

[From the Bourbon Newsletter, April 1968]

RX FOR LONGEVITY

The Chicago Tribune recently outlined the use to which modern medicine is putting beverage alcohols, such as Bourbon. In particular the article cited how doctors have prescribed regular, moderate amounts of spirits for the treatment of the elderly.

Among those quoted was Dr. Chauncey D. Leake, a professor at the University of California School of Medicine at San Francisco. Dr. Leake, past president of the American Association for the Advancement of Science, has collaborated with Dr. Milton Silverman to write a textbook for physicians, "Alcoholic Beverages in Clinical Medicine."

Dr. Leake was quoted as saying that American doctors increasingly are prescribing alcoholic beverages for their patients to control a wide range of health problems.

Alcohol, said Dr. Leake, relieves the tensions of anxiety and actually is the most common of tranquilizers.

Among the disorders for which spirits such as Bourbon are prescribed, the article stated, were insomnia, cardiac discomfort, angina, circulatory problems, digestive ailments, hypertension, arthritis, and the problems of the aged.

"Perhaps no task is more challenging to the skill, patience, and ingenuity of the modern physician than attempting to handle the complicated and interrelated physiological and emotional problems of old age," Dr. Leake said. "Of all the clinical application of spirits, none is more widely employed, greatly appreciated, and generally beneficial than their use in alleviating these tensions in older men and women."

EXPORTS RISE 16 PERCENT—WEST GERMANY LEADS

Exports of Bourbon whiskey in 1967 rose 16% over the previous year to a new high of 1,683,000 gallons. In the European market, the principal buyer of bottled Bourbon continued to be Western Germany by almost 3 to 1. A total of 156,935 proof gallons were exported to West Germany last year. This was a 52% rise over sales in 1966.

France imported 57,186 proof gallons of Bourbon to move into second place in the European market for Bourbon. This was a 32% rise over the previous year's orders. Close behind were United Kingdom (49,965 gals.), Belgium (48,878 gals.), and Italy (47,190 gals.). In sales growth, Italy led all other countries with a 67% rise over the year before.

Exports of Bourbon to Canada topped all other markets but it was mostly in bulk for use in blending with Canadian whiskey.

BOURBON ENJOYED GREATEST YEAR IN '67—SALES AND PRODUCTION REACH NEW HEIGHTS

Both sales and production of Bourbon, the most popular distilled spirit in the United States, rose to unprecedented heights in 1967, according to all the final figures tabulated by The Bourbon Institute. During 1967, the American consumer bought 85,418,916 wine gallons of Bourbon, an increase of 3,577,441 gallons over the previous year.

Production of Bourbon, that is Bourbon which has been set in barrels to age for four years or more and will not be sold until at least 1972, totalled 132,986,610 proof gallons during the past year. This was 85.3% of all the whiskey of all types produced in the United States and more Bourbon than has been produced in any fiscal year in the past decade. While some will be used for blending purposes, most will be bottled as Bourbon when it reaches maturity.

Although spirit blends continued in second place in sales, Bourbon increased its margin of lead to over 10 million gallons when blends fell behind their sales of the previous year. Sales of imports trailed far behind with Bourbon out-selling Scotch by more than two to one and Canadian by almost four to one.

DISTILLED SPIRITS SALES LEADERS

[Wine gallons]

	1967	1966
Bourbon.....	85,418,916	81,878,267
Blends.....	75,376,253	76,756,796