PLAY IT AGAIN

Play It Again is a section of the journal where we republish quotes, gaffes, and immortal lines from friends and foes of tobacco control. It is compiled by Gene Borio, the webmaster of Tobacco BBS, which is the premier tobacco newsgathering site on the internet. Send contributions (including an original version or photocopy of the sourced item) to him at Tobacco BBS, PO Box 359, Village Station, New York 10014-0359; fax 001 212 260 6825. Send quotes from online stories (including the full article) or scanned documents (in GIF or JPEG format), to gborio@mindspring.com

HELLOO-OO

Everybody has always known the full risks of smoking, industry apologists and lawyers claim. Well, don’t tell these modern day Einsteins, Sherlocks, and DaVincis.

“[I] gave up smoking on the quack’s advice a few months ago . . . It proved wrong.”

Philip Morris CEO Geoffrey Bible, to the Sydney Morning Herald, which point out Bible has not gone back to smoking. Source: Hale, B. Big Mo’s snack attack cuts tobacco drag. “Sydney Morning Herald” 2000 June 28.

“Since smoking might injure your health, let’s be careful not to smoke too much.”


“[W]e believe that the extent to which smoking is harmful should be further researched and we oppose those unscientific, lop-sided, conclusive or even exaggerative anti-smoking sayings or doings . . . It’s still not clear whether the relationship between smoking and some diseases are inevitable or occasional. The air that people breathe in, different food, the living habits and the physical conditions in different social environments are all factors that can affect health and should be analyzed from different sides . . . [T]obacco and hygiene industries should have more talk, exchange and cooperation. Our world needs communication instead of conflict, we should bear different opinions and listen to different voices to solve problems and make society develop.”


“All the great leaders of the 20th century were smokers—Roosevelt, Churchill, Stalin, Mao and Deng. Only when Chairman Mao Zedong gave up in his last years did he develop Parkinson’s disease, making his hands shake and his speech slur . . . In these big cases in the United States, they stress only the negative effect of tobacco. They would never win such cases in China. The evidence does not stand up. There are many causes of lung cancer.”

Miao Xiaoyang, assistant to the president of China’s biggest tobacco company, Hong Ta Shan
Societal alignment

Societal alignment is a recently disclosed Philip Morris corporate goal. CEO Geoffrey Bible explains:

“We want all of our businesses to meet society’s expectations of them as responsible manufacturers and marketers of all their products, especially those that carry significant health risks.”

Source: Geoffrey C Bible, Chairman and Chief Executive Officer, Philip Morris Companies Inc, addresses Council of Institutional Investors Spring Meeting in Washington DC. “Philip Morris” 2001 March 27.

“...What we found was that we really were not in line with what society expected of a responsible company.”

David M Sylvia, director of global public opinion and trend research for Philip Morris Management Corp. Source: Davis, M. Philip Morris PR exec admits he has a hard sale. “Virginian-Pilot” 2001 March 21.

Tim Sebastian: “Can I just read you a statement? If we don’t do something fast to project the sense of industry responsibility regarding the youth access issue, we’re going to be looking at severe marketing restrictions in a very short time. Those restrictions will pave the way for equally severe legislation or regulation where adults are allowed to smoke. Now that was from Philip Morris senior vice-president Ellen Merlo in 1995.”

David Davies: “That is not the position of our company today.”

Tim Sebastian: “Is she fired, then? Has she been fired, if it’s not the position?”

David Davies: “We believe she is still working for the company.”

Tim Sebastian: “She still works there?”

David Davies: “I don’t know that document. Let me . . .”


“This book is for Rose Tinker Mallan, my lovely non-smoking wife, who worries with renewed emphasis every time she reads another scare headline in the newspapers “linking” cigarette smoking with disease.”


“Let’s get this straight—in principle we oppose child labour.”