

## The Tobacco Marketing Season Greatest Event Of Entire Year Here

### Family Cow To Play Part In Defense Plans

Quinerly Says That It Is Necessary For Farmers To Produce The Essential Foods For Defense Forces

PROVIDING FAMILY SUPPLY NECESSARY  
Says Any Farmer Not Providing Adequate Supply Of Milk, At Best, Is Not Meeting Defense Requirements

J. P. Quinerly, Asst. County Agent  
Our County expects every one to do his part in national defense. For some this is to wear uniform and be prepared to fight, if necessary, in the army or navy; for others to work in airplane, tank or other factories producing the thousand and one needed defense equipment, and for farmers it is to produce the essential food, feed and fiber crops. Any farmer who is not providing an adequate supply of milk, at best, for his own family and meeting the defense requirements expected of him by the State. This can be accomplished by keeping at least one good milk cow for every family. A cow would be better as a year-round supply of milk would then be assured.

Milk is the only complete and perfect food. All children should have one quart per day and adults at best a pint. It is also the cheapest food farmers can produce. If the cows are fed on some raised feed, only a small quantity of supplemental bought feed being necessary.  
All animals appreciate good care and kind treatment, but give as great cash returns as does the cow. The milk cow is a highly nervous animal. It is why kindness is so important in her care. All other requirements of a good producing cow may be met, but if she is roughly handled, she will not produce well and may be unprofitable. On the other hand, the same cow will produce profitably with kind care and treatment. This explains why one person may say "it don't pay to keep a cow" and another "We just can't afford to not have our cow." One farmer won't keep a cow and his neighbor will never be without one that is producing a ample supply of milk. Cows that expect to be "petted" are going in their language that

### Whiteville, Shopping Center With Modern Stores, Shops

Stores Well-Stocked With The Latest In Style And Design; All The Needs Of Shopper Available

EVERYTHING FOR HOME, FARM ALIKE

Merchants Of City Have Kept Pace With The Progress Of The City By Improving And Modernizing Them

BY M. S. SMITH

Whiteville Merchants Ass'n. Whiteville continues to grow and show progress in keeping with the times. The last census shows Whiteville in the three highest class, and while scores of new homes have been built there are no vacancies and still the march of progress goes on. The merchants of Whiteville have kept pace by modernizing their stores, endeavoring to please the shopper with complete lines of merchandise from the style centers of New York and Hollywood.

Shopping is a real pleasure in Whiteville where the stocks are complete and well informed clerks who are courteous, and patient and attentive, give the best of service.  
Whiteville Merchants have exceptionally good contacts and their experienced buyers are in position to take advantage of the very latest styles and newest creation of designers.  
Just at this season when Military is looking forward to fall and when parents are shopping for college students and school children, Whiteville merchants give them the answer to their wishes by saying "Shop in White-

### HERE'S ONE RESULT OF PIG PROGRAM



Wilbur Smith, Nakina youth, was one of the schoolboys of this county who a little over a year ago was given a pig by the Whiteville Merchants Association to start raising hogs. The picture above shows the measure of success Wilbur has met in his hog raising program from this early beginning. One or two of the pigs in the picture were not farrowed from the Merchants Association pig, but most of them were.

### Pig Program In Vicinity Has Been Very Successful

they are well treated, while those that frighten and run when approached say they have been unkindly treated.  
Your cow also requires shade in summer and shelter in winter. She should have plenty of clear clean water at least twice daily and she should be fed by the rule of plenty. Unless your cow has all the good feed she can eat at all times and some to waste, she is not properly fed. No cow is properly fed unless she has more roughage—pasture, forage crops, etc. than she can eat. In addition, she should have grain supplements in proportion to the quantity of milk she can give. Roughly this should be about one pound of grain for each three pounds of milk she can produce. Salt should always be available so that the cow may lick all she needs when she wants it.  
Don't forget that your cow is a temperamental animal and the secreting of milk is a nervous (Continued on page 4)

25 Registered Duroc Pigs Which Were Given Columbus Boys Have Farrowed 121 Pigs

TOTAL OF 80 PLACED WITH OTHER YOUTHS  
Mace Jordan, Of Tabor City, Has A Gilt That Has Farrowed 25 Pigs, Of Which He Saved 21

BY C. D. RAPER  
Asst Farm Agent

March 23, 1940 will long be remembered in the minds of twenty-five Columbus County boys as a day when the Whiteville Merchants Association became interested in its farmers and farm boys. On this day, 25 registered Duroc pigs were given to boys over Columbus County. Of these 25 pigs, 20 were gilts and five were boars.

