

Planters Play Part In Advs

Recent Advertising Released In Interest Of Leading Cigarette Firm Features North Carolina Growers

North Carolina tobacco planters played an important part in practically all recent advertising of Camel cigarettes for the R. J. Reynolds Tobacco Company.

A survey conducted among tobacco planters in North Carolina and other parts of the south provided many planters' testimonials for the Winston-Salem manufacturer. These testimonials are being presented in large space, consistent newspaper advertising, in magazines, on billboards and by radio. Headlines read—"Tobacco because we grow it. We smoke Camels because we know tobacco". Individual endorsements by planters point out that they have sold their highest grade of tobacco leaf to the R. J. Reynolds tobacco buyers, justifying the slogan "Camels are a matchless blend of finer, more expensive tobaccos".

These advertisements also feature statements of prominent people, leading active, healthy lives, to the effect that Camels never get on their nerves and they get a "lift" with a Camel. The advertisements also point out that Camels are the largest selling cigarette in America.

Large Rye Crop Is Predicted

A United States rye crop of about 50 million bushels is indicated, according to the latest announcement by the Bureau of Agricultural Economics.

This is about 12 per cent larger than last year's harvest and may be the largest rye crop since 1924 with the exception of the big crop in 1935.

Urge Quarantine For Cow Disease

Quarantine of the complete herds of cattle on all ranges on which one or more animals have reacted to Bang's disease tests is being urged by farm leaders in various livestock regions as a part of a general national campaign against the disease.

SUCKERING PRESENTS PROBLEM



Before it goes to the factory, every leaf of tobacco must be handled individually five to nine times by the grower. Men, not machines, prepare your future pleasure.

Average state yield per acre is as little as 626 pounds (1932), and as much as 935 pounds (1935), but some farms average over 1,200 pounds. For the past three years, the crop's farm value has been above \$115,000,000 in North Carolina, but this year gross cash returns, to producers will be the greatest since the banner year of 1919.

WILL OPERATE TUGGLES AND FARMERS WAREHOUSE JOINTLY

Operation Of Two Warehouses By H. G. Tuggle, One Of Whiteville's Most Experienced Tobacconists Will Help Farmers

FIRST SALE EACH DAY AT ONE HOUSE

The Sales Forces For The Two Houses This Season Include Tobacconists Who Enjoy Reputations Here

Tuggles Warehouse and Farmers Warehouse, in Whiteville, will be operated together this season with two complete organizations to serve the patrons of the Whiteville market.

H. G. Tuggle is a name long associated with the progress of the Whiteville tobacco market. Year after year the name of Tuggle has been one that stood for high prices and honest dealings with his farmer friends, and this accounts for the fact Mr. Tuggle enjoys a wide reputation for being

one of the most able warehousemen on the Border Belt.

He has with him in business this year men who have proven their ability and value to the tobacco farmer. J. M. Easterly, veteran tobacconist, is a new member in the firm, but he has been in the warehouse business in Tennessee and on the Border Belt for a number of years. It is a certain fact that he will be a real asset not only to this warehouse firm but to the Whiteville market.

Dial Gray, though he has been connected with Liggett & Myers Tobacco Co. for the past three years, is not new as a warehouseman in Whiteville, having been associated with Tuggles Warehouse in previous years. Having bought tobacco, he has worked on a tobacco sale from "both sides of the row," an experience which should prove valuable.

L. R. Jackson is entering his fourteenth year as a warehouseman in Columbus county, and no man is better known for his interest and keen desire in securing the farmer gets every possible dollar for his tobacco. A. H. Moore, also a well-known and experienced warehouseman, knows tobacco for its true value, and has the fortunate ability of running a sale that rolls the dollars in. Bill Eadon has been in the warehouse business in Whiteville before and his high-class service will be offered again. Frank Hayes will be back as auctioneer. Many farmers have been heard to say, "I like for Frank to sell my tobacco." His team-mate will be Joe Cutts, who is old at the game and can always be depended upon to get that "last bid."

