

Proposed Amendment Relating
to Placement of Label Warning

Page 4, line 15, to add:

"In the case of any cigarette package having more than one side, such statement shall be placed on the two widest sides of such package."

I arise to oppose this amendment because it is demonstrably unnecessary . . . destructive and costly . . . and in its application to many types of packages will be immeasurably confusing.

The Caution statement in the existing law . . . however it may be modified . . . is plainly and conspicuously stated. Moreover, it is completely standardized for all types of cigarette packages . . . and familiar to all smokers.

The type size and the standard placement was carefully worked out . . . and it has never been challenged by those who have been charged with the enforcement of this law.

The American public has obtained a complete awareness of this Caution statement from its repetition on literally millions of packages over the past four years. Repeated surveys have shown complete public awareness of it as presently placed.

Reason for suggesting that the
the two principal panels of
is plainly punitive.
It would obviously require the
labeling of every pack of cigarettes
not only be costly, but we can
it would be passed on to consumers.
result in the destruction of
revenues. Even more, to meet it
of any revision.
I indicate that the proposal
confusion. The term "package" is
"a pack, box, carton, or con-
tainers, it is obvious that
case of cartons, there are two
the bottom which is never
the case of many cigarette packs,
at the bottom. Obviously, this
is endless confusion.