

THE TOBACCO OBSERVER

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American People Don't Buy Antis' Smoking Arguments

WASHINGTON, D.C.—The first-ever national poll contrasting the views of anti-smoking activists with those of the general public finds that the two groups "differ strongly" in their support for government regulation of smoking in public places and in private businesses.

Anti-smokers are five times more likely than the general public to favor government regulation of smoking. Fully 87 percent of the general public prefers no legislative restrictions on smoking in public or on the job, the survey shows.

Furthermore, in sharp contrast to the demographic characteristics of the general public, anti-smokers were found in the poll to be narrowly concentrated in managerial and professional jobs and earning high incomes, with over two-thirds calling themselves "upper class" or "upper middle class." Eighty-four percent of the anti-smokers said they have attended or graduated from college.

The survey comes from Fingerhut Granados Opinion Research here, a private surveying firm, which sampled a random selection of 400 persons who had petitioned the government for stiffer smoking regulations and 400 members of the general public.

Among other findings of the survey:

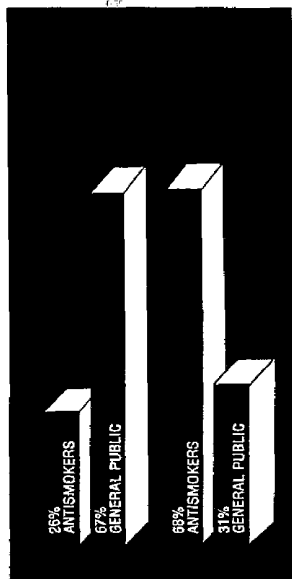
—59 percent of the public agrees that "most people" are considerate in public and "don't need government regulation to keep them from bothering others;" 67 percent of anti-smokers disagreed.

Advertising Ban Has Little Effect On Norwegians

WASHINGTON, D.C.—Despite a total ban on all forms of tobacco advertising in Norway since 1975, tobacco consumption there rose nearly 1 percent last year, reports the U.S. Department of Agriculture.

The modest rise in tobacco consumption is significant because it represents an increase approximate to population growth in the small Nordic nation bordering Sweden. Moreover, while in the immediate years after the ban Norway experienced a decline in cigarette consumption, sales today have risen to levels approximate to the pre-censorship pace.

For years American anti-smokers have used the Norwegian model to justify their own pleas to ban tobacco advertising in the U.S., notwithstanding First Amendment guarantees to the contrary. The new data, however, suggests that the absence of advertising does not affect the number of people who choose to smoke. □



(Continued on page 2)

New Anti-Smoking Legislation Draws Widespread Opposition

WASHINGTON, D.C.—When Senator Ted Stevens of Alaska asked for comments, he got plenty.

The Senator is ignoring strenuous objections in championing proposed legislation that would restrict smoking in all domestic, overseas, diplomatic and military properties owned by the Federal government, notwithstanding smoking rules already created by local administrators, union representatives and the workers and visitors who actually live and work in the facilities.

As Republican chairman of the Governmental Affairs Subcommittee on Civil Service, Post Office and General Services, which oversees the branches of government responsible for managing such property, Stevens wants the Federal government in Washington to do the rulemaking. He convinced the committee to report a bill for Senate consideration that would require the General Services Administration to consult with Surgeon General Koop in developing rules on smoking in government buildings.

Agencies wishing to deviate from GSA regulations would be required to

write to the Surgeon General and explain their deviations—Koop is campaigning to end tobacco use by the year 2000.

At hearings last October, Stevens called for comments on the proposal and that's when a rolling drum beat of opposition to the so-called "Non-Smokers Rights Act of 1985" was heard along the Potomac. (At press time the bill awaited Senate debate. No comparable legislation had been introduced in the House.)

A wide coalition of constituencies and institutions rose to voice their displeasure to Stevens' bill. Typical of the comments were the words of Angelo Fosco, general president of the Laborers' International Union of North America.

"The Laborers' International Union of North America, along with its 500,000 members, oppose this legislation," he said.

Edward J. Carrough, general president of the Sheet Metal Workers' International Association, declared, it "is just lousy legislation, and it should be opposed by the (Public Employees) Department."

John DeConcini, president of the Bakery, Confectionery & Tobacco Workers International Union, said the bill "represents an unfair attack on a significant domestic manufacturing industry and poses a direct threat to our membership and the economic well-being of many communities. We also strongly reject this legislation on the grounds that it will further erode workers' rights in both the public and private sector."

International Brotherhood of Firemen & Oilers president Jimmy L. Walker observed, "Our organization feels that this is not a smokers vs. nonsmokers issue. It is an issue that infringes on our collective bargaining process and should not be part of the legislative process."

And J. Thomas Burch, Jr., national coordinator of the National Vietnam Veterans Coalition, charged, "In the face of a \$200 billion federal deficit and budget cutbacks, the very substantial implementation costs of this legislation is money better spent on direct assistance to veterans."

"I urge the Committee to consider carefully the social implications of the bill as well as broader questions concerning the proper role of government and government regulations of individual behavior," urged Robert D. Tollison, Ph.D., professor of economics and director of the Center for Study of Public Choice, George Mason University (Virginia).

"Such careful consideration is especially important in an era when federal budget deficits are running at record levels and the President and Congress are seeking ways to reduce the tax burdens on our citizens," he cautioned.

"Obviously," observed Rodney A. Bower, president of the International Federation of Professional and Technical Engineers, "the issue of smok-

(Continued on Page 2)

'Doc'tored Radio Ad Fools Public With Koch Quote

NEW YORK—They're playing fast and loose with the truth in the Big Apple these days.

The players are none other than Tony Schwartz, who's been making American Cancer Society radio and television ads for 20 years, and an organization founded by anti-smoking gadfly Alan Blum, called DOC (Doctors Ought to Care).

What they did is create a radio ad that uses the voice of Mayor Ed Koch to blast cigarette companies.

The spot was compiled from tape recordings of the mayor's very strong statements about the danger of the disease AIDS spreading at gay bathhouses in Manhattan. Schwartz repeatedly switches the mayor's statements about the AIDS threat to allege that cigarette makers "are selling death."

"Mayor Koch," an announcer asks, "did you ever stop to think that this same statement could be made regarding cigarette companies?"

The mayor's voice cuts in: "They are selling death."

The announcer then asks: "So why does the city allow cigarettes to be advertised on city bus shelters?" And again, the mayor's voice cuts in: "They are selling death."

One more time the announcer asks: "Why does the city allow cigarettes to be sold on public property?" And again, the mayor's voice says: "They are selling death."

A spokesman for Mayor Koch, who



Mayor Ed Koch.

was in Tokyo when the spot broke over New York radio stations, said after listening to a tape of the spot, "It's totally out of context. (Mayor Koch) used those statements about gay bathhouses."

When asked if he believed it was legal to apply the mayor's statement to issues he was not addressing, ACS supporter Schwartz contended that "the context is identical" between the danger of AIDS in gay bathhouses and cigarette smoking.

