

## News & Notes

### European Study Finds Cigar & Pipe Smoke as Dangerous as Cigarette Smoke

Cigar and pipe smoke is just as dangerous as cigarette smoke, according to a new World Health Organization (WHO) study, the first large-scale European study to prove the risks of cigar and pipe smoking. According to the study, conducted by the International Agency for Research on Cancer, a research arm of the WHO, cigar smokers were nine times more likely to develop lung cancer than non-smokers, and pipe smokers were eight times more likely to develop the disease. "There's a message in this for politicians, fashion models, movie stars and sports people who glamorize and popularize cigars and pipes by endorsing these products or smoking them in public," said Derek Yach, head of the WHO's Tobacco Free Initiative. The study examined 5,621 men with lung cancer and 7,255 men without the disease at centers in Germany, Italy, and Sweden.


Source: "Study: Cigar, Pipe Smoke As Lethal As Cigarettes," *Routers*, April 19, 1999.

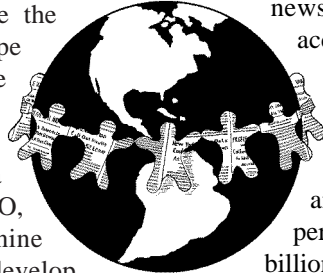
### New York Times Says No To Tobacco Ads

Starting May 1, the New York Times and the paper's Sunday magazine stopped accepting advertising for cigars,

rettes, cigars, or other tobacco products. "This wasn't a snap decision," says Nancy Nielsen, a spokesperson for the paper. "We are reluctant to ban advertising for legal products, but we don't want to expose our readers to advertising that is harmful to health or safety." The newspaper will continue to accept non-tobacco advertising from tobacco companies, such as ads promoting festivals and concerts. Last year, cigarette advertising amounted to less than one percent of the newspaper's \$1 billion advertising revenue. Mark Smith, a spokesperson for Brown & Williamson Tobacco Company, called the new policy "pathetic," and said, "Isn't it ironic that a publication that trumpets freedom of the press would trample on the freedom of commercial expression?" Responding to fears that advertising for other controversial products, such as alcohol, may be banned, Nielsen argued, "In moderation, alcohol is safe. In moderation, tobacco is not."

The ban does not extend to other newspapers owned by the NYT Company. More than a dozen American newspapers refuse cigarette advertising, including the Seattle Times, the Deseret News of Salt Lake City, and the Christian Science Monitor.

Sources: Wendy Bounds & Sally Beaty, "The New York Times to Refuse Tobacco Ads," *Wall Street Journal*, April 28, 1999. p. B9. 



## We Welcome Your Comments and Suggestions

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