

# THE TOBACCO INSTITUTE


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SAMUEL D. CHILCOTE, JR.  
President

April 17, 1986

## MEMORANDUM

TO: The Executive Committee

FROM: Samuel D. Chilcote, Jr. 

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Attached is a reduced version of a full page advertisement by the Coalition Against Regressive Taxation that appeared today in the Washington Post and New York Times. It will also run in more than 50 newspapers on Sunday, April 20, the day before the Senate Finance Committee hearings. The newspapers are the major dailies in nineteen states with a Senator on the Committee. The media list is also attached.

The ad urges citizens to help fight the excise tax hike by sending a political message to their Senators: "Act Now or Pay Later." We hope all member companies and their employees will be on the lookout for this ad and act on it. We are sending an alert to TAN members urging them to take the same action.

In case the advertisement does not appear in your local newspaper, we are enclosing an actual size Xerox of the coupon that can be mailed to the Senate.

Attachments

TI18220937

"DON'T TAKE THE HIKE" AD

<u>STATE</u>	<u>MARKET/NEWSPAPER</u>	<u>EDITION</u>	<u>CIRCULATION</u>
National and Regional Impact	Chicago Sun Times	Sunday	645,692
	Chicago Tribune	Sunday	1,138,731
	LA Times	Sunday	1,311,858
	Louisville Courier Journal/Times	Sunday	321,846
	New York Times <i>Thurs</i>	Daily	963,365
	Roll Call (Thurs.)	Daily	10,000
	St. Louis Post Dispatch	Sunday	481,618
	USA Today <i>Friday</i>	Daily	1,170,559
	Washington Times <i>Thurs</i>	Daily	88,571
	Washington Post <i>Thurs</i>	Daily	735,998
Arkansas	Little Rock-Arkansas Democrat	Sunday	149,016
	Little Rock-Arkansas Gazette	Sunday	157,403
Colorado	Denver-Post	Sunday	413,477
	Denver-Rocky Mt. News	Sunday	371,102
Delaware	Dover-Delaware State News	Sunday	31,283
	Wilmington-News, Journal	Sunday	129,390
Idaho	Boise-Idaho Statesman	Sunday	70,814
	Idaho Falls-Post Register	Sunday	25,154
	Pocatello-Idaho St. Journal	Sunday	4,805
Iowa	Des Moines-Register	Sunday	383,009
Kansas	Topeka-Capital-Journal	Sunday	75,211
	Wichita-Eagle-Beacon	Sunday	190,447
	Kansas City-Star Times	Sunday	399,928
Louisiana	Baton Rouge-St. Times Advocate	Sunday	136,056
	New Orleans-Times/Picayune	Sunday	338,995
Maine	Portland-Press Herald, Express, Telegram	Sunday	133,204
Minnesota	Minneapolis-Star & Tribune	Sunday	601,138
	St. Paul-Pioneer Press & Dispatch	Sunday	247,254
Montana	Billings-Gazette	Sunday	61,385
	Helena-Independent Record	Sunday	14,082
New Jersey	Bergen Record	Sunday	220,887
	Trenton Times	Sunday	80,155
	Trenton Trentonian	Sunday	63,051

