

LUMBERTON

Pays HIGHER PRICES

The Tobacco Grower Watches Sales on Various Markets Closely, and he is Hard to Fool When It Comes To Prices. When He Realizes One Market is Selling Tobacco Higher Than Another He Begins to Patronize The High Market. In Other Words a Growing Tobacco Market is A High Tobacco Market. Lumberton is A Growing Market . . . Paying Higher Prices, and Here is Absolute Proof . . . Proof of The Lumberton Market's Popularity With The Growers; Proof of The Higher Prices.

Lumberton's Sales in 1934 13,272,358 Lbs.

Lumberton's Sales in 1935 17,250,454 Lbs.

Lumberton's Sales in 1936 19,575,658 Lbs.



HOW JUST WHY DOES LUMBERTON PAY HIGHER PRICES, AND AS A RESULT GROW LARGER EACH YEAR. THIS QUESTION IS EASY TO ANSWER. SEVERAL YEARS AGO THE POSSIBILITIES OF LUMBERTON AS A TOBACCO MARKET BEGAN TO ATTRACT OUTSTANDING WAREHOUSEMEN. THESE MEN BEGAN TO LOCATE ON THE LUMBERTON MARKET—MORE CAME EACH YEAR, AND RIGHT NOW THE MOST PROGRESSIVE, EFFICIENT SET OF WAREHOUSEMEN IN THE TOBACCO WORLD OPERATE LUMBERTON'S SEVEN WAREHOUSES. THEY ARE WITHOUT EQUALS—WE WILL NAME THEM

Big Banner Warehouse LEE P. WOODY T. E. "ED" HODGES	Carlyle Warehouse TOM WOODS—PAUL SANDS Tom Smith—Chandler Watkins	Carolina Warehouse MARVIN A. ROYCROFT R. E. "ED" WILKINS
Farmers Warehouse J. H. CHEATHAM W. M. "BILL" TALLEY	Liberty Warehouse HARRY DAVIS HERMAN BOULDIN	Hobgood Warehouse J. M. HOBGOOD R. H. KNOTT
2 BIG Redrying Plants	Smith's Warehouse Tom Smith—Chandler Watkins TOM WOODS—PAUL SANDS	3 SETS Of Buyers

LUMBERTON WELCOMES YOU

OPENING DAY

TUESDAY AUGUST 10TH

LUMBERTON OFFERS . . .

for the convenience and pleasure of the tobacco growers

Every day at 12:35 Noon, a Radio Program Over WPTF
Highly carrying a reliable report of sales, and the
sales schedule for the next day.

Every Tuesday, Wednesday and Thursday night
Radio Broadcasting Band. (In the City Park near the
near the City Hall).

LUMBERTON

Is Your Best Place To Buy Or Sell

LUMBERTON MARKET ALL SET FOR OPENING

BY R. C. RANKIN

Pay day for the tobacco grower is just around the corner. At 9 o'clock, Tuesday, August 10, Lumberton's Warehousemen will begin sales for the 1937 marketing season. The result will be a veritable flood of money pouring into the pockets of the tobacco growers of Eastern North Carolina at the rate of \$300.00 to \$400.00 per minute. It will be the beginning of another great selling season for Lumberton; a season that will see all past records eclipsed. Even now, this tobacco marketing city is astir; great houses have been improved; some have installed new and more modern sky lights; some have been made larger; in fact, improvements have been made in practically every warehouse in the tobacco section. While uptown the merchants and business men are preparing to give the tobacco growers a warm welcome. The city at large is prepared, better than ever before, to care for the thousands who will be there daily for the next three months.

In speaking of the coming opening as the beginning of a season which will see all former poundage records eclipsed, the statement may sound boastful; but to those who have traveled the territory from which Lumberton draws tobacco, it will be accepted as a fact. No market has reached a higher peak in popularity than the Lumberton market, and no market has a brighter future ahead. Of course, there is a reason for this market's popularity. Higher prices for tobacco are the major reasons; but when a grower is told about the higher prices, he wants something more than talk; he wants concrete evidence. In this case, such evidence is easy to give.

Every man who raises tobacco knows that a growing market is a high market. He knows that farmers flock to a market in wholesale quantities when the news of that market's paying higher prices is abroad. This is what happened in Lumberton's case.

Several years ago, Lumberton was a small, struggling, one sale market, with two or three small warehouses set in one block, and selling only a few million pounds of tobacco annually. Now it is one of the large markets of its belt. Three sets of buyers are needed to handle the great volume of tobacco brought there each season. Instead of two or three small warehouses occupying a part of one block, there are seven big warehouses, two big redrying plants, and five company factories, all together covering ten city blocks. To give an idea how fast the Lumberton market has grown, sales figures for the past three years are listed: In 1934, the Lumberton market sold 13,272,358 pounds of tobacco. The increasing popularity of the market sent the 1935 sales up to 17,250,454 pounds. And in 1936, an ever growing list of new patrons attracted by higher prices brought 19,575,658 pounds of tobacco to Lumberton. This is an increase of nearly 50 per cent over a two year period; and part of it was made during a season when all other large markets were showing decreases. Lumberton's increase is concrete evidence.

