

Right Marketing Season Starts With Two Billions on Hand

Washington—The 1940-41 marketing season for flue-cured tobacco opened with a supply of more than two billion pounds on hand—about the same as the record supply of the 1939-40 season. Crop conditions on July 1st indicated a 1940 flue-cured crop of 877 million pounds. This is about 480 million pounds less than the record 1939 crop, but this decrease in current production is almost offset by the estimated increase of about 5 million pounds in the current crop.

Exports of flue-cured during the 1939-40 season totaled 252 million pounds, compared with 362 million in 1938-39. Exports to the United Kingdom totaled only 97 million pounds, contrasted with normal exports of about 200 million pounds. Exports to China and the Netherlands, however, were above those for the 1938-39 season. No immediate improvement in the export situation as a whole is likely.

July 20, about 86 per cent of the flue-cured growers voting in a referendum favored marketing quotas for the three years 1941-42-43.

Burley About The Same
Total supply of burley is about the same as that of last year. The 1940 burley crop is indicated at about 344 million pounds—somewhat more than the marketing quota for this kind of tobacco. The July 1st indication for the Maryland crop, on the other hand, for a crop of 24 million pounds—6 million pounds less than the 1939 crop. The fire-cured and dark air-dried crops are about the same as in 1939, and except for the adverse export situation would be in a relatively favorable position.

Cigar Tobacco Less
Total supply of domestic cigar tobacco in 1940-41 is estimated to be about 385 million pounds; the 1939 supply was about 400 million pounds. Smaller crops of filler and wrapper, and reduced stocks of filler and binder account for the decrease. A moderate increase in consumption of cigar seems probable in 1940-41.

Tax-paid withdrawals of cigarettes in June 1940 totaled 17,566,000,000—a record number for any single month, probably in anticipation of the additional Federal tax of one-half cent per pack effective July 1st. Withdrawals for the fiscal year ended June 30 were 177,684,459,000 cigarettes, an increase in consumer income over the year ended June 1939. Cigar withdrawals for the year ended June 1940 were 3,514,592,000 cigars, 61 million more than a year earlier. Prospective increase in consumer incomes over the last year may partly or wholly offset the effect on cigarette consumption of the increased Federal tax. In that event, the increasing number of smokers and apparently continuing shift from other forms of tobacco to cigarettes may result in a further rise in

total cigarette consumption, according to the Bureau of Agricultural Economics, United States Department of Agriculture.

Chaotic World Demands Leaders From Business Stratum, Urges Pitkin






"If there was ever a time in the last million years when we needed leaders, it is now, now where there is chaos about us," challenges Walter B. Pitkin, distinguished author, educator, and analyst of our times, writing in the current Rotarian magazine. "If ever we bring order out of that chaos, it will be through leadership—large and small—coming from the business and professional stratum of our population."

"There's a challenge to the business and professional men of our planet," Dr. Pitkin asserts. "There's a job to do. The world is on fire. You can't put it out with an eight-hour day. You can't put it out by reading books on the nature of combustion. You can't put it out by debating all night whether it is better to pour water on it or to throw sand on it or to cover it with wet blankets. Greater businessmen of the Old World once sat at their desks, twiddling thumbs and musing over the sad state of affairs. Where are they now? Ask the wind. Great statesmen delayed in the hope of finding some easy way out of their worries. Where are they now? Once again I suggest: ask the wind."

To the thousands of small-town businessmen who ask "How can I help?" Arthur Pitkin says: "The answer reduced to its lowest terms runs thus: Liberty, like charity, begins at home. Stay home and work from there outward. . . Where do you live? Rio de Janeiro, you say? Or Hartford, Wisconsin? Sorry, but that's the wrong address. You live in the world. Old frontiers are going down in flames. All of us are citizens of the world, not by choice and planning, but by default. . . The need is urgent for men in small communities and large who are experts and can lead wisely."