<u>STATE</u>	<u>MARKET/NEWSPAPER</u>	<u>EDITION</u>	<u>CIRCULATION</u>
New York	Albany-Times Union & Knickerbocker News	Sunday	171,053
	New York-Daily News	Sunday	1,622,026
	Long Island Newsday	Sunday	644,430
Oklahoma	Oklahoma City-Oklahoman	Sunday	320,186
	Tulsa-World & Tribune	Sunday	229,707
Oregon	Portland-The Oregonian	Sunday	404,450
	Salem-Stateman-Journal	Sunday	55,231
Pennsylvania	Pittsburgh-Post Gazette & Press	Sunday	579,264
	Philadelphia-Inquirer	Sunday	1,005,414
	Harrisburg-Patriot/News	Sunday	163,541
Rhode Island	Providence-Journal/Bulletin	Sunday	256,281
Texas	Austin-American-Statesman	Sunday	199,717
	Dallas-Morning News	Sunday	500,719
	Dallas-Times Herald	Sunday	331,589
	Fort Worth-Star-Telegram	Sunday	291,509
	Houston-Chronicle	Sunday	518,679
	Houston-Post	Sunday	365,303
	San Antonio-Express News	Sunday	219,321
San Antonio-Light	Sunday	201,260	
Washington	Seattle-Times/Post-Intelligencer	Sunday	478,212
Wyoming	Cheyenne-Tribune-Eagle	Sunday	20,145
TOTAL COST			19,743,521

CLIP AND MAIL TODAY

# ACT NOW OR PAY LATER

TO: YOUR SENATOR, UNITED STATES SENATE, WASHINGTON, D.C. 20510

Senator \_\_\_\_\_

As a citizen, taxpayer and consumer, I am deeply disturbed by proposals to increase the Federal Excise Tax. Please vote against any bills which would increase the excessive and unfair tax burden on the working men and women of America.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

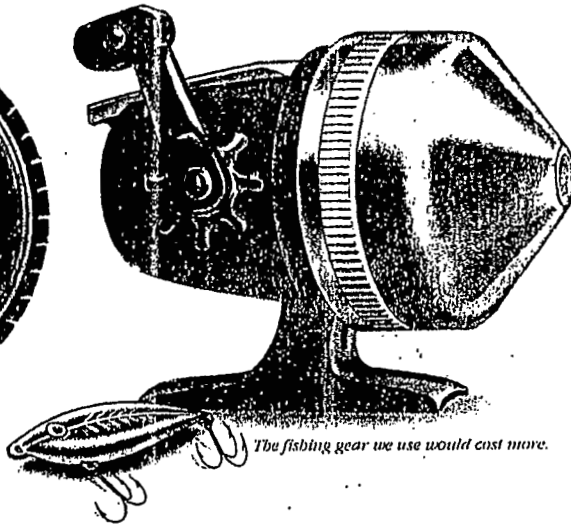
CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

SIGNATURE \_\_\_\_\_

# Let's hike the taxes on these fancy luxury items.



*Tires for our trucks would cost more.*



*The fishing gear we use would cost more.*



*Even the beer we drink would cost more with the proposed tax hike.*

**T**ruck tires? A luxury? We think not. That's why we oppose any increase in the Federal Excise Tax. Any increase at all. Federal Excise Tax is hidden in the price of the product, so most of us don't even know we're paying it. It isn't itemized like a sales tax. And yet it already taxes heavily things most of us use every day.

Not luxury items like furs or jewelry or fancy cars. But useful things like tires for our trucks. Common things like fishing rods and reels. Even long distance phone calls we make, and the beer we drink.

We believe that there are ways to raise revenues that are more fair than raising the taxes of America's working men and women.

Once the excise tax is raised, you'll have no choice but to pay it. So act now. Clip out and send in the coupon below.

Let your Senators know that you're not about to take a hike.

**DON'T TAKE THE HIKE.**  
**HELP FIGHT THE EXCISE TAX HIKE**

CLIP AND MAIL TODAY

**ACT NOW OR PAY LATER**

TO: YOUR SENATOR, UNITED STATES SENATE, WASHINGTON, D.C. 20540

Senator \_\_\_\_\_

As a citizen, taxpayer and consumer, I am deeply disturbed by proposals to increase the Federal Excise Tax. Please vote against any bills which would increase the excise tax and unfair tax burden on the working men and women of America.

NAME \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

SIGNATURE \_\_\_\_\_

Coalition Against Regressive Taxation  
 Robert Lightbeer  
 Suite 200, 1850 M Street, N.W.  
 Washington, D.C. 20036