

Smoking Habit File

TAPGRAM

PREPARED BY THE PUBLIC AFFAIRS DEPARTMENT, PM USA

VOL. 2, NO.2, APRIL 1980

AFL-CIO EXECUTIVE COUNCIL: THUMBS DOWN ON ANTI-SMOKING CAMPAIGNS

The AFL-CIO Executive Council, at its recent mid-winter meeting, adopted a policy statement submitted by the Bakery, Confectionery, and Tobacco Workers International Union branding anti-smoking campaigns as going to extremes that infringe on individual rights. Similar

positions were taken by the executive boards of the AFL-CIO's Food and Beverage Trades Department and the Union Label and Service Trades Department. The complete AFL-CIO-endorsed statement follows:

Anti-smoking campaigns have in many instances gone to extremes which infringe on individual rights. Such campaigns have recently taken the form of pressures by employers upon unions to adopt contracts containing clauses outlawing smoking, or segregating smokers from non-smokers. Employers have also attempted to impose non-smoking campaigns on their employees without their consent or cooperation.

Some employers have exploited scientific studies of the effects of smoking with occupational exposure to toxic substances and conclude that it would be unnecessary to control exposure of these substances if workers stopped smoking.

The AFL-CIO is opposed to any coercive efforts to infringe on individual rights of

Individuals who smoke or of those who don't. We also oppose the misuse of scientific data concerning smoking and exposure to toxic substances to serve as a rationale for failure to take necessary steps to prevent workers exposure to toxic substances in the workplace, which are shown to adversely affect their health.

We support common sense, tolerance and courtesy for the rights of both smoker and non-smoker, and urge all union members to keep informed on data relating to smoking and health.

Statement by AFL-CIO Executive
Council on Anti-Smoking Campaign
Bal Harbour, FL
February 25, 1980



FRANK AND ERNEST by Bob Thaves

WELCOME TO
AMERICA—
SMOKING OR
NON-SMOKING?



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THAVES 2-14

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TROUPE SCORES ONE FOR INTEREST OVER APATHY

A lot of people complain that today's young people are apathetic about the political process. One TAP member, JEAN TROUPE (Headquarter Sales Operations), decided that action beats complaints every time. To prove it, she led a group of teenagers in her daughter Michelle's class on a two-day trip to the New York State Capital in Albany to familiarize them with how government works and to meet some of the people who make laws.

"If students were exposed to the political process early and could see how it affects them, it would help them to develop an awareness and sense of pride in the American system," Troupe said. "A lot of adults say that 'my vote doesn't count, so why should I take the time to register and vote?' I feel differently. One way to prevent young people from developing that attitude is to bring them close to the political process just as they become eligible to vote."

During their tour, the Troupe group met their state representatives and heard how laws are made. When Troupe later asked Michelle what, if anything, she had gained from the experience, she got an answer that both pleased and surprised her. *"The main thing I learned was that to have good government, people have to get involved," Michelle said. "When I turn 18 (three years from now), one of the first things I'm going to do is register to vote. Who knows? Some day I may even run for office."*



Jean Troupe

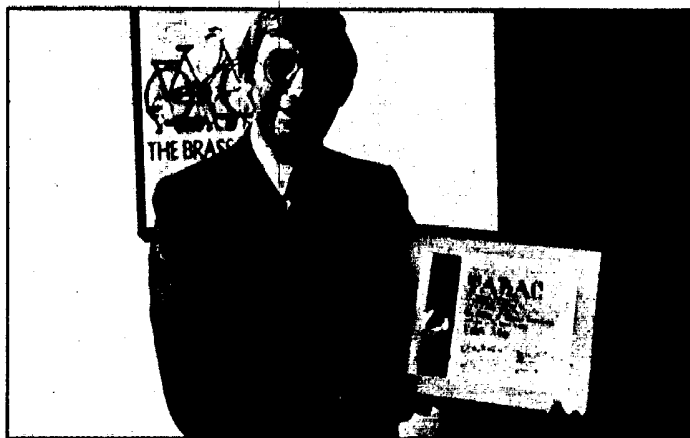
14 GRADUATE TI INFO COURSE

Fourteen Philip Morris people from U.S. and world-wide operations earned their diplomas from the fifth annual three-day "College of Tobacco Knowledge" seminar sponsored by the Tobacco Institute in Washington, DC, in February.

