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Farmville Enterprise

VOLUME THIRTY-SEVEN

FARMVILLE, PITT COUNTY, NORTH CAROLINA, FRIDAY, AUGUST 16, 1946

NUMBER FIFTEEN

Patronize Our Advertisers For
They Are Constantly Inviting
You To TRADE With Them!

EXPERT TOBACCONISTS HANDLE SALES ON FARMVILLE MARKET

Warehousemen And Forces Prepare To Welcome Farmers As Market Opens; Favorable Prices In Prospect For The 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, and will have everything in readiness for the opening of markets in Eastern North Carolina, Monday morning, Aug. 19.

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, 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.

Monk's Warehouses

Starting its 40th season on the opening day of the Farmville market will be the Monk warehouse firm, the members of which have, with their untiring efforts to please and serve, won the confidence of thousands of patrons, who cannot be persuaded to sell elsewhere. This warehouse, at one time, held for several seasons the record for selling more tobacco under one roof than any other in the world.

Associated together in the house and sales management are J. Y. Monk, Jr., Robert D. Rouse and J. C. Carlton, who have been schooled by years of experience in a knowledge of the leaf, beginning with the planting of the seed bed, the transplanting of the tiny plants, care in cultivation, housing, curing and handling for the 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 an innate friendliness, together with a coordinated effort to obtain the highest prices, that have won for this firm the high esteem and good will 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 its reputation acts as a constant incentive to keep 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 ninth year the Monk firm will operate a second house, which enables them 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 40 years ago, and Monk's 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 unsurpassed service in its handling and selling.

Farmers Warehouses

Assuring farmers of prompt and efficient service, by reason of their many years of experience in the warehouse business and the desire to personally render the greatest service possible to patrons, who sell their leaf in the two huge warehouses of the Farmers Warehouse firm, formerly Knott's, are Grover H. Webb, John N. Fountain and Jack Moye. All are widely known in the sales industry, are recognized as excellent judges of tobacco and are notable too in that they know how to conduct lively sales and always pride themselves on securing top market prices for tobacco sold on their floors.

R. H. Knott, the late senior partner of this firm, and a familiar figure in the tobacco world, a veteran in the warehouse business and a prominent Farmville citizen, passed away during recent months. His profound interest and influence will be greatly missed on the Farmville market this season and for many seasons to come.

This warehouse firm has been one of the main factors in the development of the Farmville tobacco market for the past several years, and has merited the successful and prosperous business they have promoted. Capable and popular, Messrs. Webb, Fountain and Moye have figured prominently on this market since identifying themselves with it.

These three warehousemen could hardly be looking forward to this being their banner year and will be glad to see old friends at the Farmers this season and to make and serve new ones there.

This firm operates two modern warehouses here, one on the same site where the Knott started in business, and the other situated on the corner of the North and

Half Holiday Over

The half holiday period, observed here by business firms 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 21, is the Wednesday following the Market Opening on Monday, and everybody will be shopping.

Always on the alert for any new feature or force that will attract patronage and increase the volume of sales, the Farmers warehouse firm has employed an even larger corps of assistants this year and will offer on opening day a combination of service and selling facilities that are unexcelled.

Bell's Warehouse

Bell's, Farmville's new leaf sales house, built this summer, will give to the Farmville market a much needed expansion of warehouse space and service due to the continued growth of the market.

The return of L. R. Bell, a former successful Farmville warehouseman, (who has become prominently identified with the Goldsboro market in the past few years) to engage in the tobacco leaf sales business here again, is hailed with enthusiasm, and the construction of this modern, mammoth warehouse, on the corner of Belcher and Turnage streets, near the Fountain highway, and equipped with the newest of facilities, is regarded as an "aluminum" testimonial of the faith of Mr. Bell and his associates, faith of Mr. Bell and members of the firm, his sons, and C. C. and Robert Ivey, in the future of Farmville as a tobacco center. These men will be constantly on the floor and in the field and will be able to keep in contact with their thousands of friends throughout the Bright Leaf Belt.

