

# Governor criticizes Philip Morris over ad offering a \$2 rebate to smokers

By Frank D. Roylance  
Staff Writer

A cigarette advertisement offering smokers \$2 in "Tax Relief" from Maryland's recent cigarette tax increase has Gov. William Donald Schaefer doing a slow burn.

The governor lashed out at the ad yesterday, accusing Philip Morris Inc. of using store coupons in yesterday's editions of *The Sun* and *The Evening Sun* to undermine the state's intent to discourage smoking, especially among young people.

Smokers on May 1 began paying the higher tax, which was passed to generate revenues and to combat the

state's high cancer death rate.

The ad offered smokers \$2 off the price of either four packs or a full 10-pack carton of the company's cigarettes. A headline under the coupon says, "Get relief from the new cigarette excise tax. From America's Premium Brands."

The \$2 rebate "is the exact cost of the tax [increase]" on a carton of cigarettes, the governor said. "There was one purpose in that [excise tax], to get young people not to smoke. I don't want them to smoke."

The ad asks people using the coupon to sign a pledge certifying that they smoke and are at least 21 years of age. But that didn't cool Mr.

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GOV. WILLIAM DONALD SCHAEFER

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Schaefer.

"If they said only people over the age of 55 or 60, that's OK," he said. "But to try to get kids to send in a coupon to get a \$2 rebate, that's wrong."

Sheila Banks-McKenzie, a spokeswoman for Philip Morris in New York, said the ads were not po-

litical, but simply "a cleverly written ad to sell cigarettes. Period."

"Of course the industry does not want excise taxes to go up. The industry thinks the excise tax is unfair and regressive," she said. "This, however, is a sales ad."

The ad is running only in Maryland, she said.

The request that customers certify they are smokers and at least 21 years old follows "company policy," Ms. McKenzie said.

"You can't even send in for a T-shirt unless you certify you are 21 and a smoker."

Asked how the company knows the consumer is telling the truth, she said, "The only thing that has been done, on occasion, is randomly checking drivers licenses" in states that provide such data.

"So many thousands [of promotional coupons bearing age certifications] come in every day, we can't check them all," Ms. McKenzie said. Asked how many are checked in the

course of a promotional campaign, she replied, "Scores. How's that?"

Underage customers are discovered among those checked, she said.

Mr. Schaefer made the cigarette-tax increase, and new state efforts to discourage smoking and combat cancer, major legislative goals in this year's General Assembly.

The governor won a \$90 million increase in the cigarette excise tax, and a \$5 million appropriation for an anti-cancer initiative.

But the legislature, at the urging of tobacco industry lobbyist Bruce Bereano, also placed a \$250,000 lim-

See AD 2D Col 5

en decimated so the county can  
 up enough officers on street patrol.  
 The Fire Department has been  
 ilarly hit. The size of crews has  
 en cut on some engines, and emer-  
 gency medical teams have been cut  
 ck. Equipment, such as the ma-  
 ie fire and police rescue units, has  
 en removed from service on week-  
 ys.

Council members are also worried  
 out the implications of the new  
 te budget. Last week, county  
 dget director Fred Homan predict-  
 that the state will face a \$300  
 llion shortfall in the budget year  
 at begins July 1, and that state  
 makers might cut aid to local gov-  
 ernments again. The county, which  
 t \$27 million in state funds this  
 r, could lose another \$10 million  
 \$20 million next fall, Mr. Homan  
 d. And council members are  
 aid the county's \$5.5 million  
 ny day won't be a sufficient cush-

Sources said no more than five of  
 seven council members are in-  
 ved in the negotiations. The entire  
 ncil is scheduled to vote formally  
 a new budget and tax rate at a  
 al meeting May 28.

## Governor criticizes smoker-rebate ad

AD, from 1D

it on the amount the state could  
 spend on anti-smoking media cam-  
 paigns.

The governor complained yester-  
 day that the legislators "didn't un-  
 derstand what they were doing."

"Just look at that ad," he said,  
 referring to the half-page ad pur-  
 chased by Philip Morris. The state  
 can't afford comparable anti-smok-  
 ing campaigns, and "when I try to get  
 an ad free [to show the harmful ef-  
 fects of smoking] I can't get it."

Frank Traynor, a spokesman for  
 the governor, said he knew of no oc-  
 casion in which the state has asked  
 newspapers to donate free space for  
 anti-smoking advertisements. "I  
 think he [Mr. Schaefer] was talking  
 broader," he said.

The state is seeking financial help  
 elsewhere in the private sector so  
 that paid anti-smoking ads can be  
 broadcast and published in Mary-  
 land this year, Traynor said.

Daily	807	747	994
Big 4	0889	7028	8377
Super 7/May 13:	01 08 13 18 21 29 45 46 52 58		
Lotto/May 19:	13 21 24 30 36 37		
Wild Card:	18		
Cash 5/May 14:	02 10 11 33 34		
Information	717-986-4700		

### NEW JERSEY

Pick-It	425	227	923
Pick 4	4189	9408	0407
Pick 6/May 18:	05 06 14 15 26 40		
Bonus number:	32564		
Pick 6/May 14:	11 16 19 27 31 45		
Bonus number:	18005		
Information	609-599-5800		

### VIRGINIA

Daily	---	851	833
Pick 4	----	0800	3086
Lotto/May 16:	14 17 26 28 34 37		
Lotto/May 13:	03 17 23 26 38 41		
Information	804-345-5825		

### DISTRICT of COLUMBIA

Lucky Nos.	---	731	894
D.C. 4	----	9758	9857
D.C. Daily Double Game:	65 57		
Quick Cash/May 19:	26 11 12 24 02 34		
Quick Cash/May 18:	21 37 39 19 34 09		
Quick Cash/May 16:	37 25 09 26 29 03		
Information	202-678-3333		

### WEST VIRGINIA

Daily 3	---	907	525
Daily 4	----	0814	6481
Cash 25/May 15:	01 05 15 18 20 22		
Information	1-800-982-2274		