

THE TOBACCO INSTITUTE

1875 I STREET, NORTHWEST
WASHINGTON, DC 20006
202/457-4830

HORACE R. KORNEGAY
Chairman

April 25, 1984

TO: Committee of Counsel

RE: American Council on Science and Health

Please share the attachments with your executives
immediately.

HRK

Attachments

TI18210097

Statement

Date April 30, 1984

To R.J. Reynolds Tobacco Co.; Philip Morris, Inc.;
American Tobacco Co.; Lorillard; Liggett & Meyers, Inc.;
Brown & Williamson Tobacco Corp; The Tobacco Institute

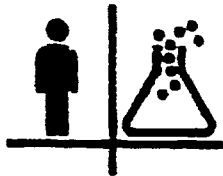
Please detach and return upper portion
with your remittance. \$ 931,800,000,000

Date	Charges and Credits	Balance
1964-1983	Health care costs for cigarette-related cancer	\$ 56,200,000,000
	Time lost to productive activity due to cigarette-related cancer	\$186,300,000,000
	SUBTOTAL - CANCER	<u>\$242,500,000,000</u>
1964-1983	Health care costs for cigarette-related cardiovascular disease	\$108,300,000,000
	Time lost to productive activity due to cigarette-related cardiovascular disease	\$265,600,000,000
	SUBTOTAL - CARDIOVASCULAR DISEASE	<u>\$373,900,000,000</u>
1964-1983	Health care costs for cigarette-related chronic lung disease	\$120,000,000,000
	Time lost to productive activity due to cigarette-related chronic lung disease	\$195,400,000,000
	SUBTOTAL - CHRONIC LUNG DISEASE	<u>\$315,400,000,000</u>
	TOTAL AMOUNT DUE	\$931,800,000,000

Please Make Check Payable To: THE AMERICAN PEOPLE

Your Check is Your Receipt

TI18210098



NEWS RELEASE

1995 Broadway New York, N.Y. 10023

CONTACT: Ms. Cathy Popescu (212)362-7044
Dr. Eugene Lewit (201)456-5437

FOR RELEASE
APRIL 29, 1984

CONSUMER GROUP DEMANDS THAT TOBACCO INDUSTRY PAY EACH AMERICAN \$3,959 ON CIGARETTE'S 100TH BIRTHDAY

NEW YORK, NY, APRIL 30.....Today marks the 100th birthday of one of America's most costly consumer products — one which has, in the past 20 years alone, cost society five times as much as the current federal budget deficit. To commemorate this occasion, the American Council on Science and Health (ACSH) has sent the manufacturers of this product a bill, requesting a payment of \$3,959 to each American.

The product being targeted is the modern cigarette, which was "born" on April 30, 1884, when a machine was perfected which made possible the mechanization and rapid expansion of the fledgling cigarette industry. For the first time, large numbers of people began to inhale deadly tobacco smoke into their lungs on a regular basis, sowing the seeds of an epidemic of cigarette-related cancer, heart disease and chronic lung disease.

ACSH asked health economist Dr. Eugene Lewit to estimate the amount which cigarette-related cases of these diseases have cost the U.S. economy since the first Surgeon General's Report on Smoking and Health was released 20 years ago.

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"The amount is truly staggering," said Dr. Lewit, Associate Professor at the University of Medicine and Dentistry of New Jersey. "Direct health care costs and losses in productivity due to cigarette-related illness and premature death have cost Americans more than \$930 billion since 1964."

"This is a conservative estimate," said ACSH Executive Director Dr. Elizabeth Whelan, "since it is based only on cigarette-related cancer, heart disease and chronic lung disease statistics. It does not take into account the costs of other smoking-related problems, such as fires, injuries to children whose mothers smoked during pregnancy or conditions exacerbated, but not caused, by cigarette smoking."

"The costs of cigarette smoking are not borne only by smokers," continued Dr. Whelan. "All Americans bear these costs. Nonsmokers pay through tax-supported public welfare programs which provide benefits to those disabled by smoking-related diseases and to their survivors. They pay through health and life insurance companies which charge equal premiums to smokers and nonsmokers, even though smokers have a much higher risk of serious illness and premature death. And nonsmokers pay increased prices for consumer goods as a result of smokers' higher rates of absenteeism from work."

"Of course, tobacco industry defenders contend that tobacco growth, processing, sales and taxation make a significant contribution to the economy, but this is basically irrelevant," she said. "Every industry contributes to the economy, but most are not responsible for costs which far outweigh their contribution. And, of course, tax revenues do not contribute to the economy, they merely redistribute wealth."

-more-

ACSH has sent the bill for the costs of cigarette smoking to the six major U.S. cigarette manufacturers and to their lobbying organization, the Tobacco Institute. The consumer group suggests that the tobacco industry could pay off its debt by dividing the total amount owed among the entire U.S. population. If the cigarette manufacturers were to do so, every man, woman and child in the United States would receive a check for \$3,959.

The American Council on Science and Health is an independent, nonprofit consumer education organization promoting scientifically balanced evaluations of food, chemicals, the environment and human health. ACSH has offices in New York and New Jersey.

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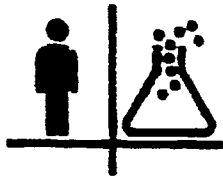
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