Attendees were:

RALPH ATLAS	Headquarter Sales Operations
BILL BOOHER	PM Corporate Affairs
MICHELE CREEDON	
JOYCE KRAVITZ	
ROBERT NEWMAN	
JUDY COLE	Washington Relations Office
K. ALYCE NEWBERG	
BOB MOORE	PM Industrial
DALE HILL	Leaf Department, PM USA
FRANK EARLE	PM Latin America/Iberia
CYNTHIA HEIDE	Benson & Hedges (Canada) Inc.
KRISTINA KESSEL	PM Europe
MATTHEW WINOKUR	PM International
SUE STRAUSSER	Public Affairs, PM USA

The purpose of the seminar is to build knowledge of tobacco issues and inform people of the resources available from industry trade associations. Attendees also received an explanation of the activities of industry lobbyists who promote tobacco interests around the country.



Ralph Atlas with his TI College diploma



The Philip Morris USA Tobacco Action Program (TAP) is our Company's vehicle for participating in the Tobacco Action Network (TAN), the organization that has brought together all elements of the U.S. tobacco family in support of freedom of choice on tobacco issues. TAP lends additional support by keeping PM employees current on issues affecting our industry and encourages involvement in the political process.



A periodic update of political developments important to Philip Morris employees and the tobacco industry.

STANLEY S. SCOTT
Vice President, Public Affairs
PM USA

ALAN R. MILLER
Editor

TAN TAPS GLUCKERT FOR AWARD

Area Manager Distributor Sales (AMDS) NORM GLUCKERT (NH) is the first recipient of the "Northern New England TAN Volunteer of the Year Award." TAN Director Dennis Dyer presented the award to Gluckert at a meeting of the area's TAN Advisory Committee in Concord, NH, on Feb. 28. Among the PM USA people attending were PM State TAN Reps and Section Sales Managers (SSMs) ED VAN DYKE and ARTIE GLAEBERMAN. Also present were Supervisor Headquarters Accounts (SHA) MAL FERGUSON, Supervisors Retail Operations (SROs) JERRY DONAHUE and JIM RUOTOLO, Division Managers (DMs) STEVE TARDIFF, JIM KEIGHLEY and RICH OTERI, and Sales Representative (SR) MIKE VITTORIOSO.

In making the award, Dyer read a congratulatory telegram sent by National TAN Director Jack Kelly and described the key role Gluckert and other PM TAPers played in convincing Maine Governor Joseph Brennan that a veto of a statewide public smoking restriction bill was supported by many citizens of Maine. Gluckert was also recognized for having personally recruited a significant number of new TAN enrollees throughout the past year. *"Many of the people Norm signed up were people I had tried to enroll earlier,"* Dyer said. *"Folks in the region respect Norm's 28 years of service to Philip Morris USA and the industry. This award was created in large part because of what he personally has done, and the example he set will be the 'Norm' for all future recipients."*

Gluckert also received kudos from the New York office with the following two telegrams:

CONGRATULATIONS! ON BEHALF OF EVERYONE IN PM USA, PARTICULARLY THOSE ENROLLED IN OUR TOBACCO ACTION PROGRAM, WE'RE PROUD THAT YOU ARE BEING HONORED AS THE 1979 NORTHERN NEW ENGLAND TAN VOLUNTEER OF THE YEAR. YOUR EFFORTS ON BEHALF OF OUR COMPANY AND INDUSTRY ARE DEEPLY APPRECIATED. KEEP UP THE GOOD WORK!

HUGH CULLMAN
Chairman & Chief Executive
Officer, PM USA

STAN SCOTT
Vice President,
Public Affairs, PM USA

BOB CREMIN
Vice President, Sales
PM USA

HAWES B. COLEMAN
Director, Field Sales
PM USA

TAPers HELP E.N.T.E.R. NEW TAN ENROLLEES

Project E.N.T.E.R. (Enlist New TAN Enrollees Rapidly), aimed at increasing enrollment among tobacco wholesalers, retailers, and vendors, succeeded in adding more than 4,000 new members during the past few months.

