

PROPRIETOR NEW FARMERS



ROSCOE COLEMAN

New Farmers Is Ready For Another Season

Farmer's Warehouse In Tabor City Will Again Be Operated by Roscoe Coleman, Well Known In Tobacco Trade

TRADE FOR OVER 23 YEARS

Nears Quarter-Century Mark of Association With Weed this Season Good Personnel At Farmer's

As another tobacco season commences in Tabor City, Roscoe Coleman, sole proprietor of the New Farmer's Warehouse, rapidly approaches his quarter-century mark in association with the tobacco industry in that town, helping to create the Tabor City tobacco market to its present status. For 23 years he has been in the tobacco business, earning a sturdy reputation for himself as a first-class tobaccoist.

This season he's back again at the New Farmers warehouse to see that the grower gets the same reliable service for which that warehouse is known.

The house will be completely under the management of Mr. Coleman again this year, and he has chosen to work with him a man of experience, competent in addition to his farming and warehouse work in Tabor City.

Coleman is well-known to the tobacco trade in the western part of the state on the burley market. For several years he has been in that region, and two seasons ago he solely owned and operated the Mountain Burley Warehouse 1 & 2 in Boone. Formerly, he had operated them on partnership. He goes to Boone in December.

This year the New Farmers warehouse in boasting a personnel composed of men thoroughly experienced in the trade. Working with Mr. Coleman as floor manager this year is Robert Sarvis, Tabor City, Harry Nunn, of Greenville, Va., will again chant the buyers bids as they walk in the long rows of tobacco.

Season Mr. and Mrs. Ernest of Guilford, will be bookkeepers Howard Wallace is clipping again this year. Behind the scenes to weigh the leaf will be Frank Turbeville, of the Cherry section and J. C. Ray, Fred Queen will serve as book man, W. H. Prince, of Clarendon, will be connected with the firm in various capacities.

Higher cultivation, high topping, closer spacing of tobacco plants helped to produce leaf which meets market demands, according to State College specialists.

Demonstrations, conducted all over North Carolina, are proving definitely the value of swine rationing, says Ellis Vestal, specialist of State College.

What You Buy With WAR BONDS

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That is why we are being asked to increase our subscriptions for War Bonds. That is why we must

U. S. Treasury Department

Farm Women Are Speeding Victory

By Tackling Job Of Food Production And Conservation And Doing Many Other Chores, Rural Women Are Playing Important Part In War

In the front lines of war service today are 36,835 rural women of North Carolina, organized into 1,456 Home Demonstration Clubs, and ready to help tackle the job of food production and conservation.

These women, upon whose shoulders rests a great responsibility for farm victory in 1943, made a great contribution to family life on the farm last year and served the nation faithfully in the "Food for Freedom" program.

Some of these women are filling the gap left on the farm by sons who have been called into the fighting forces and are working in the fields side by side with their husbands. Thousands of them are shouldering the responsibility of leadership in asking to pledge every farm family to produce as much of the home food supply as possible, about a ton a year for every member of the family, and in carrying to their neighbors necessary information pertaining to the production and conservation of food in order that the family larder might be supplied with food grown on the farm.

Despite the demands on the time of the Home Demonstration Club women in 1942, they canned 10,263,957 containers of fruits and vegetables, which have proven of great help in these days of rationing.

Through 55 well-organized curb markets these women sold \$579,643.37 worth of food products and an additional \$629,012.79 in food to merchants and others during the year.

Under wartime conditions, the first objective of these women is to provide the family with an adequate supply of food, both as to variety and to quantity. This includes home gardens and fruits, poultry, dairy products, a full meat supply, grains for cereals and bread, and home grown sweets.

Another objective of the Home Demonstration Clubs deals with nutrition and health. This helps to focus the attention of rural people on personal health and efficiency, and brings to the fore the importance of a good diet as an essential factor in the war effort. Rural home-makers are brought to fully realize the need for the planning of an adequate food supply, the need of thrift and good practices in food buying, better selection and preparation to conserve food value, and the better planning and serving of meals. These factors must be considered in building up the strength and health of all members of the family.

In the homes, the Clubs encourage better care and management of all furnishings and equipment. Families are interested in the prevention of accidents in the home. Improvements which will make the home more livable are studied.

In beautifying the surroundings of the home, it is the aim of the Demonstration Clubs to make farm life healthier, happier, and more attractive. It teaches them to appreciate more fully the natural beauty of their surroundings and how it may be improved by careful planning.

The Home Demonstration Clubs assist women in developing leadership and give them an avenue for cooperation with other agencies in the welfare of the people. Last year, for instance, the members assisted the Red Cross in its war work by providing 12,975 woolen garments, 25,864 cotton garments, and 6,481 knit articles.

They also took first aid, home nursing, and canteen service so that they would be prepared for any emergency that might arise.

On the long hard work of these

WOMEN TAKE OF THE FIELDS



HELPING OUT—In the tobacco harvest. Because shortage of labor is so acute on the farms of the county many women have had to forsake their usual duties and go into the fields in order to save the tobacco crop.

women and their families, on their ingenuity in overcoming every handicap imposed by total war depends to a considerable measure the outcome of this war. Gather eggs two or three times a day and keep them cool, warns T. T. Brown, extension poultryman at State College.



KEEPING IN THE SAME FIGHT that cost the life of her Flying Tiger husband, Auxiliary Virginia Brook of 1643 Melvins Avenue, Chicago, will strive to do her part by recruiting more Waacs to send enlisted men from desk jobs to the front. She joined in the Corps on her 21st birthday. She has had basic training at Ft. Oglethorpe, Ga., and after attending classes for the recruiting staff, will be sent from that post to a recruiting assignment. Her husband was killed in an airplane crash in Florida, while flying as a captain in the United States Army, after having flown for 13 months with General Command's forces in China.



MAIN STREET SOMEWHERE IN SICILY—This photograph, radioed to the United States by the U. S. Signal Corps, gives a characteristic picture of an Italian city after American occupation. The inhabitants are resuming their normal lives. Scenes of a terrorized populace such as were witnessed in Nazi-occupied Poland, Greece, Russia, Holland, Belgium and France have not followed the Allied invasion. Axis prisoners are brought in by the truckload and seem to be enjoying the ride.



U. S. Treasury Department

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