

Tobacco

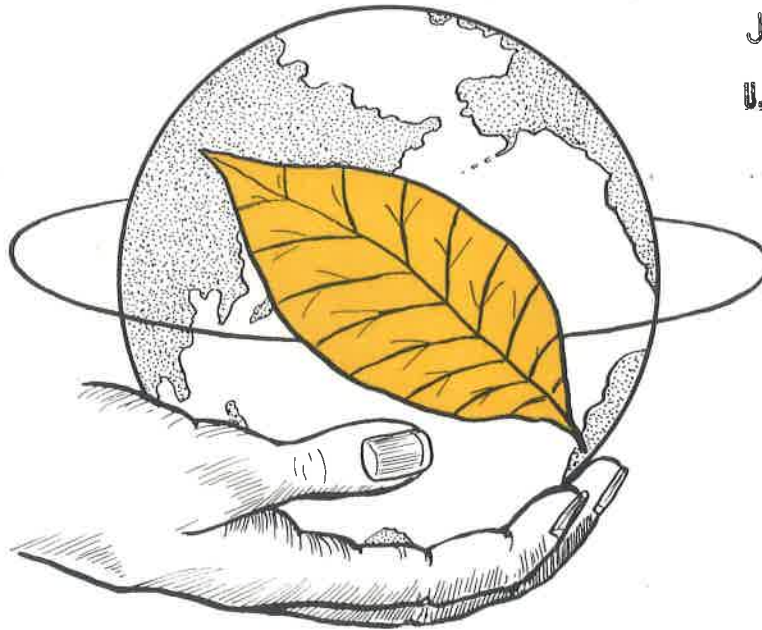
Volume 158 JANUARY 17, 1964 Number 3



Tobacco Science ... 27

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Tobacco

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THE INTERNATIONAL WEEKLY OF INDUSTRY AND SCIENCE

ESTABLISHED 1886

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Correspondents in the tobacco growing, processing and manufacturing areas everywhere.

BUSINESS STAFF

Joseph P. Horgan, Publisher
Aven J. Pearson
John R. Thompson
49 W. 45th St., New York 10036
H. K. Vinton
79 West Monroe St., Chicago 3

EUROPE EXCEPT U.K. & GERMANY

John Ashcraft
c/o La Papeterie
9 Rue LaGrange, Paris 5, France

GERMANY

Herbert Morgenbesser
Kohlgarten 3, Hamburg-Fu, Germany

UNITED KINGDOM

Reg Butler
Stafford House, Norfolk St., Strand
London W.C. 2, England
Telephone: TEmple Bar 7397

FRED. B. GROSSE
Production Manager

Single copy price of regular issues:
USA \$.25 Canada & Foreign \$.50

LOCKWOOD TRADE JOURNAL CO., INC.
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Second class postage paid at East Stroudsburg, Pa. Publication office at Lockwood Trade Journal Co., Inc., 34 North Crystal St., East Stroudsburg, Pa. Copyright 1964 by Lockwood Trade Journal Co., Inc. Contents of TOBACCO, including Tobacco Science and all articles, illustrations, etc., are copyrighted and may not be reprinted except by permission.

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DATES TO REMEMBER

JAN. 28-30, 1964: 19th Tobacco Workers' Conference, Ohio State University, Columbus, O.

FEB. 14, 1964: Midwinter Board of Governors' Meeting, Tobacco Association of United States, Hotel Jefferson, Richmond, Va.

APR. 4-9, 1964: Annual Convention, National Association of Tobacco Distributors, Hotel Fontainebleau, Miami Beach, Fla.

APRIL 20-23, 1964: A.M.A. National Packaging Exposition and Conference, Hilton Hotel and Coliseum, New York, N. Y.

JUNE 21-24, 1964: Annual Conventions, Tobacco Association of United States and Leaf Tobacco Exporters' Association, Greenbrier Hotel, White Sulphur Springs, W. Va.

JULY 6-9, 1964: Annual Convention, Bright Belt Warehouse Association, Wanderer Motel, Jekyll Island, Ga.

OCT. 3-10, 1964: 16th Annual National Tobacco Festival, Richmond, Va.

OCT. 15-17, 1964: 32nd Annual Convention, Retail Tobacco Dealers of America, Statler-Hilton Hotel, New York, N. Y.