As always, PM TAPers contributed their share to this united industry effort. Among the many PMers helping out were:

SSM JOE CHAUMP in New Jersey, and SSM JIM KUHLMAN in California; in Illinois, SSM LARRY SCANLAN

and AMDSs GARY HINTHORN, LARRY GEALY, and JAY INENDINO; in Texas, Director Region Sales (DRS) LARRY GLENNIE and SSM RAY WHITE; in New Hampshire, SR TOM DAMON, DMs STEVE TARDIFF and RICH OTERI; DM JIM KEIGHLEY in Vermont; AMDS BOB AMES and DM DAVE BLUNK in Wisconsin; SHA ED BAILEY and AMDS GEORGE ELIAS in Pennsylvania. Commenting on Bailey's and Elias' roles was State TAN Director Gerald Kuprls: *"It's people such as George and Ed who are making Pennsylvania TAN the success that it is."*



TAN Director Dennis Dyer (r) with Gluckert

WE'RE EXTREMELY PLEASED THAT YOU ARE BEING PRESENTED WITH THE FIRST "NORTHERN NEW ENGLAND TAN VOLUNTEER OF THE YEAR AWARD" TONIGHT. THE CONTRIBUTIONS THAT YOU AND THE OTHER PM TAP MEMBERS IN NEW ENGLAND HAVE MADE TO SUPPORTING OUR COMPANY AND INDUSTRY SERVE AS AN EXAMPLE FOR OTHERS TO FOLLOW. AT A TIME WHEN SURVEYS SHOW MOST AMERICANS ARE "TURNED OFF TO POLITICS," YOU HAVE SHOWN HOW GETTING INVOLVED CAN MAKE A DIFFERENCE.

BEST WISHES FROM EVERYONE AT HEADQUARTER OPERATIONS!

EDITOR'S NOTE: Included with this issue of the TAPGRAM you'll find a copy of a recently published Tobacco Institute brochure, "True? False? Tobacco Facts." For additional copies, please contact the PM USA Public Affairs Department.

LEGISLATIVE UPDATE. . . LEGISLATIVE UPDATE.

New York Mayor faults "Grannis bill" . . . Good news in Wisconsin . . . Tax hike in Chicago . . . Ohio anti-smoking legislation could have been a lot worse . . . New England TAPers monitor anti-smoking moves in New Hampshire and tax rise in Connecticut.

NEW YORK

Mayor Ed Koch likes to ask, "How'm I doing?" We think he's doing just fine when it comes to his response to the proposed New York Clean Indoor Air Act, alias the "Grannis bill," which now goes to the State Senate after passing the Assembly by an 86-50 vote. Said Koch in an official statement issued before his recent visit to China, ". . . This proposal would create severe and undue economic hardship upon places of public accommodation and places of employment by foisting upon them the obligation to maintain duplicate facilities, install physical separations, and otherwise separate and segregate their activities in a fashion that is neither practical nor logical. [The bill would also] lead to a loss of productivity and consequent economic detriment to the individual employer and to the general economic climate of the City."

Meanwhile, reports from Albany are that mail opposing the measure has been pouring into legislators' offices. Thanks to TAPers at 100 Park, the PM USA Sales Force, the Miller Brewing Company at Fulton, and Philip Morris Industrial for taking the time to let their lawmakers know where they stand.

For example:

Man's relationship to man is best defined by politeness and mutual respect for each other, not by over regulation . . . as [this bill] seeks to do.

HUGH CULLMAN, Chairman and CEO, PM USA

I feel that attempts to legislate good manners on the part of a group of diehards have escalated to the point where the average American must speak up.

GEORGE HIBBARD, Deputy Treasurer, PM Incorporated

Numerous scientific studies have shown that ambient cigarette smoke does not endanger the health of otherwise healthy non-smokers. . . Why do we need legislation to regulate another part of our lives?

DAVID BEDRI, Manager, Public Affairs, PM Incorporated

Our elected officials should concern themselves with more important matters.

JEANETTE BLADER REID, Administrative Assistant to Chairman of the Board

In my strongly held view, this bill would severely limit the personal freedom of smokers while providing no benefit at all to non-smokers.

