



# TOBACCO Market Opening

## Tuesday--Aug. 24th--Farmville In Readiness

### Warehousemen And Merchants Await Opportunity To Serve You

#### WAREHOUSEMEN PREPARING FOR THE BEST SEASON IN HISTORY

**Partners In Effort To Give Patrons Opportunity To Receive Hundreds Of Thousands Of Dollars On Warehouse Floors In Next Several Weeks**

The fall of 1943 marks the 39th anniversary of the founding of the Farmville Tobacco Market which is Farmville's most important enterprise and the greatest business asset of the town and community.

From the year of its birth, there has been a growing demand for larger warehouse space, the employment of more men and the supplying of more of the varied facilities adequate to care for an increased volume of sales.

Five commodious and modern leaf sales houses have replaced the two cradles that rocked the infant market, and each one of the 38 years that has intervened has been a stepping stone to a new record of achievement, bringing a justified pride to the warehousemen and citizens of this community, and giving it the attention of the tobacco world.

The tobacco sales season in Farmville is starting with a great show of virility again this year with the two tobacco leaf sales firms running two houses each as in the past two seasons. Monk's Warehouse, composed of J. T. Monk, Jr., J. G. Carlton and Robert D. Rouse, is a firm of experienced and popular warehousemen with two houses, and Knott's No. 1 and No. 2, is again under the management of R. H. Knott, Grover H. Webb, Bob Edmondson, John Fountain and Jack Moye, who make a team of five of the most prominent and successful tobaccoists in the belt.

Both warehouses have a first sale beginning at 9:30 a. m. and continuing through the day, every day of the season, giving the grower the assurance of a sale at either house on the day he brings his tobacco to market.

Believing it to be to the best interests of the tobacco growers in Eastern North Carolina, the Farmville warehousemen space the baskets of tobacco placed in the warehouses here for sale, and the warehouse floors are marked off with 20 inches between each row and 10 inches between baskets in the row. This is done for the purpose of giving the buyers a better opportunity to see and inspect each basket of tobacco before it is sold.

Another ruling to be observed in the state will be the five-hour sale day; sales here beginning at 9:30 in the morning and ending at 3:30 with an hour out for lunch. The set schedule of 300 piles an hour will give each warehouse a sale of 1,800 piles a day.

Thus the Farmville warehousemen are putting forth every effort and adopting every feasible plan to make this tobacco season the most successful in its history. This concerted effort and the expanding patronage of the Farmville market, based on confidence and satisfaction, create an unprecedented opportunity for the market to smash all records this fall, and the warehousemen are facing the challenge of having a good crop at their very doors, squarely and consequently, in a fixed purpose and a unified effort to increase the prestige of the Farmville market and to guarantee its continued growth and prominence.

Every planning, packing and storage plan and the large factories of independent and domestic companies have been put in tiptop condition and are in readiness for the release of additional new machinery.



trons has been proved by ability and experience. A tremendous volume of favorable publicity comes from the farmers themselves each year, which is a prime factor in the progress of this market and its remarkable growth may be traced to the fact that its services meet patron needs in a way patrons like.

Each of the warehouses has larger sales forces than ever before and has pledged its individual workers this year to offer an unequalled type of service in the handling and sale of the weed when it comes on the floor and to extend patrons every courtesy and every facility, which may be employed in bringing the highest prices for their product and in providing comfort for them and their families while in Farmville.

Tobaccoists in this section believe the crop in Eastern North Carolina to be very good with curings declared excellent, and a brighter color than usual, giving rise to an optimistic outlook for better prices. They have been in the fields at intervals since packing began and have visited the packhouses and grading rooms to give their friendly advice and counsel to the farmers regarding special care in grading and handling, which always counts heavily in dollars and cents when it is placed on the warehouse floor, and makes it possible for the warehouseman to demand and get a better price for it on the sale.

Warehousemen have made extensive preparations for the market opening and movement of the graded tobacco towards the sales houses, remodeling, renovating and clearing premises and floors, getting ready for operation on a 24-hour-a-day basis, and all is in readiness for the chant of the auctioneer.

The hundreds of thousands of dollars to be loosed here among tobacco growers within the next few weeks will stimulate the entire section and the increase in trade and collections will put new spirit into all classes.

#### Buyers High Personnel A Great Advantage

The high personnel of its buyers has been one of the greatest advantages enjoyed by the Farmville Market during the years of its existence. A majority of these buyers residing here for years or returning for successive seasons, are well known and are highly regarded by the farmers.

