

that will be born. There is such a heavy addiction rate, with cigarettes, that you have people such as William Bennett, the Secretary of Education, who is known as the drug czar, totally unable, incapable of shaking his cigarette addiction. So what we're dealing with here is probably the most addictive drug in this country, maybe with the exception of alcohol. But George Will, Sunday, wrote an editorial on the subject, and the headline in the Omaha World-Herald was, "Tobacco Firms Draw a Bead". Not too long ago Senator Hefner and I are joined to present a successful amendment to a bill. Senator Hefner, I never thought that George Will and I would see eye to eye on an issue of such importance as this, but I'd like to read just a couple of portions of his article. "While you read this column, three American's will die of smoking-related illnesses. Not surprising, considering that in 1986 the Surgeon General reported, among other horrific things, benzene concentrations in cigarettes up to 2,000 times greater than the amounts that caused Perrier water to be pulled from markets worldwide. What is surprising, and will flabbergast future generations, is that public policy is so flaccid regarding the nation's foremost cause of preventable death." Then he goes on to bring us to what he calls "Today's subject is cigarettes, and the task, not exactly chivalric, is one of protecting 'virile females.' They have various attributes, but the one most lovely to R.J. Reynolds Tobacco Company is that they are minimally educated." He goes on to talk about how cigarettes are targeted not only toward this group, but to underage youngsters and that it...a tiny percentage...let me see if I can find it, "Cigarette advertising plays upon teenagers' desire for autonomy and anxiety of social acceptance and sexual allure. If just 3 percent of cigarette sales are to underage children, that market segment spends \$1 billion giving the companies \$150 million in profits." He ends with this paragraph, "Targeted marketing, a common tactic, is now considered disgusting when the targeted group is picked because it is badly educated and informed, and hence manipulable, and the product being marketed is injurious. But senior executives who set the tobacco companies' marketing strategies do not have daughters who fit the virile female image. One wonders: Do the executives' daughters smoke? If so, are the executives pleased? If so, are they not strange parents?" One other comment, I don't think any appeal to profits can justify this kind of targeting. During the sixties there was an antidrug song sung by a group called the Temptations, and it started by saying, junk man, and a junk man is a drug dealer, junk man standing on