



### Economist Sees Five Ways To Help Leaf

An agricultural economist at North Carolina State has outlined five "opportunities" which he believes will help disperse some of the dark clouds hovering over the tobacco industry.

"The tobacco industry should attempt to see that the health hazard is kept in its proper perspective," Toussaint said. "Exaggerated claims against smoking should not be allowed to go unchallenged."

evidence that excessive smoking is related to disease. He predicted, however, that "people are going to continue to smoke, and declared that "it is of public concern to invest in research directed toward solution of the smoking and health problem."

he said. "Once identified, there is a reasonable chance that ways can be found to remove all or part of the harmful element."

Turning to the growing surplus of tobacco, Toussaint said that world consumption of cigarettes is expected to be about one-third larger by 1975 than it is today.

"If the United States is to share in this expanded market, progress in our trade negotiations is necessary," he declared.

Tracing recent plans of Common Market countries to increase the tariff of U. S. tobacco, he said: We cannot afford to stand idly by while tariffs on our tobacco are increased or other actions discriminating against our tobacco are taken."

As a third point, Toussaint urged farmers to look at alternative control programs to see if they might offer relief from certain difficulties posed by acreage controls.

Among the alternatives mentioned were a poundage control program, a two-price system and a system of deficit payments. He merely mentioned what might be expected from these programs without making any recommendations as to which new program, if any, should be adopted.

The other points outlined by Toussaint consisted of things that individual farmers might do to overcome loss of tobacco income.

For example, a farmer might consider enlarging his operation by buying or renting additional tobacco acreage.

"Efficient producers can rent from small or inefficient producers, and both can benefit," he said. "Greater consolidation of allotments probably would increase the net income going to North Carolina tobacco farmers."

As a final point, Toussaint urged tobacco growers to think of alternative sources of income. He cited livestock, poultry and soybeans as commodities which have undergone rapid expansion in recent years and appear to hold promise for the future. Hogs were cited as a particularly promising source of additional income.

"Fruit and vegetable growers offer substantial opportunities for profit depends on our ability to produce standardized, quality products in large and dependable supply. Also, it depends on our ability to develop an efficient processing industry."

Toussaint said other opportunities exist too. But "to take advantage of these opportunities... we must develop the technical skills needed for profitable operation. In addition, we must operate at a size large enough to take advantage of cost reductions that come with increased size."

#### Salad Topics

Marinate cooked or canned green beans in Italian dressing, then toss them together with sour cream dressing, slivers of ham or salami and sliced, crisp, salted cucumbers.

These friendly flavors go nicely into a gelatin-based salad: pears, peaches, pineapple, grapes and maraschino cherries.

Drained, canned kidney beans go well together with chopped celery, green pepper, diced, hard-cooked egg and a mayonnaise dressing.

### Women In Business



Introducing Mrs. Lorraine Q. Griffin of Route 1, Beulaville, the former Lorraine Quinn, daughter of Mr. and Mrs. Leon Quinn of Beulaville. She is the wife of Eddie E. Griffin, who farms about two miles from Beulaville at their home. Mrs. Griffin has been connected with Waccamaw Bank & Trust Company since 1952 as bookkeeper. The Griffins' have one son, Andy, who is eight years of age. They are members of the Beulaville Free Will Baptist Church.

### Peanut Quality Required

Peanut farmers have been hearing about the need for quality peanuts for years but this is the first year during which peanut quality will become a "must" and not an optional decision.

All peanut growers know from past experience that it has been possible to bet buyer somewhere to slip in a lot of damaged peanuts at good quality prices. Based on current plans underway for the 1964 peanut marketing season, this practice will be highly discouraged if not completely eliminated. This has been brought about by the fact that the Pure Food and Drug Administration has begun an inspection program to eliminate rancid, decayed or moldy peanuts from peanut food products. They have already begun a testing program and where these damaged peanuts are found the peanuts or the products made from them will be condemned and confiscated.

The shellers and manufacturers cannot take the loss of condemned peanuts or peanut products, so they will exercise every effort to eliminate all the damage possible from peanuts which they purchase.