Reaction from the mayor and truth-in-advertising authorities was pending at press time. □

A Woman Wins Cigar Contest

NEW YORK—The Cigar Association of America announced that Deborah Roach, a 28-year-old from Mobile, Alabama, won its national song writing contest.

Roach, who has a Ph.D. in communications from the University of Oklahoma and teaches at the University of South Alabama, won a 10-day trip for two to Hawaii for composing the lyrics for "Relax. Enjoy A Cigar," a musical composition already written for the trade group by popular songwriter Ervin Drake.



Deborah Roach

While she doesn't smoke cigars, Dr. Roach says she enjoys their aroma and "now anytime I smell a cigar, it will remind me of this contest and, of course, Hawaii." □

Poll—(Continued from page 1)

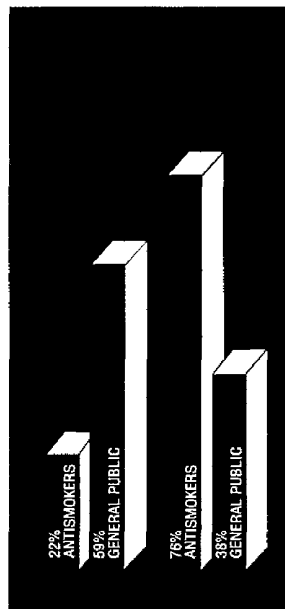
—67 percent of the public do not want government regulation of smoking; 68 percent of anti-smokers do.

—69 percent of the public agrees that "where I work, there's not much of a problem with smokers bothering non-smokers;" with 66 percent of anti-smokers disagreeing with the statement.

—56 percent of the public opposes "wasting money and scarce resources" on adopting and enforcing smoking restrictions; 77 percent of anti-smokers support such a move, in spite of "all the problems of crime and law enforcement in America..."

Said Walker Merryman, Tobacco Institute vice president: "This poll confirms that the small minority of vocal anti-smokers in America are elitists, totally out of step with the general public."

"Average Americans concerned about their personal freedoms should take heed of these poll findings. The message here is that the gadflies in our society don't agree with you about smoking restrictions, and, even worse... they want to decide how you will run your life!" □



Oregon Rejects An Employee's Claim Against Office Smoking

SALEM, ORE.—A former state employee who says she suffered coughing spells because of cigarette smoke in her building was denied workers compensation benefits.

Marlene Ritchie, an administrative assistant in the state executive department until she lost her job last

February, claimed she suffered an occupational illness because of secondhand cigarette smoke in the agency's central office.

But her bid for compensation for lost workdays and medical expenses was rejected by the state Workers' Compensation Board following air quality tests of the building showing no cause for the claim.

"Our position was that there was no evidence that we had a smoking condition in the building that would affect this employee," said a state spokesperson.

"We just don't have that many smokers," the official said, "There was no evidence that (Ritchie's) health was aggravated by smoke or anything else in the building."

Attorneys for Ritchie say they will appeal the ruling. □

Stevens—(Continued from Page 1)

ing in public places is a sensitive one—and not one on which our members could reach consensus. Therefore, this question is best resolved on a workplace-by-workplace basis."

Said Vincent R. Sombrotto, president of the National Association of Letter Carriers, "The capricious adoption of such sweeping workrules sets a dangerous precedent—one which will not only affect federal workers, but which will undoubtedly trickle down to state, local and private sector workers... It both undermines the principle of employee rights and denies the opportunity to participate in the determination of their own working conditions."

United Brotherhood of Carpenters and Joiners general president Patrick J. Campbell agreed, warning: "The grievance system is really the only remaining effective arena for supporting workers' rights in the resolution of on-the-job disputes. (This bill) could jeopardize that system by overloading it with smoking disputes filed as a result of arbitrary management decisions, or zealotry on both sides of the smoking issue."

John A. Gannon, president of the International Association of Fire Fighters said, "I would prefer to see management meet with federal workers' representatives to discuss and implement any workplace regulations."

And James E. Muncy, executive director of Council 26 (Washington, D.C. area) of the American Federation of State, County and Municipal Employees, said he vehemently opposes the measure, noting: "The Civil Service Reform Act provides that federal employees can negotiate basic working conditions through an exclusive bargaining agent. This legislation attempts to alter that process."

The Public Employee Department of the AFL-CIO wrote the Senator, objecting: "We believe that smoking policies are best determined through collective bargaining on a case-by-case basis. Only in this way can the specific concerns of individual parties involved and local workplaces affected be addressed."

The Veterans of Foreign Wars responded by declaring: "Be it resolved, by the 86th National Convention of the Veterans of Foreign Wars of the United States, that we oppose any efforts by the U.S. Congress to impose mandatory smoking restrictions in facilities of the Armed Forces or facilities that serve American veterans."

Robert B. Kliesmet, president of the International Union of Police Associations, declared that the legislation "is unnecessary, severely undermines labor relations and imposes an unreasonable burden on enforcement resources."

"Federal legislation on this issue is inappropriate," he continued, "for it establishes broad restrictions that ignore practical realities of specific workplaces. Any problems concerning smoking in the workplace are best resolved between employer and employee."

And William W. Winpisinger, international president of International Association of Machinists and Aerospace Workers, declared: "This bill sets a dangerous precedent for the arbitrary adoption of work rules at a time when workers' rights in this country are already in retreat. The proposed legislation presents serious labor relations implications for unions in the federal sector and others." □

Tobacco History In New Booklet

TOBACCO

Deeply Rooted in America's Heritage



Tobacco is more deeply rooted in our history than any other commodity. Its role in America's settlement, early development and eventual independence is incalculable. Commerce in tobacco was the economic salvation of the struggling Jamestown colony. Export of the golden leaf to England was the dramatic beginning of trade in the New World.

Now comes a bright new booklet from TI on the remarkable leaf, "Tobacco: Deeply Rooted in America's Heritage." Beautifully illustrated throughout with color photos, archival prints and other art work, the 20-page booklet is a perfect companion for tobacco growers, history buffs and anyone interested in the long historical processes that gave birth to modern America.

We see tobacco a powerful attraction drawing new colonizing enterprises, bringing new Europeans to the colonies and creating the basis for a mighty nation and a far-flung industry. Tobacco founded communities, extended the boundaries of the original colonies, drew settlers to the "new west" of Kentucky, Tennessee, Ohio and Missouri, supporting schools, churches, paying for roads, and helping build America.

It touches in one way or another almost every aspect of American life over the past 400 years—religion, education, agricultural advancement, politics and the arts. And no doubt will continue to do so for another 400 years.

For a free single copy, send your name and address to Production Services, Tobacco Institute, 1875 I Street, N.W., Washington, D.C. 20006.