The floor managers at Tuggles will be R. F. Bradley and A. P. Smith; and at Farmers Frank Jackson, Erwin Bullard and B. C. Coleman.

C. G. Burton, bookkeeper; R. B. Davis, F. W. Anderson, J. T. Smith and J. R. Garrett will be at Tuggles. J. H. Lanier, bookkeeper; W. L. White, J. M. Fleming and T. M. Hicks, clerks, will be at Farmers.

In operating two warehouses this firm is offering their patrons the choice of a first sale every day at one of the two houses, with the other house having a second sale.

Father And Sons Operate Nelson's Weed Warehouse

M. O. Nelson, Sr., And His Sons, J. H. Nelson And M. O. Nelson, Jr., Are Owners And Proprietors Of House

STRONG FORCE IS READY FOR OPENING

M. O. Nelson, Sr., Is Widely Known Through This Section As Dean Of Whiteville Tobacco Market

M. O. Nelson, Sr., and his sons, J. H. Nelson and M. O. Nelson, Jr., will operate Nelson's warehouse in Whiteville this season. The head of this father and son organization is M. O. Nelson, Sr., who is dean of Whiteville tobacco warehousemen. Forty-five years ago, in 1893, he entered the tobacco warehouse game and his practical knowledge and keen judgment of tobacco has been

developed through actual experience. His ability is recognized and he enjoys the reputation of being a man in whom farmers have implicit faith.

Oliver Nelson has profited by his father's experience, for he learned the tobacco business from him. He is a citizen of Whiteville and spends the entire year here save for a few weeks each fall when he goes to Danville, Va., to help his father in their warehouse in that city.

John Hughes Nelson is another chip off the old block. This will be his seventh year on the Whiteville market as a member of the

Nelson force, and he has proved to be a worthy son for a father who is tobacco-wise.

An able array of experienced tobacconists will be on duty this year at Nelson's. Heading the list will be Judge Myers, floor manager, a man who needs no introduction to farmers who patronize the Whiteville market. Assistants will be C. G. Cogell, Boy High, E. G. Caffee and Oliver Hewett, every one of them a man with years experience in the tobacco business.

The Nelson's are proud of their warehouse helpers, and they believe they are in position to ren-

der the best service ever to their friends who sell tobacco to them.

Hog Prices To Hold On Steadily

Steady to higher prices for hogs are in prospect for the summer months according to the government.

The effects of reduced supplies upon prices, however, is expected to be partly offset by increased consumer demand for meats.



Welcome, Farmer Friends to WHITEVILLE

THE BEST PLACE TO SELL YOUR TOBACCO! Of Course, You Know The BEST PLACE TO BUY YOUR MULE AND WAGON . . .

SETH L. SMITH & COMPANY

MULES IN SEASON

HACKNEY WAGONS and HARNESS

Seth L. Smith & Co.

WHITEVILLE, N. C.

-:- GOOD SERVICE DOUBLED -:-

TUGGLES and FARMERS Warehouses, Being Operated Together, Offer Every Tobacco Farmer Two Good Places to Sell Tobacco, With the Choice of A FIRST SALE EVERY DAY

TUGGLES

WHITEVILLE, N. C.

H. G. TUGGLE J. M. EASTERLY

DIAL GRAY, Sales Managers

FRANK HAYES JOE CUTTS

Auctioneers

NEW AUTOMATIC, PRINTO-GRAPH

SCALES JUST INSTALLED

FARMERS

WHITEVILLE, N. C.

A. H. MOORE L. R. JACKSON

BILL EADON, Sales Managers

FRANK HAYES JOE CUTTS

Auctioneers



H. G. TUGGLE



A. H. MOORE



L. R. JACKSON

Two Warehouses and Two Forces Ready to See that You Get The Money

Your Tobacco Is Really Worth

TUGGLES and FARMERS

"WORKING TOGETHER TO SERVE YOU"