

Filter Tip Cigarettes No. 1 Threat to Tobacco Farmers

Tobacco farmers are a hardy breed. They have to be.

Plagued with diseases, insects, flood, drought, regulations, mixed seed, mortgages and other less deadly menaces the tobacco farmer in the past five years has been attacked by the fiercest enemy he's had in many a long year: The Filter Tipped Cigarette, which make possible more cigarettes from less tobacco of lower quality.

In this year (1957) a record number of cigarettes have been made in the United States, but with much less tobacco than the year before. The villain, of course, is the filter tipped cigarette.

In 1956 this hermaphrodite smoking product accounted for 108.8 billion of the 391.6 billion cigarettes made in the United States, but in 1957 the vagrant tastes of the smoking public had zoomed this filter tipped market to 154.9 billion out of the record total of 410 billion cigarettes. While cigarettes made entirely out of tobacco were dropping 18.9 per cent these mixtures of cellulose floor-sweepings and tobacco leaped forward by 42.4 per cent.

American brands of cigarettes every cigarette made entirely from tobacco saw its sales fall off, while every filter tipped brand moved upward, some as much as 316.7 per cent (Kent).

Converting this to figures applicable to the tobacco farmer one comes up with something like this: Each filter tipped cigarette has one quarter inch less tobacco than the regular all-tobacco cigarette. The length of the regular old-fashioned cigarette is 2 and three quarter inches. Which means that in each package of 20 filter tipped cigarettes enough tobacco is saved to make 1.8 cigarettes.

In 1957 there were 7,745,000,000 packages of filter tipped cigarettes sold, which made it possible for the makers of these cigarettes to save enough tobacco to make 1,394,000,000 regular cigarettes; thus giving them the equivalent extra income from that many cigarettes, less the very small cost of the cellulose, macronite or other filler used to make the filter tip.

Nobody has yet argued that the tobacco company is violating any law in making more money in this fashion. The only complaints come from the tobacco growers whose income has been shrunk so drastically by this sudden trend in smoking, which was accelerated by the lung cancer scare.

Whatever may be the arguments, it is fairly evident that the filter tipped cigarette is here to stay and the tobacco farmer may as well get used to the idea and make his farming plans accordingly.

Brand	Sales in Billions	
	1956	1957
Camels	73.0	67.0
Pall Mall	56.0	55.0
Lucky Strikes	55.0	53.0
Winstons	31.0	36.5
Chesterfield	39.5	32.0
Viceroy	25.4	27.3
L&M	18.5	23.0
Marlboro	13.5	19.5
Phillip Morris	20.0	16.0
Old Gold	13.0	10.1
Old Gold Filter	5.0	5.4
Kent	3.0	12.5
Kool	10.3	5.7
Kool Filter	2.5	6.6
Salem	2.5	9.0
Tareyton	6.0	5.0
Tareyton Filter	4.0	4.0
Raleigh	7.1	6.7
Hit Parade	0.5	3.5
Parliament	2.0	2.4
Cavalier	1.0	1.0
Newport	0.0	1.0
Oasis	0.0	0.5
All Others	2.6	7.3
Total	391.6	410.0
Filters	154.9	154.9
Kings	95.3	87.8

THE JONES COUNTY JOURNAL

NUMBER 32 TRENTON, N. C., THURSDAY, JANUARY 2, 1957 VOLUME IX

McLawhorn Heirs Suing Reigel Paper Company in Timberland Title Claims

A suit has been filed by the heirs of the late Walter L. McLawhorn of New Bern against the Reigel Paper Company seeking to take title to some 271 acres of timberland in Tuckahoe Township of Jones County.

Plaintiffs include R. M. McLawhorn, Mrs. Thelma Craft, Mrs. Annie Lee Harvell and Mrs. Gatha Mumford, children of McLawhorn. They claim that the 271 acres in question actually belonged to their father, rather than to Mr. and Mrs. Fitzhugh Wallace Jr. and Mr. and Mrs. Ray S. Barbre all of Kinston who sold the land to Reigel last fall.

A spokesman for the Wallace and Barbres said the land was purchased from the Goldsboro Lumber Company, which had purchased it from the late Joseph Rasberry, who had purchased it from McLawhorn. The spokesman said the land had been in possession of owners other than McLawhorn for more than 40 years.

Leon Simmons Sues J. M. Kime for \$1709

A suit has been filed in Jones County Superior Court by Leon F. Simmons of Pollocksville Township against J. M. Kime, seeking to recover \$1,709 plus interest from December 1955.

The complaint alleges that Kime contracted to buy a large quantity of marl from Simmons at \$3 per ton, and had paid \$8,950 on the total bill of \$10,650 but had failed and refused to pay the \$1,709 balance.

August Murder Found Near Maury; Husband Admits Killing Wife

Freddie Lee Strong, 23 year-old negro tenant on the Jake Frizzelle farm near Maury in Greene County, has signed a confession admitting the August 12th murder of his wife, Annabelle, following an argument over his excessive drinking. The skeleton of the woman was found just before Christmas by a group of boys playing in a wooded area near the Strong home. Relatives identified the remains by clothing and after questioning by SBI Agents George Canady and E. B. Pierce and Deputy Sheriff Walter Heath, Strong admitted the murder.

MERRY CHRISTMAS!

For the past 21 years Harry Bain has been foreman of the sewing room of the Kinston Shirt Company, where he has supervised the making of millions of shirts. This year the employees felt a Christmas present would be a kindly act for Harry, so a committee after long deliberation and with fitting gestures presented Bain with a fine present. You guessed it; it was a shirt.

"ROCKETS" TO PLAY SOUTHWOOD

The Jones Central basketball teams will play Southwood at Jones Central High on Friday, January 3.

