



## SPECIAL RED RIBBON ISSUE COMMEMORATING 25 YEARS OF ACAS WORK

ACAS/RED RIBBON CAMPAIGN MESSAGE STATES  
"DRUG FREE IS TOBACCO FREE"

ACAS joins the Governor's Alliance Against Drugs and Arizonans for Drug Free Youth & Communities to celebrate Red Ribbon 1991 and the 25th year of ACAS work started by Betty Carnes in 1966. Our Red Ribbons remind us that "DRUG FREE IS TOBACCO FREE".

The Red Ribbon Campaign began in 1985 when DEA Federal Agent Enrique Camorena was killed by drug traffickers. That year over a quarter million Americans were killed by "legal" drug traffickers which Joe Tye of Stop Teenage Addiction to Tobacco calls "white collar drug pushers, many of whom do not smoke but use appealing promotions to hook our kids as replacement smokers."

During Red Ribbon Week, Oct. 19-27, Arizona schools, businesses, and pro-health groups join together to help keep our youth drug free. The National Institute on Drug Abuse warns, "Ordinary cigarettes, not marijuana pull teenagers toward alcohol and hard drugs" and urges community leaders to "consider the role of tobacco" in programs aimed at drug abuse. Thus AFDNYC recognizes tobacco as a gateway drug for youth and resolves as "fundamental" that "NO ILLEGAL USE OF ANY LEGAL DRUG" shall be accepted in our quest for a Drug Free America.

Wear your Red Ribbon and lend your voice as well as your dollars in support of the ACAS/Red Ribbon message for youth-DRUG FREE IS TOBACCO FREE. Your local newspaper will print your letters to the editor and your mayor can share them with your council and community leaders. If you do care, dare to speak out for youth and their health now!

## HIGH TAX/COST CUTS CIGARETTE SALES TO KIDS

The overall cost of tobacco is cited as the main reason for a drop in cigarette smoking among students. "Children are influenced by price increases much more than adults and black adolescents may be influenced even more."

The national study of 11,600 high school students found 36% of them used either cigarettes or smokeless tobacco in the last 30 days, but only 13% of both sexes smoked frequently (defined as smoking 25 of the 30 days). Smokeless tobacco use, high and rising epidemically among boys imitating their athletic role models, was 19% compared to 1% among girls.

This report (along with the California & Canadian reports) emphasizes the important need to raise excise taxes on all tobacco products as the single greatest youth health step to tobacco use prevention. (Ag. Republic, 9-15-91. See "TOBACCO TAX SHAMEFULLY LOW IN AZ", p.3, Summer issue.)



MRS. HERBERT (BETTY) CARNES

## REMEMBERING &amp; LEARNING FROM BETTY CARNES

We will honor our founder, Betty Carnes, and her ACAS work begun 25 years ago with a treeplanting/plaque dedication ceremony at Scottsdale City Hall, 10:00 a.m., Oct. 15, 1991. Mayor Drinkwater, officers, trustees, members and longtime friends of Betty will also share special remembrances of her.

Betty was the first writer/editor of what she called our "homespun" newsletter. We searched the files for historical items old friends will fondly recall and those who didn't know her will learn much therefrom.

Featured in Today's Woman/Phoenix Gazette the day after Gov. Williams signed the first statewide smoking control bill in the U.S. (5-4-73), Betty said, "You have no idea how hard it is to fight the large restaurant and tobacco industry lobbies." She spent every Monday morning from Jan. to May, 1972 and Jan. to April, 1973 in legislative committee chambers. "When she first became a 'militant' against smoking she was taken lightly by legislators and businessmen. 'Now they take me seriously. They know I mean business and that I believe that anything can be done if you try hard enough.' Mrs. Carnes intends to keep trying harder." (She did, and we must too if we are to be true to her trust!)

On March 24, 1977, Betty was on CBS-TV's "Magazine" with film of ACAS activities on location. The interview, triggered by an attack on her ACAS work by R.J. Reynolds Tobacco Co., resulted in responses from all over the U.S. -- "thousands of letters!"

That month Betty found another valuable volunteer, John Spealman, an engineer who advises ACAS on problems of ventilation. He later became her driver after she broke her leg. John now serves as vice president.