Each of the 25 boys made an agreement with the Merchants Association that they would keep the pig, care for it according to recommendations of the Extension Service and Vocational Agriculture Teachers and return two pigs to the Merchants Association out of the first litter. These pigs returned to the Merchants Association were to be given to other boys.

The Merchants Association did this after realizing the value of good breeding stock in Columbus County. To date 12 of these gilts have farrowed 121 pigs, of which 111 were saved and 24 have been placed with other boys. These pigs are being placed with boys when they are weaned. The name is presented by the vocational teacher and selected providing he and his father will agree to keep the pig, feed it out according to recommendations and return two out of the first litter.

So far, several of the boys have made exceptionally good records with the two boys from Tabor City making the best records in the county. Mace Jordan, Tabor City, R-1, has a gilt that has farrowed 25 pigs and has saved 21. The first litter at the age of eight weeks old weighed 419 pounds which is well above the state average of 300 pounds litter at eight weeks old. His second litter of 11 is now three weeks old.

Fred Lay, Jr., down at Olyphic, has a litter that weighed 336 pounds at eight weeks old and Wilbur Smith, Whiteville School, has a litter that weighed 330 pounds at eight weeks old. These pigs are now being placed in sections of the county that particularly need better breeding stock and these boys are in a position to sell registered breeding stock to farmers in their localities at a reasonable price. Farmers wishing any registered stock should see one of these boys.

Better practices in chipping trees for the sake of future yields and almost total disappearance of export markets have cut down rosin and turpentine production in the United States. Wages are soaring in Manchuria

### Saving Food Is Seen Essential To National Defense

In 1917 Farmers Were Called Upon To Increase The Production Of Food And Feed To Win War

BY CORNELIA C. MORRIS  
Extension Food Conservation and Marketing Specialist

In 1917 farmers were called upon to increase the production of food and feed and the slogan was "Food Will Win The War." Fortunately the present crisis found us prepared with abundant food supplies adequate to take care of our military and civilian requirements with plenty left over.

In a recent address Chester Davis of the National Defense Council, said, "It is apparent that the supplies of American farm products are sufficient to meet any demands that may be anticipated. The essential task is to maintain the farm plant in such a healthy, productive condition that supplies of foods and other farm essentials will continue to be sufficient."

"We can always depend on farm men and women in North Carolina to grow surplus food whenever there is an emergency. They are asked now to grow and can enough food to supply their own families adequately, with a surplus to market. Nutrition experts tell us that the average family of five persons will require 160 quarts of vegetables and 120 quarts of fruits during the winter months to supplement the fresh fruits and vegetables that come from orchard and garden in summer. With these figures in mind, it will be well for every farm family to make plans now to produce an ample food supply for 1941, to supply the es-

### They Had Trouble Getting Plants Back In '11 Too

Times don't change much. Back in 1911 farmers were having the same trouble about the 20th of March which they so often encounter in these modern times. Tobacco plants were scarce.

This excerpt from the Mullins Enterprise bears out this contention:

"So far this year, we have found only one man who has even and average stand of tobacco plants, and this man, Mr. W. B. Collins, of near Mullins, has a full stand.

"Mr. Collins brought one of his plants to town a few days ago that was as large as a dollar. He stated to the enterprise man that he planted his bed on the 12th of January, just a few days before the big rain.

"The seed came up in due time and have grown off well. He has 138 yards and says that he will be able to put out his entire crop at one setting by the 10th of April. He will plant 10 acres.

### World Famous Chant Once Resounded In Local House

L. A. (Speed) Riggs Spent One Summer Selling Season With The Crutchfield House In Whiteville

ONCE SOLD HALF A MILLION IN DAY

Gained His Nickname Because His Prowess For Rapid Sale Of Tobacco; Has Been Auctioneer 9 Years

A tobacco chant which has resounded the world around once curled up among the roof and rafters of the Crutchfield Warehouse in Whiteville.

Of a Saturday night, about the time you're preparing for your weekly ablutions, you're likely to hear something like this, in case you turn on your radio:  
"Twenty-three dollah-le-la-la-la-la-la-la."

Well, folks, that would be L. A. (Speed) Riggs, of Goldsboro, North Carolina, famous tobacco auctioneer who is one of the principals on a nationally known radio program, advertising a popular brand of cigarette.

