

They keep fighting—
You keep buying
WAR BONDS



TOBACCO Market Opening



Monday, Aug. 28th--Everything In Readiness

Warehousemen And Merchants Await Opportunity To Serve You

FARMVILLE MARKET ALL SET FOR ALL-TIME RECORD SEASON

Tobaccoists and Merchants Ready To Serve Growers and Extend to Them A Right Hand of Welcome

The fall of 1944 marks the 40th anniversary of the founding of the Farmville Tobacco Market. 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.

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 full day basis, and all in readiness for the chant of the auctioneers.

The tobacco sales season in Farmville is starting with a great show of vitality again this year with the two tobacco leaf sales firms running two houses each as in the past three seasons. Monk's Warehouse, composed of J. Y. Monk, Jr., J. C. 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, John Fountain and Jack Moye, who make a team of four of the most prominent and successful tobaccoists in the bright leaf belt.

Both warehouses have a first sale every day with full allotted hours of selling time throughout the season, giving the growers the assurance of a sale at either house on the day they bring their tobacco to market.

Believing it to be the best interests of the tobacco growers in this section of the State, 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. 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.

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, square and courageous, in a fused purpose and a unified effort to increase the prestige of the Farmville market and guarantee its continued greatness and prominence.

Scrupulous care is given to the securing of every facility and convenience, which may render a service to the warehouse force and the patron in handling his product, and the warehousemen demand a personal, whose efficiency in serving the patrons 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 the market and its remarkable growth may be traced to the fact that the services most patron needs a very prompt reply.

Each of the warehouses has larger sales forces than ever before and has secured individual workers who are to give an unexcelled type of service in the handling and sale of tobacco. It comes on the floor of the market that the epidemic of influenza has been spreading.

Farmer Friends!

All business-houses in Farmville are wide open to you and their forces vying with one another in extending you a cordial welcome. Unusual displays and prices will be offered you and your family each day you visit the FARMVILLE TOBACCO MARKET.

viding comfort for them 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 housing 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 warehousemen to demand and get a better price for it on the sale.

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.

Polio Total Rising Daily In The State

With new cases of infantile paralysis reported daily to the State Board of Health the total continues to rise, with 592 since June 1 being recorded Wednesday of this week.

Most of the counties reporting new cases also announce an immediate ban upon the gathering of children under the age of 16 in public places such as Sunday Schools, movies and upon the streets. This ban prevails in most of the 43 counties, which have reported from 1 to 70 cases.

Catawba has the highest total, 70, with Burke next, 42. While North Carolina has about a fourth of the total cases reported in the nation this summer, this section has been fortunate so far in keeping almost free from the epidemic, there being only 1 case reported in the County of Pitt, Besant 1; Edgecombe 1; Wilson 1; Wayne 2.

Emergency centers have been established at Charlotte, Hickory and Gastonia. Red Cross nurses have been recruited from all over the nation and the State has paroled 30 women prisoners to help. The National Foundation sent to these centers equipment, physio-therapist, epidemiologist and physicians experienced on other polio fronts, and the army quickly supplied tents, beds, carpenters and electricians.

The National Foundation for Infantile Paralysis, Inc., has pledged that no person with polio shall lack care, and has indicated that it will spend probably \$300,000 in North Carolina this summer. Funds are taken from the March of Dimes treasury, a campaign for which it waged each year. The State's national chapters have pooled 50 percent of their funds into an emergency fund.

Thus every case, which developed at the rate of 50 per week for the first ten weeks, has been provided with hospitalization and expert care. In the 1936 epidemic there were 478 cases.

Though medical science knows little about polio and the means of its origin, death boards are acting on the theory that contact with the epidemic

Tobacco Farmer Encouraged By '43 Record of Demand

Strong Demand For Leaf Results In Large Crop; Favorable Prices In Prospect

The picture presented to the American tobacco farmer by the present consumption and demand for his product has put new heart in him and he will bring the 1944 crop of fine-cured tobacco to market with high hopes of reaping a fair compensation for the arduous labor he has invested in growing this commodity. Economists and statistical and business experts have asserted that tobacco, since its increased consumption began, has brought farmers more money than any other crop.

