CIGARETTE MAKERS DISPUTE REPORTS ON ADDICTIVENESS

TESTIMONY TO CONGRESS
Executives of Top Companies Seek to Counter Growing Tide Against Smoking

By PHILIP J. HILTS
The New York Times
WASHINGTON, April 14 — The chief executives of the top seven American tobacco companies testified in Congress today that they did not believe that cigarettes were addictive and that their children did not smoke.

The executives, sitting side by side at a hearing, made what seemed to them a counterpoint to the growing antismoking sentiment in Congress, faced more than six hours of sharp questioning by members of the House Subcommittee on Health and the Environment. The executives agreed to give Congress extensive research on humans and animals that their companies had done concerning nicotine and addiction.

While working hard to deny that their companies controlled the amount of nicotine in cigarettes and to keep their customers addicted, the executives made a number of unusual admissions along the way, among them:

1. That cigarette makers can control the amount of nicotine in cigarettes.

2. That Philip Morris, a company that study show addiction had been suppressed, despite repeated denials in the past that this was the case.

3. That they would prefer that their children not smoke.

4. That his hearing, held in a crowded Congressional hearing room, was televisioned live by cable broadcasters, and the overflow crowd stood or sat in the hallways of the Rayburn House Office Building for what several members of Congress said was a historic moment marking a "high tide" of antismoking sentiment.

The executives seemed to agree, saying that they were relieved and that the sweep of the antismoking feeling in recent months had made it less feared that attempts to ban cigarettes altogether would be made.

The "antitobacco industry wants prohibition," said James W. Johnston, chairman and chief executive of R.J. Reynolds. "We hear about the anti- tobacco movement all the time. If cigarettes are too dangerous to be banned, then ban them. Some smokers will die if their lives are taken, but many of them will not. Not only will we be selling cigarettes out of the mouths of children, cigarettes made by the people who smoke, who know what, who made of, who made of, who made of what."
For the first time the heads of the seven major American tobacco makers appeared together at a Congressional hearing, and they said they did not think that cigarettes were addictive. Three of the executives yesterday before the House Subcommittee on Health and the Environment are, from left, James W. Johnston of R.J. Reynolds, William I. Campbell of Phillip Morris and Andrew Tisch of the Lorillard Tobacco Company.

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THE INDUSTRY

Tobacco Companies on the Stand

Tobacco companies, whose executives testified before Congress yesterday, with their parent companies and major brands.


**U.S. Tobacco Company**  UST Inc. Copenhagen and Skoal smokeless tobacco.

**Lorillard Tobacco Company**  Loews Corporation. Brands include True, Kent, Newport, Old Gold, Spring, Triumph, Max 120's, Sinin.


Tobacco Chiefs, Identified

Pictured on page 1, from left to right, are these top executives of the seven leading American tobacco companies:

- Donald S. Johnston, president and chief executive of American Tobacco Company
- Thomas Sandefer Jr., chairman and chief executive of Brown and William Tobacco Corporation
- Edward Horrigan, chairman and chief executive of Liggett Group Inc.
- Andrew Tisch, chairman and chief executive of Lorillard Tobacco Company
- Joseph Taddeo, president of United States Tobacco Company
- James W. Johnston, chief executive of R. J. Reynolds
- William I. Campbell, chief executive of Philip Morris