

The Farmville Enterprise

SELL - BUY and BANK - IN FARMVILLE - Not A Small Town Any More!

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, AUGUST 23, 1941

NUMBER FOURTEEN

VOLUME THIRTY-TWO

The Farmville Market Ready for "Full Speed Ahead" Merchants Join Warehousemen in Extending Welcome to Growers

The Best News of The Year: "Tobacco Prices Exceptionally Good"

Opening of Market is a Powerful Stimulant to All Activities Here

The soldiers are in training camps; administration heads are busy with the problems of a nationwide defense program; the civilian population is striving to contribute the greatest support to both forces by production and more production; the marriage bureaus continue to work overtime; interest is keen in world and national affairs; buying and selling charts are upturning fast; all of which is news...



GEORGE B. DAVIS Mayor of The Town of Farmville and head of other business organizations

Full Speed Ahead Order Is Heeded By Citizens Here

Defense Program Met With Enthusiasm and Given Hearty Support

Not only in these tobacco belts are people preparing for a new season, but in all America citizens are preparing for a season of grim defense as events in the history of this changing world cast their shadow.

America prepares to send its children back to school, its men and women back to work, and renews its business pace at high gear, with the arrival of fall. But behind this casual "life as usual" front there is great concern over the defense program that has swept the nation in one concerted move towards the protection of American ideals by mobilization of all this nation's mental, physical and spiritual energies.

Defense seems to be the keynote of the times and every public spirited individual, organization and business institution has a valued part to play in supporting this nation as it goes "FULL SPEED AHEAD!"

Activities here have been renewed in recent months by the Red Cross under the leadership of Mrs. R. S. Scott, and much fine work has been accomplished by the various committees in raising funds and in making supplies, which include knitted garments. Mrs. J. W. Joyner has the knitting service in charge.

The United Organization Service campaign was of the whirlwind type, being put over most successfully by the chairman, J. W. Joyner, and his chosen assistant, Mayor George W. Davis. The quota of \$225 was over-subscribed.

The Alumnae drive, directed by Mayor Davis, was very successful and a good contribution was made here in this effort in the behalf of defense.

Dr. J. M. Mowbray, chairman of the North State Ambulance Fund, stated that the local campaign for this gift to England of an ambulance plane from the State, went well over the quota of \$200.00 indicated for Farmville.

Daylight Savings Time was readily accepted by citizens here, and the stations cheerfully close their doors each evening at 7:00 o'clock in cooperation with a request by administration heads for conservation of fuel and electric power.

Supplementing these activities and efforts in behalf of defense is the calling of the people to remove each other from the streets and to keep their homes as safe as possible.

Not one will be behind in importance to the agricultural industry, which has a prominent place in this effort to build up the nation's economic strength and making a contribution to the war effort.

TOWN OF FARMVILLE GEORGE W. DAVIS, MAYOR FARMVILLE, N. CAROLINA

August 21, 1941

Dear Mr. and Mrs. Farmer:

The Town of Farmville, through the columns of this splendid issue, extends you a cordial invitation to sell your tobacco and cotton on the Farmville Markets, to deposit your money in one of Eastern Carolina's foremost financial institutions and buy with confidence from Farmville merchants.

With four mammoth warehouses, modern in every respect, this splendid market offers you the very best in facilities and friendly and courteous service from a trained personnel. Satisfaction for the patron is the goal of every warehouseman here, who assures you that highest possible prices will be obtained for every pound sold this season.

Farmville's merchants, who are among the most progressive and dependable you can find in the State, are stocking new and quality goods for the fall and winter seasons, and will welcome a visit from you.

The Bank of Farmville and our civic institutions and agencies will take pride in serving your every need. Read their individual messages in this issue and give them an opportunity to redeem their pledge to make this season the most profitable and pleasant of any you have experienced. MAKE THE FARMVILLE MARKET YOUR MARKET THIS SEASON.

Cordially yours, GEORGE W. DAVIS, Mayor

- Aldermen: Dr. W. M. Willis, J. W. Joyner, R. LeRoy Rollins, J. M. Stansill, R. O. Lang

THREE MORE DAYS

Three more days before the opening of the Bright Leaf Belt! Bring your tobacco to the Farmville market, where the highest prices prevail, and buy farm and home supplies and personal requirements from the Farmville merchants.

Tobaccoists and merchants are waiting to serve you at each end of the line.

United, planes, ships and war machines in a vast defense program.

For an effective Full Speed Ahead effort, there must be a mutual goal, a common purpose, a dream of a better world for those living in the present and for those who follow after.

