

The Farmville Enterprise

FIRST SECTION

This Issue Dedicated To The FARMVILLE Tobacco Market By FARMVILLE Business Men

VOLUME THIRTY

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NUMBER FIFTEEN

THE BELT WIDE TREASURE HUNT BEGINS TUESDAY, AUGUST 22

Farmville Moves Forward In The March of Progress

THOUSANDS AWAIT BUGLE CALL OF WAREHOUSEMEN, "LETS GO!"

The hunters are all set; the farmers, who are hunting for the highest dollar for their golden treasure; the warehousemen, who will lead this hunt over hill and dale for them, and the buyers, who are also searching for the quality, grade by grade, that their companies have ordered.

Thus, thousands are breathlessly awaiting the first note of the bugle-horn call of the warehouseman's, "Let's go." The auctioneer responds by crying the first bid and the belt wide treasure hunt begins. Accounts of prices from other marketing belts only serve as echoes to increase the intense interest of what will happen when the chase for the dollar starts here.

The great anticipated moment will arrive when the clock strikes 9 Tuesday morning. Farmville will be humming with excitement, teeming with curious crowds, eyes will be scanning the baskets of tobacco on floors of five sales houses here, noting the color, and hands will be touching the leaf to feel its body and quality. . . . but when the moment of the opening bid arrives, there will be a great hush over the crowd, and anxious ears will be strained to catch the first word of the auctioneer as he interprets the signals of the buyers.

The farmers, their families and friends will be here hoping that their spirits may be uplifted as good prices and that they may reap the benefits they so richly deserve.

And with one of the most fruitful years and bountiful harvests experienced in this community during its entire history of agricultural endeavor to spur expectations and cause the hearts of farmer folk to beat more lightly, the Farmville tobacco market will join others in the Bright Belt in an opening of high hope and optimism on Tuesday.

Choosing for its slogan and goal some years ago—the steadiest market in the State, it is now recognized as having achieved this by the patient and faithful steering of its promoters, the warehousemen and buyers, who have won and held the confidence and esteem of growers for a distance of 150 miles.

Thus, "the Steadiest Market" enjoys a steady increase each year in patronage and prestige, and with the best crop in years at its very doors, the five warehouses, with facilities for handling more than approximately eight hundred thousand pounds daily, are preparing for an unprecedented season.

These five warehouses, of large dimensions, have a combined floor-space capacity for a three-day sale, and every available foot of space has been cleared to make room for the hundreds of thousands of pounds which will be sold here daily. The most modern of lighting systems and other equipment, conducive to every convenience and service for the customer while marketing his tobacco here, has been provided in the warehouses and the cordial, friendly atmosphere, which is the paramount asset of the Farmville market, will prevail on Tuesday (and throughout the entire season) as Farmville begins greeting its customers, shaking hands and assuring them of their honest efforts to obtain for them the highest dollar for their product.

Assisting the proprietors in their operation of the warehouses will be the largest staff of experienced and efficient men ever employed here, in participation of its most successful season.

The tobacco selling industry, which has had a phenomenal growth in Farmville, has, from the establishment of the market here in 1904, been recognized as Farmville's chief asset, being a magnet which has drawn many hundreds of families to the community, where they have derived a comfortable livelihood, assisted in building it to its present proportions and given it an air of busy, important, abject cooperation.

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W. S. ROYSTER, President of the Tobacco Board of Trade. Mr. Royster has been head buyer for Liggett-Myers on the local market for the past six seasons. He is also a director and active member of the Farmville Country Club.

general cooperate fully with the warehousemen in furthering the interests of the Farmville tobacco market, and are always glad to serve the farmer and prove to him that his patronage of the market is appreciated. Every type of quality merchandise, up-to-the-minute in style and late designs, are priced to suit the customer, and every possible courtesy is extended visitors to this market, with each firm anxious for his establishment to be headquarters for old and new friends. A cordial welcome awaits everyone who visits FRIENDLY FARMVILLE.

