

This Issue Dedicated to Farmville Tobacco Market by Farmville Business Men.

VOLUME TWENTY-NINE

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FARMVILLE--LEADING MARKET IN EASTERN CAROLINA, EXTENDS WARM WELCOME TO WEED GROWERS AT OPENING ON AUG. 25

The Steadiest Market Now Emerges As The Leader

Price Average Over-shadows Poundage in Market Estimation by Farmers; Leaf Brings More in Farmville Warehouses Which Plan to Head Bright Belt Again This Season

Thirty-four years have passed since the Farmville Tobacco Market experienced its humble beginning with two small houses. Since then five commodious and modern leaf sales houses have replaced these "cradles," which first rocked the infant market, and each one of these thirty-four years has been used as a stepping stone to a new record of achievement, which has brought justified pride to citizens of this community and furnished a source of belief in a future growth which will cause the entire State to marvel.

The outstanding record of last year was that of "tops" in price average of the Bright Belt, the four warehouses selling close to 24,000,000 pounds at an average of \$26.17. This is one of several seasons that a "tops" price average has been made on this market. Tobacco sells higher in Farmville warehouses.

Contributing Factors During these thirty-four years of the market's existence a wonderful and almost unbelievable improvement in transferring the weed to market—from mule drawn vehicles to motor trucks—and in highway transformation have made its marketing service accessible to every section of the country.

All of these factors have contributed greatly to the rapid development of the Farmville market but it has been the enthusiastic leaders, who have furnished the motivating energy and force in a tide, which could not be stemmed; Leaders in business thought and vision. Ever supporting these leaders have been the citizens of Farmville, the rank and file, who have evidenced supreme confidence in the market and inspired in every promoter the desire to merit this trust.

There can be no doubt that this mutually beneficial spirit of good will between tobaccoists, business men and citizens is the most treasured asset of the Farmville Market today and is the real secret of its expansion and success.

Highest Average '35-'37 Farmville people believe in and sell on their own market, and watch its phenomenal development and increase in popularity with gratified hearts each season as it reaches 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. During the 1935 season with a short crop, damaged by excessive rains the market sold above 18 million at an average of \$22.50. In 1937 it sold nearly 24,000,000 pounds for an average, as stated before of \$26.17—again making the highest season average in the state.

Working To Top Record Although the yield this year is below that of last season, the Farmville Tobacco Market, because it has a reputation and record to uphold; because of the courteous and efficient forces working in each of the five warehouses; because a spirit of competition prevails on this market which carries every pile sold to the limit; and in view of the fact that Farmville is not merely endeavoring to retain its laurels as the leader of Eastern North Carolina, but is out to shatter all previous records with a new high for 1938; all of these incentives coupled with the bettered facilities through the history of the Farmville Tobacco Market with new records for production and average are being established.

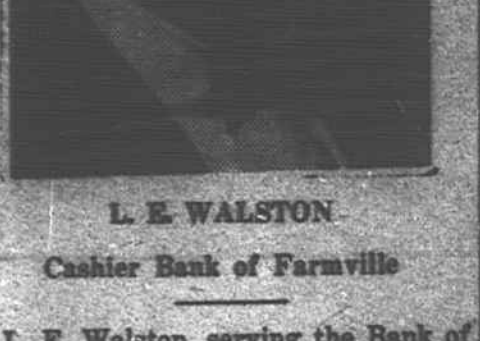


W. S. ROYSTER President of the Tobacco Board of Trade. Mr. Royster has been head buyer for Liggett-Myers on the Farmville market for the past five seasons.

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.

Thirty-three years ago Farmville was an unknown quantity, today it is a thriving town of 8,500 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.



L. E. WALSTON Cashier Bank of Farmville

L. E. Walston, serving the Bank of Farmville as cashier since the middle of February and succeeding D. E. Oglesby, who served in this capacity for twenty years, was associated with the Nashville branch of the Peoples Bank & Trust Company, of Rocky Mount, prior to accepting this position.

The Nashville Graphic commended Mr. Walston upon his departure as follows: "Mr. Walston has been associated with the Nashville bank for the past six years, coming here soon after the opening of the branch by the Peoples Bank in June, 1931. For some 12 years he was associated with banking in Macleodville. "During his six years in Nashville the people of this locality have come to appreciate his value to the community and have expressed their regrets upon learning of his departure in February. "Upon several occasions in the past Mr. Walston has received offers of positions in banks located in various parts of the state. During the past six years that he has been in Nashville he has refused to accept these offers that have been tendered him in other localities. "Since coming to Farmville, Mr. Walston has readily adapted himself to life in this community, without a moment's hesitancy in the affairs of the bank and the problems of the people here, and will continue to be a valuable asset to the community."