SHIPPING AMERICAN LEAF TO TOKYO

TOBACCO
BOAT

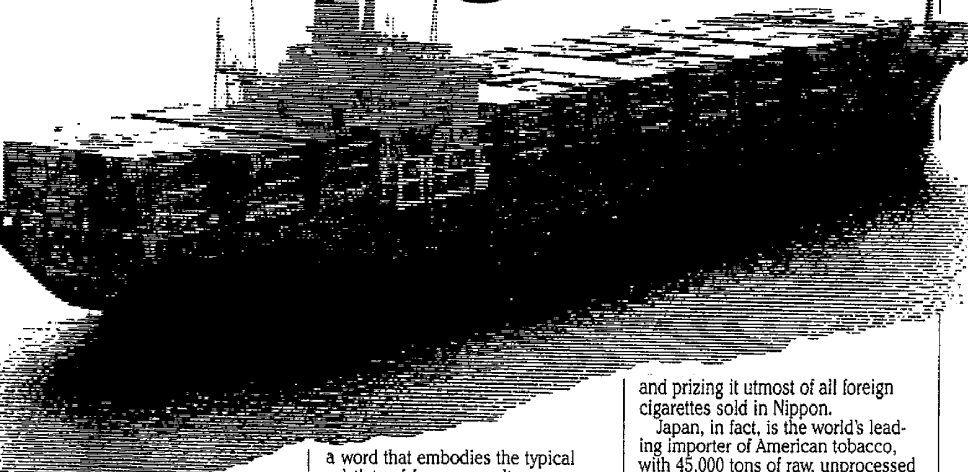
ON BOARD THE NEW JERSEY MARU, North Atlantic—Haruhiko Akao settles deeply into the captain's chair and lights his cigarette.

Behind him, just out a porthole, the Atlantic gathers itself into great slow-moving green-gray waves that first lift the 875-foot-long vessel, then send shudders throughout her lumbering bulk as they drop the container ship back into the sea. The bridge rises and falls in silence, with crew and officers easily accommodating each roll from the ocean thundering below.

The view outside is without question powerful, even a beautiful sight, but what a terrific toll it takes on those who go on deck in winter crossings. The wind throws ice cold spray into their faces, salting their eyes and reddening nose, ears and lips. The decks glisten and lurch in the rising and falling swells, offering treacherous footing and numbingly cold handholds.

Leather shoes turn white from the salt, and without proper clothing, even the most vigorous of the ship's 24-member crew—invariably gray-haired country folk, with stout walking shoes and apple cheeks—are forced to turn back to the comfort and warmth inside after only a few minutes.

Inside they find a modern, fully-



screens and traditional decorative arts hanging from the walls.

"We need that," allows Captain Akao, "because we're usually at sea for eight months."

Indeed, the *New Jersey Maru* is destined to be "at sea" during her entire working life—perhaps 30 years—with new crews rotated in every eight months or so, and the old disbanded

a word that embodies the typical subtlety of Japanese culture.

On one hand, *Maru* means "wall," as a Japanese castle is surrounded by a maru. Yet people walk along a maru, which then functions as a bridge, something to bring people together, not hold them apart. The duality and ambiguity of the word perfectly illustrates Japanese language, the color and nuance available in that culture, as this ship's name can be translated as "Bridge to New Jersey," or "Wall from New Jersey."

Bridge also describes the purpose of the Mitsui Line, Japan's largest steamship operation, and scores of other shipping concerns on the island nation. For it is across this bridge of shipping that Japan sells her goods worldwide and imports her necessities in a never-ending spiral of trade.

Take this trip, for example. Leaving Tokyo harbor 23 days ago, Akao's ship came through the Panama Canal loaded with cameras, film and photographic equipment, electronic goods, textiles, machinery and small bulldozers destined for ports up and down the East Coast.

She shortly returns to Japan loaded with newsprint, peat moss, frozen beef and poultry, sand used in making porcelain, and the finest tobacco in the world. All of it is loaded into 20-and 40-foot-long trailers stacked like cord wood on every available inch of the vessel. She'll carry 2,400 of the smaller containers, or 1,200 of the larger, at speeds up to 26 knots.

The tobacco comes from the Carolinas, Virginia, Maryland and farther inland to Kentucky, and will be used in the manufacture of Japanese-made cigarettes, snuff, and pipe and chewing tobacco. Like people all over the world, the Japanese hold American leaf to be the finest and most aromatic, mixing a little American tobacco in every cigarette they make

and prizing it utmost of all foreign cigarettes sold in Nippon.

Japan, in fact, is the world's leading importer of American tobacco, with 45,000 tons of raw, unprocessed leaf expected to be purchased in 1985 at a value in excess of \$286.1 million. The closest rivals are Germany, with 29,929 tons; Spain, with 23,814 tons, and Egypt, with 16,921 tons. In all, U.S. tobacco farmers will earn over \$1.511 billion in balance-of-trade dollars this year from the sale of their unmanufactured tobacco abroad. Cigarette, cigar and pipe tobacco sales will bring in billions more.

And so the *New Jersey Maru* breasts the waves, encountering the unexpected squalls, the fog and thunderous seas, playing a small part in the great global economy that binds all nations together these days. For eight months Captain Akao stands long hours of watch, retiring to his cabin to play the electric piano, try his hand at painting, and



Preparing to load tobacco at dockside.

writing long letters to his wife and two sons back in Japan.

Asked what else he does on his long watch at sea, the 50-year-old replies: "I love to stand here and just look at the ocean. It's ever-changing face fascinates me."

"And," he smiles, "I perhaps smoke a cigarette." □

A. GORDON SANDS III PHOTOS

Captain Akao on board the *New Jersey Maru*.

equipped ship with every conceivable amenity. There's a comfortable galley and dining area for the workmen, spacious quarters for officers, a video cassette room, hospital, a radio room, and even a "quiet room" fitted to look like a backwoods Japanese country inn, with mats on the floor, indirect lighting through paper

for three months of rest and relaxation before new assignments on other vessels.

Akao's employer, the Mitsui Osaka Line, in fact, owns 87 ships like the *New Jersey Maru*, operating 40 lines to 300 ports in 100 countries spanning the globe. Interestingly, all the ships have names with *Maru* in them,

EDITORIALS

Contemplate

The reflections of black newspaper publisher John Holoman on page five are important. Not just because he advocates equal treatment of smokers, but because he keenly addresses an often-ignored aspect of the anti-smokers' war on tobacco users: advocacy of discrimination.

Look around any gathering of anti-smokers—press conferences, symposiums, public hearings—and note the lily-white complexions of the (mostly male) anti-smoking representatives who call upon the public to shun smokers.

Observe the workplace. Consider which workers are most affected by smoking restriction. Clearly, it's not the management.

Recall the advice given employers by anti-smokers: it is easiest to achieve a smoke-free workplace by refusing to hire smokers, regardless of their qualifications for the job.

Is it logical to believe this advice will not be used as an excuse to reject applicants who are "unacceptable" because of an employer's hidden prejudices?

Contemplate these matters and give some thought to what happened in Chicago's "Smokers' Court," where 95 percent of those arrested were non-white.

As Mr. Holoman writes, "No stretch of the imagination would give the anti-smokers the privilege of denying myself, and other smokers, any single right a citizen has." □

Chills

It's like something out of Orwell's *1984*, the report from New York on page one. Anti-smoking fanatics there are using Mayor Koch's quotes against AIDS in gay bathhouses to attack tobacco. They juggle his words to suit their own needs, creating a distortion Big Brother would be proud to call his own, a deception so outrageous and boldface it begs the most elemental understanding of truth and decency.