Reaching its peak in 1935 when the Farmville market sold 28,411,786 pounds of tobacco for an average of \$21.72 per hundred weight, an increase in poundage of 30 per cent, and a "top" position in average of all markets in all belts of the entire State, it attracted the attention of the whole tobacco world.

Since this crop has both "quality and quantity" and is reported to have cured exceptionally well, the outlook for a good season is very bright and the Farmville Tobacco Market is out to make a new high record for itself.

There are bound to be fanatics in existence but, as for us, we prefer not to make their acquaintance.

FARMVILLE BUSINESS FIRMS ADHERE TO GOLDEN RULE POLICY

Adherence to the Golden Rule policy by the Farmville merchants, with its subsequent effect of fair dealing, friendly service and courtesy to one and all, has given Farmville the shopping prestige it enjoys today.

The business men here study the needs of the farmers and citizens of this vicinity and strive to bring to them the highest quality merchandise at the fair prices they seek.

It is their business to sell merchandise and it is to the customer's advantage as well as theirs that they sell in considerable proportions, in order that they may buy in larger lots. . . . buying in larger lots, they can afford to mark goods lower and thus the mutual benefit plan begins to function.

Evidence of this increased business idea, with the price advantage it offers to customers, is this special tobacco edition with its announcement of special sales which will lend real financial assistance to the hundreds of people in this vicinity, who are waiting for just such an opportunity and will welcome the chance to stock up for fall and winter on necessities as well as many new comforts and other things that will bring pleasure to the home and convenience to the worker on the farm.

It will take only a few minutes to read the important personal messages sent you by the Farmville merchants in these pages, but these few minutes may mean the saving of hours of shopping time and many dollars.

Bank of Farmville Confident of Future

Institution Has Broad Outlook And Genuine Interest In The Progress of Farmville

A BANK was founded in Farmville thirty-five years ago. Troubles? Struggles? Success? A generous measure of each certainly, but its purpose and ideals of offering this community the finest personal service possible, have been the white banners, giving to the leadership of the BANK OF FARMVILLE sufficient courage and high hopes with which to press forward.

This institution has grown steadily and developed into a banking house with assets of more than a million dollars, and to the enviable position of being one of the outstanding financial institutions in the State.

A. C. Monk, Sr., a former member of the Board of Directors, president of the A. C. Monk Tobacco Co., and prominent in business, civic and religious circles here, was elected president to succeed R. L. Davis, president for thirty-two years, and J. I. Morgan, another successful business man, took J. R. Davis' place as vice-president. The bank has continued to increase in strength and efficiency, retaining its record of unbroken service to, and the high confidence of its patrons.

Always associated with success is good management, and the officers and personnel behind the good management at the Bank of Farmville include L. E. Walston, cashier; J. M. Stansil, assistant cashier; C. C. Simpson and C. A. Lilly, tellers; Charles Raspberry, Miss Geraldine Gardner and Miss Eva Mae Turnage, bookkeepers and stenographers.

In every progressive step of the community and its citizens this institution has had a great part; farms have been purchased, new equipment made possible, new home built; comforts added and children educated through its interest and cooperation; taking care of all demands where collateral was sufficient.

Every day during the tobacco season the Bank of Farmville pays out thousands of dollars and the lobby is often as crowded as the warehouse floors, but cordiality and a helpful spirit always reigns supreme even under the stress of strain and rush, which attracts more customers every year to banking in Farmville, as well as to patronizing its market.

Farmville Market Anticipates Record Breaking Sales

Local Market Is Known Far and Wide for Its Friendly and Efficient Service

During the past several weeks the Warehousemen of Farmville have been busy in the preparation of their Auction Houses and Sales Force for a much anticipated record tobacco season. The work of making the necessary repairs and painting has been completed and every modern facility for the handling of tobacco is in satisfactory order.