IT ISN'T YOUR TOWN, IT'S YOU

If you want to live in the kind of a town, Like the kind of a town you like, You needn't slip your clothes in a grip, And go on a long, long hike, You'll only find what you left behind, For there's nothing that's really new, It's a knock at yourself when you knock your town, It isn't the town it's you.

Real towns are not made by men afraid Lest somebody else gets ahead; When everyone works and nobody shirks You can raise a town from the dead. And if when you make your personal stake Your neighbor can make one, too, Your town will be what you want it to be; It isn't your town—it's you.

—H. J. HAZLETT.

Chamber of Commerce Here Assures Community Progress

Organization of Business Men Perfected With Geo. W. Davis as President

The Farmville Chamber of Commerce and Merchants Association was organized June 27, by a number of public spirited citizens and business men with the following officers and directors elected for the ensuing year: Geo. W. Davis, president; Marvin Lindsay, vice-president; S. A. Garrison, treasurer; W. R. Willis, secretary; and as additional directors, J. I. Morgan, Jr., T. E. Joyner, J. B. Lewis, Frank Williams, L. E. Walston, and N. Cannon.

The organization has in mind certain objectives at this time, of which several are mentioned as follows: A Spirit of Cooperation: Merchants have learned, and must learn ever more truly, that cooperation among themselves gives the best assurance of permanent progress. Jealousies, animosities and rivalries have had their day, but they have no place in the modern day of business. Merchants and other business men have learned that only by the closest cooperation among themselves will they be able to have an influential part in shaping of legislation that will help, or in opposing laws that are unfair and unjust to business.

A Spirit of Humanness: The spirit of business today has its human side. It is a tribute rightly deserved to say that the small merchant is a public spirited individual who makes his full contribution towards community betterment. He is not simply the employer of labor, but the friend of labor.

A Spirit of Courage: The new spirit in business today is one of courage, sustained by faith. It has taken much courage for the average business man to continue in business since 1930. Conditions and difficulties have had to be faced and experienced, as never before, and many who lacked the courage and faith have gone down with the struggle. Every citizen, whether he be in small or large business, is a part of the community in which he lives, and should always keep in mind community progress.

A Spirit of Friendliness: One of the essential things which any business man should learn early in order to conduct a decent and superior business and meet the acute competition of today, is friendliness. Business Ideals: The modern merchant in this new day should have in mind some definite ideal as to his part of work in the world of business. A successful merchant should learn early that he is not a mere machine person who sells goods for a certain price, but that he is a real part of the business machinery contributing in a large way to the development of higher standards in his business. It is quite impossible for a man to be a good merchant in the very best sense of the term, and to be a poor citizen. A good merchant and citizen should have a definite feeling of responsibility for the up-building, not only of his own business, but of the community in which he lives. There is wisdom all about us, as we observe that business men are developing a deeper sense of civic responsibility. It isn't just law making to pass through this busy world, but are certain fundamentals in business and in life which do not change; there are certain things which abide in an ever changing world, and the merchant recognizes them will be a better citizen.



GEO. W. DAVIS Mayor of Farmville, President of the Chamber of Commerce, President of the Country Club, Superintendent of the Baptist Sunday School and head of a number of other organizations of a business nature.

Given Assurance Of American Aid

Roosevelt Extends Spirit of Monroe Doctrine To Dominion of Canada.

Thousand Islands Bridge, Ont. — President Roosevelt extended his "good neighbor" policy to Canada and the British Empire today with a blunt denunciation of secret diplomacy and a pledge that the United States will come to Canada's aid if she is threatened with domination by a foreign power.

The Chief Executive's momentous declaration was made at Queens University, Kingston, Ont., after he received an honorary degree. Arriving here later, he dedicated a new span linking the Dominion and the United States, and elaborated his theme to include "monopolistic encroachment of private interests."

He spoke of the new bridge, situated near the source of the St. Lawrence river as a symbolic as well as material connection between the two countries "where an international gap, never wide, has been spanned, as gaps usually are, by the exercise of ability, guided by co-operative common sense." It was in this connection that he warned that cooperative development of the St. Lawrence waterway, his most cherished ambition, should go forward speedily to defeat certain interests which would be glad to determine the economic fate of a large-area in both Canada and the United States.

