



Tobacco Institute Newsletter

PREPARED BY THE INSTITUTE STAFF TO INFORM
THE INDUSTRY OF NEWSWORTHY DEVELOPMENTS

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HEALTH ORGANIZATIONS

THANKS, JACK: It took little intuition to appreciate several years ago that the well-organized and financed nonsmoker movement was designed to achieve what the direct health scare hadn't: Ending the social acceptability of tobacco. Last month, Jack L. Hoffman, Portland attorney and incoming president of the American Lung Assn., laid it out neatly in an interview with the Oregonian:

"Probably the only way we can win a substantial reduction ((in smoking))," he was quoted as saying, *"is if we can somehow make it nonacceptable socially. This is what happened to snuff and chewing tobacco. I'm really enthusiastic about this approach....We thought the scare of medical statistics and opinions would produce a major reduction. It didn't."*

A JACKSONVILLE, FLA., PAPER reported that ALA "is considering a lawsuit against the Tobacco Institute, according to Mrs. Jean Vanderslice, consultant for the Florida Lung Association." The story says ALA objects to TI's leaflet, "True? False? Tobacco Facts." The paper quoted Dr. Joseph B. Stocklen of ALA as saying the leaflet contains "distortions and misrepresentations that apparently reflect anxiety over successes achieved by organizations working for federal, state and local regulations to protect nonsmokers' interests."

TEACHING KIT for junior high school science classes prepared by the American Cancer Society have two lessons: 1. What Is Cancer? 2. What Is The Relationship Between Smoking and Cancer? Among stated objectives of the package: "to name certain factors...associated with cancer, such as air pollution, impure food, and smoking..."

MEDIA

NEW SCIENTIST, a leading British magazine which recognizes there's a controversy over whether smoking causes illness, ran a short editorial in which a Dr. Donald Gould gave U.K. cigarette manufacturers hell for failing to give in to sweeping govt. self-regulatory demands. Two weeks later it published

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a letter from a Red Bank, N.J., man, Frederik Pohl, who said it's "untrue" that smoking causes illness.

POHL describes himself in Who's Who as 55, an author and editor, a prize-winning science fiction writer and a member of the New York Academy of Sciences. Here's what he wrote in New Scientist:

Sir,—I must protest against the staggeringly sanctimonious tone of your anti-cigarette editorial (Comment, 17 April, p 115). I am sure there are many evils in the world, and if Dr Donald Gould feels himself obliged to spank us all soundly and send us off to bed to make us better persons I do not suppose I can stop him. But I wonder that he limits himself to cigarettes. My cigarette may endanger my health, but it is hardly likely to be more than a minor annoyance to you; while your liquor and petrol, in the process of killing you, stand a fair chance of taking me along. I do concede the annoyance. But there too, other people's indulgence in driving and in drinking, both separately and in combination, has caused me a fair share of that commodity, ranging from a broken wrist when a drunken driver lost control and hit a car in which I was a passenger through any number of killed pets and damaged property down to the party guest who vomits all over my living room. I can only wonder at the selectivity of Dr Gould's passions. He whines that the British cigarette manufacturers resist printing on the packet flaps the words "Danger: cigarettes cause lung cancer, bronchitis, heart disease." I do not know what reason the manufacturers give, but I can think of one. The statement is not true. It is certainly so that they may be a contributing factor in some circumstances, and perhaps even a significant one, but the poor fool who trusts the implications of the statement Dr Gould endorses and hopes to avoid a runny nose or a cough forever by refraining from cigarettes is out of luck. I hold no brief for cigarette manufacturers, or for advertising of any sort. But I like Dr Savonarola Gould even less.

Frederik Pohl

KNIGHT FEATURES SYNDICATE article addressing subject of accidents among the retirement age group stated: *"If you're a smoker, you may feel smug in the knowledge you have lasted this long without getting cancer, heart disease, or the other ailments the surgeon general says can come from smoking. But, the accident experts say the odds of being felled by smoke or being roasted alive increase dramatically as a smoker gets older."*

AN ARTICLE in the Journal of the American Medical Assn. by Dr. Rauscher, director of the National Cancer Institute, contained this passage: *"At present, the types of cancer that can be directly related to known carcinogenic exposures are (1) lung, in its relation to cigarette smoke and certain other inhalation hazards (particularly asbestos, chromates, and radioactive materials); (2) skin, as it relates to a variety of crude tar products and radiation; (3) bladder, in relation to aromatic amines and their derivatives; (4) leukemias, in relation to radioactive materials; and (5) mesotheliomas, as they relate to asbestos. Recent research has pinpointed the common plastic feedstock, vinyl chloride, as a cause of angiosarcoma of the liver in workers in certain chemical plants."*

PICK UP THE JUNE ESQUIRE. You'll find on p. 145 a delightful piece, "In Praise of Smoking," by a New Haven surgeon and regular contributor, Richard Selzer. Sample: *"Let no meddlesome man caution me against the extravagance, the injuriousness, of tobacco."*

DENVER PAPERS reported that a 52-year-old ex-employee of a Dow Chemical uranium processing plant has lung cancer and is before the Colo. Workman's Compensation Board claiming inadequate on-the-job protection from radiation. He's also a cigarette smoker, the papers said.

