

7 OF 9 CIG. CO.S TO CARRY WARNING IN ADS, NYT 4-16-71....

--Agreement designed to head off hostile action by Cong. or FTC/the holdouts are AmerBrands w/20% of the mkt & L&M w/6%...L&M spokesman says it will probably go along but declined to say why it wasn't party to the agreement...BUT AB SAYS "We do not carry the warning notice because we believe it is justified but because legislation requires it. We would not volunteer to carry the warning...in our advertisements because we do not believe it is justified"\*\*\*\*\*//KORNEGAY for TI stresses that none of the participants concede that cig smkg is dangerous, but the issue "continues as a subject of controversy AMONG SCIENTIFIC EXPERTS" BUT: RESERVATIONS BY ROBERT PIPOFSKY, dir of FTC's bureau of consumer protection: will warnings be conspicuous enough; not satisfied that T/N yields are listed clearly enough in ads

NONSMOKER'S RELIEF ACT (OF '71 -- a proposal)...

--Aimed at setting aside parts of planes, trains & buses for use by nonsmkr/SQ Steinfeld recently called for a ban on smkg in CONFINED PUBLIC PLACES

ALL CIGARETTE ADS TO BEAR WARNING; 6 Makers Agree to FTC Order, NYT 2-1-72

--Since mid-'71, all cig ads have had pix of the sides of the pack bearing the warning label\*\*\*\*\*all except AmerBrand/but FTC holds that the WARNINGS DISPLAYED VOLUNTARILY WERE NOT SUFFICIENTLY CONSPICUOUS & NOT ALWAYS CLEARLY LEGIBLE...in the consent order, warning must be set out in a black-bordered space at bottom of each ad bet. 10 pt & 16 pt depending on size of the display; on billboards AT LEAST TWO INCHES HIGH but in ads must be "A SEPARATE ELEMENT" & not just blended in w/the rest of the presentation//settlement follows LONG NEGOTIATION following FTC charge of July '71 that clear & conspicuous health warnings were absent from what amounted to "FALSE ADVERTISING"

NON-SMOKERS, ARISE, Reader's Digest 10/72....

--Now SQ STEINFELD HAS MADE IT CLEAR in his '72 SG report -- other people's smoke exacerbates respiratory diseases, retards fetal growth, increases incidents of premature birth, causing acute irritation, taxing hearts & lungs by filling nons w/CO\*\*\*\*\*AMA estimate: 34 million Amers. sensitive to smoke...quoting a NYC dr. re SOURCES OF POLLUTION, mainly industrial & auto exhaust, but "WE NEVER HEAR OF THE MILLIONS OF HUMAN EXHAUSTS EXPELLING TOB. SMOKE"\*\*\*\*\* (RK: casting the issue in terms of environmental pollution for first time)...ABOUT 11% of U.S. pop. afflicted by respiratory allergies to pt. of seeking med. help (RK: much bigger no. than I thought)...Note numbers of Br. babies w/congenital heart disease bet. smkg & non-smkg parents//quoting a WHO delegate: "SMKG SHOULD BE CONFINED TO CONSENTING ADULTS IN PRIVATE"

A SMOKING PROGRAM (SAN DIEGO) YIELDS SOME ENCOURAGING DATA, NYT 1-12-74....

--Fed. govt has spent \$1.5 million over 8yrs in community antismkg ed. program, but smkg pattern still not much diff. from rest of nation// but encouraged by QUIT RATE AMONG WOMEN 50% HIGHER THAN U.S. AVG & bigger percentage drop among teenage boys//KIDS RESPOND BETTER not to hearing of the health hazards but to the esthetics of quitting, protecting body from pollution as part of fitness, freedom to do yr own thing instead of getting hooked on an expensive & unlovely habit...Dan Horn cited

THE CIGARETTE SCANDAL by James Fallows, Washington Monthly 2/76....

--A lot has happened since FTC "took the ads off TV" & "the press stopped paying att. to the hazards of smkg": (1) more people are dying from it than ever before, (2) CIG SALES ARE BOOMING -- up 30% since '69 (RK: this seems high, cq it), (3) new stress on ETS seems to say to smkrs "Go ahead & kill yrself, you dumb asshole, but don't do it on the elevator...a switch in public policy, (4) print media has greatly benefitted from TV ban//WHY WOMEN HAVE LOWER L.C. RATES: they're more self-protective by (1) smkg fewer cigs per day, (2) inhaling less deeply, & (3) choosing lower T/N brands...SCARY: SURGE IN SMKG BY TEEN-AGE GIRLS: bet '68-74, in 12-14 category from 1 to nearly 5% and 17-18 bracket from 19 to 26%\*\*\*\*\*QUOTING SHOPLAND: "No one really knows what is going on... (T)here is some speculation that it has SOMETHING TO DO W/WOMEN'S LIB. MOVEMENT"...good stuff on kids' smkg, tL8: about half say they don't expect to be smkg 5 yrs hence/"In that period of maximum awkwardness & minimum security, youngsters grab whatever mask they can in hopes of acquiring a suave, or at least not humiliating, identity before their friends," this may be organizational, social circle, hobby, sport -- "OFTEN IT IS SMKG"...class distinction noted in early

