

The Farmville Enterprise

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

VOLUME THIRTY-ONE

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, AUGUST 30, 1940

NUMBER FIFTEEN

FARMVILLE WELCOMES TOBACCO GROWERS OF EAST CAROLINA

Everything In Readiness For Opening Day, Sept. 3rd.

FARMVILLE PROUDLY REVIEWS RECENT COMMUNITY ACTIVITIES

A Progressive Town With Its History In The Making; United Spirit The Propelling Force In All Public Movements.

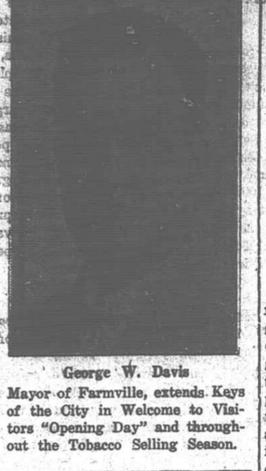
Pioneer settlers of Farmville choose to honor the great agricultural industry, when, in 1872, they selected a name for the newly chartered town, then the size of a city block, and requested the North Carolina Assembly to literally put it on the map by the act of incorporation. Eight years after the census gave Farmville a population of 111. Farmville swelled with pride over the last census report, which recorded a total population of 3000, a gain of 45 per cent over the last decade. The incorporated limits now reach almost to the banks of Little Contentnea Creek, which winds its leisurely way to the Tar, and gives perhaps, its chief characteristic, "contentment" to this group of farmer folk, to whose doors its tobacco market has brought fame and thousands of patrons annually to exchange their offerings of golden weed for greenbacks, which are bartered over the counters for their requirements. For "buying in Farmville" is on a keel as even as "selling in Farmville." Farmville cannot boast of its antiquity for its history is in the making. It is a young town, thrifty and progressive, and its citizenship, largely descended from the early settlers and pioneers of this section, continue to walk in their footsteps in the cultivation of the soil and the development of agriculture in North Carolina. Farmville is surrounded by many of the finest farms in the commonwealth and the business, educational, civic, religious and social life of the town is on a par with many others in the state twice its size. Farmville, with pardonable pride, puts in review some of the recent achievements and current events for those who sit in the grandstand as the parade of Eastern North Carolina's tobacco towns again gets underway just prior to the opening of the Bright Leaf Belt on September 3. Municipal Activities. 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. The foresight of the Town Board has been demonstrated in many improvements during the past year, the most outstanding being the securing of a PWA project to widen a portion of South Main street at an approximate cost of \$20,000; working in conjunction with the Pitt and Greene Electric Membership Corporation and the REA in spreading the iridescent web of rural electricity over 250 miles of territory in these two counties, and taking over the operation and maintenance of this branch of service. The sum of \$225,000 has been spent in furnishing electricity to approximately 1000 families in this connection during recent months. For the past two springs the town has undertaken a rat poisoning campaign following Clean Up Week. The campaign is put in charge of the Federal Department of Agriculture and the citizens enter wholeheartedly into the plan for eradication of the rodents. The policy of looking ahead has characterized the administration of the present mayor, George W. Davis, and the town board, which is composed of Dr. W. M. Willis, J. W. Joyner, R. O. Lang, J. E. Starnhill and R. LeRoy Collins. Mayor Davis is serving his second term, a period of marked advancement and development and one that has been recorded as one of the most successful in the history of the town. The efforts of City Clerk, R. A. Joyner, and W. A. McAdams, superintendent of the Water and Light Department, have also contributed in large measure to the success of the municipal undertakings. Chamber of Commerce. The organization of a Chamber of Commerce and Merchants Association two years ago with George W. Davis as the first president, was a decided step forward in the business development of Farmville, and has given the town an added measure

