

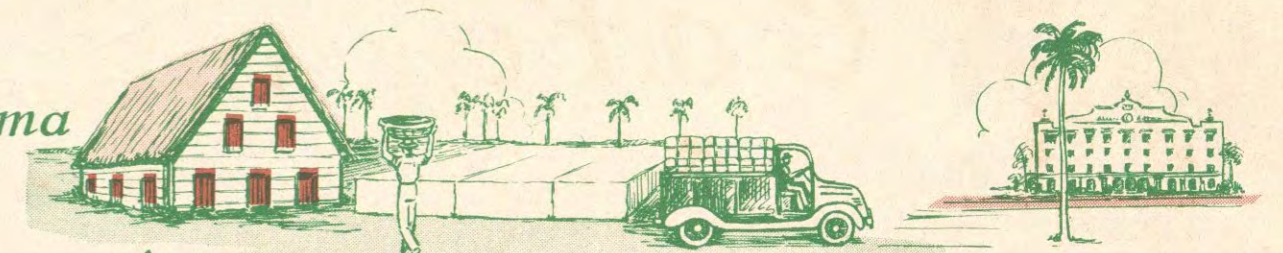
T A B A C O

Producción de Rama

The best tobacco in the world is produced in Cuba. This is due to the excellent qualities found in certain regions of the island for the cultivation of this plant: optimum climatological conditions and light, sandy-clay soils, rich in humus. To these natural circumstances should be added the traditional skill of the Cuban tobacco growers, who hand down from father to son the exact techniques required by Havana tobacco, from the preparation of the seed bed to the shipment of the harvested leaf, in bunches or in bulk, to the factories and warehouses. In 1947, 1,485,000 acres, were devoted to the production of tobacco.

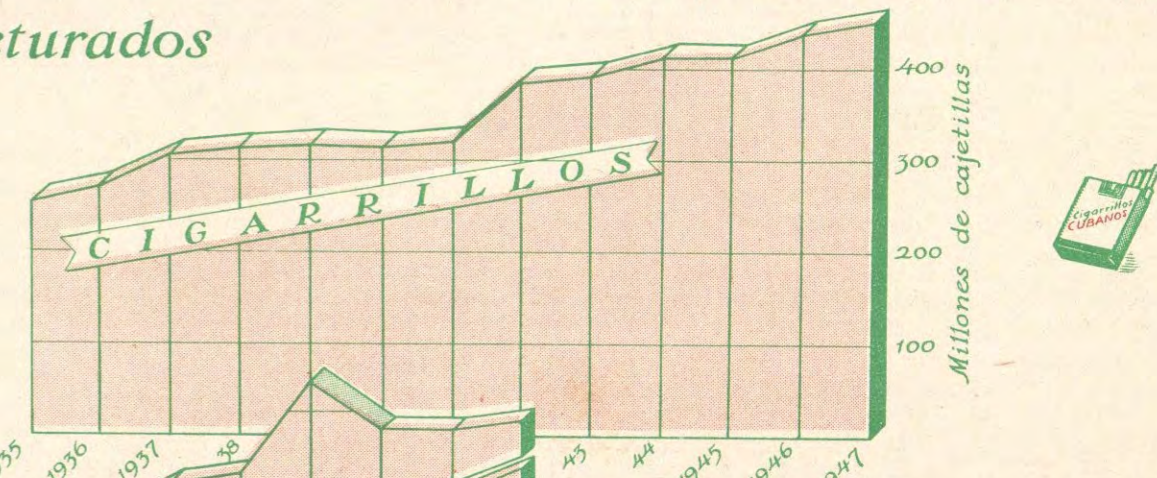
Las publicaciones, detalladas y al día, de la Comisión Nacional de Propaganda y Defensa del Tabaco Habano, han sido nuestra principal fuente de información estadística. Este organismo, modelo en su clase, es uno de los más eficientes del país.

The detailed reports of the National Commission for the Propaganda and Defense of Havana Tobacco were our principal source of information. This organization — a model in its class — is most efficient.



