

THE TIMES COVERS DUPLIN LIKE A ROOF

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Whiteville Market Sets A Record

First 20 Days Sells More Weed Than All Last Year "Bob" Rankin Supervises

By J. ROBERT GRADY
In presenting this issue of the TIMES to our thousands of readers in Duplin County we are presenting a special section devoted to the Whiteville Tobacco Market. Whiteville, the capital of Columbus County, has made the most phenomenal advance in leaf tobacco sales this year of any market in the Border Belt. Judging by reports coming from that city, Whiteville is the most popular market in the belt during the 1935 season.

It has been only a short time when Whiteville was hardly known in this section of North Carolina, particularly among the tobacco growers. Just a few years back it was considered a "long ways" to Whiteville while today it is a drive of only a moderate distance. With the continual improvement in modern auto and truck transportation corresponding with the rapid strides North Carolina has made in developing her system of roads it is only a short distance from one part of North Carolina to another.

Something like six weeks ago the name WHITEVILLE became as familiar with local tobacco growers as did many of the older and larger markets. Overnight it seems the Whiteville mart sprung up and became the leading market in the

SALES SUPERVISOR



BOB RANKIN

border belt. Figures from Whiteville this week reveal that the six warehouses sold more tobacco during the first 20 days of the 1935 season than the market did through the whole of 1934. Also Monday and Tuesday saw a world's record set, according to reports from there, when the market sold 2,090,958 pounds of the money weed. The warehouses paid out in the two days \$512,711 for an average

of \$24.51. There must be a reason for this spectacular rise of the Whiteville market, and there is. The tobacco men in Whiteville are men of experience, men who know their tobacco and men who are interested in their work and determined that their patrons shall get the most money possible for their tobacco.

But last week while contacting the warehousemen in the Columbus County Capital I immediately was impressed with the activities on one man in particular, "Bob" Rankin. Bob seems to be the pivot man of the whole works. Whiteville warehousemen are organized into the "Whiteville Warehouse Association" and have made Bob Rankin their secretary. In addition "Bob" is supervisor of sales, directing the movements of the whole market.

He is also the advertising man for the Association and general publicity agent.

This man is—shall I say—boiling over with enthusiasm for his market. He is so wrapped up in his market that his presence literally radiates an atmosphere of sure success. I do not believe I am exaggerating when I make this statement. The warehousemen realized "Bob's" worth when they secured him to direct their market. He is

the general pivot man and around him the other tobacco men have built an organization directed by him that gets results. He is getting results and the farmers must be getting results for Whiteville has outdone its own expectations for the 1935 season.

"Bob" was raised on a farm in Rockingham county near Reidsville. He has been associated with tobacco and tobacco markets all his life. He has made tobacco and the marketing of tobacco his life's study. Not only does he know his tobacco but any newspaper man who has had dealings with "Bob" Rankin will tell you that he knows his publicity. He knows when to place his advertising and news stories and just when they should break. He seems to have a knack at getting on the good side of the newspapermen resulting in his market getting the breaks. Well, this is all in a day's work with "Bob" and is a part of putting his job over.

Rankin went to Whiteville this year for the first time. He makes his home in Reidsville where he is secretary of the Chamber of Commerce and director of sales on the Reidsville Old Belt Market.

NORTH CAROLINA LEADS IN TOBACCO REVENUE

Washington, D. C.—North Carolina paid the most tobacco revenue taxes of any state for the fiscal year, a total of \$225,233,795.56, out of a total for the nation of \$1,671,409,000 in this class of taxes.

U. S. to avoid being involved in African dispute.

AAA tax collections in July half those in June.

Tuggle's Warehouse Is Enlarged And Improved

Another pioneer house on the Whiteville market is Tuggle's. Owned and operated by H. Gordon Tuggle of Danville and A. L. Tuggle, this warehouse's name is a household word wherever tobacco is grown. A large house with more than 55,000 square feet of floor space it is well lighted and so that

simple reason that these men know their work; that they work as a team, and because Gordon Tuggle believes he has the best talent available. H. Gordon Tuggle is the executive head of Tuggle's Warehouse.

H. GORDON TUGGLE; Gordon Tuggle . . . Dignified and courteous to everyone, guides the destiny of his warehouse in such a manner as to bestow confidence and to earn the respect of all who come in contact with him.

He has been in Whiteville almost since this little city became a tobacco marketing town. Gordon Tuggle is really the father of the Whiteville tobacco market. He and an associate came here about twenty years ago, when this market was being dropped off the buying company's list, and put such life in it that it has grown continuously ever since.



H. G. TUGGLE

it can better handle the tobacco that will be brought there this season, it has been enlarged . . . and not one thing necessary to a warehouse, has been overlooked in equipping it. It is another warehouse whose sales force has been assembled and held intact for the

He told the jury that they might look upon the ABC stores as a means of their salvation in this day of depression and worry, and that they might look upon them as a means of bringing them riches, but that in reality they were the worst thing that could ever happen to a county. He was strong in his disapproval of liquor and said that it had caused more trouble than anything else in the world.

"I hope," said Judge Cranmer, "that Almighty God in his wisdom and mercy will, if my hand should ever hold a glass of whi|ey and I should find it being turned to my mouth, paralyze my hand before the glass is lifted to my mouth."

Judge Cranmer also spoke of the number of automobile accidents in the State during the last year, and of the gambling that is carried on in the state.

"Accidents don't happen," he said, "they are committed. The rising accident toll in the State is due to carelessness."

"A good rule to follow, I think, is not to stop, start or turn in a direct line until you are satisfied that you can do so in safety."

Judge Gives Idea

On ABC Meaning

It's Abbreviation for Alcohol Before Christ, Declares Cranmer

Wilson, Sept. 3.—"To you ABC may mean Alcoholic Beverage Control but to me it means Alcohol Before Christ," were the words of Judge E. H. Cranmer, of Southport, in his charge to the grand jury of the September term of Superior Court that convened here Monday.

WHEAT PAYMENTS

The wheat payments for 1935 will be 33 cents a bushel on each participating grower's domestic allotment—four cents more than last year. Growers who wish to enter this program this year will have opportunity to sign new contracts, says L. B. Altman.

Moffett denies silver policy hurt China after visit there.

Fifteen major inquiries to proceed during Congress recess.

THE HIGHEST MARKET PRICE EVERYDAY

ONE SALE OF SMOKERS MADE LAST MONDAY

For A

Columbus County Grower

(8 Baskets)

3,446 Pounds \$1,162.68

Average \$33.75



A World's Record

Monday, August 26, . . . 1,009,368 lbs.

Monday, September 2, . . 1,081,590 lbs.

TOTAL POUNDAGE TWO SALES DAYS

2,090,958 Pounds

MONEY PAID OUT

\$512,111.71

Average \$24.51

When the Border Belt Markets opened Whiteville was recognized as the fastest growing of all this belts big markets . . .

As this advertisement is read the Whiteville Tobacco Market has sold more tobacco during the first 20 days of the marketing season than it did all last year. Whiteville is still the fastest growing market of the Border Belt, and this means that Whiteville is the

THE MOST POPULAR TOBACCO MARKET IN THE BORDER BELT:---

WHY is Whiteville the most popular tobacco market in the Border Belt?
WHY is Whiteville gaining on all other markets so rapidly?

Because A Tobacco Grower Knows

that he is assured of the highest price that the buying companies are paying when he sells in Whiteville. Monday, Tuesday, Wednesday, Thursday or Friday . . . It makes no difference which day in the week he sells, he always gets the top of the market.

WHITEVILLE

More Dollars

for

Your Money