ANDREW ARBENZ, Senior Analyst, Corporate Planning

I'm aware that cigarette smoke can be annoying to some people, but there are people who wear certain perfumes that actually give me headaches. I would no more expect people wearing perfume to be put in certain sections of a restaurant or in the office than I would expect people who object to smoking segregating against me.

MARIE FALCO, Secretary to the Vice President, Media, PM USA

Can you imagine the cost of implementing and policing this farce?

PATRICK O'BRIEN, Manager, Promotion Programs, PM USA

. . . To attempt to regulate personal and private behavior when there are so many other issues of tremendous importance is a ridiculous waste of time, money, and effort.

HARVEY GLASTEIN, Manager, Management Development, PM USA

Here we go again! I wrote you last year, and I'm writing you again to express my opposition to Assembly Bill A2746-C. This legislation is unenforceable and impractical. I urge you to vote again against its passage.

ALFRED CONROY, AMDS, Buffalo

It's a waste of my tax dollars.

WILLIAM CUTLER, Brand Manager, Merit

. . . The Assembly has taken leave of its senses if it feels it can afford to waste time and money on such silly legislation.

ROBERT A. NEWMAN, Director, Corporate Affairs, PM Incorporated

Ed. Note: Another Grannis-sponsored bill, this one to prohibit the public distribution of sample cigarettes, has been officially introduced in the New York State Assembly.

WISCONSIN

A Badger State version of the Grannis bill was halted by the State Senate here, when it defeated, by a 17-15 margin, the Clean Indoor Air Act (S.80) that would have banned smoking in public buildings, including restaurants, stores, and offices unless an area was designated for smoking. The victory was especially significant because the sponsor of S.80 happens to be the President of the State Senate.

.LEGISLATIVE UPDATE...LEGISLATIVE UPDATE

RAY LEMEROND organized a TAP letter-writing campaign from Milprint opposing the bill. TAPers from the PM USA Sales Force, the Miller Brewing Company, and other divisions of PM Industrial also joined the TAN effort, just as they did a year ago when a similar measure was under consideration. Kudos go out to HOWARD AIKEN for a special effort with Miller volunteers and to DM DAVE BLUNK, who wrote and called his state senator and provided valuable information to TAN Director Peter Larkin.

OHIO

The Senate Committee on Education and Health, by a vote of 9-0, reduced the impact of a measure to prohibit the distribution of complimentary cigarettes in virtually all public places. (See TAPGRAM Feb./Mar. 1980). The amended version, if adopted, would make it illegal for anyone to "distribute gratis cigarettes in the offices of any state owned public building used principally as an office building." The measure now is before the full Senate.

GEORGIA, VIRGINIA, and WEST VIRGINIA

All three state legislatures adjourned without action on pending anti-tobacco bills.

TENNESSEE

After a bill he sponsored aimed at restricting smoking in restaurants was defeated, a legislator withdrew another bill to limit smoking in public places.

ILLINOIS

The Cook County Board of Commissioners approved a 5¢ per pack tax increase on cigarettes, making Chicago cigarette taxes, now 33¢ a pack, the second highest in the nation behind New York City. Radio station WGN disagreed with the commissioners' action: "With the state and city already taxing cigarettes, . . . an additional county tax would [only] increase the cost of cigarettes in Chicago [to the point] that people would buy [them] out-of-state, thus losing revenue for Illinois and the city."

ELSEWHERE IN ILLINOIS

TAP volunteers are writing letters against H.B. 1517, a bill that would prohibit smoking in various public places. Similar legislation was vetoed in 1978 by Governor James R. Thompson.

VERMONT

A state legislator, seeing little support for his proposal to ban smoking in hospitals, withdrew the bill from further consideration.

VIRGINIA

The Falls Church City Council rejected a proposal to ban smoking in various public places, after the local police chief testified that passage of the ordinance would create a "law enforcement nightmare."

NEW HAMPSHIRE

TAP volunteers are writing their legislators in opposition to a public smoking restriction bill.

CONNECTICUT

TAPers attended a hearing to demonstrate opposition to a proposed cigarette tax increase.

