

Cigarettes are Very Kool

by Alan Blum, M.D.

When you're a Jet, you're a Jet all the way,
From your first cigarette, 'til your last dying day . . .

—*West Side Story*, 1957

The picture of a cigarette-smoking street gang member is not quite an anachronism in the 1980s, but compared with the range of hard drugs available to teenagers today, cigarettes seem like little more than leftover forbidden fruit of the halcyon fifties. Hardly a day passes without a news report about angel dust, alcohol, marijuana, cocaine, or Quaaludes. Newspapers print "The Alarming Truth About Marijuana and Your Child"; professional athletes visit schools to denounce drug abuse; politicians rail against dope dealers on school grounds; and parents groups mobilize to rid their community of "head shops" that sell drug paraphernalia.

The seriousness of illicit drug use among young people cannot be denied. Although the media are fearless in their zeal to expose teenage drug and alcohol abuse, they are conspicuously silent about what William Pollin, director of the National Institute on Drug Abuse, has called the nation's number one form of drug dependence: cigarette smoking.

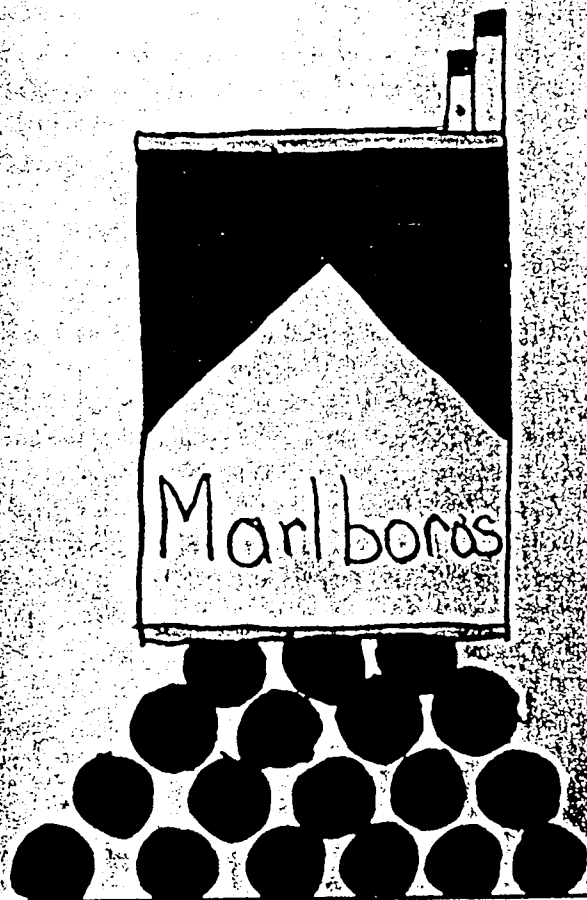
Tobacco, of course, *is* a drug. Although it is not known just how its principal active component, nicotine, acts on the brain, people do become "addicted" to cigarette smoking. As many as 90% of cigarette users say they wish they had not started, and they wish they could stop—but for some reason they cannot succeed. On the other hand, the unpredictability of those who do win the battle—most say they did it on their own (without fancy programs, hypnotism, or other gimmicks), many by going "cold turkey" without experiencing the withdrawal one would expect in a true addiction—suggests that social and psychological factors may play a far greater role in perpetuating cigarette smoking than physiological dependence.

Is there another product as irredeemably harmful that is as extensively promoted? In spite of cigarette smoking's devastating physical and financial toll—350,000 deaths in the United States each year, including more than a quarter of all deaths due to heart disease, and at least one out of every five dollars spent on health care—the manufacturers of cigarettes still receive tax write-offs for advertising expenses.

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(Opposite) Courtesy, DOC Archive

Marlboro's Make
Your Marlbes Fall
Out!



Helen
Kernelle



*Why do adolescents take up smoking?
Identification with role models who
symbolize romance and sophistication is
one undeniable motivating factor.*

*(Overleaf) Counteradvertisement is the
creation of sixth-grader Helen Kernodle
from Des Moines, Iowa.*

Cigarette advertising: creating complacency

Advertising, it would seem, has helped make sure that cigarette smoking is not even considered much of a health issue. By encouraging the public to believe that "everything causes cancer," the cigarette industry helps portray its product as just another victim of Big Brother's trying to tell people how to run their lives. The mass media, which carry the cigarette ads, have done nothing to alter the situation. Public outcry (egged on by banner headlines) over a mere handful of cases of botulism, toxic shock syndrome, or Legionnaires' disease can close businesses. One million cars can be recalled after one death due to a malfunction of a single automobile. Yet newspapers run full-page color advertisements for the product that has been described by the World Health Organization as the single most preventable cause of death and disability.

