

# P.O.P. INC., THE COMPLETE CREATIVE MANUFACTURING FACILITY

June 10, 1993

Honorable Eileen C. Dugan  
Legislative Office Building - Room 842  
Empire State Plaza  
Albany, N. Y. 12248

Dear Ms. Dugan:

I am opposed to Assembly Bill 7139, which states that New York State will ban practically all tobacco advertising with the exception of ads in newspapers or magazines.

I am an employee of P.O.P., Inc., a company employing over 500 people. While my employer has taken the position to provide the employees with a smoke free environment, this bill carries the concept too far. This legislation would present a real threat to my job, along with the jobs of many other people employed in the point-of-purchase industry.

The Supreme Court has ruled that truthful speech about legal products is protected under the First Amendment to the United States Constitution. Tobacco is a legal product and deserves the same protection as other legal products.

At a time when New York is recovering from a recession--a recession that has had a particularly severe effect on the point-of-purchase industry--promoting such an economically destructive bill is irresponsible in the extreme. As a company that provides services to various consumer product companies, the result of such a bill will destroy the entire point-of-purchase industry.

Studies both abroad and in the U.S. have determined that cigarette advertising plays a *minimal* role in an individual's decision to smoke. Peer influence, and the influence of parents and older siblings, is by far the dominant factor. Banning advertising, therefore will not affect the incidence of smoking by youths.

I hope you will consider the negative consequences of this measure before you cast your vote.

Sincerely,

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