

## Butting heads with Marlboro Man

The tobacco industry is coughing and hacking its way into courtrooms across the country as the lawsuits pile up. Last week New Jersey filed suit, contending the industry owed the state \$1.1 billion to cover smoking related illnesses. The New Jersey suit is one of more than 23 lawsuits pending in various state and federal courts.

What does all this legal activity mean? Why should the tobacco industry pay for the bad judgment of millions of American smokers who should know the risks involved?

The answer lies in the question: Smokers should know the risks involved, but tobacco companies have made a habit of suppressing reports denying accusations that may reduce the regularity of cigarettes. The tobacco industry must make amends for its exploitation of all Americans, and the only way that can occur through reparations and apologies.

Sadly, the industry shows little remorse for the deaths of millions of smokers, and tobacco companies spend most of their time denying wrongdoing.

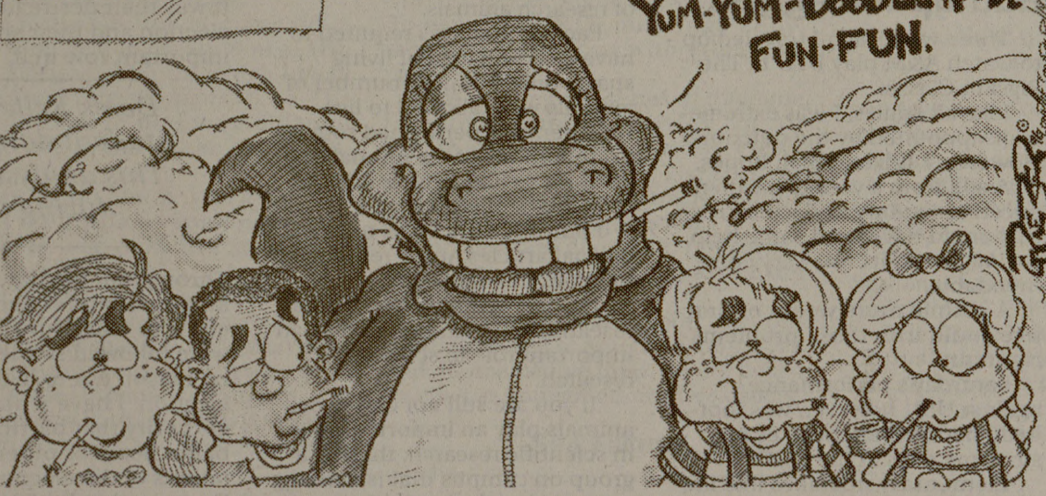
In addition, tobacco companies used advertising to take advantage of impressionable children. Many ads caught children's attention with images of sexy young women and manly young men with Marlboros hanging precariously from their lips. 1988 marked the largest increase in adolescent smoking. And, not by coincidence, it also marked the birth of Joe Camel, an impressionable young man instantly recognized by Joe, often seen with a leather jacket and a large-breasted female draped on one shoulder, as the definition of cool. It seems rather odd that a smoking desert beast with a habit of puffing could ever find such a woman.

Not to mention the fact that women represented in such a manner reduce real women to mere sex objects in the minds of young hormonal males. But it was supposedly cool just the same.

So advertising makes the little fish nibble,

A REPLACEMENT IS FOUND FOR THE MARLBORO MAN...

SMOKING IS YUM-YUM-DOODLE-PODLE FUN-FUN.



but what sets the hook? That was the question on the tobacco companies' collective minds when they began their studies in the '50s.

What did they discover? Hmmm, there seems to be some indication they began putting more nicotine into cigarettes after their studies were complete.

Essentially, all a cigarette does is supply the junkie with a fix of nicotine, which acts as a stimulant in small doses and a narcotic in large doses. Cigarette companies have known this for decades and utilized this knowledge by keeping nicotine levels artificially high, at the expense of the general welfare of the nation.

Given the fact that smoking is a proven contributor to mouth, lung and throat cancer, emphysema, birth defects and yellow fingernails, it would make sense that the tobacco industry should be subject to strict government regulations and scrutiny.

Comparably, the government plays a miserably small role in the industry. Sin taxes and tiny Surgeon General's warnings do little to deter any smoker or crooked tobacco company.

