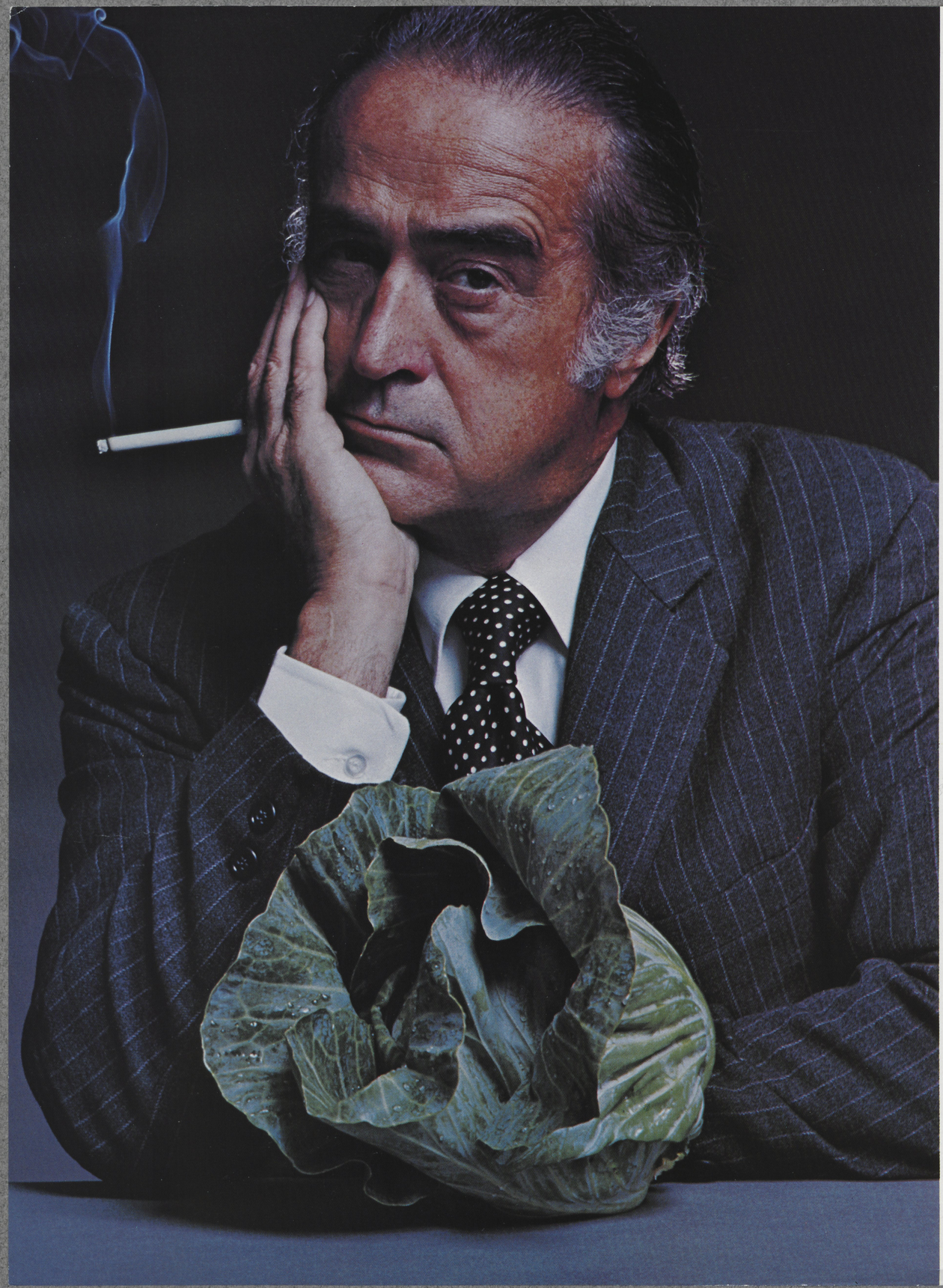

IS THE WORLD NOW READY FOR THE CABBAGE CIGARETTE?

For years now, researchers from all over the world have been seeking substitutes for tobacco.

The materials that they've tried read like a grocery shopping list:

Cabbage, tomato leaves, lettuce, spinach, wild hydrangea.

Recently, cocoa beans and wood cellulose have joined the list.

The success or failure of these efforts depends on several factors:

Can tastes acceptable to today's smokers be developed?

Will the future smoker demand such new approaches as these?

What new technology will have to be developed, if some revolutionary breakthrough does occur?

Just how these questions will be answered, no one knows for sure.

But, at Monk, there's one thing we do know. Whatever happens, we're confident of the long-range viability of the world tobacco industry.

And we believe that leaf tobacco will always continue to be the essential ingredient of blends that the smokers of the world prefer.

Because of that belief, we have committed substantial funds to new plants and equipment.

Industry experts described the results as "the world's most advanced tobacco processing facility."

We have developed technology to maintain the highest possible level of quality and efficiency.

Because we think that's the only level you should be asked to accept.

For a long time now, we've been encouraging pre-placement of orders.

To make sure you'll be able to get tobacco to your exact specifications, at a reasonable cost.

Altogether, approaches like these have resulted in business relationships with over 70% of the manufacturers of cigarettes in the world today.

And also in a confidence that, no matter what the world's future smokers may be ready for, Monk will be ready for it, too.

MONK

A.C. Monk & Company, Leaf Tobacco Suppliers, Farmville, North Carolina, U.S.A.