Two sets of buyers, representing every known company and many independents, make up the corps on the Farmville market and are among the best to be found anywhere. Included among these companies are two local buying firms, A. C. Monk & Company, which has bought extensively of the tobacco on this market since A. C. Monk purchased the first pile sold here on opening day in 1904, and the Farmville Leaf Tobacco Company, which was formed in 1940 with H. Neal Howard, former head of the local branch of the W. H. Lee Tobacco Company, as president.

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#### Fortresses Hit Nazi Air Fields

**Blast Two Plane Bases In Holland; Other Allied Craft Raid North France**

London, Aug. 19.—American Flying Fortresses took over the aerial offensive against German-held Europe today with a daylight attack on two airfields in Holland, while United States Marauders and RAF Mitchells battered airfields at Poix and Amiens-Glisy in France.

Thunderbolts, the most powerfully armed American fighters, teamed with RAF Dominions and Allied Spitfires to escort the big American bombers in their blasts at Hitler's airplane nests.

The daylight show kept big and medium bombers and their fighter escorts steaming across the Strait of Dover virtually the entire day.

The Berlin radio went off the air shortly before midnight for what was announced as "technical reasons," suggesting the possibility of more night raids into the heart of Germany.

The day's score in aerial gunning matches was well in the Allied favor.

More than 16 German fighters were shot down in addition to others doubtless smashed on the airfields.

Of the total, the Marauders got one, Allied fighters in sweeps over France accounted for six more, and a later announcement said nine others were downed in attacks that continued on into the evening.

#### W. R. Burke, A Local Buyer Heads Tob. Board Trade

**Market Activities Well Regulated By Organization of The Buying Interests**

The Farmville Tobacco Board of Trade, of which W. R. Burke, a buyer for A. C. Monk & Co, is president, has functioned since the early days of the market and has successfully coordinated all efforts to maintain the integrity of the market and the confidence of patrons.

R. E. Pickett, a local buyer for R. J. Reynolds Tobacco Company, is vice-president, and G. A. Rouse is secretary and treasurer. Due to illness R. A. Fields will not serve this season as sales supervisor and publicity director. Up to this time this office has not been filled.

This group of representatives from every firm, corporation and person identified with the purchasing of tobacco on this market, was organized in 1907 to serve as a clearing house, where any member might be heard regarding any problem connected with the selling and buying of tobacco on this market, with recourse to special investigation and action in its solution.

The board coordinates and regulates the market and its functions tend towards a more effective handling of the sales and provides a medium through which the warehousemen collectively work for the betterment of the market.

Excellent cooperation has been evidenced throughout the years, by the members, who seek to render all possible assistance to each other and are constantly striving to improve the market and promote its development.

Cooperative efforts of the business interests with those of the tobacco growers are being maintained.

#### WAR IN BRIEF

British information chief at Quebec makes dramatic statement that Allied leaders are planning to bomb, burn and ruthlessly destroy Germany and Japan as President Roosevelt and Prime Ministers Churchill and King continue momentous conference.

Unconfirmed reports say Germans are moving their government from Berlin in fear of Allied bombs and possibly with a view to seeking open city status. Meantime, signs of imminent Allied invasion of Europe increase.

American warships join in bombardment of Italian mainland as Allied warplanes continue harrying retreat of Axis forces from Sicily.

Japanese loss hundreds of men in futile efforts to counterattack Americans who seized Vella Lavella Island several days ago.

Russians continue tight noose of steel around Germans at Kharkov while making new progress toward Bryansk.

Indications now are that only non-deferred fathers will be called for armed service after October 1.

American fortresses raid Nazi air fields in Holland as other Allied planes hit targets in Northern France.

#### ALLIES PLANNING DESTRUCTION OF GERMANY, JAPAN

Quebec, Aug. 19.—A dramatic assertion that the Anglo-American high command in its secret sessions here is planning ways to "bomb, burn and ruthlessly destroy" both Germany and Japan came tonight from the first high official to make a public statement on the progress of the historic Quebec conference.

The spokesman was Brendan Bracken, British Minister of Information, and a frequent visitor, since he arrived here late yesterday, at The Citadel, where President Roosevelt, Prime Minister Mackenzie King of Canada and Prime Minister Churchill of Great Britain carry on their discussions.

While Bracken refrained from giving any details of the strategy, saying those would be revealed only by "admirals, generals and air marshals" in action, he made this general statement when asked about the plans in progress:

"These plans are to bomb and burn and ruthlessly destroy in every way available to us the people responsible for creating this war."