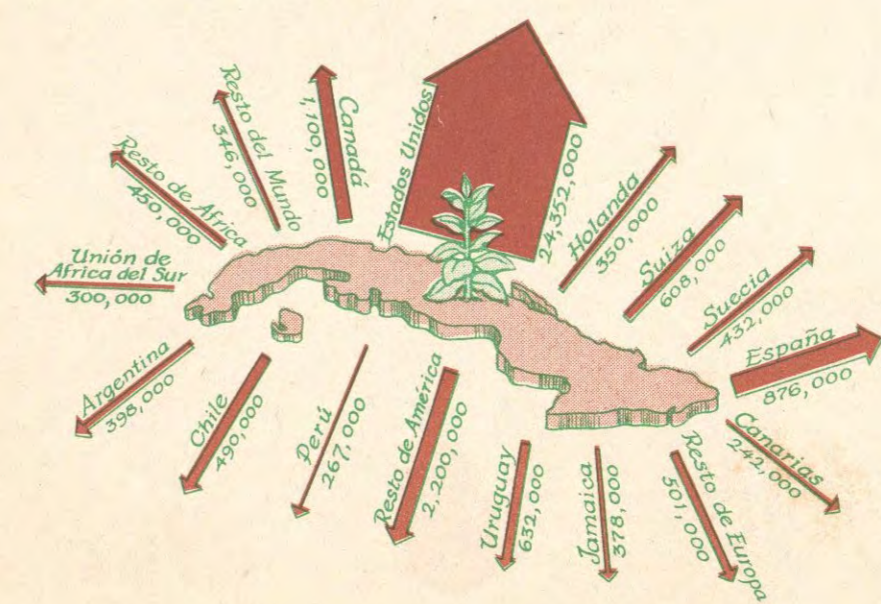
Productos Manufacturados

En 1947 el tabaco manufacturado que se exportó alcanzó un precio promedio de \$5.40 por libra, mientras que el de la libra de rama exportada fué de \$1.08. Esto representa una diferencia de \$4.32 favorable a la manufactura doméstica. Es decir, un 80% del precio de venta al extranjero del tabaco manufacturado se invirtió en la fase industrial y un 20% correspondió a la materia prima. Es evidente que la política económica de esta industria debe tender a la conquista de mercados para los productos manufacturados en vez de exportar la rama.



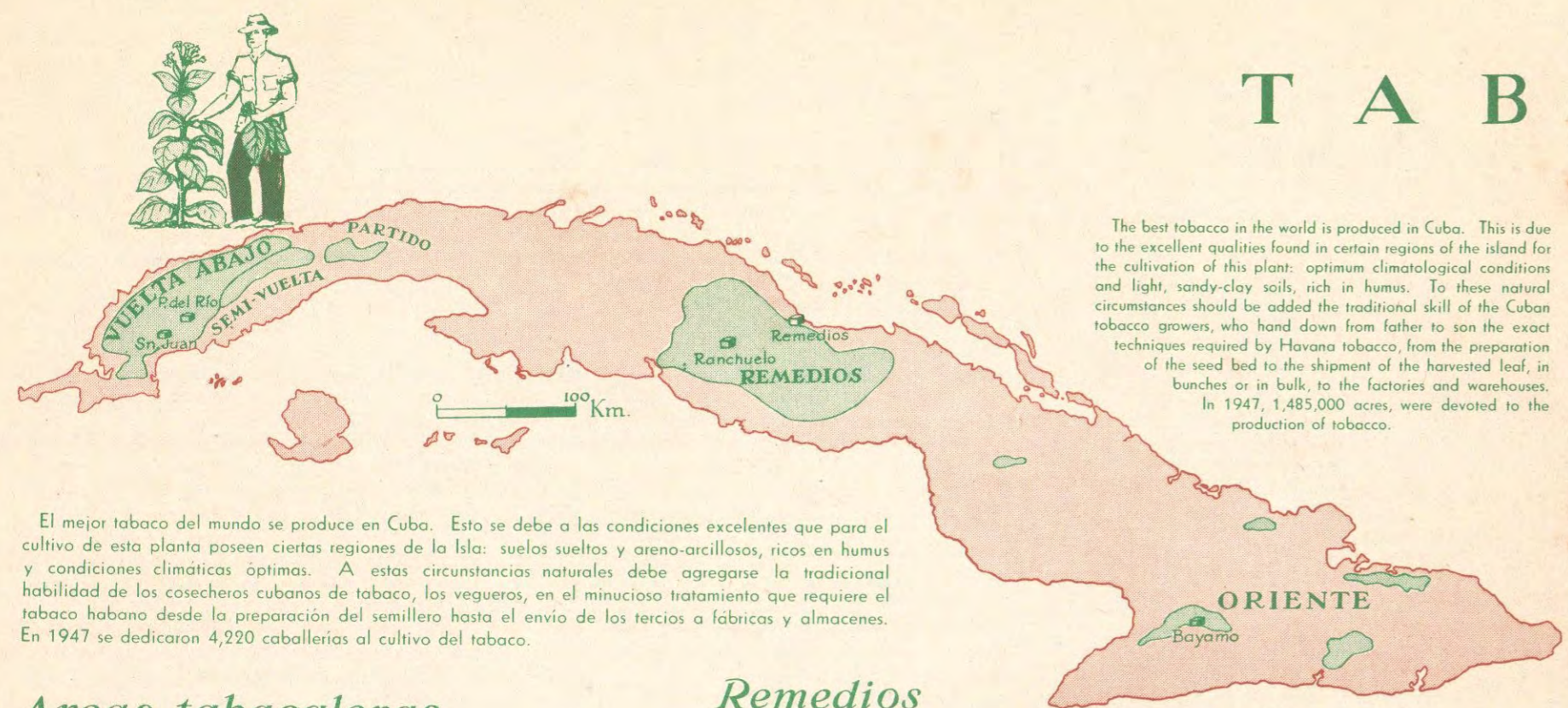
In 1947 processed tobacco for export reached an average price of \$5.40 a pound, while that of leaf tobacco was \$1.08, representing a difference of \$4.32 in favor of domestic manufacture. In other words, 80% of the return from the foreign sale of manufactured tobacco was employed in the industrial phase, while 20% corresponded to the raw material. It is evident that the future of this industry lies in obtaining markets for its manufactured products rather than in export of the leaf.

