

National Health Federation BULLETIN

OCTOBER 1978 • 50¢

●
HERE WE GO AGAIN!



RUSSIAN FLU
VACCINE PUSH
'SWINE FLU
FIASCO ALL

DR. MORRIS OVER AGAIN,'
SAYS EX-FDA RESEARCHER

●
WILL CALIFORNIA VOTERS FOLLOW SUIT?

Prop. 5 to Provide Smoke-Free
Areas in Buildings Used
by the Public on Ballot
in November; Pushed by Many,
Opposed by Tobacco Interests

●
Pilot Program in Minnesota Teaches
5th-Graders About Smoking Folly

●
How Ladies Were Lured Into
Cigarettes — for Profit

●
California Solons Won't Stop Free Ciggies

●
Judge Ponders Pittsburgh Fluoride Case:
May Be Turning-Point in Decades-Long Battle

●
NHF Helps Rescue Another Leukemia Victim

●
Dr. Evers Wins Chelation Court Fight



Sign in Twin Cities Airport

Dedicated to the Protection of Health Freedoms

THE NATIONAL HEALTH FEDERATION BULLETIN

Protection of Health Freedoms

Published Monthly

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October 1978

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The Bulletin serves its readers as a forum for the presentation and discussion of important health issues including the presentation of minority or conflicting points of view, rather than by publishing only material on which a consensus has been reached. All articles published in the NHF Bulletin — including news, comments and book reviews — reflect the individual views of the authors and not necessarily official points of view adopted by the Federation.

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'We Have Proved That Fluoridation Is Lethal . . .'

Judge Ponders Evidence in Pittsburgh Fluo Case

The case viewed by Attorney John Remington Graham as "the Armageddon of the fluoridation fight" has gone to a Pittsburgh court for a decision, after several weeks of testimony from experts on both sides of the controversial issue.

Brought against the Borough of West View, Pa., by Paul W. Aitkenhead, 75-year-old retired engineering company owner, and others, the suit seeks a preliminary injunction from Judge John Flaherty ordering West View to halt fluoridation which was started March 1.

It is the first time in 10 years that the issue of safety has been heard in open court. Both sides were given full opportunity to bring in the specialists, and cross-examination was an important part of the procedure.

After quoting the principle of organic law that "Every freeman ought to find certain remedy for every injury to his person, property, and character, freely and without purchase, promptly and without delay, completely and without denial in conformity to the laws," the memorandum states that "the cardinal grievance of the plaintiffs is that fluoridation endangers the people. Therefore, we appeal to the conscience of the Chancellor to abate the nuisance by prohibitory injunction. Over many days, distinguished scientists have testified concerning demonstrable harm to human life and health from fluoridation, which, according to Dr. Dean Burk, is responsible for at least 10,000 — perhaps as many as 35,000 or more — excess cancer deaths in this country every year.

"We have shown, mainly by the testimony of Dr. Aly Mohamed, the capacity of fluoride, even at low concentrations, to induce or accelerate genetic damage,

tumors, and cancer in experimental animals, plants, and insects under controlled laboratory conditions . . .

"Dr. George Waldbott explained why fluoridated water could cause accumulations in the human body leading to cancer.

"Dr. Burk, and his colleague, Dr. John Yiamouyiannis, presented one of the largest and most sophisticated epidemiological studies in modern science covering the cancer-fluoridation experience of 18 million Americans over 30 years. There were controls for known and unknown variables, including geographic and environmental factors; double-blind design to control for bias; an objective and manageable index (viz. cancer deaths) for time trends studied; together with adjustments for age, race, and sex by direct and indirect methods.

"In response to this enormous body of evidence there was a spirited effort by the defendants to impeach the inescapable conclusion that fluoridation is causing cancer morbidity and mortality on a very large scale A very significant part of our case went completely unanswered and uncontested, and, being credible, must be accepted as fact We refer to the extensive testimony of Dr. Waldbott who, during his many years as a physician, has been able to observe the allergic, intolerant and toxic reactions — even the gradual death — of sensitive individuals exposed to fluoridated water."

In the section, "Conclusions and Requests," the plaintiffs said: "We have proved by overwhelming evidence that fluoridation sets in motion a lethal, carcinogenic momentum which presently is responsible for thousands of terrible deaths among our countrymen every

RUSSIAN FLU VACCINE PROMOTION IS 'SWINE FLU FIASCO ALL OVER AGAIN'

The Russian flu promotion in Washington is "the swine flu fiasco all over again."

This is the nutshell summary by 59-year-old microbiologist J. Anthony Morris, M.D., of the effort by HEW Secretary Joseph Califano to impose a \$15-million Russian flu vaccine program on impoverished seniors and children.

Dr. Morris, fired in July 1976 from his FDA position as a specialist in influenza research after he criticized the proposed swine flu program (Oct. 1976 *Bulletin*), is to get a rehearing by the Civil Service Commission. He was in Los Angeles in mid-August, a guest of Tom Snyder on a nationally-broadcast NBC program. Earlier he was on the popular Phil Donahue program in Chicago blasting the new HEW immunization proposal.

The gist of his message on both programs, and later during interviews by *The Bulletin* and *Public Scrutiny* at the year.

"We have proved by powerful and uncontested evidence that fluoridation causes among sensitive persons very serious allergic, intolerant, and toxic reactions. These can occur almost immediately.

"The defendants have thrown into the case the full force of their resources, calling in scientists from here and abroad with impressive titles, advanced degrees, and prestigious backgrounds. One by one, slowly, little by little throughout an arduous fight, their objections have been exposed as 'sound and furry signifying nothing.'

"The attempt by the defendants to secure an indefinite continuance by *ex parte* appearance shows they are fond of delay despite the public danger. Their attempts to introduce muckracking

National Health Federation, is that the Senate was "misled" by Senator Dale Bumpers into approving 47-30 an amendment to include \$8.2 million in the health and welfare appropriation. He believes Senator Bumpers was misled by Secretary Califano's July 31 statement that without a flu immunization program this year, "hundreds may die."

The Center for Disease Control (CDC) asked for \$15 million to provide flu shots for chronically-ill and elderly individuals, the request was denied by the House Appropriations Committee following testimony by Dr. Morris and others, and the House later rejected the appropriation 2-1. The Senate Appropriations Committee voted 12-8, against the funding program, after which Senator Dale Bumpers, whose wife lobbied vigorously for the funding, asked the Senate to approve an \$8.2 million appropriation for a flu vaccination program.

materials from Stephen Barrett and the so-called Consumer's Union reveal that they are fond of defamation and *ad hominem*, despite the gruesome facts of science.

"The people served by the Water Department of West View are threatened by a danger which we have proved with hard evidence. Therefore, let a preliminary injunction issue, and, while the defendants prepare an answer hereto, let a special injunction issue. No bond should be necessary, while health and lives are at stake, and the defendants need only discontinue the addition of fluoride. Indeed, if anyone should post bond, it would be the defendants to compensate those harmed so long as fluoridation continues. (We) thank the Court for gracious attention and patience."

Acknowledging that HEW "has not done a good job in getting the information (about the swine flu fiasco) to Senator Kennedy's Health Subcommittee as requested," Senator Bumpers nevertheless said he still supported CDC's request for money to fund a Russian flu vaccination program for "high-risk people — children 12 and under, and those 65 and over — in wheelchairs and nursing homes suffering from emphysema, acute arthritis, and any number of other permanent disabilities." He told the Senate that last year he "saw A Victoria racing through a nursing home (of which he is a former partner) and about a month later 8 to 10 people were dead."

Senator Jacob Javits argued against the funding proposal, noting the money would come from venereal disease funds, and that this money is more needed there than in an immunization program against Russian flu.

Senator Lowell Schweiker told his colleagues not to overrule the Appropriations Committee's decision to reject the funding request, and noted that despite the fact millions contracted Russian flu last year, "nobody, not even in Russia, has ever died from Russian flu."

Dr. Morris emphasizes these points,

and adds the important factor that Senator Bumpers "misled his colleagues by resorting to scare tactics, and incorrectly stating that had the Russian flu vaccine been available in the nursing home, those persons would not have died. The fact is, Russian flu vaccine does not contain the agent that is used against A Victoria. He misled the Senate into believing this vaccine would do something it was not designed to do. I'm not saying he did it purposely — I think he was misled by Mr. Califano's letter because that letter begins by saying the vaccine will prevent A Victoria. Mr. Califano himself was in error, he was misled. I don't know who misled whom, but what I'm saying is that Mr. Bumpers' information certainly misled the Senate.

"Mind you, the Senate voted for a bill that the full House had voted 2-1 against. Not only that, the Senate Committee on Appropriations had voted in favor of this measure. Bumpers came in with his misinformation, misled them, frightened them, and they voted for it."

**YOUR CONTRIBUTIONS
TO N.H.F.
GET THE JOB DONE**

'YOU CAN'T SUE IF HARMED BY RUSSIAN FLU VACCINE'

If people are harmed by the Russian flu vaccine — and the government admits that one person per 100,000 may contract the paralyzing Guillain-Barre — there will be no recourse this time, Dr. Morris points out.

"It's not like it was with swine flu. If you're hurt, you're on your own. You can't sue the government. You can't sue the manufacturers because the slip says you might be harmed by the vaccine. The government's position is that people are warned the vaccine might hurt them, and that since they are fully aware it might hurt them, the government has no more responsibility. But they ignore the fact it is the government that's pushing the program for those who cannot afford to go to a private physician.

"The question is, why is the government interested in this? The answer is simple: One is vaccinated against measles, if done correctly, once; against whooping cough, once. Influenza virus vaccine is taken every year. These kids will be vaccinated every year. This is a tremendous market. That is the reason it's being pushed. And furthermore, it does no good. The mere fact it is given every year means it doesn't do much good."

Geri Matchan's Long Struggle with Cancer Ends; Memorial Established

Because the last third of her life was spent fighting cancer with nonconventional types of therapy — and because the right of patients to choose that approach is a basic tenet of the National Health Federation — a memorial fund in the name of Geri Matchan has been established, according to her husband, Don Matchan, editor of *The Bulletin*.

Geri's 23-year struggle ended the night of July 24 in Arcadia Methodist Hospital where she had been taken three hours earlier. X-ray examination had revealed three weeks earlier that the breast tumor had metastasized to the right lung. A build-up of fluid, and high carbon dioxide content in the blood, made continuance of life impossible. Except for the sometimes-agonizing fight for air, she never suffered pain.

Services were held July 27 in St. Luke's Episcopal Church, Monrovia, and a memorial eucharist was held the following Saturday, just one week after her 73rd birthday, in the Church of St. John the Baptist, Episcopal, Capitola, Calif., where the Matchans have been members for many years. Inurnment was in the columbarium in Alta Mesa Cemetery, Palo Alto, with their son, Don, Jr., who died in an automobile accident in 1956.

