



Tobacco Institute Newsletter
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NEWSWORTHY DEVELOPMENTS
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RESEARCH

A GOV'T. STUDY of occupational cancer in the U.S. denounces the single-cause theory of cancer. The extraordinary document, prepared by some of the nation's most noted cancer researchers, states:

"MANY OF THE SMOKING-RELATED CANCERS SHOULD BE SIMULTANEOUSLY ATTRIBUTABLE TO OCCUPATIONAL FACTORS."

The document, previously announced by Califano to the AFL-CIO (NL 208), also says that "not all of the smoking-related cancers, i.e. those in the lung, pancreas, and bladder, are attributable to smoking." It attempts to destroy the "conventional wisdom" that if everyone stopped smoking, cancer incidence would decrease.

The study criticizes "the prevailing body of data linking smoking and diet with cancer risk," saying it does not "adequately consider the contribution of exposure to occupational carcinogens."

"UNTIL RECENTLY MOST SCIENTISTS DID NOT TAKE INTO ACCOUNT THE MULTIPLE ETIOLOGIES AND THE MULTI-STAGE NATURE OF CANCER," the study stresses. "IT SEEMS LIKELY THAT A LARGE FRACTION OF CANCERS WHICH AT FIRST APPEAR TO BE 'ATTRIBUTABLE TO' SMOKING SHOULD ALSO BE 'ATTRIBUTABLE TO' ASBESTOS, RADIATION, AND/OR OTHER OCCUPATIONAL FACTORS."

A NUMBER OF THE WORLD'S top cancer scientists expressed skepticism about this occupational cancer estimate, at a meeting in Virginia. Dr. Richard Peto (Doll & Peto) told them that "about ¼ of all smokers are killed by smoking." He said "multi-factorial causes of cancer are an excuse for inaction...the only thing we know to do is prevent smoking."

But one of the report's authors defended it, saying: "Control of exposure to carcinogenic agents in the workplace is the most important preventative step we can take for the future": (Dr. Kenneth Bridbord.)

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SCIENTISTS studying lung cancer in Georgia found "a significantly higher risk" among residents who worked in shipyards during WWII, The Wall Street Journal reported. "Smoking cigs. sharply increased that risk," it said.

"CIG. SMOKING results in a breathing handicap for deep-sea divers," according to Univ. of Florida researchers, the Gainesville Sun reports. But a researcher said that "the respiratory impairment was not serious enough to interfere with the divers' ability to perform their assigned tasks."

KNIGHT-RIDDER NEWSPAPERS reported that Liggett & Myers' researchers "have applied for a patent for a possible safer cig. on the basis of research showing that tobacco produces cancer in laboratory animals." The research involved mouse skin painting, and the Charlotte Observer said this is "the first cig. maker to acknowledge tobacco produces cancer in laboratory animals."

TI replied, in a letter to the editor of major papers running the story, that "no tobacco company has disputed the capability of laboratory researchers to raise tumors on the skin of rodents by repeated applications of extreme concentrations....But no one has demonstrated a relationship between this phenomena and smoking."

IN COURT

A CIRCUIT COURT JUDGE in Newport News, Va., has taken under advisement an appeal by a restaurateur over her conviction for failure to designate a no-smoking section. Attys. Charles Morgan and Edward Ashworth of Washington, D.C., plus local counsel argued that the ordinance is unconstitutional and selectively enforced.

"The remedy of the public remains in the democracy of the marketplace, where dimes and dollars are the ballots of commerce, and private premises are precincts," said Morgan's brief. The restaurant operator told the judge: "When I believe I'm right, I'll fight."

ATTY. MELVIN BELLI has filed suit against three tobacco companies on behalf of children of a California woman who, it is alleged, died of lung cancer. He told the press that the suit "is going to put them out of business....If we win this one, we'll open the door and a lot of attorneys will jump in."

WASHINGTON

IN THE FOOTNOTES of a recently published Congressional hearing was word that HEW's Office on Smoking and Health had contracted to monitor at least 250 TV stations to see when anti-smoking spots were run. TI

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obtained a copy; it shows only one such spot aired by the networks during "prime time" in April '78.