One is left with the impression that the people behind the ad care little for the truth, for Mayor Koch, for you, for language itself—that which binds us together in our earthly journey. Instead, words become hammers for this crowd to force their will onto others, a deceptive and cruel trick.

It sadly illustrates the reckless tactics used by some extreme anti-smoking *partisans* and should stand as a warning to all freedom-loving people everywhere—whether we smoke or not. When public figures are used this way, when the public airways are distorted with lies, when First Amendment obligations to at least *try* for the truth are cast aside so easily and quickly in pursuit of their coercive goals, then we all lose something very important.

It chills public discourse. □

Toot

Far be it for us to toot someone else's horn, but the occasion appears justifiable with the creation of PUFFS—"People United for Friendly Smoking." While we have no more information about the group than what appears in the news story on page five, one thing stands out sharply. Namely, that this is an organization whose time has come.

Hardly a week goes by in these offices where we don't get letters or phone calls from smokers asking if there isn't an organization they could join to combat some of the nonsense of the anti-smoking *partisans*. Now there appears to be such a group. But then we also remind our letter writers that one doesn't have to wait for others. In this democracy we are free to create such organizations ourselves.

Come, blow your own horn. In a sensible, rational way, of course. □

HAPPY NEW YEAR!

"I DON'T
SMOKE BUT
I RESPECT
YOUR RIGHT
TO DO SO,
OLD BUDDY!"

"I'M GOING
TO BE MORE
CONSIDERATE
THIS YEAR, MY
FRIEND!"



1986 --It CAN Be The Start Of Peaceful Coexistence!

COMMENTARY

I have been connected with the cigarette and tobacco industry for some 30 years. I worked hard, made a living, got married and raised a family, all in the tobacco industry.

"No, I am not ashamed of what I did and I do not apologize to anyone for what was my livelihood. I would point out that countless thousands of people derive their livelihood in full or in part from the tobacco industry."

"The matter of choice and courtesy has been a dominant factor in this industry that has been deviled by so-called do-gooders, Big Brothers who wish to look after my welfare (shades of George Orwell's '1984'). Smokers smoke by choice. They have been made to feel like second-class citizens by rabid smoking foes. They have tolerated absurd laws and decrees. This is not the American way. It is a sad commentary on our times and our eroding freedoms."

Harold Rudman
Letter to the Editor
Hartford Courant
Aug. 12, 1985

I have difficulty applying the term 'public building' to a restaurant or bar. Should a consumer of a nonessential service have more rights in managing the business than does the owner?

"The restaurant smoking issue should be settled in the marketplace by competition, boycotts, and industry-consumer dialogue. Legislation should do no more than enforce whatever nonsmoking section a restaurant voluntarily establishes."

Stephen C. Allen
Letter to the Editor
Tucson Citizen
Sept. 3, 1985

Anti-smokers seem always to border on the hysterical. Maybe their plan is to keep starting brawls until all the smokers have fat lips and broken hands and can't smoke even if they wanted to."

John Carroll
AdEast Magazine
Boston
Sept. 1985

Is this a democratic country or are we under a dictatorship where a handful of jerks can tell a mass of smokers they can't because we run the city? (Local government should) run the city and leave the lives of people to themselves."

Eugene Brady
Letter to the Editor
Zenith Ohio Gazette
Aug. 17, 1985

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Smokers' Rights Group Being Formed Nationally

PUFFS for Smokers' Rights

by Adele A. Bunoski

ST. SIMONS ISLAND, GA.—After being chastised for public smoking on numerous occasions and becoming aware of discrimination against smokers in the workplace, Dean Hill Overall decided "Don't get mad, get organized."

Dean and her husband Sidney, owners of The Overall Consultancy, Inc., realized they could put their public relations talents to work in an area where such skills are sorely needed: protecting the rights of smokers.

And so, "PUFFS"—People United For Friendly Smoking—was born. Ads for the non-militant, non-propagandizing organization ran in the Washington Post, Chicago Tribune, Village Voice and other papers. So far, the Overall's have received more than 1,300 responses from freedom-loving Americans.

Dean quickly points out PUFFS does not encourage smoking. Rather, it is a vehicle through which smokers can protect their legal rights against the discrimination threatened in both the marketplace and the job force.

This can be accomplished by fighting anti-smoking nastiness with manners and opposing excessive government regulation, Dean believes.

"I know there's a sentiment out there opposing what the anti-smokers are doing," she says. "We've only scratched the surface so far. In addition to receiving many responses from smokers who believe they've been discriminated against, we've also gotten very supportive letters from



Dean and Sidney Overall.

nonsmokers who simply don't like the attitudes of the anti-smokers."

One nonsmoker wrote, "We are becoming a country obsessed with trying to make rules for others... We're going to have this country filled with little dictators saying 'Do what I say.' Constitutional rights should be equal."

PUFFS is definitely *not* a money-making venture for the Overall's. Membership in the organization is free and the couple donate their time and resources to the project.

(Continued on page 6)

Reform Is No Match For Smokers

Beth Fallon

Nassau County's anti-smoking ordinance warms my heart because a lifelong dream seems to be advancing—if I live long enough, I may see the return of *Prohibition*.

The Society for the Suppression of Enjoyment is making good progress, one way and another—raising drinking ages, restricting smoking, trying to limit contraceptives for the poor, stuff like that.

With any luck, reform will succeed and, instead of the drab, colorless '50s or self-indulgent '60s, both of which gave me a pain, I will get to live through another Roaring '20s, just like my mom.

I can't wait. "Reform" never learns, about human nature or anything else. "Reform" always knows what's good for you—whether you like it or not. Reform gave you *Prohibition* once, on alcoholic beverages, and look how

well that worked out. So well that organized crime became a major player in U.S. affairs and life.

You know what they are talking about at the defense table in that big federal mob trial? When the lawyers are away? Not whether they'll get off, or whether fat Vito Arena should have had a facelift on the feds, and maybe one for his gay lover, too.

If they are the businessmen I think they are, they are planning for cigarette prohibition—and all the money they can make if only reform succeeds, and the Mob becomes the sole purveyor of smoke to 51 million adult Americans.

According to the U.S. Census Bureau, there are 159,251,000 Americans over the age of 20, and according to the Smoking and Health Division of the Dept. of Health and Human Services, 51 million of them smoke. Neither bureau keeps records of how many teenagers smoke, which seems unfortunate. But nearly one-third of the adult population does—34.8 percent of men, 29.5 percent of women.

Do you think they are going to go away? Or that all of them are going to quit smoking under the pursed lips and disapproving stares of reform? Oh, baby, not a chance.

Under the new Nassau County (Long Island, New York) Board of Health ruling, that portion of the population will be restricted to 50 percent of any restaurant, and forbidden

(Continued on page 6)

Black Newspaper Executive Demands Equal Rights

"The New Targets for Discrimination"

By John Holoman

LOS ANGELES—I smoke. Normally there is no news in that fact. But given the lengths to which some anti-smoking forces have gone in recent months, this simple fact would seem to make big news.

