



Bottles have changed...

but never the quality of

I.W. HARPER

since 1872

PRIZED BOTTLED IN BOND OR
MELLOW GOLD MEDAL BOURBON

From left to right: "Dandy" Pinch Bottle, 1900; "Amber" Glass, 1880; "Canteen G. A. R.," 1895; "Pewter Pitcher," 1900; "Companion" Decanter, 1910; "Bar Bottle" Cut Glass, 1910; "Dwarf" Decanter, 1885; "Gold Medal" Decanter, 1949; "Harper's Own" Ceramic Jug, 1890; "Little Companion" Cut Glass, 1910; "Nautical," 1890; "The American" Flask, 1875; "Carboy" Wicker-Covered, 1880; "Cameo" Miniature, 1899.

86 PROOF AND 100 PROOF BOTTLED IN BOND • © I.W. HARPER DISTILLING COMPANY, LOUISVILLE, KY.



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LBJ'S PLAN TO BEAUTIFY AMERICA

IS THE DOLLAR STRONG OR WEAK?

SMOKING SCARE?

What's Happened to It

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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.

Now comes another drive, with official support,
to discourage smoking. Principal target: young
people, especially teen-agers. That's where health
officials think they have the best chance.

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 campaigns, 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 39 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.

Pressures 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:

In February, 1964—the month following the publication of the report—shipments of cigarettes from manufacturers to retailers dropped to 29.2 billion. This was some 12 billion fewer than had been shipped in January, 8.8 billion fewer than in February, 1963.

At the same time, sales of cigars and pipe tobacco boomed. The smoking of cigars and pipes was not said to be dangerous in the Surgeon General's report.

Spurt in cigar sales. According to IRS figures, almost 200 million more cigars were moved from manufacturers to retailers in February, 1964, than in the same month one year earlier. Smoking tobacco shipments were close to 8.2 million pounds, compared to 5.0 million the previous year.

By the end of March, however, the

big panic seemed just about over. Cigarette shipments were about 4 per cent under the total for the same month in 1963. At the same time the boom in cigar and pipe-tobacco sales continued.

Since then, the rush back to cigarettes has been fairly constant—with a slackening in May and August. Estimates from the Department of Agriculture now indicate that total cigarette sales in 1964 were 494.5 billion. That is 3 per cent under the 1963 total. But 1963 was a record year.

The trend back to cigarette smoking is continuing, according to a recent statement by Arthur G. Conover, a Department of Agriculture analyst. Discussing the tobacco outlook for 1965, Mr. Conover said that, if present smoking habits remain the same, as he expects them to, cigarette consumption in 1965 will be "up a little" over the record-breaking total of 1963. He also suggested that sales of standard-sized cigars and little cigars "are likely" to make further gains in 1965, but not at the 1964 pace.

Sale of pipe tobacco may slacken somewhat, Mr. Conover said. His figures show a gain in the use of chewing tobacco, for the second year in a row, but he did not comment on the likelihood of further gains in the coming year.

Britain's experience. The swing away from cigarettes and then back to them as a health scare flares and wanes is real-

ly nothing new, health authorities point out. The same thing happened in Britain in 1962.

In March of that year, the Royal College of Physicians—which is somewhat like the American Medical Association—strongly implicated cigarette smoking as a cause of many lung and bronchial diseases, including lung cancer.

Sales of cigarettes in Britain dropped sharply after the report. The following year, however, Britons were puffing away at cigarettes at a higher rate than ever before.

In the United States. Beneath the statistics showing an American shift away from cigarettes and then a shift back, you find regional differences.

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 day 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.