of permanent progress. The unusual conditions and difficulties, prevailing in the business world during this period, have been met and dealt with collectively, the progress of the community being the dominant note of every meeting and a deeper sense of civic responsibility having been fostered and evidenced by the members. S. A. Garris succeeded T. E. Joyner as president at the annual election of officers held recently, H. M. Winders was elected vice president; John B. Lewis, executive secretary; Miss Gene Horton, acting secretary; Roderick Harris, treasurer. The organization was active in support of the three year tobacco control program and promoted the sign-up here. The latest activity of the group is the presentation of radio programs each Thursday, in which is interspersed between periods devoted to exploiting Farmville musical talent, information regarding the town and tobacco market. Farmville Schools. The doors of the Farmville schools will open on September 2 under the most favorable condition in its entire history of 37 years, with the per capita investment in public school properties and equipment higher than in any other Pitt county school district. J. H. Moore is superintendent of the school. Dr. Paul E. Jones is chairman of the board of trustees and J. I. Morgan and John B. Lewis are the other members. A special vocational project will be started on a full time basis this year with a modern shop, lecture room and laboratory available to students, with tools and power equipment being added. Recent additions to the school's equipment are: a modern gym, four class rooms, a vocational building, central heating plant, athletic field and grandstand-total estimated cost of all recent projects \$85,000, of which the Farmville school district paid 55 per cent, with the balance provided by federal funds. Citizens here have made provision for nine months and 12 grades. The school was one of the first in the State to have a Home Economic cottage, furnishings and equipment for which were donated by local people. The county attendance record for Parent-Teacher meetings has been held by the Farmville school for many years, indicating the abiding interest of the community in the welfare of its children. A lunch room project, started in the spring semester by the school in conjunction with the P. T. A., of which Mrs. Claude L. Barrett is president, and the WPA, has filled a long felt need, and has grown steadily in service and usefulness. The faculty board has the distinction of listing among its members, Miss Annie Perkins, a native of Greenville and Pitt county, who has tutored generations of beginners since chosen as a primary teacher by the educational board here 37 years ago, and is as alert and keenly interested in her work as on the first day she became a schoolmarm in the State's public school system 44 years ago. Perpetuating her memory and achievement as assistant in guiding the destinies of the Farmville school and the childhood of the community, the school board decided upon completion of the present ornate structure some years ago, to give the name of Perkins Hall to the auditorium, and had an oil portrait placed there in a position of honor. The colored school, under the leadership of H. B. Sugg, principal, has experienced a period of steady growth. A majority of the staff of 17 teachers in the elementary and high schools hold A grade certificates, and the school has a rating of A-II. Churches. Seven handsome churches, of the strongest denominations in the South, represent the church life here, the Protestant churches being directed by a ministerial association, of which Rev. B. B. Ferdyhan, Baptist minister is president, and the Rev. C. B. Mashburn, pastor of the Christian church, secretary. Each one of the churches has experienced notable progress during the past year. The total membership comprises an overwhelming majority of the citizens of this community. A list of the churches here and (Continued on Page Two)

Hope Is Born Anew As Sale Of Weed Begins

Market To Open With Usual Fanfare As Thousands Watch The Bidding On First Sale.

Fall, and the smell of cured tobacco permeates the air again in this farmer-community, and as if in a state of contagion the gold of the leaf inside the pack barns is being reflected in a gleaming overlay of gold on the green of the foliage and of the fields. With the annual return of this modern King Midas comes the tobacco selling season and the opening of the Bright Leaf Belt markets, which is to be held this year on Tuesday, September 3. World news, war news, sport, industrial and news of political campaigns have all been passed over by the folk in this section for several weeks for news of tobacco prices in the open belts, and against a background of good reports from the Georgia markets, now closed, and the encouraging news of the recent opening of the Border markets, the current season gives rise to anticipation of good prices in the Bright Belt. The opening of the market each season brings with it the culmination of a new hope that is born anew each year with the planting season, that this will be a year of plenty and good prices for the farmer, and one which will enable him to supply his family and farm with their requirements. And this is why they will leave their fields and green pastures and country fresh atmosphere, their granddaddy rooms, orchards and melon patches on that eventful day to come to Farmville, to revive their faith in the future of the farming industry. They will come in wagons, trucks, automobiles and afoot, bringing a few pounds of the weed to "sample" the market. Accompanying the farmers will come their wives and children, all born on the farm and reared in the hard school of learning that potatoes and cabbages do not grow on city market stalls nor do cigarettes just happen to be laid in white tissues inside shiny, cellophane-wrapped packets. And so the tobacco market will open on Tuesday in Farmville with the usual fanfare and festival-like atmosphere, with thousands in attendance and in the hope that the most optimistic will blink in a bit of amazement at the price range. A new market record was set last opening day when the volume of sales, \$48,883 pounds, was declared the greatest in its history. The average was \$17.12. Last minute preparations are underway in tobacco town, from which a transformation from a few frame buildings in the years gone by, to five of the most modern and up-to-date leaf sale houses in the State has been wrought, which with the auxiliary leaf conditioning plants has resulted in its being recognized universally as one of the best tobacco centers to be found anywhere. No effort is being spared by warehousemen or merchantmen to provide every facility for easy, speedy and satisfactory marketing of the weed and for welcoming the farmers and other visitors to the town. From a newspaper's viewpoint this promises to be a banner season on the Farmville market, for the warehousemen here have pledged themselves to the protection and extension of the interests of this widely known leaf selling center and their well organized forces are prepared to perform well their multitudinous duties. Instrumental in the growth of the little two-house one buyer market to one of the strongest markets in the State, are the warehousemen, who again offer the courteous, friendly and efficient service that has characterized the Farmville market from the beginning. At Monk's warehouses 1 and 2, will be J. Y. Monk, a veteran in the business, his son, J. Y. Monk, Jr., Robert D. Rouse and Johnnie Curiton. Rouse's houses, 1 and 2, will be headed by R. H. Knott, a pioneer in the leaf sale business on this mar-



