

TUESDAY, SEPTEMBER 12, 1967

## KENNEDY URGES CIGARETTE CURBS

Will Offer Senate Bills to  
Extend Advertising Rules  
and Establish Tax Scale

MAKERS ARE ASSAILED

Senator Scores Companies'  
Regulation—Industry Says  
It Meets Responsibility

By JANE E. BRODY

Senator Robert F. Kennedy charged the cigarette industry yesterday with "peddling a deadly weapon . . . for financial gain." He said he would introduce three bills in Congress today to make up for what he called the industry's ineffective attempts at self-regulation.

Two of the bills would extend the Government's regulation of cigarette advertising, and the third would tax cigarettes according to their tar and nicotine content.

Senator Kennedy outlined his bills before the opening session of the First World Conference on Smoking and Health, being held at the Waldorf-Astoria Hotel.

The New York Democrat accused the cigarette companies of demonstrating a "total inattention to public responsibility."

"Each year," he said, "cigarettes kill five times more Americans than do traffic accidents. Lung cancer alone kills as many as die on the road. The cigarette industry is peddling a deadly weapon. It is dealing in people's lives for financial gain."

### Tobacco Institute Replies

The Tobacco Institute, an industry organization, issued a statement after the Senator's speech, saying that he had written to the institute last month asking for information about the advertising policies of tobacco companies. The statement said that executives of the leading tobacco concerns had asked for a meeting with Mr. Kennedy.

The institute also said it was "quite surprising that such an astute person as Senator Kennedy would make a charge that the industry had shown 'inattention' to 'public responsibility.'" It added that the industry had not only been "attentive to the responsibility, but has invested its time, talent and funds in an effort to meet that responsibility."

Senator Kennedy said in his speech that if it were not for the "tremendous economic power of producers, cigarettes would have been banned years ago."

Describing the industry's attempts at self-regulation as a "charade," the Senator said that one of his bills would authorize the Federal Communications Commission to regulate the times and types of programs on which cigarette advertising may appear, as well as the total amount of cigarette advertising that the broadcasting media may carry.

He also recommended that the industry and the television networks ban cigarette advertising before 9 P.M., define more realistically the programs children are likely to watch and limit the over-all amount of cigarette advertising.

### Would Strengthen Warning

Another of the Senator's bills would strengthen the health warning carried currently on cigarette packs and would extend it to include all cigarette advertising.

According to the bill, the current warning, "Caution: Cigarette Smoking May Be Hazardous To Your Health," would be changed to read, "Warning: Cigarette Smoking Is Dangerous to Health and May Cause Death from Cancer and Other Diseases," as proposed recently by the Federal Trade Commission.

Senator Kennedy's third bill would establish a sliding scale tax on cigarettes according to how much tar and nicotine was contained in their smoke.