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Trade Winds

By Lou Schneider



No panic . . .

Cigarette company shareowners didn't push the panic button on the U.S. Public Health Service committee's report on smoking. The tobacco industry has been living with the health scare for more than a decade. It has not prevented share price advances in that ten-year period or advances in their growth of sales, earnings and dividends. General opinion is that the Washington report will not put a sudden stop to cigarette smoking, though it may slow the pace of the industry's growth for a spell.

Pulp and paper . . .

Output of paper and pulp is expected to rise some four per cent this year on top of a nine per cent gain last year. The industry is now operating at 94 per cent of capacity, and there aren't any indications of a letdown for at least the next four months. The same prospects prevail for the packaging industry, ranging from metal cans to paper bags.

Business boom . . .

Fast-rising income, and high rate of employment, accounts for the business boom in European free countries. But banking and industrial leaders there are worried about the problem of overcapacity in production ability, especially by the possibility of overwhelming competition from the European affiliates of American companies.

Sales spur . . .

Auto managements are all set to add impetus to their 1964 sales programs. When they open their big spectacular displays at the New York World's Fair in April they will show special lines of cars. General Motors will unwrap stepped-roofed station wagons. Ford will unveil a new inexpensive sports car to retail under \$3,000. And Chrysler plans two new surprises. And all will show their new 1965-model cars by late August—or earlier.

Calendar comment . . .

Says Brown & Bigelow, world's largest calendar printers: 1964 matches exactly the days and months of 1908. And 1965 will match the days and months of 1897. But don't bother saving the 1964 calendar. It will not be useful again until 1992.

"From the daily newspaper column distributed by the Bell Syndicate, Inc."

Tobacco

WEEK OF JANUARY 17, 1964

Cites Cancer Cause . . .

U.S. Report Blasts Cigarettes

(See Editor's Forum, page 7: "Where Do We Go from Here?")

Allen: "This Report Is Not the Final Chapter"

WASHINGTON, D.C.—George V. Allen, president of The Tobacco Institute, Inc., on Saturday issued the following statement regarding the report of the Advisory Committee on Smoking and Health:

"While it is obviously not possible for me to comment in detail on this 387 page report so soon after receiving it, a few observations seem immediately pertinent.

"First, I am sure the report will receive the careful study it so clearly deserves.

"Secondly, further research is needed. As Surgeon General Terry pointed out, 'There is a great deal yet to be known on the subject.' He specifically rejected a suggestion that there was no longer need for additional research. In

short, this report is not the final chapter.

"I endorse wholeheartedly and without any reservation Surgeon General Terry's call at his press conference today, not for less, but for more research—by the Public Health Service, the American Medical Association, and other public and private groups of scientists who are seeking the scientific facts we so urgently need.

"Finally, the tobacco industry, which is already supporting a considerable body of health research, stands ready to increase that support and also to cooperate with the government and with other groups on any projects which offer possibilities for filling the gaps in knowledge which still exist in this broad field of scientific concern."

The long awaited report on the effects of smoking was released last Saturday in Washington, D.C., and it turned out to be a harsh indictment of cigarettes.

The 387-page report, "Smoking and Health," was prepared by an advisory committee to the Surgeon General of the Public Health Service. The committee, which had been formed under the initiative of President Kennedy, began its work in the Summer of 1962 to assay the effects of smoking on health.

Combining the results of many surveys, the panel asserted that there is no doubt about the role of cigarette smoking as a cause of lung cancer.

Ailments Blamed On Cigarettes

In addition, the committee attributed to cigarette smoking a long list of ailments, including chronic bronchitis, coronary artery disease and emphysema.

Among men who smoke cigarettes, the report asserts, the death rate from lung cancer is almost 1,000 per cent higher than in nonsmokers. Lung cancer has become the most frequent form of cancer in men.

Coronary heart disease is the leading cause of death in this country. Mortality is 70 per cent higher for cigarette smokers than for nonsmokers, the report said.

(Please turn page)

Leaf Men Take 'Report'

With Wait-and-See View

DANVILLE, VA.—Danville tobacco interests which mean so much to the regional economy accepted the report on smoking with resignation. As in other instances it was the old story of statistics versus a real moment of truth.