This new warehouse, under the Bell and Ivey steering, will doubtless bring many new customers to the Farmville market and be a means of producing a greater volume in poundage also. Interest will be stimulated through their efforts and the friendly competition will further serve as an avenue of progress. Bell's Warehouse will doubtless have the liberal support and confidence of citizens of this vicinity and of farmers throughout Eastern Carolina.

Each member of the Bell firm can count years of experience both in growing and selling the weed, and active connection with auction sales on warehouse floors.

The firm has not advanced a single unfounded claim, but instead, is requesting tobacco growers to put a load of tobacco on their floor and watch their sale and to give the members an opportunity to render the service they came to Farmville to provide, in order that they may "cash in" their guarantee of service, satisfaction and the highest market prices.

Tobacco Farmers

Promised Relief

Finely-cured tobacco farmers who have been dissatisfied with the prices for lower grades of leaf have been promised some relief by directors' action of the Tobacco Cooperative Stabilization Corporation which will begin its loan measures Monday.

Directors say this action was taken to enable farmers of the fine-cured belt, where tobacco may be sold below 90 per cent of parity, "to realize the benefit of government loans."

A substantial amount of tobacco is being sold at prices below the level of which government loans are available, the directors said in a meeting here Friday night.

Present for the meeting were these directors: Carl T. Hicks of Waleston, president of the corporation; H. G. Black of Bakersville, Va.; W. W. Allen of Creedmoor; J. E. Winger of Greenville; and Bill Hooks of Whiteville.

Some fellows never miss a baseball game and others never miss a talk at the club.



MAYOR J. W. JOYNER

Farmville's new Mayor had served the town faithfully as Alderman and Mayor Pro-tem for 12 years prior to his election last year as head official.

Favorable Prices In Prospect For 1946 Tob. Crop

The picture presented to the American tobacco farmer by the present consumption and demand for his product has put new heart in him and he will bring the 1946 crop of fine-cured tobacco to market with high hopes of reaping a fair compensation for the arduous labor he has invested in growing this commodity. Economists and statistical and business experts have asserted that tobacco, since its increased consumption began, has brought farmers more money than any other crop.

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 special care in grading and handling, which always counts heavily in dollars and cents when it is placed on the warehouse floor, and makes it possible for the warehousemen to demand and get a better price for it on the sale.

The hundreds of thousands of dollars to be loosed 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.

Sam D. Bundy Is Sales Supervisor

Sam D. Bundy, employed recently by the Farmville Tobacco Board of Trade as Sales Supervisor and Publicity Director of the Farmville tobacco market, and elected as secretary and treasurer of the Board, is a Farmville tobacco market enthusiast, who is proving ambitious in his thought and untiring in his efforts for its continued improvement, and can be counted upon to take advantage of every opportunity afforded him to win patrons to this mart.

Mr. Bundy, who succeeds R. A. Fields, the former faithful and efficient Supervisor, whose retirement was due to failing health, is the son of Mr. and Mrs. J. T. Bundy, of Farmville. His father held the position of Sales Supervisor here himself for several years.

The new Supervisor was graduated as a youth from Farmville's high school and from Duke University in the class of '27, with an AB degree.

He served Maxwell School in Duplin county for a year as principal; the Speed and Jaggerts schools in Edgecombe for five years periods respectively in this capacity, and was principal of Williamston high school last year.

Bundy is a member of the local Kiwanis Club and the immediate past governor of the Carolinas district and the present chairman of the International Kiwanis Committee of Achievement Reports.

He is a 32nd Degree Mason and Shriner and a Past Master of the Tarboro Masonic Lodge.

He was recently elected secretary and treasurer of the Farmville Chamber of Commerce and Merchants Association and is demonstrating a considerable amount of interest, alertness to the needs of the organization and community and constructive planning and execution in this connection.

Active also in the organization of the Christian Church, he is serving at present as superintendent of the Sunday School.

