

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

The Farmville Enterprise

SECOND SECTION

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Agriculture —

Farmers' Prosperity Real Concern of Local Citizens, Who Are Farmers Also

The farmer is coming into his own once again with the harvesting over and an exceptionally large and fine crop of tobacco cured and ready to handle for the market. Tobaccoists are busy with the preparation for the sale of the golden leaf and new hope fills every heart.

Located in Eastern North Carolina, in the center of the Bright Leaf Belt, and with its incorporated limits reaching almost to the banks of Little Contentnea creek, which winds its leisurely way to the river Tar, is a "contented" group of people numbering 3500 composed mostly of farmers, and known for more than six decades as the town of Farmville, with a tobacco market which has brought fame to its doors and thousands of patrons annually to exchange their offerings of golden weed for silver coin.

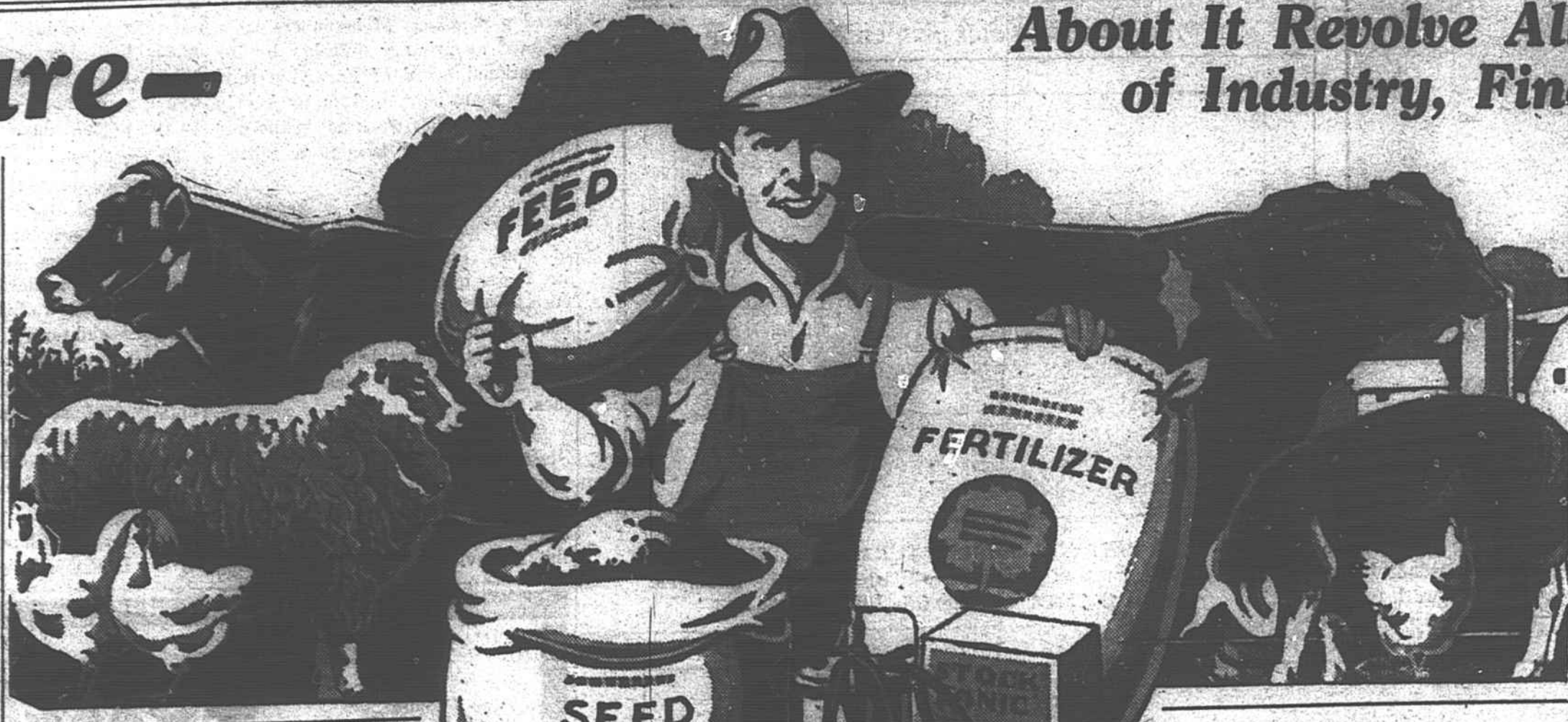
Wholly Agricultural

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.