Typical of the remarks after reading the report was that of W. Nat Terry Jr., president of the Danville Tobacco

Association, who said, "We will have to wait and see." Others chorused that there was nothing new in the report, that it simply said that people who smoke excessively come to an early end.

Fred Royster of Henderson, N.C., managing director of the Bright Belt Warehouse Association, put it this way,

(Continued on page 25)

How to Get a Copy . . .

Copies of "Smoking and Health, Report of the Advisory Committee to the Surgeon General of the Public Health Service," can be obtained from the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402, for \$1.25.

U. S. Report Blasts Cigarette Smoking;

Cigars and Pipes Fare Better

(Continued from page 9)

Cigarettes Termed Health Hazard

Luther L. Terry, Surgeon-General of the U.S. Public Health Service, in presenting the completed report at the press conference in the State Department auditorium, commented:

"Out of its long and exhaustive deliberations, the Committee has reached the overall judgment that ciga-

rette smoking is a health hazard of sufficient importance in the United States to warrant remedial action.

Claim Evidence Supports Judgment

"This overall judgment was supported by many converging lines of evidence, as well as by data indicating that ciga-

rette smoking is related to higher death rates in a number of disease categories.

Quoting from the report, he said, "In view of the continuing and mounting evidence from many sources, it is the judgment of the committee that cigarette smoking contributes substantially to mortality from certain specific diseases and to the overall death rate."

Cigar and pipe smoking were found by the committee to have little significance in comparison with cigarettes.

Death rates of cigar smokers are about the same as those of nonsmokers, the findings indicated, for men smoking less than five cigars daily. Death rates for pipe smokers were little if at all higher than for nonsmokers.

For cigar and pipe smokers combined, there was a suggestion of high mortality ratios for cancers of the mouth, esophagus and larynx. These ratios, however, are based on a small number of deaths.

The reason for lower rates among cigar and pipe smokers is not clear, the report asserts, although some attribute it to less inhalation.

Surgeon General Promises Action

Dr. Terry said that the Public Health Service will move promptly to determine remedial measures to be taken. Recommendations will be made to Anthony J. Celebrezze, Secretary of Health, Education and Welfare, after consultation with the Public Health Service staff, he said.

Dr. Terry asserted that federal agencies consider the report to have such importance that there will be "no foot dragging" in deciding on action. However, no special panel is being considered to propose legislation or executive actions, Dr. Terry told the news conference.

Three Kinds of Evidence Evaluated

In order to judge whether smoking and other tobacco uses are injurious to health or related to specific diseases, the committee evaluated three main kinds of scientific evidence: animal experiments, clinical and autopsy studies and population studies, including 29 retrospective studies on lung cancer, carried on in recent years.

The report asserts that the risk of developing lung cancer increases with duration of smoking and the number of cigarettes smoked per day, and is di-

Surgeon General's Advisory Committee on Smoking and Health

Chairman. DR. LUTHER L. TERRY, Surgeon General, U.S. Public Health Service.

Vice-Chairman. DR. JAMES M. HUNDLEY, Assistant Surgeon General for Operations, PHS.

Staff Director. DR. EUGENE H. GUTHRIE, Chief, Division of Chronic Diseases, PHS.

Committee Staff Medical Coordinator July, 1962 to August, 1963. DR. PETER V. V. HAMILL, Assistant Medical Advisor to Health Examination Survey, National Center for Health Statistics, PHS.

Committee Members and Their Fields

DR. STANHOPE BAYNE-JONES, former Dean, Yale School of Medicine, former President, Joint Administrative Board, Cornell University, New York Hospital Medical Center, former President, Society American Bacteriologists, and American Society of Pathology and Bacteriology.

Field: Nature and Causation of Disease in Human Populations.

DR. WALTER J. BURDETTE, Head of Department of Surgery, University of Utah School of Medicine, Salt Lake City.

Field: Clinical and Experimental Surgery; Genetics.

PROFESSOR WILLIAM G. COCHRAN, Department of Statistics, Harvard University.

Field: Mathematical Statistics, with Special Application to Biologic Problems.

DR. EMMANUEL FARBER, Chairman, Department of Pathology, University of Pittsburgh.

Field: Experimental and Clinical Pathology.

DR. LOUIS F. FIESER, Sheldon Emory Professor of Organic Chemistry, Harvard.

Field: Chemistry of Tobacco Smoke.

