

they are working for their communities. People are working tirelessly, around the clock, to hold back the river. Neighbors are standing shoulder to shoulder, sandbagging. Volunteers are tirelessly serving sandwiches and hot coffee at fire stations.

When I was in Montevideo last week, it was just amazing. People who live on the high ground, they don't ever have to worry about the flood; they are out there, I mean really working to the point of exhaustion, sandbagging for others. High school students, I say to the pages, have volunteered their time, and they are doing a great job. That is the good news. The good news is the goodness of people in Minnesota. The good news is all the ways in which people are working together—I might add, to my colleagues, Democrats, Republicans, and others. The good news is the voluntarism of young people. The bad news is that in all too many communities, it really looks like a war zone.

The weeks and months ahead will include many more hours of hard work, cleanup, removal of sandbags, restoration of buildings, and ensuring that water supplies are not contaminated. People need not only the support of their neighbors, they need the support that only the Federal Government can provide.

It is interesting. Colleagues, Republicans and Democrats from other States, during the years I have been here in the Senate, have come to the floor and spoken about what citizens in their States have been confronted with. I think all of us are sympathetic and all of us try to provide the support.

I thank President Clinton for his very prompt response. I thank my colleagues in advance for the support I know they will give. I thank colleagues who have come up to me in the last couple of days and have asked me, how are people doing? What can we do to help? I am really proud—it is not a politician speaking—I am just really proud of people in Minnesota. I wish people did not have to go through this. I am emotional about it. I am really emotional about it. I just wish this was not happening, but it is, and it is so important that all of us at the Federal level try to provide assistance to people in communities not just in Minnesota but around the country when they are faced with these kinds of disasters. This really is a disaster.

I look forward to getting back home as soon as possible this weekend. I look forward to James Lee Witt and others coming to visit Minnesota, North and South Dakota, and other States that are going to need the help. People really need the help. People really need the help, and we have to make sure we provide it.

I yield the floor. Mr. President, I suggest the absence of a quorum.

The PRESIDING OFFICER. The clerk will call the roll.

The legislative clerk proceeded to call the roll.

Mr. LAUTENBERG. Mr. President, I ask unanimous consent that the order for the quorum call be rescinded.

The PRESIDING OFFICER. Without objection, it is so ordered.

THE FTC CASE AGAINST JOE CAMEL

Mr. LAUTENBERG. Mr. President, yesterday I introduced the Tobacco Disclosure and Warning Act. This bill will require tobacco companies to disclose the ingredients, including the carcinogens, that exist in cigarettes. Cigarettes are the only consumable product in America today, the only one, whose ingredients are not disclosed. All kinds of food products list all of the ingredients very specifically. I think it is wrong. The public should know what is in the cigarettes. We work hard and invest a lot of resources to stop our kids from doing things like eating lead-based paint or drinking water with lead. We should not let them smoke it.

This bill would also require large, blunt and centrally placed health warnings on cigarette packs of the types used in other countries. I look at this one, which is done in Canada. Very clearly, on the black portion here, it says, "Smoking can kill you." It is also printed in French to make sure that people understand the threat to their health when they take up smoking.

I want to particularly focus on the issue, now, of tobacco advertising and direct it towards the industry's use of Joe Camel. As you know, the Federal Trade Commission has jurisdiction over the fairness and truthfulness of advertising. Today, I am sending a letter to the Chairman of the FTC, Robert Pitofsky, encouraging the Commission to bring a case against R.J. Reynolds for unfair advertising because of its portrayal of Joe Camel in its advertising campaign. I am joined by Senators DURBIN, KENNEDY, HARKIN, WELLSTONE, WYDEN and MURRAY.

I ask unanimous consent the letter be printed in the RECORD.

There being no objection, the letter was ordered to be printed in the RECORD, as follows:

U.S. SENATE,

Washington, DC, April 9, 1997.

Hon. ROBERT PITOFSKY,
Chairman Federal Trade Commission,
Washington, DC.

DEAR CHAIRMAN PITOFSKY: We are writing to you today to encourage you to reopen an unfair advertising case against the R.J. Reynolds Tobacco Company for marketing cigarettes to children. The company's Joe Camel campaign is an outrageous attempt to attract children to their product—a product that is illegal for children to purchase.

Numerous new facts have been uncovered about the tobacco industry's marketing efforts since the Commission's 1994 decision not to bring such a case against R.J. Reynolds. The most recent development was the Liggett Group's admission that the tobacco industry does in fact target children in its marketing efforts.

