

# MONK'S NAME IS LONG KNOWN TO FARMERS OF BRIGHT BELT

All in Readiness To Start 34th Year; J. Y. Monk, Jr., Johnnie Carlton and Robert D. Rouse Will Be On Hand To Welcome Their Farmer Friends With Dependable Service.

The name of Monk is permanently identified with the Farmville market and with the buying and selling of tobacco throughout Eastern North Carolina, for the Monk brothers, A. C. as buyer and the late J. Y. Monk as warehouseman, figured prominently in the laying of the splendid foundations responsible for the rapid development and success of this market.

J. Y., a man of magnificent bearing, stout heart and innate friendliness, who became a dominant figure in the tobacco world and whose influence and fame will endure with that of other trail blazers of Eastern North Carolina, passed away in recent weeks and will be greatly missed on the Farmville market and the Naahville, Ga., market also (where he operated a warehouse), for many seasons to come.

Several years ago when the sales at Monk's warehouse grew to such proportions as to exceed those of any conducted under one roof in the entire Belt, managerial assistance became a necessity as he was unable to give his personal supervision to every phase of the warehouse business. So he laid plans to have his son learn the operation of a leaf sales house from the ground up, and to prepare himself to carry forward a heritage in which all Eastern North Carolina feels a genuine pride.

Thus J. Y. Monk, Jr. was schooled in a knowledge of the weed from its seeding through its marketing. In addition to the routine tasks that go to make up the full and busy days of a tobacco warehouseman, J. Y. Jr., is taking a distinct pride in carrying on the family tradition and walking in the footsteps of his father. However, young J. Y. is a splendid tobaccoist in his own right and like his father, his genial manner and ability in warehouse management has won him friends by the thousands.

Chosen also in the new set-up to assist Mr. Monk in the management of the warehouse business at this time were two of the most popular and industrious young men in this part of the State, Johnnie Carlton and Robert D. Rouse. Johnnie Carlton came to this market to join interests with Monk's warehouse in 1934, having already gained a wide and favorable reputation as an experienced and successful warehouseman in his operation for several years of warehouses in Tarboro and Hazlehurst, Ga. His reputation for integrity has grown with the years and he has become one of the leading warehousemen in the Belt.

Robert D. Rouse, cordial and likable, had already proved his worth and ability in the ten years spent previous to this time in the employ of Monk's warehouse. Thus 17 years of active service has been given by this partner in his association with the sales and warehouse business at Monk's and he is recognized as a valuable and outstanding member of this market's group of warehousemen.

The customers of Monk's warehouse and the Farmville market as a whole recognized the initiative and ability of these young men and the market was enhanced by their association as warehousemen from the beginning, and J. Y. Monk lived to see these partners, under his tutelage, develop into seasoned and able warehousemen with many friends and valuable contacts among the farmers of this territory. Teamed together, J. Y. Jr., Johnnie Carlton and Robert Rouse form a trio of popular tobaccoists, who work hard to satisfy their customers in the knowledge that they have made good sales, and for the advancement of the market as a whole.

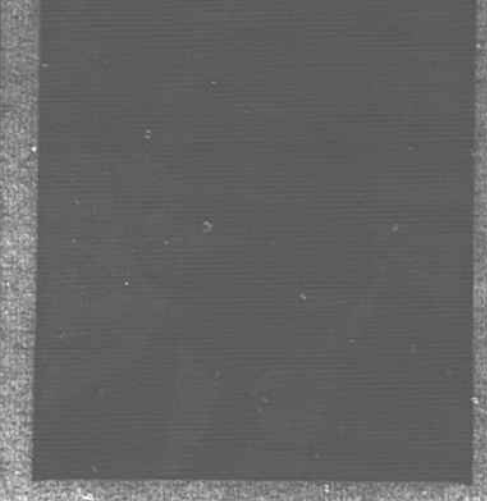
The loyalty of old friends to this warehouse attracts many new patrons each season, and the firm's pride in their reputation acts as a constant incentive that keeps every member and their associates on the floor and in the office, on their tiptoes throughout the season in order that sales may hold up to a satisfying level from the opening through the closing day.

For the fourth year, Monk's warehouse will operate a second house, which enables the firm to satisfy the increasing patronage and its demands. Both houses are modern in construction and equipment and have every facility that insures a good showing of the leaf, and prompt, efficient service in its handling and sale.

