

Is a Paper Devoted to the Upbuilding of the Sandhill Territory of North Carolina

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Price Five Cents

Tobacco Situation Appears Somewhat Hopeful Here

Their Worth Demonstrated on Is Thought That Superior Quality of Crop in This Section Will Improve Prices

THE SITUATION REVIEWED

Next week the tobacco market opens in Aberdeen, with the two warehouses in shape to handle the business. The general condition of the market elsewhere is far from satisfactory to the growers of the crop, and the outlook in Aberdeen is regarded with more or less of doubt. In Georgia the prices were not pleasing to the producers and the border markets in North Carolina were no more convincing. The prices in the east have not done much to inspire hope, and the possibility is that tobacco will rule throughout the season among the low figures of recent years. If the outlook has a hopeful slant it may be based on the opinion of a well-posted tobacco man who this week remarked to The Pilot that the quality of tobacco in this part of the state is about the best he has ever known in years of acquaintance with the crop, and that it is a better crop on the average than that of other sections. He says the weather has enabled a better growth of leaf, a smaller proportion of low grade stuff, which is what kills the market average, and that he thinks the local market will see better money paid than has been the case either south or east.

To what extent this man's optimism can be accepted as prophetic is to be seen, but those who have been about the tobacco fields tributary to Aberdeen have observed the fine quality of the crop, and the weather has been such that harvests could proceed under the most favorable conditions. Farmers are confident that the grades of their tobacco will run higher than ordinary this year, and are hoping that good tobacco will bring better prices than are offered at some places. It is also hazarded as a guess that with the general average of leaf in this section of a character to bring higher prices its stimulus will permit buyers to bid a little higher on the lower grades, as it is argued that with a liberal amount of high quality leaf the low grade stuff can be mixed with it in a way that will take up some of the cheaper stuff and enable it to make a better showing. These guesses at the situation are given for what they may be worth.

The tobacco buying companies will be represented by capable men in Aberdeen and the warehouses will be handled by the same operators, Banks Saunders in the one and Edwards, Lewis and Williams in the other, and they are well enough known to Sandhill growers to satisfy the needs in that direction. With the quality of the tobacco high, and the curing and grading believed to be carefully done, good prices could be expected were it not for two or three things that are outside of the control of anybody in the territory. Men who give information about the tobacco markets do not always like to be quoted, so some of the things told The Pilot have to be taken for what on their face they represent, rather than from the authority of the man who tells them. One statement concerning the buying of tobacco which is verified by government figures, is that American buyers by no means take the bulk of the product grown in this section. This may have a great deal to do with prices. It is a popular fallacy that the bright leaf tobacco of North Carolina goes to make cigarettes in the factories of the "Big Three," meaning Reynolds, American and Liggett & Myers. But that is not the case. A large share of the cigarettes made of the bright leaf of North Carolina is exported, and a large share of the cigarettes made by the "Big Three" contains the tobacco of Kentucky and Tennessee. North Carolina bright leaf no longer is used entirely for North Carolina cigarettes. And that is one thing that has happened to the bright leaf market. It is well to note some of these figures that are taken from the Government Year Book of Agriculture for this year.

North Carolina made last year over 508,000,000 pounds of tobacco. This was its biggest yield. This with the

AN EDITORIAL

A NEW TOBACCO COOPERATIVE

Another tobacco cooperative association is planned and steps have been taken in state and county to organize a successor to that one which failed before it could work out its aims. That the old one failed does not condemn the old proposition, nor afford any evidence that the plan is wrong. But it does give some information as to things that should not be done and of ideas that cannot be carried out, and of some things that would be of no value if accomplished. The old association lacked some things that the new one can enjoy, principally the intelligent aid of the new farm board established last summer by Congress. Not that Congress will buy tobacco to raise prices, or any of that impossible dream of farm relief that is dreamed in some quarters. But the Farm board will do what is much better, and that is to help the farmers, tobacco or otherwise, to plan and cooperate in their dealings with each other, with the business conditions they must face, with factory, distribution, with their own buying as well as selling, and with many things the farm faces.