"Every cigarette ad carries the surgeon general's warning that smoking may be harmful to your health," said one executive of a leading newspaper when asked why his paper could not exert more control over cigarette advertising. "We remain confident that the public, fully informed, ultimately will make those decisions that are in its own best interests." The publisher of *Better Homes & Gardens*, whose magazine aims to be a health-oriented family publication, has stated that in his opinion "those readers who do not smoke will turn past the cigarette advertisements that are of no interest to them."

Just as emphysema, heart disease, and lung cancer have reached epidemic proportions in the United States, the tobacco industry has tried to see to it that cigarette smoking is not viewed as a health issue. The June 1, 1981 issue of *Time*, with a cover story on heart attacks, featured a six-page fold-out ad just inside the cover for Vantage cigarettes. The back cover promoted Winston Lights; Belair, Carlton, Kent III, and Marlboro were advertised within the magazine. Adolescents, looking for role models and at the same time rebelling against authority figures, are a particularly impressionable group. Any adolescent who reads a magazine or a newspaper learns from the advertising that smoking is synonymous with good looks, sexiness, athletic prowess, sophistication, individuality, and even (with "low tar") good health. The purpose of cigarette advertising is not just to sell cigarettes but also to create complacency about the dangers of smoking them.

At least this is the game the tobacco industry has been playing, particularly since 1964, when U.S. Surgeon General Luther Terry and a committee of physicians released the report that irrefutably linked cigarette smoking to emphysema (a generally incurable disease in which the patient slowly suffocates to death—fully aware of what is happening—over months or years) and lung cancer (the literal eating away of the lungs and possibly other organs such as the brain to which the cancer spreads). The Royal College of Physicians in the United Kingdom had released a massive report on these dangers even earlier—in 1962.

"Everybody's doing it"

It is a myth that cigarette smoking is thousands of years old and a time-honored tradition, if not an inalienable right. Actually, whereas tobacco has

"THEY DON'T GET YOUR WIND" ATHLETES SAY

LOU GEHRIG, baseball star, who prefers Camels for steady smoking

TRACK OSORIO BARKER

BARRALL LOU GEHRIG

So mild, athletes smoke as many as they please—and that's real mildness!

been used for centuries, cigarettes—the only tobacco product that requires inhaling—were not mass-produced until a century ago; moreover, while nearly 4,000 cigarettes were smoked for every adult in the United States in 1980, the per capita consumption in 1880 was 25. When the 19th-century German bacteriologist Robert Koch suggested that spitting—such as was practiced by cigar smokers and plug tobacco chewers—spread tuberculosis (the most dreaded disease of the time) and a number of antisputting ordinances were passed, the tobacco industry in the United States shifted gears and began to produce cigarettes. To consummate the switch, it had to use mass media advertising to teach people how to smoke cigarettes: "Do you inhale? Everybody's doing it!" insisted the American Tobacco Company.

Even well into the 20th century, cigarettes still had not caught on—and definitely not among women. But with advertising, the tobacco companies began to appeal to women: "To keep a slender figure, reach for a Lucky instead of a sweet." A well-promoted aura of romance and sophistication made a Camel smoker—man or woman—a "social success." Throughout the '30s, '40s, and '50s on radio and in every leading magazine a plethora of our prettiest people were the models in the ads: Douglas Fairbanks, Jr., Jean Harlow, Fredric March, Joan Crawford, Claudette Colbert, Tyrone Power, Eva Gabor, Frank Sinatra, Maureen O'Hara, Gregory Peck, Linda Darnell, Dean Martin, Jerry Lewis, Bob Hope, the Duchess of Windsor, Mrs. John D. Rockefeller, and Santa Claus. "I'm a singer and my throat comes first. I picked Camels as my steady smoke," said Anne Jeffreys in an advertisement in *Life* in the 1940s. It is sad but poignant that Gary Cooper, Rosalind Russell, John Wayne, Dick Haymes, Robert Taylor, and Nat King Cole all promoted one brand or another of cigarette and subsequently developed lung cancer or other fatal smoking-related diseases.

The cigarette companies also appealed to the all-American boy, who, of course, was likely to be an aspiring athlete. A ten-year-old boy growing up

How MILD can a Cigarette be?

MORE PEOPLE SMOKE CAMELS than any other cigarette!

John Wayne

Not one single case of throat irritation... CAMELS!

Up until the late 1960s, movie and sports stars were among the heroes and heroines featured in ads for every brand of cigarette. Today's cigarette-promoting models are active, healthy, sexy, fashionable, and tough—but nameless.

To keep a slender figure
No one can deny

Reach for a
LUCKY
instead of a
sweet

CIGARETTES

It's toast-d

...sound
as a bell

More Doctors Smoke Camels
than any other Cigarette

CAMELS

When they saw that smoking had not caught on equally between the sexes, the cigarette companies began to appeal to women. Today it seems astounding, but cigarette ads used to appear in medical journals, and smoking was promoted by doctors.

in the 1930s could pick up the Sunday comic pages and see his favorite athletes—Yankees' stars Joe DiMaggio or Lou Gehrig—saying such things as "Camels don't get my wind" and "Athletes smoke as many as they please." According to sluggers Ted Williams and Stan Musial, Chesterfields were "the baseball man's cigarette." Skater Irving Jaffee, an Olympic gold medalist, said, "It takes healthy nerves to be a champion. That's why I smoke Camels." In the sporting world, track stars, deep-sea divers, sharpshooters, archers, tightrope walkers, jet pilots, water skiers, football players, tennis champions, speedboat racers—even chess, billiards, and bridge players—seemed to attribute their success to smoking cigarettes.

