



# Tobacco Institute Newsletter

INFORMING THE INDUSTRY OF NEWSWORTHY DEVELOPMENTS

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## Special Report

THE TOBACCO INDUSTRY was the hero of the day, according to witnesses testifying before a May 10 Senate Governmental Affairs subcommittee hearing on amended legislation calling for a federal study into the feasibility of manufacturing a more "fire-safe" cigarette.

Breakthrough had come May 3, with an announcement by Sens. Heinz (R-Pa.) and Cranston (D-Cal.) and Rep. Moakley (D-Mass.) that the industry agreed to support such a bill. Their announcement came at a crowded Capitol news conference, where Heinz and Moakley told reporters they would amend current "self-extinguishing" cigarette legislation to reflect the industry compromise.

New bill calls for creation of an Interagency Committee on Cigarette and Little Cigar Fire Safety, to study "technical and commercial feasibility, economic impact and other consequences of developing cigarettes and little cigars that will have a minimum propensity to ignite upholstered furniture or mattresses."

Committee consists of chairman of the Consumer Product Safety Commission, Assistant Secretary for Health in Dept. of Health and Human Services and Associate Director for Training and Fire Programs of the Federal Emergency Management Agency.

They will oversee work of a technical study group of 14 charged with preparing, within 30 months, a report on "fire-safe" cigarettes.

TI'S CHILCOTE, in a letter confirming the agreement, noted a federal study "would concentrate the necessary expertise" in one area. Also, it would "help identify and resolve many of the claims that have been made in this area, some of which we know to be incorrect and some of which cannot be answered because appropriate technology does not now exist...."

At the news conference, the three congressmen promised swift action in both houses. And first hearing on the bill came a week later, with senators, burn victims, proponents of "fire-safe" legislation and representatives of fire organizations commending the industry for its support.

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The only senators present from the subcommittee, Danforth (R-Mo.) and Roth (R-Del.), described the compromise as "a remarkable agreement" and a "major step forward," respectively. Roth, noting he chairs the full committee, said he hopes to send the legislation to the floor at the next mark-up session.

The Delaware senator also announced plans to introduce an amendment giving the U.S. Fire Admin. (USFA) responsibility for chairing the interagency committee. The bill now designates the chairman of the CPSC.

TI'S MERRYMAN cautioned that the study does not guarantee a technical breakthrough and promised the industry will continue current fire prevention education programs.

He told Danforth that if the study determines a "fire-safe" cigarette is possible, he "doubts" further regulation would be necessary. "The modifications would be made as soon as possible," he said.

BURN VICTIMS COMPRISED one panel, with Phoenix Society director Alan Breslau saying he was "sincerely grateful" to the tobacco industry for its support.

MOST FIRE ORGANIZATIONS testified in favor of the proposed Roth amendment. Sole exception was Art Delibert of the Citizens Comm. for Fire Protection, who prefers CPSC in charge. Delibert also cautioned "the fight is far from over." TI, he claimed, expects such a study to support claims of those who insist "fire-safe" cigarettes are not possible. "We expect a fair study to show just the opposite," he said.

The bill, according to John Gerard, National Fire Protection Assn., represents "a giant step toward developing a solution to a significant part of the [national fire] problem."

Other fire officials -- David McCormack, Int'l. Assn. of Firefighters; Ed McCormack, Int'l. Society of Fire Service Instructors; Jim Monihan, National Volunteer Fire Council; and Charles Kamrad, Int'l. Assn. of Fire Chiefs, said they favored USFA chairing the task force.

BURN COUNCIL'S ANDREW MCGUIRE also commended the industry for its support of the bill. He refused comment on whether he thought "fire-safe" cigarettes were technically feasible, saying he preferred to "let the study tell us."

### Washington

FEDERAL TRADE COMM. unanimously endorsed the idea of rotating warning labels on cigarette packaging to provide consumers "with important and useful health information at a very low cost."

The endorsement sent to Congress was "based on the evidence obtained" during the 1981 cigarette advertising investigation and outlined in FTC's 1981 staff report, the commissioners said. Accompanying the FTC recommendations was a statement by Comm. Pertschuk calling upon the commission to investigate tobacco companies' alleged youth-directed marketing and advertising practices.

LIFE AFTER FTC? asks FTC: Watch. For Michael Pertschuk, whose term expires this fall, there's a new Institute for Public Policy Advocacy, described by the newsletter as a "school for lobbyists with the goal of creating a set of 'public interest' operators who are as skilled as -- or even more skilled than -- their corporate counterparts."

HOUSE TRANSPORTATION AND PUBLIC WORKS Comm. approved legislation transferring regulatory functions of the Civil Aeronautics Board to Dept. of Transportation (NL 355). One House staffer told Bureau of National Affairs he expects the full House to act before Memorial Day recess.