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smkg yrs//THE NEED FOR PATERNALISM: It's plainly better to prevent people from getting sick than to put them through the agony of a cure," don't let them get addicted in first place: "This...is a paternalistic notion: THE STATE IS TELLING PEOPLE WHAT IS GOOD OR BAD FOR THEM.... (b)ut here we are speaking of children, & when dealing w/children paternalism may be a very good thing. Parents do not let their children learn from experience in the case of electric sockets, or RR crossing, or household poisons, they should not do so w/cigs.. THE FORCES THAT DRAW CHILDREN TOWARD SMKG IN THOSE AWKWARD TEENAGE YRS MAY BE ONLY TEMPORARY, BUT THE CONSEQUENCES ARE NOT.... The chic ladies of the Va Slims advs, the rugged cowboys smkg Marlboros...lure their children toward the romance of the cigarette//RE VA SLIMS' MOTTO: "The most obscene of them all, (the ads), in view of the epidemic of cancer among women...."//ALL NEWS-PAPERS RESERVE THE RIGHT TO DELETE OFFENSIVE MATERIAL FROM ADS THEY RUN... see The New Yorker policy on no cig ads, "...there was no redeeming social value in cigs," tL15...as to the free speech argument, "this is utter hypocrisy as it applies to most publishers, SINCE THEY WILL CENSOR FOR ESTHETIC OR MORAL OBJECTIONS no matter how trivial...Fallows' nicely ironic way of putting the publishers' position: "I MAY DISAGREE W/WHAT YOU SAY, BUT I WILL DEFEND TO THE DEATH YR RIGHT TO BUY MY SPACE TO SAY IT" adding "So if you're giving cigs a hard time in yr news columns, then it is only fair to let them reply in the ads"\*\*\*\*\*NICE/free speech is great "But somewhere there is a line which separates these political disagreements from UNIVERSAL MENACES TO THE PUBLIC HEALTH & SAFETY," the real students of free speech understand it to mean political speech; no one can yell "Fire!" with impunity in a crowded theater//the fact is "no other legal product comes close to matching the dangers of cigs.... (T)hey kill more people than criminals, wars, auto accidents & domestic quarrels put together/PUBLICATIONS ARE NOT PUBLIC UTILITIES bound to serve any random client off the street.... (W)hen the publishers decide to put their names behind cigs, how can anyone believe their protestations of prudence & public responsibility. THEY HAVE SOLD OUT...."...it may cost them some profits but the added rev. comes at an enormous cost in hypocrisy, and, let us say it outright, contempt for human life"\*\*\*\*\*

ACTION IMMINENT ON SMKG CURBS (N.J.), NYT Jersey sect. 3-1-78...  
 --Amendment to state sanitary code proposed previous summer by Public Health Council but no action//Luther Terry testifies at hearing preceding Health Dept ruling...DEBUNKING CLAIMS OF ALLERGIC REACTIONS though it's noted there are sympathetic reactions of psychological nature

JIHAD by Milton Mayer, The Progressive 4/78....  
 --Somewhat of an apologia by an recent quitter, arguing that ETS is no menace to healthy people/"DRUNKENNESS & ALCOHOLISM ARE SOCIALLY MORE INJURIOUS THAN SMKG... "Drunken drivers kill & maim thousands, smokers qua smkrs none"...."(T)he smkr, his smkg aside, is not an objectionable fellow.... The tob. soothes his savage breast as it savages his lungs// Men used to like their women sweet "BUT THE FLAPPER WAS EMANCIPATED FROM SWEETNESS, & WOMEN'S LIB WAS ON ITS WAY"\*\*\*he assails "people who will not let other people be & will save them from themselves & will penalize the objectionable. This is no mild malevolence. It compounds the oppressive power inherent in the majority," this is "the hallmark of despotism"...lashes at "HOLY JOE CALIFANO" & his charge that smkg is slow-motion suicide

THE POLITICS OF TOBACCO, by Hugh Sidey in Time 8-21-78....  
 --Carter in NorCar waxing almost poetic about "the beautiful quality of yr tob" & alludes to the backbreaking labor involved in it, invokes God & church-going families, sees no incompatibility bet good health & good tob. crops & fed. govt would CONTINUE RESEARCH "TO MAKE THE SMKG OF TOB. EVEN MORE SAFE THAN IT IS TODAY"\*\*\*\*\*TI speech-writers chortle...& ALMOST ON CUE, GIO GORI CHIMES IN; new short-term study shows that some cigs can be smoked in "tolerable" numbers w/o measurable ill effects on normal people...SG & Gori's boss at NCI go public to make clear smkg still isn't viewed as safe/NoCar pivotal for Carter's future pol. prospects/his own commitment to PREVENTIVE MEDICINE//also JUST RELEASED IS THE AMA/ERF STUDY after 14 yrs & 800 studies="one of the most damning indictments of smkg yet" as in: smkg a grave threat to anyone w/CHD, makes smokers more susceptible to infection..MASSIVE NEW SGR NOW BEING READIED, likely to give major push to the drive...HITTING CARTER FOR HYPOCRISY, re encouraging Califano on antismlg while pandering to Near-tobacco men: "On the cig. for the moment, Carter stands for just about nothing"\*\*\*\*\*tagline

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NATIONAL COMMISSION BLAMES CANCER SOCIETY, ASH Newsletter 1/78....

--Prestigious panel set up by ACS found US antismkg effort to be only "MINIMAL & SYMBOLIC," singling out ACS & other large voluntaries for part of the blame...Natl Commission on Smkg & Pub Policy notes the Big 3 (ACS, AHA & ALA) have combined annual income of \$230 million, of which only "a very small amount" has been devoted to the smkg problem & "EVEN THAT EFFORT IS A FRAGMENTED ONE"...none has expended substantial sums in this area in relation to the size & scope of the problem"...state legislators report they rarely hear from ACS or AHA when antismkg legislation is introduced//even though the comm. was established & funded by ACS & contained some of its personnel, it was forced to conclude "THE SOCIETY HAS NOT USED ITS NATL RESOURCES TO THE FULLEST" -- indeed only \$200,000 out of \$100 million annual income for smkg//adds ASH EXEC DIR BANZHAF: For a variety of reasons, ACS hasn't taken & won't take "hard-hitting action vs. cigs & smkg" but continues to do "dumb things like agreeing to sponsor a VaSlims tennis match or allow supporters to pay Billy Carter \$10,000 to appear at fund-raiser/the tob. lobby seems so strong "BECAUSE THERE ARE NO MAJOR NATL ORGANIZATIONS EFFECTIVELY OPPOSING THEM"...but there is grass-roots sentiment for action that could be harnessed at natl level, then asks "Why is the Cancer Society this way, and how can its attitude be changed?" & answer to both questions seems to be the same: "CONTRIBUTIONS" & fear that really pushing for strong antismkg measures like higher taxes, serious limitations on cig adv, restrictions on smkg in pub places including the workplace, controlling sales to keep cigs out of kids' hands "MIGHT ALIENATE SOME LARGE SUPPORTERS" whereas funding research to find cure for cancer is "much safer, since no one could possibly object"...the real answer is not to learn how to prolong life once a cancer is detected "but to take effective action to prevent the action from occurring in the first place"

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FEWER WORKERS NOW ARE SINGING 'SMOKE GETS IN YR EYES: Firms Use Bonuses & Clinics to Get Employees to Quit; A Savings on Cleanup Costs, WSJ 11-7-78  
 --30% of US firms now have some sort of nonsmkg policy...bonuses of 50¢ an hr in one co....ESTIMATES OF \$19 BILLION in lost production, absenteeism, premature deaths...housekeeping savings of 10% estimated... Alexandria Va fire dept has stopped hiring smkrs because 16 of the 22 men who retired prematurely in past 5 yrs were smkrs who contracted heart or lung disease...head of one small computer firm figured it took 15 mins of each smoker's work day or about 3% OF THE WORK YR, so he offered \$500 bonus to quitters/some big co.s like AT&T, Dow Chemical & Quaker Oats sponsor smkg withdrawal clinics

SEPARATE BUT EQUAL: NO SMOKING, National Review 4-13-79....