And how did the industry respond to early reports in the 1940s and '50s that associated cigarette smoking with a variety of lethal ailments? "More doctors smoke Camels than any other cigarette," proclaimed R. J. Reynolds. "Not one single case of throat irritation due to smoking Camels." In the *Journal of the American Medical Association* (which accepted cigarette advertising until well into the 1950s), Philip Morris's bellhop, little Johnny, guaranteed that smoking Philip Morris was "safer" according to "many leading nose and throat specialists."

Advertising for American Tobacco's Lucky Strike suggested that some smokers might not realize that they inhale. To be safe, they should select a "light" smoke, the one "found less irritating by 20,769 doctors." Lorillard claimed its Old Gold contained "less irritating tars and resins"; it was "fresh as a new spring crocus." For another brand, Lorillard proclaimed, "More scientists and educators smoke Kent." Kent's widely promoted Micronite filter, which was made out of asbestos, was advertised as containing a material "so safe, so pure, it's used to filter the air in many hospitals." By portraying newer cigarettes as "even safer" the tobacco industry effectively eliminated early concerns about the dangers of smoking. Probably the only real advance was in the advertising psychology. Believing that Americans would regard the cigarette filter as analogous to an oil or air-conditioning filter, Liggett & Myers produced a white-coated sage to assert that L & M's cellulose tip was "just what the doctor ordered."

When surveys showed that filter smokers might be looked upon as sissies—since, after all, cigarette smoking was meant to show adult courage, risk-taking, and antiauthoritarianism—Philip Morris led the way with a tattooed cowboy, an inhabitant of "Marlboro Country." Just a few months earlier Marlboro had been advertised as a ladies smoke, "mild as May." A baby was shown in one advertisement saying, "Gee, mommy, you sure like your Marlboros." Throughout the 1950s and '60s, the cigarette companies were the most predominant advertisers on youth-oriented television shows such as "Seventy-Seven Sunset Strip," "The Rebel," and most major televised sports events.

Following the famed surgeon general's report, all cigarettes sold in the U.S. beginning in 1966 had to carry the warning "Caution: Cigarette Smoking May Be Hazardous to Your Health." In 1971 that message was strengthened to: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health." In 1970 the government banned cigarette advertising from radio and television. But forgotten or misunderstood is the

fact that it was the cigarette companies themselves—aghast at the success of counteradvertising that appeared from 1967 to 1970 as the result of a single complaint by the founder of Action on Smoking and Health, John Banzhaf—who removed their own ads to avoid having to be shown up by the clever ads that spoofed cigarette smoking. Kenneth Warner of the University of Michigan pointed out in the *American Journal of Public Health* that the counteradvertisements, featuring some famous personalities but running in off-hours and in low frequency compared to the prime-time jingles for Marlboro, Kent, Salem, and Winston, cut expected cigarette sales growth by upwards of 30% in just three years.

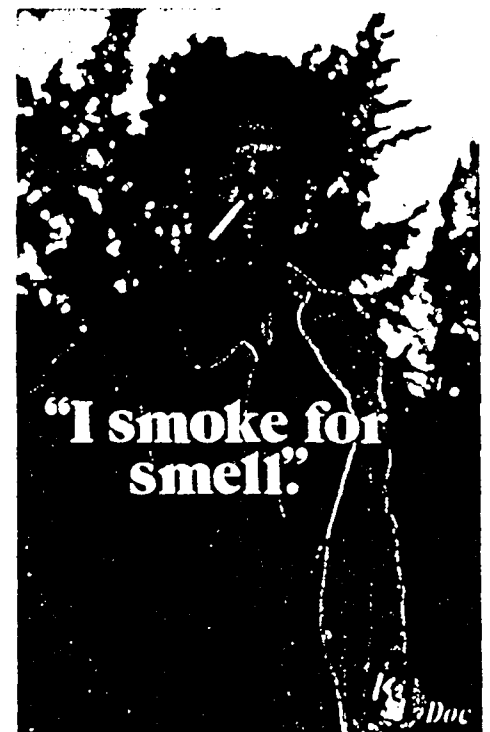
Smoking in the 1980s

The 1980s are marking a new era. Americans are healthier than ever, says the U.S. government. The impression is widespread that people are quitting smoking in droves, and the number of teenagers taking up cigarette smoking is going down. Cigarette advertising no longer appears on television. Cigarette companies are diversifying so rapidly, it is said, that the cigarette income does not even matter. Besides, the cigarettes they are making are safer than ever. The nonsmokers rights movement is winning its battles for clean indoor areas, and the women's health movement is in the vanguard of those discouraging cigarette smoking among teenage girls. Today's athletes do not pose for cigarette ads. Joe DiMaggio is better identified with "Mr. Coffee" than with baseball, and Mickey Mantle and Lou Gehrig are only names in the record book to today's teenagers.