Of course, higher prices build a market, but there must be a reason for higher prices. In Lumberton's case, one reason is good warehousemen; first class warehousemen of top notch calibre. News of the Lumberton market would not be complete without individual mention of these men and the auction sale houses they operate.

Beginning with the Big Warehouse, operated by Lee P. Woody and T. E. Hodges of South Boston, Va., one can say that they are just as hard working a pair of warehousemen as ever walked on sale. They promise their patrons the top notch market price for tobacco and they go on sale fighting for it. Both of them know just how many back aches there are in an acre of tobacco; they know that the man who grows it deserves every cent the market is paying, and they see that he gets it.

The Carlyle Warehouse will be operated by T. J. "Tom" Smith, Chandler Watkins, Paul Sands, and Tom Woods. However, Paul Sands, of Reidsville, N. C., and Tom Woods, of Clarkton, N. C., will be active in management of this warehouse. In describing them it can be said that they are a pair of warehousemen that is both progressive and aggressive. They are



PAUL SANDS

progressive in the management of their warehouse; they are aggressive on sale. These are two reasons why they always sell tobacco high. They are never hesitant in putting the last bid on a basket of tobacco if they think it is going for less than the market price.



HARRY DAVIS

Harry Davis and Herman Bouldin operate the Liberty Warehouse this year. Herman Bouldin was on the Lumberton market last season; Harry Davis comes for his first year. All Lumberton has received him with open arms. Operating a warehouse in the Border Belt for the past 29 years, he needs no introduction. He is known to the majority of the tobacco growers in this part of the state, and he is the friend of every man he knows. Harry's natural friendliness is ity. However, the way he handles the sale of tobacco has made more friends for him than anything else.



MARVIN A. ROYCROFT

The Carolina Warehouse, latest addition to the Lumberton Warehouse circuit, is operated by Marvin A. Roycroft and R. E. "Ed" Wilkins. They lead the sale at the Carolina in a style peculiarly their own. As they take the buyers down a row of tobacco, they leave a group of growers standing around every pile they sell. These growers are standing around commenting on the high prices that they have just been paid. There is no hesitation when Marvin Roycroft starts a basket of tobacco. He and "Ed" Wilkins know its value at a glance; and beginning with the first bid, the price usually goes up.



T. J. "TOM" SMITH

Last named, but one of the largest warehouses on the Lumberton market, is Smith's. This warehouse is owned and operated by T. J. "Tom" Smith, who makes Robeson County his home all the year round. Associated with Mr. Smith in the management of this big house is Chandler Watkins of Oxford. These two comprise a team that is so proficient in the sale of leaf tobacco that it has made its name a by-word for higher prices. Tobacco growers place such implicit confidence in Tom Smith and Chandler Watkins that they cease to worry after they have placed their tobacco on their floor. They know a good sale is ahead and they feel that the end of all their worries, that come when the plant bed is first sown, is in sight.

Two other additions have been made to the Lumberton market within the past few years, which also contribute to the higher prices a grower receives on this market. These new additions are the two big redrying plants: The Interstate Tobacco Co., and the Lumberton Tobacco Redrying Co., Both plants are new and modern, and can care for a quarter million lbs. of tobacco daily. The Interstate is under the management of W. E. Elmore, Secretary-Treasurer of the Company; while the Lumberton Tobacco Redrying Co. is under the management of J. W. Priddy, Jr., Vice President of the organization. Both of these men are widely known among the tobaccoist of this country. The Person Garret Tobacco Co., another large independent company, also keeps a set of buyers on the Lumberton Market.

In addition to the three companies mentioned above, the American, Imperial, Export, Liggett & Myers, and the R. J. Reynolds Tobacco Companies are all represented on the Lumberton market, and competition is naturally keen. Prices remain high and stabilized. The demand is strong for every type of tobacco, and it can be truthfully said that the sun never sets on tobacco bought on the floors of the Lumberton Warehouses.



J. H. CHEATHAM

At the Farmer's Warehouse, the "Old Reliable", which is everything the name implies, tobacco growers will find J. H. Cheatham, Henderson, N. C., and the Talley Brothers of Fuquay Springs. There are four of the Talley Brothers: Bill, Roy, Arthur, and Maynard, and like Mr. Cheatham, they are all good warehousemen. They are alert and wide awake on sale from the minute they step on the warehouse floor until the time the last basket is sold.



HERMAN BOULDIN

Iguazu Falls Two Miles Wide
The Iguazu falls, abutting on Paraguay and Brazil, are a thousand miles up the Parana river. They are among the finest falls in the world, two miles wide and 210 feet high.