

Proposed Amendment to Authorize
State Laws Requiring Warning
Statements in Cigarette Advertising

Page 4, line 23, proposing to add:
", except that any State or political sub-
division thereof may require that any
cigarette advertisement within its juris-
diction include a warning relating to the
health hazards presented by cigarette smoking."

This amendment is unnecessary. States are not prohibited from prohibiting the sale of cigarettes to young persons. Nor are they prohibited from propagandizing against their use.

The new ingredient -- and it is indeed hazardous -- is that advertisers should foot the bill. The intent of this amendment is patently punitive. It is a good way to destroy the distribution mechanism of a legal product.

In the Soviet Union, there is a ministry of anti-religious propaganda. And I am sure that they have a regulation that requires clergymen to devote a part of their services to warn about the hazards of religion. How similar this amendment is.