In Feb. 1978, after the loss of her husband Herbert, it was very difficult for Betty and when the Senate Transportation Committee killed the smoking bill she had just testified on at Sen. Stan Turley's request, she said, "Plainly, our present legislature is controlled by the tobacco lobby (Still is?) Our objective must be the election of new and competent legislators." It was after this that Betty first wrote of the need for an ACAS Executive Director.

text continued on page 2

In November 1978, Betty had an ally to support her on smoking and child abuse. The ACAS newsletter reported an ASU joint conference with the Gov.'s Council on Children & Youth, where an ASU professor, "Dr. Don Morris, prominent ACAS member, cited a recent World Health Organization study...a two fold increase in the incidence of bronchitis and pneumonia the first year of life (with smoking parents)' and that to 'smoke around children, take them into smoking areas, or smoke while holding babies' is really child abuse." Don now serves as executive director.

In April 1979 Betty gained yet another ally, Dr. Leland Fairbanks M.D., who invited her and other active ACAS members to the U.S. Public Health luncheon to meet Surgeon General Julius Richmond. Fairbanks became active in ACAS and is now President.

Remembrances of Betty must include her knack for getting publicity. Whether head to head on KTAR Radio with Walker Merryman of the Tobacco Institute, in the "Women's Section," or the "Food Scene" with a "Thank You For Not Smoking" decorated cake, or the sports or nature section with her ducks, she always said, "What PRICELESS publicity for ACAS and our cause." She was right! One of those news articles was read by Eunice Fairbanks and led Leland to ACAS.

In 1981 Helen Chlebo, program chairman of the Osborn Garden Club, invited Betty to speak about birds. Helen's and Betty's mutual interest in birds sparked a shared interest in ACAS work and Helen and Dan became volunteers. In June '82 Helen began to work for Betty as her assistant. Betty wrote of her, "She is kindness itself to me." Helen is now treasurer and Dan, former editor, now serves as recording secretary.

On Mar. 3, 1987 Betty was again on network TV answering Oprah Winfrey's question on smoking in public as being negotiable. Our Betty Carnes said firmly, "Definitely not!"

When times were tough, Betty Carnes never let her vision be limited. She worked for progress at all levels from Scottsdale to the world. Thus it was only fitting that on Nov. 12, a month after she died, Betty was remembered with a memorial tribute led by Donna Shimp, Exec. Dir. of EIA at the World Conference on Smoking and Health in Japan. Betty was cited as "the world's first lay person advocate for Non-Smokers Rights".

## ENTRANCE

Thank You For  
Not Smoking In Line



John Banzhaf, ASH Exec. Dir., "seriously underestimated Betty" at first, but said "she learned quickly" and they were "less and less" like a "student and teacher" and more like "colleagues working toward a common goal." He credits Betty with "Thank You for Not Smoking," the "simple message which has now been translated into dozens of languages." (ACAS was formerly Ariz-ASH)

But nothing may give us more insight or help us remember Betty better than her own words in our May-June '83 newsletter on the 10th anniversary of her successful effort for state legislation. Betty tells of the deceit and broken promises of politicians and how very discouraged she became until finally late one night until 2:00 a.m. "pacing up and down in my bare feet, the sky was clear, the moon was bright... Suddenly, I realized what was wrong...I had not appealed for help from above. All my life my garden has been a hallowed spot. There I can worship and thank God better than in a man made church. I held my arms up to the sky and implored, 'God, I so need your help. Please tell me what to do.'

'Out of the blue my answer came and I ran back into the house [to write] persuasive words which were to go to our four TV stations. Looking back those words were not my own...not the way I normally think or write." Betty told of that day, including Homer Lane reading those words on Channel 10 News and two other TV crews coming to interview her at home. Many said the bill was dead, but, "Late that evening, a miracle occurred! The amendment was removed from the bill and it was rushed to the House floor. When it passed, it won by an overwhelming majority, only 7 votes against and 47 in favor. With all the dangers, pitfalls and obstacles to overcome, surely somebody up there was watching over us."

### ALERTALERTALERTALERTALERTALERTALERTALERT

#### SPECIAL ALERT TO ALL PHOENIX READERS

The EQC (Phoenix Environmental Quality Commission) met Sept. 16, with the AQC (Air Quality Committee) subcommittee, expecting its report to be approved and sent on to City Council- nine pages, amending Chapter 23 of G-3883 (Smoking Pollution Control Ordinance). But testimony by ACAS, ACS, AHA, and the Coalition for Tobacco Free Arizona, cited the proposed amendments, seemingly improvements, as missing the point and thus totally inadequate. We stated firmly that passive smoke is lethal, thus the problem is not economic advantage or disadvantage/leaseholder vs. owner, but rather a matter of public health and public liability and in this case, life and death!

