

LEA'S WAREHOUSE LARGEST IN TOWN OF WHITEVILLE

Hunter Y. Lea, Experienced Tobaccoist, Will Be In Charge Of Whiteville's Biggest House This Season



HUNTER Y. LEA

NEW CHANGES IN THE SALES ORGANIZATION

Will Find Same Efficient, Courteous Men This Year To Help Them With Marketing

Lea's Warehouse, largest on the Whiteville Market, will be operating a fraction short of one million acres, the 60,000 square feet of floor space means that approximately a half-million pounds of tobacco can be taken care of in the warehouse daily. On one occasion a total of 415,000 pounds was disposed of there in a single day.

Lea hails from Danville, where he is active in the tobacco business. There he was the largest in that famous tobacco selling business a time beginning more than ten years ago on the Lake market. This experience, together with his instinctive ability to judge tobacco makes him a man well qualified as an expert tobaccoist. One of his best qualities is his friendly nature and farmers will find him a "fellow, well met."

Member of the staff at Lea's Warehouse. He has a host of farmer friends in this section, who will be glad to know he is back.

Auctioneer this year at Lea's Warehouse will be J. H. Barwick, for three years one of the most popular men on the local market. Farmers apparently like for him to sell their tobacco, for he has a way of getting them the top dollar.

J. Lester Powell, who has been instrumental in making and holding a host of friends for Lea's Warehouse, will be associated with this organization again this year.

In fact, Mr. Powell has been in Whiteville several weeks and has contacted many of his friends. Although he usually has served as bookman for the warehouse he is a combination man who fits where he is needed most. Walter E. Pierce, who last year served as sales supervisor for the Whiteville Market, will be with the Lea Warehouse organization this season. Following his graduation from William and Mary several years ago, Mr. Pierce entered the tobacco business. Three years ago he came to Whiteville as a member of the force at Lea's Warehouse. His return to that organization this season will be welcomed by his associates and his many farmer friends.

Others who will be connected with Lea's sales organization will be Steve McDaniel, bookman; Thurston Lannon, weighmaster; Fred Holderby, bookkeeper; Frank Matkins, ticket marker; Jui Hooks, assistant floor manager; L. H. (Boy) High; and Terry Powell.

TOBACCO DISEASE CONSTANT THREAT

(Continued from page 4.) bacco farmers in the State. Farmers who have suffered losses from the disease are advised to grow a resistant strain adapted to his area.

"There is a large number of diseases in addition to those listed above, which affect the tobacco plant, including Southern Root Spot. While most of these diseases occur generally throughout the State, heavy losses from them are usually very local. Control measures are not known for any of the diseases listed in this group.

Experimenting To Discover A Curing Method

Electricity Being Used At Test Farm This Season In Effort To Discover Effectiveness In Tobacco Curing

OTHER NEW METHODS ARE WOOD AND COAL

Endless Experimentation Goes On In Effort To Discover Improved Methods For Farmer Curers

Electricity, coal, wood and oil are being used to cure tobacco at the Department of Agriculture's Test Farm at Oxford this year as research men seek greater economies in tobacco barn heating methods.

During the past few years considerable thought has been given to the usages of different fuels for curing tobacco and as fire wood continues to become scarce, the grower as well as those interested in his welfare begins to look around for other methods of heating the tobacco barn.

Experiments in curing tobacco with electricity are an innovation, but how practical and economic the method may be remains to be seen after the curing this year.

Curing tobacco with oil and coal is relatively new experiments.

E. G. Moss, assistant director in charge of the Department's Tobacco Test Farm at Oxford, regards oil burners and coal stokers as the two "most promising" fuels found at present in the search for more economical methods of heating tobacco barns.

"There have been some modifications in the set-up of the flues and furnaces for the use of wood," he added. "Perhaps more economies have been affected by the rearrangement of the furnaces and increased radiation by increasing the amount of pipe in the barn."

Other economies have been effected by building better barns, barns that are more tightly constructed and better insulated.

"In the process of building better barns, the problem of ventilation became one of considerable importance," Moss said. "Twenty-five to 40 years ago practically all tobacco curing barns were covered with oak slabs, which when dried out left the barn tops open so it was easy to circulate air through tobacco, but in later days shingles then iron were used, making the top tight and as this occurred the problem of ventilation became more acute."

"Approximately 85 per cent of the green weight of tobacco is water and in the curing process this water must be driven off and at the same time the bright yellow color, which is characteristic of the fuel-cured type of tobacco, must be obtained; therefore, in studying this problem at the Tobacco Test Farm at Oxford, different types of barns have been constructed—a cinder block barn, a clay tile barn, a barn covered on sides and top with galvanized iron and one storm-sheeted and weatherboarded. All of these barns are covered with galvanized iron and different methods of heating have been installed and used."

In two of the test farm of tobacco barns, wood was used as a fuel with the piping increased in the barn in order to utilize as large a percentage of the heat units as possible. In another barn a coal stoker has been used and on a fourth barn oil burners have been installed. Fans have been used both at the bottom and top of the barn to increase the circulation of the air during the critical period of the curing.

Plans have now been made to build still another barn and to install heat ties electrically controlled and air conditioned for the purpose of better studying, under control conditions, the problem of ventilation. "These experiments are interesting but have not yet been completed," Moss said. "They are merely being set forth as one of the activities of the test farm. However, enough has been learned to definitely state that proper ventilation is the big problem."

The tobacco specialist said that "the uses of other fuels for heat are being developed and improved upon."

