



Mr. Richard J. Marcotullio

October 16, 1980

RE: Statement by the Austrian (Monopoly) Tobacco Company against restrictions of advertising for tobacco products in Austria.

Sometimes in late July or early August 1980, the chief executive of the Austrian Tobacco Company, Mr. B. Mauhart, made a detailed statement on advertising, including references to smoking and health, from which I translate the following:

"It is important to enable a company which manufactures such products to make special reference to those products which - from the point of view of health policy - favor the consumer."

Further on Mr. Mauhart noted that:

"..the light cigarettes could, with reference to smoking, be compared to safety belts for automobile driving."

Still further on he states that:

"..from a health policy point of view it would certainly be more reasonable to permit again advertising for light brands on television, rather than to press for limitation or prohibition of tobacco advertising in general."

The statement of Mr. Mauhart contains other comments in the same vein. For example, he approvingly cites a Professor Kunze, the Austrian equivalent of Dr. Wynder. In other words, Professor Kunze is vehemently anti-tobacco, but espouses the "less harmful cigarette" concept.

If you believe it is really necessary, we can have the whole article detailing Mr. Mauhart's statements, translated.

FGC/ks

Frank G. Colby

In his absence:

- cc: S.B.W.
- C.W.N.
- E.J.J.
- D.K.H.

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