Nobody wants to eat any type of food which is rancid, decayed or moldy, be it peanuts, bread, vegetable or what have you. In view of the fact that this action will be taken by the Pure Food and Drug Administration this year at the sheller and manufacturer level, we growers may expect a considerable tightening up by the shellers in their buying

### Food Processing Must Have Dependable Supply

Food processing has a place in the economy of North Carolina, but it is not a "get-rich-quick" scheme that can be built on surpluses from the fresh fruit and vegetable market.

This word of caution comes from Dr. George L. Capel, in charge of extension marketing work at North Carolina State.

Dr. Capel points out that many groups in North Carolina have been examining the role of processing in the agricultural development of the state. Most of this interest centers around the processing of fruits and vegetables, especially the canning or freezing of vegetables, since North Carolina already has a well developed industry for processing poultry, dairy and livestock products.

Capel described the various food processing industries, such as vegetable canning, meat packing and poultry processing, as "highly competitive, low margin industries."

Within these industries some firms are doing well, he said. Others are failing.

"New firms must begin with efficient, low-cost operations," he said. "And they must have the financial reserves needed until the producers of the firm find acceptance in the market."

Capel also discussed raw products for processing industries and pointed out that the fresh market for fruits and vegetables often has wide swings in prices and supplies.

Some people regard these fluctuations as part of the risks that must be taken with the production of specialized crops. Others see the occasional market gluts as a real opportunity for a processing industry.

Capel stressed, however, that a successful processing plant cannot be built on left-overs from the fresh market. It must get full use of the facilities available, and to do this, it must have a dependable supply of raw products.

"The mere existence of a processing facility does not guarantee farm output," the marketing expert stated. "Numerous examples in North Carolina illustrate this point. Meat packers could use more local hogs. Most vegetable canners need more raw products."

Capel said successful processing industries are found where raw product supplies are

guaranteed. In most parts of the United States where food processing has flourished, there exist some definite barriers between processing and fresh markets.

Where such devices are not present, Capel says, the processing market engages in a constant, unhealthy, struggle with the fresh market for supplies.

The barriers which determine whether farm products will flow into either the fresh or processing market may be either economic or legal.

Economic barriers exist when the product is isolated by distance or time from the fresh market. Legal barriers exist in a number of ways. One is a marketing agreement which limits supplies going to the fresh market. Another is for the firms to have a legal claim on an adequate share of the raw product to maintain itself on a profitable basis. A contract with a producer would be an example of this type of barrier.

In some cases not even this type of barrier is adequate, however, and many firms must go into farm production to be assured of ample raw products.

In conclusion, Capel believes processing fits into the agricultural picture in North Carolina to the extent that it can stand independently with its own sources of supply definitely committed to it in sufficient volume to be efficient. It does not fit as a place to dispose of occasional market gluts which threaten fresh market prices.



BAT GIRL... One of the few bat girls in this country is eight-year-old Kim Keyser, who has three years experience for the McCallum High School, Austin, Texas.

more Coke  
less carry  
best buy  
new size  
half-quart

This new "long-playing" size lasts as long as a hootenanny. No extra trips to the refrig (or the store) with the happy Half-Quart. Just one more reason...

things go better with Coke

Bottled under the authority of The Coca-Cola Company by: GOLDSBORO COCO-COLA BOTTLING CO.

It's Cook Out Time  
Reach for  
**DAINTY MAID**  
Rolls & Buns

The force of one's being, if it has any force, must come from within.  
—Rufus W. Clark



Cecil Hartley — Maynard Talley

**MR. TOBACCO Farmer:**  
**SELL YOUR TOBACCO!**  
ON THE CLARKTON TOBACCO MARKET AGAIN THIS SEASON WITH TALLEY BROTHERS AND CECIL HARTLEY

**TOP DOLLAR**

We Will Have A SALE EVERY DAY — And The Best  
In Service For The Farmers Day And Night --- "It Will Please Us To Please You".

**1282 BASKETS PER DAY** **CECIL HARTLEY**

**NEW CLARKTON WAREHOUSE**