

# Meshugge

OR

# *Non-meshugge?*

Are we crazy, or did *Jewish Week* publish an advertisement by tobacco giant **Philip Morris Companies** that questions whether the Environmental Protection Agency's report on second-hand smoke is all that it's cracked up to be?

You'd expect a tobacco company to fear the scientific evidence confirming the devastating health effects of cigarettes in smokers and non-smokers alike. But why should a leading Jewish publication permit itself to be used by an industry whose products are responsible for more than 430,000 deaths each year in the U.S. and 3,000,000 deaths worldwide?

Enough is enough.

It's time for organizations like the Anti-Defamation League of B'nai B'rith, the National Conference of Christians and Jews, and the American Jewish Committee to live up to their religious heritage and stop honoring tobacco company executives with awards and praise.

And, given the high standing of the medical profession within the Jewish community, it's time for *Jewish Week* to stop helping Philip Morris and the other tobacco industry merchants of death create a smokescreen to cover up the truth about cigarettes.

**Shlemiels:**  
Those who blow smoke at the public.



**Shlimazls:**  
Those who have smoke blown in their face.

This advertisement presented by DOC



Founded in 1977 as *Doctors Ought to Care*  
5510 Greenbriar, Houston, Texas 77005 (713) 798-7729

**Facts Matter**

Philip Morris makes cigarettes: Virginia Slims, Merit, Parliament, Benson and Hedges--and Marlboro, the number one cause of death and disease worldwide, and a greater source of profit to Philip Morris than all 3,000 of the company's Kraft General Foods products combined.

# Meshugge or Not Meshugge?

Are we crazy, or did we see in *The Jewish Week* an advertisement by tobacco giant **Philip Morris Companies** that questions whether the Environmental Protection Agency's report on second-hand smoke is all that it's cracked up to be?

You'd expect a tobacco company to protest the scientific evidence confirming the devastating health effects of cigarettes in smokers and non-smokers alike. But who is naive enough to believe the *chutzpah* of an industry whose products are responsible for more than 430,000 deaths each year in the U.S. and 3,000,000 deaths annually worldwide?

Enough is enough.

It's time for organizations like the Anti-Defamation League of B'nai B'rith, the National Conference of Christians and Jews, and the American Jewish Committee to live up to their religious ethics and stop honoring tobacco company executives with awards and praise.

Don't you think it's time for Jewish organizations and publications to stop helping Philip Morris and the other tobacco industry merchants of death\* create a smokescreen to cover up their marketing of lethal products?

\*RJR Nabisco, Loews (Lorillard), American Brands, Brown & Williamson, Liggett, United States Tobacco (UST)

**Shlemiels:**

Those who blow smoke at the public.



**Shlimazls:**

Those who have smoke blown in their face.

**TOBACCO IS TREYFE!**

This advertisement presented by DOC  
Founded in 1977 as *Doctors Ought to Care*  
5510 Greenbriar, Houston, Texas 77005 (713) 798-7729

FAX #  
713-798-7775

Attn: *Eric Solberg*

Our position, word by word.

# Accommodation



Accommodation is the reasonable way for smokers and nonsmokers to work out their differences.

That is our position at Philip Morris. And it turns out that most Americans share this view.

In a recent USA TODAY/CNN poll among both smokers and nonsmokers, nearly 7 out of 10 respondents said they think that rather than banning smoking in public places, smokers should be allowed to smoke in separate, designated areas.

Philip Morris has a program that helps owners of businesses, such as restaurants, bars and hotels, to accommodate the choices of both their smoking and nonsmoking customers by setting up designated smoking and nonsmoking areas.

The program works because it respects the rights and wishes of both groups. So both get what they want. That's accommodation.

You could also call it a win-win situation.

For a free copy of our booklet, *Smoking Issues*, which contains more information about The Accommodation Program, as well as information on other issues relating to smoking, please call us at 1-800-852-3445, Ext. 221.



PHILIP MORRIS U.S.A.

**We want you to know  
where we stand.**

**Facts Matter**

Businesses where smoking has been banned have reported, in some cases, up to a 30% loss in sales. Some restaurants have been forced to fire employees and others have even had to close down.