How become a leader? "Give something to live for. . . plan far ahead!" Dr. Pitkin declares. "That is primary advice for any man who would lead his fellows. But there is more to this matter of leadership, much more. Here are six things leaders, especially those in politics and government, must do: 1) perceive current trends; 2) evaluate these trends and take a definite position toward them, drawing up a program of action; 3) persuade many people to accept this program; 4) organize all such people to the end of putting this program over; 5) deal with opponents

Ever-Normal Granary Facts: Wheat

If all the 1940 crop plus the supply in the  were used for food, it would provide every  and  in the  with TWICE as much , and other wheat foods as each ate in the entire year of 1939.

Under the Triple-A program, commercial farms have wheat allotments just the same as cotton and tobacco farms have special cotton and tobacco allotments. However, this does not affect the average farmer in North Carolina. The AAA program provides that every farm may harvest for grain 10 acres of wheat, or 3 acres per family, or the usual acreage, whichever is larger. E. Y. Floyd, AAA executive officer of State College, says it is very important

for all producers who have equipment for harvesting wheat or other small grain, or who can arrange for equipment, to plant these crops this fall. He does not recommend that those producers who have not grown wheat commercially to go into the commercial production of the crop, but points out, instead, that wheat fits in well with crop rotations and it has always been safe and good farming to produce those crops on the farm that are needed for food and feed purposes.

Colored Firemen Hold Annual 3-Day Meeting In Tarboro

Sherwood Brockwell, State Fire Marshall, Speaks to Assembly; Several Contests Are Run Off.

According to a report from Walter L. Bullock, captain of Farmville Fire Company, over 350 firemen attended the Annual State Convention of the Colored Volunteer Firemen's Association held in Tarboro August 20 to 23rd.

Firemen in attendance were from Farmville, Greenville, Wilson, Fayetteville, Dunn, Tarboro, Enfield, Louisville, East Spencer, Oxford, Warrenton and Salisbury. Farmville was not only represented a hundred per cent membership, but several took along their families and friends. Sherwood Brockwell, State Fire Marshall, of Raleigh, delivered the principal address. Speakers from Farmville included R. A. Joyner and Haywood Smith, chief of the local fire department.

In the various races held on Wednesday the Farmville boys entered only the Hose and Reel race, and missed second place by less than two seconds. Prizes in this race went to East Spencer and Greenville. Prizes in other races went to Tarboro, East Spencer, Wilson and Oxford. The association voted to meet in Greenville in 1941.

Spain Rations Tobacco Smoking in Shortage

Washington—Shortage of tobacco in Spain, which it appears may continue for sometime, has resulted in the government introducing measures to restrict consumption by the rationing of sales. Most of the leaf used in Spain is imported from abroad, and the country's scarcity of foreign exchange, the dislocation of shipping connections, the sharp rise in freight and insurance rates with the resultant higher costs for leaf have reduced the leaf supply below normal consumption, according to a report from the American Embassy at Madrid.