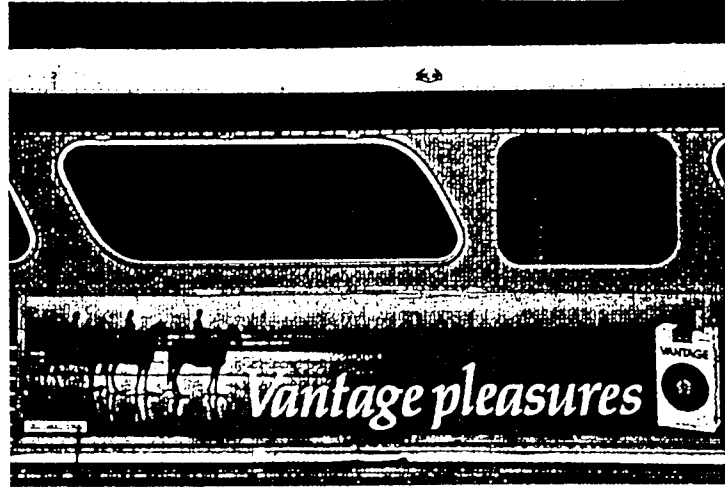
These impressions are, for the most part, wrong. In fact, the problem may be worse than ever before. It is so discouraging to contemplate the problem of cigarette smoking among adolescents that the American Cancer Society, for example, has concentrated the greater part of its antismoking campaign on adults. Although there have been scattered efforts to develop curricular materials concerning the dangers of smoking for grade schools, there is not a single penny's worth of paid advertising aimed at teenagers to counter the cigarette companies' nearly one billion dollars' worth of advertising. While teams of medical researchers are well subsidized to study ways of combating juvenile onset diabetes and juvenile rheumatoid arthritis—serious diseases that affect thousands of children each year—there is not a single physician employed full-time in the United States to counter *juvenile onset cigarette smoking*—a condition afflicting one million teenagers a year.

Overlooked in the much-heralded statements about Americans' supposedly improved health status is that the problem of heart disease among women is on the rise—an increase that closely parallels not only the number of women entering the workplace but also the number who take up cigarette smoking. A California study of 17,000 women published in the *Journal of the American Medical Association* in 1980 found that the risk of heart attack among women who smoke is three times that of nonsmokers; the risk of stroke is fivefold. Although the total number of male smokers is less than it was in 1964, black and Hispanic teenage boys have probably increased their cigarette smoking. Per capita consumption of cigarettes has declined only slightly in the last few years, and total sales are undiminished.

© DOC



Smoking has long been equated with risk-taking and antiauthoritarianism. This counteradvertisement mimics the macho Winston smoker who boasts "I smoke for taste."



In 1970 the U.S. government banned cigarette advertising from radio and television, but the cigarette companies found other ways to convince people to smoke; today their ads are bigger, brighter, more persuasive, and more in evidence than ever.

Even the government's own figures show that there are eight times as many girls aged 12 to 14 who are smoking today as in 1970—the year in which cigarette commercials last appeared on television and radio—and for the first time more females in a major age group (17–18) are smoking than males. An editorial in *Ca—A Cancer Journal for Clinicians* in 1981 expressed alarm that so many girls were starting to smoke before 13, and called smoking “the ticking time-bomb for teenage girls.” In Connecticut, where the Department of Health has kept the most accurate records in the United States, the death rate from lung cancer among women has actually surpassed that of men.

Ironically, the publishing business, which had railed against television cigarette advertising for years, grew silent as it became the chief beneficiary of the switch into print advertising. Today the cigarette companies are spending three times what they spent in the last year of televised cigarette advertising.

But the cigarette companies never really went off the air. They shifted instead to the sponsorship of sporting events that are televised—a far less costly, subtler, and possibly more effective selling technique. The showing of Philip Morris's Virginia Slims Tennis Circuit, far from being opposed by women's groups, has been praised for helping to bring women into the big-time, big-money sports era. Even though no major league baseball club would admit to direct sponsorship by a cigarette company, nearly every club receives lucrative income from cigarette advertising in programs and on scoreboards (at the best camera angles). The Marlboro Cup horse race has become one of the top sports events of the year. Its annual telecast includes dozens of mentions of the brand name, pictures of the familiar logo, and even the old Marlboro jingle. The insertion of the Marlboro brand name on race cars is low-cost advertising that is not even perceived as advertising as the cars flash around the track and across the viewers' screens dozens of times during a telecast. Not coincidentally, cigarette companies have become the leading sponsors of events that appeal to risk-taking or rebellious adolescent instincts: racing of dirt bikes, motorcycles, and hot rods, rodeo, and ballooning.

