

# Working Together For Common Good Controls Tobacco Future

By K. R. KELLER  
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Tobacco's future in North Carolina hinges on one primary thing: the willingness of everyone who has an interest in tobacco to work together for the common good.

Tobacco is a great crop. It ranks 12th in acreage and 5th in value of all farm crops produced in the United States. Here in the Southeast, and especially in North Carolina, tobacco is even more important. Approximately half a million southern families in the five flue-cured producing states grow tobacco. About 180,000 of these families are in North Carolina. Tobacco manufacturing gives employment to thousands of additional families.

As a nation, we are the world's largest producer of tobacco. We are the world's largest exporter and the third largest importer of this important commodity.

Tobacco provides our federal, state and local governments about \$3.2 billion in tax monies annually. Our overseas sales help keep our exports and im-

ports on an even keel. On the surface, it would appear that those of us interested in tobacco enjoy an enviable position. We do.

But positions of bigness and leadership bring problems, and our leadership in tobacco is no exception. Tobacco has had its problems ever since John Rolfe grew his first crop at Jamestown Colony in 1612. But never before has the attention of so many people in this country been focused so sharply on tobacco. It is no exaggeration to say that the total effects of several of these problems are actually threatening the survival of certain tobacco types.

Chief among these problems is this business of quality. Buyers of our tobacco—both foreign and domestic—have said repeatedly in recent years that our cured leaf often fails to meet manufacturing standards.

Since joining the staff at North Carolina State College, it has been my good fortune to travel in foreign countries and to talk with people who use our tobacco. I visited people in 1958 who I was able to visit again in 1962.

Their comments were still the same:

"Your tobacco farmers are recognized throughout the world for their potential ability to produce a superior leaf," they said. "And until recently we regarded your tobaccos as the 'hallmark' of quality. We still want your tobaccos when the quality is there and the price is competitive, but . . ."

Why is the gap between the quality of our tobacco and tobacco produced in other nations becoming narrower and narrower? For one thing, we have a tendency to judge quality in terms of our own particular interest, and ignore the overall picture. We are like the blind man who attempted to describe an elephant by feeling only one portion of his body.

Quality tobacco to a farmer may mean the tobacco that

brings him the most money. Quality to the consumer may mean the flavor and aroma.

Are we really ready to face up to this quality problem? Are each of us—grower, warehouseman, dealer, buyer, manufacturer, exporter—ready to assume some obligation for our tobacco problems? Of will we continue to blame our troubles on each other or someone else Trends for the future may be determined by the marketing response to the current crop. Research and education may not solve all of our tobacco problems, but they are our only hope.

If we will cooperate within the industry, if we will keep the lines of communications open, tobacco will continue to play a major role in the economy of our state and nation. If we fail to cooperate, our role of tobacco leadership will be lost.

## Easy Way To Reset Burley

Williamston—Bernice Cayton of Oak City has figured an easy way to reset tobacco. Bernice took the boom off his sprayer and hooked up a garden hose.

With home man driving the tractor and another man walking along behind, he can water tobacco faster than four people can reset. The roller pump gives enough pressure to work the dirt well around the newly set plants causing a much higher liveability.

Cayton believes this method is much easier than lugging buckets of water up and down the rows, according to L. L. Hodges, associate agricultural extension agent in Martin County.

### SENATOR SMITH AND '64

Senator Margaret Chase Smith is seriously considering entering some Presidential primaries to offer Republicans a "third choice" in the selection of their 1964 nominee.

Senate votes to suspend equal TV time law. Ford Motor expanding in South Africa. Europe views Kennedy's payments program.

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## Know The Weather

By E. H. SIMS  
What are the months of the most rainfall, in most parts of the country.

Contrary to the popular belief, the winter months—which often bring three or four-day spells of bad weather—are not the greatest producers of moisture.

In most parts of the country nature has provided us with a water supply that arrives in close harmony with the needs of crops.

For example, the amount of precipitation usually begins to pick up in the spring, when things have been planted, and increases until about June, or even July, in some cases, and then tapers off. This fits in nicely with the needs of growing crops, most of which are

harvested in the months following peak rainfall.

### AT & T Leads

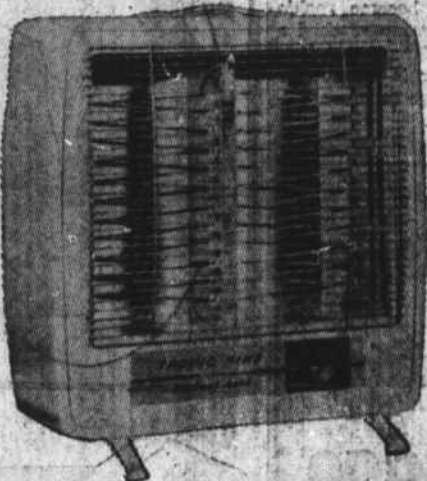
### U. S. In Spending

The Architectural Forum magazine reported that the A. T. & T. Company was the nation's number one spender on construction last year, according to W. R. Cooke, Jr., Lenoir manager of Southern Bell.

The publication said A. T. & T. spent \$193 million during 1962. Approximately \$19 million was spent for remodeling existing structures, \$23 million for new offices.

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