--Separation of smkrs charged as rank discrimination & violation of smokers' human rights (A PARODY)...banning of all pix of FDR, MacArthur & Churchill smkg respectively cigs, pipe & cigars...predicting hiring ban vs. smkrs as of '80//separating children of smkrs from those of nons & objecting to integration: "Non-smkrs strongly object to this plan, claiming that their children may learn bad habits from the children of smkrs. Many non-smkr parents also object to the odor of smkrs' children"\*\*\*\*\*use

CIGARETTES & SOFAS: How the Tob. Lobby Keeps the Home Fires Burning, Mother Jones, 7/79....

--Nearly 1 home fire in 3 from smkg, 45% in Md study of cuaes of house fires//argument is that people will always be careless so these fires are unavoidable//but NO: "Some extremely simple measures would save the lives of most of the 2,000 U.S. citizens burned to death each yr as result of fires started by cigs...Many US cigs will continue to burn 20-45 mins after the final puff, but some self-extinguish in 5 mins & at least 19 patents claim this capability, soon go out even sooner//so why hasn't it happened? EXTRAVAGANT VERSIONS OF PASS-THE-BUCK: FDA avoids control over cigs...Consumer Product Safety Commission, "which has been told by Cong. that the cig. is not a consumer product, not hazardous, not toxic & NOT EVEN FLAMMABLE" + OSH, which can barely muster effort to keep up w/new research data//The chief of CA's Bureau of Home Furnishings, a chemist, gets nowhere in trying to learn contents of cigs he tested & found varying widely in time they extinguished: "To be quite frank, they were reluctant to give me any info. at all"//plainly something(s) are put in to make cigs burn a long time...CHIEF SUSPECT: NITRATES, recognized as an efficient "burn promoter"...easily manipulable formulas, e.g. Burley has more nitrate than bright, flue-cured more than air-cured + adding citrate compound to cig paper & porous paper allows a better oxygen supply so longer burn...NO GOVT AGENCY REQUIRES TOB. MFRS TO DISCLOSE WHAT'S IN THEIR PRODUCT//mfrs go to a lot of trouble to make their cigs long-burning...ONE CLAIM: if you have to relight a cig, it sometimes tastes diff., even stale//the Consumer Products Safety Act of '73 explicitly excluded tob. & tob. products -- but CPSC was also given power to administer two other pre-existing acts, Fed. Hazardous Substances Act & Flammable Fabrics Act, then tells of suit by APHA & Frank Moss (see Pitofsky file \* file on this effort as Cong. bars effort to make highyield tar cigs hazardous substances) + efforts by Natl Assn of Furniture Mfrs to ban sale of non-extinguishing cigs, Nixon appointees indifferent...WITHIN 60 DAYS OF FED. COURT DECISION for APHA/Moss case, Cong. acts to exclude tob. products from other acts\*\*\*\*\*BLATANT TOB. LOBBYING...How Rep. Moss got skunked in House Commerce Comm. re trying for coverage of cig as fire hazard, mL59/no support from Natl Safety Council, either; it gets most of its finan. support from industry//U.S. Fire Admin. established in '74 to coordinate fire safety program; largest category are home fire deaths & cigs responsible for 40% of these, but the new admin. gets no authority to regulate cigs...w/cigs untouchable, safety officials working to fireproof furniture INSTEAD: "(This country is not willing to attack the cig"...PROBS. W/FIREPROOFING FURNITURE: polyurethane is more fire-resistant but once it catches, becomes explosively flammable & spreads fast as oil-based substance//TOB. INDUSTRY RESISTS ALL, says "smoker's freedom of choice" is paramount, but what of furniture buyer's freedom of choice?//SIDEBAR BOX ON PATENTS TO CUT DOWN FLAMMABILITY, 61: glassy, unburned paper can form insulating cage as e.g., see Cohn's experimental cigs that test fine on furniture...ONE WAY TO ENFORCE: added tax on cigs w/o self-extinguishing feature

CASH IN ON SPECIAL INSURANCE RATES: Incentives to Non-Smokers & Runners, Business World, 8/80....

--For decades insurance co.s had tacitly been approving poor health habits, from ashtrays on every desk to pot bellies/co.s now beginning to realize they can benefit financially by promoting good health among

employees: concentrate better, less absenteeism, more attractive//  
 HEALTH BENEFITS (to hold down salary demands) KEY FRINGE BENEFIT & be-  
 coming increasingly expensive...U.S. businesses shoulder about 25% of  
 nation's health bill//Pru in Houston has built outdoor running track  
 for its employees, ditto Boeing, GF has built indoor track + training  
 rm in White Plains...Exxon installs ingeniously simple devices to  
 help exercisers keep pace w/job, e.g., reading racks next to stationary  
 bikes & video playback machines in front of treadmills//ALL BEGAN IN  
 '64 WHEN STATE MUTUAL FIRST OFFERED DISCOUNT RATES TO NONSMOKERS & began  
 15yr study of life expectancy rates: '79 REPORT WAS THAT DIFFS. WERE  
 "TOO LARGE TO BE IGNORED FOR INDIVIDUAL INSURANCE UNDERWRITING & PRICING  
 PURPOSES," some disease rates are 15X higher, 2-3X for heart diseases//  
 even auto death rate is 2 $\frac{1}{2}$ -to-1 smkrs vs. nons\*\*\*\*\*mL61...Avg life  
 expectancy: 7yrs longer for non...today, State Mutual's discount for  
 nons is its most popular policy...many insurers have followed, up to 15%  
 off premiums

DINING OUT: THE WOES OF A NONSMOKER by Marian Burros, NYT 3-10-84....

