

# THE TOBACCO OBSERVER

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## American People Don't Buy Antis' Smoking Arguments

WASHINGTON, D.C.—The first-ever national poll contrasting the views of anti-smoking activists with those of the general public finds that the two groups "differ strongly" in their support for government regulation of smoking in public places and in private businesses.

Anti-smokers are five times more likely than the general public to favor government regulation of smoking. Fully 87 percent of the general public prefers no legislative restrictions on smoking in public or on the job, the survey shows.

Furthermore, in sharp contrast to the demographic characteristics of the general public, anti-smokers were found in the poll to be narrowly concentrated in managerial and professional jobs and earning high incomes, with over two-thirds calling themselves "upper class" or "upper middle class." Eighty-four percent of the anti-smokers said they have attended or graduated from college.

The survey comes from Fingerhut Granados Opinion Research here, a private surveying firm, which sampled a random selection of 400 persons who had petitioned the government for stiffer smoking regulations and 400 members of the general public.

Among other findings of the survey:

—59 percent of the public agrees that "most people" are considerate in public and "don't need government regulation to keep them from bothering others;" 67 percent of anti-smokers disagreed.

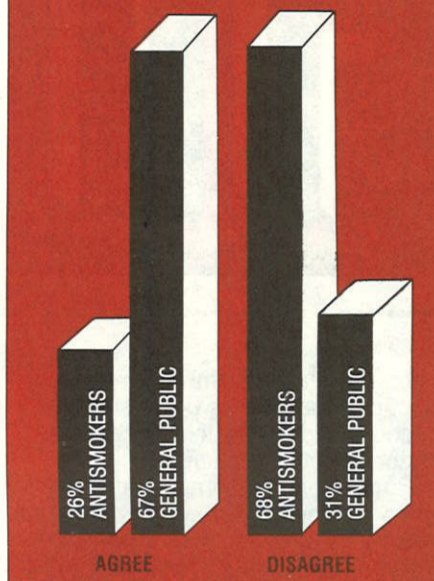
## Advertising Ban Has Little Effect On Norwegians

WASHINGTON, D.C.—Despite a total ban on all forms of tobacco advertising in Norway since 1975, tobacco consumption there rose nearly 1 percent last year, reports the U.S. Department of Agriculture.

The modest rise in tobacco consumption is significant because it represents an increase approximate to population growth in the small Nordic nation bordering Sweden. Moreover, while in the immediate years after the ban Norway experienced a decline in cigarette consumption, sales today have risen to levels approximate to the pre-censorship pace.

For years American anti-smokers have used the Norwegian model to justify their own pleas to ban tobacco advertising in the U.S., notwithstanding First Amendment guarantees to the contrary. The new data, however, suggests that the absence of advertising does not affect the number of people who choose to smoke. □

Government should not regulate "private, personal behavior, such as smoking."



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## New Anti-Smoking Legislation Draws Widespread Opposition

WASHINGTON, D.C.—When Senator Ted Stevens of Alaska asked for comments, he got plenty.

The Senator is ignoring strenuous objections in championing proposed legislation that would restrict smoking in all domestic, overseas, diplomatic and military properties owned by the Federal government, notwithstanding smoking rules already created by local administrators, union representatives and the workers and visitors who actually live and work in the facilities.

As Republican chairman of the Governmental Affairs Subcommittee on Civil Service, Post Office and General Services, which oversees the branches of government responsible for managing such property, Stevens wants the Federal government in Washington to do the rulemaking. He convinced the committee to report a bill for Senate consideration that would require the General Services Administration to consult with Surgeon General Koop in developing rules on smoking in government buildings.

Agencies wishing to deviate from GSA regulations would be required to

write to the Surgeon General and explain their deviations—Koop is campaigning to end tobacco use by the year 2000.

At hearings last October, Stevens called for comments on the proposal and that's when a rolling drum beat of opposition to the so-called "Non-Smokers Rights Act of 1985" was heard along the Potomac. (At press time the bill awaited Senate debate. No comparable legislation had been introduced in the House).

A wide coalition of constituencies and institutions rose to voice their displeasure to Stevens' bill. Typical of the comments were the words of Angelo Fosco, general president of the Laborers' International Union of North America.

"The Laborers' International Union of North America, along with its 500,000 members, oppose this legislation," he said.

Edward J. Carlough, general president of the Sheet Metal Workers' International Association, declared, it "is just lousy legislation, and it should be opposed by the (Public Employees) Department."

John DeConcini, president of the Bakery, Confectionery & Tobacco Workers International Union, said the bill "represents an unfair attack on a significant domestic manufacturing industry and poses a direct threat to our membership and the economic well-being of many communities. We also strongly reject this legislation on the grounds that it will further erode workers' rights in both the public and private sector."

International Brotherhood of Firemen & Oilers president Jimmy L. Walker observed, "Our organization feels that this is not a smokers vs. nonsmokers issue. It is an issue that infringes on our collective bargaining process and should not be part of the legislative process."

And J. Thomas Burch, Jr., national coordinator of the National Vietnam Veterans Coalition, charged, "In the face of a \$200 billion federal deficit and budget cutbacks, the very substantial implementation costs of this legislation is money better spent on direct assistance to veterans."

"I urge the Committee to consider carefully the social implications of the bill as well as broader questions concerning the proper role of government and government regulations of individual behavior," urged Robert D. Tollison, Ph.D., professor of economics and director of the Center for Study of Public Choice, George Mason University (Virginia).

"Such careful consideration is especially important in an era when federal budget deficits are running at record levels and the President and Congress are seeking ways to reduce the tax burdens on our citizens," he cautioned.

"Obviously," observed Rodney A. Bower, president of the International Federation of Professional and Technical Engineers, "the issue of smoking

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## 'Doc'tored Radio Ad Fools Public With Koch Quote

NEW YORK—They're playing fast and loose with the truth in the Big Apple these days.

The players are none other than Tony Schwartz, who's been making American Cancer Society radio and television ads for 20 years, and an organization founded by anti-smoking gadfly Alan Blum, called DOC (Doctors Ought to Care).

What they did is create a radio ad that uses the voice of Mayor Ed Koch to blast cigarette companies.

The spot was compiled from tape recordings of the mayor's very strong statements about the danger of the disease AIDS spreading at gay bathhouses in Manhattan. Schwartz repeatedly switches the mayor's statements about the AIDS threat to allege that cigarette makers "are selling death."

"Mayor Koch," an announcer asks, "did you ever stop to think that this same statement could be made regarding cigarette companies?"

The mayor's voice cuts in: "They are selling death."

The announcer then asks: "So why does the city allow cigarettes to be advertised on city bus shelters?" And again, the mayor's voice cuts in: "They are selling death."

One more time the announcer asks: "Why does the city allow cigarettes to be sold on public property?" And again, the mayor's voice says: "They are selling death."

A spokesman for Mayor Koch, who



Mayor Ed Koch.

was in Tokyo when the spot broke over New York radio stations, said after listening to a tape of the spot, "It's totally out of context. (Mayor Koch) used those statements about gay bathhouses."

When asked if he believed it was legal to apply the mayor's statement to issues he was not addressing, ACS supporter Schwartz contended that "the context is identical" between the danger of AIDS in gay bathhouses and cigarette smoking.

Reaction from the mayor and truth-in-advertising authorities was pending at press time. □