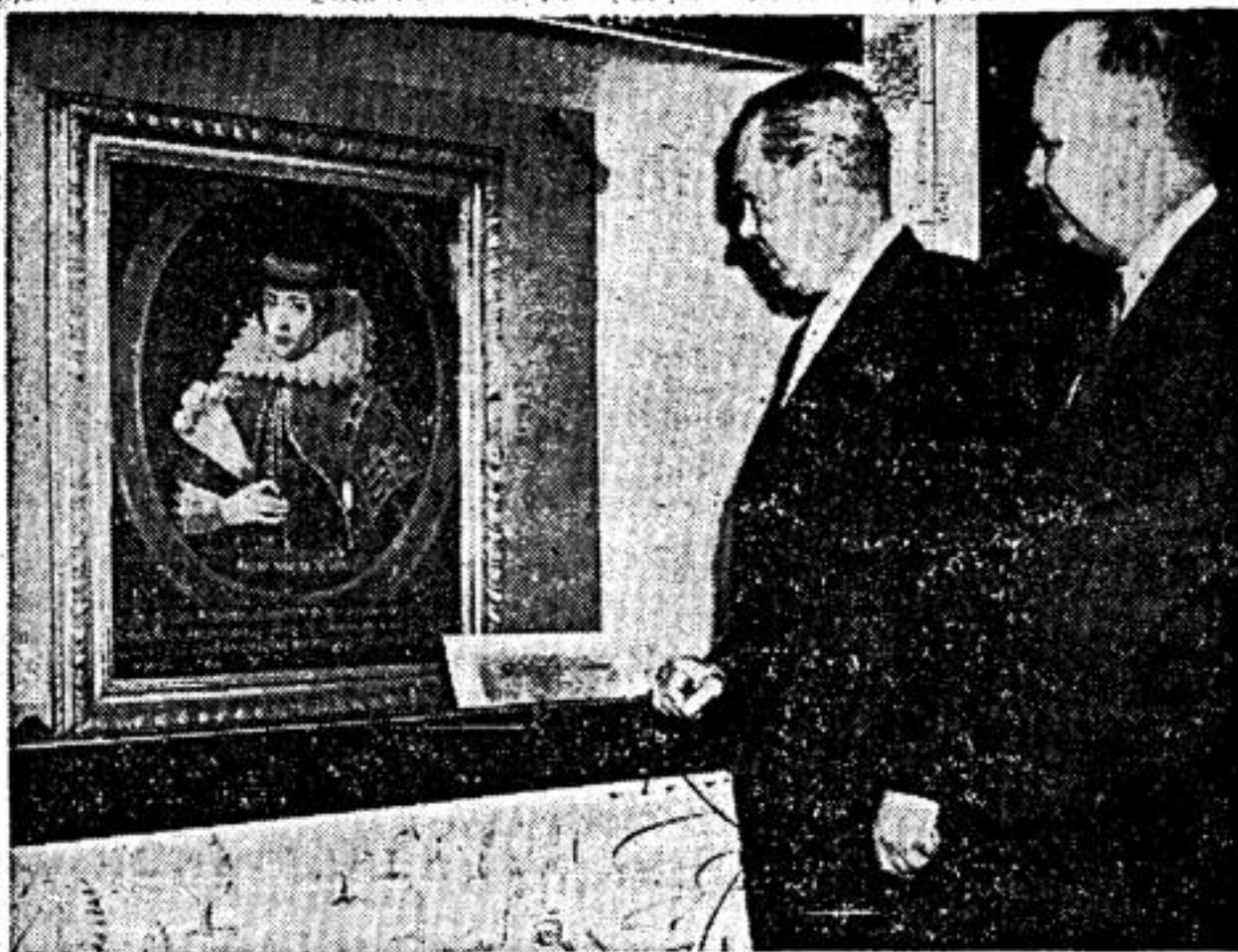


RICHMOND TIMES-DISPATCH
Richmond, Virginia
March 26, 1961



Lewis McMurrin (right) Tells George V. Allen of John Rolfe, Pocahontas
Rolfe Grew First Commercially Successful Tobacco Crop in 1612

350th Anniversary 1003538228

Jamestown to Mark First Tobacco Crop

Times-Dispatch News Bureau

JAMESTOWN, March 25—A four-day celebration marking the 350th anniversary of the harvesting of America's first commercially successful tobacco crop will be held here next year.