Geraldine Irene Gilman was born on a farm in Medford, Minn., and lived there until the family moved to St. Paul where she attended high school. She was graduated in 1927 with a B.S. in chemistry from Carleton College, Northfield, Minn., and worked as a technician in the Mayo Clinic until her marriage Aug. 31, 1930. She was a member of the Order of Eastern Star, Daughters of the American Revolution, and a life member of the National Health Federation.

The Matchans became publishers of the weekly *Monitor* in Lidgerwood, N.D., in 1935, and later published two newspapers in Valley City, N.D., and the *Los Altos News* in Los Altos, Calif., from 1950 to 1956. Throughout their newspaper career the two worked as a team, in the editorial department. In 1957 they bought the *Herald of Health* from the National Health Federation, and published it in San Francisco until selling it to Jack Terry in 1962, at the time the Federation moved to Monrovia.

In a letter to the Board of Governors, NHF President Charles I. Crecelius said in part: "Geri Matchan, one of the most gentle and patient ladies we have ever known, has passed away . . . we loved her very much, and she will be greatly missed. . . ."

During her long fight to live, following a mastectomy in 1955 after which she refused irradiation and further surgery, she was a patient of the Hoxsey Clinic in Dallas, Texas, when Harry Hoxsey was still permitted to operate it. She became nutritionally-oriented in 1958 when Dr. Walter Hodson lectured in Palo Alto. In the early 1960s she became a patient of Pauline Beregoff-Gillow, M.D., a pioneer in preventive medicine, who later established the Arthur S. Gillow Preventorium in Bogota, Colombia. Subsequently she was a Laetrile patient of the late Dr. E. T. Krebs, Sr., and for a time she followed the Gerson regimen. She received Koch injections in the early seventies. For two years she received nutritional therapy from Michael Walczak, M.D., Studio City, Calif. Friends for many years of Dr. H.F. Parsons and Lyndall Schiller, she was a nutrition patient of theirs until moving to Monrovia in late 1974.

In 1974 she went to Hannover, Germany for treatment by Dr. Hans Nieper. She also tried the Kelly program for a time, and was a patient of Dr. Ernesto Contreras in Tijuana on two occasions. She spent more than a year under the care of Francisco Izundegui, M.D. in Mexico City, returning in June, 1977, when she no longer felt up to

(Please turn to page 6)

In Memoriam — Geri Matchan

As NHF's Charles Crecelius has written, Geri Matchan, 73, who "moved on" July 24, was "one of the most gentle and patient ladies we have ever known."

Small stature notwithstanding, she was as well, a person of incredible courage and determination, and because of such qualities managed to stay among us far longer than seemed possible, despite the ongoing bout with cancer.

After orthodox treatment some 23 years ago — a mastectomy — Geri, with her husband's totally-devoted encouragement, availed herself of the most promising alternative approaches that came to her attention, including good nutrition. As a result, she was able to stay active for all those 23 years — active and loving of people and creatures, cheerful and dedicated to her personal faith, and to supporting her gifted Don's career in journalism.

Geri was really a phenomenon, bearing witness to the adage that where there's a will, there's a way — thereby giving hope and inspiration to anyone facing a similar challenge.

She didn't have a lot to say sometimes. But those of us who knew her soon discovered she was delightfully witty and had keen perception that came to the fore at appropriate moments. And when she wrote letters, even notes, they glowed with a special quality, indicating a writing career of her own was not possible, but probable. If Geri realized that, though, she sublimated the talent, perhaps deciding one journalist in the family was enough.

Now and then, I, along with others I'm sure, received a little note from Geri Matchan, providing a reassuring boost — just when it was needed most. One such message came from her only weeks before her transition to another realm, where I believe she's now relieved and joyous — free of the physical vehicle she was so determined to keep healthy.

I also am convinced Geri Matchan knows very well that as Charles Crecelius expressed when announcing her passing, "we loved her very much and she will be missed." But I feel certain she would want us, including Don especially, to rejoice with her, not mourn — knowing the essence of all she was still is and remains intact with us, perhaps even more completely than ever.

(Ed note: Betty Franklin and her late husband, Edward P., "Eeplee," are longtime friends of the Matchans. It was they who were responsible for opening their eyes in the late 1950s to the hazards of fluoridation through a lecture by the late Dr. Frederick B. Exner, whose father, Professor Franz F. Exner, head of the chemistry department at Carleton College, was Geri Matchan's favorite professor. The Franklins were probably the most knowledgeable and active persons in the fluoridation fight for many years, devoting much time and considerable financial resources to the fight. In recent years, Betty has blossomed into a talented writer whose articles appear frequently in *Let's Live* magazine.)

Initiative to Protect Nonsmokers On November Ballot in California

California voters will have opportunity in November to mandate legislation to provide nonsmoking sections in nearly all indoor public places. An initiative measure qualified for the ballot after nonsmokers obtained signatures of more than 600,000 voters who want a chance to express themselves on an issue the legislature has sidestepped.

The initiative, if approved, will set up smoking and nonsmoking sections in most indoor public places, enclosed places of employment, hospitals, and schools.

The proposed initiative says in part: "Subject to . . . exceptions . . . smoking is unlawful in any enclosed public place, in any enclosed place of employment, in

any enclosed educational facility, in any enclosed health facility, and in any enclosed clinic. No person shall smoke in any area where smoking is unlawful." A \$50 fine would be imposed for violations.

The exceptions are spelled out in detail, and generally include designated smoking areas removed from common public areas, and indoor places of employment.

"This is definitely not a prohibitionist movement," said Eddie Tabash, Los Angeles, a campaign official.

"All we are trying to do is give people a choice as to whether they are going to be inhaling other people's smoke in enclosed public buildings."

(Continued from page 4)

"going it alone." More recently she again started with the Hoxsey medication under direction of Mildred Nelson and Dr. Friday at the Bio-Medical Center in Tijuana, and there was marked improvement in the condition of her blood.

For nearly a year she was a patient of William J. Saccoman, M.D., San Diego, who administered heavy dosages of Vitamin C — up to 68 grams a day — and who is a skilled professional as well as a warm human being. During that time she also was a patient of James R. Privitera, M.D., Covina, who combined nutritional therapy with a cheery, positive outlook, doing everything he could to help her cope. A longtime friend of Betty Lee Morales, she also appreciated and used her counseling over an extended period. She took a series of oxygenated colonic treatments from Dr. Andi Mascolina in Anaheim, and for nearly a year was a patient of Kathleen Power, D.C., Pasadena, who helped her through sacral-occipital therapy (SOT), as well as psychologically.

On her last night, the admissions doctor at Arcadia Methodist Hospital, after first rejecting the idea of nutrition for cancer, said, "In the long range, 23 years is a long time, and you can't fault that."

The decision to set up a memorial fund in her name was made following receipt of checks of \$50 each from NHF Vice-President Dorothy Hart, and her sister, Jean Dixon, Medford, Ore. The Harts have been friends of the Matchans for years. On a trip to the NHF convention in Portland in the early sixties, Fred Hart, founder of NHF, nick-named Geri, "Sun-in-the-Face," and her fun-name for him was "Rain-in-the-Face."

Her husband has been sustained in her passing, not only by the loving expressions and prayers of many warm friends, but also by the knowledge Geri is now "with the Lord, and free."

CLEAN AIR PROponents SEEK FUNDS TO COUNTER PROPAGANDA AGAINST NONSMOKERS' INITIATIVE

Facing opposition determined to smash Proposition 5 — the measure on the California ballot designed to protect nonsmokers — the Campaign for Clean Indoor Air has turned to its only source of income to push for enactment of the initiative — the ordinary citizen who believes "nonsmokers have rights too."

Under the name of Citizens for Common Sense, the Tobacco Institute reportedly is pouring millions into a Madison Avenue-type campaign to mislead voters into believing passage of the initiative would result in economic hardship to business people and workers. The tobacco interests have won the support of the leadership in some labor unions and the California Newspaper Publishers' Association, some of whose members are reaping fat profits from cigarette advertising.

To counter the high-powered campaign against Proposition 5, the Committee of the Campaign for Clean Indoor Air asks that every person who wants to see nonsmoking areas established in public places contribute \$1 (or more), and ask their friends to do likewise.

"We have no fat tax-subsidized budget to get our message across to the voters in California," said Ruth Prinz, a volunteer worker in Group Against Smoking Pollution. "But to counter the propaganda which is coming from those who profit from the tobacco misery, we need money. We appeal to every person who plans to vote yes on 5 to send a contribution. If each one who signed our petitions to get the measure on the ballot would give \$1, we could do a creditable job of winning friends to the cause of clean air."

Contributions may be sent to the Campaign for Clean Indoor Air Initiative, P.O. Box 1061, Berkeley, Calif. 94701.

ACS Gives \$25,000 to Promote Prop. 5

The California Division of the American Cancer Society has contributed \$25,000 to the campaign to win voter approval of the Clean Indoor Air Initiative in November.

According to Justin J. Stein, M.D., president, it is the first time the state organization has given money to support a ballot issue.

"We realize we're in an uphill struggle, and that what we can contribute is peanuts when weighed against the funds that will be poured into the state from outside tobacco interests," said Dr. Stein. (In July, tobacco interests had spent more than \$200,000 to fight Prop. 5. Ed.) "The fact is, we feel it's vital that the freedom of both smokers and nonsmokers be protected, and that California voters have the right to decide the issue. The American Cancer Society

is not against smokers. As members of a free society, we should recognize the rights of informed adults to smoke if they choose, because to suggest otherwise would be to imply a prohibition, which is neither enforceable nor desirable in a democratic society.

"We do feel that restricted smoking areas can help cut the toll of lung cancer deaths in the nation by calling attention to the fact smoking has become a less socially-acceptable practice, thus perhaps keeping more young people from taking up the habit. And the fewer cigarettes smoked, the less the risk of disease."

In 1977, ACS conducted a survey in California, results of which showed that 77% of the population — smokers and nonsmokers combined — favored no-smoking areas in restaurants.

Antismoke Program for Fifth-Graders

WHY HURT THIS BEAUTIFUL BODY? KIDS ARE GETTING THE MESSAGE

With 24% of the nation's teen-agers now smoking, the U.S. Department of Health, Education, and Welfare along with the American Lung Association, American Cancer Society, and American Heart Association, are co-sponsoring a project in several Minnesota school districts to demonstrate to fifth-graders what happens to the body after tar and nicotine and other hostile substances are forced into the lungs.

Developed last fall in Berkeley, Calif., the program teaches students about "the beauty of the body systems." Preaching that "thou shalt not smoke" is avoided.

By the time youngsters are in seventh grade, many are smoking. It is to reach the children who might emulate the smokers that the program has been developed.

