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BROADCAST EXCERPT

NEWSCASTER: Tobacco, smoke it or not, may still be hazardous to your health. Al Rossiter, Jr. tells us about a just released study.

AL ROSSITER, JR.: So-called smokeless tobacco does not carry the health hazard warnings as cigarettes do, but the American Cancer Society says smokeless tobacco also is a health hazard. The Society has just published a pamphlet designed to counter-advertising which promotes chewing tobacco and snuff.

In addition to the adverse social aspects, the Cancer Society says habitual use of smokeless tobacco can cause leathery, white patches inside the mouth that sometimes develop into oral cancer. The Society says chewing tobacco and snuff also affect the sense of taste and smell. And, the Society says, smokeless tobacco can cause dental problems such as receding gums, greater wear and tear on tooth enamel, and marked tooth decay.

And, the Cancer Society says, the nicotine in the tobacco lifts you up first and then lets you down. The result, according to the Society, is that this high-low effect on the nervous system sets a person up for continued need of smokeless tobacco.

Al Rossiter, Jr., Washington.



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