Del. Lewis A. McMurrin Jr. of Newport News, chairman of the Jamestown Foundation, said Saturday the celebration will be held May 16-19, 1962, and will include pageants and exhibits depicting events surrounding the first tobacco crop. The Jamestown Foundation is the agency that operates Jamestown Festival Park, where the celebration will be staged.

The national Tobacco Institute Inc., will participate in the observance of the start of what is now a seven-billion dollar industry in this country. The Tobacco Institute is headed by George V. Allen, a native of Durham, N. C. and former ambassador to Iran, Greece, India and a number of other countries. He was head of the United States Information Agency for several years before leaving government service.

The first tobacco crop was harvested here in 1612 and marked an important milestone in the success of the Jamestown colony, at that time the only permanent British settlement in the New World. The successful tobacco crop saved the colony from economic stagnation, McMurrin said.

The man who planted and sold the first tobacco crop was John Rolfe, better known in history as the husband of the Indian princess, Pocahontas.

Foundation officials, in announcing plans for the celebration, said that Rolfe's tobacco, shipped to England, was an immediate success. This, they said, "marked the commencement of America's foreign trade as well as the start of an agricultural enterprise that flourished and that has since grown to be one of the major industries of America."

(Distributed by
AP Newsfeatures)

TOBACCO ANNIVERSARY

JAMESTOWN, Va. (AP)—Pocahontas may have saved the life of Captain John Smith, but she married an Englishman named John Rolfe.

The romance of Rolfe and the Indian princess will play an important part in next year's commemoration here of the 350th anniversary of the American tobacco industry.

Rolfe planted and sold the first successful crop of tobacco at Jamestown in 1612, saving the colony from economic collapse. From the beginning, tobacco has grown into a \$7 billion industry.

The anniversary will be staged May 16-19 by the Jamestown Foundation.

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LOUISVILLE COURIER-JOURNAL
Louisville, Kentucky
March 26, 1961

Tobacco's Anniversary To Be Observed In '62

JAMESTOWN, Va., March 25—The 350th anniversary of tobacco—America's oldest industry—will be celebrated here in 1962, the Commonwealth of Virginia Jamestown Foundation announced.

Jamestown's first commercially successful tobacco crop was harvested here in 1612, saving the first British colony from economic collapse, the foundation said, adding that this was a turning point in American history, since Jamestown was then the only permanent English settlement in the New World.

WILMINGTON STAR
Wilmington, North Carolina

Tobacco Anniversary Program Scheduled

JAMESTOWN, Va. — Tobacco's 350th anniversary will be celebrated at Jamestown in 1962, the Commonwealth of Virginia Jamestown Foundation announced.

Tobacco is the country's oldest industry. The first successful tobacco crop was grown at Jamestown in 1612 and saved the first British colony on the Mainland from economic collapse.

John Rolfe, more famous as the man who married the Indian princess, Pocahontas, planted and sold the first successful tobacco crop.

NEW YORK TIMES
New York, New York
March 26, 1961

Tobacco Celebration Set Special to The New York Times

JAMESTOWN, Va., March 25 — The Commonwealth of Virginia Jamestown Foundation announced today that the 350th anniversary of tobacco would be celebrated here in 1962. The foundation said Jamestown's first commercially successful tobacco crop was harvested in 1612.

THE WASHINGTON POST
Washington, D.C.
March 26, 1961

James town is starting early to warn tourists that next year marks the 350th anniversary of tobacco in America. The reconstructed first settlement plans extensive ceremonies depicting colorful events surrounding the first tobacco crop and John Rolfe, the first planter and seller, and the man who married Pocahontas.