



TOBACCO Market Opening



VOLUME THIRTY-THREE

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The Farmville Enterprise

THE FARMVILLE TOBACCO MARKET PREPARED FOR OPENING ON TUESDAY, AUGUST 25

Merchants And Warehousemen Ready To Serve Growers Again

WAREHOUSEMEN CONFIDENT OF THE BEST SEASON IN HISTORY

Partners In Effort To Bring Patrons Money Adopt Slogan "Make The Farmville Market Your Market"; Steadiest In The State.

The fall of 1942 marks the 38th 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 corners of Wilson and Fields 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 of tobacco, 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 37 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 again this year with the two tobacco leaf sales firms running two houses each as last season. Monk's Warehouse, composed of J. Y. Monk, Jr., Robert D. House and Johnny Carlton, in 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 H. Webb, Bob Edmondson and John Fountain, who make a team of four of the most prominent and successful tobaccoists in the belt. A merging plan of Knott's and Fountain's warehouses was adopted last year 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 9:30 a. m. and continuing throughout the day, every day of the 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 the best interests of the tobacco growers in Eastern North Carolina, the Farmville warehousemen have the baskets of tobacco piled in the warehouses here, the sales and the warehouse floors are marked off with 20 inches between each row and 30 inches between rows in the row. This is done for the purpose of giving the buyers ample opportunity to see and inspect each basket of tobacco before it is sold.

Another thing to be observed in the state of the tobacco sales is the fact that the tobacco is sold in the open air. The tobacco is piled in the warehouses here, the sales and the warehouse floors are marked off with 20 inches between each row and 30 inches between rows in the row. This is done for the purpose of giving the buyers ample opportunity to see and inspect each basket of tobacco before it is sold.

The hundreds of thousands of dollars to be loaned here among tobacco growers within the next few weeks will stimulate the entire section and the increase in trade and collections will put new spirit into all classes.



The "V For VICTORY" carries on as a symbol of concerted effort and the fight for Democracy.

schedule of 36, piles an hour will give each warehouse a sale of 1,800 piles a day.

Thus the Farmville warehousemen are putting forth every effort and adopting every feasible plan to make this tobacco season the most successful in its history. This concerted effort and the expanding patronage of the Farmville market, based on confidence and satisfaction, create an unprecedented opportunity for the market to smash all records this fall, and the warehousemen are facing the challenge of having a good crop at their very doors, squarely and courageously, in a fused purpose and a unified effort to increase the prestige of the Farmville market and to guarantee its continued greatness and prominence.

R. A. Fields has been chosen again as Sales Supervisor and Publicity Director of the Farmville market. To efficiently handle the enormous amount of work connected with this important job, a capable, energetic and zealous worker is required, and Mr. Fields has proved his ability to meet these qualifications in former years. He has a wide circle of friends in this area and having been a successful grower of the weed, has the farmer's point of view as to what he would like in the supervision of sales on any market. As a consequence, Koscoe strives to please both the Tobacco Board of Trade and farmer friends in the performance of his duties as Sales Supervisor.

A tremendous volume of favorable publicity comes from the farmers themselves each year, which is a prime factor in the progress of this market and its remarkable growth may be traced to the fact that its services meet patron needs in a way patrons like. Scrupulous care is given to the securing of every facility and convenience, which may render a service to the warehouse force and the patron in handling his product, and the warehousemen demand a personnel, whose efficiency in serving the patrons has been proved by ability and experience.

Each of the warehouses has larger sales forces than ever before and has pledged its individual workers this year to offer an unexcelled type of service in the handling and sale of the weed when it comes on the floor and to extend patrons every courtesy and every facility, which may be employed in bringing the highest prices for their product and in providing comfort for them and their families while in Farmville.