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FIVE-YEAR AD BAN on cigarette advertising dropped by Better Homes & Gardens. Turn-about based on economics, Ad Age reported.

LONG EDITORIAL DISCOURSE on tobacco in the Freeport (Tex.) Brazosport Facts included: "...the limited bans like the Houston ordinance, and the disapproval of a growing majority of non-smokers, may gradually take the pleasure out of smoking and create a general social pressure for non-smoking."

COLUMNIST for the Flint (Mich.) Journal says: "I hope there is some activist nicotine fiend out there who will get cracking and form a group to protect the interests of smokers. These nonsmokers could get so powerful that one day they'd have us all up before firing squads. And not allow the traditional courtesy of a last cigarette on grounds that it is harmful to our health."

HEADLINE in Los Angeles Times: "Texas House Bans Smoking But Not Guns."

PHILOSOPHICAL POINT in a Richmond News Leader editorial: "No government has any legitimate business in attempting to force individuals to be 'safe' through statutes and laws. And the reason for that is as fundamental as it is clear: No government knows better than the individual what is in the individual's best interest. Generally, government tends to be on its firmest ground when it seeks to protect the individual from others; similarly, government tends to be on its weakest ground when it seeks to protect an individual from himself."

FOREIGN

TAR AND NICOTINE TABLES for 109 brands of cigarettes issued by the Department of Health and Social Security in England showed average tar yield had been reduced by about a tenth since testing began three years ago.

The Department also said that in the future it would display a new health warning: "Danger: cigarettes cause lung cancer, bronchitis, heart disease."

Posters and leaflets to be distributed to doctors, dentists, chemists and other health centers will carry the advice: "Stop smoking, but if you cannot, reduce the risk by smoking a brand of cigarettes in a lower tar group than you use at present; smoke fewer cigarettes and take fewer puffs; do not inhale; leave a longer stub; and remove the cigarette from your mouth between puffs."

TOBACCO TAX INCREASE has resulted in "millions of smokers" cutting down or stopping smoking, according to the London Daily Express. A spokesman of a manufacturer is quoted, "Sales for the industry as a whole have dropped by between 10 and 15 per cent." The Guardian says the situation is temporary and such falls in demand level out within six months.

"NO SMOKING" BAN, also according to the Daily Express, at Wallingford town hall, Oxon, is to be lifted because bookings for social functions dropped.

NONSMOKER ISSUE

SMOKING BAN BILLS advanced in both Illinois (Newsletter 120) where a bill was favorably reported by a Senate committee and Rhode Island (Newsletter 122) where the state Senate approved a bill and sent it to the House.

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IN CALIFORNIA: Sharp exchanges between Orange County Board of Supervisors members and the audience punctuated hearings on amendments to a 1974 no-smoking law (Newsletter 96). Culver City Council is considering recommendation (Newsletter 104) to limit smoking in certain confined public places. San Diego is considering expanding its tough no-smoking law (Newsletter 120) to include restaurants unless owners establish separate no-smoking areas.

MICHIGAN: Saginaw City Council defeated by one vote--from a nonsmoker --a proposal to ban smoking during the council's meetings. A Wayne County Board of Commissioners' committee approved a proposal to ban smoking in rooms smaller than the 550-seat main auditorium of the City-County Building. The sponsor of the resolution said: *"I believe that Wayne County can set an example for other governments in the Detroit area whose nonsmoking members must wade through smoke to see who is talking, or even to read papers in front of him."*

AND TEXAS: Houston City Council voted unanimous final approval of an ordinance banning smoking in many public and private areas, which takes effect with posting of no-smoking signs. The ordinance allows 30 days for posting in supermarkets, designated areas of certain retail stores, hospitals, nursing homes, passenger elevators, theaters, libraries and display areas of museums. A proposed ordinance before the Lubbock City Council to prohibit smoking in elevators, restaurants, theaters, buses and public meeting places, unless special areas are set aside for smokers, drew strange responses. There were smokers who believed the curb was needed and nonsmokers who found the idea of additional govt. control of any kind more offensive than smoking if, when and where one wished.

TWO WITNESSES waited to testify before an Ohio Senate committee on a smoking ban bill. Phil Smith, of the Ohio Assn. of Tobacco Distributors, was against it. Gene Gorrow, an unemployed social worker, was for it. According to the page one story in the Columbus Dispatch, a senator had to step in to prevent a pushing match when Gorrow tried to snatch away Smith's cigarette.

LETTER TO EDITOR of a metropolitan Denver newspaper, the Times-Call, from a Boulder County Health Department employee addressed the subject of requests for mandatory no-smoking sections in food establishments. The writer said, *"The trend nationally and locally is to adopt anti-smoking laws, as is evidenced by the new Boulder City anti-smoking ordinance. Many people, however, feel we have too many laws; or that anti-smoking laws unjustly infringe on the rights of private business."* He went on to urge a voluntary approach and consideration of laws only if it fails.