STATEMENTS FROM NINE scientists and an attorney have been submitted to the House Tobacco subcommittee, buttressing testimony that tobacco smoke does not present a health hazard to the nonsmoker. The anti-smoking group ASH wrote, asking for another hearing, with its participation.

REP. RODINO (D-N.J.) told United Press he is "lining up early House action on a bill...that would give federal anti-racketeering strike forces jurisdiction over whole-sale cig. smuggling by crime syndicates."

SEN. FORD (D-Ky.) scheduled two hearings in his state in Oct. to consider the ec. impact of Sen. Kennedy's (D-Mass.) anti-smoking bill. Much of that bill was dropped in mark-up sessions (NL 205). The Louisville Courier-Journal reported that the bill "has been gutted by its own sponsor," saying "it was just too controversial" and would doom other portions of the omnibus "health" bill.

FTC RULED that a New York City co., which hoped to add cig. ads to its recorded telephone horse racing results, must also run a health warning.

REP. FOUNTAIN (D-N.C.), in a press release about the Tobacco subcommittee's hearing about tobacco smoke and the nonsmoker, said it presented "strong evidence that tobacco smoke is in fact not harmful to nonsmokers."

REP. FOUNTAIN polled his North Carolina constituents on legislation preventing Califano's "massive" anti-smoking campaign. Eighty-one percent approved the bill.

SEN. HELMS (R-N.C.) won praise in the Congressional Record for voting against (that's right) restoring \$3.3 million of tobacco research funds the Administration had sought to drop. Helms voted no because the final bill also included money for food stamps for strikers; it passed anyway 90-8.

REP. HARSHA (R-Ohio) told Congress that Califano is entertaining "notions of repression, prohibition, and behavior control in order to create a tobaccoless AmericaHe is trying to make outcasts of smokers. And he will fail."

CALIFANO, at a Connecticut fair to "promote the govt.'s nationwide assault on cig. smoking," had his breath measured for carbon monoxide, UPI reports. "Califano appeared to be a little miffed he had not passed the test with a perfect score," the wire service said.

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MEDIA

AT IT AGAIN: Statistician Gus Miller of Edinboro (Pa.) State College. This time he received UPI attention for his "study" which claimed to show that nonsmoking women married to smoking husbands die an average of four years earlier than those whose husbands don't smoke. TI's Dwyer told UPI this is "bordering on non-science."

A LOUISVILLE TIMES "Opinion" column called the House Tobacco sub-committee "passive" smoking hearing a "farce...phony." "The show was probably produced mainly for the benefit of California voters," the piece claimed.

LOUISVILLE COURIER-JOURNAL printed an article by Dr. Theodor Sterling concerning occupational hazards and lung cancer. That paper had attacked Sterling's research in an earlier feature (NL 203). "It is...likely that smoking may be found ultimately to play a minor role in causing lung cancer compared with the role played by occupational exposure," Sterling wrote.

SCIENCE & GOVERNMENT REPORT on the "safer" cig. flap: "The Gori thesis invites the argument that if safer cigs. are here, there is no need for the govt. to sermonize on the dangers of smoking."

THE ATLANTA JOURNAL-CONSTITUTION ran a two-part series on "the tobacco industry and the smoking controversy." Quoting govt. officials, financiers, R. J. Reynolds' Charles Tucker, Philip Morris' James Bowling, and TI's Merryman, the articles concluded that the "tobacco industry grows despite smoking attacks."

AMERICAN FARM BUREAU NEWS, in an editorial, strongly supported the tobacco price support program. "Rather than taxpayers subsidizing tobacco," it queried, "doesn't tobacco in fact subsidize taxpayers?"

ERIC BURNS, a commentator of "The Today Show," speaking about the Chicago City Council's defeat of a smoking restriction measure: "Chicago politicians are so used to doing business in smoke-filled backrooms they wanted the rest of us to continue to have the right to do the same."

"DIESELS -- ENGINE EXHAUST May Cause Cancer" was the headline on a major Washington Post Sunday piece. "A growing body of evidence suggests that the widespread use of diesel engines could generate enough carcinogens to seriously threaten public health," it said.