Cupid Busy During Holiday Period in Jones County Area

Proof positive is in the records of Jones County Register of Deeds Mrs. D. W. Koonce that Cupid was very busy in the Jones County area during the holidays. Listed here are those who legally implemented the darts of this sprightly spirit with marriage license obtained from Mrs. Koonce's office.

Dan Ward Russell, Jr., 21, and Evelyn Grace Whaley, both of Tuckahoe Township.

James Edward Brock, 18, and Lillie Bell Cannon, 18, both of Trenton.

Aaron L. Mallard, 20, and Dorothy Carolyn Johnson, 18, both of Trenton Township.

Jesse Lee Westbrook, 19, and Janice Faye Odham, 16, of Kinston route 3.

Arthur Branch, 20, of Kenansville and Doris Simmons, 17, of Trenton.

Dewey B. Jenkins, 19, of Trenton route one and Jean Cannon, 18, of Maysville.

William T. Grady, 23, and Nancy Carroll Moore, 21, both of Lenoir County.

Capt. Charles DuVal Completes GI Course

FORT SAM HOUSTON, TEX. — Capt. Charles H. DuVal, 27, son of Mr. and Mrs. J. J. DuVal, Pollocksville, recently completed a 22-week course in the duties of a company level dental officer at the Army Medical Service School, Fort Sam Houston, Tex.

Captain DuVal has received orders assigning him to Lordstown Military Reservation at Warren, Ohio. He entered the Army in July 1955 and was last assigned at Letterman Army Hospital, San Francisco.

A member of Xi Psi Phi fraternity, he was graduated from Wake Forest College and Northwestern University. The captain is a 1948 graduate of Campbell College High School in Buies Creek.

Trenton Negro Charged in Assault Upon County Agent

Coy Brown of Trenton is in jail charged with assaulting Jones County Negro Farm Agent Fletcher Barber with a pocketknife Christmas Eve Night after forcing his way into the Barber home.

Brown was also indicted for public drunkenness and disorderly conduct in connection with the same incident. Barber was not seriously wounded, Sheriff Brown Yates says, suffering three slight gashes in the side from the knife being wildly flourished by Brown.

Magistrate Heber Moore sentenced Brown to serve 60 days in prison for the minor charges and Sheriff Yates says he will pick Brown up from the prison department at the expiration of that sentence and hold him for trial in March on the assault charge.

Other indictments reported over the Christmas Week by Sheriff Yates included the following: Bratcher Lee Williams of 308 New Street in New Bern for drunken

T-1 Johnny Koonce On Duty in Germany

BAUMHOLDER, GERMANY — Specialists First Class Johnnie L. Koonce, whose wife, Myrtis, lives on Ozark, Ala., is a member of the 265th Field Artillery Battalion which presented food, clothing and toys to orphaned children in Baumholder, Germany during the holiday season.

A cook in the battalion's Battery B, Specialist Koonce entered the Army in 1953. He was last stationed at Fort Rucker, Ala., and arrived in Europe in July 1956.

He is a 1953 graduate of Jones High School, Trenton. His mother Mrs. Martha Koonce lives on Route 1, Trenton.

This is an "All Points Bulletin" seeking the arrest of Public Enemy No. 1 in Tobaccoland, U. S. A.

Authorities in the Southeastern United States are particularly warned to be on the lookout for this vicious, disguised character who has robbed thousands of tobacco farmers of millions of dollars in the past five years.

He is at large, using numerous aliases, but always posing as a cigarette.

His known habits include passing himself for the real thing, using cheap imitations of tobacco to give him length, exaggerated advertising and playing on the fears of hypochondriacs.



For centuries men have made magic, and sometimes money off the fact that the hand is quicker than the eye. Take a close look at this picture of three packages of cigarettes: Camels, which are all tobacco, Winston filter tips which are part cheap tobacco and part cellulose, and the latest magic of R. J. Reynolds & Co., the "flip top box", also of the Winston family and which Reynolds & Company graciously permits nicotine fiends to buy at "no extra cost". Which is a neat trick since the Winston flip-top is a quarter of an inch less cigarette than the regular Winston, which is itself a quarter of an inch less cigarette than Camels...

Warrants for his arrest on charges of grand larceny, counterfeiting, and impersonating a cigarette are on file with the Departments of Revenue in the tobacco-producing states of the nation.



Now look at this picture which is arranged to illustrate how much tobacco the cigarette smoker gets when buying either of these Reynolds Company brands. Camels, paradoxically, have more tobacco and of a higher quality, but in the crazy-mixed-up-world of today they sell for less than the cheaper Winstons. Who says advertising is not effective?

Known aliases include: Winston, Viceroy, L&M, Marlboro (usually in the company of a tattooed homosexual), Kent, Old Gold, Tareyton, Hit Parade, Parliament, and sometimes uses a further disguise in the form of a deodorant, or malodorant and passes under the name of Salem, Kool or Oasis.

This criminal has many accomplices and is seen frequently in the company of Madison Avenue advertising executives and assortments of radio and TV entertainers.

If arrested, please notify Eastern North Carolina Chamber of Commerce, who WILL EXTRADITE. Authorities are not agreed upon whether or not this culprit is armed, or dangerous but extreme caution is urged in efforts to bring him to justice.



The dragline operator pictured here is putting the finishing touches to one of the biggest drainage projects in Jones and Lenoir Counties in recent years. Seen here raising the bridge on the Copeland Farm the opened waterway makes possible faster and more effective drainage of a large area in the Elm Grove section. This is Beaver Creek which is now opened from its headquarters far enough down stream toward Trent River to get surplus water into swampy areas where it does not flood lands under cultivation.