George W. Davis Mayor of Farmville, extends Keys of the City in Welcome to Visitors "Opening Day" and throughout the Tobacco Selling Season.

ket, and as associates Grover Webb and Bob Edmondson, both popular and experienced warehousemen. Fountain's warehouse, Farmville's newest and one of the most modern auction houses in the State, has as the popular proprietors the owners, R. A. Fountain and sons, R. A. Jr., and J. N. Fountain. John N. is manager and has announced that Clyde H. Webb, an experienced tobaccoist, seasoned on the Greenville market, and well known in the selling field, will again be associated with this house. R. A. Fields will again serve the market as Sales Supervisor with the duties of the publicity director also being delegated to his care and attention. All changes in warehouse personnel have been completed and the new set-ups have been busy for weeks getting ready for opening day. The personnel of the five warehouses have increased four fold in just the past five years, the volume of business may times, and the market has progressed from hit and miss methods of advertising and general management of affairs, to highly trained efficient staffs, and now complies with the highest standards of the tobacco industry and to the customer's personal requirements. The Farmville Tobacco Market is bounded on all sides by the other five leading markets of the Bright Leaf Belt. Approximately eighty per cent of all leaf sold in Eastern North Carolina is marketed in an area comprising the counties of Wilson, Edgecombe, Martin, Wayne, Lenoir, Craven, Greene and Pitt counties. Some of the finest tobacco grown in the world is produced here and intensive and competitive soliciting is the general rule. For a tobacco market to even be able to exist in this territory is a meritorious achievement and yet the Farmville Tobacco Market has progressed steadily and continues to develop, for the reason that the farmer's interest is kept paramount, for a satisfied patronage outweighs any other form of advertisement. Comparison of the average of any one year or over any period of years will give the answer to the question of why it enjoys such popularity. FOR ROOSEVELT. Chicago, Aug. 28.—Edward J. Flynn, Democratic National Chairman, said today he thought Wendell Willkie might as well "vote for Roosevelt." Passing through Chicago on his way to Wallace notification ceremonies at Des Moines, Flynn said that the Republican Presidential nominee, by approving policies of Democratic administration, "had taken most of the issues out of the campaign." "If Mr. Willkie wants to debate with someone, why doesn't he debate with Senator McNary?" The New Yorker asked. "They're further apart than Willkie and President Roosevelt." Asked about Republican claims of strength in the traditionally Democratic South, Flynn declared that "if Willkie carries one Southern State he won't need it." He said he believed the Democrats would sweep New York state by a larger vote than they did four years ago. It was still too early, he added, to speak about Maine and Vermont. The Presidential campaign, we are advised, won't get under way, in full power, until the latter part of September—this is early enough.