Large and competent sales and office forces have been assembled by the management, who, well chosen in the beginning, have served long and faithfully at their respective posts, and from the time a tobacco grower drives in Monk's until he receives his check, he finds a friendly courtesy



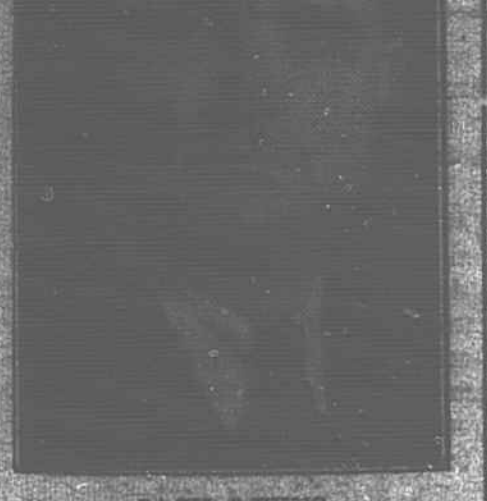
J. Y. MONK, JR.



JOHNNIE CARLTON



ROBERT D. ROUSE



JACK LEWIS

Associated with Monk's Warehouses No. 1 and No. 2, Farmville.

accompanying every phase of the operation connected with his sale.

The auctioneering this season will be ably performed here by Jim Edwards and Jack Rogers, who have been associated with Monk's warehouse for many years in this capacity.

The clerical force includes: L. P. Thomas, head bookkeeper; John B. Joyner and Mrs. M. V. Jones, cashiers; E. A. and Elmer James, book men; floor manager, Haywood Smith, with Lahan Gay and Fred Carr, assistants; Seth Barrow, in charge of weighing; William E. Drake, ticket marker.

### ANNOUNCEMENT

TO MY MANY FRIENDS AND CUSTOMERS OF PITT, GREENE, AND ADJOINING COUNTIES:

First, I wish to thank each one of you personally, for your splendid business and patronage for the past fourteen years on the Greenville Tobacco Market. I now wish to say to all of you that this season I will be with Monk's Warehouses, 1 and 2, on the Farmville market, where we have a first sale every day.

I can assure each and every one of my friends that I will be better prepared to serve them now than ever before.

With first sales daily at Monk's Warehouses we can assure you, one and all, an unexcelled service and courteous treatment and the sale of your tobacco for the highest dollar possible.

So bring your first load to Monk's Warehouses where we sell tobacco every day.

ED S. TAYLOR, Walstonburg, N. C. —adv.

Most vacations leave the victims completely exhausted. So what?

## New Bright Belt Tobacco Crop of 257 Million Pounds Indicated

By Julian E. Cann, Extension Service Economist, N. C. State College

North Carolina's Eastern, or New Bright, tobacco belt will shortly begin to market 257,250,000 pounds of flue-cured leaf, it is indicated by the Crop Reporting Board of the U. S. Department of Agriculture. This estimate is based upon preliminary reports.

If the crop materializes, as is indicated, it will total 17,150,000 pounds less than the 1940 crop of 274,400,000 pounds in the New Bright Belt. The decline in production is due entirely to a drop in average yield per acre from 1,120 pounds in 1940 to 1,050 pounds indicated in 1941. The average planted, 245,000 acres, is the same for both years.

The decrease in total production of 6 percent, and the drop in average yield per acre of 6 percent, is about in line with the decline of 5 percent in production and 7 percent in average yield, indicated for the entire flue-cured area of the United States.

For the country-as-a-whole, it is estimated by the Crop Reporting Board that production of flue-cured tobacco this year will total 716,192,000 pounds, as compared with 755,798,000 pounds last year. The average yield of flue-cured tobacco this year is expected to be only 958 pounds per acre, as against 1,027 pounds per acre in 1940. The average to be harvested this year is 2 percent higher than in 1940—747,000

acres in 1941 as compared with 738,000 acres last year.

The Crop Reporting Board says that this year's flue-cured crop appears to be the smallest since the 1936 crop of 692,850,000 pounds, produced under severe drought conditions. Normally about 70 percent of the flue-cured crop is produced in North Carolina, and in this State the growth of tobacco has been somewhat irregular. The Tar Heel crop is about two weeks later than usual.

Farmers in all areas of North Carolina experienced difficulty in getting a good stand of tobacco this spring. Dry weather prevented normal development of plants in beds. When transplanted, many tobacco plants died, necessitating re-setting two and three times. Those that survived made slow progress.

Good root systems were developed, however, and later when frequent and sizeable rains came, plants responded rapidly and made such quick growth that the earlier irregularity of fields was largely overcome, except for a somewhat ragged stand. Heavy rains in July caused some damage to tobacco. Past experience suggests that the quick growth of tobacco may result in a relatively light weight leaf.

Conditions somewhat similar to those in North Carolina have prevailed in the other flue-cured tobacco States. Early season reports of serious blue mold damage and shortage of plants failed to materialize, and most growers were able to secure locally plants sufficient to meet their needs.