Last season Farmville was right at the top, as usual, in prices paid for tobacco. It is the price together with a friendly service that sends the growers home with the satisfaction that they have received the highest price for their tobacco.

For thirty-five years this market has maintained a reputation as a friendly, steady and top market in price averages. The veteran Warehousemen here take their work seriously the year round. You will find each Warehouseman the same cordial, friendly fellows in January as in September; and always personally interested in each grower's welfare and farming activities.

It is confidently assured that this same friendly and personal interest in every sale will again show itself on the Farmville market this year. A pleasing and courteous friendly service will be a large part of every transaction handled by the various warehousemen and their respective representatives. Farmville Market is quite large enough to offer every modern facility for handling of tobacco with the same speed and efficiency found on any market; yet small enough to recognize every individual tobacco grower and give him the same type of service which he rightfully deserves and expects.

There are no strangers on the Farmville market. All newcomers are soon made to feel much at home.

All reports now indicate that the yield this year is much above that of last season, and because of this fact together with the fact that Farmville has a reputation to uphold; and because of the friendly and efficient service working in each of the five Houses, and further, because a competitive spirit prevails on this market; and in view of the fact that Farmville is not only putting forth an effort to retain its present position as a Steady Market with Top Prices, but is out to make a better record for itself by giving the best possible service and striving to obtain the highest prices possible for each pile of tobacco sold.

All of these above incentives, together with all the modern and ample facilities on this market, point to the biggest and best year in the history of the market.

Each of the five large warehouses boast of a good location with four large entrances, and a lighting system not surpassed on any market. These advantages together with the efficient and friendly management of all departments, provide the best to be found in marketing of tobacco.

SEEDLESS GRAPE PATENTED

Visalia, Cal.—Vahan Mikhalian sees no reason why nature should not be patented—or at least any improvements which one may make on nature. He has secured patent rights on a seedless grape—which has been classified as the Seedless Emperor—and which he developed after numerous grafting experiments.

HALF HOLIDAYS OVER

The half holiday period, observed by business firms here on Wednesday during the summer months for the past few years, have come to a close for this season, and doors are now open every Wednesday afternoon, with "business as usual."

Business men are invited to meet before they meet with the market vendors and the hands of the clock are in daily.

Farm Families Bear Testimony To REA

Recent Meeting Held As Celebration In Honor of Completion of 175 Mile Project

Seven hundred farm families, who have homes along the 175 miles of rural electrification lines, constructed in recent months by the Pitt and Greene Electric Membership Corporation, will testify collectively or individually as to the inestimable value of the program and activities of the Federal Rural Electrification Administration, of the freedom from so much back-breaking labor, which they are enjoying, and of the comfort and pleasure, more than they ever dreamed they could have, as the result of the government's great service in this connection.

The first allotment of \$60,000.00 by the Federal Rural Electrification Administration to the organization with Farmville as its sponsor, was made in April, 1937, after the Board had worked untiringly on the project for a period of 12 months, and March 8, 1938 was the red letter day, marking the energizing of the first 50 miles of rural lines, which lighted the homes of two hundred families.

The three additional applications bring the total miles, constructed by the Corporation and the REA to around 175, and the number of families enjoying the benefit to about 700.

The Board is now preparing to survey a new territory, near the end of the present lines in response to an appeal from the farmers of the Snow Hill vicinity, which will call for an extension of 75 miles to light the homes of 300 other farmers.

The members of the Board, who have written history for this community and rendered inestimable service in improving living conditions of the rural dwellers of this section of Pitt and Greene counties, is composed of: J. Lee Tugwell, president; J. C. Parker, vice-president; Seth Barrow, secretary and treasurer; T. H. Rouse, W. C. Hinson and O. A. Erwin.

