

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.