

Bright For High Level Usings Flue Cured Tobacco

Supporters of Tobacco, Inc. in annual session (March 2) were told that "bright" leaf tobacco is a key to a continued high level of foreign use of U.S. flue-cured leaf tobacco. The group's board of directors, which includes J. Henry Vaughan of Elm City, N.C., chairman of the board; Claude T. Hall, Roxboro, N.C., vice-chairman; E. Y. Floyd, Raleigh, secretary; and Mrs. Lily Walker, treasurer; L. F. Weeks of Raleigh, was elected to serve as field director and Edwin E. Lane of Dillon, S. C., field assistant.

In a 16-page comprehensive report, Hutson outlined activities of the tobacco export promotion group during the past year. He said both "favorable and unfavorable" developments affecting the tobacco industry have occurred.

On the favorable side he listed extension of the Reciprocal Trade Agreements Act; review of foreign economic policies by a Presidential commission; use of foreign aid funds for tobacco exports; and the increase in flue-cured exports, which increased from 362 million pounds in 1952 to 496 million pounds last year. Hutson pointed out that economic recovery and the balance of payment situation in most foreign countries which use substantial amounts of U.S. tobacco have now reached "the most favorable position of the postwar period." Such conditions, he added, "usually permit consumers more freedom in choosing the goods they wish to purchase. Therefore, these countries can be expected to continue buying large quantities of our flue-cured tobacco."

Total foreign usings of U. S. flue-cured leaf in 1953, Hutson said, amounted to some 440 million pounds, about the same as in other recent years. In addition about 70 million pounds were shipped overseas in the form of manufactured cigarettes.

Thus, over 500 million pounds—about 40 per cent of the crop—was used overseas during 1953. Unfavorable developments, Hutson said, included an increase in foreign production of flue-cured and other cigarette-type tobacco; a drop in domestic consumption of cigarettes for the first time since the early '30s, and an increase in consumption of Oriental-type leaf in Western Europe.

Foreign flue-cured production last year, he said, reached 959 million pounds—2 1/2 times the 1935-39 average and 23 per cent higher than the 1947-51 average. To meet this overseas competition, he said, it is more important than ever that American growers produce the highest quality leaf possible.

"The quality of leaf is being improved in many foreign countries," he added, and "concerted efforts are also being made to lower their costs of production."

Total cigarette output by U.S. manufacturers declined three per cent last year—from 436 billion in 1952 to 424 billion in 1953. One possible cause of this decline, Hutson said, was "the negative nature of cigarette advertising" which stressed that one brand was "less harmful than another." Some changes in advertising policies have been made and more can be expected, he said.

On the subject of lung cancer, Hutson quoted cancer research authorities to show that "no persuasive and definitive conclusion respecting the cause of this disease or the relation of smoking thereto, has been established."

"Although much has been written concerning the incidence of lung cancer, there is still a dearth of authoritative findings on the subject," he declared.

Dr. Joseph A. Weybrew, tobacco biochemist with the N. C. Agricultural Experiment Station, reported to the group on his recent European tour to study technological problems in connection with the foreign manufacture of American flue-cured tobacco.

Weybrew said the two most common complaints expressed were non-

uniformity of sorting and its high price. He said the tobacco production research groups in Germany and Italy concede that they cannot produce flue-cured tobacco equal to American in flavor and aroma. They believe the secret of U. S. superiority lies in the favorable natural resources of soil and climate, and they plan to study these factors with the aim of improving their own tobaccos.

"The challenge is therefore before us," Weybrew said, "to make certain that the margin of superiority of our tobacco with respect to these and other qualities is widened, if we are to maintain our position in the world market."

Lewis N. Dibrell, Jr., Danville, Va. was elected to the board of directors to succeed C. A. Carr, also of Danville and Wallace W. Brawley of Rocky Mount to succeed W. B. Lennon of Fairmont.



The following board members were re-elected: J. E. Winlow, Greenville, N. C.; Perry N. Taylor, White Plains, N. C.; Tom Allen, Creedmoor, N. C.; Fred S. Royster, Henderson, N. C.; Ernest L. Anderson, Mullins, S. C.; Curtis M. Doster, Jr., Richmond, Va.; W. S. Adkisson, Jr., Clover, Va.; Brooks M. Hamer, Dillon, S. C.; Abe T. Minchew, Ax-

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