"A HELPING HAND to assist employees to break the [smoking] habit might be a wise investment," Pres. Reagan said in a statement to viewers of a Health Insurance Assn. teleconference, according to the New York State Journal of Medicine.

OTHER PRESIDENTIAL CANDIDATES already having given their positions on tobacco price supports (NL 356), Walter Mondale, campaigning in N.C., came out for the support program, for "strong warnings," for tobacco excises as a revenue source but against them as a burden on the taxpayer, comments columnist William Raspberry on what he described as Mondale's "dazzling performance."

REPS. WAXMAN (D-Cal.) and Madigan (R-Ill.) have introduced legislation to reorganize Dept. of Health and Human Services, with a new undersecretary of health to specialize in issues and bring all federal health programs under unified control, according to the AMA Newsletter.

IT'S TIME FOR THE FEDERAL GOVERNMENT to tell teenagers they shouldn't smoke, drink or use drugs, recently nominated Alcohol, Drug Abuse and Mental Health Admin. director D.I. Macdonald, a pediatrician, told the St. Petersburg Times.

**Legislation** SUFFOLK COUNTY, N.Y., legislature failed to override county executive Cohalan's veto of comprehensive smoking restriction legislation (NL 356). The 11-7 vote fell one short of the two-thirds needed to override.

And in Ft. Collins, Colo., GROAN (Growing Resentment Over Anti-Smoking Noise) supporters gathered 2,344 signatures

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on their petitions for repeal or referendum of that city's anti-smoking ordinance (NL 355). That's more than twice the number needed to force action. The ordinance has been suspended.

Los Angeles City workplace bills raised so many enforcement questions that health committee asked for still more study.

BUT PASADENA city directors passed a workplace/restaurant smoking ordinance. And Cambridge, Mass., town council gave final approval to restaurant smoking restrictions.

ON THE STATE SIDE, N.Y. assembly defeated a Grannis smoking restriction bill. And Ill. clean indoor air act was killed in committee. But, La. legislators will consider a bill to regulate smoking in government buildings and other public places.

A N.Y. Assembly committee sent Grannis "self-extinguishing" legislation to the floor with a 7-2 vote.

LED BY "A CONSPIRACY OF SIXTH-GRADERS," nonsmokers are once again seeking restaurant smoking restrictions in Newport News, Va., reports the Daily Press there. In 1979, the paper notes, restaurant restrictions there were overturned by the state supreme court (NL 239).

## Research

CARNEGIE FOUND. has given an initial \$658,000 to Harvard's JFK School of Government to fund the nation's first institute devoted to the study of why people smoke cigarettes and how to prevent smoking, major papers and newswires reported.

Executive director of the three-year, \$1.4 million study, to be conducted by the new Institute for the Study of Smoking Behavior and Policy, is former Office on Smoking and Health director John Pinney.

Institute director Thomas Schelling, an economist, told UPI he hoped to develop a policy to advise governments, insurance companies, physicians, schools and corporations on how to help people stop smoking and keep others from starting.

Harvard said among major projects planned but as yet unfunded is a two-year look at existing smoking data and "gaps in knowledge," Wall Street Journal reported.

"SHOULD THE LAWMAKERS wish to take legislative measures in connection with passive smoking, they cannot at present justify this on the basis of health dangers through passive smoking," concluded researchers participating in a symposium sponsored last month by Austrian and Bavarian health ministries.

RISK OF BECOMING INFECTED with lethal Salmonella dublin bacteria through consumption of raw milk is 15 times greater than that of contracting lung cancer after prolonged cigarette smoking, say California health officials in Los Angeles Times.

BECAUSE PEOPLE ARE SMOKING LESS and watching blood pressure and cholesterol consumption, heart disease will by decade's end no longer be the leading cause of death for Americans under 65, a National Center for Health Statistics official told UPI.

SWEDISH NATIONWIDE STUDY indicates 80 percent of all patients suffering cardiac infarct are smokers, reports Sydsvenska Dagbladet, adding, "the results show beyond dispute that smoking is the greatest risk factor for cardiac infarct."

INCREASING RATE OF LUNG CANCER diagnosed during life may be due in part to increased detection rather than a true increase in occurrence, said Yale Univ. researchers in a presentation to American Society for Clinical Investigation on their study of 3,300 necropsies. The researchers also found a high percentage of undetected lung cancer, particularly among nonsmoking women, in 152 necropsies diagnosing primary lung cancer.

SMOKERS WHO DRINK ALCOHOL do not seem as likely to develop emphysema, say Duke Univ. researchers who studied reported smoking and drinking habits of 204 autopsied patients, AP reported.