Despite a late spring and drought in many southern tobacco areas during May and June, the largest crop of tobacco since 1939 is in prospect this year, according to U. S. Dept. of Agriculture survey. Crop conditions, as of July 1, point to a 1944 tobacco production of one thousand four hundred and eighty-four million pounds, 6 percent over last year's crop. The exceptionally strong demand for leaf tobacco has led farmers to plant the largest acreages since 1939. The yield per acre is placed at 880 pounds compared with 966 last year, and 896 pounds for the 5-year period 1939-43. The combined acreage of all types is placed at 1,696,000 acres, an increase of 16.4 percent over last year's harvested acreage of 1,449,000 acres. The indicated acreage is above last year for all classes except fire-cured, which is down 4 percent.

Price Regulation
The 1944-45 fine-cured marketing season began July 31, with the opening of the Georgia-Florida markets. A strong demand and favorable prices for the leaf prevailed throughout. The 1944 crop of fine-cured has been placed under a maximum price regulation which provides for a maximum weighted-average purchase price of 43-1/2 cents for tied tobacco and 89 cents for untied tobacco. Crop conditions on July 1 indicated a 1944 fine-cured crop of 833.7 million pounds—an increase of 6 percent over 1943 and 6.5 percent above the 10-year (1933-42) average production. The acreage as indicated by the report is somewhat smaller than the allotted acreage for this type, and the indicated yield of 843 pounds per acre is below that of 1943. Owing to the high level of domestic manufacturing and exports, stocks of fine-cured on July 1 were lower than last year by approximately 181 million pounds, but this decrease in the carry-over is partly offset by the indicated increase of about 45 million pounds in the current crop 1943 production. The estimated total supply as of July 1 is below that of a year ago by about 185 million pounds.

Outlook Favorable
In general, the outlook for tobacco during the next year or so is regarded as favorable in view of the continued strong demand for tobacco products. Stocks of aged tobacco held in this country and in Britain are low in relation to demand, while the supply of United States grown leaf in most of the countries on the European continent and in the Far East is probably insufficient. It is possible that exports during the next year or so after the fall of Axis Europe may increase considerably over present levels.

Chiefly because of the large military personnel abroad, consumption of tobacco products in this country has increased 1944 if any over last year, but the over-all consumption, including the overseas military, is above the record level of 1943.

All Sales Controlled
The differential between the price of

by the Fine-Cured Tobacco Advisory Committee and other representatives of the industry.

In addition to price ceilings at the grower's level, the 1944 regulation provided for control of all sales of the crop from producer to manufacturer. The Office of Price Administration stated that the new price ceilings will have no immediate effect on retail cigarette prices.

Purchases Limited
Because of the exceptionally strong demand for fine-cured tobacco this season and necessity for its establishment of ceiling prices, officials of the War Food Administration, to insure a fair distribution of the crop, have deemed it advisable to limit the purchases of the 1944 crop of fine-cured tobacco by manufacturers and dealers.

The 1944 production has also been allocated by the War Food Administration as to domestic and foreign use. On the basis of current crop estimates it was determined that 422 million pounds may be used domestically, and 352 million pounds used to meet the requirements of the United Kingdom and other Allied and friendly nations. The percentages which manufacturers and dealers are permitted to buy this season is based on the total earmarked for domestic consumption in relation to the base-period use.

It was stated officially when the order was issued July 15, that if later estimates of production are larger than the 843 million pounds, the order will be amended accordingly, with most of the increases for domestic use.

WAR IN BRIEF

Eastern Front: Romania quits war against United Nations, announces it will fight against "enemy," invade Transylvanian territory ceded to Hungary; capitulation comes as Russians report slaughter of 25,000 Nazis and Romanians in new offensive, Russians report fighting between Romanian and German troops.

Western Front: Paris falls to French interior forces as American divisions camp in suburbs; Germans reel back along 170-mile front along Seine; German radio claims two million troops on both sides locked in battle.

Southern Front: Marseille captured by French troops of Seventh Army; Americans drive through Grenoble, 140 miles inland.

