

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

Dateline: Summer in the northern hemisphere—the dog days of August, in a broiling Southern California desert

There is a great deal of very serious activity about to take place at the moment: the World Conference on Tobacco or Health is about to take place in Chicago, the Engle jurors have just reached their stunning verdict, yet more legal manoeuvrings are to come, the European Commission will decide what to do about tobacco advertising, the European Commission, England, Ireland and Canada may drag tobacco companies into court, and in countries, states, and towns around the globe the hard issues of environmental tobacco smoke, smoking bans, teen smoking, advertising, and taxes will be fought over, seemingly endlessly.

And through it all, still, over and over, millions a year will die from tobacco related illness, and families, friends, lovers, and grandchildren will be crushed. Meanwhile, millions more, most often kids, will continue to pick up the addiction.

Sometimes we need relief from this battleground, this neverending blast furnace of events; we need a respite.

Here in the desert, the sand at ground level is 140 degrees. And yet now golf courses cover the valley floor, the green and blue of foliage and pools have reclaimed the blinding sand, and more than just Englishmen go out in the midday sun in what was once, not so long ago, a harrowing death trap.

So, before the next blistering heat wave sweeps us up once again, perhaps an easy resort version of Tobacco Quotes is in order.

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Wacky t'baccy

"This is a very risky product, and I accept the responsibility. As a CEO of a tobacco company, I try to do everything we can do to address that risk, with no suggestions, no advice, no ideas from anybody, just continual criticism."

RJR CEO Andrew Schindler, testifying at the Engle trial. Source: Zawada A. Schindler, attorney have hot exchange, "Winston-Salem Journal" 2000 June 20.

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"I know this is sort of the ongoing debate where you try to get me to say something that the lawyers tell me not to say."

Imperial Tobacco Ltd. president Bob Bexon, to a Canadian Senate committee. Source: Palmer R., Canada tobacco executives make rare admission of risk, "Reuters" 2000 June 8.

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"I got the impression that some [British scientists] really lived in Cloud Cuckoo Land because many of the proposed research ideas went out of the way to produce experimental results that would be biased against the cigarette."

Dr Helmut Gaisch, of Philip Morris Europe, in a 1977 document. Source: Ragg M. Tobacco industry close to confession, "The Age" 2000 March 7.

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"It was pretty clear what Philip Morris was doing was out of alignment with society's expectations of it."

Philip Morris USA CEO Michael Szymanczyk, testifying in the Engle trial on PM activities before 1997. Source: Connor M. Philip Morris exec tells jurors Marlboro-maker changed, "Reuters" 2000 June 12.

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"It's clearly a disappointing result for the tobacco companies. They still haven't found a formula to explain their historic conduct to the satisfaction of the modern juror."

Goldman Sachs analyst Marc Cohen, on the Whiteley verdict. Source: Feeley J, Chen V. Tobacco companies liable in California smoking case, "Bloomberg News" 2000 March 20.

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"I believe it will be difficult for the Industry to establish credibility unless the public knows that we have been and are continuing to try to find out what causes disease (specifically cancer) rather than to exonerate cigarettes. For instance, if we could even show that we had found a cure for acne we would at least have the acne victims on our side . . ."

J Ehringhaus, in a June 19, 1974 TI document, "Memo suggesting consideration of formation of a scientifically oriented group to review work made at tobacco industry expense". Source: Daily Doc: TI,

June 19, 1974: *TI dream: curing acne?* “Tobacco BBS” 2000 May 25.

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“We have a right to show that we’re not reprehensible.”

Philip Morris attorney Dan Webb, on the upcoming punitive damages phase of the Engle trial. Source: McQuillen W. Tobacco liability cap conceded by plaintiffs in Florida case, “Bloomberg News” 2000 April 10.

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“It has come to my attention that even now briefs are being prepared that will lead to multi-billion dollar suits against governments, our own included, that have put their citizens at risk of succumbing to Parkinson’s, and other degenerative ailments, by legislating smoke-free environments.”

Canadian columnist Mordicai Richler, in a typically wild eyed op-ed. Source: Richler M. Today’s vice, tomorrow’s cure / Pass me a drink and a smoke for my health, “National Post” 2000 May 27.

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“Instead of forays into South American countries to destroy their coca fields, we could find ourselves combing the back roads of North Carolina hunting down tobacco farmers.”

Robert A. Levy’s testimony on House Bill No. 3006 (private attorney retention sunshine act). Source: Levy R. Larger implications of the tobacco settlement (commentary), “Cato Institute” 2000 March 11.