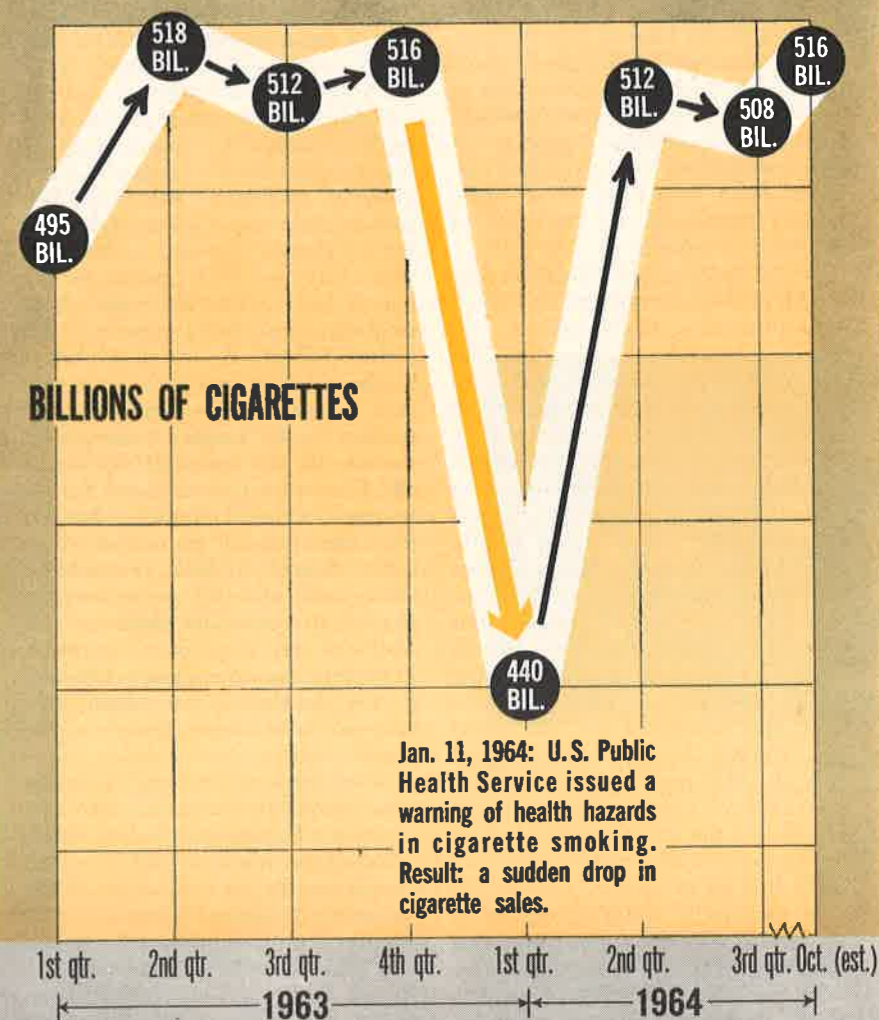
A big drop, then— From San Francisco comes word that the Surgeon General's report caused a 30-day slump in cigarette sales, coupled with a wholesale shift to pipes and cigars. Few people, apparently, attempted to quit smoking entirely.

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.

In Texas, the Surgeon General's report apparently hit hard for a time. A chain-store manager in Dallas reported that cigarette sales slumped 12 per cent. "It (continued on next page)

CIGARETTE SMOKING: IS THE SCARE OVER?

Sales of cigarettes—annual rates, seasonally adjusted—
as shown by tax-paid shipments



The sharp drop in cigarette smoking that followed the official warning a year ago turned out to be temporary. Sales of cigarettes have come back close to where they were before the official report appeared.

Basic data: U. S. Dept. of Agriculture, which reports seasonally adjusted figures, based on tax data from U. S. Treasury Dept.

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ANOTHER BATTLE IN THE WAR ON CIGARETTES

A new drive against cigarette smoking is getting under way in U. S. It is to be pushed well beyond the Surgeon General's "Report on Smoking," which, one year ago, branded the cigarette habit as dangerous to health.

This new drive is under the direction of the National Interagency Council on Smoking and Health, an action group organized by Government authorities, private health associations and civic bodies.

The Council meets on January 11 to plan the strategy of the campaign, select the primary targets. Out of the meeting are expected to come specific plans for combatting smoking as a health hazard:

- A nationwide program in grade and high schools to warn students of the dangers of cigarette smoking. Schools are considered a good forum because children can be reached easily in them, and there is no widespread opposition to this sort of teaching in schools.

- An educational program for health professions throughout the nation—physicians, health officers, athletic coaches, school nurses. One aim would be to provide them with anti-cigarette information and teaching aids.

- Increased pressure in Congress for legislation compelling cigarette manufacturers to label their products as "potentially dangerous to health." Bills calling for such labeling were introduced in both branches of Congress during the last session, but died in committee. A ruling by the Federal Trade Commission requiring health warnings on cigarette packages first scheduled to take effect Jan. 1, 1965, has been put off until July 1. Members of the National Interagency Council on Smoking and Health say the order may be shelved for good unless public pressure builds up for it.

- Perhaps a "pilot" program to saturate a selected community with information on the dangers of cigarette smoking. This program, if it is tried, would be designed to reach adults as well as young people. It would serve as a demonstration study of what works and what does not in any anticigarette campaign.

- Closer relationships between all agencies, federal, State and private, interested in checking the growth of

the cigarette habit. A committee might be formed to co-ordinate all anticigarette campaigns now being conducted by individual groups. The idea would be to reduce overlapping of efforts, improve communications between the groups.

These proposals, in the main, are understood to reflect the present thinking of the U. S. Public Health Service. The call for more pressure on Congress comes especially from Senator Maurine Neuberger (Dem.) of Oregon.

The real power behind formation of the Interagency Council on Smoking and Health is the Public Health Service. This is pointed out in a report of the American Cancer Society, 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. Initial financing comes from the Public Health Service. In the past year, PHS and NIH grants for research in a wide field related to smoking have totaled more than 1.5 million dollars.

The new antismoking drive comes at a time when the cigarette scare swelled by the Surgeon General's report a year ago seems to be wearing off. This has not discouraged the Interagency Council. Rather, it has led the Council to call for redoubled efforts. Schools, books, pamphlets, films, radio and TV are to be employed to persuade children and adults to stay away from cigarettes.

Behind the Interagency Council, in the developing campaign, is a long array of organizations in the health field.