"We, as good neighbors, are true friends, because with frankness, because we refuse to accept the twists of secret diplomacy, because we set our disputes by negotiation and because we discuss our common problems in the spirit of common good," he declared. "We seek to be scrupulously fair and helpful not only to our neighbors with each other, but such as us at home in our relations with our own people." "The people of the United States will not stand idly by in domination of Canadian soil if threatened by any other empire." "The Dominion of Canada, he said, is the best friend of the United States."

Five Warehouses Have Everything In Readiness

Model Sales Houses and Veteran Corps Trained Assistants Provide Best Marketing Advantages

For weeks the warehousemen of Farmville have been busily engaged in the preparation of their houses and sales forces for an anticipated record 1938 season. The work of building, re-building, and clearing of warehouses and premises has now been completed and every facility for handling tobacco is in perfect order.

Last year, Farmville led Eastern North Carolina in price average. It is the price, not the poundage, that sends growers home with the satisfaction that they received the maximum for their crop. Smiles of satisfaction were a part of every sale on the Farmville market last year, and for years past.

For over thirty years this market has maintained a reputation for friendliness and highest prices. Veteran warehousemen here take their jobs as year-round work. From January through December they are the same; cordial, friendly and personally interested in you as a grower and friend. Not just for thirteen weeks, but for twelve months, year in and year out each will be found ready and anxious to help his thousands of friends in every way possible.

This same cordiality and personal interest in every sale will prevail on the Farmville market this year. Guaranteed satisfaction and courteous service will be a part of every transaction. Farmville is large enough to offer every facility for handling tobacco with the same speed and efficiency as found on any other market of any size; yet small enough to recognize every individual tobacco grower who realizes the greater benefits gained through selling their crop here. There are no strangers on the Farmville market. New faces are soon familiar faces.

Each of the five large warehouses here is of brick and steel construction. Each boasts of a good location with four entrances and lighting systems unsurpassed on any other market. These advantages, together with the efficient manning of all departments provide the very best in marketing advantages.

Fountain's Warehouse Fountain's Warehouse, located at the intersection of Wilson Street and the Fountain highway, is one of the most modern warehouse structures to be found on any market. The proprietors of Fountain's Warehouse are especially proud of its lighting facilities. Realizing that a fine light is essential to the buyers in judging the color, grade, and quality in the few seconds they have to give each pile, only the newest and best in skylights and indoor lighting facilities were installed in this house. These lighting facilities will mean extra dollars to the tobacco growers of this section.

Assuring the farmers of prompt and efficient service by reason of their desire to prove themselves to be friends of the farmers and not strangers to highest prices on their sales, the entire force of this warehouse is anxious to render every service possible to their thousands of friends in Eastern Carolina.

John Fountain, older son of R. A. Fountain, will manage the new house. Mr. Fountain announced some weeks ago the offering of an association with Claude Brown of Ayler, who has had years of experience in the tobacco industry. Mr. Fountain and Mr. Brown will be glad to serve their old friends of this section throughout the year, and will render every service possible to their thousands of friends here.

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up the force this year: Ben Saunders, auctioneer; J. L. King, book man; Bill Taylor, clip man; Earl Smith, bookkeeper; O. M. Hunt, assistant bookkeeper; Bill Hooks and Willis Harris, floor managers; and Jasper Shackelford, ticket marker.

Monk's Warehouses Thirty-one years ago, two years after the organization of the Farmville Tobacco Market, J. Y. Monk began his career as warehouseman in 1906, he established the first Monk's Warehouse. The progress made by this firm was recently broadcast on a coast-to-coast radio program in which a statement was made that Monk's Warehouse, for several years, had sold more tobacco under one roof than any other warehouse in the world.

This rapid development and splendid record is not all unbelievable to those who really know Mr. Monk and those who work with him. Mr. Monk has installed in all his warehouses associates the one qualification which has carried him to the heights in the business; that of being a year-round warehouseman. J. Y. Monk, Jr., Johnnie Carlton, and Robert House, are all held in high esteem by farmers and buyers alike, and their success in winning the confidence and good will of both buyer and seller is a valuable asset to the market.

These men are the same wherever you see them; whether you are driving in their warehouses with your tobacco for sale or whether you pass them on the street in the middle of February. Each of them is an accomplished warehouseman with a sincere desire to obtain the highest dollar for his thousands of farmer friends.

This year the Monk Warehouse firm will operate two houses, enabling it to better satisfy the increasing demands of its ever-growing list of patrons. The improved facilities for handling more tobacco with greater speed will mean much to both warehouseman and grower. Warehouse No. 1 will be the old Monk's Warehouse stand on Wilson Street; Warehouse No. 2 will be just across the street at the old Webb and Lewis location. Smiles of satisfaction will be a part of the scenery around this section of town this season when the top dollars start bulging from the growers' pockets after their sales.