Let's whip out the ol' campaign contribution list and see what's happening. In the first half of

1996, Republicans and Democrats accepted nearly \$2 million from the industry's lobbying arm. Could the government be so greedy, so for-sale? You bet, especially when the billion-dollar industry in question is one of the most powerful lobbying forces in the nation.

Granted, all other industries lobby Congress, but what other industry's sole concern is the slow death of humanity for a profit? Firearms? Alcohol? They can all justify their existence, be it for protection, recreation or making borracho beans. Tobacco cannot justify itself for the love of money.

Why not argue for the legalization of heroin? At least it kills its victims in a timely manner. Still, is the tobacco industry liable for all the deaths it has caused? The answer is a resounding "yes."

After 50 years of cover-ups, kickbacks and early graves, it is time the industry owned up to something, rather than putting the blame on the millions of people it has manipulated. Learning to accept responsibility is part of growing up, but the tobacco industry is in a position where it cannot do so without destroying itself. Would that be so bad?

Columnist



Patrick Smiley  
Sophomore  
zoology major

Columnist



Aja Henderson  
Senior political  
science major

## Napping college away

Napping is serious business around here.

Since I live off campus now, my days of running back to the dorm for a quick catnap are gone. At first, this nap deprivation took some getting used to.

However, as I gradually and resentfully adjusted, I began to think about the situation carefully. Why, exactly, is napping so important? After much thought, I am convinced that, like most other unhealthy habits, napping has become (gasp) ... an obsession for many college students.

First, napping almost always leads to guilt. Case in point: Remember the time you jolted awake in your bed, only to find to your chagrin that you missed a class you had already napped through earlier in the week? If so, you can recall the agony and the sinking feeling in the pit of your stomach as you hurriedly flipped through your phone book in search of a classmate's number.

Furthermore, I am convinced that napping is an obsession because people lie about it so much.

Try a little experiment: Call your friends in the early afternoon and see how many answer the phone sounding extremely muffled. Ask him or her, "Hey, what's up? Are you asleep?" and I promise the answer will be "No!" Or, if they possess an inkling of honesty: "No, I was just lying down."

Yeah, lying down asleep! Obviously, action needs to be taken. Do not despair — if you are a habitual napper, there is help out there.

The cycle can be broken, but

the first step is admitting there's a problem. You are a dysfunctional napper if you show the following symptoms:

1. You schedule your classes with gaps between for the exclusive purpose of being able to nap.
2. You schedule your life around the nap — that is, you actually pencil in the word "nap" in your day planner.
3. You think you cannot function without your daily nap and will stop a productive activity, such as studying, to do so.
4. You nap whether you're tired or not.
5. You fantasize about your next nap in class.
6. You are grumpy when you don't nap, much like the chain smoker without his lighter or the alcoholic without his bottle.

Getting a little shut-eye is alright — in moderation.

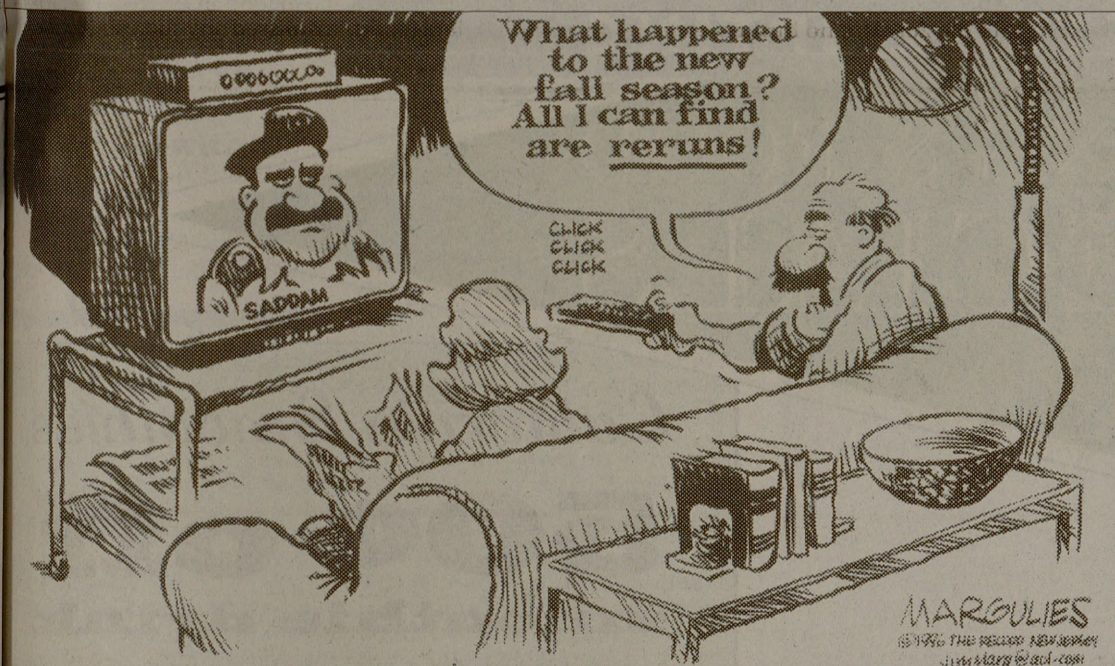
However, as the thrill of class and buying books steadily wears off, we need to stand up in true Agginess and nip this napping problem in the bud.