Tobaccoists in this section believe the crop in Eastern North Carolina to be very good with curings declared excellent, and a brighter color than usual, giving rise to an optimistic outlook for better prices. They have been in the fields at intervals since housing began and have visited the packhouses and grading rooms to give their friendly advice and counsel to the farmers regarding seed, which always counts heavily in dollars and cents when it is placed on the warehouse floor, and makes it possible for the warehouseman to demand and get a better price for it on the sale.

Warehousemen have made extensive preparations for the market opening and movement of the graded tobacco towards the sales houses, remodeling, renovating and clearing premises and floors, getting ready for operation on a 24-hour-a-day basis, and all is in readiness for the start of the auctioneering.

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Half "Holiday" Over

The half holiday period, observed by business firms here on Wednesdays during the summer months for several years, has come to a close and doors will be open with "business as usual" next Wednesday afternoon.

Business will doubtless be better than usual as Wednesday, August 26, is the day after the Market Opening and everybody will be shopping.

All Out For Victory Order Heeded By Farmville Citizens

Victory Program Being Met With Enthusiasm and Given Heartiest 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 war as events in the history of this world cast their changing shadow.

America prepares to send its children back to school, those who have had vacations back to work, and renews its business pace at high gear, with the arrival of fall. This is no casual "life as usual" front now; there is great concern over the victory program that has swept the nation in one concerted move toward the protection of American ideals by mobilization of all this nation's mental, physical and spiritual energies. There is an awareness of the importance of being, living, acting, thinking and performing duties as Americans.

Victory is 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 "ALL OUT FOR VICTORY."

Activities on a community-wide scale were started in Farmville immediately following the declaration of war on Japan and the Axis partners. Mayor George W. Davis, acting as Director of Civilian Defense for Farmville, met with the Board of Commissioners and heads of the municipal departments, and organized a Defense Council, which set about making plans for acquainting the citizenship with the necessity for meeting any emergency with an adequate and prepared force of civilians.

Seven committees were appointed later for the following services: Fire Fighting, Police, Medical, Public Works, Utilities, Maintenance and Vital, Public Relations and Education. These committees then organized the citizenship, putting them into some branch of service so that everyone in case of an emergency would know his specific duty in Defense of the home front, just as well as do the many young men who have been sent from this community to the battle front.

Guards were put over public works and utilities, and alertness to air raids demonstrated by the American Legion in the setting up of an Air Observation Post and a 24-hour watch at strategic points in the community. This has been conducted in an efficient manner by Dr. P. E. Jones, A. W. Bobbitt and Chas. F. Baeum.

A call was sent out for volunteers for an Auxiliary Fire Department, which was organized with 60 members, who, with the regulars, were instructed in coping with fires caused from air raids, incendiary bombs, gas, explosives and First Aid by Dr. Chas. E. Fitzgerald.

Members of the Defense organization, including W. A. McAdams, superintendent of the Water and Light Department; P. W. Satterthwaite and John Hill Taylor were sent to the Home Defense School held at State College for study of national objectives.

A decidedly forward step in fire protection was taken recently by the City Fathers in purchasing new fire fighting equipment; a 750-gallon



Carrying high the torch of freedom for all, the men of America are Liberty's defenders of the land, of the sea, of the air. We salute them today as they strive for the cause of Liberty, Freedom and Tolerance.

minute La France Combination Pumper and Hose Truck, which on test delivered 1108 gallons of water per minute and a 500-gallon per minute Sealant Trailer Pumper, which on test delivered 699 gallons of water per minute. This new equipment produces nine streams of water, whereas previous equipment produced only three. Cost of equipment was \$9,000.

Chief Haywood Smith, R. A. Joyner, A. J. Melton, Ed Nash Warren and M. W. Rollins attended the Fire College and Drill School held in Asheville in June.

First Aid classes for white and colored, under the Red Cross program, were swiftly and efficiently gotten under way with Dr. R. T. Williams, Dr. J. M. Mewborn, W. H. Luke, S. A. Garris, Walter B. Jones, Bryan Gaddy, John B. Lewis and C. S. Hotchkiss as instructors. Two hundred men and women received certificates in this work.