DR. JACOB FURTH, Professor of Pathology, Francis Delafield Hospital, New York.

Field: Cancer Biology.

DR. JOHN B. HICKAM, Chairman, Department of Internal Medicine, University of Indiana, Indianapolis.

Field: Internal Medicine, Physiology of Cardiopulmonary Disease.

DR. CHARLES LeMAISTRE, Medical Director of Woodlawn Hospital and Professor of Medicine, Southwestern Medical College, Dallas, Texas.

Fields: Internal Medicine, Infectious Diseases, Preventive Medicine.

DR. LEONARD M. SCHUMAN, Professor of Epidemiology, University of Minnesota School of Public Health, Minneapolis.

Field: Health and Its Relationship to the Total Environment.

DR. MAURICE H. SEEVERS, Chairman, Department of Pharmacology, University of Michigan.

Field: Pharmacology of Anesthesia and Habit-forming Drugs.

minated when cigarette smoking is discontinued.

Data for Women Is Less Extensive

The data for women, though less extensive, the report said, point in the same direction.

It is recognized by the committee that no simple cause and effect relationship exists between a complex product like tobacco smoke and a specific disease in the human organism. It is also recognized that often the co-existence of several factors is required for the occurrence of the disease, and that one of the factors may play a determinant role, the report said.

The panel also linked cigarette smoking to peptic ulcers, to accidental deaths due to fires in homes, and to a reduction in size of babies born to women who smoke during pregnancy.

The panel could find no direct or causal association between smoking and cirrhosis of the liver, or between smoking and toxic amblyopia—a dimness of vision.

Terry Promises Quick Action on Report

WASHINGTON, D.C. — Surgeon General Terry, answering press questions, said he could not say what action would be taken by his agency, but that they expected to move fast.

He would not comment on Senator Neuberger's bill, to require labeling of cigarette packages as containing dangerous substances to health.

He said he, personally, as a physician counseling a patient, would caution him against smoking and leave it to him to smoke cigarettes, with the understanding of the risk he assumed. In this connection, copies of the report are being mailed to all physicians, leaving to their individual judgment what action they take.

The report is not the Public Health Service's official report; it is the recommendation to the agency, of the panel's findings. However, all his statements were keyed to the report's findings; it was clear that he regarded them as definitive.

The panel found no significant effect in use of filters.—SAND.

Health Report Brings Strong Reaction from No. Carolina

RALEIGH, N.C.—Reaction in North Carolina to the Surgeon-General's special committee on tobacco and health, as announced last Saturday, was about what was expected. Officials and tobacco men thought what the report said was only a review and assessment of previously existing evidence.

North Carolina is the largest producer and manufacturer of tobacco, and has a vital interest in the future of the industry. Last year, its farmers marketed 872,579,600 pounds of flue-cured leaf, and huge manufacturing plants in Winston-Salem, Durham, Greensboro and Reidsville turned out more cigarettes than any other State.

The government study panel said smoking of cigarettes is a health hazard that calls for corrective action, and is a major cause of lung cancer and other death-dealing diseases, especially in men. It indicated that the more you smoke the greater your risk of an early death.

It was further contended that there is "simply no evidence that filters (on cigarettes) have had an effect in reducing the health hazard from smoking." The panel of ten scientists spent fourteen months in its study of available evidence.

Governor Terry Sanford of North Carolina and Fred S. Royster of the Bright Belt Warehouse Association, agreed that the answers to the tobacco-health question "remain to be provided by basic medical research," even though a Federal panel's report has been made.

The Governor said that "as I understand it, the Surgeon-General's report is a review and an assessment of previously existing evidence, none of which is conclusive and most of which is based on statistical studies." He added that the people of North Carolina, to whom tobacco is of the greatest economic importance, have faith that basic health research ultimately will exonerate tobacco, or it will identify and permit the removal of any hazardous components."

Mr. Royster said "the federal report is not greatly different from what I anticipated. It appears that it is based on the oft-repeated premise of statistical information. My opinion remains unchanged that any condemnation of one of the greatest industries in America should be based not on statistical or speculative information but rather on proven medical and scientific facts." He added that "it is reasonable to expect

some immediate effect on the industry, but in the long run, pending conclusive scientific evidence, I do not think it will have a material effect."

