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The Osgood File. Sponsored in part by Lenscrafters and by AT&T. I'm Charles Osgood on the CBS Radio Network. The besieged tobacco industry, surrounded by enemies on all sides, it's customers forced into stairwells and pushed out onto the streets and fire escapes, it's advertising banned from the airwaves and ball parks, it's products increasingly forbidden in the workplaces, eating places, and public places of all kinds, scorned by airlines, excoriated by science, warned against by the Surgeon General, litigated against, legislated against, hounded, harried, persecuted and prosecuted...now finds itself under attack by a new and terrifying foe. Now, huddled in its bunker with all this incoming fire coming from every direction.. the tobacco industry finds to its horror that its old former friend...the American Medical Association has turned against it...BIG time. Stand by.

Remember when cigarette ads used to tell you that two out of three doctors smoked a certain brand? Remember when, to show what nice folks they were, the cigarette companies used to tell you on the radio how they were sending CARTONS of cigarettes to the Veterans hospitals? For some time there, the American Medical Association was taking millions of dollars from the tobacco industry to do STUDIES of the health risks of smoking...which studies the industry would cite to assert that it was still unproved that smoking cigarettes had anything to do with LUNG cancer. That has changed though. The AMA did come out against Joe Camel..although it also supported legislation to EXEMPT tobacco from lawsuits. It recanted that position in June. June..in fact, was the big turning point. Dr. Lonnie Bristow became the President of the AMA..and he has declared all out WAR...publishing documents that indicate the industry schemed to HIDE how addictive cigarette smoking is. Dr. Bristow calls is.. "the most despicable action by an industry I ever heard...something you would expect from the Medellin DRUG cartel." Bristow has been on the phone with President Clinton and tomorrow in a speech in Charlotte North Carolina..in the heart of tobacco country Mr. Clinton is expected to announce a decision on allowing the FDA to crack down on teen age smoking. Used to be the surgeon GENERAL was the only doctor the tobacco industry had to worry much about. Now..with the AMA joining in the assault full tilt..the Industry leaders must be feeling less like the Marlboro Man and more and more like General CUSTER. The Osgood File. Charles Osgood on the CBS Radio Network.

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*T. Bristow*