Just think of all the great things our student body could accomplish if napping was brought under control.

More students would be in class learning, or just hanging out with friends and smelling the roses.

College is supposed to be the best time of our lives. Napping cuts that time short.

So, let us unite and lick this nasty habit. After all, we will have all the time to nap in the world when we are dead. And we haven't bit the dust yet!



## Feeling forced into Armed Forces

Am high, be all you can be, and go full speed ahead so you can be one of a few good men. Just make sure you're doing it for the right reasons.

Throughout my childhood, my parents taught me that it was my duty to serve my country.

My head was shaved, my buzz haircut and I wore camouflage around the back as I killed the imaginary enemy with my toy guns.

In church, the pastor taught that before starting our lives, all men had the obligation to join the armed forces.

When I first came to Texas A&M and joined the Corps of Cadets, I was motivated to be a Marine. I had a few friends who were in the Marine Corps and I saw how proud they were. I was proud of what I wanted to do with my life — I was going to be a Marine Corps Aviator.

But after my freshman year, I began to question whether or not that path was the right one for me. No, it wasn't because of all the frustrating hardships I had endured as a freshman — I knew that being an officer in the military was going to be much different than being a fish in the Corps. My uncertainty was a little deeper.

I began watching and remembering what had gone on in the

Columnist



David Boldt  
Senior marketing and  
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world in the past few years. Pictures went through my head of an American soldier's body being dragged through the streets of Mogadishu, Somalia and thousands of men and women leaving their families to go off to war in the Middle East.

I wasn't afraid of dying. If it's my time to die, I am going to die no matter what I am doing. My concern had to do with the reason those who died pointless deaths joined the military.

When these courageous men and women join the U.S. Armed Forces, they take an oath to protect the freedom of Americans.

Before the Soviet Union fell as a world power in 1989, soldiers at least had the possibility of defending the United States.

Countries who possess nuclear power know the United States has more nuclear warheads than they do.

They wouldn't be stupid enough to fire their nuclear missiles on us.

To some, the absurd atrocity of the Vietnam war had the purpose of stopping communism from spreading.

In Desert Storm, these fine men and women were protecting the U.S. economy by defending the oil rich land of Kuwait.

But sending soldiers to places like Somalia, Bosnia and the most recent campaign in Iraq, to die for

people who do nothing to benefit the United States is useless.

Why should I be obligated to kill and possibly die for someone in some other country who simply whines to Clinton for help? Supplies, medical care and economic assistance — yes. American lives — no.

We are all lucky to live in a time when the threat of an attack on U.S. soil is slim to nonexistent. Thanks to the brave men and women who have served throughout history, we are pretty darn safe.

However, the need for a strong military is still alive and the U.S. Armed Forces offers great opportunities to all who choose that path.

But since the threat of an attack is no longer eminent, the obligation for all men to serve no longer exists.

One can serve the American people just as well by making money in the business world and investing it or giving it to charity.

Fortunately, like my father before me, my choice was lifted by physical problems.

But there are many men and women on this campus whose parents have ingrained the obligation to serve.

These are not just cadets, but just about anyone with ultra-conservative parents.

Join if you want to learn leadership and respect. Join if you want to fly jets. Join if you want to travel the world at the expense of the government. But don't join out of sheer obligation.



