

ailed questionnaire which found that women developed primary lung cancer earlier than men even if women smoked less.

But Dr. Don Wigle of the Laboratory Centre for Disease Control, a department of Health and Welfare Canada, remains skeptical of the project's findings.

"It's only in the last few years that women have smoked long enough to even begin doing such a comparison."

Women, he said, didn't really take up smoking until the Second World War and its effects were not seen until the mid-1960s. The incidence of lung cancer in women has since skyrocketed.

(During the war women were recruited to work in factories, replacing the men who had gone off to fight. The workers were often displaced back into the home at the end of the war, when soldiers returned seeking jobs.)

Both Wigle and McDuffie agree that lung cancer among women is increasing at an alarming rate.

"The incidence of lung cancer among Canadian women has risen steeply, even though, more than men, they tend to smoke filter and low-tar filter cigarettes. Their widespread use by women smokers has therefore not been a sufficient response to the dangers of smoking," said McDuffie.

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"Getting Away With Murder: The American Experience With Cigarette Advertising"

"Getting Away With Murder: The American Experience With Cigarette Advertising" is the title of a thought-provoking, illustrated lecture to be delivered by advertising expert Dr. Richard

Pollay, a professor of marketing at the University of British Columbia. Dr. Pollay's address is one in the Ethics Lecture Series presented by the University of Prince Edward Island Faculty

of Arts and the Saint Dunstan's University Board of Governors. This public lecture is free of admission charge. It will be on Friday, February 10th, at 8:00 p.m. in the Duffy Amphitheatre, UPEI.

In 1988 Dr. Pollay was called as an expert witness for the surviving plaintiff - Antonio Cipollone - in the precedent-setting trial of Cipollone was awarded \$400,000. in damages from tobacco companies for his wife's death due to lung cancer. During his day and a half of testimony at the trial, Dr. Pollay drew from a large body of his research on American cigarette advertising during this century. Dr. Pollay testified that approximately \$2 billion a year is spent on cigarette ads in the 1980's. That works out to a quarter of a million dollars an hour, every hour of every day. He also testified that in at least 60 percent of cigarette ads there was a message direct or symbolic healthiness, indicating positive physical side effects as a consequence of smoking. Some of the ads, Dr. Pollay noted, even carried endorsement from members of the medical community.

Dr. Pollay is a graduate of the University of Chicago (MBA in 1963 and Ph.D. 1966). He taught at the University of Kansas prior to joining the Faculty of Commerce at the University of British Columbia in 1970. Dr. Pollay is the curator of the Historic Advertising Archives at U.B.C., and a former editor of "The Journal of Business Administration". He has been a visiting scholar at the Graduate School of Business Administration, Harvard University, and an Erskine Fellow at the University of Canterbury, Christchurch, New Zealand. He is also widely published author of papers on advertising history and consumer behaviour.

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presents a Public Lecture



Getting Away With Murder

"The American Experience with Cigarette Advertising"

A thought-provoking, richly-illustrated presentation by

Dr. Richard Pollay

Curator, History of Advertising Archives,
Faculty of Commerce, University of British Columbia

Friday, February 10 at 8 pm
Duffy Amphitheatre, UPEI

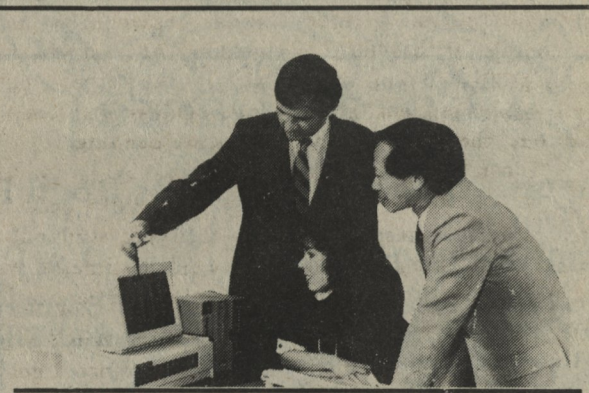
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