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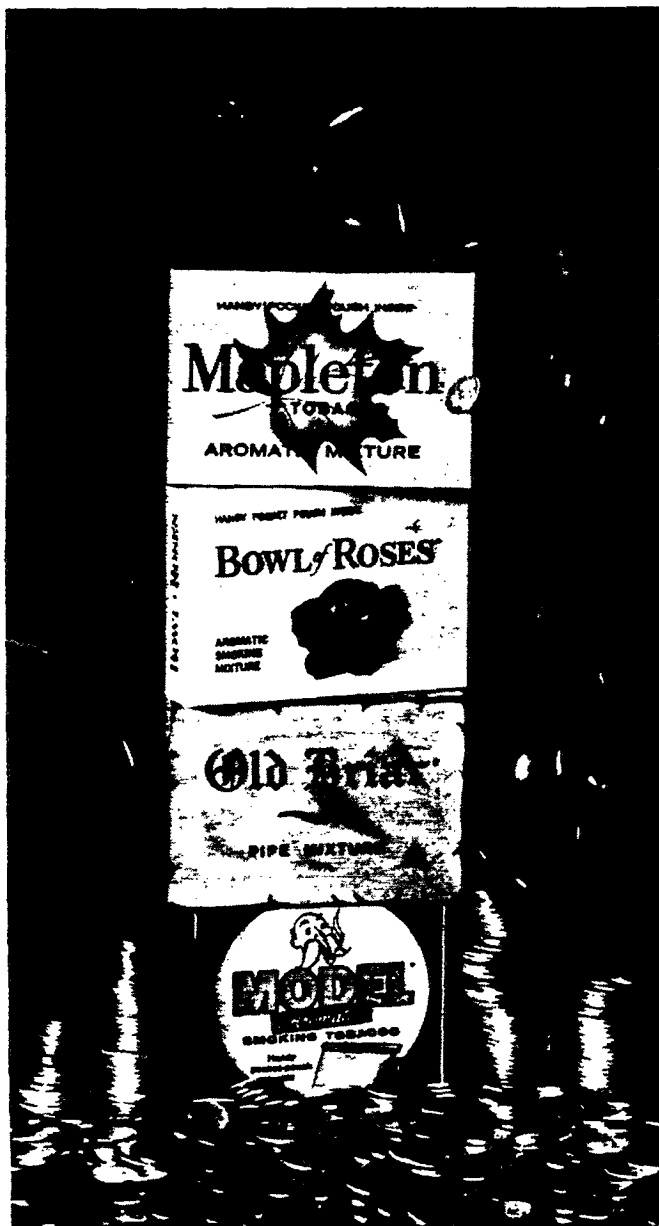
# Make a stack with these 4 great blends that build real dollar volume!

Make a stack of profits with Mapleton and Bowl of Roses Aromatic Smoking Mixtures—the big sellers in the growing trend to aromatics. And now there's a new Model Aromatic ... it's loaded with big profits, too!

Old Briar Pipe Mixture and famous Model Smoking Tobacco guarantee still more profits. They keep the "regulars" happy and keep bringing in new customers all the time. And make a stack with these other fine products from United States Tobacco Company:

Copenhagen • Skoal • Key Chewing Tobacco • King Sano and King Sano Menthol Cigarettes • Bruton Sweet & Bruton Scotch Snuffs • Red Seal and CC Snuffs • Little Sano Cigars • Sano Belvederes • Sano Pipe Tobacco • Dill's Best Pipe Tobacco. Keep a full stock of all these profit-makers!

**United States Tobacco Company,**  
New York, Richmond, Nashville, Chicago, San Francisco.



## THE VIEW FROM HERE

... as We See it

### IS TEMPERANCE GROUP BEHIND CONGRESS?

The American Temperance Society and its various affiliates and extensions seem to have found a new target for their abstinence activities: cigarette smoking.

The word "temperance" in the group's title is a misnomer; the group vigorously advocates complete abstinence from liquor. Now, it's smoking.

Although its role is not generally known, the Temperance Society appears to be chief promoter of the First International Congress on Smoking and Health, scheduled to be held in New York City in June.

From its letterhead, one would conclude that the Congress is a broadly based program with support from all walks of life.

The list of honorary members on the Congress letterhead includes government officials of several countries, and the governors of nine U. S. states. Members of the board of directors include various Congressmen, anti-smoking physicians and scientists, religious leaders, educators and others.

In fact, the Congress seems to have been initiated by Temperance officials and the chief promoter is a long-time temperance official. The executive secretary and chief promoter of the conference is W. A. Scharffenberg. Until recently, he was executive secretary of the International Temperance Association, an extension of the American Temperance Society.

Assistant Secretary of the conference is a Temperance Society official, Francis A. Soper, editor of two American Temperance Society publications: *Smoke Signals* (devoted to anti-smoking material), and *Listen (A Journal of Better Living)*.

The first hint of the conference came in January, 1963, when a committee met to discuss plans in a Chicago hotel room reserved in Mr. Scharffenberg's name.

A planning meeting was also held in Philadelphia in September, 1964, during the Fifth National Cancer Conference. Among those present were two members of the U. S. Public Health Service: Dr. Daniel Horn, now chief of National Clearinghouse on Smoking and Health, and Dr. Lewis C. Robbins, then chief of the Cancer Control Branch, which is part of Dr. Eugene Guthrie's Division of Chronic Diseases.

While Public Health Service officials are not listed on the Congress' letterhead, Emerson Foote, chairman of the National Interagency Council on Smoking and Health, is listed as a member of the Advisory Board.

Recently the Congress opened an office at the Overseas Press Club in New York. James Muckell was designated Congress Manager. Mr. Muckell is a professional executive secretary and exhibit manager for organizations.

Early in November, Mr. Muckell mailed to a number of individuals and corporations a letter and material relating to next June's Congress. He said the Congress "will dramatize the effects of smoking on health and will bring together, for the first time, scientists, researchers and other experts in this field from around the world."

The budget projected for the Congress totals \$203,000, and, according to the Congress's promotional brochure, it is hoped contributions from industry and private individuals will provide that amount.

In smoking, the temperance people appear to have found a way to ally themselves with various groups and individuals who might hesitate to support an acknowledged Temperance Society program.

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