Part of the five-month program is spent in the laboratory where the lungs of different animals are dissected, teaching the anatomy of breathing — and to respect it.

"This is a trachea, and here's the

esophagus," a student told a reporter as she pulled at a calf lung with dissecting tools.

Jan Kodet and Claryce Hoff, two fifth-grade teachers in Robbinsdale, Minn., believe the lessons in the perils of smoking are more effective than stop-smoking clinics in upper grades. "The children really listen to us," said Ms. Kodet. "Junior high kids already have made up their minds."

Classroom visits by police officers, firemen, doctors, and cancer victims are part of the program, and much of the specific antismoking message is contained in movies provided by the cancer society — "The Feminine Mistake" being its latest and perhaps most effective.

All are useful, the teachers agreed, but the real message is almost subconscious: "I have this wonderful body. Why should I do anything to hurt it?"

(Ed. note: A message equally appropriate for the obese person — the compulsive over-eater.)

3 of 4 Heart Attacks Caused by Cigarettes

A study conducted at Boston University Medical School and published in the *New England Journal of Medicine*, reveals that cigarettes caused three-fourths of the heart attacks suffered by a group of otherwise-healthy women under 50. The researchers warn that such attacks are likely to increase as more teen-age girls take up the habit.

Doctors also found that heavy-smoking women under 50 are about 20 times more apt to have heart attacks

than are nonsmokers. Half the time these attacks are fatal.

The researchers estimated that one-third of the young women suffering heart attacks (myocardial infarctions), have no underlying illnesses, such as high blood pressure, that could be the cause.

"Our findings suggest that in this category, some 75% of infarctions could be avoided if women did not smoke," the doctors concluded.

HEW ENCOURAGED OVER ANTISMOKE CAMPAIGN PROGRESS

A summary of the latest information on smoking has been published by the National Cancer Institute and is available free from John C. Campbell, Office of Cancer Communications, National Cancer Institute, Building 31, Room 10A16, Bethesda, Md. 20014.

Titled *The Smoking Digest - Progress Report on a Nation Kicking the Habit*, the 129-page volume is divided into six sections dealing with attitudes of teen-agers, young women and health professionals toward smoking; biomedical effects of smoking; public information and education programs; smoking cessation programs; legal restraints on smoking; and trends in the marketing of cigarettes.

It is viewed as "a useful reference tool for media professionals, educators, school administrators, legislators, community leaders, health professionals, personnel managers, hospital administrators, and health information/public affairs officers."

Written in simple, concise language, it has been praised by professionals in education, medicine, the press. Mr.

Campbell says the Institute sees "strong, hopeful trends in attitudes and behavior among smokers and the general public. For example: the proportion of adult men and women who smoke cigarettes continues to decline; health professionals lead the decline — only 1 in 5 physicians now smokes; most smokers want to quit — 6 of 10 have seriously tried, and 9 of 10 would if there were 'an easy way'; 8 of 10 smokers recognize smoking is harmful to health."

HEW's concern, says Mr. Campbell, is that many teenagers, "perceiving the habit as a majority adult phenomenon, may be more likely to start smoking; that many smokers who want to quit may be discouraged by reports indicating growth in the smoking trend, and failing in attempts to quit; may consider their situation hopeless; that organizations and institutions conducting smoking education and/or cessation programs may become similarly discouraged and fail to recognize the degree of accomplishment their combined efforts have achieved."

Tobacco Institute Calls HEW Antismoke Drive 'Heavyhanded'

About 100,000 children under 13 are regular smokers, the secretary revealed.

Commenting on the new drive to combat smoking, the Tobacco Institute's Kornegay told the press: "Secretary Califano recommends such things as heavy-handed antismoking propaganda regulations to prohibit smoking in public places, and regressive tax measures. Of the many proposals he has made, at least half represent the intrusion of government into individual freedom of choice."

The secretary denies his campaign is

"Government coercion," says Tobacco Institute President Horace R. Kornegay of HEW Secretary Joseph A. Califano's campaign to reduce smoking, particularly among children.

Mr. Califano is exploring the possibility of seeking a 20% increase in the cigarette tax — from 8 cents a pack where it's been since 1951, to 10¢-15¢. Evidence here and abroad indicates, he told a House subcommittee, "that a 20% increase could lead to an overall smoking reduction of at least 5% to 10%."

A recent Gallup Poll survey shows that 24% of American teenagers smoke.

Economics of Tobacco Ranks High With Senator Hayakawa

When Mrs. Ruth Prinz, 1018 Amherst Dr., Burbank, Calif., wrote Senator S. I. Hayakawa protesting federal subsidies of some \$60 million a year to tobacco growers, and another \$70 million for overseas subsidies and promotion of American cigarettes, she received the following reply:

"Thank you for expressing your concerns about tobacco products and the tobacco industry.

"As you know, I do not smoke. But since there is a medical controversy concerning the effects of smoking, increased warnings on cigarette labels have been proposed. In addition, increased taxes on tobacco products could be directed toward cancer research.

"The tobacco industry does not come under crop support prices as such, as food and feed commodities do. There is a loan capability for use by the tobacco grower, but this so-called price support program does not add significant cost to the American taxpayer. Tobacco is the fifth largest cash crop we produce, and in 1976 the nation's crop was worth over \$2.3 billion.

based on coercion and scare tactics. Rather, he says, the information will be based on research linking lung cancer and other diseases to smoking. It also will emphasize education to better inform the public about the hazards, with much of the effort directed to young people to counteract the cigarette industry's "half-a-billion-dollar advertising campaign which portrays smoking as attractive and mature."

He said HEW and the Federal Trade Commission will examine the question of what constitutes unfair and deceptive advertising targeted at children and teenagers.

"Tobacco and tobacco products provide significant amounts of tax revenues to governments at the federal, state, and local levels each year. In fiscal year 1976, an estimated \$6,153,983,000 were collected in direct taxes on tobacco products. Since 1863, when tobacco products taxed by Government first included cigarettes, over \$119.1 billion have been collected. Of the total tax revenue for 1976, the federal government collected almost \$2.5 billion; state governments received over \$3.5 billion; and local governments took in almost \$114 million.

"In recent years, over one-third of the nation's tobacco crop has been exported to foreign countries. Exports last year totaled about \$1.46 billion. Our imports were about \$316 million, giving the tobacco industry a net contribution of over \$1.1 billion to our balance of payments in 1976.

"The controversy over tobacco is not new — it has raged from the 17th century forward. But the fact remains, tobacco is a legal commodity, sold worldwide. Tobacco farmers are not looking for a handout. They want to work their crops, market their products, and make a decent living. In order to do this, the tobacco program is necessary to stabilize the production of tobacco and insure fair prices for the crop on a competitive market.

"Thank you for writing."

THREE CHEERS!

The 8-year-old Virginia Slims Women's Tennis Circuit, widely believed a factor in the increase in smoking among young girls, has been discontinued. The sponsor has spent over \$8 million on the tournament since 1970.

MAGAZINES BOW TO TOBACCO AD DOLLARS

"Magazines that have accepted growing amounts of cigarette advertising have failed to cover tobacco's threat to health," said *Columbia Journalism Review* in a report titled "The Magazines' Smoking Habit."

An editor of *Ms.* admitted the magazine failed to publish anything about the hazards of cigarettes because it "is heavily dependent on cigarette advertising." It did reject one cigarette ad as "sexist," however.

Time and *Newsweek*, which average 6-8 pages of cigarette ads each issue, have failed for more than seven years to publish anything like a comprehensive article on smoking and health, said the report, which contained these further conclusions:

"In magazines that accept cigarette advertising, I was unable to find a single article, in seven years of publication, that would have given readers any clear no-

tion of the nature and extent of the medical and social havoc wreaked by the cigarette-smoking habit.

"It is impossible not to attribute much of the reticence of magazines to the economic realities of the magazine business. Advertisers are free, of course, to withdraw advertising from publications whose contents they find ungenial, and there is plenty of evidence that tobacco companies have not been reluctant to exercise this freedom.

"But when, over a period of seven years, the hazards of a virtually useless product that happens also to have killed hundreds of thousands of Americans fail to attract the attention of even a single magazine that publishes ads for that product — when that happens — one must conclude that advertising revenue can indeed silence the editors of American magazines."

IN THIRD WORLD, MORE THAN TOBACCO GOES UP IN SMOKE

The cigarette habit endangers more than just the health of smokers — in the Third World it aggravates the growing shortage of firewood — an acre of woodland is required to cure every acre of flue-cured tobacco.

For countries like Kenya, Malawi, Pakistan and Brazil, effects of tobacco consumption may prove just as deadly as the lung cancer and heart disease caused by smoking.

The process of curing green tobacco requires the leaf to be kept at temperatures up to 160 degrees for about a week. On rich North American farms, oil and gas burners produce the heat, but in the Third World, these forms of energy are too expensive.

Firewood still is the principal source of energy for the two billion human beings in the rural villages of Asia, Africa and Latin America, and the U.N. Environment Program's executive director warns that the shortage of firewood is becoming the poor man's energy crisis. Moreover the shortage could destroy the environment through erosion and the spread of deserts.

Since few other cash crops prosper in the dry, sandy regions where tobacco is being grown, it becomes an attractive crop for farmers. The wood shortage has become so acute in India that coal is being used, and the same is occurring in Thailand and the Philippines. Even in heavily-forested Brazil, the Third World's leading tobacco exporter, tobacco farmers are running out of firewood.

— MIKE MULLER, *Earthscan*

ACS Refusal to Become Politically Active in Tobacco Problem Scored

The U.S. antismoking effort is only "minimal and symbolic," concluded the National Commission on Smoking and Public Policy following a study funded by the American Cancer Society.

The commission was critical of ACS, the American Lung Association, and the American Heart Association for their roles in combating smoking — the major factor in 320,000 deaths each year at a cost of \$5-\$7 billion in health care and \$18 billion in lost productivity, wages, and absenteeism.

The commission estimated that out of annual incomes in excess of \$230 million, "only a very small amount has been allocated to smoking-related problems." Of its \$100 million-a-year income, ACS spent only .2% for that purpose.

The commission believes "the major opportunities for action (against smoking) lie with the legislative branches of federal and state governments, as well as with law-making bodies at the local level. Regulatory agencies at all levels of government could exercise a powerful influence.

"State legislators," continued the report, "have testified that they rarely hear from (the American Cancer Society or the American Heart Association) when 'smoking' legislation is introduced or when hearings on bills are held."

Although the commission was established by ACS and contained some of its personnel, the panel nonetheless concluded that "the Society has not used its potential resources to the fullest. There is ample room for a vastly-expanded program of political action."