--Adventures of Jean Jacques Rachou, owner of La Cote Basque, who  
 sells cigars to his customers...recent natl survey by Restaurants &  
 Institutions found 1/3 of restaurant-goers disturbed by smkg...pipes  
& cigars getting banned across NYC//separate sect not necessary at  
Lavin's where they try to handle each case as it comes up//noting a  
DEFINITE CHANGE: smkrs less aggressive now about their rights...her  
own experience/citing Gallup Poll: 55% of smkrs said to believe they  
should refrain in presence of nons/Burros dislikes because IT OVERWHELMS  
THE AROMAS OF FOOD, esp. offensive in small restaurants w/poor ventil-  
ation...remarks by JULIA CHILD, EX-SMOKER, who says "I'm rather rude  
about it now" re telling smkrs to stow it

THE CRUSADE FOR CLEAN AIR IS REALLY STARTING TO SMOKE, Louisville  
 Courier-Journal, 2-20-84....

--About 3/4 if states restrict smkg in pub. places//nonsmokers not  
 yet as assertive as they might be, OK'ing requests from smkrs & fear-  
 ing that to ask them not to is JUDGMENTAL...two leading Louisville  
 hotels have set aside rms for nons//Banzhaf: smkrs should be told they  
 have no "right to smoke," it's a privilege like playing loud music;  
 "IT'S A MAJOR FORM OF POLLUTION. THAT'S WHY YOU CAN'T BURN LEAVES IN  
 MOST PLACES ANYMORE"\*\*\*\*\*note

SMOKERS BITE THE BULLET: SF SMKG LAW IS IN EFFECT, Chronicle 3-2-84....

--How a bank tries to deal...in a trust dept. office it's banned  
 because of contact w/public but in back rms they're trying to shift  
 desks around...smkr McGovern sees crazies on the subject, like time  
 she lit up on supermkt line & older woman started screaming "You're  
 killing everyone in the whole store"...Psychologist Bruce Hansen of  
 Dependency Interventions in Berkeley: "PEOPLE USE SMKG AS A WAY OF DEAL-  
 ING W/BOREDOM & UNPLEASANTNESS. IT'S A MEANS OF COMPANIONSHIP, IT  
 SUPPRESSES EMOTION. When they can't smoke, people feel thin-skinned  
 & vulnerable...."//SAME ISSUE: PALO ALTO'S SMKG LAW PEACEFULLY CLEARS  
 THE AIR: after one month, not a single complaint...smkrs there tend to  
 be considerate & discreet...somewhat more stringent than SF reg by ban-  
 ning smkg in common rms including Johns & conf. rms//at Hewlett-Packard,  
 city's biggest employer w/6,000, reg. met w/a big yawn

NEW LAWS & POTENTIAL SAVINGS MOVE EMPLOYERS TO CUT SMKG ON JOB, NYT 3-14-85

--Owner of NY plumbing-heating supply co. says nons are worth more  
 than smkrs who take time from the job to feed their habit: "Smkrs are  
 always stopping for a pack & running out of matches"=typical of growing  
 attitude among employers across nation...pioneered in food industry  
 like Campbell Soup, then aircraft, from Grumman in Bethpage LI to Boeing  
 in Seattle//pic & quotes from REGINA CARLSON, looks like Lucy Gaston,  
 co-founder of NJ GASP: "Soon we won't see ashtrays any more than we now  
 see spittoons"...How owner of Salina KA Journal led the way to quitting,  
 though he relapsed//THE ONUS HAS SHIFTED ONTO THE SMOKER: THE PUBLIC IS  
 INCREASINGLY DEFINING SMKG AS UNACCEPTABLE\*\*\*\*\*Suffolk LI law SF one  
 in letting nons decide when & where smkrs may light up//THE BOEING  
 EXPERIENCE: phased ending to smkg for its 85,000 employees, starting in  
 April '84 w/public areas, hallways, lobbies, etc., says CEO & nonsmkr  
 Malcolm T Stamper "IT IS THE RESPONSIBILITY OF MANAGEMENT IN ANY CO.  
 TO PROVIDE THE CLEANEST, SAFEST & MOST HEALTHFUL ENVIRONMENT POSSIBLE  
 FOR ITS EMPLOYEES" & "When we provide a better operating atmosphere  
 for our high-tech machinery than for the people who operate them, then  
 it's time to reassess policies"//IN SUFFOLK, SUCCESS FOR SMKG LAW:  
 at least 1/5th of restaurant space had to go to nons unless owner put

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COMMUTER AIRLINE DIVES WILDLY AS PASSENGER ATTACKS PILOT TWICE, NYT 1-9-86  
(on same sheet w/previous article on NAACP letter)

--Told to quit smkg, 33yr old Newarker attacks after Atlantic City takeo

ARMY BANS SMOKING AT WORK & IN ITS VEHICLE OR AIRCRAFT, NYT 6-12-86,...

--A response to "health promotion program" ordered by DOD Secy Weinberger after learning more than half of military smokes...earlier he had declined to exempt cigs from discount price structure at PXs//the new program "ESSENTIALLY REVERSES OUR ENTIRE ORIENTATION," says Army spokesman smkg now generally prohibited except where specifically allowed...disallowed in all conf. rms, restrms, gyms, auditoriums, all vehicles & aircraft//SEE STRONG & SUPREME ARROGANT ATTACK BY SCOTT STAFF, asst to the pres of the Tobacco Institute: "the military equivalent of a blue law" & "TO JUSTIFY THIS ON THE GROUNDS OF COMBAT READINESS IS LAUGHABLE BECAUSE I'VE SEEN NO STUDY SHOWING THAT SOLDIERS WHO SMOKE ARE LESS READY THAN THOSE WHO DO"...the new directive states "smkg tob. harms readiness by impairing physical fitness"\*\*\*\*\* (TI SCOFFS AT ALL THE MED. EVIDENCE)// TOB. TRADE ASSAILS ARMY SMKG CURB, NYT 6-13-86: Gives Staff another shot, calls ruling "UNJUSTIFIABLE, UNENFORCEABLE & UNFORTUNATE IN ITS SECOND-CLASS TREATMENT OF SERVICEMEN," then goes on to mock picture of thousands being chucked into the stockade because they're caught smkg behind G.O.'s back (RK: same could be said of citizens of any locale w/smkg control law)// Army data: 52% of nearly 800,000 in the active Army smoke...MORE BLATHER FROM REP. THOS. BLILEY, Jr. Va-R: "WE WILL OPPOSE THE ARMY IF WE CAN. THE ARMY IS MOVING TOO FAST. I haven't seen any scientific info, to back it up, & restrictions on smkg will hurt their re-enlistment efforts"\*\*\*\*\* (RK: true of any co. w/ smkg regs)//SEE NYT EDITORIAL SAME DAY, "The Soldier's Enemy": "...by making nonsmkg the norm, THE ARMY REDEFINES MANHOOD"... "By time-honored tradition, the military, that most macho of enterprises, reinforced the link bet. MASCULINITY & SMKG," the cry of "smoke 'em if you got 'em" + 4 cigs in every K-ration, how to field strip a cig & shield yr butt from enemy

