

Dear Alan - The original of this will accompany a copy of the July issue - it will be an excellent reference source for the paper. I haven't written a letter to the Editors for awhile so maybe they will publish it. I wrote it as much for you as anything. I think of you often and how much you do for us all — (over)

December 13, 1985

Letters to the Editor
The Arizona Republic
Phoenix, Arizona

Dear Editor:

Your December 13 editorial on AMA's proposed ban on cigarette advertising (Doctors Aim at Wrong Target) contains a significant error. You claim that cigarette advertising seeks not to transform nonsmokers into smokers but to establish brand loyalty. To be sure the tobacco industry, as does any other, promotes brand loyalty, however cigarette marketing strategy is aimed at a very large segment of non-smokers - our children.

Despite the industry's widely publicized "Helping Youth Decide", a transparent piece of PR propaganda, they continue to pitch glamour and sex to that vulnerable age group. LIGHT MY LUCKY! Advertising works. That is why smoking is steadily increasing among the young, particularly girls.

In a recent issue of the N.Y. State Journal of Medicine devoted to The World Cigarette Pandemic, editor Dr. Alan Blum not only makes a case for banning advertising but goes further. In his editorial he states, "In view of years of misleading advertising, tobacco companies should be forced to foot the bill for prime-time corrective advertising, designed by advertising agencies under the direction of health promotion experts."

Our annual smoking and health bill is 39 billion dollars yet the tobacco industry not only remains free of any responsibility for product use - and it maims and kills thousands daily - they stand on their "legal" right to advertise and continue to exploit the young by portraying smokers as glamorous and "adult".

Tobacco is an addictive drug. The earlier the habit is formed, the more entrenched it will be. The tobacco people, like all other drug pushers, know that and they want our kids. It's as simple as that.

Yours truly,

Joyce H. Porter
Joyce H. Porter

6625 N. 14th. St.
Phoenix, Arizona 85014