BUSINESS WEEK carried a page regarding anti-smoking crusade by nonsmokers that was mostly Banzhaf. TI's Kloepfer was quoted on points regarding ambiguous research and segregation of smokers.

EDITORIAL in the Columbus (Ga.) Enquirer concludes nonsmokers should be protected, but not at the total expense of the smoker.

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BUSINESS EDITOR of the Lafayette (Ind.) Journal & Courier wrote that a California-based insurance company had expanded its nonsmoker discounts into the areas of auto, homeowner and renter insurance with premium cuts up to 25%.

MEDICAL EDITOR of the Seattle Times says there is no sign that business places and smokers have stampeded to follow the new Washington smoking regulation (Newsletter 119). He also reported that a spokesman of the Board of Health said few complaints had been received.

ERIE COUNTY, N.Y., requires 80% of the space at public gatherings to be set aside for nonsmokers, and the firemen in the town of Evans are burned up. The local fire companies hold bingo games to raise funds for equipment, and told the town board that the ordinance is cutting attendance.

WHAT'S THE MOTIVE? Rosoff's restaurant in NYC announced it plans to expand its no-smoking area because of customer response but the manager also noted nonsmokers eat faster.

WASHINGTON

DEPT. OF JUSTICE moved that U.S. District Court in Washington hold up further action on the Consumer Product Safety Commission matter (Newsletter 122) until pending congressional activity is completed. The Senate and House have identical bills that would affirm that the CPSC has no authority over tobacco and legislatively moot the court's decision in the so-called Moss case.

"THE SAD PART," editorialized the Fort Wayne (Ind.) News-Sentinel which reviewed the history of the flap over CPSC's jurisdiction on tobacco, "we are hiring with our tax money people in government to do this kind of hair splitting."

USDA SECRETARY Butz, declared a Washington commentator, says what he thinks. And here's what he said in a Winston-Salem news conference:

"I know the health faddists and those people have now got this little thing on every package of cigarettes and every advertisement. Every time they put it on, the consumption goes up. But--I've made this statement, and I mean every word of it, that as long as tobacco is not declared illegal, and it has not been that, we'll do everything we can in this Department of Agriculture to keep this tobacco industry healthy."

On a question as to whether there will be a law banning cigarettes, Butz said, "No sir, there are too many members of Congress who smoke."

TAXES

MARYLAND LEGISLATURE, in a special session, finally settled on a 4-cent-a-pack increase in the state cigarette tax that became effective June 1. The total tax is now 10 cents.

BANZHAF'S ASH says in a direct mail fund raising letter that the organization is also working for new taxes on cigarettes. The solicitation almost gleefully states: "Remember, each dollar raised on cigarette taxes is money you don't have to pay..."

"QUIT" CAMPAIGNS

RADIO STATION WCBS, New York, is broadcasting a five-times-a-day, month-long "Quit Smoking Clinic" in June with the assistance of the Cancer Society and the Heart and Lung Associations.

SMOKERS VACATION CLINIC INC., in Great Neck, N.Y., advertises a new wrinkle for those who want to learn how to quit at "a carefully selected paradise vacation spot." Their brochure says, "We'll be happy to go over the possibilities of a tax deduction for our program..."

ACTOR CHUCK CONNORS is on the road and TV promoting Schick Center for the Control of Smoking. Schick-reformed Connors, well-known as "The Rifleman", even gags on gun smoke according to the Fort Worth (Tex.) Press.

PEOPLE

DR. Laurie Moore, new president of the Tidewater Chapter of the Va. Lung Assn., declared there is probably twenty times greater concentration of gases in the smoke from a cigarette than in the smoke from a plant the federal govt. would close down for polluting the air, according to the Newport News (Va.) Times-Herald.

DR. Hugh C. Kiger, retiring director of the Tobacco Division of USDA's Foreign Agricultural Service, was honored for 30 years of outstanding service at a dinner given by The Tobacco Institute on May 27. His successor has not been named.

RETIRED: Al Forsythe, longtime counsel for U.S. Tobacco, member of TI's committee of counsel, officer of the Sierra Club and Friends of the Earth.

HEAVY DRINKERS AND SMOKERS over 45 need periodic screening for cancer of the tongue, Dr. Condict Moore of the University of Louisville (Ky.) School of Medicine asserted during an international symposium on cancer of the head and neck. The Medical Tribune which reported the meeting, held in Montreux, Switzerland, noted Moore also said, "A great many second-stage cancers can be avoided if the patient decides to stop smoking."

RESEARCH

A TEAM INCLUDING SIR RICHARD DOLL reported in the British Medical Journal that young women taking The Pill are at greater risk of heart attacks, the more so if they are also heavy smokers. English and U.S. newspapers covered the report.

MISCELLANY

PHONED-IN COMMENT FROM A CHEST PHYSICIAN during a Peoria radio talk-show appearance of TI's William Dwyer: ". . .you quote your statistics and you quote your studies. Some of them are very honest and some of them I just can't go along with. I also see studies that are in our journals that are also dishonest and prejudiced toward the opposite end where the study is obviously biased against tobacco. That's very true, and I can't deny this myself."