Comment by B. C. Mangum, president of the North Carolina Farm Bureau, said: "We've been living with this sort of thing for many years because there has not been conclusive evidence to prove that smoking is the cause of these things. There is no evidence today different from what we've had for years. It's most unfortunate for the tobacco industry to have to face a situation such as this. However, it has been faced with problems before and has continued to grow. No doubt this will have some effect on the industry immediately. But in the long run, I don't think it will have a material effect."

The United States tobacco business is an \$8-billion-a-year industry. Statistics show that in 1963 some 70 million Americans, or more than half the adult population, including overseas military forces bought more than 523 billion cigarettes, or about 15 billion more than in 1962; more than 7.1 billion cigars, up 115 million from 1962; about 69.5 million pounds of smoking tobacco; nearly 64.8 million pounds of chewing tobacco, and more than 32.5 million pounds of snuff.

Of the \$8 billion spent on tobacco products last year, \$3.3 billion went to federal, state and local governments in excise taxes. Tobacco is grown in 21 states by 750,000 farm families on an acreage of 1.2 million with a total yield of 2.2 billion pounds.

Tobacco is the fifth largest cash crop in the United States, following cotton, wheat, corn and soybeans, and ranks third in agricultural exports. Farmers last year received \$1.3 billion for sales of the crop last year, representing eight per cent of the total for all crops in the United States.

Tobacco crop income for the major growing states was: North Carolina \$564 million; Kentucky \$267 million; South Carolina \$116 million; Virginia \$100 million; Georgia \$86 million, and Tennessee \$84 million. Some 550 tobacco products factories operate in thirty states. North Carolina leads in cigarette production, with an annual output of about 325 billion. Virginia produces about 115 billion and Kentucky around 90 billion. Tobacco manufacturers employ directly more than 96,000 persons whose wages total \$379 million a year.—HAD.

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- DILL'S BEST Pipe Tobacco
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- BRUTON SWEET & BRUTON SCOTCH
- RED SEAL and CC Snuffs

NATD Warns Against Panic on Health Issue

In New York last Monday, the National Association of Tobacco Distributors issued the following statement on the surgeon-general's report on smoking and health:

"No one has a right or license to regard, cavalierly or indifferently, the assertion of the surgeon-general's committee that: Cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action.

"No one, by the same token, has a right or license to doubt or question the forthrightness and sincerity of the tobacco industry in confronting the issue without necessarily subscribing to the surgeon-general's assertion.

"While the views of a bona fide government body and agency deserve and merit serious attention and examination," NATD assents, "we cannot and must not gloss over the following weighty factors:

- "Tobacco, in all its forms, is America's oldest industry.
- "It is estimated that more than seventy million Americans enjoy cigarettes.
- "Tobacco products yield to the federal, state and municipal governments in excess of \$3 billion revenue per annum.
- "Cigarettes are manufactured under the most sanitary conditions attainable.
- "One and a half million retail outlets dispense cigarettes all over the nation.
- "Over 750,000 tobacco growers conscientiously devote time and effort intent upon the constant improvement of tobacco crops with a value of over \$1 billion to our agricultural economy.
- "Some 4,500 wholesalers, with their 16,000 salesmen and 17,000 vehicles, provide an uninterrupted flow of tobacco and kindred products to the million and one-half outlets.
- "The American cigarette is preferred all over the world.
- "The tobacco industry collectively, and each firm individually, annually appropriates tremendous sums for constant research to enhance its products.
- "Tobacco is one of America's greatest industries with an annual volume in excess of \$8 billion.

"Obviously, the surgeon-general's report will, unavoidably, provide a virtual field day for sincere persons as well as 'crackpots' to advocate, propose, recommend, urge and petition for all sorts of laws, legend imprints and warnings on each package of cigarette. Such a course of procedure is concomitant with our blessed and glorious American free democracy. It is to be expected and even respected.

"As members of the industry, however, it is incumbent upon us to exercise patience, fortitude, tolerance and understanding and, above all, to avoid any panic or commotion. We are in the business of handling and marketing tobacco products. Ours is a legitimate business conscientiously performed. Aided and abetted by this knowledge, we are confident that justice and wisdom will triumph in the end and inure to the benefit of all concerned, particularly smokers.

"May we conclude with the following assertion by a world famous surgeon: 'You can't legislate against sex or alcohol or smoking. It's up to the individual whether to quit or not.'"