TRYING TO STOP YOUNGSTERS FROM STARTING TO SMOKE, NYT 8-7-86....

--E.g. of San Francisco sixth-graders...emphasis on physical fitness & social relationships instead of long-range health peril, "THE SCARE TACTICS OF THE '70S FAILED"...20% of US teens smoke/program in Houston features nonsmkg members of the Houston Oilers visiting class...most effective way: tell kids smkg makes their breath & hair smell bad & hurts athletic prowess

REGULATING RISK: A REVIEW OF THE RECORD by John E. Morrall III, from Regulation, Nov-Dec 1985.... a MUST USE ARTICLE\*\*\*\*\*note

--Reducing health & safety risks has been a top priority of fed. reg. for almost two decades, "yet there is little systematic info, describing the kinds of risks the govt has chosen to regulate or the effectiveness of these interventions," no analysis of the benefits & costs of these regs...EVERYDAY RISKS: 9 out of 1,000 will die each yr, 1 in 10,000 of being murdered, 5 in 10 million of being killed by lightning bolt... AVG SMKR FACES A 3-IN-1,000 RISK EACH YEAR OF DYING AS RESULT OF SMKG vs. 4 in 10,000 of hang-glider pilot from gliding accident\*\*\*\*\*RELATIVELY SMALL RISKS -- (RK: except look how many smkrs there are to lay this vs.)...Death toll: 1,913,000 a yr//all accidents 105,000, just about half of those auto, 13,200 from falling, 6,900 drowning, 6,000 fires, 110 lightning, 40 bee stings...DRIVING TO WORK IS TWICE AS RISKY AS THE AVG JOB... "THE RISK OF SMKG IS GREATER THAN THE RISK OF MILITARY SERVICE DURING THE VIETNAM ERA, & nearly as great as the risk of stunt flying"\*\*\*\*, bL26...Fed. risk regs ARE AIMED PRIMARILY AT REDUCING DEATHS FROM CANCER & ACCIDENTS (esp. from driving & at work)//CANCER PARTICULARLY TRICKY because "many cancers are diseases of old age, or of unknown etiology, & would persist even if all known causes were eliminated. MOREOVER, THE MOST IMPORTANT KNOWN CAUSES OF CANCER SEEM TO BE IMMUNE, FOR POLITICAL OR PRACTICAL REASONS, TO REG. CONTROL": cf. the exhaustive Doll-Peto study for Cong. Office of Tech. Assessment (OTA) in '81 found that occupational-environmental exposures acct for only 4 & 2% respectively of cancer deaths (or 6% total) while FOOD ADDITIVES LESS THAN 1% -- vs. 35% caused by diet & 30% by TOB., e.g. //many activities "carry cancer risks that ARE SUBSTANTIAL RELATIVE TO THOSE THAT ARE TARGETS OF REG. CONTROL," e.g. 2-in-100,000 annual risk of cancer from background radiation at sea level, from drinking one beer a day, from avg no. of diagnostic x-rays//SEE ANALYSIS HERE (TABLE #4) OF 44 REGS., est. no. of lives



saved by the reg. & cost effectiveness per life saved; rules ranked in order of cost effectiveness//see also Table 3 for Annual Risks of Cancer: under tob., Smkr for cancer only is 1.2 in in 1,000 VS. PERSON SHARING RM W/SMOKER is 1.0 in 100,000 -- (RK interpolates: so it's 120X the risk of passive smkr victim vs. direct smkr), see source of Cambridge book, t28//the 26 rules cited are estimated to save ca. 5,381 lives a yr\*\*\*\*\* or .3 of 1% of total US deaths, see PAGE 30: auto seat belts 1,850, asbestos 396, steering column protection 1,300, uranium mill tailings 4.2, arsenic 11.7, EDB 0,002, grain dust 4...arsenic cost effectiveness: \$92 million for each life saved re OSHA...the cancer prevention regs are 8000X as costly as safety regs per life saved

TOBACCO TAX FINANCING NEW CANCER INSTITUTE IN FLA., NYT 12-9-86....

--How a former speaker of state House of Reps lost 3 good buddies to cancer & puts thru first free-standing cancer care & research hospital financed by TAX ON TOBACCO...it was a diversion from the tob. excise, not a new tax, but when legislature tried to raise the cig tax 3¢ in '85 to provide research funds for new center, tob. lobby squelched it\*\*\*\*\*

NEW CURES ORDERED IN FEDERAL OFFICES, NYT 12-5-86....