Copies of the report may be obtained from the National Commission on Smoking and Public Policy, 801 Second Ave., New York, N.Y., or from the American Cancer Society, 777 Third Ave., New York.

BANZHAF COMMENTS

Commenting on the commission report, John F. Banzhaf III, executive director of Action on Smoking and Health, 2000 H St. N.W., Washington, D.C., said in part (*ASH Newsletter* Jan./Feb.):

"The Cancer Society's own National Commission on Smoking and Public Policy is right — the Society is not doing much to fight smoking! It's not just that it does dumb things like agreeing to sponsor a Virginia Slims' Tennis Match or to allow supporters to pay Billy Carter \$10,000 to appear at a fund raiser. It's something more fundamental. For a variety of reasons, the Cancer Society has not and apparently will not take hard-hitting action against cigarettes and smoking.

"Persons who have been contributing to the ACS believing it is waging a real war against smoking may wish to reconsider their giving habits, or at least advise ACS they want action against smoking for the dollars they contribute. According to the National Commission's executive director, in the fight against smoking ACS is spending less than one-fifth of a cent out of every dollar contributed.

"The commission has confirmed what ASH long has maintained: the most efficient way to fight smoking is by using the legal system. Meanwhile ACS has steadfastly refused to go beyond research, education, and resolutions. The success of other much smaller groups in fighting before Congress against the oil companies, the auto companies, and other giants shows it can be done — the tobacco lobby seems so strong only because there are no major national organizations effectively opposing it.

"The fact that tiny grass-roots organizations across the country have been able to get state and local legislatures to

How the Ladies Were Lured Into Cigarettes by Ad Man, Tycoon

BY NICHOLAS VON HOFFMAN

The history of tobacco shows clearly enough how millions can be taught to injure themselves and pay for the privilege to boot. Cigarette smoking is so universal we need remind ourselves that Adam and Eve were not created with Marlboros drooping out of their mouths.

Eighty or 90 years ago almost nobody smoked cigarettes. Women never did and men, only seldom because, in-

Nicholas von Hoffman is a syndicated writer. This article appeared in the June 1978 issue of Wind Pipeline, newsletter of the San Fernando Valley Chapter of Group Against Smoking Pollution, edited by Randy Waller.

restrict smoking in an increasing number of public areas clearly shows there is a strong public sentiment which could be converted into political clout at the national level. Yet the Cancer Society not only refuses to try to lobby Congress to protect the public against smoking — it even went so far as to kill a plan by other health organizations to take a survey of Congressional attitudes on smoking.

"Why is the Cancer Society this way, and how can its attitude be changed? The answer to both questions seems to be the same — *contributions*. The Society seems to feel that really pushing for hard-hitting and effective action against cigarettes — a substantially increased tax, significant limitations on advertising, restrictions on smoking in public places including the workplace, controlling the sale of cigarettes to help keep them out of the hands of kids — might alienate

explicitly enough, the practice was held to be effeminate. Many clergymen denounced the use of tobacco in any form, and while a very few doctors suspected it might have something to do with getting the big C, this was an age when lung cancer was a very very rare disease.

From the turn of the century the push to teach people how to smoke was on. Tobacco companies hired people called "cigarette samplers" whose job was to circulate wherever people congregated and give away free packs to get them hooked. (In like manner, many junk food manufacturers break their fannies supplying products for any kind of nutrition education program that will snag the little ones).

Important people endorsed smoking and encouraged it. General Pershing,

some large supporters. Naturally, simply doing research to find a cure for cancer is much safer, since no one could possibly object. Yet the real answer to the problem of cigarette smoking is not to learn how to prolong life once a cancer is detected, it is to take effective action to prevent the cancer from occurring in the first place.

"Until actual and potential contributors to ACS make it clear they want action *now* against the problem of a smoking — including a commitment of a substantial amount of money and an effective lobbying presence — ACS probably will do nothing more than continue to do research, conduct educational programs, and pass resolutions. If you want them to do more about the problem of smoking, write them (with a copy to ASH)."

Ex-Smoker Muses on Futility of Persuading Others to Quit

commander of the American expeditionary force in Europe during World War I, cabled home base in Washington to say: "Tobacco is as indispensable as the daily ration; we must have thousands of tons of it without delay."

By the second world war the *Journal of the American Medical Association* was carrying cigarette ads with messages like, "The Thoughtful Physician Sends Cigarettes to His Friends and Patients Over Seas." A few years later, the same publication editorialized that "in all probability more can be said on behalf of smoking as a form of escape from tension than against it." (For more on this see a new book, "Preventing Cancer" by Dr. Elizabeth Whelan, W.W. Norton & Company Inc. New York, \$9.95).

The money and effort that went into addicting the populace is best summed up in the diabolic marriage between the late Albert D. Lasker, regarded by many as the greatest advertising man in commercial history, and the equally late George Washington Hill, head of the American Tobacco Company. It was these two who, in the interwar period, turned the American woman on to coffin nails.

Lasker, who had American Tobacco's Lucky Strike account, had been meditating on how to hook the ladies since someone told him, "Get women to smoke and you'll double your market." But exactly how to do it eluded Lasker until a doctor suggested to Lasker's wife that she might try cigarettes to control her weight. Shortly afterward, Lasker and Hill thought up what has been called the single most successful slogan in American salesmanship — "Reach for a Lucky Instead of a Sweet." Sales jumped 312%. With hundreds of millions going into advertising campaigns, it followed that men like George Washington Hill dominated the mass media their ads appeared in.

Hill would make NBC executives turn up for the rehearsals of the pop music shows he was sponsoring. The corpo-

rate vice-presidents were required to dance with the script girls and secretaries while Hill watched them and judged, from their reactions on the dance floor, whether the music was peppy enough to sell Lucky Strikes.

Over at *The New York Times*, they didn't have to do the buck and wing but they ran stories with heads like, "Doctor Scoffs at Charges that Cigarettes Interfere with Health." To this day there are a number of magazines that will cut any slighting remark about cigarettes out of a writer's copy, although there are also a few publications like *Reader's Digest* that have fought the ciggies for years.

Men like Lasker and Hill didn't knowingly promote cancer. Lasker himself died of it, and his widow has given huge sums to cancer research. The point is that there was no stopping them. They had the innocent power to addict tens of millions of people to a deadly poison and they did it.

THE TIMES ON SMOKING

The New York Times has editorially endorsed measures to restrict smoking in public places including restaurants, citing "a growing body of evidence" suggesting that smoke in the air is bad for health, and noting several unsuccessful experiments in separating smokers and nonsmokers in restaurants. The *Times* applauds measures in Arizona, Alaska, New Jersey, and Minnesota to protect nonsmoking diners.

— ASH Newsletter

KILLED IN COMMITTEE

Legislation to prohibit spraying of range and forest lands with herbicides containing dioxin was rejected by a California State Committee, even though its sponsor, Senator Peter Behr, produced studies linking dioxin herbicides with cancer and birth defects. Opponents wanted to wait for results of new EPA studies on the substance.

mean *anything* — the vile weed was enshrined as one of the great totems of our time, and to hell with the taboos.

I think about those early scenes when I see the girls on downtown streetcorners handing out their free samples of Decades, Merits, Prides, Vantages, Kools or whatever new name the geniuses have dreamed up to disguise the old killer weed. I watch the teenagers light up. I think about the European counterparts of these pretty girls — 30-odd years ago — and what they gave away for the product given away so lightly today. It is a powerful drug, no doubt. Every psychologist has had a go at its strange attraction — oral sex, death wish, insecurity, peer group pressure, you name it — but nobody can really explain its stranglehold. In large part, it may be the advertising, but why do all those macho guys on the billboards look so grim? Isn't smoking yourself to death supposed to be fun?

Another bad thing about the free samples: recipients tear off the advertising message and throw it away, thereby adding to the litter that threatens to engulf us all. But whoever heard of a neat smoker?

Finally, I'm disappointed in the young people. I've been hearing — and they've been telling me — how much smarter they are than the old crocks, and here they are imitating us again. Life imitating death. From observation, I'd say they are smoking as much as we ever did, and beginning to drink as much (pot and coke will not save the Brave New World after all). These dumb kids have no excuse. They grew up with antimoking propaganda all around them, while we

"My neighbor stopped smoking yesterday," confides Harry C. Bauer. "He is survived by a wife and child."

Actually, writing about — or against — smoking is a no-win situation. There is the danger of sounding prissy and didactic, and heaven knows it's better to let your fellow man perish than sound like that. The "reformed hooker" play is another stopper. I had a two-pack-a-day habit for 40 years and kicked it cold turkey — wonder how that phrase originated? — but soon learned not to deliver orations about it. The usual response that "There's nobody holier than a reformed prostitute" was too uncomfortably apropos. But a few days ago the Legislature killed a bill that would have stopped the distribution of free cigarette samples, and that inspired me to gasp into action.

It was "free samples" that got millions of Americans hooked on ciggies during World War II. They came in neat little packets of four in your rations, and kids who'd never smoked, enthusiastically lit up to imitate their sophisticated betters. "If you've got 'em, smoke 'em!" the Sarge would holler during a break, and the scrape-click of a thousand Zippos would fill the air. When the GIs overseas discovered their ciggiebutts were more valuable than money and indeed could be traded for anything — and I do

Herb Caen is a popular columnist/author whose writings appear daily in the San Francisco Chronicle. This column, published in late April, was titled "Get Off Your Butts."

were brainwashed from the start. Our movie heroes smoked themselves out before our very eyes. The advertising was as uninhibited as a sledghammer. George Washington Hill, the wily and unpleasant old codger who owned Lucky Strike, roared from a million billboards, "Reach For a Lucky Instead of a Sweet!" Candy would make you fat. Cigarettes would make you so thin you would soon fade away entirely.

Another reason I seldom sound off about smoking is the rejoinder, "What I do with or to my own body is my own business and don't you forget it, buddy." How fights are started in barrooms. "If I wanna drink myself to death, that's my business, too." Granted, tentatively, but there's a slight difference here. In most cases, people drink themselves to death in their own private, dark world. Most people are seldom bothered, at close quarters, by a drunk, but a smoker truly invades your privacy — your air space. When I'm seated at a counter eating lunch and the guy next to me lights up, he is damaging me, not to mention lessening my pleasure. It astonishes me to this day how many jeunes (or vieilles)

filles bien elevees will light a cigarette between courses at an elegant dinner, while others are still eating. These are generally the same people who prattle about "the decline of good manners."

Reciting statistics doesn't seem to do much good, either. You can tell a smoker that "Lung cancer is the fastest growing form of cancer," and he'll nod while lighting another. Or: "The mortality rate for smokers is 10 times that of non-smokers!" Uh-huh, but you know, man, it's too late for me to stop. "Never too late!" cries the crusader, shining of eye, pink of lung. "Why, if you quit now — this minute — in 10 years it will be as though you never smoked in your life. Statistics prove it!" But you have lost him. I watch him walk away, wheezing slightly, and think about Humphrey Bogart. Every time you see Sam Spade light up on the Late Show you want to holler, "Don't, Bogey! Put it out!" How sad it is.