Exportación - 1947



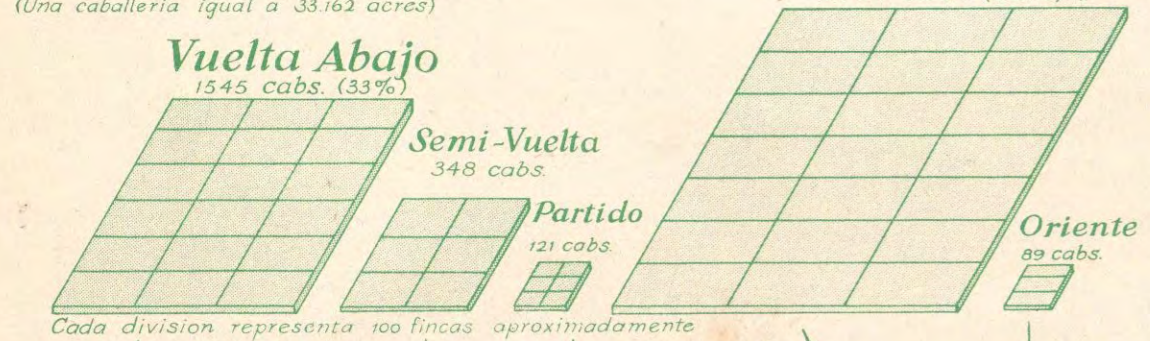
En 1946, el año en que la industria tabacalera alcanzó su nivel más alto debido a la gran demanda del periodo de guerra el volumen de operaciones pasó de los cien millones de pesos. El auge de esta industria, unido al de la azucarera, ha contribuido a la reciente prosperidad económica del país. Sin embargo este fué un florecimiento transitorio. La elaboración mecanizada en los E. U. permite producir tabacos a precios con los que la industria cubana de torcido a mano no puede competir, y ésta tampoco ha logrado otros mercados permanentes. La calidad excepcional de nuestra rama debe combinarse con los medios mecánicos más avanzados para poner los habanos al alcance de las grandes mayorías consumidoras, al amparo de los acuerdos de tarifas que se han adaptado recientemente y de los convenios comerciales en preparación. El tabaco torcido a mano siempre seguirá ocupando un lugar preponderante entre los artículos de lujo destinados a las minorías privilegiadas del mundo.

In 1946 the volume of business exceeded \$100,000,000. This peak, together with that of the sugar industry, contributed much to the country's recent prosperity. However, this flourishing of the tobacco industry, caused by the Second World War, has proved transitory. Mechanized production in the U. S. permits the sale of tobacco products at prices with which the Cuban manual industry cannot compete, and this has not been able to secure other permanent markets. The exceptional quality of our leaf should be combined with more advanced mechanical methods in order to put the 'habanos' within reach of the majority of consumers. Hand processed tobacco will always occupy a preferential position among luxury items for the privileged minorities of the world.