--Fed govt tells its agency heads it must provide a "REASONABLY SMOKE-FREE ENVIRONMENT," not a ban per se but GSA directive is major shift from present policy, AFFECTING 7,500 BLDGS & ENTIRE CIVILIAN WORK FORCE OF 2.3 MILLION//each of armed services has recently restricted smkg//this action comes in wake of NAS REPORT ON ETS\*\*\*\*\*consequences real... rule: generally, open offices must be designated non-smkg areas & areas can be designated for smkg only if they can be "CONFIGURED SO AS TO LIMIT THE INVOLUNTARY EXPOSURE of nons to secondhand smoke to a minimum" + generally lobbies, conf. rms, classrms, corridors, restrms, stairways, clinics & libraries off-limits to smkg//Kenneth Blalock, head of Amer Fed of Govt Employees & "an avid smkr" praises the move as "A MILESTONE" partly because unions must be consulted in expediting...asked whether he would try to quit, Blalock sez "THAT REMAINS TO BE SEEN. I'VE BEEN TRYING FOR 30 YRS//TI: this is no radical change since '79 regs & notes only 2% of indoor air pollution investigations by NIOSH faulted ETS//see 10 mos later SMKG RULES LAX IN FEDERAL OFFICES: Policies fail to Provide Areas Free of Smoke, New Report says, NYT 10-16-87: Smkg Policy Institute, private group that works w/biz & orgs, says not enough separation of smkg yet...even minimal standards of GSA reg not being complied with: parts of open offices set aside as smkg as well as confined areas like cafeterias, lobbies, snack bars

EFFORTS BANNING SMKG HEATING UP, City & State 1/87....

--Ariz led the way though it was modest, applying indoor ban to hospitals & elevators...survey of others

WORLD GROUP PLANS RISE IN ANTISMKG FUNDS, NYT 1-24-87....

--WHO citing 3rd world smkg growth budgets rise in antismkg funds, cf. Robt Masironi, coordinator of antismkg efforts...budget up \$100,000 to about half a million & while token, it's still a milestone...private orgs. have praised WHO for its intent but faulted it for lack of action & funds...lack of aggressive stance in past noted...Masironi has just two admin. assts

FOR A SMKG BAN IN NEW YORK CITY by Alice Trillin, NYT 1-24-87....

--She's recovered from l.c., her parents extremely hvy smkrs who would have done anything for her & surely didn't dream their smkg was a peril (mother=3 packs a day, father=â doz. cigars a day//LETTER TO ED. 2-3-87 from VA Hospital acting chief of outpatient clinic, arguing Alice's type of cancer diff. from that usually linked to smkg

POLITICS OF SMKG: DON'T HOLD YR BREATH, NYT 2-11-87....

--Scott Ballin, vp AHA & Coalition biggie: "It's just not a health issue anymore. You can't just go up & say, 'It's health & it kills people, Congressman, & we know you'll vote the right way"...Despite much talk of higher cig tax, ETS bans & killing adv of cigs, much opposition being mounted to all this, so no antismkg measure has gotten priority from Cong. leadership...Sen Chafee a leader among Repubs. & while he favors possibly doubling cig excise tax, he opposes legislated ban on smkg in pub. bldgs, wants it done by reg. & opposes adv. ban as unconstitutional//ACLU opposes adv ban or Bradley bill on no tax deduction for ads & promo because they prohibit or limit adv of products that can be lawfully sold//many House members including Dem. leadership reluctant to buck

tob. interests, thus blatant politicking & tradeoff of votes by NorCar delegation, going along w/ mass transit for LA and leadership wishes to oppose further aid to Nicaragua rebels when their natural inclinations & those of their constituents would have been to oppose same\*\*\*\*\*THE TOBACCO LOBBY...DOES NOT APPEAR TO BE WEAKENING, in part because tob. co.s have remained financially healthy by diversifying" (RK: this isn't the pt. at all; it's that the co.s have gained tremendous musculature by putting their tob. profits into huge enterprises that have large pay-rolls, with the political throw-weight in keeping, and huge adv budgets that affect media decisions about what to go after in their news hrs. & columns)...SAYS WAXMAN: "I BELIEVE THEY ARE STRONGER THAN THEY HAVE BEEN IN THE PAST BECAUSE THEY ARE PART OF HUGE CORP. CONGLOMERATES NOW"/ but adds Sen Bradley "There is a lot more information out there relating smkg & death. And there is a growing health voice that is beginning to be heard"//CLASSIC CASE OF POLITICAL GAMEPLAYING: Rep Chas B. Rangel w/key spot on House Ways & Means Committee, voted vs. increased cig tax "BECAUSE IT IS REGRESSIVE & FALLS HEAVILY ON THE POOR"

SMKG BAN SPURS WORKPLACE TENSION, NYT 2-20-87....

--Employers are eager to deflate the mounting emotional issue linking health & civil rights//WORST TENSIONS ARISE BEFORE SPECIFIC LIMITATIONS ARE IMPOSED (& once it's in effect, most are going along civilly)... some keys: (1) involve both smkrs & nons in formulating the regs, (2) be firm but allow enough time for rules to go into effect, (3) employers should promote & help pay for quitting programs + (4) in general, sympathy & understanding go a lot farther than confrontation//see ADVENTURES OF MYRNA LARRY, an ex-3-to-5-pack-a-day smkr at MSI Insurance Co.s in suburban St Paul: making herself a pain to every exec in the place, noting certain hypocrisy of offering cut rates to policyholders while not turning their HQ into smokefree asylum, etc. + pting out that the computer operating manual "said not to smoke nearby. And if smoke isn't good for a machine, it probably isn't too good for a human"//IN SF: initial grumbling quickly evaporated, 275 complaints in 2½ yrs & none went into court// many co.s have found RESTRICTIONS THAT DON'T APPEAR PUNITIVE CAN HELP MANY SMKRS QUIT. 'A LOT OF PEOPLE ARE JUST LOOKING FOR AN INCENTIVE,' says Pinney//on same page L.I. WORKERS BRAVE ELEMENTS TO GET IN A SMOKE: Case study of United-Guardian pharmaceutical co. in Hauppauge that goes all-smokefree, quoting 39yroid Lorraine Mitchell, computer operator, who has smoked 23yrs & "I plan to quit when I have a little more peace & contentment in my life, but now I still go out on my break & lunch hr & smoke"// NY's GASP pres Rhoda Nichter sez LI strict regs have worked very well & "Nobody has gone out of business because of these regs"//THE BIG CESSATION DIVIDEND: "Now that we have to leave our desk to smoke, WE FIND THAT WE ARE SMKG LESS," is what many are saying. "MANY OF THEM WOULD LIKE TO STOP SMKG ANYWAY"\*\*\*\*\*

SHUTTING OUT SMKG IN THE OFFICE: Many co.s are tightening the rules but few dare yet to impose outright bans, NYT 2-22-87....