The Victory Book Campaign, the Navy Relief Drive, the USO Campaign, the China Relief Fund, Scrap and other drives put on by the National Committees have had hearty support here. At present the Salvage campaign is under way and is receiving much publicity and interest under the direction of John B. Lewis.

A blackout test was arranged in cooperation with the county plan some weeks ago and received 100 per cent cooperation from the citizens.

The Mayor issued a proclamation ordering the town offices to adopt the Daylight War Saving Time, directed by the President, and requesting voluntary action by all persons, firms and institutions of the town, which was readily accepted by the people.

War Bonds and Stamps have been purchased regularly and in large quantities. Registration of selectees and rationing of sugar and gasoline have received all of the voluntary assistance necessary to carry them over efficiently.

Victory Gardens are being grown to help meet economic needs. Two First Aid and Casualty Stations have been established; No. 1 is located at the Farmville school gym, and No. 2 at the Farmville colored school, with First Aid squads, ambulance, transportation squads and nurses' units organized.

Women are playing a prominent role in the All-Out-For-Victory program, and Farmville women stepped right in line when the Farmville Red Cross Council for National Defense held a meeting directly following the Pearl Harbor attack, and drew up plans to open a Red Cross Sewing Room in the American Legion Hall in the Horton Building.

Mrs. J. M. Holgood was elected president of the Farmville Branch of the Red Cross, Mrs. W. M. Willie, production chairman; Mrs. W. H. (Please turn to page sixteen)

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 either end of the line.

Chamber of Commerce is Zealous Promoter Here

Active In Promotion of Market And Business Interests Year 'Round.

While its reputation for dependability and "tops" 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 of 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 "curtail" was the key word, now it is "Full Speed Ahead." And so 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 dealers 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 heads 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 to a gratifying extent and a fine spirit of pride and cooperation in this endeavor is being evidenced by the members.

W. H. Fisher, efficient manager of Rose's 5-10-25c Store, succeeded Frank Williams as president at the annual election of officers held recently. Robert D. House was elected as vice-president; John B. Lewis re-elected executive secretary; Mrs. Carroll D. Oglesby, as active secretary and treasurer.

Directors are: T. E. Joyner, L. E. Walston, S. A. Garris, D. G. Allen, W. C. Wooten, R. D. House, J. E. Wilkerson and G. E. Trevethan.

In addition to its regular meetings the Chamber of Commerce and Merchants Association holds extra meet-

BOOST IN TOBACCO PRICES IS BEST NEWS OF THE YEAR

ings during the year for conferences regarding emergency situations, which arise, and to act as a clearing house for some special problem of the community.

Since its organization, with George W. Davis as president, the Chamber has moved along rapidly and satisfactorily, having been fortunate in the leadership of Farmville's most active business men. This year W. H. Fisher, who is interested in the promotion of any worthwhile movement for the betterment of the town heads the organization and its advancement in its activities is indicated.

During the past year the organization under the leadership of Frank Williams has played a leading role in a town program designed for progress, the results of which have been most gratifying. The Chamber promoted a number of successful trade events, the outstanding one of which was Dollar Day.

This group was responsible for the beautiful Christmas decorations of streets, stores and homes during the Yuletide, sponsoring the plan and giving valuable prizes in this connection.

The organization prints and distributes to its members a weekly bulletin of credit transactions in Pitt and Greene counties, which has proved to be a valuable reference sheet for the merchants. It regulates the business hours, acts as a Bureau of Information, makes decisions as to holiday closing, investigates industrial proposals and assists new people in getting located and at times in finding jobs for citizens who are unemployed.

The Association in its progressive program, undertakes to present Farmville to the world as a town of opportunity with emphasis placed on the essential resources and advantages, which would attract industries and prospective residents.