Progress Is The Keynote In Farmville's Activities

A Salute To The Firms Whose Concerted Support Of Tobacco Market Is Potent Factor

The progress of any town is the fruit of its labor. Farmville is a great town, a progressive town, and one by which many others of the good State of North Carolina set their standards. From Farmville paved roads wind out in every direction, trains and buses whiz through and smoke from various plants curl into the clouds as constantly it goes onward building more homes, more plants, more stores, more everything that is indicative of the progress of a town. As a very concrete evidence of the progress of Farmville is the tobacco auction houses in the State, men send out just prior to the market opening in a concerted effort to bring the Farmville Tobacco Market, its achievements and progress, before the people, and to give notice of special values which they have as market opening specials. For weeks the merchants here have been planning this event and their stores are full of lovely new fall goods, practical merchandise of every sort and of dependable quality at prices that will astonish their customers, prices far under their actual value. The weeks pass quickly, the summer is about spent, the harvest nearly over and with the first chill breezes and falling leaf come the thoughts of leaf improvements for the home, the farm and the family wardrobe. Farmville merchants have anticipated these desires for improvements at this season and are requesting that farmers and citizens read their advertisements in this issue, and make first selections from their large stocks of featured prices, which thrifty buyers cannot afford to overlook. Family wardrobes can be filled out smartly with well-tailored suits, coats, dresses, hats and shoes at the general and department stores, homes can be modernized with new furnishings, pantry and farm supplies can be purchased at real savings, the old car may be repaired or a new one purchased, the gas tank refilled, your insurance premiums paid, beauty service enjoyed, prescriptions refilled, clothes cleaned, etc. etc. etc. Every firm in town can fill some individual need. Farmville merchants, many of whom have been in business here thirty years or more and the firms so well established during recent years, all join in assurances that buyers may trade here with complete confidence at any time but that new satisfaction at exceptional values will mark their fall business. Firms cooperating in presenting the tobacco market to the public in this special edition, and cheerfully giving their support to the warehousemen in their endeavor to reach a majority of their customers and prospects with a special message just prior to the opening are listed below. In return for their interest evidenced in this way, the Editor wishes to (Continued on Page Two) urge that the individual advertisements of these firms be read carefully and that they be given special consideration in the matter of patronage. Belk-Tyler Co.; The Beehive Bank of Farmville; Briley's Filling Station; B. & W. Chevrolet Co., Inc.; Farmville Service Station; Gunner Insurance Co.; City Cafeteria; Cannon's Grocery; City Barber Shop; Farmville Chamber of Commerce and Merchants Association; Town of Farmville; Colonial Ice Co.; D. F. & R. O. Lang; Dupont's Department Store; Davis Supply Co.; Davis Hotel; N. C. Cotton Growers Cooperative Assn.; Farmville Beauty Shop; Farmville Furniture Co.; Farmville Funeral Home; Farmville Building and Loan. Farmville Laundry and Cleaners; Farmville Retail Lumber Co.; J. R. Harris; Jake's Service Station; Lewis and Lang; D. R. Morgan; Mashburn Plumbing and Heating Co.; Mizelle Electric Co.; N. Thomas; Chapmanfield (Continued on Page Two)

VETERAN TOBACCONISTS HANDLE SALES ON FARMVILLE MARKET

Warehousemen And Forces Prepare To Welcome Farmers As Market Opens; Many New Patrons Attract Each Season.

Warehousemen, buyers and their clerical forces, who habitually go to the Georgia and Florida markets each year to assist farmers in selling their leaf crop, began their trek back to the Bright Leaf Belt and to Farmville, during the past week end, and will have everything in readiness for the call, "Let's go," Tuesday morning, September 3, at nine o'clock. Monk's 33rd Season. Starting out on the opening day of each season, since his career as a warehouseman on the Farmville market began in 1907, with the objective of "sales that satisfy, until the close of the market," J. Y. Monk, one of the best known and most popular warehousemen in North Carolina and Georgia, has, with his unflinching efforts to please and serve, won the confidence of thousands of patrons, who cannot be persuaded to sell elsewhere. Mr. Monk is said to have held the record for selling more tobacco under one roof than any other warehouseman in the world for several seasons. Associated with "J. Y." in the house and sales management are his son, J. Y., Jr., Johnnie Curiton and Robert D. Rouse, who have the same fine friendly qualities that have distinguished their "chief," and made him a central figure in the warehouse business in the State. These associates, under his tutelage, have been schooled in a knowledge of the leaf, which begins with the planting of the seed bed, the transplanting of the tiny plants, care in cultivation, housing, curing and handling for market, until they have developed almost a sixth sense in classifying the numerous grades when they reach their floors. And it is this knowledge and innate friendliness together with a coordinated effort to obtain the highest prices that have won for this firm the high esteem and goodwill of thousands of farmer friends throughout the years. The loyalty of old friends to this warehouse attracts many new patrons each season, and the firm's pride in their reputation acts as a constant incentive that keeps every member and their associates on the floor and in the office on their tiptoes throughout the season, and hold their sales up to a satisfying level through the closing day. For the third year Monk's warehouse will operate a second house, which enables the firm to satisfy the increasing patronage and its demands. Monk's warehouse No. 1, is the old warehouse on the same site where "J. Y." launched out in the leaf selling industry 32 years ago, and Monk's warehouse No. 2 is just across the street. Both houses are modern in construction and equipment and have every facility that insures a good showing of the leaf and prompt, efficient service in its handling and selling. Knott's 28th Year. With a vision of the brilliant future of the Farmville Tobacco Market and faith in its continuous development, R. H. Knott cast his fortune with tobacco as a warehouseman twenty eight years ago, and has throughout the nearly three decades lent every assistance to winning the worldwide recognition the Farmville Tobacco Market now enjoys, and has been a prime factor in its development into the liveliest, most progressive and dependable market in the Carolinas. During his period Mr. Knott has made for himself a place of high regard and a record of signal success in the warehouse management and built an enviable reputation as a master of sales. Keen bidding characterizes every sale on his floor. J. M. Hobgood, a partner with Mr. Knott for many years, a familiar figure in the tobacco world, a veteran in the warehouse business and a prominent Farmville citizen, passed away during recent months, and his profound interest and influence will be greatly missed on the Farmville and Lumberton markets this season and for many seasons to come. For several years Knott's warehouse, one of the largest and strongest selling organizations in Eastern