MALE CANCER DEATH RATES would have declined between 1950 and 1979 in most U.S. counties were it not for lung and other smoking-related cancers, says an article in Oncology Times (4/84).

## Industry

GENERICS REMAIN the cigarette industry's "big news," says first quarter 1984 Maxwell report. Generic brand market share was 4.4 percent, up 75 percent from a year ago, with Maxwell predicting 10 percent share or more for the year.

N.C. GOV. HUNT wrote Pres. Reagan, urging restrictions on tobacco imports he said are jeopardizing the U.S. price support program, Raleigh News & Observer reported.

HOW TO SLASH \$119 billion from the deficit, according to a Heritage Foundation staff proposal appearing in Conservative Digest, includes termination of tobacco price supports. The savings, according to Heritage, would be \$50 million in FY 1985.

U.S. DEPT. OF AGRICULTURE has formally proposed eliminating lease-and-transfer of flue-cured tobacco quotas with the 1987 crop, AP reports. Beginning with the 1986 crop, allotments and quotas will be forfeited for farms on which tobacco has not been planted for at least two of three years, the wire said.

**Nonsmoker Issue**

PACIFIC BELL becomes the first office cited under San Francisco's two-month-old workplace smoking law (NL 352), AP reported. A repair office employing 105 persons was let off with a warning after it banned all smoking and threatened dismissal of violators, the wire said.

And first lawsuit under the ordinance has been filed by a secretary who claims she was fired after asking her boss to stop smoking, Washington Post reports.

ANOTHER TRADITIONAL smoke-filled room is disappearing, reports Editor & Publisher. At newspapers throughout the nation, "smoking is an issue that is dividing newsrooms emotionally as well as physically," the trade magazine says.

SMOKING COSTS THE PUBLIC \$3 billion annually for treatment of nonsmokers who regularly inhale tobacco smoke, a Colo. economist told businessmen meeting to learn more about smoking control in the workplace, according to Rocky Mountain News.

"YOU CAN GET YOURSELF into a lot of trouble by making moral judgments about smoking or by unintentionally turning one group against another," cautions a consultant to businesses on adopting smoking policies, in a feature in Los Angeles Times.

UNNAMED GROUP of 126 Greensboro, N.C., residents, including 15 physicians, ran an ad in the News & Record there calling upon restaurants to "plan for the comfort of your nonsmoking patrons, too," AP reported.

**Taxes**

PAINLESS TAX INCREASES -- such as those recently considered in both houses of Congress (NL 355) -- do not address the real fiscal problem of "too much government spending of questionable merit," says Economic Policy Bulletin of the Institute for Research on the Economics of Taxation.

"Their most damaging aspect is the implication that dealing with our fiscal difficulties is the responsibility of only particular taxpayers, in particular circumstances, in particular activities, and engaging in particular transactions," the bulletin notes.

GOOD NEWS IN THREE STATES: Legislation doubling the Cal. cigarette tax was killed in committee. And Ariz. gov. is expected to sign health promotion legislation that no longer includes a one-cent cigarette tax hike. Meanwhile, a Miss. cigarette tax hike was removed from a general revenue bill in committee.

**Media**

"HAVE WE SO FAR transcended tolerance that a simple 'Do you mind if I smoke?' is a thoroughly improbable question? And the occasional 'Not at all' an inconceivable answer?" asks New York Times in an editorial.

And in Washington Post's business section, columnist John Held wonders how smoking can have become so offensive to people who never noticed it a few years ago. "Some have seized on this grievance mainly as a pretext for discomfiting others; they favor making trouble more than they actually frown on smoking," he suggests.

HIGHEST NONSMOKING rate ever reported by a Louis Harris survey, USA Today notes, is the 70 percent cited in a recent poll for Prevention magazine.

**Foreign**

BRITISH TOBACCO INDUSTRY is preparing a \$560,000 advertising campaign calling for freeze on tobacco taxation, according to Tobacco Reporter.

MOST AUSTRALIAN children have experimented with cigarettes by the age of 12; and, by age 15, one in four children smokes regularly, The Australian said of a survey of 24,000 children by the West Australian Dept. of Health and Education.

MANITOBA, CANADA, nurses rejected, 2-1, resolution calling for them to curtail their smoking in public places, the Winnipeg Free Press reported.

NORDIC COUNTRIES are showing all how to make a smoke-free society an "attainable goal," says a Walter Ross piece in British Reader's Digest reprinted by Ross in World Smoking & Health.

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TI'S 1983 PAMPHLET on public smoking, "Cigarette Smoke and the Nonsmoker," has been updated to include conclusions, reached by Rylander and U.S. government workshops, that available evidence is not sufficient to conclude that other people's smoke causes disease in nonsmokers. Copies are available from Production Services.

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