--38% of employers have put smkg policies into effect since '85, acc. to '86 survey by Bureau of Natl Affairs//at EASTMAN KODAK: each unit has responsibility to designate smkg & nonsmkg areas & when that's not possible, the pref. of the nons prevails//TOLERANCE FOR SMKRS AMONG POLICY MAKERS IS BEGINNING TO FADE\*\*\*\*as some co. policies shift from the democratic to the draconian...CASE STUDY ON NW BELL & HOW HALF A LOAF DOESN'T WORK: how smoke drifts & affects the nons even if they're in minority, etc....many have to go outside to smoke now but NOT ONE OF THE 15,000 NW BELL WORKERS HAS QUIT DUE TO THE BAN//key NY State Public Health Council reg for workplace: prohibits smkg in any enclosed work area OCCUPIED BY MORE THAN ONE PERSON unless the area is occupied exclusively by smkrs...TI promptly asks: IS IT FAIR THAT PERSON W/PRIVATE OFFICE MAY BE ALLOWED TO SMOKE & others not?

BEVERLY HILLS SMKG BAN RAISES RESTAURATEURS' CONCERN, NYT 4-3-87....

--Outright ban in small city w/rep for elegant dining/fears of loss of patronage to surrounding LA bistros//same sheets WESTPORT CT CONSIDERS TOUGH SMKG RESTRICTIONS, NYT 5-16-87: law would require partitions or ventilators, this tougher than NY state regs ready to go into effect... hotels & bars exempted...area w/100 restaurants is mecca of Fairfield Co. dining...loss of freedom-of-choice decried, says EGerman owner



HHS SECY BOWEN GETS TOUGH ON ETS (staff memo 5-5-87)...

--Smokefree environment key so new policy guidelines being drawn & set, adding "Our SG's latest report on smkg LEAVES ABSOLUTELY NO ROOM FOR DOUBT ON THIS ISSUE. Therefore, I want to insure a smoke-free environment in all HHS bldg space"\*\*\*\*\*starting w/SG's natural allies

LAWS BAN MINORS' TOB. PURCHASES BUT ENFORCEMENT IS ANOTHER MATTER, from Med. News & Perspectives dept of JAMA 6-26-87....

--Excellent anecdote about GREG CONNOLLY WHO TRIES TO SEE THE MASS. LAW RE SELLING TO MINORS ENFORCED AT A SUPERMKT, he's now dir. of Nonsmkg & Health of Mass Dept of Pub Health...sale of pack of Marlboro to 15yold was the issue...most states merely pay lip service to the law excepting maybe UTAH...young cashiers almost never ask for age proof//SMKG CONTROL ADVOCATES ARGUE; ADOLESCENTS ARE THE SMKG ISSUE since 90% of all smkrs begin during teens, acc to CDC in Atlanta...about 20% of h.s. srs smoke still, though down from 29% of '76 it's on plateau now...citing JOE B. TYE, asst admin of El Camino Hospital in Mtn View CA & pres of STAT re his study of 38 stores in Santa Clara County selling to kids//Alan Blum; "WE HAVE TO GO BEYOND MERE TOKEN FINES & GIVE RETAILERS POSITIVE ENCOURAGEMENT" & destroy current "climate of acceptability" of teen use of tob....adds Greg Connolly "We have to make merchants feel like the person who lights up in a restaurant -- embarrass them"//same issue of JAMA; LEGISLATIVE EFFORTS TO PROTECT CHILDREN FROM TOBACCO by 4 co-authors including Donald Garner & Joe Tye...all about tougher '85 Mass law raising minimum tob. purchase age to 18, fines up to \$100-200-300 for first, second & third offenses, etc...study of 100 stores in Mass. w/assistance of 11yold girl for one wk in July '86...girl got cigs in 75% of the stores -- from a clerk in 59 of 93 attempts & 6 of 7 vending machines; ONLY FOUR OF THE HUNDRED STORES HAD THE NEW LAW POSTED\*\*\*\*\*the ready availability of smokes -- only 12 states prohibit possession of cigs -- reinforces the message of the cig ads: "Smkg can't be as bad as they say"...smkg should be prohibited on all school property//CIG VENDING MACHINES SHOULD BE AS ILLEGAL AS ALCOHOL VENDING MACHINES...see strong closing graphs: "There is no excuse, given all we know today about the addictive & dangerous properties of tob., for states to fail to enforce their laws vs. the sale of tob. to children...."\*\*\*\*\*

CRACKDOWN ON SMOKING, cover story in McLean's 6-27-87....

--Health Minister Jake Epp introduces bill in April that would ban all cig adv & signs in media, at sports & cultural events, TV, the works, prompting sharp reply by pres of Canadiana Tob Mfrs Council, noting Epp is nonsmoker & nondrinker "who appears intent on dictating what lifestyles Canadians should choose"...The holdouts being squeezed into ever-narrowing ghettos in workplaces, restaurants, planes as TOB. USE IS ON THE DECLINE...but this new bill would cost jobs in media & imperil such events as the Flayers' Series Challenge auto races outside Toronto to the Royal Winnipeg Ballet//says Epp: "I absolutely reject the argument that adv. does not encourage people to smoke" (RK: the industry actually doesn't deny this; it merely says its adv. doesn't work, adding only intention is to get smkrs to switch to their brands -- & raising the question what kind of bizmen are they if they're not encouraging more biz in the mktplace?)...percentage of smkrs 15 & more dropped '66-81 from 54% to 37% (for a 31% DROP-OFF) but because of growing pop. now 6.6 million Canadian smkrs; PER CAPITA USE OFF ABOUT 18% IN PAST 20 YRS\*\*\*\*\*citing NY-based Int'l Adv Assn report last yr (see RK Adv file) finding no relationship bet adv bans & smkg levels...report edited by Jean Boddewyn, prof of intl bus. at CUNY, now dedicated foe of ad bans (see Tollison, Smg & Society, for her chapter)//GARFIELD MAHOOD, 46, exec dir of 6,000-member Non-Smokers' Rights Assn, in 12yr fight to achieve smoke-free society, mL26//sez Art Pearson, pres of Royal Winnipeg Ballet, tob. sponsorship helps to fund the co.'s celebrated natl tours + Montreal Symphony Orch depends on tob. contributions because "Ticket prices don't come close to covering our costs...adds Canadian Council of S&H re auto-racing, ballet, golf organizers becoming dependent on tob. money: "They know it's wrong. They know people should not smoke, but they still take the money from cigs"...GROWING MILITANCY VS. SMKG that smkrs don't quite understand & it stresses them out, mL27//A. LONG, HARD FIGHT BACK: 4 Canadian tob. co.s (Imperial, Toronto-based Rothmans, B&H, Inc. & RJR-Macdonald in \$6.4 billion industry, employs 60,000...Rothmans & B&H merged last yr & holds ca. 1/3 of mkt//KICKING A HABIT: featuring Lynn KOZLOWSKI, sr scientist in charge of behavioral research on smkg at Addiction Research Foundation of Toronto: key is don't be discouraged by failed attempts...//THE GROWERS' DESPAIR: fields of tall, green, shining tob. in so. Ontario/ fed cig tax of 92¢ now on \$3 package of 25 cigs; farmers get 6¼¢...FEW