Some persons I don't even know, never saw before and with whom I will probably never even share a crowded freeway, have decided that I, because I smoke, I must be segregated in restaurants, denied an equal opportunity for housing and employment and must accept being designated as an undesirable person.

They have decreed that because I smoke, I should be a target for discrimination, that I am someone who should be castigated and abused, and that I must accept their definition of me, a smoker.

Well, I refuse to accept their characterizations of myself and I refuse to sit quietly and watch a vocal minority of self-righteous zealots violate the rights of many of their fellow citizens.

The anti-smoking forces certainly have their right to advocate what they do. They are opposed to smoking—they have a right to make this known.

But no stretch of the imagination would give the anti-smokers the privilege of denying myself, and other smokers, any single right a citizen has.

Others have seen the dangers inherent in the anti-smokers' campaigns and have begun to speak out.

"Discrimination is discrimination, no matter what it is based on," Stanley S. Scott, a Philip Morris Inc. vice president has noted with accuracy.

And Wilbert Tatum, publisher of "The Amsterdam News" in New York, has said: "Smokers pay taxes, make worthy contributions to society, have friends, family and co-workers who don't smoke and work hard to enjoy the better things in life. To sever relationships along smoking and non-smoking lines is to create inefficient, unnecessary and economically unsound barriers. And, to strip smokers of the same benefits that nonsmokers enjoy is to discriminate unfairly and take away important basic rights."

Both these statements came across my desk recently. I am happy now that I might add my own comments to those of two distinguished and respected Easterners, whose reputations for fairness and accuracy have long been established.

It is important that more and more people, smokers and nonsmokers alike, express ourselves with candor on this matter. Ignoring the anti-smoking forces would tend to give the impression that a highly vocal and militant minority are somehow justified in their excesses. This could lead people to believe that one's father, mother, brother, sister or friend is really a danger to our shared society, just because they smoke.

Obviously they are not dangers to our society, but given the stridency of the anti-smokers' campaigns, this standing truth might easily be lost or confused in the din of accusations.

Another factor to keep in mind is that this growing debate is beginning to reach the Black community and the anti-smoking forces are pushing for minority support in the name of "good health and pure air."

While they are not generally finding Blacks an easy group to win over, the anti-smoking forces are capable of creating some doubt and confusion.

Given our long and continuing history of struggle, Black Americans have been hard-headed and very practical in setting their own priorities. The same good sense has, to an important extent, been the determining factor when Blacks have forged useful alliances with special interest groups.

Vernon E. Jordan, Jr., former president of the National Urban League, once took the time to remind environmentalists that the Black concern over jobs far outweighed their interest in the snail darter—a small fish reportedly threatened by a proposed east Tennessee dam.

Often ignoring Black American priorities, the anti-smoking factions, now seeking the unquestioned support for their efforts from Blacks, are doing so despite their clashes with Black interests during recent years.

Nonsmoking factions were successful in establishing the short-lived "Smokers' Court" in Chicago some years ago to supposedly promote clean public air on public transportation. During a one-month study, it was found that of the 279 persons ar-

(Continued on page 6)

Antis' Powwow A Big Secret

From the look of it, the "First World Conference on Nonsmokers' Rights" might have been a clandestine meeting of an underground secret society.

Sponsored by Action on Smoking and Health, one of those marginal groups with a grabby acronym (ASH), the recent meeting in a university basement in the nation's capital admitted only persons who had sworn before a notary public not to squeal about what they heard.

They couldn't get into the cellar without handing over a two-page affidavit promising, "subject to legal penalties," that they didn't work for any tobacco interest and wouldn't try to tape the proceedings.

ASH distributed four single-spaced, typewritten, legal-size sheets to registrants (at \$75 a pop) to tell them how to find the conference hideaway, to warn them they wouldn't be allowed to ask any questions during the "instruction" sessions, or to tape them, and to encourage them to patronize the fast-food outlets in the neighborhood.

One of them stood by to provide a coffee and croissant at 7:15 a.m., though registrants were told to "use this valuable time to meet and talk with old friends and new allies in the battle for nonsmokers' rights."

The martial orders also forbade display of posters or playing of recordings: "None will be permitted."

ASH didn't spell out the potential penalties for infractions. But the rules appeared to work. There were no leaks. There seem to be no "nonsmokers' rights," either. □

Fallon—(Continued from page 5) to smoke in any workplace "patronized by the public"—banks, law offices, small shops and big ones.

Smoking in waiting rooms, restrooms and movie houses previously had been banned.

What Nassau County says to smokers is "Don't go out."

The only major exception is bars that do not serve food, which I suppose will enjoy some increased patronage by smokers until the anti-drinking arm of reform gets to hear of it.

Self-indulgent souls that they are, smokers like to go out, perhaps even more, and more frequently, than non-smokers.

Restaurants may find smokers unwilling to line up waiting for tables that are free. I certainly won't. Smokers will look for places that can make them comfortable.

I see the rise of smokers' clubs where a man opens a tiny slot in the door and won't let you in until you flash your pack of Marlboros. "Joe sent me," won't be enough.

Which brings me to my ultimate dream, which is a total ban on smoking, and possibly drinking, too, to give reform total victory nationally.

What happens in Nassau County doesn't affect me much, because it has 4,000 "eating and drinking establishments" and I don't want to go to any of them. I live in Manhattan, I smoke and I can eat better here than any place Nassau County ever dreamed of.

However, if reform really wins across the board, then poetic justice says that *The 21 Club* inevitably will revert to its original, true and rightful identity, which is a speakeasy.

Instead of catering to overfed businessmen on diets, it will again become the haunt of the unsaved—looking for a drink, a smoke and a civilized way to pass time until reform gets its snoot patted by reality again and has to retreat.

I don't care if I'm 80 years old—if that happens, I'll be there.

With any luck, I'll run into Nick and Nora Charles and Asta. □

Beth Fallon is a columnist for The New York Post, from which this is reprinted with permission.

Puffs—(Continued from page 5)

Dean Overall smokes, Sidney does not, but both are equally committed to the PUFFS project. "Our major point is discrimination in the workplace," Dean emphasizes. "I can take going to the back of a plane if I want to smoke, but these are people's jobs we're talking about."

"We're not promoting smoking, just protecting individual rights," she adds. "It's a matter of liberty. Etiquette says that I should ask if you mind my smoking, but I want the privilege to move to another area without being looked down on as a leper."

Those who contact PUFFS are encouraged to gather the names of 10 people who share their feelings and form a local chapter. PUFFS will provide tools instructing how to bring the message of equal rights for smokers to the attention of state and local officials.

The founding PUFFS chapter is located on St. Simons Island, the Overalls' home base, and has 50 members in the retirement community. A second chapter in Phoenix-Scottsdale, Ariz., is going strong and other bases in Philadelphia and Wilmington, Del., are in the works.

The Overalls are now targeting Florida and Minnesota in their media efforts, because of these states' harsh anti-smoking laws governing both public areas and the workplace. The couple has appeared on network television in Florida, New York and Georgia, and PUFFS was featured recently on superstation WTBS.