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“I recently visited 12 farmers in South America who were growing an average of 10 acres of contract tobacco each; only one of those farmers was wearing shoes. Do we want American tobacco farmers barefooted and bare-backed when it comes to dealing with tobacco companies?”

Danny McKinney, CEO of the Burley Tobacco Growers Cooperative Association, in an op-ed on Philip Morris’ contract buying plan. Source: Legislators should ensure fairness for farmers in tobacco contracts, “Lexington Herald-Leader” 2000 March 15.

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“Why then is there not a market for nicotine per se, to be eaten, sucked, drunk, injected inserted or inhaled as a pure aerosol? The answer, and I feel quite strongly about this, is that the cigarette is in fact among the most awe inspiring examples of the ingenuity of man.”

William L. Dunn, Philip Morris Tobacco Company Research Center. Source: Landman A. Daily Doc: PM, July 1, 1972: Philip Morris on ‘Pulmonary eroticism’, “Tobacco BBS” 2000 May 29.

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“Why? Why such a huge commitment to food? Because, let’s face it—without food, we’d all die! And no one is more committed to risk adjusted life expectancy than Philip Morris!

Satirical cartoon character “Mr Butts” returns. Source: Trudeau G. Doonesbury, “U-Click (UPI)” 2000 January 2.

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“It’s horrifying to hear that not only are (legislators) trying to protect the tobacco industry . . . but the reason they’re saying they want to do it is so that they can continue to get tobacco money so that Florida children will get anti-smoking messages. So we have to keep a killer industry in business, killing people, so they can make money and keep sending us money? I don’t think Stephen King could spin a yarn as horrible as this.”

Dr Elizabeth Whelan, president of the American Council on Science and Health. Source: Somers T. Legislators’ efforts to limit tobacco verdict draw fire, “(Ft Lauderdale, Florida) Sun-Sentinel” 2000 April 16.

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“There are stories here that scared even me—psychopathic killers, torture chambers, haunted hotel rooms . . . and wafting though each story, the deadly, seductive scent of tobacco.

Steven King, on his new audio story collection, “Blood and smoke”. Source: Simon & Schuster Audio to publish original Stephen King stories, “Business Wire” 1999 November 19.

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“Some people are angry (at the state), some people are angry at themselves, because they smoke, and some people are angry at us, that we charge too much money . . . It’s always easy to blame somebody else.”

Tobacco store owner and homespun philosopher Alec Rasheed, on the New York tax increase. Source: Peeved NY smokers stare down nation’s highest cigarette tax, “AP” 2000 March 1.

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“It’s not your grandfather’s tobacco”

CropTech co-founder Carole Cramer. CropTech has presented a glowing picture of the potential of transgenic tobacco to Virginia legislators and economic development officials. Source: Sluss M. Healthy hope for tobacco, “Roanoke Times & World News” 2000 June 5.

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“We started smoking when we were 14 years old or so . . . And I don’t see why we should quit just because some tobacco companies think we should. They should be glad we’re already smoking at our age.”

Russian smoker “Sasha”, 16, on the industry’s Russian anti-youth smoking campaign. Source: Shevory K. The St Petersburg Times: Campaign targets smoking minors, “ABC News” 2000 May 23.

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“I feel for the babies in Bangladesh, but I’ve got babies in Georgia to worry about.”

Georgia Republican David Lucas, urging lawmakers to put the jobs of Georgians who make cigarettes ahead of concerns that their products would go to foreign children. Source: Badertscher

N. Ga. House OKs \$1.6 million tax break for B&W; "Macon Telegraph" 2000 March 9.

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"I have the right to make any movie I choose, and I also have the right not to go see it."

Motion Picture Association of America chief Jack Valenti, making sense at the CASA conference. Source: Cigs, drugs stir divided panel, "Variety" 2000 March 3.

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"If it was a cigarette, it was an act of God. It was just meant to be."

17-year-old Matthew Riesner, whose cigarette set a historic Baltimore, Maryland district ablaze, offers up a new culprit responsible for smoking

related fires. Others affected by the fire seem to agree in the story. Source: Smoking cited as cause of Ellicott City fire, "The Baltimore Sun" 1999 November 16.

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"We can imagine no reason why, with ordinary care, human toes could not be left out of chewing tobacco, and if toes are found in chewing tobacco, it seems to us that somebody has been very careless."

Supreme Court of Mississippi, in the seminal US tort case, *Pillars v RJR* (April 15, 1918). Source: Orey M. Assuming the risk, "Little Brown & Company" September 1999.

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