SECOND THOUGHTS

NEWPORT NEWS, VA—The Virginia Supreme Court's decision (see TAPGRAM, Dec. 1979) that a local anti-smoking ordinance was unconstitutional has prompted the City Council by a 6-1 vote to exclude restaurants from the local non-smoking ordinance. The only dissenting vote was that of the Mayor, who wanted the law repealed entirely.

WINSTON-SALEM, NC—A two-year old anti-smoking ordinance was repealed by the local transit authority after deciding the law wasn't working the way they had hoped it would.



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TAP Crossword

Across

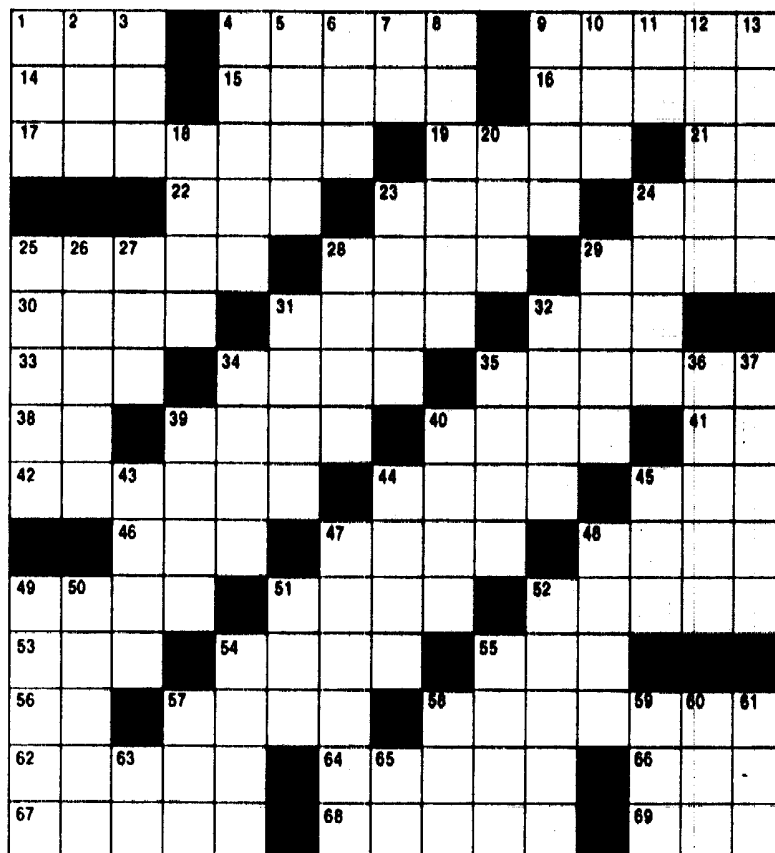
1. Orwellian anti-smoking org.
4. Small tobacco field
9. Surgeon General's latest target
14. John or Jane
15. Exhale
16. Worship
17. "General" nuisance
19. Challenge
21. Short Line ____ (Abbr.)
22. 100 Park ____
23. Easter or scrambled
24. "My name is Asher ____"
25. Elected
28. American Indian
29. Attitude of some nonsmokers
30. Surgeon General's favorite instrument
31. Supervisors H.Q. Accts.
32. Silent ____ (Former pres.)
33. Prior
34. "____ and Alack!"
35. W/47-D, Johnny's calling card
38. "____ the people..."
39. Type of gold
40. Type of horse
41. "____ unto others"
42. Surgeon General's whipping boy
44. Nicolet necessity
45. Can be hard or cast
46. Wife, of sorts
47. Land or coal
48. Theme of a play

49. Deposed Big "Dada"
51. Adds a "Lite" flavor
52. Virginia ____
53. Doctor or ex-G.I.
54. Knowledge
55. Author of "The Raven"
56. Portland or Eugene ____
57. Made in Milwaukee
58. Wish HEW would "leaf" it alone!
62. Lindeman's red or white ____
64. Some nonsmokers' arguments
66. OPEC product
67. "B&H, I like your ____"
68. Type of highway
69. "____ the mark"