## MAIL CALL

what a medicine will do in a body is to put it in a body. If the choice is between a mouse and my sister, I sadly choose the mouse.

Robert T. Crow  
Chemistry professor

## Judge Tupac with greater knowledge

Losing Tupac is a tragedy that I still cannot find the words for.

I hate it that yet another black man is dead for no reason. I hate it even more that the nation he lived and died in is filled with people who think they can look at his life, judge his actions, weigh his worth and find him wanting. I hate that we have a nation full of people living in glass houses trying to throw boulders at his life and insisting that we, as fans, are wrong for being hurt, wrong for grieving and wrong for loving Tupac.

If you are wondering who will weep for Tupac, then you need look no further, because that is my brother who died in Las Vegas.

Maybe if some of you boulder throwers would listen to his lyrics you would discover that he was your brother, too.

Nature Sargent  
Class of '96

## Biased media errs in criticism of Tupac

I'm really tired of the media and others criticizing Tupac Shakur. First of all, Tupac was not a gangsta nor did he rap about gang banging.

From the release of his debut album, "2Pacalypse Now," the media has only portrayed negative images of Shakur. What about 2Pac's positive songs such as "Dear Mama," "Can U Get Away," "Life Goes On" and several others? Despite some troubles he might have had with the law and his lyrics, Tupac was the victim.

Someone took the life of a very talented person who had much to offer the music industry. The media doesn't discuss the sins of its other victims or blame them for their own deaths. Why is Tupac different?

If I didn't know any better, watching MTV and CNN would give me the idea that Tupac was just another angry young black man who got what he deserved. They conveniently left out the

clips of Shakur's smile and playful disposition. We only saw what the media wanted us to see, such as 2Pac leaving a courtroom.

Mason Jackson obviously didn't do any research nor is he knowledgeable about rap.

Kensley R. Alexander  
Class of '98

## Mice needed for accurate research

I sympathize with Jon Apgar's feelings about animal testing; However, he seems to have little understanding about how animal research is actually done.

Drugs with clinical promise must first go through animal testing against three different species. The purpose is to eliminate errors that might occur by initially choosing a species whose reaction to a drug might not parallel our own.

Once the drug has cleared animal tests, it enters clinical trial in humans, which consists of very specific phases. The first determines toxicity in humans and is guided by the LD50 data. Apgar is so quick to condemn. The reason is very simple — you don't want the first injection of a drug to be the last injection of the patient's life.

Tests such as the Draize eye test, although certainly on shaky ethical grounds, are important, in particular for the cosmetics industry. What other method is there to determine whether or not a new mascara causes blindness?

Apgar also suggests using post-mortem studies to test drug efficacies. What does he think animal testing is? Would he rather kill ten or twenty human patients before a doctor figures out how to handle a new drug? Does anyone want their parents, children or spouse to be the first guinea pig?

A medicine, thought to be an excellent supplement for offsetting side effects of chemotherapy, was used in a hospital without any animal testing. All of the patients died within days.

I will certainly be among the first to cheer when animal testing is no longer necessary. At this time, however, the only way to determine

## Liberal martians invade on mission

About midnight, I was walking near the MSC when a small spacecraft came down and began to hover just over Rudder Fountain.

I crouched in fear as a doorway to the craft opened and two dozen little green men ran to the nearby bulletin boards and started ripping down fliers seemingly without discretion, but I soon realized their purpose. They were destroying College Republican fliers with extreme malice.

Then I noticed it, printed on the side of their ship, our smiling president's face and the words "Martians for Clinton" printed beneath it.

I gasped at the sight of such a nefarious attack on free speech. My broken silence was enough to draw the attention of the aliens who then captured me and forced me onto their ship along with thousands of CR fliers.

I was forced to watch hours of programs perpetrated by the "liberal news media" and made to join organizations like PETA and Green Peace.

I would have been doomed to a life of bleeding heart sentimentality if not for the courageous efforts of the College Republicans. With redoubled efforts, they replaced every old flier with two new ones that snapped me back to the "real world" of hard-nosed conservatism.

I was saved by the College Republicans, but be careful, the "liberal extremists" will surely return tonight.

Jeremy Grohikey  
Class of '99

The Battalion encourages letters to the editor. Letters must be 300 words or fewer and include the author's name, class, and phone number.

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