

To smoke or not to smoke? That was one of the '70's biggest questions.

And the answer: Worldwide production increased from approximately 3.2 trillion cigarettes in 1970 to an estimated 4.3 trillion in 1979.

So, despite some signs to the contrary, world tobacco markets have been steadily growing. And, to assure that you get your fair share in the '80's, you'll need every competitive advantage you can get.

That's why it's good to know you can count on Monk to keep your blends constant and your costs in line. We're experts at finding the quality tobaccos your blends require.

There will be plenty And, as always, you can

of new opportunities. depend on Monk to help you make the most of them. A.C. Monk & Company, Farmville, North Carolina, U.S.A. MONK



And we then process them with care to meet your specifications precisely. Order after order. We're major suppliers of choice U.S. leaf. As well as the preferred fluecured and burley tobaccos from Korea, Zimbabwe, Canada, Brazil, Italy, Guatemala, and many other countries.

Nobody can predict, with total certainty, what new challenges our industry is going to face in the'80's. But two things are inevitable: