

Insurance Benefits Given Military Men

New York — UPI — More than half the companies participating in a survey conducted by the Commerce and Industry association of New York on pay policies and fringe benefits for men leaving for active military duty will give departing employees bonuses or other additional payments and about 40 percent will continue insurance coverage or other benefits.

Filter Substance For Cigarettes Not New to Industry

New York — UPI — Tobacco shares, like issues in other industries, recently showed declines on the New York Stock Exchange, although one rose for a time on its report of development of a new filter substance.

The drop in tobacco generally, while it accompanied a falling-off of nearly all levels in the market, was attributed in part to a report that a nationally-circulated magazine was about to distribute a version of a British scientists' report linking smoking and cancer.

That the new filter report should make one stock move in a contrary direction, at least temporarily, reminded some tobacco marketers that a quarter-century ago, such a development probably would have caused scarcely a ripple; the smoking public in the United States had not yet taken to filter-tip cigarettes on the present scale.

Start in U.S.
In 1937, a company introduced and put on a national advertising campaign behind one filter-tip brand. In that year, the entire industry made fewer than 300 million filter cigarettes.

Last year, filter sales for the industry were figured at 263.6 billion, with predictions for a substantial increase in that category this year.

Some other figures have been cited by Brown & Williamson sources to show the importance of the filter itself to cigarette sales.

In 1951, there were three brands of filter cigarettes on the market, with total sales less than 3 billion units. In 1952, a new filter material was introduced; Cellulose acetate, which B&W developed in a cooperative program with a supplier.

The material, a carbohydrate, now is used on nearly all major filter brands. In 1952, filter brand sales still were only 4.7 billion cigarettes, compared to nearly 390 billion for non-filter brands. Within five years, 20 different filter brands were on the market, and represented about 40 percent of all cigarettes sold; within eight years, 27 filter brands were competing for the smoker's dollar.

Filters Move Ahead
By 1959, filter sales passed those of non-filter, 50.3 percent to 49.5 percent, and was

slightly more than that the past year.

W. S. Cutchins, B&W president, thinks that the volume of filter sales to non-filter will continue to rise; he believes new smokers prefer them and the 20-35 year age group, the one of major cigarette usage, is growing faster than the population as a whole.

But while the materials used in filters today are more refined and probably more effective than those in use 25 years ago, filter cigarettes have been in use since the last century.

The Tobacco Institute, Inc., said that by the middle of the 19th century the Russians had developed a type known as the "Russian Mode." It was a long cigarette with a cotton wad filter.

British soldiers in the Crimean War "discovered" some of these cigarettes, but the filter at that time did not seem to be such an attraction. While cigarettes became more popular, the filter did not at that time "catch on."

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Recreational Group Plans Board Meeting At Lake of the Woods

The Cal-Ore Recreational Development association board of directors will meet June 7 at Lake of the Woods, Executive Secretary and Vice President Charles S. Collins has announced.

The board representing member counties of Douglas, Jackson, Josephine, Klamath and Modoc will discuss the first year's accomplishments of the new organization. It also will discuss plans for next fiscal year.

Collins will present a preliminary recreation survey report on the Iron Gate reservoir area created by the Copco division of Pacific Power and Light company.

Recreation Demand
Largest recreation demand for the reservoir east of Hornbrook on the Klamath river probably will come from people of Yreka, Calif., and Ashland, he said. Draw-down and summer algae are two main problems to be overcome, Collins said. The power company has offered to build two boat-launching ramps.

Collins also will report on a trip he took to Yreka, Crescent City and Lakeview. All three areas have indicated they are interested in CORDA membership, he said. Coos county also has shown inter-

Fleet of Flowers Attracts 18,000

Depoe Bay, Ore. — An estimated 18,000 persons attended the 17th annual Fleet of Flowers ceremony here Memorial Day.

Gov. Mark Hatfield and Adm. Peter Colmar, commandant of the 13th Coast Guard district, were featured speakers. Some 30 vessels carried some 1,000 wreaths and sprays which were dropped into the water in memory of those lost at sea.

Jet fighters from the Oregon Air National Guard flew overhead.

About 23 percent of married women in the U.S. today are employed. In 1890 it was only 4.5 percent.

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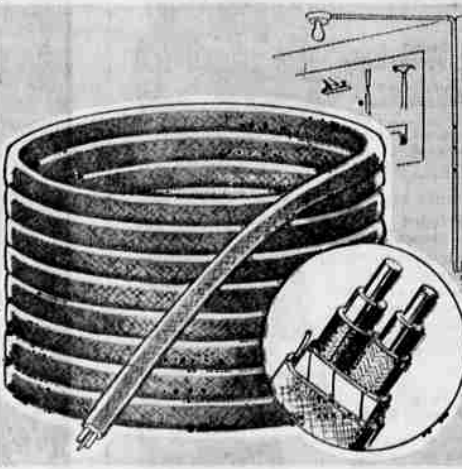
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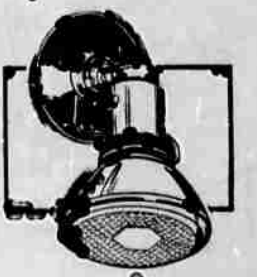
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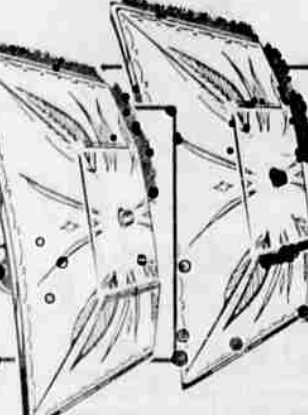
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