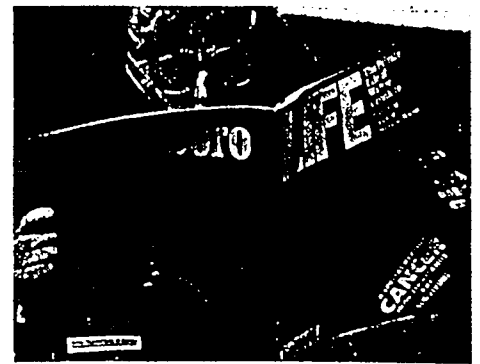
Although one might think that television plays the major role in molding teenage life-styles, the power of the printed medium should not be underestimated. Perhaps *because* the tobacco industry knows that the incidence of lung cancer is likely to surpass that of breast cancer among women by 1983, it has become the number one financier of women's magazines, with the notable exceptions of *Good Housekeeping*, *Parents Magazine*, and the various brides magazines. The more ostensibly health-oriented women's magazines become, the more cigarette ads crop up alongside the health columns, as if to deny the very notion that smoking is a major health problem. Magazines that appeal expressly to teenage girls, such as *Mademoiselle*, are full of ads that exhort them to "smoke pretty Eve," be "a Thinner with Silva Thins," "come a long way, baby" with Virginia Slims, and "wear a Max—Great looking. Great tasting, too. Long, lean, all-white Max 120's." A girl does not even have to smoke them—she can just wear them. *Mademoiselle*, incidentally, promotes itself to advertisers with the slogan, "Good health, good looks, good living."

When *Rolling Stone*, a magazine widely read by teens, ran a cover photograph of John Lennon in the nude, it received irate mail from parents. One wonders whether parents have expressed any outrage over the Marlboro cowboy on the back cover or the many other ads for different brands of cigarettes—as well as for liquor, rolling papers, and snuff (featuring the Charlie Daniels Band). Similarly, with a day's worth of angry telephone calls, Chicagoans succeeded in removing from all city buses a Bonjour Action Jeans ad campaign that featured a young female's unzipped pants and bare skin beneath. Unopposed, still, are the ads for cigarettes that appear in almost every bus and subway car of the transit system.

One is tempted to suggest that the leading health educator in America—by virtue of its positive, exciting appeal to consumers—is the cigarette industry. The companies even outdo one another to become "lowest in tar" and to proclaim this honor on the sports and fashion pages of daily newspapers. But what does "low tar" mean? Low poison. "Tar" is a composite of over 4,000 separate solid poisons, including at least 35 known carcinogens. Would one go into a supermarket and buy a loaf of bread that contained "only two ounces of poison" or a can of soup that was "lowest in carcinogens"? American Brands says that 17 packs of Carlton are equal in tar (poison) to just one pack of Kent. Does that mean that the consumer can smoke 17 packs a day without an increased risk of disease? The hoax is that certain brands are safer. Safer than what? Than fresh air? Studies show that smokers who switch to a low-tar in the belief that they will be safer are likely to smoke more in order to maintain the level of nicotine. Even on a pack-per-pack basis, low-tar smokers trade off slightly less tar (carcinogen) for more carbon monoxide (heart disease risk factor).

What else will the smoker get besides a strong risk for lung cancer or heart disease? Ammonia, formaldehyde, and hydrogen cyanide are just a few of the noxious gases found in significant concentrations in cigarette smoke. These gases are not just the result of burning tobacco but also a result of chemical additives—more than 1,500 of them, including nitrates as preservatives and propylene glycol, the solvent used as antifreeze—designed to

Jean-Claude Lejeune



Emphysema, heart disease, and lung cancer have become epidemic in the United States and other countries. Meanwhile, the tobacco industry is trying to see that smoking is not viewed as a health issue—in part, by placing cigarette ads alongside articles that discuss these very killers.



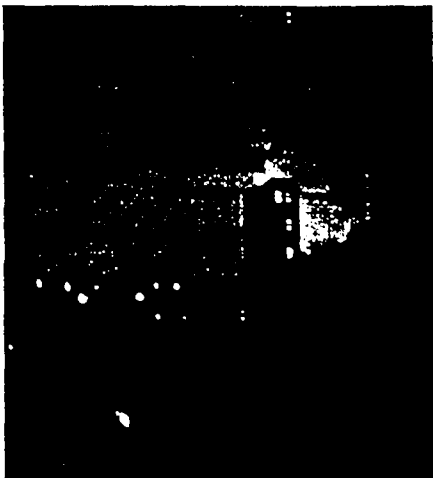
keep the cigarette burning smoothly and evenly. Because cigarettes are designed to burn so well, in the United States each year they are the leading cause of home, hospital, and hotel fires, which take the lives of more than 2,000 persons and maim and injure many more.

