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Facts That Prove That a Decreased Production of Cotton is Desirable at All Times and Particularly This Season--

I The average production of cotton for the world is approximately $22,000,000$ bales. Of this the United States produces two-thirds. Relatively the Southern cotton planter is most affected by the supply of cotton in the markets of the world.

I The 1918 crop of cotton in the United States was approximately $11,700,000$ bales. The United States consumes $6,600,000$ bales, leaving a surplus of $5,100,000$ bales for export.

- Other cotton countries report a surplus of $3,180,000$ bales, so that at present there is a world surplus of about $8,280,000$ bales of cotton.

I Total exports from the United States for 1918 crop, up to the present time, are approximately $2,000,000$ bales, and even if exports should increase rapidly, which is not indicated at the present time, there will still be more than $3,000,000$ bales to carry over to the 1919 crop. With a large acreage during the coming season the world will be swamped under an excessive oversupply of cotton

I Thirty-seven million acres were planted in cotton in the United States in 1918 and a poor season cut the crop fully $2,000,000$ bales. Two-thirds of last year's acreage planted to cotton, with a favorable season, and properly cultivated, will 'approximate last year's crop. The same acreage will probably bring the South a crop that will mean distress and bankruptcy. That a small crop brings more net money than a large one is shown in the folliwong table:

| Year | Value of Cot- <br> ton Crop, lint. <br> only | Acreage | Bales | Average <br> yield lint. <br> per acres | Average <br> farm price <br> cents |
| :---: | :---: | :---: | :---: | :---: | :---: |
| 1910 | $820,407,000$ |  |  |  |  |
| 1911 | $687,888,000$ |  |  |  |  |
| 1912 | $817,055,000$ | $34,152,000$ | $13,033,235$ | 181.1 | 12.2 |
| 1913 | $862,708,000$ |  |  |  |  |
| 1914 | $549,036,000$ | $36,832,000$ | $16,134,930$ | 209.2 | 6.8 |
| 1915 | $631,460,000$ | $31,41,000$ | $11,191,820$ | 170.3 | 11.3 |
| 1916 | $1,12,295,000$ | $34,985,000$ | $11,499,930$ | 156.6 | 19.6 |
| 1917 | $1,566,198,000$ | $33,684,000$ | $10,949,000$ | 155.7 | 27.7 |
| 1918 |  | $37,000,000$ | $11,700,000$ | 155.9 |  |

## A Small Crop Insures Big Money

10 Bales at 10 Cents a Pound Will Bring $\$ 500.00$ 5 Bales at $\mathbf{3 0}$ Cents a Pound Will Bring $\$ 750.00$

Now it is up to the FARMER, the BANKER, the MERCHANT whether the South will produce a cotton crop that will swamp the marketo of the world and leave us all borrowing and buying feed and foodstuffs or by reducing cotton acreage, at least one-third, give us a cotton crop that will sell and food and feedotuffs that will sustain and prosper us at home. COTTON IS ADVANCING NOW—DONT BE A "SUCCKER" AND SWALLOW THE "BAIT:"

Reduce Cotton Acreage 33 1-3 Per Cent

North Carolina Cotton
Association
C. D. ORRELL, Chairman.