In a recent poll of agencies, "I'd Walk a Mile for a Camel" was voted one of the 10 best advertising lines of all time. Smokers may have understood the irony. They'd walk because they couldn't run.

Readers Write

SMOKING ISSUE NOT NHF BATTLE, HE SAYS

Editor:

I object to NHF support of HEW Secretary Joseph A. Califano's campaign against cigarette smoking, as it is contradictory to the theme of Freedom of Choice.

Califano's arguments against smokers are the same arguments being used against Laetrile users. Only the subject matter differs. Laetrile is good and tobacco is bad.

But isn't that a moral judgement?

And who are you or I or Califano or anybody to make the moral decision on whether a person should smoke or not?

This is definitely a problem for the individual and family concerned, and not one for the government at all. From Prohibition to Laetrile, the government has and always will botch it on moral issues, if for no other reason than it is not the province of government to determine moral issues.

Politically speaking, you might consider also that in the Freedom of Choice battle we have a long way to go and we will want all the support we can get. If you violate the freedom of choice of smokers, how can you expect them to support our desire for freedom of choice

WHY LONG BEACH CENTER WAS CHOSEN FOR 24TH ANNUAL FEDERATION CONVENTION

Convinced that the 24th annual convention of the National Health Federation will be "the largest in our history," Convention Chairman Allan T. Goldman has selected the spectacular new Long Beach (Calif.) Convention Center for the event, scheduled January 19-21, 1979.

"After three successive years in Pasadena," said Mr. Goldman, "culminating in NHF's most successful convention last January, a new location was sought to accommodate a greater number of exhibitors, since some had to be turned away at the last convention, and larger facilities are a must.

"The Pacific Terrace Convention Center in Long Beach is the only facility on the west coast located on the magnificent Pacific Ocean. However, Long Beach is more than a beach — it is the

sixth largest city in California, affording attenders many business, social, and cultural amenities. The 81,000-ton liner Queen Mary, considered the most extraordinary ship ever to go to sea, has been designated as the official hotel during the convention. Special rates for great rooms will be available.

"The Long Beach Convention Center has been thoroughly renovated at a cost of more than \$50 million. There are extensive parking facilities, and elevators connect the exhibit hall with the meeting facilities.

"Thus far, an impressive number of exhibitors has signed up, and this year it will be possible for exhibitors to be under one roof. The exhibit hall is superbly lighted, and the 67,000-square-foot facility is the most spacious hall ever used for an NHF convention.

"This show will be the most important consumer health event in 1979. Many interesting, educational speakers, nutrition seminars, and stimulating events are already slated. The 24th Annual exhibition will bring together the great health and medical issues of our time, in conjunction with a large showcase of displayed exhibitors — all under the same roof — a happening neither the industry nor the consumer can afford to miss. We'll be releasing more details in forthcoming issues of *The Bulletin*."

KILLING THE YOUNG

In the age group of 1-24, automobile accidents are the leading cause of death in the U.S., followed by homicide, cancer, suicide, and birth defects, according to the National Center for Health Statistics.

regarding what we eat?

I sincerely hope you will reconsider support of such activities as Califano's "war" on smokers. Freedom to be healthy necessitates also the freedom to be unhealthy — which includes the right to smoke. And involving NHF in activities which violate the freedom of choice of others makes it difficult to support NHF.

GEORGE A. MEYERS
1040 College Ave.
Racine, Wis. 53403

(Ed. note: NHF is not out to "crucify" smokers. We are concerned with the right of the nonsmoker — numbering 75% of the population — to smoke-free air. Each year, according to HEW, smoking adds \$5 billion to \$7 billion in health-care costs, and \$12 billion to \$18 billion in lost productivity, wages, absenteeism).

NHF Again Comes to Rescue of Young Leukemia Victim

Intervention by the National Health Federation and the determined resistance of his parents to chemotherapy, plus a doctor and hospital weary of the publicity, are believed to have resulted in the release from Good Samaritan Hospital in Phoenix, Ariz., of nine-year-old Marc Garippi, leukemia patient who was returned Aug. 4 to his parents, Mr. and Mrs. Michael Benoit after the child's doctor, Jesse Cohen, M.D., told Superior Court Judge Ed Rapp that "nothing more" could be done for the child.

The boy's release followed a telephone call to the hospital by Attorney Dennis Gronck of the Chicago law firm of Dilling and Dilling, authorized by the National Health Federation to assist the child's parents in resisting chemotherapy treatment.

The Benoit's fled New York state after learning the Department of Social Services intended to have him declared "a neglected child," and to administer chemotherapy as in the case of Joey Hofbauer. They went first to Florida, and after an all-points bulletin was issued for their apprehension, went to Phoenix where for six weeks Marc received nutritional therapy. When New York authorities learned of his whereabouts through an inquiry for records by his doctor in Phoenix, Dr. Herbert Strauss contacted the Arizona Child Protective Services, Department of Economic Security, alleging Marc was not receiving proper treatment. He was forcibly taken from his parents on an order by Judge C. Kimball Rose, and remained in the hospital, under guard, but without receiving chemotherapy, until his release by Judge Rapp.

The day after the child was placed in the hospital, a protest demonstration was held at which Mrs. Benoit, in the

17 STATES HAVE OKAYED LAETRILE

While the Food and Drug Administration continues to resist use of Laetrile, 17 states now have adopted legislation to legalize it. Maryland and Idaho are the latest additions to the long list of states in which it is not banned.

Others are Alaska, Indiana, Florida, Arizona, Nevada, Texas, Washington, Oklahoma, Delaware, Louisiana, New Hampshire, Oregon, Illinois, New Jersey, and Kansas.

presence of news media, asked for the boy's release. According to Archie Monroe, president of the Phoenix NHF chapter, the attending Dr. Cohen tried to wrest camera and film from another health-food store proprietor, Ken Anderson, former NHF Chapter head.

Mr. Monroe called the Federation in Monrovia asking counsel and help, and after consultation with Board Chairman Kurt Donsbach and President Charles Crecelius, was told by Executive Vice-President Clinton R. Miller that the Federation would support legal efforts, through the Dilling office, to prevent administration of chemotherapy.

Mr. Gronck told NHF he believed that neither the hospital nor Dr. Cohen wanted anything more to do with the case, and credited them with aiding in release by so counseling Judge Rapp. The Benoit's, members of the Penitencostal Church, said the chemotherapy Marc had received in New York had made him extremely ill, and that they took him from New York so he could obtain nutritional therapy.

PUBLIC COMMENTS SOUGHT ON FOOD LABELING BY NUTRITION COMMITTEE

Food labeling will be the subject of five hearings — the last one Oct. 25-26 — to be conducted by the Senate Nutrition Subcommittee, according to Senator Patrick Leahy.

Other government bodies looking at food labeling include the Senate and House Subcommittees, Senate Commerce Committee, Food and Drug Administration, U.S. Department of Agriculture, and the Federal Trade Commission.

FDA regulates labeling of all foods except red meat and poultry which is handled by USDA, and the FTC regulates food advertising. All agencies have indicated a desire to hear from consumers. Written comments may be sent until the date of the last hearing to Hearing Clerk, HFC-18, Food and Drug Administration, Room 4-62, 5600 Fishers Lane, Rockville, Md. 20857. Copies of the issues papers may be obtained from Taylor Quinn, FDA Bureau of Foods, 200 C St. S.W., Washington, D.C. 20204. Hearings were held in Wichita, Kan., Little Rock, Ark., and Washington. A hearing will be held Oct. 12-13 in San Francisco, and in Boston, October 25-26. Those wishing to present views may contact the Consumer Affairs Of-

ficer (San Francisco, 415-556-2682; Boston, 617-223-5857).

Among questions to which agencies seek public comment are these:

Should ingredient labeling be required for all foods? (Some are excluded by law from ingredient declaration).

Should food labels tell the percentage of each ingredient?

Should raw commodities as well as all processed foods be required to carry full nutrition labels? (Now, only foods to which nutrients are added, or which make a nutritional claim, must carry the nutrition label).

Should all foods have "open dating" — such as the date the food was packed or the last recommended day of retail sale — and which date would be most useful?

If a food is an "imitation" of another, should that food be called "imitation" or should it be given a new name?

Are there types of foods to which vitamins and minerals should not be added?

What current information on food labels is most important? Least important? What new information should be on labels?

New England NHF Convention Enrolls 104 New Members

tended the two-day event.

Seventeen persons became life members, one became a sustaining member, and 86 became regular members. In addition, Mr. Mascia reported, eight new local chapters have been launched "as a result of the convention and the commendable efforts of Dr. John Yiamouyiannis."

Next year's New England convention is set for May 5 and 6 in the Hartford-Hilton Hotel.

A total of 104 new members were added to the rolls of the National Health Federation during the first New England Convention of NHF in Hartford, Conn., according to Jim Mascia, president of the New England Chapter, who declared the convention "a huge success in every respect." Nearly 3,000 persons at-

Mr. Benoit is a musician and cabinet-maker, operated his own business in New York until forced to leave.

Laetrile Now Treated As a Food in Arizona

Faced with almost unanimous legislator support of the measure, Arizona Governor Bruce Babbitt permitted to become law a bill reclassifying Laetrile as a "nutritional substance" rather than a drug, thus enabling it to be sold and distributed without state restrictions. The bill had been approved in the House 54-0, and in the Senate, 25-2.

The governor said he did not sign the measure, but chose not to veto it because he favors legalization of Laetrile.

"I don't think it was a very good bill because it has no standards, no regulations, no nothing," he said. "It will be treated just like a food substance, but there should be some regulatory scheme."

The measure may never have been enacted if the Arizona Health Department had developed standards for the manufacture, storing, labeling, distribution and marketing of the substance, as authorized by a 1977 law. But the department did not develop such standards, hence the recent action — the most permissive of any law dealing with Laetrile.

The total time involved in moving the legislation from its introduction in the House to its acceptance by the governor was three weeks.

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- I certify that the statements made by me above are correct and complete.
- Charles I. Crecellius, President

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California Leads Way in Passage of First Informed-Consent Law

A three-year effort to put an informed-consent law on the books has culminated in enactment of A.B. 1752, a measure requiring fully-informed consent in medical experimentation in California.

Spearheaded by the Institute for the Study of Medical Ethics, joined by a coalition consisting of the Consumer Federation of California, the National Health Federation, Women For, the California Community Service Organization, the Medical Committee for Human Rights, United Methodist Church, and the National Organization of Women, the informed-consent battle gained an important ally when Assemblyman Herschel Rosenthal agreed to sponsor A.B. 1752. He points out that the new law "protects subjects who participate in medical experimentation. It clearly establishes minimum requirements for informed consent so as to insure that each individual is fully informed."