The failure to reach teenagers

With all that is known about the dangers of cigarette smoking and all the public health hand-wringing, why have we failed to prevent teenagers—girls especially—from taking up cigarettes? How do we explain the reasoning of a 16-year-old girl who chose to keep smoking rather than receive a free trip to Washington, D.C., paid for by former HEW secretary Joseph Califano? "I could have quit for good, but I didn't want to," she said. "It's something to do with my hands."

Obviously, smoking is initiated by many social influences. Imitation of models—media stereotypes, peers, and significant adults (parents, teachers, doctors)—plays a big role. Unfortunately, most school-based cigarette education programs lack immediacy for students. The programs spell out the dangers and emphasize eventual disabilities. Yet to any adolescent who feels fine and has good health, illness—especially cancer—is an abstract thing. It is difficult to sell health to someone who already believes he has it. Moreover, adolescence is a highly stressful period of development complicated by reactions to puberty. Teens may not be able or willing to see beyond the immediate present. And when looking for role models the disciplinarian parent or teacher or doctor does not hold a candle to the cattle-roping Marlboro man or sleek, clear-skinned gal who gets her Barclay cigarette lit by a dashing gentleman. (Brown & Williamson, incidentally, spent \$150,000,000 in less than a year to introduce Barclay, a new brand, an amount that is probably greater than all the money that has ever

Ironies abound, as in the scene above. Not only do cigarettes cause cancer and heart disease, but because they are designed to burn so well, they are a leading cause of fires in the United States.



Ken Firestone



gone into research on the effects of smoking and efforts to prevent it.

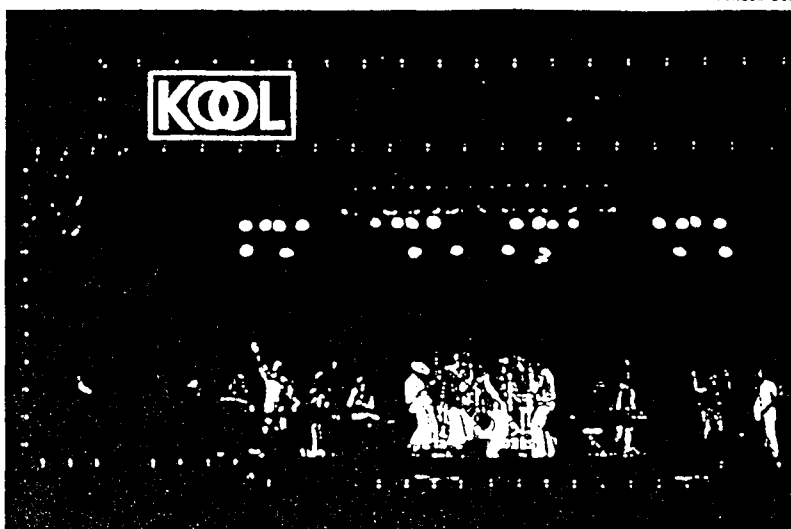
Schools have also concentrated on the idea that smoking is self-destructive behavior and emphasized "not becoming one of the crowd." But as Daniel Horn, a leader in the field of smoking education, has commented in regard to school-based programs: "There are serious difficulties in attempting to influence young people by teaching them in the classroom to adopt behavior opposed to practices that are encouraged in the larger environment." Cigarette companies can keep up with the latest fads (and in some instances create them) in their depiction of smoking and so remain in vogue far better than the schools. Indeed, the tobacco industry alliance has put together a seemingly unchallengeable multibillion dollar smoking propaganda effort. Camouflaged in all the cigarette ads and often laughed at by teenagers is the health joke of the century: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health."

As if there were any doubt, the U.S. Federal Trade Commission (FTC) concluded in mid-1981 that the message on cigarette packages had not discouraged smokers. The FTC proposed changes in the size and shape of the printed warning as well as a more direct statement, referring specifically to cancer and heart attacks.

The tobacco industry has been stunningly successful in its opposition to any government-sponsored smoking education programs directed at young people, in its refutation of evidence that smoking is particularly damaging in pregnant women, in its contention—having never admitted that smoking is dangerous in the first place—that it can be made safer, and in its attempt to cover up the crippling toll taken by smoking. Fear arousal has not been sufficient to thwart smoking in adolescents. (It does appear to have some effect in children under ten years of age.) It is the very risk-taking, antisocial tendency of adolescents to which the industry is appealing. Teenagers prob-

It is hoped that concerned citizens from every age group will join in the crusade to prevent smoking among young people. But teenagers themselves must be in the vanguard of efforts to unsell cigarettes, as they were in designing this ad bench in Spartanburg, South Carolina.

Tobacco companies know how to reach teenagers. They sponsor major sporting and musical events such as the Kool Jazz Festivals, which take place in many cities across the United States. This, too, is advertising.



ably do not have an overwhelming desire to breathe in hot carcinogens and poisonous, smelly gases. Rather, they are simply identifying with tough cowboys and sophisticated ladies. It is not just a matter of smoking a cigarette but of picking an image—one buys Marlboros or Virginia Slims, and one selects one's brand carefully.