And America has that vision before her and Americans stand side by side and hand in hand... united in this great endeavor. Every business and professional man and every farmer in this community, now has uppermost in his mind a full cooperation with the governing hand of this republic.

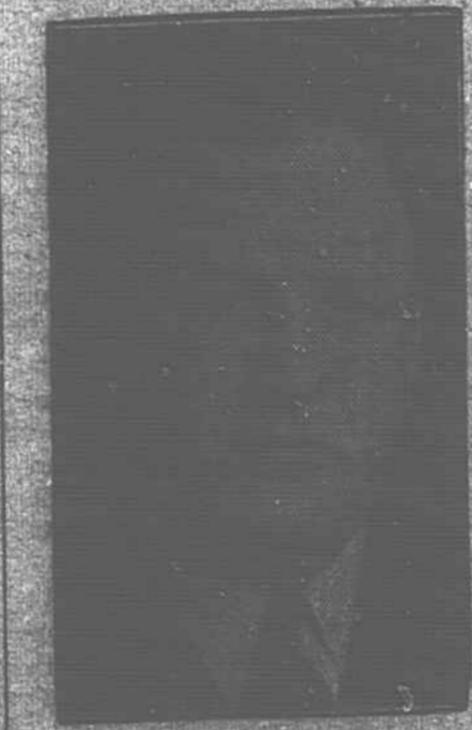
Every youth in training faces his new responsibility with pride in contributing to that National Defense by which we can best insure peace. Every woman, be she teacher or mother, is more devotedly than ever, instilling in the children who come under her wing, faith in the rock-bed on which has been built a great Democracy; life blood of the American way of government and social order. No one is "out of the picture" in this new portrait of a people united in a common cause!

Upon the working people in every phase of industry rests perhaps the greatest responsibility of all. For they are the human implements of production by which this nation shall grow strong and invulnerable. The industrial plants that had been struggling for a mere existence for years are now turning a new page in their efforts to overcome the forces which are fighting Democracy.

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W. S. Royster Heads Farmville Tobacco Board of Trade Again



W. S. ROYSTER President of Farmville's Tobacco Board of Trade

Buyers High Personnel A Great Advantage

The high personnel of its buyers has been one of the greatest advantages enjoyed by the Farmville Market during the years of its existence. A majority of these buyers residing here for years or returning for successive seasons, are well known and are highly regarded by the farmers.

Two sets of buyers, representing very known company and many independent, make up the core of the Farmville market and are among the best to be found anywhere. Included among these companies are two local buying firms, A. C. Monk and Co., which has bought extensively of the tobacco of this market since A. C. Monk purchased the first pile sold here on opening day in 1904, and the Farmville Leaf Tobacco Co., which was formed in 1940 with H. New Howard, former head of the local branch of the W. B. Lee Tobacco Co. as president.

Buyers representing a large factory of the local market are also making a contribution to the war effort.

Market Activities Well Regulated by Organization

The Farmville Tobacco Board of Trade, of which W. S. Royster, head buyer here for Liggett and Myers Tobacco Co., is president, has functioned since the early days of the market and has successfully coordinated all efforts to maintain the integrity of the market and the confidence of patrons.

R. A. Fields will again serve the market as the efficient sales supervisor. The duties of publicity director have also been delegated to his care and attention again this season.

This group of representatives from every firm, corporation and person identified with the purchasing of tobacco on this market, was organized in 1907 to serve as a clearing house, where any member might be heard regarding any problem connected with the selling and buying of tobacco on this market, with recourse to special investigation and action in its solution.

The board coordinates and regulates the market and its functions tend towards a more effective handling of the sales and provides a medium through which the warehouse men and buyers may individually and collectively work for the betterment of the market.

Excellent cooperation has been evidenced throughout the years by the members, who seek to render all possible assistance to each other and are constantly striving to improve the market and promote its development.

Cooperative efforts of the business interests with those of the Tobacco Board of Trade are being renewed this season to further the interest of the Farmville Market with a view of increasing the volume of sales and improving the service the market offers its patrons.

Farmville's Alert Warehousemen Predict Best Season In Decade



JOHN B. LEWIS Executive Secretary of The Farmville Chamber of Commerce and Merchants Association

Presenting Farmville As A Town Of 'Opportunity'

Chamber of Commerce Active In Promotion of Market and Business Interests

While its reputation for dependability and "top" in prices, has been widespread and its marketing advantages have brought thousands of people to Farmville each season in a steadily expanding patronage, the warehousemen and merchants of the town realize that having them remain as patrons of the market and customers of the business establishments, depends upon the manner in which they are received and the treatment accorded them.