As a continuation of its publicity and advertising campaign, and as concrete evidence of its interest and pride in the Farmville Tobacco Market, the Chamber cooperated in the issuance of this the Market Edition, and directed that a special space be allotted to it for a timely message to the farmers of this section of the State. This valuable message will be found in these pages.

Professional activities of recent months have also included; presentation of radio programs; the raising of an advertising fund for the market in conjunction with the warehousemen; effort to encourage a trade-at-home policy.

Officers of the Chamber of Commerce are in the Pitt County Insurance agency building, and are open not only to Farmville citizens but visitors from other towns as well, who will always find the efficient and genial executive and acting secretaries interested and anxious to be of service and to offer the cooperation of the organization in providing united action by all business and professional men here in any movement that tends towards the promotion of the town, county and state.

Government Graders Arriving Here For Inspection of Tobacco

Government graders, composing the Federal Board of Tobacco Inspection here, will be on hand to inspect the opening sale Tuesday, and throughout the season; to judge tobacco placed on sale according to U. S. standard grades and at government expense, and to furnish free market news service. Farmville was chosen as Eastern Carolina's key market for permissive government inspection in 1931 when this service was first inaugurated.

As a result of the referendum held May 25-26 (at which 70 per cent of the growers voted favorably) free and mandatory inspection is authorized on all first-cured markets for the first time during the 1942-43 selling season. Prior to this season only 26 of the 75 first-cured markets had grading and market news service.

Opening Of Farmville's Tobacco Market Powerful Stimulant To All Activities Here; Civilian Population Join In Hearty Support.

The fighting forces of our nation are either in the conflict now raging throughout the world or in training camps preparing to go into active service; administration heads are busy with the problems of a worldwide war 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—news, good and bad, which is presented to the people daily by the press and the radio, but the best news to people of this community at this time is that "The Farmville Tobacco Market Will Open Tuesday, August 25th, and PRICES ARE GOOD."

A native weed to Carolina, tobacco has been cultivated in the State since the earliest colonial days and has been accorded a high place in its economic life and definitely established as the best money crop of this section, which owes its growth and development to this important industry that adds pleasure to the lives of millions.

Signs point to a banner season and all predictions are that this will be one of the most prosperous in years. This will be due in part to the increased demand and to the guarantee of government price stabilization, which will result from the AAA 3-year control referendum of 1940. So farmers, tobaccoists and business men of Farmville will await the dawn on Tuesday with uplifted faces and high hopes.

The opening of the market acts as a powerful stimulant to all activities in Farmville. Something of this multiple activity is reflected in the pages of this issue, which has been dedicated to the Farmville Tobacco Market by the business men of the town.

Farmers generally are hopeful, for statistics the first of August proved that the farm income for the United States is higher than last year, and that prospects of demand for farm products will continue to be heavy for some time. Prices for livestock, poultry and dairy products have been stimulated by the Food-for-Victory program, which has been designed to keep the army moving on its stomach, and cotton and other commodities having risen through demand, will assume an important role in the preparation of this country.

Thus, instead of beating their plowshares into swords, Eastern Carolina farmers are using them to provide sustenance for the world, to make the United States a breadbasket and comfort station as well as an arsenal plant for the Democracies. Troop columns, airplane formations and mechanized units have become almost commonplace sights since last opening day and the movement of tobacco to market and the truck of the farmer folk to the tobacco towns for the opening, which is celebrated as a holiday, will be a welcome change. In this belt the marketing of the weed will, for the season anyway, be of paramount interest and it will be given a clear right-of-way.

The business of insulating tobacco from all points of Eastern North Carolina and selling it to the satisfaction of the customer, involves a tremendous amount of activity, and to Farmville has resembled a colony of ants for the past month as interiors of the mammoth warehouses have been freshly painted; new signs have been made to indicate the houses and inform the farmer which sale is to be held there, all weighing and trucking facilities checked and plot in listing maps. The clerical forces have their new office supplies in their proper niches and (Continued on page eight)