Moving spirit in the lobbying effort was Patrick Robinson, of the Institute's Executive Council, and author of *Human Experimentation Without Informed Consent: The Abuses Continue*, published by the Institute for the Study of Medical Ethics (\$5, P.O. Box 17307, Los Angeles 90017).

Mr. Robinson says that in the six months following introduction of the bill last January, approximately 20,000 letters went to Sacramento endorsing the measure. He said the victory marks the start of a drive to enact similar legislation at the national level, and quoted Robert Moore, legislative assistant to Governor Brown: "... This could spur Congress into enacting similar legislation, as they've been following this issue for several years. . . ."

The measure provides a 10-point experimental subject's bill of rights estab-

lishing in law for the first time in this country the means of informing subjects used in medical research of their rights.

It now is mandatory in California that each prospective subject be told: The procedures to be followed and the drugs or devices to be utilized; attendant discomforts and risks reasonably to be expected; benefits reasonably to be expected; alternative procedures that might be advantageous; avenues of medical treatment, if any, available after the experiment if complications arise; that subjects are free to ask questions concerning the experiment or procedures; that consent to participate may be withdrawn at any time.

Carleen Bridgeman, R.N., Executive Director of the Institute, said the Kennedy hearings "reiterated . . . that medical researchers working for drug companies consistently abuse current federal requirements for informed consent. National legislation, with teeth, is needed to prevent abuse of patients' rights."

"A study by the U.S. Comptroller-General found that the Food and Drug Administration has neither adequately monitored new drug tests, nor enforced compliance with testing requirements. Consequently it lacks assurance that the thousands of human subjects used annually in such tests (250,000 in June 1974) are protected from unnecessary hazards of new drugs, or that the test data used in deciding whether to approve new drugs for marketing is accurate and reliable."

The Institute has documented hundreds of abuses of so-called "human guinea pigs," including temporary blindness, indefinite sterility, nervous breakdown, and permanent disability, Ms. Bridgeman said.

The organization intends to press for

For Lobbying Out Informed-Consent Provision in A.B. 1752 Nuremberg Anti-Patients' Rights Award to California Medical Assn.

The National Health Federation's annual Nuremberg Anti-Patients' Rights Award for 1978 was presented by President Charles I. Crecelius to the California Medical Association for its "outstanding efforts to deprive patients of their rights during medical treatment" by opposing Assembly Bill 1752, a measure which would ensure informed consent for patients involved in medical experimentation.

Mr. Crecelius said the Medical Association's "last-ditch lobbying effort with the Governor's office, which resulted in removal of any requirement for informed consent from patients being given unsafe or disapproved drugs by their doctors," was the deciding factor for presenting the award to that organization.

Joining in the Federation's presentation was Carleen Bridgeman, R.N., P.H.N., executive director of the Institute for the Study of Medical Ethics, a California-based patients' advocate group.

Speaking for the Institute, which actively endorses informed-consent legislation, Ms. Bridgeman charged that the CMA has exerted "continuing, unrelenting pressure to kill A.B. 1752, or to water it down that it would fail to protect the patient in the doctor/patient relationship.

"It is obvious," she asserted, "that the California Medical Association wants no controls on the doctor/patient relationship.

legislation in California clarifying the position in law regarding obtaining informed consent for nontherapeutic medical experimentation on children, and a requirement that physicians obtain informed consent when using "approved drugs for disapproved use."

(The drug is still on the market for treatment of uterine cancer).

"The Institute," says Ms. Bridgeman, "has documented scores of instances of private physicians prescribing Depo-Provera for contraceptive use without informing patients of its side-effects, or the fact the drug was not approved for that use by the FDA. We do not think it unreasonable to require that doctors obtain informed consent from patients before administering it for contraceptive purposes."

The National Health Federation has "fought strenuously throughout the years" for more freedom of choice in issues related to health and health care, Mr. Crecelius observed. "Along this line we have lent support to Assembly Bill 1752 which would ensure informed consent for patients involved in medical experimentation, a right we believe should be guaranteed by law.

"Although we were not surprised to see the opposition which developed against this bill — opposition which included the Pharmaceutical Manufacturers' Association, the University of California, the California Psychiatric Association, and the California Medical Association — the sheer intensity of the opposition was indeed surprising. Therefore, in recognition of these outstanding efforts to deprive patients of their rights during medical treatment, we felt a special award was most called for. We thus created the annual Nuremberg Anti-Patients' Rights Award, which the National Health Federation will award

each year to that group which most vigorously opposes the rights of patients in medicine. Although it was a close race between the University of California, the pharmaceutical companies, and the CMA, the judges decided that in the final analysis the California Medical Association was most deserving of accolade."

The NHF president noted a recent statement by President Carter, quoted as saying, "Doctors care very seriously about their patients, but you have doctors organized into the American Medical Association, and they're interested in protecting the interests, not of patients but of doctors.

"The President also said such lobby-groups quite often 'are the only ones heard in the state capitals and in the capital of our country,' Mr. Crecelius pointed out.

In epitomizing the situation against which the President spoke, Mr. Crecelius concluded, "the California Medical Association clearly edged out any opposition to become the winner of the 1978 Nuremberg Anti-Patients' Rights Award, and we wish to commemorate this event with the presentation to the California Medical Association of a beautiful engraved plaque, which we are sure they will treasure. No one deserves it more."

The Award is named after the Nuremberg Code which laid down standards of informed consent in medical experimentation following the Nazi atrocities in World War II.

NADER GROUP SUES USDA, FDA OVER NITRITE RULE

Ralph Nader's Public Citizen organization has brought suit against U.S. Department of Agriculture and FDA officials because of the Department's final rule on the use of sodium nitrite in bacon.

Filed by Dr. Sidney Wolfe, director of the Nader Health Research Group (HRG), the action charges that USDA lacked authority to approve the use of nitrite since there never was a "prior

Readers Write

He Won't Quit, But Advocates Another Way

Editor:
Please print this open letter to the NHF membership:

Dear Friends:

I herewith apologize for stating that I would cancel my membership if the Board of Governors decided to apply for the federal grant (April *Bulletin*). It was callous to ignore the *great* things the NHF has done and is doing. I don't want other members to quit. If we did, we couldn't act to help keep the NHF on the straight and narrow path of championing health freedom. What better way is there to do this than *within* the NHF?

Health freedom includes the *freedom to make perverse health decisions*. The NHF can inform Ohioans as to the perversity of overdoing it with junk foods, but just proclaiming the lack of nutrients in junk foods does not convince people. The effective way is to show by *example* that calamitous diseases can be conquered by *eliminating* the junk and replacing it with food: by the *cures* induced with the eliminating of toxic colors, preservatives, and pesticides. There are thousands of case histories that could be collected in brochures, tapes, and on films and be made available to the public at NHF seminars throughout Ohio. I'd be willing to bet that the health food stores and supplement houses would participate in sponsoring them. It is certainly an NHF activity that I would support because it is the freedom-way, the *voluntary* way. We should avoid using coercive government.

He's Against Raw Milk Calf Research

Editor:

I have been a life member of NHF for over 15 years.

In reference to the article in the

Activities of the NHF would be inappropriate in the public school medium. Public schools are the epitome of coercion. They are prisons for children, supported by slaves of taxation. There can be no freedom of choice — it is not an environment with which the NHF should be associated.

To paraphrase President Crecilius' remarks at the bottom of page 5 of the April *Bulletin*: there *must* be a separation of state and health modalities; furthermore, we must champion that separation. VIVA NHF!

Please write the Board of Governors as to whether you agree with me or oppose me.

BERNARD I. SOMMER
612 Clearview Dr.
Glenview, Ill. 60025

'LOGIC FLAWLESS'

Editor:

Regarding the letter of Mr. Bernard I. Sommer on page 28, April 1978 issue of *The Bulletin*: Let me inform you that I support Mr. Sommer's position, because his logic is flawless.

NHF is bound to be anything less than convincing if and when it advocates action in health matters other than the mutually-voluntary kind. NHF pursues many worthwhile projects. Please let the means employed be justified, as well as the ends.

ROBERT T. LE BERT
716 W. 7th St.
Hinsdale, Ill. 60521

Comments from a Bottled Water Producer

Editor:

Your series of articles under the title "The Struggle for Good Water," in the June *Bulletin*, is in keeping with the interesting and timely reporting which marks all of your issues.

There is no doubt that municipal waters will continue to be plagued by unwanted additives and chemical derivatives such as trihalomethanes. The fact that no widespread disaster has occurred is a tribute to the tireless efforts of chemists and others working with water supplies.

For animals and not for man. Such milk is constipating, mucous forming. Animals do not use milk after being weaned, and neither should man. We are not calves.

Many years ago I read Bernarr MacFadden's book, *Miracle of Milk*. He recommended unpasteurized milk and to drink or eat nothing but milk while on this diet. Frankly, it like to have killed me, and I obtained chronic appendicitis from this so-called diet.

The animal milks are all different as to composition to human milk. God made it this way. Enclosed is my tract, "The Case Against Alcohol Drinking and Flesh Eating," with the recent addition on the back of this tract, "About Cancer."

DR. E.E. BRANSCOME (ret.)
Rt. 3 — Box 218
Hendersonville, N.C.

JOHN G. SCOTT

President
Mountain Valley Water
1440 Broadway
New York, N.Y.
(Former president, American Bottled Water Assn.)

The New Orleans research to promote one type of home-purifier was discredited because the researcher was tied in with the home-purifier business, and the bottled water industry put no more credence in it than did the general public.

Members of the American Bottled Water Association go to much trouble and expense to try to maintain their bottled water operations above minimal standards for pure water. Not only did the Association's self-regulations get written into federal FDA regulations, members participate in meetings and seminars designed to improve the industry, and exacting, good-manufacturing practices are enforced by regular inspections of outside investigators.

Many bottled-water companies are convinced that their waters offer far more than safety. The waters of certain springs around the world were in great demand for special therapeutic, nutritional, or other good qualities long before sources of municipal waters were polluted. In America, public authority discourages any bottled water from being offered to the public for its beneficial effects, no matter how helpful the water may be. Such regulations do not detract one whit from the quality of those waters.

**YOUR CONTRIBUTIONS
TO N.H.F.
GET THE JOB DONE**

P.S. Man's perfect food is given in Genesis 1:29 (RSV). These foods must have been eaten uncooked as at 126 degrees of heat all enzymes are destroyed. The human body must remain in an alkali condition at all times. Acid foods are flesh, eggs, and grains. All dead cooked foods are acid in reaction in the body. The monodiet is best, and small snacks of raw food are much better than large meals. Our NHF Bulletin should be used to teach people how to eat properly.