Pacific Front: MacArthur's bombers hit Davao again, Nimitz announces sinking enemy ships at Chichi Jima in Bonin, Carolines and Halmahera also attacked.

Asiatic Front: Allied planes batter Japanese craft along Burma rivers; Chinese capture one-third of Tenehung.

Pitt Court Adjourns As Help To Farmers

Judge R. Hunt Parker of Roanoke Rapids Tuesday adjourned the civil term of Pitt County's Superior Court after nearly a score of divorce decrees had been granted and a number of motions heard.

The Halifax jurist, Solicitor Dave Clark and Court Clerk J. Frank Harrington at a conference Tuesday decided to postpone many of the cases scheduled to be tried at next week's criminal term of court.

"We want to permit the farmers to remain in the fields and at the curing barns to house the rapidly ripening tobacco crop," Judge Parker who is riding the Fifth Judicial district the last half of the year, stated.

Even before the parley started the United States, Russia and Britain were agreed upon the general framework of such an organization. But in their meeting they are thrashing out ways of guaranteeing the use of joint force, if necessary, to suppress aggression.

The long strides toward victory by Allied forces in Europe and in the Pacific gave added urgency to the talks. The Dumbarton Oaks talks are exploratory and probably will be followed this fall by a full-scale conference among all the united and other peace-loving nations.

Some officials openly have expressed hope that a treaty embodying a new League of Nations may be ready for signatures by late autumn so that a working world peace organization can be operating even before this global war ends.

Russian Delegation
Russia's 10-man delegation, bringing with it the hopes of 200,000,000 fellow-countrymen that this may be the last World War, arrived from Moscow at noon Sunday in a big transport plane painted with the Red Star of the Soviet Union. The Russian delegates were met at Washington airport by American and British delegations, and officials of the Russian Embassy.

"I am most optimistic about the success of the coming conferences," said Andrei A. Gromyko, Soviet Ambassador to the United States and chairman of the Russian delegation, as he stepped from the plane. A week ago today, Sir Alexander Cadogan, permanent Undersecretary of State for Foreign Affairs and chairman of the British delegation, told a press conference the same thing in almost identical words.

Undersecretary of State Edward R. Stettinius, Jr., who will head the American group, and Hull, both feel the same way. Hull has warned that if this generation fails to solve this gravest crisis in history, it will be recorded as the most colossal failure in the history of mankind.

General optimism and agreement on principle prevail among the three delegations. Officials who have seen the documents of the League government say there is no major obstacle to an early agreement.

China In Next
The Dumbarton Oaks conference will be followed at the same place in about three weeks by another at which the United States and Great Britain will discuss the same problems with China—the fourth member of the "Big Four." Separate conferences with the Russians and Chinese are necessary to safeguard Russia's neutrality toward Japan.

World Peace Being Planned

Parley Between U. S., Russia and Britain Begun This Week

The eyes and hopes of the world's 2,000,000,000 war-weary people are focused on a peaceful Washington estate—Dumbarton Oaks—where the United States, Russia and Britain are discussing plans which may determine whether there shall be lasting peace or another war for this generation.

The long-heralded meeting of the big powers to plan a post-war international security organization—a new League of Nations—started at 10:30 a. m., Sunday, when Secretary of State Cordell Hull made a welcoming address to the delegates representing the three nations.

On the eve of the momentous conference, the newly-arrived Soviet delegation said it was "most optimistic" about the chances of the three powers creating a world organization to keep the peace. Thus did the Russians echo the sentiment of their American and British colleagues.

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Farmville's Chief Asset Was Developed By And For The Public

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 doors will be open with "business as usual" each Wednesday during the Fall and Winter months.

after his address Monday responses from Cadogan and Gromyko. Then he turned the gavel over to his young, silver-haired assistant, Stettinius.

General Points
All three countries are in agreement on these points:

1. That the world organization shall have: An assembly of all nations; a council of the "Big Four" and certain other nations elected annually by the assembly; a world court; agreements and arrangements for maintaining adequate forces to prevent war by joint action.
2. That the full responsibility for keeping the peace must rest with the "Big Four" and not be distributed among the 60-odd nations of the world.
3. That the decision to use collective force to put down aggression must be unanimous among the United States, Great Britain, Soviet Russia and China.

