



Congressman James T. Broyhill's Washington Report

CIGARETTE ADVERTISING... Interstate and Foreign Commerce Committee, on which I serve, has studied the many arguments both for and against these bans. Last week, the bill recommended for passage by the Committee was considered and passed by the House without major change. The legislation now moves to the Senate where the same arguments will be considered and some de-

cision reached. This discussion began in 1964 when the Surgeon General of the United States issued his report concluding that the smoking of cigarettes may be hazardous to health. Within several days, the Federal Trade Commission announced its intention to require that all cigarette packages and advertising carry conspicuous health warnings. The ramifications of this action were broad and it was widely felt that the FTC had exceeded its authority. Action by the Commission was, therefore, stayed until the Congress could consider a large quantity of evidence. In 1965, Congress provided that each cigarette package carry the words, "Caution: Cigarette Smoking May Be Hazardous to Your Health."



PAUL DOVER

SEE PAUL DOVER AT DIXON CHEVROLET, INC. FOR A REAL BUY ON A NEW CHEVROLET CAR OR TRUCK. HE HAS A GOOD SELECTION OF USED CARS AND TRUCKS.

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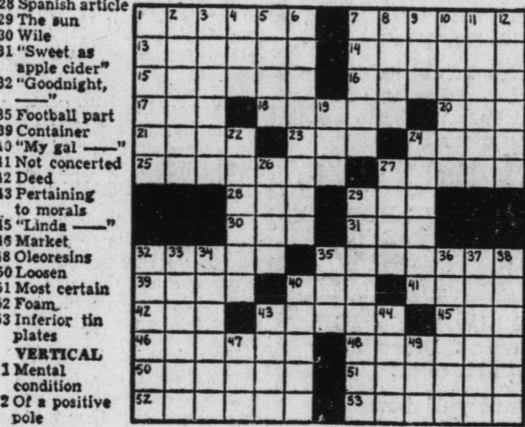
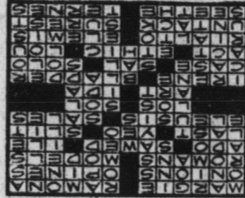
739-5472

WEEKLY CROSSWORD PUZZLE

Girls in Songs

- HORIZONTAL 1 "I'm always thinking of you" 7 "You'll hear my call" 13 Vegetables 14 Think 15 Latins 16 Patterns 17 Sic 18 Cut 20 French island 21 Endure 23 Australian lake 24 Fissure 25 Ancient Greek city 27 Auctions 28 Spanish article 29 The sun 30 Wife 31 "Sweet as apple cider" 32 "Goodnight, goodnight" 35 Football part 39 Container 40 "My gal" 41 Not concerted 42 Deed 43 Pertaining to morals 45 "Linda" 46 Market 48 Oleoresins 50 Loosen 51 Most certain 52 Foam 53 Inferior tin plates

Here's the Answer



Vertical 1 Mental condition 2 Of a positive pole

Other regulations were prohibited, although further reports to the Congress were required by this law which was to be effective only until 1969 to allow another review of the issue.

In the meantime, the Federal Communications Commission upheld a complaint under its "fairness doctrine" to oblige all radio and television stations carrying cigarette commercials to program "anticigarette commercials" as well. Early this year, the FCC announced its intention to ban all cigarette commercials from radio and television "assuming the absence of contrary Congressional action." The Federal Trade Commission then stated that it planned to require all printed cigarette advertising to carry conspicuous health warnings. These actions would effectively end the advertising of cigarettes and it is clear that this was the intention of the two regulatory agencies.

Certainly, these announcements were a warning to the Congress that the FCC and the FTC intended to assume broad new powers that would extend far beyond the matters dealing with tobacco and beyond authority given to either Commission by existing laws. At issue, then, was the Constitutional authority of the Congress to regulate interstate and foreign commerce.

Even though it is difficult for a layman to evaluate all of the medical evidence, it is abundantly clear that there is widespread disagreement among respected doctors and scientists who are qualified to judge the evidence. The fact also remains that cigarettes are legal products sold without restriction in the United States. We also have in this whole controversy confusion and cross purposes at the Federal level. On the one hand, the U. S. Department of Agriculture subsidizes

tobacco growing by American farmers at the same time other agencies are demanding advertising bans at a rate which moves toward a prohibition of tobacco.