PUFFS will succeed, the couple believes, because it appeals to common sense and fairness. Sidney observes, "This country has waged the good fight for equality for all. Blacks and women are gradually winning fair

PUFFS PEOPLE UNITED FOR FRIENDLY SMOKING SMOKERS HAVE RIGHTS, TOO!

If you feel discriminated against — on the job — in the restaurant — in the back of the plane —

DO SOMETHING!
WRITE PUFFS

The Overall Consultancy
P.O. Box 1907
St. Simons Island, GA 31522

The PUFFS ad.

play on the workforce. Consequently, it is fair that we now tolerate a new wave of discrimination which permits 'nonsmokers only need apply' signs at various hiring centers?

"The last thing we need is to add another group to those whom we have deprived of their equal rights under the law."

For more information about PUFFS, write: PUFFS, The Overall Consultancy, P.O. Box 1907, St. Simons Island, GA 31522. □

Holoman—(Continued from page 5) rested for smoking, 256 were Black, 12 white, 7 Latin Americans and 5 "other."

The results show clearly that this could hardly have been a fairly enforced ordinance. I do not believe that Blacks would violate this ordinance to such an extraordinary extent and that other groups would have done just the opposite.

The far more likely reason for such results, as many Black law enforcement officials have said, was that this ordinance was "selectively" enforced against Blacks and that it was most probably used as a pretext for police purposes such as illegal searches and interrogations.

James Hargrove, a veteran of 20 years with the New York City Police Department and a former chairman of the National Black Police Association, has said that "while stressing issues of health and well-being, there are a number of anti-smoking ordinances being pushed in many parts of the country that will generally impact more heavily and negatively on minorities and the poor than on other Americans."

He said: "History has shown that these nuisance laws are very difficult to enforce and that they also take police officers away from other police duties and... since they require 'selective' enforcement, these laws tend to generate disrespect for the police."

These and similar reasons were given by Black law enforcement officials when they rallied against proposed anti-smoking legislation a few years ago in the New York State Legislature.

Paul J. Maurice, chairperson of Region One of the National Black Police Association, has said that the region's 27 chapters (Northeast U.S.) told legislators: "Nuisance legislation of this type generally affects minorities and poor people to a further degree than others. It also would be a waste of law enforcement time and effort to even attempt to enforce laws of this nature. The limited amount of personnel that we do have could better spend their time in making our neighborhoods safe."

Such considerations are never voiced when the anti-smoking factions make their appeals.

These things need to be said—to be remembered—as anti-smoking factions renew their nationwide offensive to force the adoption of numerous anti-smoking ordinances that amount to selectively discriminatory "nuisance laws."

Given Black America's—and this nation's total concerns—these ordinances make very little sense. Many seem to have been promulgated by people with a lot of free time on their hands who have joined with entrepreneurial types wanting to create "cash cows" on the fringes of a major, international industry.

This is not to say that Blacks are not concerned with health issues. We are very much concerned with health issues. High blood pressure, sickle cell anemia and teenage pregnancies

are three of the top health concerns of Blacks, as are the ravages inflicted on our communities by the abuses of drugs and narcotics.

A strong undercurrent in these concerns is, of course, the overall failure of the larger American society to correct the old, and the new, social injustices that have the effect of exacerbating both the physical and mental health conditions of Blacks and other disadvantaged Americans.

In addition, Blacks are aware, thanks to the reporting by Detroit's John Conyers, Jr. (D-Mich.), that the U.S. Government Accounting Office has "found that 75 percent of hazardous-waste sites studied were situated in predominantly Black communities."

I have not heard the anti-smoking factions calling for the immediate—or even long-term—removal of hazardous-waste sites from Black districts. I have not heard their voices raised in support of monitoring systems that would keep future waste dumpers from seeking out Black and other generally poor areas.

What I do hear, however, and what I see in the neat press releases landing frequently on my desk, are the strident exhortations to restrict smokers and also to eliminate an important American industry.

This is yet another area where Blacks must be vigilant and prepared to fight against proposals that seek to enlist our support for someone else's agenda.

Like Harlem Congressman Charles Rangel (D-N.Y.), I am concerned that tobacco farmers (take a look and you will find many are small Black, American Indian and poor whites) are treated fairly and allowed to earn a

living, improve their lives and make better lives for their children.

I have been impressed that cigarette firms have been among the nation's leaders in the hiring, promoting and adding Blacks to their boards of directors as well as making purchases from minority vendors, using minority banks and professional services.

The Philip Morris organization, for instance, was recently given the Outstanding Corporate Award from the National Minority Business Council for providing leadership in this area. Council President John F. Robinson said at the time: "Philip Morris has been ahead of the game for a very long time and we are proud to recognize their efforts as a company that should be emulated."

We cannot close our eyes to good works on the part of American industry. And when the anti-smoking movement runs counter to our best self interest in these matters, we must speak up.

I certainly have a self interest in the tobacco industry. It is important to the bottom line of my publications. Tobacco advertising is very important to this nation's print publications and it often determines whether a publication will show a profit or a loss.

As a publisher, I was certainly concerned that this very vocal group of people were calling for an end to all tobacco advertising and for the very elimination of the tobacco industry by the year 2000. Without a doubt, this would have an effect on my business.

I was more than a little disturbed. I wondered if I might be wrong and they might be right. I looked more

deeply into the situation.

My findings were that the anti-smoking factions have not proven their case. They have, during recent years, switched to attacking smokers verbally and physically, and advocating such harassment as spraying them with water, gas and blasting smokers with noise-makers.

This would be ludicrous, were it not a fact of modern life. It seems we could all find better things to do with our time, rather than to respond to the bizarre actions of the anti-smoking campaign.

Finally, I am concerned with these matters for yet another reason—I smoke. For many years I have smoked and it is a practice I plan to continue. I smoke cigarettes, for the most part, but I also enjoy a good cigar.

This fact in itself hardly makes me the ogre that some people want to claim that I am. I am one of the many millions of persons who enjoy tobacco. And my own problem in this area, at the moment, is that there is an increasingly noisy group of people—somewhere out there—who want to deny me this particular pleasure.

Well, I will not allow this.

This means I must take the time now, interrupt other activities and commit myself to a battle to make certain that my own rights—taken for granted for most of my lifetime—will not be taken away by people insisting that I not smoke. □

John Holoman is the president of The Los Angeles Herald-Dispatch newspaper, from which this is reprinted with permission.

HISTORY OBSERVED

Annapolis Tobacco Prise

By Donna Sands

ANNAPOLIS—To wander the twisting streets and quiet lanes of this old seaport is to sense both the past and present.

Strolling with you today along the scenic circles and radiating streets are modern Naval Academy midshipmen in crisp white uniforms, the ubiquitous tourists, trendy boatmen and women in their distinctive garb and others attracted to the charm of this twentieth-century yachting center.