OTHER CROPS SUITABLE ON SOIL THAT IS GOOD FOR TOB., like rye & peppers which are expensive to grow & hard to mkt///SMOKE THRU THE AGES: Don Johnson, star of NBC's hit "Miami Vice" announced he'd no longer smoke cigs on screen...today in Canada 7 million smkrs consume avg of 27 cigs per day...sight of glamorous stars like Bette Davis smkg their way thru films of the '30s & '40s spread the habit among women

**NO SMOKING' SWEEPS AMERICA:** Smkrs Are Fast Becoming Outcasts, Both Socially & Legally, cover story Business Week 7-27-87....

--Estimated 32% of adult pop. now smokes, down from a high of 42% in '67...for 25 yrs antismkrs carried on their fight ON A SHOESTRING. "BUT SUDDENLY THE MOVEMENT LOOKS LIKE A JUGGERNAUT...during 17th-18th centuries keeping newly addicted Euro. smkrs supplied made Md.-Va.-Carolinas the wealthiest colonies//POP CULTURE IDOLS SMKG: GROUCHO & HIS CIGAR, BOGEY & THE CIG, James Dean et al, Bette Davis...noting massive exemption of the industry from standard safety regs. by fed. govt//the two big ETS studies of previous winter were the MOST SERIOUS BLOW, concluding that smoke inhaled by unsuspecting nonsmkrs can cause l.c. & other diseases & so: "NOW SMKRS ARE ON NOTICE. YOU MAY HAVE THE RIGHT TO KILL YRSELF, BUT NOT OTHERS"\*\*\*\*\*people's backs up over RISKS IMPOSED ON THEM, says UCSF epidemiologist Michael Martin, so no longer are smkrs harassed for their own good but simply for the right to breathe clean air...adds MARK PERTSCHUK: "We're just telling smkrs to step outside, not how to live their lives"...TI fights back: has doubled its staff to 90 over the past 11 yrs & continues to churn out reports to make its case + STRONGER REBUTTAL ON ETS: THE SICK BLDG SYNDROME as bldg owners cut back on ventilation & plugged cracks during '70s energy crisis to cut costs w/result of INDOOR AIR POLLUTION, tL43 -- if you see tob. smoke hanging in the air, then a bldg has bad ventilation, sez Walker Merryman...THE SMEAR CAMPAIGN VS. JAMES REPAGE\*\*\*\*\*how the industry hits back unfairly at its foes//BACKING MINORITY POLITICAL & CIVIC GROUPS, then urges them to block antismkg regs as discriminatory "since the proportion of minorities who smoke is higher than that of whites"//some industry successes like vs. CT's smkg ban in restaurants bill//nationwide efforts range from ME. where tob vending machines have been ripped out to MN's \$600.00 adv campaign to turn teens off the habit ("Get Bad Breath in Two Flavors" w/show of reg. & mentholated cigs)...admits one smkr trying to give it up: "A LOT OF SMKRS SECRETLY HOPE THEIR EMPLOYERS BAN SMKG TO HELP THEM QUIT"//WORKPLACE DEVELOPMENTS: add PACIFIC NW BELL SAGA: of 4,000 smkrs out of 15,000, some 350 quit within 6 mos., most of rest cut down -- & even the union was pleased as Communications Workers Assn (union) spokesman sez "NOBODY REALLY HAS A RIGHT TO SMOKE IN THE WORKPLACE"...tightening going on all over, from GM to Heinz//gen. view: smkrs are expensive & less healthy, to boot...less sick leave, lowered insurance rates, legal liability, bldg maintenance factors//best is when policy is the same everywhere, from switchbd to board rm//THERE'S A WHOLE INDUSTRY OUT THERE TO HELP YOU KICK THE HABIT, 46: \$100 million a yr biz, from hypnosis to acupuncture to stop-smkg records, novocaine injections, aversion therapy, etc....Smkrs Anonymous like AA, and it's free, 12-step program/more typical is \$295 6-wk program of gradual cessation + Schick Centers charge \$575 for two wks of electric shocks & group support...only about 25% of those who try make it thru a whole yr + \$50 million worth of Nicorette gum bought in '86...KEY: A SMKR HAS TO WANT TO STOP...good quote from gen mgr of Smokenders: "I was sure my car wouldn't start unless I had a lit cig. in my hand"

**AIRLINE ANTISMKG DRIVE GAINS BUT STILL FACES STRONG OPPOSITION, WSJ 8-7-87**

--Surprise victory in July 198-193 House vote despite hvy industry lobbying vs. airline ban, applies to about 80% of all domestic flights...AMA poll: 83% of drg & 67% of gen. public favors smkg ban on airlines//FLIGHT ATTENDANTS' SUPPORT vs. workplace hazard...says Rep Tim Valentine of NorCar: such a ban would be absurd, allowing people to drink all they want but not smoke\*\*\*\*\* (RK: he exactly misses the pt: the booze does you in; yr smoke does in others innocent of the habit)//VOWED OPPOSITION BY KY'S WENDELL FORD, chairman of Sen Aviation subcommittee, & Jesse Helms...Air Transport Assn (the airlines) also oppose since they don't want to lose smkg passengers//DOT drags its feet: resists pending further study after NAS study last yr called for airline ban//clash bet. Coalition on SorH and SCOTT STAFF: it's antismkg militancy rather than objective research that's carrying the ETS ball: "Real-world tests have indicated time & again that there isn't a problem"