Mr. Bundy and family, composed of his wife, the former Miss Betty Spencer, of Seaboard, and two sons, Sam D., Jr., age 5, and James Henry, age 3 years, came to Farmville to reside here.

If worry turned hair gray, the whole world would be white by now.

GREETINGS FROM MAYOR J. W. JOYNER

TOWN OF FARMVILLE
OFFICE OF MAYOR

J. W. JOYNER,
Mayor

121 North Main Street
Farmville, North Carolina
August 16, 1946

Dear Mr. and Mrs. Farmer:

In behalf of the citizens of Farmville, I wish to take advantage of the opportunity offered me, by the Editors of The Enterprise, to bid you welcome to the opening of the Farmville Tobacco Market, on Monday, August 19, and to assure you that that welcome will be extended not only throughout the season but for all time to come.

Farmville has been making a mighty effort to put everything in readiness for your visits this fall and it offers you unlimited advantages and benefits in trade and barter, recreational facilities of park and theatre and a friendly atmosphere.

OUR TOWN is a business center, where merchants are cooperative and satisfaction is a guaranteed part of transactions, and our Tobacco Market has established itself in record and reputation as among the leading markets of the New Bright Leaf Belt.

No better tobacco is grown in the world than you grow right around the FARMVILLE Tobacco Market. After selling, we invite you also to "bank and buy in Farmville."

We expect Tobacco prices to be good again this season and that 1946 will be the greatest year in the history of the market. We, therefore, invite you to be among the thousands of patrons who will take advantage of the service and satisfaction offered by the tobaccoists and merchants here.

The Town of Farmville Welcomes You.

Cordially yours,
J. W. JOYNER, Mayor.

WHAT, NO TOBACCO EDITION!

Due to the current shortage of newsprint, which is apparently more serious than during the war period, and to conditions which leave us short of two assistants in our plant, we are forced this year, to deviate from our usual custom of publishing a special Tobacco Edition, prior to the opening of the Bright Leaf Belt and the Farmville Tobacco Market.

We regret this exceedingly and wish to assure our warehouse friends that the local merchants are as fully behind them as ever in their effort to support the market, and to reassure farmer friends that they have large and varied stocks of merchandise on hand, that they extend them a cordial invitation to make Farmville their selling and buying headquarters and are ready to give them a warm and sincere welcome upon a visit to their establishments.

We earnestly hope that conditions will change by another fall and that we will be able, with the assistance of our Farmville business men, to put out as in previous years, this special edition, which serves as concrete evidence of the progress of Farmville, and of a concerted effort to bring the Farmville Tobacco Market, its achievements before the people, and to give notice as well of special values, which the merchants have to offer as market opening specials.

Local Buyer Heads Tob. Board Trade

Market Activities Well Regulated By Organi- zation of The Buying Interests

Seeking to render all possible assistance to its individual members and striving constantly to improve the Farmville market and promote its development in the Tobacco Board of Trade, of which H. H. Bradham, a local buyer for the Farmville Leaf Tobacco Co., is president.

J. Y. Monk, Jr., local warehouseman, is vice president, and Sam D. Bundy is secretary-treasurer, sales supervisor and publicity director.

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 warehousemen collectively work for the betterment of the market.

Marvin Horton Wins National Swimming Championship A.A.U.

News from High Point, relating to the Carolina Amateur Athletic Union Swimming Championship meet, held in that city recently, brought information that will be read with keen interest by friends of Marvin Horton, Jr., son of Mr. and Mrs. M. V. Horton, student at the North Carolina University and a member of the University's swimming team, designated by the High Point newspaper as a "Crack Entry". The paper stated further:

"A 'Crack Entry' was the senior men's team of the University of N. C., which set a torrid pace in the Carolina swimming meet on Saturday. Coached by Willie Casey, the Carolina 'A' team asserted itself before many events had been run as a definite contender for the top place honors.

The three Junior National aquatic championships which headlined the two day meet were run off Saturday afternoon before several thousand fans who paced the bleachers, which had been erected around the pool by the sponsoring Mercury Club.

