tobaccoists, R. H. Knott and J. M. Hobgood, have merited the successful and prosperous business they have founded and promoted. Capable and popular, Mr. Knott and Mr. Hobgood have figured prominently on this market since identifying themselves with it.

Considered as excellent judges of tobacco they demand careful handling of the offerings brought in by their customers, know how to run lively sales and always pride themselves that they secure top market prices or tobacco sold on their floor.

The personnel of Knott's warehouse—though the names of the entire force were not available due to the absence of the bookkeeper—is recognized as one of the strongest warehouse teams on this market.

Webb's
Lending their experience to the furtherance of the farmer's welfare on the Farmville market are Grover H. Webb, and Jack Lewis, proprietors of Webb's, who have gained a wide reputation as able tobaccoists and capable warehousemen.

Though only being associated as partners in the warehouse business for a few years, both men have had a life time experience with tobacco, growing up with it on the farm and spending years in the selling industry and the management of warehouses, and have built a foundation during these last few seasons that has favorably impressed the farmer and assured them continued success in the business.

With an even greater determination to go forward this year Webb's continues in its employment as efficient office force and corps of assistants and will be able to handle any amount of business in a quick, accurate and pleasing manner. These include: David Newcome, auctioneer, G. E. Trevathan, bookkeeper; Miss Mary Eva Webb, assistant bookkeeper; Claude Daniel, book man; Frank Rolph, clip man; W. F. Worthington, ticket marker; Seth Barrow, John King, Lee Walston, clerks; B. M. Lewis, leaf and labor; Leslie Carr and Joe Jones, floor managers; E. L. Sylvan, John T. Tyson and M. L. Manning, trade men; A. B. Tyson, night manager.



STREET SCENE OF BUSINESS DISTRICT—FARMVILLE