The new school gymnasium was the scene of this gala event, which was featured with a talk by R. M. Billhimer, REA representative of Washington, D. C. Mayor George W. Davis extended a cordial welcome on behalf of the entire citizenship of Farmville; John B. Lewis, attorney for the Corporation, explained the status of the proposed addition; congratulatory remarks were heard from other prominent citizens; Miss Mary Lockey, of Washington, who is also connected with the REA gave a demonstration of cooking whole meals in an electric roaster and the utilization of other electrical appliances; dealers exhibited appliances; the warehousemen here arranged to have ice cold lemonade for everybody; a barbecue dinner, furnished from membership funds, was served at noon at the city park, followed by a tour of Farmville's modern power plant was made, in order that the farm folks might see the wheels go round and inspect the three mighty Diesel engines, which are emancipators indeed to them.

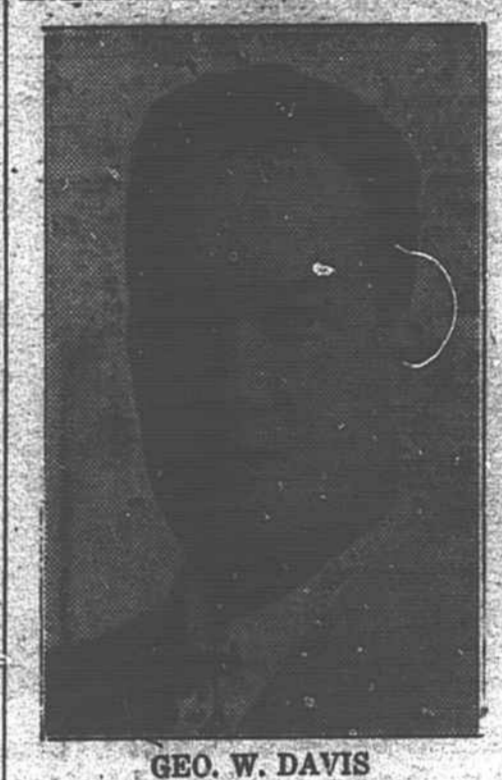
A great deal of the credit for the success realized in this project goes to the cooperative spirit of the officials of the Rural Electrification Administration, and of Farmville, who have not only shown great interest and enthusiasm but have readily assisted in every way possible in bringing to function all plans of the Board relative to this improvement.

EASTERN DIVISION HAS 21 NEW PATROL CARS

Members of the eastern division of the State Highway Patrol, headquarters of which are located in Greenville, went to Raleigh today for the purpose of returning new patrol cars to the Division.

It was disclosed that the patrol officers here that the eastern division has been allotted 21 new patrol cars. The patrol cars are Fords and are equipped for law enforcement activities on the highways of Eastern Carolina.

\$300,000.00 BUILDING PROGRAM CARRIED THROUGH THIS YEAR



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

OUTLOOK BRIGHT

Washington—John W. Hanes, Undersecretary of the Treasury, said today he believed business was on the threshold of an important advance.

Hanes, at a press conference, said business conditions "look better to me by far than they did 30 to 60 days ago."

"It looks to me like we are on the eve of a big step forward," the undersecretary, who was a Wall Street Broker before he came to Washington about two years ago, said he based his prediction on the piling up of forward orders at factories, the low state of merchandise inventories from which orders could be filled, and the "general state of business."

BIDDING KEEN ON KNOTT'S FLOORS

During the past twenty six years Knott's Warehouse has been one of the big factors in the development and advancement of the Farmville Tobacco Market.

Everyone who knows R. H. Knott and J. M. Hobgood, the proprietors, will readily say that they are on a par with any other Warehousemen anywhere, and recognize them as TOPS in the judging of tobacco and the lively manner in which they conduct their sales, which always bring the highest market prices. These two men have gained the confidence of many thousand growers throughout all of the bright leaf tobacco belt.