The Committee's study indicated that the U. S. Surgeon General had stated that the FCC's action was not particularly desirable. Since both the FCC and the FTC have no medical expertise of their own and look to the Surgeon General's finding to back up their actions, the position they have taken is questionable on this ground, as well. If that position is approved, a long list of products could very well become involved once the precedent in the case of tobacco had been established. These would include alcoholic beverages, dairy products, artificial sweeteners, and automobiles, and air travel, all of which involve some hazard to health.

It was these broad problems which the House considered when it acted decisively last week to clarify the questions of authority. A somewhat stronger health warning on cigarette packages would be required. However, the Congress reserved its authority to

consider the advertising question further between now and July 1, 1975 when the new legislation would expire.

After its detailed study, the House Committee concluded that "Nothing new has been determined with respect to the relationship between cigarette smoking and human health since its hearings in 1964 and 1965." Accelerated research activities are proceeding and we can hope for the kind of breakthrough which will provide the information that is still needed to allow for a meaningful and fair solution of this issue.

Mrs. Long's Rites Conducted

Funeral rites for Mrs. Mary Harriett Long, 45, of 7240 Midpines, were held Tuesday afternoon at 3 p.m. from the Chapel of Harris Funeral Home, interment following in Frederick Memorial Park, Ga. Iney, S. C.

Mrs. Long died at 1:30 Monday morning in the Kings Mountain hospital after several months illness.

She is survived by her husband, John B. Long; two sons, Clyde Long of Melbourne, Fla. and Melvin Long of Portsmouth, Va.; one daughter, Mrs. Natalie Long of Shreveport, La.; two brothers, rites.

Morrison's Rites Conducted

Funeral rites for Ernest Thomas Morrison, 48, of 109 N. Oriental avenue, were held Saturday at 2 p.m. from the Chapel of Harris Funeral Home, interment following in Bessemer City cemetery.

Mr. Morrison died at 3:50 Thursday morning in the Kings Mountain hospital after several months illness.

Macon Moore of Clinton, S. C. and J. T. Moore of Belmont; one sister, Mrs. Walter Smith of Belmont; and five grandchildren. Rev. Wayne Ashe and Rev. John Frazier officiated at the final rites.

Mountain hospital after several years illness.

He was the son of Mrs. Lona Dover Morrison of Kings Mountain and a retired employee of Sadie Mill.

Besides his mother he is survived by his brother, Avery Morrison of Columbia, S. C.

Rev. Edwin Chriscoe officiated at the final rites.

BOX OFFICE OPENS AT 7:30 SHOW STARTS AT DUSK

KINGS MOUNTAIN and BESSEMER CITY DRIVE-IN THEATRE

ALWAYS \$1.50 A CARLOAD. THURS.-FRI. • 2 BIG HITS.

HIT No. 1 — ANDY GRIFFITH in ANGEL IN MY POCKET — In Color —

HIT No. 2 — VILLA RIDES in color — stars Yul Brynner • Robt. Mitchum — In Color —

SHOWS SAT. ONLY • 3 Big Hits

HIT No. 1 — TARZAN and the JUNGLE BOY — In Color —

HIT No. 2 — ANGEL IN MY POCKET — In Color —

HIT No. 3 — VILLA RIDES in color — In Color —

SUN.-MON.-TUES. — 2 HITS

SHALAKO in color — Starring Sean Connery • Brigitte Bardot

ROAD HUNTERS in color — In Color —

ON WED. MOVIES RUN IN REVERSE ORDER

Advertisement for 'The Joy' theatre featuring 'Elvis knows...' and 'The trouble with girls' (and how to get into it). Includes showtimes and phone number 739-2176.



Advertisement for Home Savings & Loan Assn. featuring 'Dividends Under All Our Great Savings Plans' with rates of 5 1/4%, 5%, and 4 1/2%. Includes details on bonus savings and passbook savings.

Advertisement for Belk 'maidenform' SALE featuring 'SALE SAVE UP TO 20% ON LUSCIOUS COLOR COORDINATES'. Lists items like Dreamliner Fiberfill Contour, Dreamliner Long Leg Pantie, and Confection Bra with prices.