

them. Boston's Fenway Park will post no tobacco ads after 1995, and Colorado's new Coors Field will also ban the ads.

**"Baseball-Dental Group Urges Tobacco Ban by Players"**  
Reuters (07/11/94)

The American Dental Association on Monday called for a ban on the use of chewing tobacco and snuff by Major League Baseball players during games. "Without a doubt studies show that snuff and chewing tobacco are culprits in a variety of serious health conditions, including oral, pharyngeal, oesophageal cancer, and periodontal diseases," said John Greene, dean of the University of California School of Dentistry. Greene was the chief researcher in a new study released by the Chicago-based association involving professional baseball players. Many of the players partaking in the study were found to have lesions and other problems during the oral examination, and made serious efforts to quit using tobacco, according to the study results.

**"Executive Suite: Michael Miles--Unemployed and Loving It"**  
Business Week (7/18/94) P.32; Zinn, Laura

Michael A. Miles, late of Philip Morris, is America's most eligible executive. Miles, PM's CEO, called it quits on June 17, facing near-unanimous antagonism from his directors and from former Chairman Hamish Maxwell--who had voted against splitting Philip Morris into food and tobacco units three weeks before. It wasn't the most graceful of exits. Miles won't talk much about Philip Morris or his departure, except to say that "the way it's been played in the press has been pretty accurate. I don't think anything is served by rehashing it at this stage of the game." He has no regrets about pushing to split the company: "I did the best I could. I don't have any second thoughts about the decisions I made." And he denies the rumors that his resignation was forced: "It was my decision, and the timing was mine." Forced or not, Miles now reigns as America's most eligible executive. Headhunters and food and tobacco industry insiders say Miles could be a candidate for a top position at H. J. Heinz, PepsiCo, Proctor & Gamble, and Pet Inc. Miles calls such talk "wild rumors," and says he won't start pursuing employment until September 1, and then feels "I think I ought to stick to something I know something about, which is consumer packaged goods and restaurants." Friends have suggested he put up some of his own capital--he owns, among other assets, 86,267 shares of Philip Morris stock, worth roughly \$4.5 million--and join an investment firm. Miles hasn't entirely ruled that out. When asked about General Motors, which recently announced it is looking for a new marketing chief, Miles responded, "I don't want to talk about that. That is strictly a

rumor, and it's very unlikely." Whatever happens, Miles insists he's happy just hanging out. "In the news coverage of my departure, someone said I was going to play golf and go to Italy. It never occurred to me to go to Italy." And he doesn't know how to play golf. But this summer, with time on his hands, he says he'll learn.

**"Letters to the Editor: Insidious Smoke"**  
**Wall Street Journal (07/12/94) P. A15**

Nicole Bisagni of Pompano Beach, Fla., writes in a letter to the editors of the Wall Street Journal about Rep. Thomas Bliley's "inane comment, comparing smoking to skydiving, skiing, and shooting the rapids," which appeared in the June 23 edition of the paper. Bisagni complains that Bliley is ignoring the fact that those sports "do not have negative health effects on innocent people." She writes her letter from an office building that bans smoking from public places, and claims that she will return "home tonight with smoke in my hair and on my clothes, and the lethal mark of tar on my lungs." Evidently, smoke drifts up from lower floors through the air vents to her office. Bisagni closes her letter by making this point: "The tobacco industry claims smokers have rights. Do I not have a right to eat, work, and play without constantly being subjected to the noisome and deadly secondhand smoke?"

**"Obituary--Reynolds"**  
**Associated Press (07/12/94)**

Richard Joshua Reynolds III, grandson and namesake of R.J. Reynolds Tobacco Co.'s founder, died on June 28 in Pinehurst, N.C., at the age of 60. His half-brother Patrick Reynolds, an anti-smoking activist, claims that Reynolds died of emphysema and congestive heart failure caused by smoking, but that could not be independently verified. Reynolds was a philanthropist, the founder of Full Sky Publishing, a company dedicated to publishing work by young writers, and produced the film "Siddhartha," based on the Herman Hesse novel. He also founded the Sufi Institute in New Mexico. The Sufi Foundation camp is located near Torreon, N.M., and is based on the beliefs of the Muslim movement of Sufism. Reynolds' wife, Marie, died earlier this year. The couple had no children.

**"U.K. Eyes TV Ban on Tobacco-Sponsored Sports"**  
**Advertising Age (7/11/94)**

London--A parliamentary committee is demanding a ban on national TV coverage of tobacco-sponsored sports events after current contracts expire. The committee's goal would be to extend the ban to

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