NHF Acknowledges, With Gratitude, Gifts from Friends, Supporters

BY HELENA BIAVA
Assistant to the President

Giving: The very word itself reminds us of other words and phrases! "Bestow, entrust to, convey, grant, will, present, execute, need to, sacrifice, award." It also reminds us of another great word: Appreciation.

With extremely grateful appreciation, we at NHF headquarters acknowledge the support that comes quite frequently — irregularly — but always when we need it most!

These regular or irregular occasions now are known as "small miracles" (often prayed for), and are what really keep us going. They come in a variety of forms: checks, property, jewelry, gifts of stock, letters of thanks, praise, and sometimes criticism (when we need it most!)

Regardless of the size or form, each gift is deeply appreciated. Each encourages us to do our best work to carry on programs and projects in the hopes of achieving the goals for which the Federation was formed, and to which it is committed.

Hofbauer Victory Brings Kudos from NNFA

In a letter to NHF President Charles I. Crecelius, Dave Ajay, president of National Nutritional Foods Association, expressed "heartiest congratulations to NHF, and in particular to its legal counsel, Kirkpatrick Dilling, for striking a telling blow in the battle for personal health freedom with his victory in the Joey Hofbauer case. . . ."

"Executive Vice-President Clinton Miller and the NHF Executive Committee also must share in the praise for first exploring, then making the decision to enter the case," the letter continued.

"Once again, this represents a tremendous triumph of the greatest importance for the use of nutritional therapy vs. orthodox medicine's approved methods which as yet have not been effective in creating 'a cure for cancer in your lifetime!' Such a happening only makes us aware of how very fortunate we are to have such dedicated men as Kirk Dilling who serves NHF, and our own astute legal counsel, Milton Bass, who has fought our industry's battles with the FDA over the past 30 years.

"Those of us who are interested in nutrition to promote good health — consumers and sellers alike — never can repay these two men for their everlasting contributions to health freedoms. Let us pray they remain healthy and strong!"

Among the gifts received so far this year, and for which we are thankful, are the following: Payments of \$208.74 on a mortgage transferred to NHF under terms of the will of Clarice Barber, Albuquerque, N.M., in addition to \$63,000 previously reported and which represents one of the largest received up to now; an additional \$113.78 from the estate of David Ward Finch, Sacramento, Calif., brings to \$8,959.48 the total amount willed by him to NHF.

From the estate of Jimalee Ho-Chee-Nee Burton, Tahlequa, Okla., the sum of \$14,421.38; from the estate of Frances B. Smith, San Diego, \$12,627.11; from the estate of Emily Haering, San Diego, a check of \$2,544.53; a gift of \$1,000 from the estate of Mary A. Mecker, Springfield, Mo.; and partial payments of \$215.24 from bonds (balance due, \$841.34), (Prairie Avenue Gospel Center, Los Angeles) given to NHF by loyal members many years ago.

"Faith is the bird that feels the light and sings while the dawn is still dark."
—Hebrew proverb

FDA Tried Again to Stop Him, But

Dr. Evers Wins Court Verdict to Continue Practice of Chelation

Five years and tens of thousands of dollars later, Dr. H. Ray Evers finally has been vindicated by a U.S. District Court in Alabama in his use of calcium disodium versenate in treatment of arteriosclerosis — a method commonly referred to as chelation therapy.

Dr. Evers, a frequent speaker at NHF and Cancer Control Society conventions, believes the victory in Montgomery is not only his victory, but one "for hundreds of other doctors and patients. We now have 'freedom of choice' for patient and doctor."

The scrappy physician has been hounded by government agencies — principally the U.S. Food and Drug Administration — since his work with chelation therapy started attracting a widening clientele several years ago.

He moved from Alabama to Louisiana a few years ago, but was prevented from personally practicing medicine because a license was refused him. In 1976 the government won a suit against him for practicing without a license and using a "misbranded drug." He returned to Alabama and established the Ra-Mar Clinic, 4453 Richardson Rd., Montgomery, and again the Food and Drug Administration moved against him.

In his 19-page opinion, Judge Robert E. Varner said the legal issues in the case "place squarely before this court the question of whether a licensed physician may be enjoined from prescribing for his patients a drug of which the package insert (label) is silent as to whether the drug is indicated or contraindicated for the patient's illness. . . ."

"The courts have rather uniformly recognized the patients' rights to receive medical care in accordance with their licensed physician's best judgment, and

the physician's rights to administer it. . . ."

"The government admits that it cannot regulate the practice of medicine by any licensed physician, but it contends it can prohibit use of interstate commerce in transportation of drugs for usages not approved by the Food and Drug Administration. . . ."

"Congress did not intend the Food and Drug Administration to interfere with medical practice as between physician and patient. Congress recognized a patient's right to seek civil damages in the courts if there should be evidence of malpractice, and declined to provide any legislative restrictions upon the medical profession. It appears to this Court that such a restriction would exceed the powers of Congress. . . ."

"When physicians go beyond the directions given in the package insert, it does not mean they are acting illegally or unethically, and Congress did not intend to empower the FDA to interfere with medical practice by limiting the ability of physicians to prescribe according to their best judgment. . . ."

The government maintained that using chelating drugs in treatment of arteriosclerosis and other cardiovascular problems "creates a use for which the drug is not properly labeled, thereby constituting misbranding or mislabeling."

The doctor contended he is licensed to practice in Alabama, and that licensed physicians have a right and duty to use drugs for patients' usage "in accordance with their best judgment. . . ."

Dr. Evers says the mixture of vitamins and minerals maintains the patient's strength, and gives the body correct mineral balance. The alternative to

INCOMPLETE STUDY USED BY HEW TO REFUTE FLUO/CANCER DEATH LINK

Using a study well over a year old, and obtaining nationwide wire coverage during the hotly-contested fluoridation case in Pittsburgh, the Department of Health, Education, and Welfare again is attempting to cover up the link between cancer and fluoridation.

This is the charge made by NHF Science Director John A. Yiamouyiannis, Ph.D., and Attorney John Remington Graham, during a press conference in Columbus, Ohio.

The two charged that in the AP and UPI releases from Boston in May, "the

repackaged study (published May 18 in the *New England Journal of Medicine*) authored by Dr. J.D. Erickson, a dentist at the Center for Disease Control, became the latest in a series of attempts by HEW to cover up the fluoridation/cancer link."

The Erickson study, titled "Fluoridation Safety," reported that "... No substantial differences in the mortality experience of fluoridated and nonfluoridated cities were found for 23 leading causes of mortality examined. No changes in the rates from recently-

tion therapy, that the risks when the therapy is properly administered to selected patients are minimal, and that in many cases the probable benefits outweigh the possible risks."

"The Evers proponents take some consolation in the fact the experts opposing the Evers method rely upon textbook-learning, whereas those who have approved the Evers method are persons with personal experience with chelation and have found it successful, even though they do not profess to have conducted any controlled clinical evaluation, as is ordinarily required by the FDA for approval of a new drug.

"This court is therefore of the opinion, from the pleadings, the evidence, and the authority presented to it, that Dr. Evers is not misbranding the drug in question, and that the relief sought by the plaintiff (government) should be denied...."

Dr. Evers was represented by Attorneys J. Paul Lowery of Montgomery, and Kirkpatrick W. Dilling, NHF general counsel, Chicago, described by Dr. Evers as "a great FDA lawyer." L. Cleveland of Prattville, Ala., represented patients for freedom of choice.

fluoridated communities were noted over the years 1969-1971."

In his opinion, Dr. Erickson told Attorney Graham in April 1977, "these data are consistent with the hypothesis that there is no excess mortality associated with community water fluoridation."

"We've known about the CDC study and all its deficiencies for a long time," said Dr. Yiamouyiannis. "In its present format, the study was first submitted sometime before Jan. 31, 1977, to the International Epidemiological Association, and we've been aware of it since April 29, 1977."

"The fatal flaw in the CDC study is that it is incapable of determining increases in cancer death rates due to fluoridation. In order to determine such increases, one must look at cancer death rates of fluoridated areas over a number of years, before and after fluoridation, and compare these death rates with the cancer death rates of nonfluoridated areas during the same time-period. The CDC study failed to do this."

"Our study, done after Dr. Erickson's, was a time-trend analysis (published in *Fluoride* July 1977), and Dr. Erickson's comments notwithstanding, did consider age, race, and sex factors. The study showed that at the present rate, about 10,000 fluoridation-linked cancer deaths can be expected yearly."

"While the Erickson study covered only 81 million person-years without a time-trend analysis, ours covered more than 500 million person-years with a time-trend analysis spanning 30 years."

"Accounting for factors such as population density, as suggested by Dr. Erickson, did not reduce the 10,000 annual fluoridation-linked cancer death figure. As a matter of fact, the population density of fluoridated cities decreased faster than the population density of nonfluoridated cities, a trend which would tend to increase the 10,000 figure.

"It is outrageous that the HEW bureaucrats continue to play games while the health of more than 100 million Americans is at stake, when, according to best estimates, more than 20 of these persons are dying each day of fluoridation-linked cancer."

Attorney Graham told the press: "Now that those who have tried to discredit the work of Drs. Yiamouyiannis and Burk (showing a link between fluoridation and cancer) have gotten themselves in trouble before Congress and in court, they have created a smoke screen by having an old study released with much fanfare in the news media."

"The lack of a time-trend analysis and a before-and-after study renders the CDC results meaningless."

"Furthermore, CDC's own figures, if they did possess any relevance, point out that crude cancer death rates — and even cancer death rates corrected for age, race, and sex — are higher in fluoridated areas than in nonfluoridated areas. It is not until absurd manipulations are made that they can turn their figures around to prove their point."

'What Would We Do Without NHF?'

Editor:

keep us informed?! We need more active NHF chapters.

The Bulletin gets better and better month by month — but conditions re health freedoms get worse and worse. What would we do without the National Health Federation to fight for us and to

MRS. THEODORE R. SMITHANA
101 N.E. 19th Ave. - Apt. 124-B
Deerfield Beach, Fla. 33441

NHF Memorial Library News



New Brochure, More Books!

BY STEPHANIE SHANE
Librarian

Without all the support the National Health Federation Memorial Library has received over the years, it could not have come this far toward completion. It is because of the many gifts, and the funds that are donated, that we are able to grow and become an excellent resource center.

Helena A. Biava came to the National Health Federation in March, 1973, as the President's secretary. She continued in that capacity until about a year ago when she resigned to become a housewife. Last January, however, she accepted the post of secretary of Memorial Library, so we again see more of her.

To Helena we are grateful for two sources:

Agriculture - The Only Right Approach (P.H. Hainsworth — Reprints: Series C by Bargyla and Gylver Rateaver).