20. Stone or iron
23. Pitchers' percentages
24. Just before the storm
25. "Catfish" pitches and ____
26. Turkish, but not tobacco
27. Mineral
28. Charlie ____
29. Tobacco growers' need
31. Anti-smokers' put down
32. Fellow
34. Mimicked
35. Warsaw vaulter
36. Colloquial phrase
37. Keats & Yeats
39. "To ____ a cat"
40. What Earl Campbell does
43. Delete
44. Tobacco holder
45. 551 (Roman num.)
47. See 35-A
48. Type of bargain
49. Declares
50. "Worthy" of its name
51. Tobacco grower's tool
52. Staid
54. ____ majesté
55. Johnnycake
57. Pavarotti's ____ Canto
58. PM USA's information program
59. Canvas bed
60. Merged with A.F. of L. in 1955
61. Bullfight cheer
63. PM loves ____ (Abbr.)
65. Greek letter

Down

1. Marlboro messages
2. French coin
3. "Take ____, She's Mine"
4. Pet, of sorts
5. Member of the lily family
6. Industry org.
7. Grasso its Gov.
8. Benson's buddy
9. "Star ____"
10. Lyric poem
11. 7-Up Country (abbr.)
12. Strayed
13. Califano had a lot of this!
18. Prop. 5 proponents



Our thanks to TAP volunteer Argero "Jeri" Robertson for creating this puzzle. We look forward to future crosswords from her and other TAPers. Solution on page 8.

TAP HAPPENINGS

EARLY WARNING

SR VIRGIL TIEDEMAN gave us early warning of proposed cigarette tax increases in two Illinois counties, Madison and St. Clair.

DRS LARRY GLENNIE and SSM LANCE JONES sent us prior notice of several anti-tobacco bills currently pending in the Mississippi legislature.

AMDS FRANK KLEMA was the first to alert the Public Affairs Department and the industry of a 10¢ per carton cigarette tax increase in Missouri that passed the State Senate. Klema will continue to report on the status of this legislation.

SSM JOHN A. CRAWFORD provided us with news of an anti-smoking petition that is currently circulating in West Palm Beach, FL. Members of the County Council have decided to wait until the end of May to consider the proposal asking the Commissioners to ban smoking in stores, restaurants, offices, and other public places. One commissioner opposed to the proposal said, *"I cannot support it. It should be up to individual restaurant owners. I believe in as little government as possible."*

KEEPING US POSTED

DM JACOB WRIGHT (WI) and SR JIM ELSTON (ELMIRA, NY) are monitoring smoke-quitting programs in their areas. They'll be reporting on the number and themes of the programs, the number of participants, the programs' costs, and who's sponsoring them. As soon as we hear, we'll pass the information on to you.

Thanks to SHA JIM LAIN (GA) for sending us a copy of the South Carolina Lung Association newsletter. Like many other anti-smoking publications, this one is heavy on appeals for funds to continue campaigns against cigarette smoking.

DM RON BRADLEY and SR BILL HANGEN advised us of an anti-sampling measure that recently was passed by the Albert Lea (MN) City Council. Both Bradley and Hangen are closely monitoring other localities for similar ordinances.

SSM JIM KUHLMAN and SUE DREESZEN, Section 71 Secretary, are keeping us posted on the status of the anti-smoking petition drive in CA.

Also sending us valuable information were:

Combination Area Manager (CAM) STEPHEN VASQUEZ (NM)

DON MARTIN (Plainwell Paper Co., (PA))

CRAIG MIKUS (NJ)

JOHN MULLET (ND)

DOUG ALLER (7-UP, St. Louis)

MARK BUSS (Richmond)

ANNE EICHWALD, T. CLEMENT LEWIS, D. MULVEY, and MIKE MURPHY (NYO)

VAELLE and HOWARD AIKEN (Miller Brewing Co., Milwaukee)

LARRY MCGINTY (CA)

IRENE PITCOCK (Louisville)

D. W. JOHNSON (MO)

ANTHONY BACALLES (Bath, NY)

THE SKIES CAN BECOME UNFRIENDLY TO SMOKERS

C. J. ROSELAND, an Arizona sales rep for PM USA, reports hearing of a couple that took the right to smoke on an airplane seriously enough to spend a night in jail. It happened this way: When the no-smoking light went off, the couple, seated in the smoking section, lit up, only to be told by a cabin attendant that the non-smoking section had been extended to include their seats. The couple protested the infringement—the remainder of the smoking section was full—and the cabin attendant didn't want to discuss the matter. The couple adamantly refused to put out their cigarettes, and the attendant called airline security when the plane put down in San Jose, CA. We don't know where the couple planned to stay the night, but they spent it in the San Jose jail. The next day, charges were dropped. Said the U.S. Attorney on the case, *"It's not like they wanted to high-jack the plane. All they wanted was their right to smoke."* It isn't known whether the couple is suing the airline.