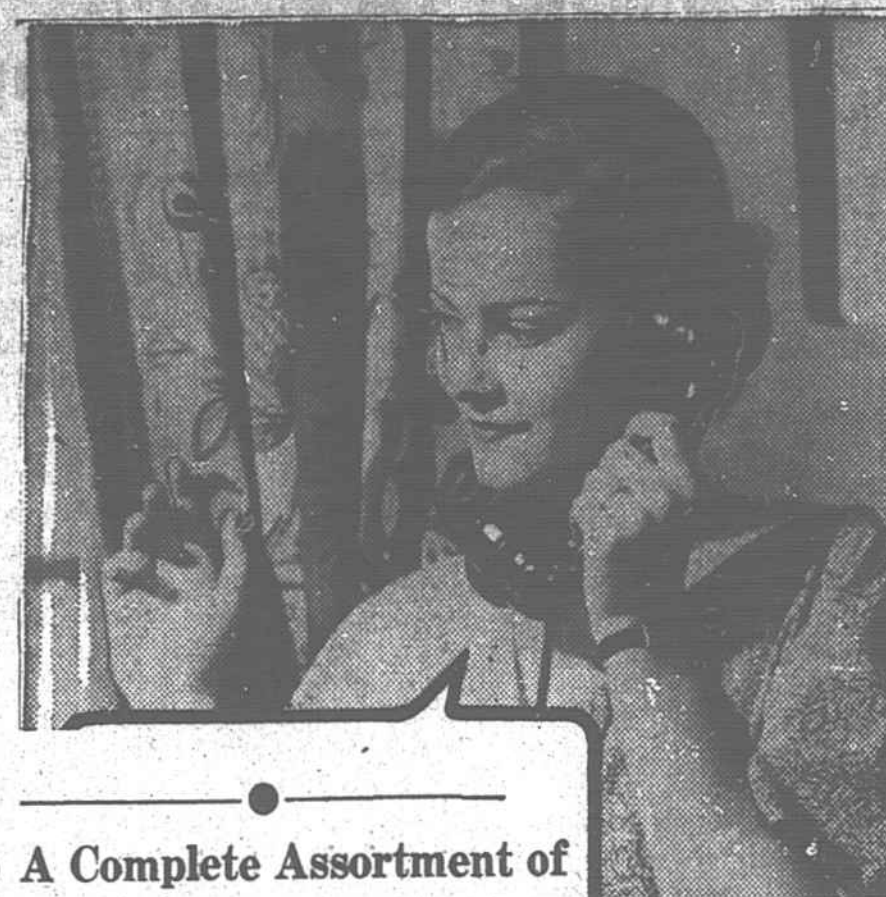
More permanent system of rationing will be carried out in cities and towns though the use of tobacco rationing cards, and in the country villages by local authorities. Definite information regarding the supply of leaf tobacco on hand in Spain is not available, but stocks, and particularly those of American leaf, which prior to the country's civil war accounted for about 15 per cent of total consumption of foreign leaf in Spain, are very low. Exports of American leaf to Spain since 1936 have been small.

Sales of destroyers to Britain favored by voters in Gallup survey.

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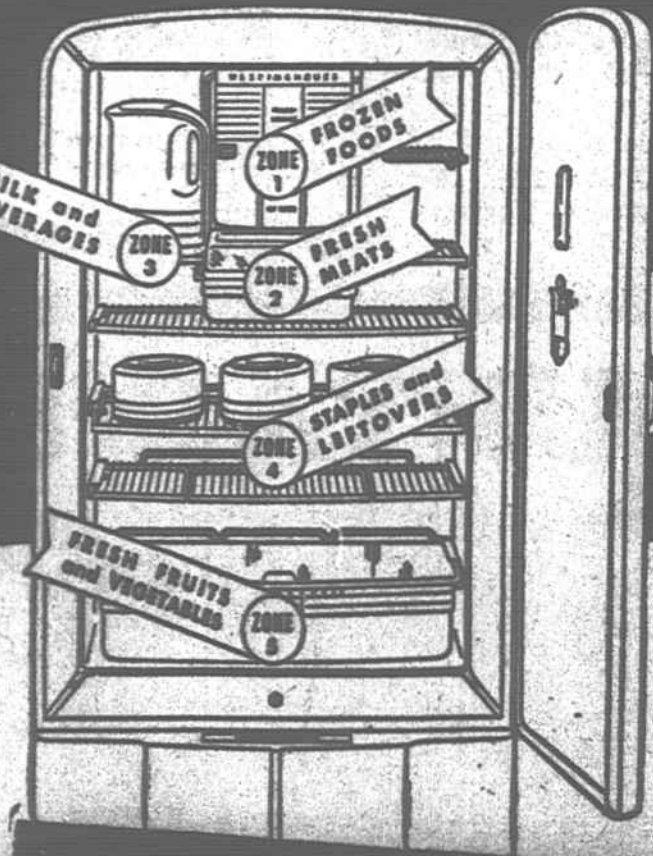
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