Business Men United In Promotion Plans

Giving Farmville business firms an avenue for a unified program and providing the town with an additional assurance of permanent progress, is the Farmville Chamber of Commerce and Merchants Association.

Since its organization the Association has moved along rapidly and satisfactorily having been fortunate in its leadership. This year Lewis W. Allen, an efficient young business man, who is a partner and manager of the Centre Hardware, is president and being interested in the promotion of any worthwhile movement for the town, will doubtless head the organization towards an advance in activities.

At the annual meeting of this group in April, Allen was elected to succeed Hal Winders, whose administration was effective and successful. Other officers elected at this time were: W. H. Duke, vice president; Sam D. Bundy, secretary-treasurer.

The Board of Directors is composed of the officers, Hal L. Winders, E. D. Rouse, J. N. Fountain, L. R. Bell, Joe Melton, George Thomas, T. E. Joyner, Jr., Ernest Pettaway, R. O. Lang, Jr. and C. L. Eason.

Offices of the organization are on the second floor of the Pitt County Insurance Agency office building, and open to Farmville citizens and visitors from other towns, who will always find the genial secretary interested in their inquiries and anxious to be of service. The dial number is 490-0.

MARKET'S SUCCESS AND PROGRESS IS UNDERWRITTEN BY LOYALTY

Three More Days

Two more days before the opening of the Bright Leaf Belt. Bring your tobacco to the Farmville market, where the highest prices always 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.

Farmville Schools To Open Aug. 28

Registration Day Set For Friday, Aug. 23

Two events that are of much concern and interest to citizens of this community occur this month; the opening of the Farmville tobacco market on Monday, August 19, and the opening of the Farmville Graded Schools on Wednesday, August 28. The past session of the Farmville School is considered one of the most successful in its history.

Supt. John H. Moore, who has been the efficient head of the school for the past eleven years will continue in this position, but the faculty has experienced many changes from last year.

All ninth grade pupils are requested by Supt. Moore to register Friday, August 23, from 9:00-10:30 a. m.; tenth grade, from 10:30-12:00 a. m.; eleventh grade, from 1:00-2:30 p. m.; twelfth grade, from 2:30-4:00 p. m.

Pupils from the first through the eighth grades will report to their home rooms on Wednesday, August 28, at 8:40 o'clock.

All boys and girls, who do not have a bus driver's certificate and are interested in qualifying for bus driving, are requested to report at the office of the Farmville High School, Wednesday, August 21, at 8:00 o'clock. From there, applicants will be sent to Winterville for examination, which will be held at 9:00 o'clock.

Boys, who are interested in football, are requested to meet Mr. Harrell from 3:00 to 5:00 o'clock each afternoon, beginning Thursday, August 15.

The first faculty meeting will be held Tuesday, August 27, at 10:00 a. m.

Members of the faculty for this term will be:

J. H. Moore, Farmville, Superintendent;
W. C. Harrell, Farmville, History and Athletics; Mrs. J. B. Joyner, Farmville, English; Mrs. James Whelless, Jr., Farmville, Science and French; Spanish, Commerce, Mathematics teachers to be announced later;

Mrs. W. C. Harrell, Farmville Vocational Home Economics; Vocational Agriculture, to be announced later;

Eighth grades—Miss Ruth Spier, Tarboro, Miss Jessie M. Morgan, Tifton, Ga.

Seventh—Mrs. L. P. Thomas and Mrs. J. E. Bynum, Farmville;

Sixth—Mrs. W. E. Joyner, Farmville, Miss Annie Lee Jones, Raleigh;

Fifth—Miss Edna Robinson, Ivanhoe, other teacher to be announced later;

Fourth—Mrs. Joseph Batchelor, Farmville, Miss Marjorie Freeman, Kinston;

Third—Mrs. J. H. Moore, Farmville, Miss Mariah Thompson, Stan- tonburg;

Second—Mrs. W. E. Carraway, Farmville, Miss Virginia Uzelle, Wilson Mills;

First—Mrs. Berkley Rutledge, Ayden, Miss Floribelle Garner, Newport.