Production in Other Areas. Production in the Georgia-Florida

Belt, which also includes Alabama, appears to be 17 percent below 1940. A crop of 73,812,000 pounds is indicated in these three States, a drop of 14,451,000 pounds from the 1940 crop of 87,263,000 pounds.

South Carolina appears to have a crop of approximately 80,750,000 pounds, as compared with 82,215,000 pounds produced in 1940. The indicated Virginia crop of flue-cured tobacco is 65,450,000 pounds, or 3 percent less than last year's 67,160,000-pound crop.

Acres to be harvested in Georgia, Florida and Alabama is 300 acres less than in 1940; in South Carolina it is 4,000 acres more; and in Virginia it is also 4,000 acres more.

The Crop Reporting Board's estimates for other North Carolina belts are as follows:

Border Belt—A crop of 61,040,000 pounds indicated in 1941, as compared with 64,380,000 pounds produced in 1940. This is a decline of 3,340,000 pounds, or 5 percent. The average yield will be about 1,090 pounds per acre this year, as compared with 1,110 pounds per acre in 1940. This is an indicated drop of 20 pounds per acre average, or 2 percent. The acreage to be harvested this year is about 56,000, or 3 percent less than the 58,000 acres harvested in 1940.

Middle and Old Belts—A crop of 173,890,000 pounds indicated in 1941, as compared with 180,375,000 pounds produced in 1940. This is a decline of 1,485,000 pounds, or 1 percent. The average yield this year will be about 890 pounds per acre, as compared with 925 pounds per acre in 1940. This is an indicated drop of 35 pounds per acre average, or 4 percent. The acreage to be harvested this year is about 201,000, or 3 percent more than the 195,000 acres harvested in 1940.

## Tobacco Moves To 33 Nations

Shipments Total 36 Million Pounds For First Quarter, Says W. P. Hedrick

North Carolina flue-cured tobacco, despite the efforts of warring nations to block all exports, has been shipped to 33 foreign countries thus far this year, W. P. Hedrick, tobacco marketing specialist of the State Department of Agriculture reported recently.

"Flue-cured leaf shipments to all foreign countries for the first quarter of 1941 totals 36 million pounds," Hedrick said, basing his report on a summary issued by the United States Department of Commerce. "While the poundage of leaf shipped is comparatively small, obvious indications are that the demand for flue-cured tobacco still prevails and will be greater as shipping facilities are made available."

Export shipments for the past quarter were divided as follows:

European countries, 14 million pounds, of which more than 10 million pounds went to Great Britain; Orient, 21 million pounds, of which more than 16 million pounds went to China; South and Central America, 600,000 pounds.

Hedrick said that leaf shipments to the Orient for the past quarter "were close to normal," but added that exports to "South and Central America are considerably below normal for the first quarter of 1941."

Cigarettes.

"A final survey of the shipment of cigarettes made in the United States to foreign countries will probably show a slight increase compared with 1940," the tobacco marketing specialist said, adding that "one billion, 895 million cigarettes have already been exported compared with total exports last year of six billion, 576 million."

Shipments of flue-cured leaf to 69 countries in 1940 were as follows:

Shipments in 1940  
European countries, 68 million pounds; South and Central America, 2.5 (two and one-half) million pounds; Orient, 84 million pounds; remaining poundage went to Africa and Middle East. Total 1940 shipments of flue-cured tobacco, 187 million pounds.

Save a dime a day and one dollar on your birthday. At the end of a year for your \$37.50 you can purchase one \$50 (maturity value) Defense Savings Bond.

# MONK'S WAREHOUSES

No. 1

1907 - Farmville, N. C. - 1941

Serving Tobacco Growers of Eastern Carolina 34 Years!

No. 2



MONK'S WAREHOUSE — No. 1

A First Sale  
All Day  
Every Day



MONK'S WAREHOUSE — No. 2

• We wish to announce to our many Farmer Friends in Eastern Carolina and elsewhere that we will again operate Two Warehouses this year, with a First Sale (ALL DAY) Every Day. Please accept our Thanks for your past patronage... and we want you to know it is our desire to continue to serve you.

**Market Opens Tuesday, Aug. 26th**

• WE WILL HAVE A FIRST SALE AT MONK'S No. 1 OPENING DAY •

Bring Us Your First Load --- We Guarantee You Our Best Always

**If You Can't Sell With Us -- Sell In Farmville**

• BRING YOUR TOBACCO TO FARMVILLE — STEADIEST MARKET IN THE STATE •

Our Motto: "We Always Strive To Serve You Better"

J. Y. Monk, Jr. - Johnnie Carlton - R. D. Rouse