The Organic Method Primer (now out of print) — Bargyla and Gylver Rateaver).

"These studies are highly recommended for the beginner, home gardener, as well as those in commercial fields and others more advanced in knowledge of organic gardening," says Helena.

Mrs. Biava also was instrumental in arranging for creation of a beautiful new brochure describing Memorial Library functions and aspirations. There were several "cooks to help make that broth," including suggestions from Betty Lee Morales and John T. Clark (chairman of

the Board), and Dr. Raymond H. Houser, former Library Board president, and former editor of the *NHF Bulletin*. Dr. Houser did a masterful job of writing this first Memorial Library brochure, detailing in these three sections "what it's all about":

"Organization"; "The Purposes"; "Grants for Unbiased Research Made by the Library"; and "The Library is Supported by Contributions."

The two-color brochure is available, without charge, from Memorial Library, 212 West Foothill Blvd. (2nd Floor), Monrovia, Calif.

From Keats Publishing Company I have received brand new material:

Allen, Robert and Gayle Fletcher — *Three Worlds Cookbook* — 1975.

Bircher, Max and M. Bircher-Benner — *Raw Fruit and Vegetables Book* — Keats, 1976.

Carque, Otto — *Vital Facts About Foods* — 1975.

Clark, Linda — *The Best of Linda Clark: Some Unusual Approaches to Health* — 1976. Also — *Know Your Nutrition* — 1973.

Donsbach, Kurt W. — *Preventive Organic Medicine* — 1976.

Ewart, Charles — *The Healing Needles* — 1973.

Grant, Doris — *Recipe for Survival* — Keats, 1974.

Harris, Ben Charles — *Eat the Weeds* — Keats, 1973.

TIE VOTE BY ONEIDA COUNCIL KILLS FLUORIDATION BID

found that only one in 10 favored fluoridating the water. Many would not sign the petition, but we urged them to call their councilman. We had obtained more than 800 signatures, but did not get our pamphlets until late in the month. So we had one week and two days.

"Dr. Zeun, our public health officer, spoke out against fluoridation on the local radio station. That helped get a few more signatures. . . . The editor supported fluoridation editorially.

"Now the doctors and dentists are saying we will get fluoridation anyway, because the legislature will mandate it statewide. We are hopping mad, and are trying to do as much as we can to get people to contact their representatives and Governor Carey. . . . I hope the day is near when enough evidence can be provided to force the government to ban fluoride in water and food. I know you are working hard toward this goal, and many doctors are doing the same. . . . Thank you for coming to Oneida and sharing your information with us. We appreciate it, in spite of what our only local paper said." (The *Oneida Daily Dispatch* quoted from an ancient Food and Drug Administration release charging that NHF had been "convicted of health frauds." Ed.)

SIGN OF THE TIMES

Booze may soon be a main feature at movie theaters. Detroit theater owner Martin Shafer has begun serving wine, beer, and hard liquor at five of his theaters. He says "people love it," that instead of chomping on buttered popcorn, adults now can slip out into the lobby and order three fingers of whiskey or a dry martini to go.

— *Drug Survival News*
Box 5115, Phoenix

A 3-3 vote by the city council of Oneida, N.Y., killed a motion to fluoridate the city's water supply. Under the city's charter, the mayor is not permitted to vote to break a tie if an expenditure is involved. Mayor Herbert Brewer said that had he voted, it would have been to fluoridate.

A graphic description of the campaign to defeat the measure was given by Diane Fellows of Sherrill, N.Y. who wrote NHF Science Director Dr. John Yiamouyiannis, as follows:

"I want you to know we did it. We convinced the common council members to vote no on the fluoridation issue. We walked the streets of Oneida giving a fluoridation pamphlet out, and having people opposed to it sign a petition. "As we went house-to-house, we

Hunter, Beatrice Trum — *Food and Your Health* — 1974.

Kelley, Karen and Joan Hopkins — *Tilda's Treat; a New Way to Eat* — 1975.

Loomis, Mildred J. — *Go Ahead and Live* — 1965.

Pfeiffer, Carl C. — *Zinc and Other Micro-Nutrients* — 1978.

Shute, Wilfred E. — *Vitamin E. Book* — 1975.

Tilden, J. H. — *Toxemia Explained* — 1976. Also — *Food; Its Influence As a Factor in Disease and Health* — 1976.

Toms, Agnes — *Natural Foods, Meals and Menus for All Seasons* — 1973.

The list is not finished, and Keats included with the books, issues of *The Health Quarterly*. I am pleased to find there are so many thoughtful and generous human beings in the world. The good you do for others will come back to you. Additions to the library are appreciated and welcomed.

Back from Fact-Finding Trip to Japan

Ida Honorof Flays Ties Between Government and Drug Industry

Back from a month's fact-finding trip to Japan, Consumer Activist Ida Honorof devoted one issue (No. 171) of her *Report to the Consumer* to exposure of what she believes is a symbiotic relationship between the government and the nation's drug industry, and another issue (No. 173) to effects of the atomic bombing of Nagasaki and Hiroshima.

While there she was interviewed by a Tokyo newspaper, *Mainichi Daily News*, telling the reporter she fears the traditional healthful Japanese diet of brown rice, seaweed, tofu, umeboshi (pickled plums) and miso is being supplanted by "commercially-prepared, Americanized food." She saw long lines at McDonald's restaurants, and people consuming "increasing amounts of meat, sugar, and soft-drinks." Japan is "crawling" with "McDonald's hamburgers, Colonel Sander's Chickens, and Baskin-Robbins 31-Flavors," she says.

The report of the anti-diarrhea drug Quinoforn, manufactured by Ciba-Geigy and marketed worldwide under other names by Takeda, Ltd., and Chemical Industries, Ltd., tells how the drug was found in British tests in 1960 to cause convulsions, ataxia, and memory disturbance in animals.

Sustained use, she was told, also causes subacute-myeo-optico-neuropathy (SMON). She reported on individual cases of persons affected by this drug, and its counterpart, Entero-Vioform. One case is that of a former banker who was stricken and died. Another case describes how a 20-year-old woman was dosed with 2,516 tablets of Entero-Vioform and was blind five months later. She lost her ability to walk, see, excrete — and has been bedridden nine years.

Ms. Honorof charges "collusion between the Japanese Health Ministry and the drug industry." Although in 1970 the Ministry "theoretically banned the sale of the drug, the Pharmaceutical Association was assured 'withdrawal of the drugs currently on the market is not mandatory,' and even though it has caused a minimum of 30,000 cases of paralysis and blindness, it is still made and marketed under various trade names throughout the world."

Twelve thousand lawsuits have been filed against three companies, and a court ordered payment of 187 million yen to the injured. In July a court was to decide whether the government and industry should be held responsible for the damage, and in September another court heard arguments to determine responsibility. "Meantime," she says, "the suffering continues, since no specific remedy has been found to cure these people of a disease caused by the Japanese Medical Industrial Complex with the blessings of the Health Ministry."

Ms. Honorof says the government "wouldn't admit that Nagasaki and Hiroshima are radioactive," but "if you look into the eyes of people in each city — people who were alive when the bomb was dropped — you'll realize those Japanese who weren't destroyed by radiation, weren't scarred and deformed for life, and didn't develop leukemia and other types of radiation disease after 30 years — did suffer brain damage — they are schizo — we encountered far too many for it to be a mere coincidence."

She was accompanied on the trip by her son, Don, and daughter, Faye.

THIS IS THE NATIONAL HEALTH FEDERATION

The National Health Federation is America's largest, organized, noncommercial health consumer group. It is a nonprofit corporation founded in 1955. Its membership is comprised of men and women in all walks of life, belonging to a variety of religious faiths and political persuasions, and engaged in nearly every profession and trade.

Its members believe that health freedoms are inherently guaranteed to us as human beings, and our right to them as Americans is implied in the words, "life, liberty and the pursuit of happiness." Yet, frequently, these freedoms and rights have been and continue to be violated. Too often, as a result of the unopposed pressures from organized medicine, the chemical industry, pharmaceutical manufacturers, and others, laws and regulations have been imposed which better serve these special-interest groups than the public at large. We see and hear of new instances daily. To name a few: spiraling health-care costs, consumers exploitation by leading industries, excessive devitalization and adulteration of our foods, restriction of certain types of treatment, banning of certain health books from the mails, the harassment of those who advocate natural methods of healing and natural foods, the poisoning of our air, water and soil through greed and carelessness, and many other health-related issues.

The NHF opposes monopoly and compulsion in things related to health where the safety and welfare of others are concerned. NHF does not oppose nor approve any specific healing profession or their methods, but it does oppose the efforts of one group to restrict the freedom of practice of qualified members of another profession, thus attempting to create a monopoly.

The public needs a strong voice, such as the NHF provides, to speak and act in their behalf in these health-related matters. Legislators need your support to balance the pressures exerted upon them by the special interests. The National Health Federation, through a special legal and legislative staff in Washington, keeps its members apprised of all health legislation, opposes inadequate or undemocratic health legislation, while supporting or drafting bills to protect the individual's health freedom.

Will you join us in this worthy effort?

ELECTED FEDERATION OFFICERS

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Betty Lee Morales — Secretary

Paul J. Virgin — Treasurer

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Opinions expressed in *The Bulletin* are those of the writers of the articles and are not necessarily the opinion of the National Health Federation.

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HERE

Every family in America should belong to the National Health Federation to —

1. Support the principle of freedom of choice and liberty in health matters.
2. Be a part of a strong and united consumer's voice in all health matters.
3. Work for beneficial and needed health legislation and, at the same time, oppose proposals which are detrimental to the health interests of the people or which do not provide for equality of recognition of all legally established health professions.
4. Support a united effort to reduce the cost of health care.
5. Oppose insults upon our ecology which have an impact on health.
6. Oppose the use of chemical food additives which have not been proved absolutely safe or which are not needed.
7. Secure fair and impartial enforcement of food and drug laws and regulations.
8. Insist that all monies raised for health research and care be used exclusively for these purposes.
9. Compel all health fund-raising organizations to disclose in an annual report, the amount of funds collected and how the funds were expended.

THESE ARE THE THINGS THE NATIONAL HEALTH FEDERATION IS ORGANIZED TO DO — JOIN ITS RANKS AND TAKE PART IN THIS VITAL EFFORT ON BEHALF OF YOURSELF AND OF ALL AMERICA.

UPCOMING NHF CONVENTIONS

Southeast Regional — Nov. 18-19
Marriot Hotel — Atlanta, Ga.

24th Annual — Jan. 19-21
Pacific Terrace Convention Center
300 E. Ocean Blvd. — Long Beach

HELP SAVE OUR HEALTH FREEDOMS