#### ENSIGN T. E. JOYNER PUT IN COMMAND OF PATROL VESSEL

Charleston, S. C., Aug. 19.—Ensign Thomas E. Joyner, Jr., USNR, son of Mr. and Mrs. T. E. Joyner, Sr., of Farmville, N. C., has been designated commanding officer of a 130-foot patrol vessel operating from the Charleston Naval Station Base.

A graduate of the University of North Carolina, Ensign Joyner received his naval training at the United States Naval Reserve Midshipmen's school in New York City. He has been stationed at the section base here as watch officer and commanding officer of various patrol craft.

Before entering the Navy, Ensign Joyner was engaged in the retail furniture business in Farmville.

**BAPTIST S. S. PICNIC**  
Members of the Baptist Church and Sunday School, together with their families and several special guests enjoyed the annual picnic of the Sunday School, Friday afternoon at the municipal park. Swimming was enjoyed prior to the supper at seven o'clock.

This season to further the interest of the Farmville Market with a view of increasing the volume of sales and improving the service the market offers its patrons.

#### American Shells Fall Upon Italy

**Uncle Sam's Warships Bombard Italian Mainland As Air Attacks Continue**

Allied Headquarters, North Africa, Aug. 19.—For the first time in history, United States warships have shelled the Italian mainland, merging their broadsides with a swelling barrage from land and air that has cluttered the Germans' path of retreat through Calabria with blasted bridges, wrecked trains and flaming supply dumps, it was announced today.

As Allied mop-up groups compiled final figures on the Sicilian campaign, President Roosevelt revealed in a message of congratulation to Gen. Dwight D. Eisenhower that the enemy's forces on the island numbered 450,000 men—nearly 100,000 more than estimated previously.

While "Long Tom" cannon on the Messina beaches and waves of bombers kept the tattered toe of Italy under an increased barrage, American naval units shelled bridges and power plants at Palmi, 10 miles northeast of the tip of Sicily, and Gioia Tauro, 8 miles up the coast.

Men aboard the American warships in their first attack on the mainland could see violent explosions where their salvos hit squarely on the targets. Palmi and Gioia Tauro both are on the coastal railroad carrying evacuation traffic from Sicily, and a number of escape craft, including German Sibel ferries, were anchored in the ports.

#### Rickenbacker Does Not See Early End of The War

**Says Only Miracle Can Bring Victory Before 1945; Explains Stalin's Position**

New York, Aug. 18.—Edward V. Rickenbacker said today that Italy was being bombed out of the war so fast that a "complete Moscow" might come any day and that Germany then would be knocked out the same way, because "no people on earth can stand" the terrific blasting being unleashed by Allied air power.

But in the next breath he warned that, even so, he doubted that Germany would crack "before the fall of 1944" at the present rate of the war's progress.

And after that, he said—barring a miracle—it would take another year of war to dispose of "savagely and treacherous" Japan, whose soldiers, "unlike Germans and Italians, will never give up."

Lean and smiling, but admittedly tired from his 50,000-mile tour of world battlefronts, Rickenbacker admitted that he believed in the possibility of such a miracle, and said, "something is coming this winter that will shock the world—maybe sooner."

From the inside, describing as a "private citizen," the third trip he made as War Secretary Stimson's representative, Rickenbacker, who was in civilian clothes, said he was an air-power fanatic, but that Germany must be broken "from the inside" by bombing, because any other way would be "too expensive."

He said Italy is ready to crack because of morale, "the same as in Hamburg. The bombing of Hamburg is something no people on earth can stand—no people on earth, including ourselves."

#### MARKETING OF WEED GIVEN A CLEAR RIGHT-OF-WAY FOR 1943

##### Half "Holiday" Over

The half holiday period, observed by business firms here on Wednesdays during the summer months for several years, has come to a close and does will be open with "business as usual" each Wednesday during the Fall and Winter months.

After speaking of the 25 days he spent in Russia during his three-month jaunt, Rickenbacker veered from his recount of the war front scene to say that if Premier Stalin was unable to join President Roosevelt and Prime Minister Churchill in their strategy huddles, it was because "he has an all-out war on his hands," at home and abroad:

"If Stalin can't come to us—to meet our President and Mr. Churchill—it behooves our President and Mr. Churchill to go to him."