In this day of organization of similar lines of industry the farmer is the one man who undertakes to carry on as an individualist, and he can't do it. The things he makes must be made and sold under the principles of mass production and distribution, and those principles are as wide as the heaven, and as relentless as death and tomorrow. The farmer cannot ignore them, and he cannot succeed without adopting them. Everything the farmer buys is a product of organization and cooperation, and he must follow that policy or be lost in the shuffle. He can not stand alone and do anything. Organized he has the force of combined numbers, and that counts.

It is not the manufacturer that causes the farmer's hard luck, nor the government, nor any of the other windmills that he is urged to fight. It is his own unconsolidated frazzled front that he presents to everything with which he has to deal, and he can no more win in his individualism than ununited individuals can win against an army. Every thing he buys is made by organized effort. He alone depends on his individual initiative and executive action. His present plan is as certain of failure as that the sun goes down at night. And cooperative organization is his only hope.

flue-cured types of Virginia and South Carolina gave about 763,000,000 pounds of bright tobacco for last year, the biggest yield ever known. Eight years ago the yield was half that much, and eight years ago tobacco sold for an average in the bright belt for 29 cents. With twice as much tobacco last year it sold for 18 cents. That is worth considering. Also, when bright tobacco soared up to 25 cents a pound Kentucky and Tennessee tobacco was selling around 17 cents. Then cigarettes began to draw more on Kentucky tobacco and last year North Carolina tobacco came from its higher figure down to 18 cents and Kentucky tobacco from its lower figure up to 18 cents.

These figures indicate that the western tobacco is supplanting bright North Carolina tobacco in cigarette manufacturing, and that our prices are going down to meet western prices, and also that a large proportion of the bright tobacco is taken by export buyers, and bought in competition with the tobacco of the old world, which is of an inferior quality, but which is offered at such prices as to be a serious competitor. And the old world makes a lot of tobacco. Three years ago the crop of the United States was 1,212,000,000 pounds. The rest of the world made a little more than twice as much as

this country. Now our export tobacco goes abroad in competition with the tobacco of the old world. Our tobacco sold for home use goes to the cigaret factories in competition with the tobacco of Kentucky and Tennessee, as well as the other smaller producers.

These figures are official. They are taken from a government publication, which is the authority on the subject. The Pilot prints this information because at this time as the markets are about to open, so much has been said concerning the cause of low prices that it is worth while to know more about the true conditions, and thus be able to intelligently work

for better prices rather than waste time quarreling with imaginary enemies or conditions that lead to nowhere but disappointment.

CANADIAN TOBACCO CROP DAMAGED BY DROUGHT

The 1930 flue-cured tobacco crop of Canada has been damaged considerably by drought and the harvest will be about 25 per cent less than normal, according to estimates of the Canadian Department of Agriculture, submitted to the Tobacco Division of the Department of Commerce, by Assistant Trade Commissioner Avery F. Peterson. An increased area was

planted to tobacco this year but the damage from drought will probably more than offset the increases. Representatives of the Canadian Department of Agriculture stated that most growers would have yields varying between 500 and 600 pounds per acre, whereas the normal yield is between 800 and 900 pounds per acre. Capably operated lands should run around 600 pounds per acre, but many will be lucky to obtain 500 pounds. It has been reported that some individual growers will not harvest the crop because of the extent of the damage.

Bring your tobacco to Aberdeen. Market opens Tuesday Sept. 23.

"WORLD'S LONGEST" MOTOR SERVICE STARTED IN AFRICA

What is described as the world's longest motor taxi route has recently been inaugurated in Africa, states a report to the Automotive Division, Department of Commerce, from Assistant Trade Commissioner DuWayne G. Clark, Johannesburg, South Africa. This service, which is known as Trans-African Motor Safaris, has been started to carry tourists from the Juba terminus of the Nile steamers to Cape Town, covering many of the most interesting parts of African route. The entire trip is scheduled to take approximately eight weeks, including stops at the principal cities.



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