But there was a day not too long ago when Annapolis was a working town, not an antique city preciously guarded. It was a place where tobacco hogsheads rumbled along old

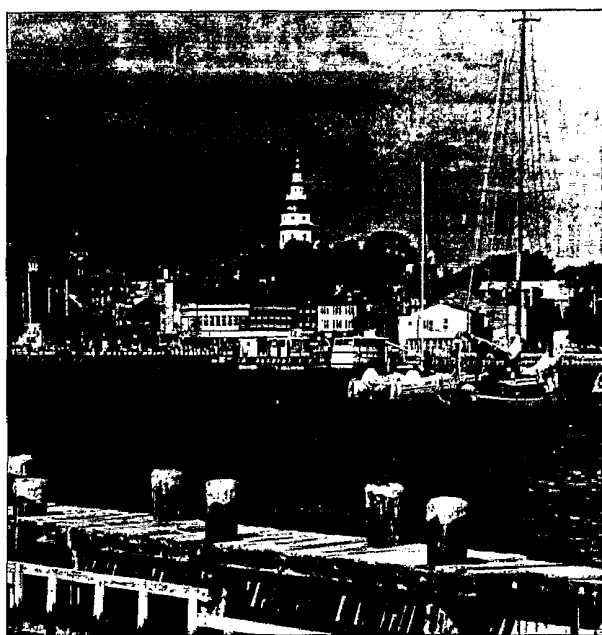
cobbled streets on their way to Europe, where the likes of Tom Jefferson, Ben Franklin, George Washington and other giants from American history met to plan a Revolution that would sever forever our ties to the petty dictates of European monarchs; a place where real people engaged in meaningful struggle against formidable odds to shape and steer a nation and people to their historic destiny.

And tobacco had a part in it, to be noted if you'll take the time to study various buildings around the harbor which have been preserved for today's visitor. Historic Annapolis Inc. manages and preserves great 18th century mansions, artifacts, period furniture and other bits and pieces of the colonial past, along with two museums, a Victualling Warehouse and the Tobacco Prise House, owned by the State of Maryland.

Shed the car at one of the city-owned garages near downtown and walk the cobbles down to the base of Pinkney Street near the harbor. Little boys may rush you to hawk live crabs—holding the squirming Chesapeake Bay favorites up to your nose for sale—while sights, sounds and aromas from outdoor markets, pubs and restaurants, the tooting of boats from the harbor and an occasional Navy jet screaming overhead may conspire to take your mind off the past and force it into the present.

Put today off for a moment, though, and consider the Tobacco Prise House standing silent and musty on Pinkney Street. City historians say this was a tobacco inspection office back in the 18th century. Such offices existed in this part of town to prevent planters from trying to ship hogsheads containing "trash tobacco," or tobacco not of good quality to overseas buyers.

At the inspection office, randomly selected hogsheads were broken up on their way to the dock and inspected. Soon the sizes of hogsheads were regulated and made standard,



Annapolis Harbor

like the one 52 inches tall standing at the Prise House today.

The word "prise" derives from a piece of equipment used to compress tobacco into large barrels, or hogsheads. Space on sailing ships being at a premium, the colonists wanted to press, or "prise," as much tobacco as they could into the barrels before rolling them down a "rolling road" to the town docks.

Tobacco was typically loaded into a hogshead until the barrel was about one-fourth full. Then heavy wooden blocks were loaded on top of the leaf and the prise, a massive wooden beam lever, was lowered and allowed to rest there for several hours or overnight to compress and reduce the mass to about one-third of its original depth. Repeating the process over and over, the hogshead was filled into a rock-hard tobacco ball, ready for sealing and shipment abroad.

Not surprisingly, lots of artifacts survive from those times. An organization called Archeology in Annapolis routinely unearths bits and pieces every time a new sewer or sidewalk is built in town. One piece recently discovered was a clay pipe

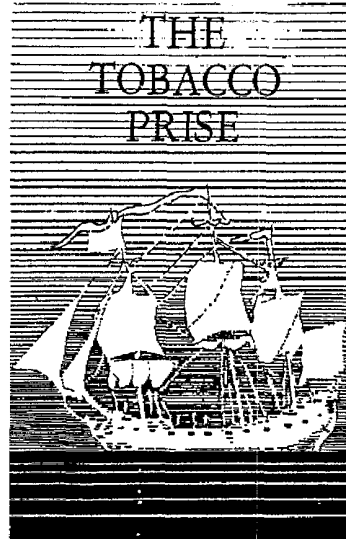
dated to 1750 and still holding tobacco.

So important was tobacco in the life of the colonists, they paid it due respect by using it as a decorative device in architectural motifs and as finials on the oil lamps that once lit the city streets.

Historic Annapolis brings all of this together in guided and unguided walking tours around town. The American Association of Museums accredits the association's program, which costs \$4 for adults, \$2.25 for students, with kids under age six free. It's basically a walk around the waterfront, where buildings which once serviced sailing vessels provide for today's visitor.

Trades and industries of the 1700s come to life, and one can explore the Tobacco Prise House, the old Victualling Warehouse and the Colonial Barracks. For more information on visiting historic Annapolis and sharing in her long tobacco history, write for "Tour Historic Annapolis," Historic Annapolis Inc., Old Treasury Building, State Circle, Annapolis, Md. 21401 (301) 267-8149. □

Donna Sands is a Maryland writer.

MARITIME ANNAPOLIS
1751 - 1781

The seal of the Prise House of Annapolis.

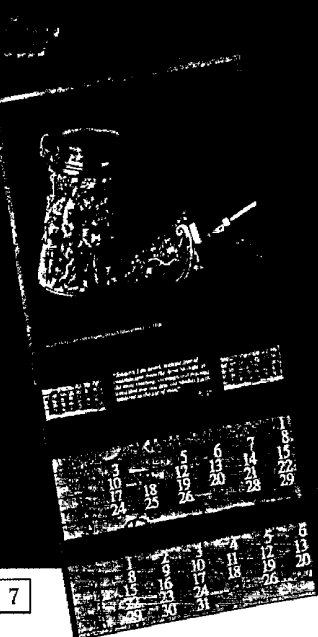


Sandy Houston won the World Tobacco Auctioneering Championship in Danville, Va., in October, becoming the first Tar Heel and youngest winner of the R. J. Reynolds-sponsored contest. The 28-year-old hails from Reidsville, N.C., and began his career as a teenager growing up on a tobacco farm. The one-year title carries a \$10,000 first prize and a trip to Europe to demonstrate the art of tobacco auctioneering at a worldwide tobacco congress next May.

Tobacco Calendar



Antique pipes in the Peter Stokkebye Collection are the subject of a brilliantly photographed calendar available for \$8.50 from Wally Frank Ltd., 63-25 69th Street, Middle Village, New York 11379.

What Does it
Cost To Go
No-Smoking?

FT. COLLINS, COLO.—Following passage of strict new laws segregating smokers and nonsmokers in the workplace, Hewlett-Packard Co., the largest private employer here with 2,300 workers, spent some \$50,000 complying with the ordinance, according to spokesman John Monahan.

The money was spent on overtime for supervisors, furniture for additional lounges and ventilation changes, with Monahan noting that some employees resent segregation from their fellow workers. □

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By Burton Hall

MANNHEIM, WEST GERMANY—It was exactly 100 years ago that the first gasoline-powered automobile sputtered and purred into life.