Thirty-five 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.



Pausing in the MARCH OF PROGRESS, Farmville looks backward with pardonable pride over the steady growth of her Tobacco Market.

The personnel of the warehouses have increased four fold in just the past five years, the volume of business many times. Progressing from hit and miss methods of advertising, and general management of the market's affairs, to highly trained efficient staffs, the Farmville Tobacco Market now complies with the high standards of the tobacco industry and to the customer's personal requirements.

The appearance and selling facilities of the Market have been transformed from frame, shoddy buildings in the years gone before, to the most modern and up to date leaf sale houses in the State, and has played a conspicuous part in the transformation of this entire community.

The Market has gone through the hard school of experience but its leaders held to their high ideals of community service, and have by faithful and fruitful service, created and maintained a Market with an atmosphere of true friendliness and a spirit of true helpfulness towards the farmer.

About It Revolve All The Wheels of Industry, Finance and Progress

Farmville Is Located Center of The Bright Leaf Tobacco Belt

Approximately eighty-five per cent of all tobacco sold in Eastern Carolina is marketed in an area comprising the counties of Wilson, Edgecombe, Martin, Wayne, Lenoir, Craven, Greene and Pitt, with FARMVILLE located directly in the center of this territory. Some of the finest tobacco grown in the world is produced here, and every pound of it is subjected to the most competitive soliciting of any area in which tobacco is produced. This fact is recognized by all tobacco manufacturers, both foreign and domestic, and dealers. As a result all concerns keep their best and most efficient buying organizations here.

BUYERS

Buyers from every known company and many independents make up, for the Farmville market, the best of buyers to be found on any market. Many of these buyers, all veterans in the business, have been on this market for several seasons, and are popular with both warehousemen and growers.

This popularity is greatly due to the friendly spirit of competition which runs hand-in-hand with just as strong spirit of cooperation. The competition always results in the highest prices for the growers, and the cooperation they give to market, farmers, and all concerned, keeps the sales running smoothly throughout the entire season. Each of these buyers is anxious to be instrumental in maintaining for the Farmville market that reputation for friendliness and satisfaction which it has enjoyed for many years.

Every stemming, drying and storage plant here has been placed in the top of condition in readiness for handling the purchases of these popular buyers.

The large factories of Independent and domestic companies located here are all steamed up and ready to go as soon as the warehouses release your offerings at the last cry of the auctioneer.

Right in the heart of this territory lies FARMVILLE, bounded on all sides by the other big five markets. To even be able to exist in such a location would be a credit to any market and yet FARMVILLE TOBACCO MARKET not only exists but it has grown steadily and continues to grow, but—only because it has worked and does work for the farmer's interest and welfare on each and every pile of tobacco sold here. To prove this compare its averages over the years to any other market or with the general averages for the years.

FARMVILLE sells more tobacco per capita than any other market in Eastern Carolina and this in the face of more good legitimate competition than all the rest combined. When you bring a load to FARMVILLE you may rest assured that not only the warehouseman who sells your tobacco for you, but every man, woman and child in this town is pulling for you also. Tobacco is the biggest industry in FARMVILLE and FARMVILLE is a 100 per cent tobacco town. With this in mind bring a load to Farmville for the opening sale, watch the whole town work for you and you will be convinced.

Farmville is either on the top or near the top in price averages every season. It is the price, not the pounds, that sends growers home with the satisfaction that they received the maximum for their crop. Smiles of satisfaction are a part of every sale on the Farmville market!

Shortest Route To The "Top Dollar"

FARMVILLE

The Market That Starts and Continues at the Top —in Price Averages According to Official Figures—

The Steady and Friendly Market

Welcomes You To Its Opening August 22

And Invites You To Sell Your Tobacco in "Friendly Farmville"

Where The Best Service Will Be Found And The High Dollar

— Paid For Each Pile of Tobacco Sold —