

The following advertisement was created in November 1985 by Tony Schwartz:  
Announcer: Mayor Koch, the mayor of New York, made a statement about New York City's bath houses being closed down due to AIDS. He said,

[voice of Mayor Koch]: "This is a matter that involves a lot of money to these people. They are selling death, places where death can be distributed. We don't want that to go on."

Announcer: But I wonder, Mayor Koch, did you ever stop to think that you could make the same statement about cigarette companies?

[voice of Mayor Koch]: "They are selling death."

Announcer: So why does the City allow cigarettes to be advertised on City bus shelters?

[voice of Mayor Koch]: "They are selling death."

Announcer: Why does the City allow cigarettes to be sold on public property?

[voice of Mayor Koch]: "They are selling death."

Announcer: Why does the City allow cigarettes to be advertised in the City radio station guide?

[voice of Mayor Koch]: "They are selling death."

Announcer: And why does the City allow cigarettes to be advertised on subway trains, buses, and City-licensed taxi cabs?

[voice of Mayor Koch]: "They are selling death."

Announcer: Mayor Koch, cigarette companies are selling death.

[voice of Mayor Koch]: "We don't want that to go on."

Announcer: And like you, we don't want that to go on.

Paid for by DOC, representing thousands of physicians who really do care.

The advertisement, which was played just 20 times on a single radio station in New York City at a cost of \$2000, opened the debate on smoking and its promotion in New York City and resulted in the introduction in 1986 by Mayor Koch of the most stringent tobacco control measure then in the US.

The following advertisement was first broadcast in New York City in 1986:

Announcer: You know, at St. John's Episcopal Hospital, two of our busiest departments are the surgical department and the psychiatric department. In our surgical department, we see the effects of cigarettes on people every day. We see people with heart attacks. We see people with lung cancer. We see people with throat cancer. And we see people with emphysema, all caused by smoking cigarettes.

But, you know, after all of the medical evidence we've seen, after all of the Surgeon General's reports, after all of the government's warnings, and after all of the warnings printed on their own cigarette packages and in their own cigarette ads, cigarette company executives still aren't convinced that cigarettes have caused any cancer or endangered anyone's health.

Therefore, as a community service, we'd like to offer free help for these cigarette company executives in our psychiatric department, to help get them back in touch with reality.