Mr. Riggs, who because of his unusual "sing-song," rhythmic chant, has become known over the country as "the singing auctioneer," spent the summer of 1937 in Whiteville auctioneering for Crutchfield's Warehouse.

One of the Crutchfield boys discovered Mr. Riggs over about



L. A. (SPEED) RIGGS

Duplin that Spring, auctioneering off dewberries, and engaged him for the summer season here. He stayed here about two months.  
The broadcasting company first heard "Speed" Riggs auctioneering tobacco in the Liberty Warehouse in Durham. His chant was (continued on page two)

### Hocutt Warns Of Traffic Hazards In Tobacco Season

Another "Chant" Familiar Here

ALREADY HAVE WORST CONDITION IN YEARS

State Highway Director Apprehensive As The Season Approaches, And Warns Those On Highways To Use Care

Along with the familiar chant of the tobacco auctioneer there comes another chant—just as familiar, perhaps. We mean the chant of "Ice cold lemonade . . . two glasses for a nickel!" Each year with the grand opening of the Whiteville Tobacco Market there comes the endless swarm of ambitious vendors. Some are old but the majority of them are just barefooted youngsters, roaming the warehouse floors with the same lusty yell. The peanut and lemonade salesman is a prominent figure on the Whiteville Market as he sells his wares to the thousands of tobacco farmers.

### Research Helps Tobacco Growing

This Is One Of The Greatest Contributing Factors In Making Tobacco Carolina's Biggest Cash Crop

The guiding hand of research has been one of the greatest contributing factors in making tobacco North Carolina's No. 1 cash crop.

Experimental work in fertilization, cultivation, curing, varieties, rotations, and marketing have produced fruitful results (Continued on page 4.)

Increased Traffic On The Highways During Tobacco Season Creates A Serious Hazard To Travelers

RALEIGH—Already confronted with the worst traffic conditions in the State's history, state officials who are interested in the highway safety problem view with apprehension the opening of the tobacco markets this year.

"In normal years, the marketing of the tobacco crop causes abnormal traffic conditions resulting in many accidents, but with traffic already at an all-time peak, the 1941 tobacco season is liable to result in a bumper crop of traffic accidents," said Ronald Hocutt, director of the Highway Safety Division.

Our principal tobacco-producing section is Eastern North Carolina where most of the defense activity in the state is concentrated. This will mean that certain highways will be jammed these next few months with military vehicles, private cars of defense workers, and tobacco-hauling vehicles. For this reason, it is all the more important this year that those who have tobacco to haul to market should take every precaution to see that their hauling is done in the safest possible manner."

Hocutt pointed out that the opening of the tobacco markets usually brings forth upon the highways a vast array of non-descript vehicles which stay in the far myard or under a shelter most of the year and which, for the most part, lack a lot of being in the safest mechanical condition.

"The vehicles can create serious hazards on our highways," the safety director said, "and motorists should recognize these hazards and compensate for them by increasing their alertness and caution when driving on roads where tobacco-haulers are operating."

By way of suggestions to tobacco growers, Hocutt stressed the importance of proper loading, so as to give even weight distribution, and of careful inspection of tires, brakes and trailer couplings. Inasmuch as much tobacco is hauled during hours of darkness, he also urged the importance of careful inspection of running lights and clearance lights before each trip to market. He also suggested that tobacco (Continued on page 2)

### Whiteville Mart In Complete Readiness For Opening 12th, With Tremendous Interest

### Merchants Ass'n Proves Itself As Farmer's Friend

Operates For The Benefit Of People Throughout This Vicinity; Livestock Program An Outstanding Achievement

ONLY ORGANIZATION LIKE IT IN COUNTY

Credit Bureau, Publishing Of Bulletin, Operation In Connection With Tobacco Board Of Trade Prove Beneficial

BY M. S. SMITH  
Secretary

The activities of the Whiteville Merchants Association, according to the records, prove conclusively that it is doing very constructive work. The organization is more than a group of merchants organized for their particular needs; but it acts in every field of endeavor for the betterment of every citizen of Whiteville, Columbus County and surrounding area.

Naturally the merchants are interested in the welfare and success of the public, especially the farmer and it has been the main purpose of the Whiteville Merchants Association to improve the living conditions and increase the income of the farmers of this vast area.

How well they have succeeded can be measured or judged by comparing conditions of the past with the present.

It is impossible to enumerate in detail just what is involved but we point with pride and considerable satisfaction to our Livestock Program, which, according to S. C. Oliver, county agent, has advanced Columbus County at least ten years, and farmers of tomorrow will be better informed and more substantial in business because of the cooperation they have received and the interest created through our organization.

