Bottles have changed...

but never the quality of

I.W. HARPER

PRIZED BOTTLED IN BOND OR MELLOW GOLD MEDAL BOURBON


86 PROOF AND 100 PROOF BOTTLED IN BOND - I.W. HARPER DISTILLING COMPANY, LOUISVILLE, KY.
SMOKING SCARE?  
What's Happened to It

One year after the big smoking scare-

People are smoking about as much as they did before. Sales of cigarettes, after a sudden drop a year ago, have climbed back.

It's just a year since the U.S. Surgeon General, Dr. Luther L. Terry, sounded a general alarm against the health hazards of cigarette smoking. The habit, he said in a report released on Jan. 11, 1964, could cause lung cancer "and might well be highly dangerous to the heart and circulatory system."

Publication of the report was followed up with nationwide anticigarette campaigns by the U.S. Public Health Service. Many State health agencies joined in. So did a number of important private organizations such as the American Cancer Society, the American Heart Association and the National Tuberculosis Association. It was an all-out drive against cigarette smoking. And it is still going on.

No drop in popularity. Despite the campaign, all signs indicate that cigarette smoking is still just about as widespread among Americans as it ever was.

You get this from reports of the Department of Agriculture and the Internal Revenue Service. You hear it when you talk to cigarette manufacturers and retail tobacconists.

The Surgeon General himself has said he is "disappointed" that so few Americans gave up cigarettes permanently following the publication of his report.

What happened, as the chart on page 3D indicates, is that a lot of Americans stopped smoking--or tried to stop--for a while after the report was published. Then, in most cases, the effect apparently wore off. The 404-page document, prepared by a panel of health experts, was widely distributed. It went to physicians, public-health authorities and school administrators across the country. The warnings it contained were widely reported by the press, TV and radio.

Premiers developed in both houses of Congress to compel cigarette makers to label their product as dangerous.

The effect of all this furor showed up almost immediately. Internal Revenue Service figures demonstrate this: Sales of cigarettes, after a sudden drop in January of 1964, than in the February, 1963, fell a year ago turned out to be temporary. Sales of cigarettes have come back close to where they were before the official report appeared.

"Many people who switched to pipes soon began to leave their pipes in the dresser drawer," this merchant reported. Some went back to cigarettes during the month because they did not like to carry pipes and tobacco pouches in their pockets. "They smoke pipes in the office or at home, until they forget about them," the Chicago tobacconist said.

A big drop, then--. From San Francisco comes word that the Surgeon General's report caused a 30-day slump in cigarette sales, coupled with a wholesale shift to pipes and cigars.

"People, apparently, attempted to quit smoking entirely," Mr. Conover said. His figures show a gain in the use of chewing tobacco, for the second year in a row, but less than the gain in 1963.

"Now, tobacconists in the Bay area say that the majority of smokers are back on cigarettes. Some smoke pipes and cigars as well as cigarettes now, many retailers report. Others say there has been a continuing upward trend in the sale of cigars for women, and that more young men are smoking pipes."

"Beneath the statistics showing an American shift away from cigarettes and then a shift back, you find regional differences," Mr. Conover said.

Members of the staff of "U.S. News & World Report" interviewed tobacconists in major U.S. cities, and got these reports:

In Chicago, the operator of a large chain of tobacco shops reports that his company's cigarette sales fell 10 per cent in the week following the Surgeon General's report. Four weeks later they were back to normal.

"Many people who switched to pipes soon began to leave their pipes in the dresser drawer," this merchant reported. Some went back to cigarettes during the month because they did not like to carry pipes and tobacco pouches in their pockets. "They smoke pipes in the office or at home, until they forget about them," the Chicago tobacconist said.

Cigarette smoking: Is the scare over? Sales of cigarettes--annual rates, seasonally adjusted--as shown by tax-paid shipments

BILLIONS OF CIGARETTES

U.S. News & World Report

ANOTHER BATTLE IN THE WAR ON CIGARETTES

A new drive against cigarette smoking is getting under way in U.S. cities. A broad-based anti-cigarette campaign now being conducted by individual groups. The main effort would be to reduce advertising, improve communications between the groups.

The council meetings, in the main, are understood to reflect the present positions of the American Lung Association, the Public Health Service. The call for more pressure on Congress comes especially from Senator Muskie, of Maine, and the American Cancer Society, which says the Health Service "took the leadership" last July.

Cigarette manufacturers and retailers agree that some filter-tips have "made a place for themselves," with American smokers. Retailers find that many habitual cigarette smokers are switching to filter-tips.

At the same time, they say, new customers are starting on filter-tips. But people never paid much attention, these merchants believe, to announcements of low tar and nicotine contents on cigarette packages.

The new antismoking drive comes at a time when the cigarette scare, as handled by the Surgeon General's report a year ago seems to be wearing off. This has not discouraged the Intergency Council. Rather, it has led the council to call for reduced ads.

Bills calling for such labeling were introduced in both branches of Congress, but died in committee. A ruling by the Federal Trade Commission which says the Health Service "took the leadership" last July.

Council headquarters are located in the National Medical Library on the grounds of the National Institutes of Health in Bethesda, Md.

A year ago the figure was 18.5 per cent below 1963 levels. And they attributed the slight decline over the increased number of the tobacco and health authorities are to be involved. The U.S. Public Health Service, the Children's Bureau and the Office of Education will give their backing. The National Interagency Council on Smoking and Health, Physical Education at the time.

A drive to "get at the youngsters" is now getting under way. A combination of char­

able and public organizations known as the National Interagency Council on Smoking and Health has been formed to co-ordinate a campaign aimed at teaching children the dangers of cigarette smoking. Parents, teachers and health authorities are to be involved. The U.S. Public Health Service, the Children's Bureau and the Office of Education will give their backing. The National Interagency Council on Smoking and Health, Physical Education

British TV keeps cigarette commercials off the screen until 9 p.m.

U.S. News & World Report

Senator Muskie, of Maine, has been putting pressure on cigarette manufacturers to police themselves. A Government campaign to publicize the dangers of smoking by means of posters and exhibits in schools and other public places is being written off as a failure. Critics complain that the campaign has only half-life. They want Government action to prohibit smoking in theaters, bowling alleys and other public places.

Why have Government warnings of the dangers of cigarette smoking had so little effect in Britain? One official report says: "Despite publicity which has been thought to be intensive, thousands of adults still believe ... that the risk of dying from lung cancer was much greater than the risk of dying from lung cancer."