

Americans for Nonsmokers' Rights

Activists query Steinem on use of smoking ads

By JOHN GANNON

Feminist Gloria Steinem came to Berkeley Tuesday to sign copies of her latest book on Marilyn Monroe, but about a dozen demonstrators weren't interested in her insights about the late sex symbol.

The protesters criticized Ms. magazine editor Steinem for allowing cigarette advertising and for what they called a lack of coverage on smoking as a women's health issue. During the two hours Steinem signed books, they chanted slogans such as "Hey, hey, Gloria S., Ms. magazine sells disease and death." The group also distributed fliers displaying a skull with the words "Ms. cigarette ads are like Ebony advertising the Ku Klux Klan."

According to Julia Carol, education director for the Berkeley-based national group Americans for Nonsmokers' Rights, the popularity of smoking among women

has enabled lung cancer to become the number one form of fatal cancer among women.

"Why does Ms. still accept cigarette advertising and why has it failed to provide any coverage of the smoking issue?" she asked Steinem.

Steinem responded that Ms. will publish a special issue in February on women and addictions, and promised it will address smoking.

But Ms. must accept cigarette advertising if it is to survive economically, Steinem said.

"Because we are focusing on addictions, none of the cigarette or alcohol companies would place advertisements in the February issue. We have had to spend the last six months finding other advertising," she said.

Berkeley resident Polly Strand handed Steinem a list of over 80 publications that refuse cigarette advertising, including Mother

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Staff photo by Michael Simon

Gloria Steinem's appearance at Cody's Bookstore prompted these protesters.