In addition, the Food and Drug Administration has collected R.J. Reynolds docu-

ments that evidence a company policy to appeal to "presmokers" and "learners" ages 14 to 18. A 1993 company study indicated that 86% of children age 10 to 17 recognized the image of Joe Camel, and 95% of those children knew that Joe Camel sold cigarettes. Since Joe Camel was introduced, Camel brand's youth market share has jumped from less than 3 percent to as high as 16 percent.

For these reasons, we believe it is time for the FTC to step in to protect our nation's children from a product that kills one-third of its users. While tobacco companies have a right to advertise their product to adults, the peddling of illegal drugs to children cannot be tolerated.

Sincerely,

FRANK R. LAUTENBERG,
RICHARD J. DURBIN,
PAUL WELLSTONE,
EDWARD M. KENNEDY,
RON WYDEN,
TOM HARKIN,
PATTY MURRAY.

Mr. LAUTENBERG. Mr. President, the letter simply asks the Chairman of the FTC to revisit this case, because we believe that R.J. Reynolds is intentionally advertising a product to children which is illegal to sell to them. In 1994, the FTC voted 3 to 2 against bringing such a case against R.J. Reynolds. At that time, the Commission cited a lack of evidence. But since then, dramatic new evidence, new material has become public. Last year, 67 Members of the House wrote a letter asking the FTC to reopen the investigation. The FTC staff has recommended that the Chairman do just that, and he will be making a decision over the coming weeks.

Mr. President, Joe Camel is a prime example of advertising that ought to be stopped. If Joe Camel were real and smoked as much as he does in his ads, he would be a dead camel. He would have bit the dust from emphysema, lung cancer, and heart disease.

The R.J. Reynolds company promotes the line of cigarettes with a cartoon character that is named "Joe Camel." This character is seen in the advertisements promoting a "cool" and "smooth" image. He is often seen holding a cigarette out to the viewer of the ad. A picture I noticed most recently is he is in a beach chair someplace where the sand is nice and white and fresh, and he is sitting there.

Why would a tobacco company use a cartoon character to market its product? It does not seem like a cartoon is the best way to appeal to adult smokers. R.J. Reynolds claims it is marketing to adults with Joe Camel. It is hard to believe.

An article published in the Journal of the American Medical Association revealed that 6-year-olds—6-year-olds—were as familiar with Joe Camel as they were with Mickey Mouse. The Disney company has spent decades and a great deal of effort promoting Mickey Mouse, and if R.J. Reynolds is not marketing to kids, then it has pulled off perhaps the most successful accidental promotional job in mass media history.

I want to be clear, I do not think that children are being drawn to Joe Camel

by accident. The truth is that R.J. Reynolds is marketing its deadly product to children.

In preparation for its rule designed to decrease teenage smoking, the Food and Drug Administration collected documents that show that R.J. Reynolds targeted what it calls presmokers, identified as children as young as 14. A 1993 R.J. Reynolds document boasted that 86 percent of children age 10 to 17 recognize the image of Joe Camel and 95 percent of them knew Joe Camel sold cigarettes.

The most telling statistic is that since Joe Camel was introduced, Camel's share of the youth cigarette market has jumped from 3 percent to as high as 16 percent. Despite this criticism, R.J. Reynolds recently decided to engage in even more egregious behavior. It is now targeting kids based not only on age but race as well.

Mr. President, despite the rising rates of teenage smoking overall, African-American children have bucked the trend. How has the tobacco industry responded? It seems that R.J. Reynolds has decided that since its current marketing tactics are not working, it ought to target specific groups of children, particularly African-American children. Not only have they targeted those children, but it is promoting a line of camels even more deadly than its standard cigarettes.

Recently, R.J. Reynolds introduced a product called Camel Menthols. Menthols are a particularly dangerous type of cigarette. The menthol cools the smoke so that it can be ingested deeper into the lungs. Unfortunately, menthols are very popular in the African-American adult community. Critics are now charging that this line of Camel Menthols is designed specifically to appeal to African-American teens. In fact, it has been shown that R.J. Reynolds has revamped the Joe Camel image for Camel Menthols ads to make the character more appealing to African-American teenagers.

I consider R.J. Reynolds' corporate behavior inappropriate, and I hope that the FTC will take steps to end this advertising aimed at our kids, or any advertising aimed at our kids, because no parent, no guardian in good conscience could say to a child, "Listen, here's some lead, here's some benzene, here's some arsenic, here's some chromium. If you feel like having a little bit of it, take it." Your conscience would never permit it, and the law would probably incarcerate you for endangering the health of a child. But here we have this advertising of a product that carries all of these elements in them.

I have asked in this bill that was introduced yesterday to make sure all 43 carcinogens that are used in tobacco products are clearly identified and that people are conscious of the fact that smoking may taste good, but once they try it, they live with it for as short a period as their life will be.