Seven Churches Represent Strong Christian Groups

Seven handsome churches, of the strongest denominations in the South, represent the church life of Farmville, the Protestant churches being directed by a strong Ministerial Association, of which Rev. E. S. Coates, pastor of the Presbyterian Church, is president. 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 the date of their establishment follows:

First Christian Church, 1854, Rev. E. H. T. Cox, pastor; Emmanuel Episcopal, 1828, Rev. J. B. Rouse, pastor; Primitive Baptist, 1808, Rev. J. B. Roberts, pastor; Farmville Methodist, 1901, Rev. E. S. Coates, pastor; Missionary Baptist, 1828, Rev. E. H. Haines, pastor; Presbyterian, 1911, Rev. Edwin H. Carter, pastor; St. Michael's Catholic, 1828, Father Hubert, pastor.

Extensive improvements in facilities and sales management have been made in tobacco town from time to time and the market has continued to increase in popularity.

Competition is keen on all bright tobacco markets, and Farmville, being situated in the exact center of the large Eastern markets, has, from the beginning, experienced strong competition from established rival markets, but confidence of the growers has been consistently maintained.

All of this doesn't mean that the problems of the Farmville Tobacco Market have been solved for three years ahead, but it does mean that on the basis of the cooperative principle, the warehousemen, the business men and the farmers can work with the spirit of loyalty and support evidenced throughout these forty-two years, underwrite the success and continued progress of the market in the years 1946 and to come.

Citizenship Is Welded Together In Support of Farmville's Chief Asset

Pioneer settlers of Farmville chose 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 later the census gave Farmville a population of 111. The last census report revealed a total population of 3,000, a gain of 45 per cent over that of the previous ten year period.

Although Farmville is surrounded by many of the finest farms in the land and its business, educational, religious and social life is on a par with other towns twice its size in the State, every citizen of the town knows that its growth and development has been due in large measure to the Tobacco Market.

Forty-two years have passed since a group of enterprising and energetic farmer-business men held a meeting to discuss the possibilities of a tobacco sales market for Farmville. They talked about the great quantity of tobacco raised in this vicinity, of its superior quality and of the immediate need for leaf sales facilities right here in 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, the contract for two frame warehouses was let and foundations were laid on the opposite corners of Wilson and Fields streets.

The market has grown steadily from the very first season and when the frame buildings burned some 28 years ago, the present group of gigantic brick structures rose from their ashes to bring into existence a modern tobacco town, which is a model of compactness, convenience and efficiency.

From the beginning, four factors constituted a guarantee of adequate support of the Farmville market; warehousemen of great vision and zeal; a Tobacco Board of Trade, organized in 1907 with representatives from every firm, corporation and person identified with the sale of tobacco on the floors, which has functioned like a fraternity; buyers, a majority of whom reside here or return for successive seasons, and have consistently taken a personal interest and pride in upholding the high standard set for this market, and a citizenship that has welded itself together in unflinching loyalty and the carrying forward of plans for its progress.

A separate tribute to each of the outstanding pioneer warehousemen, tobaccoists and business men of Farmville, who laid the foundations for the growth of the market and for its rapid development and success, would be in order. Most of the Farmville citizens know or knew them personally, they are held in highest esteem and posterity will record their signal achievements and honor their memory.

The early thirties saw the Farmville market passing the crises of devastating prices, of closed markets, controlled production and a long siege of panic, pauper and poverty, when business in general was threatened with collapse, but citizens have been privileged to see it rise to new heights since the backbones of depression was broken.

Following the pattern set by the government, and with the entire cooperative strength of the community behind it, the Farmville market survived that critical period and has made great progress since. It was selected as a representative market of the true Eastern Carolina type by government officials when in 1933 it was chosen as a key market for Federal grading service in the Bright Leaf Belt. The middle and old belts had only one key market each that season also.

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Buy Savings Bonds Regularly