No, the inventor wasn't Henry Ford. While there are American, British, French and even Russian claimants for the honor, history tells us the inventor of the automobile was Carl Benz, a quiet engineer who dreamed of uniting the gasoline engine with a carriage that could transport people from place to place.

Because he bothered to patent the three-wheeler, kept the original—it rests in a museum today—and went on to produce copies of the vehicle he created, all of Europe honors him this January 29 in a big bash in Stuttgart, home of the automobile company he founded—Mercedes Benz.

Yet while history knows when the first car came into being, we have no idea when the first automobile cigarette lighter was invented. Today, every production model offered around the world carries a cigarette lighter and it's a user-friendly creation, a gadget sporting a little graphic symbol cueing the occupant to its purpose.

But it was not always so.

We think it first appeared around the turn of the century. Nickel plated with ebony handles, the early lighters nestled inside cylindrical dashboard mounted sleeves. Removal of the lighter from the sleeve revealed an electrically heated platinum tip. Available only as aftermarket accessories, these lighters were not produced for the masses. Henry Ford had yet to put America on wheels, and the automobile lighter, like the expensive cigar, was a luxury item.

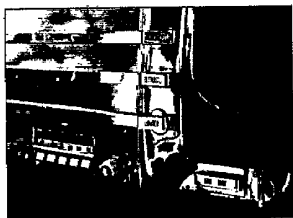
Early catalogs identified lighters as "electrical appliances for limousine bodies." They were sold along with speaking tubes for chauffeur-passenger communication, dome lights for passenger compartments, and other exotica for rich folk.

In 1910, lighter technology forged ahead with the combination lighter and convenience lamp. The length of wire and fragility of contemporary automotive design were the rationales for a lighter that doubled as an "exploring lamp."

The first factory-installed cigar lighters appeared in the 1915 *Pierce Arrow*, an elegant and expensive luxury automobile. And they shortly became

The
Automobile
Celebrates
100th
Anniversary

the CAR LIGHTER



increasingly common as the American love affair with the automobile and popularity of the cigarette united in the early years of the century.

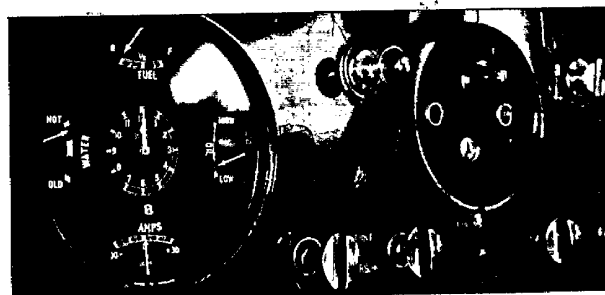
The British, on the other hand, preferred pipe lighters in their automobiles, a reflection of tastes on that side of the Atlantic. English catalogs also show advances in a cordless design, humbly calling it "The World's

Greatest Convenience for Motorist Smokers."

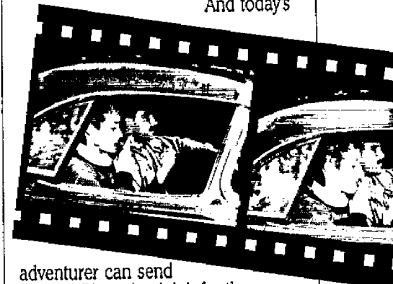
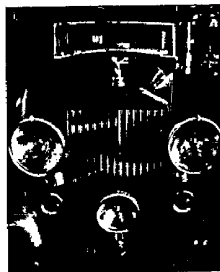
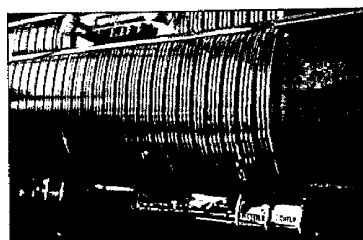
By the 1930s, technology marched onward, offering such breakthroughs as the "Cig-A-Mat" combination cigar lighter and cigarette dispenser. And a 1938 Penn-Jersey Auto Catalog offered the "New Puffet Cigar Lighter" concept, a device that not only lit a cigar or cigarette, but puffed it to a good start. It cost 79 cents and represented an "exceptional value," the catalog boasted.

Also in 1938, the first automatic lighter appeared, a thermostatically controlled contraption that would click out to alert the driver when the tip was hot enough to light tobacco. It was also a time when recessed heating elements ended scorched finger tips for the unwary. By the 1960s, interestingly enough, cigarette lighters returned to back seats—where they first appeared at the turn of the century—as American cars became more and more luxurious and loaded with every convenience.

Today, of course, the cigarette lighter has been illuminated, recessed, attached to retractable cords, chromed, ebony finished, spring loaded and tastefully designed into practically every automobile and truck plying the world's highways. And today's



The Rolls-Royce dashboard, with cigarette lighter tastefully positioned.



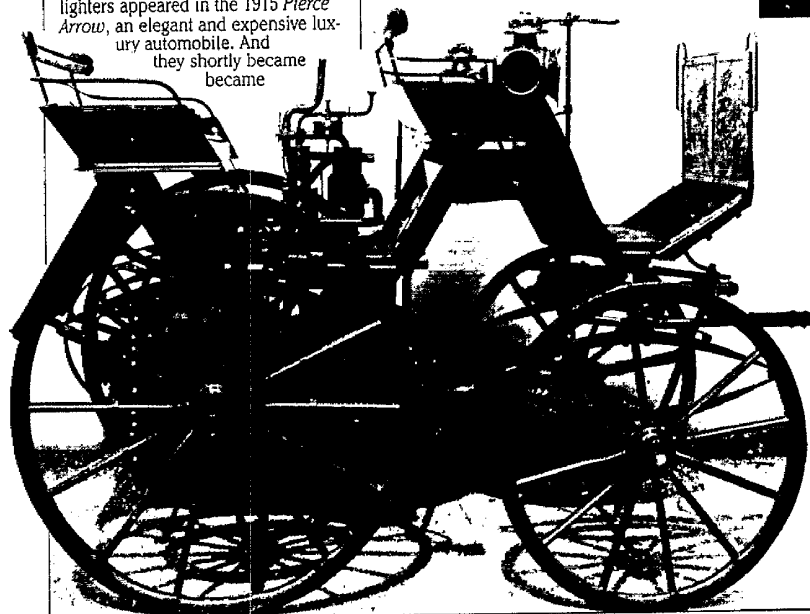
adventurer can send away to Bloomingdale's for the new "Scentron"—a combination lighter and air fragrances, your choice of scent.

Yet we can still see the cigarette lighters of the world's greatest automobiles by visiting the nation's several car museums. They're scattered around the country, and all have excellent exhibits of vintage cars that amply illustrate the art and technology required in making car lighters.

The best are the Cord/Deussenberg Museum, Auburn, Indiana (219) 925-1444; Henry Ford Museum, Dearborn, Michigan (313) 271-1620; Briggs Cunningham Automotive Museum, Costa Mesa, California (714) 546-7660, and the Harrah Automobile Collection, Reno, Nevada (702) 355-3500.

And the best part? All the lighters still work! □

Burton Hall is a freelance writer.



The first automobile of Jan. 29, 1886.