## In 1973, America pounds of tobacco. And sold 2.1 billion.

American tobacco production in 1973 came to 1,737,569,000 pounds.

It was a good year.

American tobacco sales, however, also had a good year in 1973.

2,055,900,000 pounds.

The simple fact is, the worldwide demand for American tobacco is growing at a dizzying rate.

And American farmers, beset by labor shortages, rising costs, and profit squeezes, just haven't kept up.

From 1971 to 1973, for instance, use of American burley exceeded production.

Stabilization stocks of burley were virtually exhausted.

Stocks of flue-cured tobacco fell from a 1965 high of 958 million pounds to 160 million pounds in June 1974.

And suddenly, for the first time since World War II, the United States had no tobacco surplus.

At the risk of oversimplifying a complex problem, the current situation seems to stem from one basic fact:

People are smoking more.

Everywhere.

In Japan, to give just one example,

Domestic manufacture in America was up by 7.5%.

And that rise in consumption held true, in varying degrees, in nearly every country in the world.

Further complicating an already complicated situation are three popular conversation-starters:

Politics, inflation, and the weather. Political tensions are making for

unpredictable supplies in more than one major tobacco-producing country.

And, while the affected countries may change from time to time, the basic problem doesn't.

America's much-lamented inflation has been lower than in most other countries. Making American tobacco even more attractive.

South Africa's 1974 weather made for the smallest crop in six years.

Next year, it could happen to some other country.

All this, needless to say, has had its impact on the supply and demand of American tobacco.

From July 1973 to February 1974, domestic cigarette production was up by 9.5% from the previous period.

Exports were up by nearly 13%. The demand kept getting higher.

And tobacco, as you know all too well, got harder and harder to come by.

But probably not as hard as it's going to be.

Which is why it makes more sense than ever to buy on a direct-order basis through Monk.

Because what we can do for you, it's getting tough to do for yourself.

We can find the tobacco you need, buy it for you, and process it to your specifications. At prices that are very competitive.

And we can do all that for you on a continuing basis.

Because America, even now, is still the world's largest and most predictable tobacco supplier.

The long-term answer to all this, of course, is going to have to come from the worldwide tobacco industry.

But direct-order buying can do a lot to make things easier.

And it can help you be sure you'll have the tobacco you need, when you need it.

At a time when it's hard to be sure of anything.

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