"The two most promising (fuels) at present are the oil burners and coal stokers," he added. "By the use of coalstokers where electricity is available, thermostatic control can be used, which materially reduces the amount of labor necessary in the curing. The temperature may be regulated by thermostat and changed when necessary and requires very little attention from the operator other than to observe the changes taking place in the tobacco and to determine when it is necessary to raise the heat and to give more ventilation. The oil burners have also reduced the amount of attention needed in the curing process."

NO VICTORY

"Well, Sam, I see you're back for fighting with your wife. Liquor again?"
"No, sah, Jedge, she licked me this time."

Tobacco Acreage Below Expected

But Total Production Is Estimated At 84,000,000 Pound Increase This Year

Washington, Aug. 4.—The outlook for flue-cured tobacco prices this year is almost as favorable as last year, the Department of Agriculture declared today in a survey of the tobacco situation.

The statement on flue-cured tobacco follows:

"Total acreage of flue-cured tobacco this year is a little less than the acreage indicated by March 1 intentions to plant. The ravages of the blue mold and insect pests have reduced acreage below March 1 intentions in Georgia and to a lesser extent in the Type 11 region of Virginia and North Carolina. Reductions in these areas have not been entirely offset by increased acreage of Types 12 and 13 above March intentions. In all states except Georgia, however, the acreage is well above the 1936 harvested acreage, the total of 958 thousand acres being 11 per cent above last year.

"Total production of flue-cured tobacco, according to July 1 conditions, is 767,000,000 pounds, \$4,000,000 pounds more than last year's production. Although stocks on hand at the beginning of the marketing season are expected to be somewhat smaller than last year, the total supply will probably be about 68,000,000 pounds larger.

"Consumption of cigarettes, the most important domestic outlet for flue-cured tobacco, is expected to continue to increase, although there may be some slackening off in the rate of increase. Tax paid withdrawals of cigarettes in the last half of 1936 were 16 per cent larger than in the last half of 1935; but January-June withdrawals in 1937 were only 8 per cent above the same period in 1936.

Good Export Outlook

"The outlook for improvement in foreign demand is rather favorable inasmuch as increased sup-

plies in this country will probably be accompanied by a somewhat larger volume of exports than in 1936-37. The increased acreage of flue-cured tobacco in the orient may decrease demand for United States flue-cured tobacco in that area. In the other hand, prospects are good for increased exports to European

countries, including the United Kingdom, which is the outstanding foreign outlet for our flue-cured tobacco.

"The expected increase of 68,000,000 pounds in the total supply this year does not appear to be much larger than needed to keep pace with increasing consumption. Consequently, the out-

look is for a market situation almost as favorable as that of last year when prices averaged .22 cents per pound. Markets in Georgia and Florida are scheduled to open July 29."

The first city directory in the United States was printed in New York in 1786.

« Welcome To The Farmers »

VISIT HEADQUARTERS FOR

Mules IN Season



100 Hackney Wagons and Plenty Harness

Seth L. Smith & Company

WHITEVILLE, N. C.

Years of Plenty . . .

From the beginning of the world there have been fat years and lean years. The past 3 or 4 years have been good years for most of the people of this section.

Our aim should be to have more prosperous years and fewer "hard" years. We can do this by following the unfailing principle—provide in time of good years for the inevitable lean years. That is to say, we can continue to have good years by saving our surplus in those years to make the lean years fat.

Strong and sincere co-operation between the farmers of this section and their town—WHITEVILLE—provides the farmers and the citizens of WHITEVILLE each with something upon which to set store. Whiteville furnishes a strong, convenient market for your tobacco and appreciates your selling it here. . . . Whiteville citizens buy most of your other farm products, why not sell your tobacco here?

Start a Bank Account with us in these good years, against the time when things might not do so well.

Avail yourself of the many services we offer, the SAFETY we can assure you—and the satisfaction your dealings with us will give you.

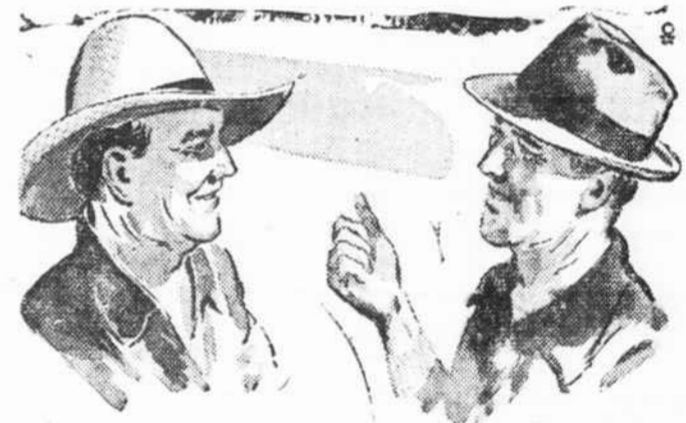
Sell Your Tobacco In Whiteville And Bank With Us

WACCAMAW Bank and Trust Company

"WHITEVILLE, N. C.

The funds of each depositor in The Waccamaw Bank & Trust Company are insured up to \$5,000.00 by the Federal Deposit Insurance Corporation.

One Farmer



To Another

~ IN ~

WHITEVILLE

THE FARMERS TOWN

IT'S

Lea's Warehouse

FOR

HIGHER PRICES

"We Do Our Work On The Floor"

HUNTER Y. LEA

MANAGER