The outgrowth of the Livestock Program was the Whiteville Livestock Market which is operated successfully by Mr. E. B. Felton.

The Whiteville Merchants Association is the only organization of its kind in Columbus County and its resources are now unlimited. A complete credit bureau is operated with correspondents in all parts of the world. From the small beginning of 18 members, there are now 92 members in good standing.

A special feature of the Association is the Bulletin, which is published twice a month and shows all transactions recorded in the Columbus County court-house records. Several out of town firms subscribe to this service.

The Association functions in these activities similar to the operation of a chamber of commerce. Every encouragement is offered new industries and new comers to locate in Whiteville and Columbus County. During the past four years several programs have been planned and put into operation for the benefit of the agriculture interests.

The set-up of the Merchants Association provides that the Secretary works with the tobacco interests in developing and operating the advertising of the market and the coordination of the work of the Whiteville Tobacco Board of Trade, thereby centralizing all forces in order to get the best results.

The secretary of the association is Supervisor of Sales, Director of Publicity, Secretary of the Whiteville Tobacco Board of Trade, and secretary of the Whiteville Merchants Association. A full time assistant, Miss Mary Locke Smith is in charge of the office in the absence of the Secretary. She edits and publishes the Bulletin.

The office is well located in the heart of the business section and is well equipped to handle the many services required. The Association is affiliated with the North Carolina Merchants Association and the Associated Credit Bureaus of America.

Six Gigantic Warehouses Are Prepared To Handle Easily Up To 3 Million Pounds Of Tobacco Daily

WAREHOUSE FORCES ARE ALL LEADERS

Topnotchers Are Found Among The Personnel Of Whiteville's Warehouses; Three Sets Of Conscientious, Energetic Buyers

BY M. S. SMITH  
Sales Supervisor

The tobacco marketing season is the greatest event of the year in Whiteville and the 1941 opening promises to be of greater interest and more significance than any season during the past decade. Warehousemen, auctioneers, weigh masters, and other employees have had a long rest and they are now in readiness and it is their desire and purpose to serve former patrons and new ones with the very best services possible. Every consideration is given to the farmers and every effort is made to secure what he desires most, and that is TOP PRICES FOR EVERY POUND OF TOBACCO OFFERED FOR SALE ON THE WHITEVILLE MARKET.

The Whiteville Market has long been recognized by producers throughout the Carolinas as the most satisfactory tobacco market and the records show that the highest grade for grade prices are paid day in and day out. There is no room for doubt in this market as the proof of the pudding is in the tasting and producers who have continuously sold their entire crops in Whiteville confirm this statement. It is unnecessary to make false statements regarding the service and high prices, the thousands of satisfied customers, hundreds of them selling on the Whiteville Market since it was established, are loud in their praises, and are true witnesses to the facts.

Whiteville is well located in the heart of the best agriculture section of the Carolinas, the county seat of Columbus County. It is the cross roads of business and pleasure; highways leading north, south, east and west, center in Whiteville. Tobacco growers coming from all sections enjoy their stay in Whiteville, because every provision is made for their protection, comfort and welfare.

GIGANTIC WAREHOUSES

The six gigantic warehouses on the Whiteville market, with acres of floor space, are ample to take care of over three million pounds of tobacco spread for sale. The houses are modern, well lighted, with good roofs, solid floors and with all modern conveniences, essential to the requirements and needs of expeditious handling of the golden weed from the time it is hauled in until it is hauled away by the buying companies.

The floor managers are exceedingly capable and have experienced men under them to assist in preparing the weed in the most attractive manner and show it to its best advantage, so that it will appeal to the buyers.

Few people realize the trials of a floor manager, because they appear to be happy and congenial under all conditions. The Whiteville warehousemen are well known by growers of the Carolinas and Virginia and their opinion regarding quality and price is based on actual facts through years of experience.

They have had their training the hard way, the actual grading, handling, and living with the golden weed day and night, advising farmers and assisting them in every way; therefore they are appreciated as men of honor and integrity.

They are not perfect in every sense of the word; however, they are cautious, honest in their opinion, faithful to their trust, and human in their sympathy and endeavors.

The owners and operators of the Whiteville warehouses have their names engraved in the "WHO'S WHO IN THE TOBACCO WORLD" and they have reached the pinnacle of success because they have kept the faith. It is refreshing to see their names (Continued on page four)