One report done for the National Institute on Drug Abuse by University of Michigan researchers showed a decline in teenage smoking. Of 17,000 high school seniors 29% smoked in 1977; 21% in 1980. Even though girls were smoking less in 1980 they continued to be heavier smokers than boys (30.1% smoked in 1977, 23.5% in 1980). Among boys, 27.2% smoked in 1977, 18.5% in 1980. The researchers attributed the overall decline in this group, in part, to greater public disapproval of smoking. This survey unfortunately may not accurately reflect the habits of certain populations, where percentages of smokers are probably significantly higher—such as among school dropouts, Hispanics, and inner-city blacks.

Moreover, the problem is by no means gone. And any good news should not lull the public into believing vigilance and counterattack are no longer crucial. Every one of the thousands of unopposed billboards and other advertisements a child grows up seeing represents the cigarette companies' denying the facts and undermining medical science. Educating with the facts is important and necessary. But because teens are teens, because the tobacco industry is rich, powerful, and unwilling to acknowledge that its product is a major killer, and because advertising is such a pervasive and effective form of persuasion, some efforts must be made to undo cigarette promotion.

It goes without saying that those who choose to deal with the problem—and it is hoped that they will come from every age group and occupation—must be mindful that cigarette smoking is the number one teenage drug problem. But they need also remember that smoking is as much a serious societal problem as a health problem. The cigarette is a symbol for whatever the tobacco industry wants it to be.

Spreading the antismoking message

How does the United States measure up to other countries in the effort to discourage cigarette smoking among young people? Fair, at best. In spite of activist efforts for clean indoor air by the organization ASH (Action on Smoking and Health) and various chapters of GASP (Group Against Smokers' Pollution) as well as the development of posters and other materials by such groups as the American Cancer Society and the American Lung Association, and repeated public statements on the cigarette problem by surgeons general Luther Terry, Jesse Steinfeld, and Julius Richmond, and by a few outspoken physicians like Alton Ochsner, the United States has largely failed to reach large numbers of children and teenagers. In fact, the United States appears to lag behind numerous other countries—only some of which are mentioned here—in providing incentives for a smoke-free generation.

Canada has fared somewhat better, largely due to the outspoken Canadian Council on Smoking and Health, which is supported by both governmental and charitable groups from every province. The governments of Quebec and Saskatchewan have pioneered in *paid* advertisements on radio and television that discourage smoking (as well as other lethal life-styles such as drunken driving and poor nutrition). Toronto's Non-Smokers' Rights Association, which has widely publicized the hazards to children of second-hand smoke, succeeded in lobbying for one of the most restrictive bans anywhere on smoking in public places as well as a ban on cigarette advertising on the city's transit system. Winnipeg will be the site of the fifth World Conference on Smoking in 1983.

The World Health Organization has declared that in industrialized nations "the control of cigarette smoking could do more to improve health and prolong life than any other single action in the whole field of preventive medicine." But in the vast majority of third world nations, where governments equate tobacco sales with lucrative revenues and where American and British tobacco companies have saturated the media with advertising, there are no government officials or charities charged with tackling the cigarette problem. While there is acrimonious debate over the ethics of promoting infant formula and U.S.-made drugs in developing countries, cigarettes—with no redeeming health value—continue to be far more widely promoted than any other product. To cultivate smoking among the populations of impoverished countries, the tobacco companies give away enormous quantities of cigarettes and—using children as street vendors—sell cigarettes not just by the pack but by the piece. In poorer nations of the world smoking is most popular among the wealthier, better educated, and more "sophisticated." Among male medical students in Nigeria in 1976, 72% were cigarette smokers.

One of the most progressive efforts to combat smoking among children is under way in Nicaragua, where the government has made health and literacy major priorities. In the rest of Central and South America the picture is less sanguine because tobacco is simply too culturally engrained. Although Venezuela has banned cigarette advertising from radio and television and Brazil is beginning to counteradvertise, Mexico is home of the world's largest Marlboro billboards.

Risks of smoking and benefits of quitting

shortened life expectancy
after 10 to 15 years ex-smoker's risk approaches that of those who never smoked

lung cancer
after 10 to 15 years risk approaches that of those who never smoked

larynx cancer
gradual reduction in risk, reaching normal after 10 years

mouth cancer
reducing or eliminating smoking/drinking lowers risk in first few years; risk drops to level of nonsmokers in 10 to 15 years

cancer of esophagus
since risk is proportional to dose, reducing or eliminating smoking/drinking should lower risk

cancer of bladder
risk decreases gradually to that of nonsmokers over 7 years

cancer of pancreas
since risk seems related to dose, stopping smoking should reduce it

coronary heart disease
risk decreases sharply after one year; after 10 years risk is the same as for those who never smoked

bronchitis and emphysema
cough sputum disappears within few weeks; lung function may improve, deterioration slowed

stillbirth and low birth weight
if smoking is stopped before fourth month of pregnancy, risk to fetus is eliminated

peptic ulcer
ex-smokers get ulcers too, but they heal faster and more completely than in smokers

drug and test effects
most blood factors raised by smoking return to normal; nonsmokers on birth control pill have much lower risk of hazardous clots and heart attacks



Many European countries are far ahead of the United States in efforts to discourage smoking among their youth. Most notable are Norway, Sweden, France, and Great Britain. Prince Charles, an outspoken nonsmoker, has been a persuasive model for British youngsters.