A SMOKER wrote the Prince George's (Md.) Journal, asking "what makes smoking so appalling or so dirty and wrong" to anti-smokers? "There are many of us who just plain enjoy it!" he emphasized.

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DOMINION is a new novel about three generations of a British family which owns a "tobacco empire." The Milwaukee Sentinel interviewed its author, who said "the tobacco industry should be held accountable for those smokers who die of lung cancer."

"SMOKERS are almost indispensable to our way of life," said the St. Petersburg (Fla.) Times. "Without them, we nonsmokers would have no one to look down upon."

COLUMNIST John Roche says he was approached by a young man, telling him that his smoking "is dangerous. It can lead to terminal cancer."

Roche said: "Thanks, but it's irrelevant: I'm already suffering from a terminal ailment."

"What?"

"Life."

INDUSTRY

STANDARD & POOR'S INDUSTRY SURVEYS' analysis of tobacco stocks called Gori's report "some of the best news...in a long time."

WILLIAM HOBBS of R.J. Reynolds will be honored by the California Assoc. of Tobacco & Candy Distributors as 1978 "Giant of the Industry."

WILLIAM ADAMS is TI's new controller. He comes from the finance and control dept. of Booz-Allen and Hamilton, Inc.

U.S. DEPT. OF AG.'S "Foreign Ag. Circular," Aug. '78, says '77 world tobacco prices showed "significantly higher grower prices in most major producing countries."

TOBACCO PRODUCTION is up from '77 due to higher yields; "a more favorable growing season has brought better leaf quality," says a U.S. Dept. of Ag. report.

FOREIGN

THE EUROPEAN COMMISSION, the "executive branch" of the European community, has begun a study on the ec. and public health aspects of tobacco consumption, according to a British newspaper. It will attempt to ascertain the "social cost of smoking."

EGYPT IS "one of the most lucrative tobacco markets in the world--and the American tobacco industry, under heavy pressure at home,

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is moving in to capitalize on it," said a Newsweek business article.

NONSMOKER ISSUE

ILLINOIS GOV. THOMPSON vetoed a bill which would have prohibited smoking in buses, hospital rooms, museums, theaters and elevators. Thompson said smoking is already banned by local laws in such places, and that "state govt. should not duplicate local govt." He also said it would cost millions to enforce, stressing this is spending money in a "needless and wasteful fashion."

Florida's Department of Corrections will stop giving inmates free cigs. It had purchased wholesale tobacco yearly to make the cigs. Prisoners in Utah have petitioned for no-smoking zones, it was reported.

Volunteers in 10 Massachusetts districts obtained enough signatures to put a non-binding advisory question on the ballot asking whether smoking should be restricted "to separate and clearly posted areas in enclosed places used by the public."

AN EFFORT IN DADE COUNTY (Fla.), originally to place on the ballot a measure to ban all indoor public smoking, modified to prohibit only most such smoking, apparently has failed. No one on the County Commission seconded the proposal, TI's Bankhead reports. The effort was led by Dr. Charles Tate, who may begin a petition drive to place the measure on the ballot.

SAN FRANCISCO EXAMINER editorially condemned Proposition 5 as "unenforceable....Deserves to be soundly defeated." Sacramento Bee said "we are not yet ready to proclaim every person who smokes an enemy of the state." The newspaper in Salinas called it "a poorly-drafted proposal in an otherwise good cause."

Proponents of the Prop. held a news conference to say that needed signs would cost govts. \$20,000, not \$20 million, the Los Angeles Times reported. Newsweek called anti-Prop. ads "slick and funny....One of the most sophisticated media blitzes the state has seen."

LATE NEWS

TI'S KORNEGAY WAS REQUESTED TO APPEAR OCT. 5 AT THE HOUSE'S SUBCOMMITTEE ON OVERSIGHT AND INVESTIGATION. REP. MOSS (D-CALIF.) WROTE KORNEGAY, SAYING THE SUBCOMMITTEE "HAS BEEN CONDUCTING AN INVESTIGATION INTO TOBACCO AND HEALTH." "THE SUBCOMMITTEE," HE WROTE, "IS INTERESTED IN YOUR KNOWLEDGE OF RESEARCH ACTIVITIES SUPPORTED BY THE TOBACCO INDUSTRY."

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