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Banzhaf

A plea to every Member of Congress

to take action against cigarette commercials.

There is nothing beautiful, funny, romantic or sophisticated about lung cancer.

And that's what cigarette commercials can lead to.

Last year tobacco companies spent 235 million dollars trying to glamorize cigarettes on radio and television. Day and night your constituents of all ages are saturated with the charm of cigarette commercials. Heaven knows, people are finding it tough enough to stop smoking. Do they and their families need the enticement to keep smoking?

To a great degree, the fate of these Americans is in your hands. The House Commerce Committee has come out with a bill that to even the most casual observer must be termed ludicrous. It not downright biased. They propose a hands-off policy on cigarette commercials for six years.

Three hundred thousand Americans die every year from smoking.* It is estimated that 4,000 young people start smoking each day in this country.

And they propose a six-year hands-off policy.

There is a poison in cigarettes that causes great harm. Even death with normal use. Can you think of one food or drug that if known to contain dangerous components would not be whisked off the shelves—let alone be allowed to advertise?

Gentlemen, no one wants to see any unnecessary or unreasonable infringement of the selling of wares in a free enterprise system. But next time you're in your home town, visit the cancer ward in your local hospital and tell those patients how you voted. And why.

This plea was conceived and paid for by hundreds of concerned citizens

*"In 1967 the current Surgeon General, Dr. William H. Stewart, stated that the number of deaths attributable to smoking was in excess of 300,000." See, also, like estimates by Dr. Luther Terry, former Surgeon General and Dr. R. T. Ravenholt, Director of Population Service of the U.S. Agency for International Development, all reported in "Tobacco And Your Health: The Smoking Controversy," by Dr. Harold S. Diehl, former Senior Vice President for Research and Medical Affairs of the American Cancer Society.