THE LIFE OF TIM HAGAN

Mr. BOND. Mr. President, today in my hometown of Mexico, MO, a very dear lifelong friend, Tim Hagan, will be buried. Lowell Lambert "Tim" Hagan, III, owner of Hagan Clothing Co., died Sunday after a long battle with cancer, and will be sadly missed by his family and all of us who were privileged to be counted among his friends.

Tim was a tremendous businessman and community leader. Born and raised in Mexico, MO, Tim developed a lifelong reputation as "doer". He successfully ran the family clothing business, and was involved in numerous community organizations, including the Rotary Club, the Mexico Chamber of Commerce, and the Mexico Country Club. Out of compassion for those less fortunate, he was the former president of the Audrain County Cerebral Palsy Society, and for 6 years was chairman of the Missouri National Multiple Sclerosis Hope Chest Campaign.

Because of his understanding of the daily challenges small business owners face, Tim was chosen to be part of the Missouri delegation for the White House Conference on Small Business in 1995. That conference was one of the most successful in history, in that some of the ideas generated by Tim and others to create small business jobs and opportunities have been acted on by Congress and many others are now being discussed.

Tim also felt that the education of our children and youth was particularly important to securing a good future, and was instrumental in bringing the Technical College to Mexico. That contribution will benefit the youth of Audrain County for years to come. His presence and spirit in the community will also continue to be felt for many years in that his own son, John, will continue to run the fourth generation family business.

Tim shared with his friends a love of his Irish ancestry, though his love was more frequently and forcefully expressed as a lifelong Democrat. Even in the last days of his illness, he and I engaged in many spirited, but good natured political debates.

Our culture is quick to glorify the here and now, the "flash in the pan" celebrities, the "cause" of the day. By that measure, Tim Hagan stood apart. While he was known in the community as a "feisty Irishman" with unfailing energy, he was also a builder. He spent his entire life making life better for his family, his employees, his church, and his community. His love for others knew no racial or social boundaries. We will miss him terribly.

I ask unanimous consent that an editorial by Joe A. May in yesterday's Mexico Ledger be printed in the RECORD.

There being no objection, the material was ordered to be printed in the RECORD, as follows:

[From the Mexico Ledger, Apr. 8, 1997]

MEMORIES OF A COURAGEOUS MAN

One measure of a man's life is how much he's missed once he is gone. The death of

Tim Hagan Sunday has left a void in this community as immense as the spirit with which he moved through this world.

Tim excelled as a husband, father and businessman, but somehow that was expected. Those who had the pleasure of his acquaintance knew he was incapable of offering anything less than the best.

Through his work and volunteerism Tim touched many lives and those of us who knew him will always treasure our favorite memories.

Some may remember the third-generation clothier's innate touch of class.

Some will remember the Mexico native's dedication to civic projects that have improved our city.

Some will remember the gregarious Irishman and his unflagging enthusiasm for the sports teams of his alma mater, Notre Dame.

Some will remember the dedicated golfer and his exploits on the greens or his stories of the game that time and blarney could always improve.

As for me, I will remember Tim's friendship, his humor, his generosity, his gift for lightening the burdens of others.

But all of us can share the memory of Tim's determination. He had battled cancer since 1990. The faith, conviction and love for family he demonstrated during that fight should serve as an inspiration. Even on the most trying of days, his attitude remained positive, his smile present.

His courage to the end provided the best testimony to the man, his spirit and the life he spent among us.

He died as he lived—a feisty Irishman.

Goodbye, my friend. I will miss you.

RETIREMENT OF DR. JOHN B. BEGLEY

Mr. FORD. Mr. President, I come to the Senate floor today to pay tribute to a man who simply could not have worked any harder on behalf of the Kentucky college he has represented for the past 20 years.

A native of Harrodsburg, KY, Dr. John Begley returned to Kentucky in 1977 as head of Lindsey Wilson College in Columbia. It's hard to believe that the school John leaves today is the same one he came to 20 years ago.

Back then, Lindsey was just another struggling junior college. Today, it's the fastest growing liberal arts college in Kentucky. Back then, enrollment hovered around 222 students. Today, 1,372 students look to Lindsey for the tools to shape their futures. Back then, the school operated on a \$600,000 a year budget and took in no more than \$50,000 a year in donations. Today, Lindsey has a \$14 million budget, pulls in \$1.3 million annually in donations and raised \$18 million in a 5-year capital campaign.

But perhaps most remarkable is that under John's leadership, the college has in no way sacrificed quality. Instead, they have strived for, and by all accounts achieved excellence.

In addition to 15 baccalaureate majors, the college instituted a masters in counseling and human development. Within just 2 years, the accrediting arm of the American Counseling Association ranked the masters program as one of the top 12 counseling programs in the Nation.