The importance of courtesy, hospitality, quality goods, good food and comfortable accommodations is recognized by warehousemen and business men alike, and they vie with each other in providing these essentials and in employing assistants, whose friendly interest and efficient service will win visitors as steady customers in the future.

Business men learned the lessons of the former world conflict well. Then "courtship" was the key word, now it is "Full Speed Ahead." And as the merchants of Farmville have laid in a full and varied stock of merchandise; the buyers for the stores handling food supplies, feedstuffs, furniture, implements, clothing and hardware have stocked their shelves and warehouses with goods, which for quality and diversity cannot be surpassed in the State; the butcher, the baker, the candlestick maker and dealer in every other type of merchandise in Farmville have on display an array of values in their special line, and other establishments such as filling stations and grooming salons, which render their customers varied services are awaiting their opportunity to serve.

To give these business leads an avenue for a unified program and to provide the town of Farmville with an added assurance of permanent progress, a group of forward looking citizens met three years ago and formed an organization of the business and professional men, which marked a decided step in the direction of future development for the town. This organization is called the Farmville Chamber of Commerce and Merchants Association.

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 the fostering of a deeper sense of civic responsibility its main objective. This has been accomplished by a unifying effort and the growth of a spirit of cooperation in its activities, which has been fostered by the Chamber of Commerce and Merchants Association.

Presenting Farmville as a town of opportunity, the Chamber of Commerce and Merchants Association is active in promoting the market and business interests.

Partners in Effort to Bring Patrons Money Adopt Slogan "Make The Farmville Market Your Market"

The fall of 1941 marks the 37th anniversary of the founding of the Farmville Tobacco market, which is Farmville's most important enterprise and the town and community's pride and joy. The story of the progress of the market is one of extraordinary happenings. From the year of its birth, there has been a growing demand for larger warehouse space, the employment of more men and the supplying of more of the varied facilities adequate to care for an increased volume of sales.

Realizing that a superior quality of tobacco was being raised in this immediate section and that it was being grown in greater quantities each year, a group of enterprising and energetic business men held a meeting in the spring of 1904 and discussed the possibilities of a tobacco sales market for Farmville. The idea was broadcast and grew in favor by leaps and bounds until a few weeks later a company of local people was formed, for the masterful undertaking, the contract for two wooden structures was let and the ring of the hammer was soon heard on the opposite corner of Wilson and Field streets, the sites of the first warehouses.

This market has steadily grown from that season and instead of two small houses, capable of handling only a few thousand pounds, the modern tobacco town of Farmville is now a model of compactness, convenience and efficiency, brought into a real existence about twenty three years ago, when the present group of gigantic brick buildings rose out of the ashes of the old wooden houses used during the years following its establishment.

Now five commodious and modern leaf sales houses have replaced the cradles that rocked the infant market, and each one of the thirty seven years that has intervened, has been a stepping stone to a new record of achievement, bringing a justified pride to the warehousemen and citizens of this community, and giving it the attention of the tobacco world.

The tobacco sales season in Farmville is starting with a great show of vitality this year for the market has been greatly strengthened by the merging of the firm of Fountain's warehouse with that of Knott's. This set-up alters the general pattern of the market in that there will be only the two tobacco leaf sales firms, Monk's Warehouse, composed of J. Y. Monk Jr., Robert D. Rouse and Johnny Carlton, a leading firm of experienced and popular warehousemen with two houses, and Knott's No. 1 and No. 2, under the management of R. H. Knott, Grover B. Webb, Bob Edmondson and John Fountain, who make a team of four of the most prominent and successful tobaccoists in the Belt. This merging plan of Knott's and Fountain's Warehouses was adopted for a two fold purpose, to give the Farmville market another powerful combination of the highest type men to be found in the warehouse business and to make it possible for both warehouses to have a first sale beginning at nine o'clock and continuing throughout the day, every day this season, giving the grower the assurance of a sale at either house on the day he brings his tobacco to market.

Believing it to be to the best interest of the tobacco growers in Eastern North Carolina, the Farmville warehousemen decided to space the baskets of tobacco placed in the warehouses here for sale this season, and the warehouse floors have been marked off with 20 inches between each row and 30 inches between baskets in the row. This was done for the purpose of giving the buyers a better opportunity to see and inspect baskets of tobacco before it is sold.

Thus the Farmville warehousemen are putting forth every effort in adopting every feasible plan to make this tobacco season the most successful in its history. The tobaccoists and warehousemen are determined to give the grower the assurance of a sale at either house on the day he brings his tobacco to market.

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