North Carolina, has had as an associate member of the firm, Grover H. Webb, a wide awake and aggressive warehouseman, who is widely acquainted in tobacco circles and recognized as a successful tobaccoist. Mr. Knott and Mr. Webb are also associated as warehousemen on the Lumberton market. Joining this firm this year is Bob Edmondson, also a well known tobaccoist, who for the past few years has been auctioneer at Knott's Warehouse here. In discussing their plans for the new season, members of the firm were enthusiastic about the prospects for the 1940 season and stated that all arrangements and necessary renovations of their two warehouses here have been made and that they are better prepared to take care of their growing patronage than ever before and to guarantee customers satisfaction. This firm operates two modern warehouses here, one on the same old site and another on South Main street near the Norfolk-Southern railroad, the latter alone covering an acre and a quarter. Always on the alert for any new features or force that will attract the patronage and increase the volume of sales on their floors, Knott's warehouses have employed a larger corps of assistants and the firm will offer on opening day a combination of service and selling facilities that is unexcelled. Fountain Family Firm. Fountain's warehouse, Farmville's newest leaf sales house, built in 1938 and operated by R. A. Fountain and Sons, R. A., Jr., and John N. Fountain, of Fountain, gave to the Farmville market a much needed expansion of warehouse space and service due to the continued growth of the market. R. A. Fountain, who is a pioneer citizen and general merchant of the town of Fountain, which honored him by being incorporated as his namesake in years gone by, has been in the retail supply business for 39 years, and his qualifications as a successful and efficient business man have served him well in the further promotion of the welfare of his customers and community on the warehouse floor. The advent of Mr. Fountain and his sons into the tobacco selling business here was hailed with enthusiasm and the construction of this modern warehouse, equipped with the newest of facilities is regarded as a "brick and mortar" testimonial of the faith of these men in the future of Farmville as a tobacco center. Just five miles away from their home, R. A. Fountain and son, John is general manager, and are constantly on the floor and are able to keep in close contact with their thousands of friends throughout the Bright Leaf Belt. This new warehouse, under the Fountain guidance, has brought many new customers to the Farmville market and has been a means of producing a greater volume in poundage also. Interest has been stimulated through their efforts, and the friendly competition further serves as an avenue of progress. From the first year of its operation, Fountain's warehouse has had the liberal support and confidence of citizens of Farmville and community. Each member of the Fountain family firm can count years of experience in growing and selling the weed, and John N. Fountain, the popular manager, had years of active connection with auction sales on Farmville warehouse floors prior to running his own. A sincerity of purpose and an honest, straightforward manner of dealing with the public, which has been the foundation stones of R. A. Fountain and Sons, one of the most successful general merchandise establishments in North Carolina, has been reflected in their policies and management of Fountain's warehouse during these years, and they have not advanced a single unfounded claim, but instead have requested tobacco growers to put a load of tobacco on their floor and watch their sale; an opportunity to render the service they came to Farmville to give in order that they may "cash in" their guarantee of service, satisfaction and highest market prices. And they have made splendid progress. Clyde H. Webb, seasoned on the (Continued on Page Two)