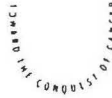


MEMORIAL SLOAN-KETTERING CANCER CENTER

1275 YORK AVENUE, NEW YORK, NEW YORK 10021



The Tisch (?) Hospital

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To the dismay of some of New York University's admirers, it is about to rename University Hospital after two executives who have long been closely associated with a tobacco company. In the news release announcing Lawrence and Preston Tisch's sizeable gift, one of several they have given to NYU, it stated that their income is largely derived from Loews Corporation of which Preston is President, and Lawrence (who is also President of CBS), is Chairman. Both brothers are also members of NYU's Board of Trustees.

What the release does not mention, is that, besides Loews Corporation's interest in real estate, insurance, hotels, etc., it owns 100% of P. Lorillard and Company, makers of Kent, Old Gold, Newport, Satin and True Cigarettes.

It is unfortunate, from my point of view, that it is still legal for tobacco companies to market their products. But, although it is within the law to do so, it is inappropriate for a distinguished university to show its gratitude, however great it may be, to benefactors who are in that business by naming their equally distinguished health facility after them.

The irony of such a commitment can be appreciated if it is realized that Lorillard has an 8% share of the entire cigarette market. This means that it probably has been, and still is, contributing to some 31,000 of the 395,000 smoking-related deaths that occur annually in this country.

I suggest that those who decided to rename University Hospital should make rounds on its floors, or for that matter, on the floors of any hospital. They will see a physicians have for many years, the enormous scope of the tragedies caused by smoking. Perhaps, they would then realize what a sad travesty it is that Lorillard uses the slogan "Alive With Pleasure".

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There is still time for NYU to take back its commitment to change University Hospital's time-honored name. It will take courage to do so, and it will serve notice that NYU, "a private university in the public service" cannot be bought.