BOB BOCKMAN (NYO) didn't go to jail, but he registered a complaint with the Civil Aeronautics Board (CAB) regarding two separate flights on which there were no seats available to him in the designated smoking section: *"This problem is not related to airlines, but to your grabbing of power and authority. . . you have created a group of second-class citizens whose only reason for belonging to that class is they choose to use legitimate products."*

BOSTIC RISES IN G.O.P.

JOE BOSTIC (NYO) was recently elected Treasurer of the Englewood (NJ) Republican Club. Bostic was also selected to serve on the Credentials and Elections Committee that will help select delegates to the G.O.P. National Party Convention in Detroit next summer. Asked about his future political ambitions, Bostic said he would be satisfied with a U.S. Senate seat and would forgo a try for the presidency. *"I want to live to be 90,"* he said.

WELL . . . IT'S CHEAPER THAN A SUIT OF ARMOR

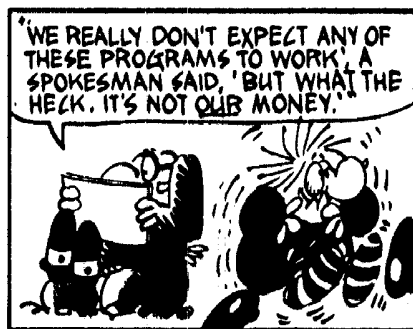
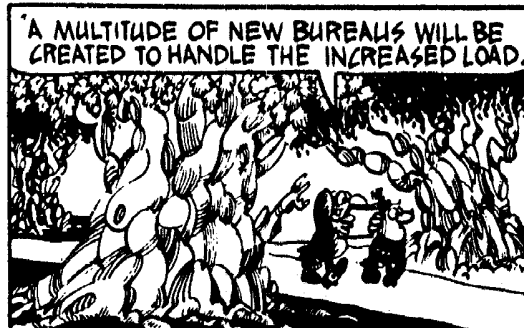
SSM ED VAN DYKE (MA) sent us this news item from the *Boston Globe*: AP New England sports editor Dave O'Hara, after being hit in the chest by a Tony Perez (Red Sox) line drive at the Winter Haven, FL, training camp, said, *"I owe my life to a fresh pack of cigarettes in my shirt pocket."*

Ed. Note: We assume O'Hara smokes Marlboro in the crush-proof box and *not* the soft-pack.

(R)OVER REGULATION

In 1978, New York City passed a law requiring dog-owners to clean up after their pets. A little over a year later, Manhattan Supreme Court Justice Edward Greenfield was asked to rule on whether the "pooper-scooper law"

violated the rights of dogs. "New Yorkers can once again hold their heads high," said the judge in a guest editorial in the New York Daily News, "Dogs, by reason of their non-human condition, are not exempt from the plethora of detailed regulations which afflict mankind as fleas afflict beagles."



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DETACH AND MAIL

TAP-TAN NEEDS YOUR SUPPORT!

I'd like to volunteer to help support the tobacco industry. Please add my name (our names) to the other members of the Philip Morris family who've joined TAP-TAN. Let me know how I can help. Please print clearly.

NAME _____

SPOUSE'S NAME _____

ADDRESS _____

CITY _____

STATE _____

PHONE () _____

SOCIAL SECURITY # _____

PM DIVISION (e.g. PM USA, Int'l.) _____

SIGNATURE _____

Return to: PM USA Public Affairs Department
100 Park Ave., New York, NY 10017

SOLUTION TO CROSSWORD PUZZLE

A	S	H		P	A	T	C	H		W	O	M	E	N
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H	A	R	P		S	H	A	S		C	A	L		
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