Japan is second only to the U.S. in per capita cigarette consumption. Yet Japan has put more energy into combating cigarette-butt litter than it has in combating the problem of cigarette smoking among young people. China, which ranks high in the production of tobacco, has seen a 15-fold rise in lung cancer in Shanghai and other areas since the mid-1960s and has finally begun warning its citizens of the hazards of smoking. Nonetheless, in 1980 Philip Morris became one of the first U.S. companies permitted to open shop in China. Billboards have made it official: Peking is Marlboro Country.

Although the U.S.S.R. does not have advertising per se, the government still seeks to profit from cigarette sales. Moscow has banned smoking in the city's restaurants, but Sochi, a Black Sea resort that attempted to become the country's first nonsmoking city, was not successful. In many Communist countries, U.S. cigarettes serve as currency.

Partly owing to Muslim religious beliefs, Arab countries have been world leaders in counteracting cigarette smoking and promotion. Saudi Arabia does not permit cigarette advertising. Kuwait fines store owners who post promotional displays for cigarettes. Bahrain bans advertising for cigarettes; in Dubai, advertisers can place billboards for cigarettes in sports stadiums, but only where they cannot be picked up by television cameras. Anwar Sadat's wife, Jihan, is head of the Egyptian Cancer Society and has led the drive to eliminate cigarette advertising from TV, radio, and billboards. In return the cigarette companies have resorted to putting free movie tickets in cigarette packs to boost sales. In Turkey, with one of the world's highest percentage of smokers, the government does not seem as worried about the health of its citizens as it does about Virginia tobacco's overtaking Turkish tobacco as the smoker's choice.

Since 1980 Greece, which has the highest smoking rate on the European continent, has curbed public smoking, banned most cigarette advertising, and started educational counterefforts. Italy has also banned most advertising for cigarettes, but American and British cigarette companies are openly violating the ban, paying small fines in order to continue to advertise.

Some of the most hopeful signs in Europe come from Great Britain, where Action on Smoking and Health is an official arm of the Royal College of

Physicians, and where the *British Medical Journal* and *The Lancet* have mobilized physician attention to the problem. Having pointed out that one in three British smokers started before they were nine years old, the government-supported British Health Education Council has developed several youth-oriented campaigns, including one featuring Superman. Many of the leading athletes in Great Britain have taken out paid advertisements in newspapers calling on the British-American Tobacco Co. to get out of athletics sponsorship. In addition, the British Army is strongly discouraging smoking in its ranks and Prince Charles, publicly stating his distaste for cigarette smoking, has been a superb role model for children and teenagers. Scotland has also gone about its effort with verve, recruiting popular rock stars for its ads. Ireland has begun placing a large warning on all cigarette packs and advertisements: "Smokers Die Younger."

Although Australia wields only a fraction of the power of the tobacco industry, a number of organizations have expressed concern about the health and vulnerability of young people. The Australian Medical Association has taken a leading role in curtailing cigarette smoking. A group called MOP UP (Movement Opposed to the Promotion of Unhealthy Products) succeeded in having a popular children's entertainer removed as a cigarette brand spokesman. Nine of the country's top rugby players starred in a popular 1980 antismoking campaign ("Give yourself a sporting chance. Stop smoking!") that angered league officials concerned about losing tobacco industry sponsorship. Also in 1980 the East Torrens District Cricket Club of South Australia shocked the sports world by rejecting all tobacco sponsorship and by making the international stop-smoking symbol a part of its official uniform. The club was censured by the International Cricket Conference for its "ingratitude" and for turning over some tobacco industry funding to the Anti-Cancer Fund. The most visible actions have been taken by two Australian groups. BUGA UP (Billboard-Utilizing Graffitiists Against Unhealthy Promotions), a physician-led organization, defaces billboards advertising cigarettes with spray paint. The Black Lung Liberation Front goes even farther; this group chops down and burns billboards that promote cigarettes. Parodying the slogan for a popular brand, the group's motto is: "Light up a billboard—you'll be glad you did."

American Cancer Society



BUGA UP

In terms of widespread public support, Australia is a leader in the fight against cigarette advertising. A group called BUGA UP (Billboard-Utilizing Graffitiists Against Unhealthy Promotions) takes to the streets at night with spray paint to deface billboards. The police have been tolerant of this vandalism, which is largely practiced by doctors.