Paris Is Freed By The French

Mobs of Patriots Best Germans In Fierce Fight, Ending Over Four Years of Nazi Bondage

London, Aug. 23.—French patriot forces battling in the streets as their forefathers did in 1789 have liberated Paris, the gray heart of France and historic symbol of freedom, bringing to an end four years and two months of Nazi bondage. Gen. Charles De Gaulle's headquarters announced today.

With a great force of American armored troops poised in an assault are almost half way around the capital, 50,000 armed French patriots, aided by several hundred thousand citizens who wielded what arms they could find, defeated the Nazi occupation forces in a four-day battle ending last night.

Vichyites Arrested
The patriots occupied all public buildings and arrested all Vichy government representatives who did not flee, said a formal announcement signed by Lt. Gen. Joseph Pierre Koenig, commander of the French Forces of the Interior and newly-named military governor of Paris under Gen. De Gaulle.

Around the world—in London, New York, Buenos Aires, Algiers and scores of other cities—the release of the "City of Light" from the dark-ness of Nazi rule was hailed in ceremonies featuring the playing of "The Marseillaise," historic anthem of liberty, and the raising of the Tricolor of the republic. Church bells were rung in London and many other cities in England.

So far there was no word of any entry into the city by American troops. Gen. De Gaulle already had conferred with the Allied supreme commander, Gen. Dwight D. Eisenhower, on possible immediate resumption of French civil administration, and liberation of the capital last night, to ensure that French troops would be ready to enter Paris.

Highly Anticipated
Farmville people, who believe in and act on their own initiative, and watch its phenomenal development and increase in popularity with good reason, each year, and each year the goal is to increase the volume of trade and better to the community.

Unified Support of Community For 40 Years Cited In Remarkable Advancement

The story of the Farmville market embraces the four decades between 1904 and 1944, and the small village of farmers has grown during this period into a town of broad proportions and city-like appearance, for it was the establishment of the Farmville Tobacco Market—a masterful undertaking by a group of energetic business men of the town forty years ago—which quickened the sleepy village into the radiant, pulsating business center it is today, in a miracle of rebirth. Unlike Rip Van Winkle, it might never have awakened if the thundering of tobacco trucks had not disturbed its lethargy.

Forty years ago Farmville was an unknown quantity, today it is a thriving town of 3,500 population, surrounded by many of the finest farms in the commonwealth, recognized at home and abroad as a mighty force in the State and well known in every town and city that speaks the language of tobacco.

And what has brought this prestige and distinction to its name? Without hesitation any Farmville citizen will answer your question in four words, "THE FARMVILLE TOBACCO MARKET." It has been her glorification.

During these forty years of the market's existence a wonderful and almost unbelievable improvement in transferring the weed to market—from mule drawn vehicles to motor trucks—and in highway transformation have made its marketing services accessible to every section of the country.

All of these factors have contributed greatly to the rapid development of the Farmville market, but it has been the enthusiastic leaders who have furnished the motivating energy and force in a tide, which could not be stemmed; Leaders in business thought and vision. Ever supporting these leaders have been the citizens of Farmville, the rank and file, who have evidenced supreme confidence in the market and inspired in every promoter the desire to merit this trust.

There can be no doubt that this mutually beneficial spirit of good will between tobaccoists, business men and citizens is the most treasured asset of the Farmville Market today and is the real secret of its expansion and success.

Forty Stepping Stones
Forty years have passed since the Farmville Tobacco Market experienced its humble beginning with two small warehouses. Since then five commodious and modern leaf sales "houses have replaced these cradles," which first rocked the infant market, and such one of these forty years has been used as a stepping stone to a new record of achievement, which has brought justified pride to citizens of this community and furnished a source of belief in a future growth which will cause the entire State to marvel.

The Market, Farmville's most important enterprise and greatest business asset, reflects the amazing foresight and initiative of the pioneer tobaccoists and the business men who supported the venture to gain a new artery and thus increase the flow of trade and better to the community.

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