In addition to federal agencies—the Public Health Service, the U. S. Children's Bureau and the U. S. Office of Education—there are the American Cancer Society, Inc., American Heart Association, National Tuberculosis Association, American Dental Association, American Pharmaceutical Association, American Public Health Association, American Association for Health, Physical Education & Recreation; National Congress of Parents and Teachers, Department of Classroom Teachers of the National Education Association, and the Association of State and Territorial Health Officers.

[continued from preceding page]

took two or three months to get back to normal," he said.

Another Texas tobacconist said he seemed to notice that "since the report fewer young kids are smoking."

The manager of a leading tobacco shop in Detroit estimates that one customer in four who switched from cigarettes to a pipe or cigars stayed switched. Cigarette sales are back to normal now, but they fell from mid-January to the end of March.

Tobacco retailers in New York report: "We're back in the cigarette business again." They also say that there is still a market for women's pipes as smoking equipment, not as toys.

A switch to filters. One change in American smoking habits started even before the Surgeon General's report scared people. That was the switch to filter-tip cigarettes.

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 tar and nicotine contents on cigarette packages.

"Who reads the fine print?" one retailer asks. He also scoffs at the notion that a smoker would read a warning on the package that cigarettes may be dangerous to health.

A Federal Trade Commission ruling requires such a warning on all cigarette packages and in all cigarette advertising after July 1, 1965. The Interstate and Foreign Commerce Committee of the House plans to hold hearings on just what kind of labeling, if any, should be used.

Dr. Terry hopes young people can be headed off from the cigarette habit

—Wide World Photo



Senator Maurine Neuberger (Dem.), of Oregon, has said she will press for legislation of this sort in the Senate early in the new session of Congress.

Curbs on ads. Meanwhile on Jan. 1, 1965, cigarette manufacturers themselves put into effect a code eliminating all advertising directed at persons under 21 years of age.

The code is specifically designed to eliminate from cigarette advertising any suggestion that smoking is "essential to social prominence, distinction or sexual attractiveness." It also bans the use of pictures of "any person well known as being, or having been, an athlete."

Robert B. Meyner, former Governor of New Jersey, will administer the code for the nine major cigarette manufacturers who have agreed to it. He will have broad powers, including authority to assess fines of up to \$100,000 on code violators.

In moving to police themselves, the cigarette manufacturers are going along with Surgeon General Terry and the private groups that demand action.

Says Dr. Terry: "It is difficult for people who have smoked for many years to give it up. We're going to have to get at the youngsters and keep them from smoking, or get them to quit when they've just been smoking a short time."

A drive to "get at the youngsters" is now shaping up. A combination of charitable 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—perhaps some funds.

Youngsters will be the target. Adults who smoke, the Council suggests, will have to look out for themselves.

Mr. Meyner will direct a program of cigarette makers to police themselves

—USN&WR Photo



—Wide World Photo

Posters fail to convince the smoker

WHAT'S HAPPENED TO THE SMOKING SCARE IN BRITAIN

LONDON

British cigarette smokers have had two "scares" about their habit in the past three years, yet they appear to be smoking almost as much as ever.

In 1962, the authoritative Royal College of Physicians published a report linking heavy cigarette smoking to lung cancer and other fatal diseases. Cigarette sales dropped sharply following the publication of this report. But by the end of 1963 sales had climbed to a record high of 115 billion cigarettes.

In January, 1964, the report of the U. S. Surgeon General was published widely in Britain. It also linked excessive cigarette smoking to lung cancer, emphysema and, possibly, heart disease. Once again British cigarette sales fell sharply. But by the end of the year, British tobacco-industry officials estimated that total cigarette sales were only 1 per cent below 1963 levels. And they attributed the slight decline more to an increased tax on cigarettes than to any health scare.

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 been half-hearted. They want Government action to prohibit smoking in theaters, buses and trains. They also are suggesting that the Government prohibit all cigarette advertising.

Government officials, on the other hand, say there is a limit to what they can do to discourage smoking without interfering with the liberty of private citizens. And they feel they have reached that limit.

Tobacco companies and commercial television networks have voluntarily withheld cigarette commercials until after 9 p.m., when few children may be expected to be watching television—but they have refused to eliminate cigarette commercials entirely, as has

been suggested by the British Medical Association.

While Britons in general seem to be smoking nearly as much as ever, British physicians as a group are dropping the habit. A recent survey shows that one third of British doctors who were habitual cigarette smokers have given up the habit within the past 10 years. Among the rest of the population three out of four adult men and one out of two adult women smoke, according to British Government sources.

One effect of the smoking scares has been marked, however. It is a



—Black Star Photo

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

wholesale shift to filter-tip cigarettes. Industry figures show that filter cigarettes now account for 45 per cent of sales. A year ago the figure was 35 per cent. Before the report by the Royal College of Physicians was published in 1962, sales of filter cigarettes were negligible.

Why have repeated warnings of the dangers of cigarette smoking had so little effect in Britain? One official report says: "Despite publicity which had been thought to be intensive, most adults still believed . . . that the risk of being killed in a road accident was much greater than the risk of dying from lung cancer."