This firm had to join with them last year, that very popular, experienced and capable warehouseman Grover H. Webb, who is known by many thousand tobacco farmers throughout the entire bright leaf belt. Grover Webb will be remembered by his many friends as associated with the firm of Webb and Lewis here season before last. This man's record as a warehouseman stands for itself and is to be envied by many in the game. He has meant much to the growth of the Farmville Tobacco Market.

The firm of Knott, Hobgood and Webb will operate two warehouses this season, as last. One Warehouse at the old site across the street from Monk's on Wilson Street, and one at the old Bobbit and Bell location on Main Street near the Norfolk Southern Railroad. These two warehouses have had every necessary repair and improvement to make the very best houses to be found anywhere. The facilities offered by these two houses are modern in every detail and give you the very best advantages for the sale of your tobacco.

This firm and their force stand ready at all times to give themselves to aid and serve the tobacco farmers throughout the entire tobacco belt. Every tobacco grower can rest assured that when he takes his tobacco to these two houses, he will invariably leave with the highest market price he has had for his tobacco. These three warehousemen are always found fighting for the top price for each type and grade of tobacco sold.

Farmville, moving forward in leaps and bounds, has been a veritable bee hive for the past few months with its extensive building activities, installation of additional equipment at the water and light plant and vast improvements along sanitary lines which are being carried on in a program involving an expenditure of more than \$300,000.

Contracts let last September by the Town of Farmville as the result of a vote by the citizens on a bond issue of \$99,000 and supplemented by a grant of \$79,774 by the Federal government, have been progressing as follows:

The installation of a 800 KWH Diesel Engine with generator and all auxiliary equipment, including switchboard at a price of \$62,503, which has been completed and accepted by the town and PWA officials.

The erection of a 300,000 gallon elevated steel tank at a cost of \$30,890 has been completed and accepted by the Town and PWA officials.

The building of a foundation for the new water tank and changes in the light plant building and foundation for new engine at a cost of \$14,242.

Water and sewer extension into the colored section and others unserved prior to this time, at a cost of \$68,595.68.

This makes a total cost for all contracts or money required to pay the contractors \$171,230.68, with other cost as follows: engineering \$10,458.68; printing bonds \$95.00; bond attorneys \$153.75; interest on \$99,000 bonds to April 1, 1939, \$1,980.00; or a total cost of the entire project, including interest when completed will be \$183,918.11. Of this amount the Federal Government will pay \$79,774.00, leaving a balance to be financed by the town of Farmville of \$104,144.11; of this amount bonds were sold which netted \$99,277.54, leaving a balance to be financed from this year's appropriations of \$4,866.77, which has already been deposited to the Construction Fund Account.

Aside from Federal aid projects, the Town of Farmville has spent \$24,000 during the past twelve months in the following permanent improvements:

The construction of Imhoff sewerage disposal tank; water and light distribution lines; water supply of new wells; real estate for sites of the new water tank and two new wells, the latter having a capacity of 600 gallons per minute, which insures an adequate water supply.

In view of this expense for permanent improvements it is gratifying to note that operations have continued without additional debt except bonds issued for PWA work.

During the past year permits totaling \$128,000 for building of homes and private enterprises were issued by the town.

A school bond issuance of \$45,000 together with a PWA grant of \$38,000 are being used in the construction of an Agricultural and Manual Arts Building and Gymnasium, and a new heating system for the present school building.

The new country club, which with improvements to the golf course cost \$13,000; the sum of \$4,500 was paid by the club members in this connection with \$8,500 coming from the WPA.

These new buildings and improvements brings the amount of expenditures here to more than \$328,000 within a period of twelve months.

Golden Weed Is Pouring In

The golden weed which farmers will exchange for the long green is rapidly taking its place on the various local tobacco warehouses emphasizing the fact that the opening of the Farmville market will have a record opening Tuesday.

Farmers were somewhat discouraged over prices paid on the Georgia and Florida markets, but it developed the crop was one of the poorest there in years and persons returning from those markets declared farmers themselves were not registering so much complaint as the press would indicate.