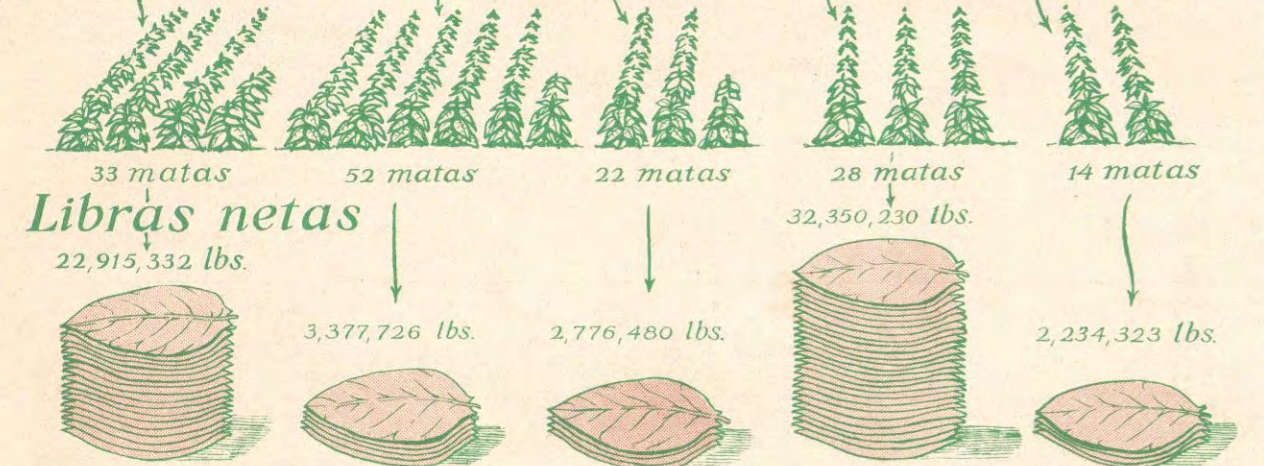


El mejor tabaco del mundo se produce en Cuba. Esto se debe a las condiciones excelentes que para el cultivo de esta planta poseen ciertas regiones de la Isla: suelos sueltos y arenos-arcillosos, ricos en humus y condiciones climáticas óptimas. A estas circunstancias naturales debe agregarse la tradicional habilidad de los cosecheros cubanos de tabaco, los vegueros, en el minucioso tratamiento que requiere el tabaco habano desde la preparación del semillero hasta el envío de los tercios a fábricas y almacenes. En 1947 se dedicaron 4,220 caballerías al cultivo del tabaco.

Areas tabacaleras



Rendimiento: Para producir una libra de tabaco son necesarias:



Trabajadores

- Agricultores: 15,000
- Escogedoras: 75,000
- Despalilladoras: 25,000
- Torcedores: 12,500
- Cigarreros y Oficios Varios: 5,000

Although tobacco was extensively used by the native population before the coming of the Spaniards, its industrial development was later than that of sugar cane. Commercial exportation began in 1614, and within 40 years Cuban tobacco was so distinguished in the world market for its quality that the European snuff manufacturers began the practice of blending it with other varieties to improve their product. By the early part of the 18th century, the tobacco business had become so lucrative that the Metropolis, always greedy for new sources of revenue, in 1717 established an official monopoly, the tobacco pool, creating the Factoría or purchasing agency, and prohibiting free sale. This led to protests and uprisings of the growers; the most serious one, in 1723, brought about bloody repressive methods against any movements or expressions of opinion contrary to the colonial rule.

The industry continued expanding slowly until the early 19th century, when the monopoly was removed and free trade in tobacco gave rise to the expansion of the manufacturing of cigars and cigarettes on the island. By mid century Havana had 500 tobacco and 36 cigarette factories, with more than 20,000 workmen employed. The War of '68 disorganized the industry. To the persecution of the Spanish government, the tobacco rollers reacted by social-political organizations. Many emigrated to Cayo Hueso and Tampa, from where they incessantly struggled for Cuban independence. The new Republic found many factories and a great number of its experts on foreign soil, but the industry soon recovered and again became a strong pillar of the national economy even if subject to the ups and downs of the World trade.