Both Monk's Warehouses have been repaired, painted and every change made to make the tobacco look its best and bring the most. Lighting facilities have been improved to the peak of perfection; so that buyers can quickly judge the tobacco as to its color and quality. Reorganized warehouse forces will offer fast, courteous, and efficient service at these two houses this season.

The policies of Monk's Warehouse have attracted and held the intense loyalty of a number of capable men and women, each of whom is a valuable member of the force. A complete list of the members of the force was not available, due to the absence of the bookkeeper, L. P. Thomas.

B. F. (Jack) Lewis, who was associated with Webb and Lewis last season, joins the force of Monk's Warehouse for 1938. Mr. Lewis will welcome his many friends who follow him to his new location. Also to be associated with this warehouse firm this season will be Jack Rogers and Jim Edwards, veteran auctioneers. David Newcomb, assistant auctioneer.

Knott's Warehouses For the past twenty-five years, Knott's Warehouse has been an important factor in the development and advancement of the Farmville Tobacco Market. E. H. Knott and J. M. Hobgood, proprietors, recognized as excellent judges of tobacco, and demanding careful handling of the offerings brought in to them, together with their knowledge of how to run lively sales which consistently secure the top market price, have gained the confidence of thousands of tobacco growers not only in this immediate section, but far great distances.

Joining the firm of Knott and Hobgood, this year, is the very popular, experienced, and capable warehouseman, Grover H. Webb. Mr. Webb will be remembered as associated with the firm of Webb and Lewis for many years. His record as a warehouseman is one to be envied by anyone in the game. Numbering his friends in the thousands, he has rendered every service possible to his thousands of friends here.

Farmer Friends!

All business houses in Farmville are wide open to you and their forces vying with one another in extending you a cordial welcome. Unusual displays and prices will be offered you each day you visit the FARMVILLE TOBACCO MARKET. THIS SEASON IS A BUYING TIME AS WELL AS A SELLING TIME!

This season the firm of Knott, Hobgood and Webb will operate two warehouses in Farmville. One at the old site on Wilson Street, and one at the old Bobbitt location on Main St., at the N. S. Railroad. Both of these houses, as all others on the market, have had every alteration and repair necessary to put them in tip top shape for the 1938 season.

These men, and their efficient warehouse forces stand ready, at any time, to give any aid possible to their thousands of supporters and friends. The grower who drives into their houses with his tobacco knows that he will leave with the highest market price in his pocket.

Joining the already strong and efficient warehouse force to be found at Knott's Warehouses this season will be Bud Edmundson, veteran auctioneer, popular with buyers and farmers alike in this section. Also associated with the firm this year will be Roy Vanderford and Leon Quinn, floor managers at Warehouse No. 1; and Willie Gray and Walter Dees, floor managers at Warehouse No. 2. The office at No. 1 will, at all times, be in charge of R. L. Rollins and Mrs. Ann McWorter. Earl Trevathan will be in full charge of the office at No. 2. This warehouse firm has been known for years as possessing a competent corps of workers. This year is no exception; the entire force has been organized for the best in service and satisfaction for all.

Also to be associated with the firm this season, is David Newcomb, an assistant auctioneer. Mr. Newcomb has been secured by both the firms of Knott, Hobgood, and Webb and Monk, Carlton and House to work with both organizations as assistant auctioneer. George M. Shirley, who has been with the firm for several years will again be found at Knott's ready to serve his friends.



R. G. DEBNAM Farmville's New Sales Supervisor and Publicity Director.

Farmville's new publicity director and sales supervisor of the Tobacco Market, R. G. Debnam, of Saw Hill, arrived June 1 to take up his residence here to assume the duties connected with this position.

Mr. Debnam, of pleasing personality and bearing recommendations as an alert, energetic and forcible young man, was cordially received here and has won praise for himself already by his efforts to further the traditional spirit of cooperation, which is Farmville's greatest asset and its mainstay and pride of its citizens.

In accepting the position here, Mr. Debnam states he took account of Farmville's assets and possibilities for development and growth, and is depending on this spirit of cooperation as the prime factor for success in his endeavor.

Mr. Debnam has already made the acquaintances of everybody in Farmville and is looking forward to making thousands of friends for himself and for the town of Farmville and its Tobacco Market this fall. May Farmville measure up to all the expectations of its new publicity director and sales supervisor, and may the fall of 1938 mark the beginning of a brighter period of building and development for the town.