Some Suspicion. He said that although he found the Russians aware of, and delighted by American and British aid in the form of continental bombings, the Mediterranean campaign and lend-lease shipments—still "there is a lot of suspicion among the three countries which has to be eliminated," and implied that he felt the President and Prime Minister might help out on that score by taking the initiative in meeting Stalin.

He did not see Stalin on his trip, he said, adding, "I had no particular business with him." However, he said every opportunity was given him to visit both the Soviet fighting and home fronts and added he found "the Russian people anxious to know the Americans and British better." Fighting pilots at the front told him that the quality and quantity of Nazi pilots had declined in the past six months as a result of Allied pressure from the west and south.

The tall hero of two wars termed the Southwest Pacific the "toughest of them all," estimated the Aleutians area probably was next and the Russian front third. But, he said, they all were "pretty tough," stressed that almost every one was primarily an air theatre and said "we now have air superiority."

He said he was convinced that neither Russia nor China would seek a separate peace until all the Axis powers are smashed.

And is he a candidate for the Presidency, someone asked.

"Hell no!" he barked.

#### Meritorious Progress Under Present Officials

The meritorious progress, written in the history of Farmville under Mayor George W. Davis and the Board of City Fathers, together with the cooperation of the town employees, has affected many activities here, and been radiated over the entire community.

Mayor Davis, J. W. Joyner, J. M. Stansell and R. O. Lang have been rendering faithful and efficient service to the town for several years. The efforts of City Clerk R. A. Joyner, and W. A. McAdams, Superintendent of the Water and Light Department, have contributed in large measure to the success of the municipal undertaking, for more than 20 years. Elected to serve on the board this year with the above mentioned aldermen were C. H. Flanagan and Dr. R. T. Williams.

Paramount in the 1943 program of advancement in the town's business affairs this year has been the reduction of the property tax rate from \$1.15 to \$1.00.

The financial statement issued by the town this month was one of the best in its entire history.

#### Opening of Farmville's Tobacco Market Of Paramount Interest To Town and Community Which Give It Hearty Support

Troop columns, airplane formations and mechanized units have become almost commonplace sights since last opening day and the movement of tobacco to market and the tress of the farmer folks to the tobacco towns for the market opening, on Tuesday, which is celebrated as a holiday, will be a welcome change. In this belt the marketing of the weed will, for the season anyway, be of paramount interest and it will give a clear right-of-way.

A native weed to Carolina, tobacco has been cultivated in the State since the earliest colonial days and has been accorded a high place in its economic life and definitely established as the best money crop of this section, which owes its growth and development to this important industry that adds pleasure to the lives of millions.

Signs point to a banner season and all predictions are that this will be one of the most prosperous in years. This will be due in part to the increased demand and to the guarantee of government price stabilization, which will result from the AAA 3-year control referendum of 1940. So farmers, tobaccoists and business men of Farmville will await the dawn on Tuesday with high hopes.

The opening of the market acts as a powerful stimulant to all activities in Farmville. Something of this multiplier activity is reflected in the pages of this issue, which has been dedicated to the Farmville Tobacco Market by the business men of the town.

Farmers generally are hopeful, for statistics the first of August proved that the farm income for the United States is higher than last year, and that prospects of demand for farm products will continue to be heavy for some time. Prices for livestock, poultry and dairy products have been stimulated by the Food-for-Victory program, which has been designed to keep the army moving on its stomach, and cotton and other commodities have risen through demand.

The business of ingathering tobacco from all points of Eastern North Carolina and selling it to the satisfaction of the customer, involves a tremendous amount of activity, and so Farmville's tobacco town has been a busy scene the past two weeks as inns of the mammoth warehouses have been freshly painted; new signs have been made to indicate the houses and inform the farmer which sale is to be held there, all weighing and trucking facilities checked and put in tiptop shape. The clerical forces have their new office supplies in their proper places and their new pencils are sharpened; the two sets of buyers, representing all the important foreign and domestic companies have had their plants conditioned. . . . everything and everybody is in readiness for the heralding signal of the new season, the warehousemen's call, "Let's Go!"

Sales will be light for two or three weeks since curing of the weed is not entirely finished, and the farmer and his family, who have been busy night and day from the time the tanning began, must have a brief season of rest and relaxation before grading begins in earnest. However, a good sale is predicted for opening day as a majority of the farmers like to "feel out the market" at that time.

Of paramount importance to the success of the Farmville Tobacco Market is the marketing of the weed. (Turn to MARKETING, page 12.)