The EQC heard us this time! A motion was made by Mr. Gary Capek, to strike most of the proposed amendments and retain the words in Sec. 23-105, "NO PERSON SHALL SMOKE IN ANY ENCLOSED PUBLIC PLACE OR PLACE OF EMPLOYMENT" (period). In effect this would make Phoenix a smokefree city! The motion was seconded and seriously discussed by the full committee. The AQC proposals were not accepted and the EQC sent them back to subcommittee to consider the lethal public health risk and liability concern.

We urge you all, especially in Phoenix to write/call or meet in person, in support of ACAS and the Coalition, for a smokefree Phoenix: Jim Derouin, (Atty.) EQC Chairman, 2700 N. 3rd St., Phoenix, AZ, 85004, wk 263-8700/hm 860-9152; Mark Santana, (Atty.) AQC Chairman, 2800 N. Central Ave., 85004, wk 234-7800/hm 955-2564. Also call/write your city council (261-8252) and Mayor Paul Johnson (262-7111) at Phoenix City Hall, 251 W. Washington, Phoenix, AZ, 85003.

### ALERTALERTALERTALERTALERTALERTALERTALERT

Dear ACAS,

Thank you! Thank you!! For these healthy results. I so appreciate your letter writing and visit to The Round Up. I'll send a proper note in appreciation soon.  
Diane Mulvey

Dear ACAS,

Thank you for inviting us to the Capitol. We learned alot from the (Arizona Response to Philip Morris) speakers. 5th/6th grades, Phoenix School for the Deaf

[At the Senate they and their teacher, Miss Ooty, did signing for the TV cameras, "Yes, to Bill of Rights; No to Philip Morris!"]

Dear ACAS,

Smoking can kill you. If you smoke, try and quit for your children, if you have any, because sometimes when children breath (tobacco) smoke it can harm children.  
Meghann Keeley, Grade 6

Dear ACAS,

I have a grandpa that smokes. Sometimes it get's a very scary because it will hurt his body! But I don't know how to tell him that I'm worried about him. Maybe this message will get to him and he will quit.  
Heidi Habeck, 5th grade

[These students visited our health exhibit in front of the Philip Morris exhibit along with their teacher Mr. Behm and classmates from Emmanuel Lutheran School in Tempe.]

Dear ACAS,

I wish that there was a way to help the kids at Winston Churchill High (Eugene OR), but there are over 2000 kids attending the school and 900 are into drugs, smoking or otherwise. Many (expelled elsewhere) came to Churchill to see what they could get away with as we only have one campus supervisor. No one is surprised at a group of marijuana smokers at the fire station next door. I jult thought I'd tell you this to show you how badly Oregon needs an organization like yours.  
Allison Chlebe (age 17), Senior

Dear ACAS,

Arizona Boys Ranch supports ACAS in their efforts to inform youngsters of the detrimental effects of smoking. This must be a continuing program through education and enforcement of the present non-smoking laws for minors.  
Frank Kush, Exec. Adm., Arizona Boys Ranch

[Frank brought boys to the Senate ceremony to share how tobacco is a gateway drug.]

Dear ACAS,

We recently took our honeymoon trip aboard the AMTRAK train and soon discovered the observation car was the best way to see the most country. But the tobacco smoke from the downstairs smokers' lounge was so thick that it was like being in a haze. We were tolerant of "conscientious" smokers, before, however, the stench was so bad that within a half hour we both had headaches and our eyes were so sore we had to leave. It's a shame. We missed the best part!  
Robert Kelley

[It is a shame! AMTRAK allows smoking in the very cars they picture in their scenic ads. To question this or state your concern call and write: AMTRAK, 1-800-872-7245.]

[Several Payson newspaper employees adversely effected by passive smoke in the office needed help. We met with them and sent letters of concern to their regional and corporate headquarters. Thus a "healthy results" memo: "Effective immediately, our office will enforce the non-smoking policy of Rajlon Publishing. No smoking will be allowed anywhere within the building. Smokers must leave the building to smoke during their break and lunch periods."

Dear ACAS,

Our small group has come a long way in the past few months. And the trip has been much easier knowing ACAS was there to back us up. Our battle in Payson is uphill all the way. But, with your continued help, I'm absolutely sure we will prevail.  
Trey Ryder, President, Payson Citizens For Smoke-Free Air

Dear ACAS,

"With much appreciation, I am writing to thank ACAS for being instrumental in removing smoke from the workplace here in Yavapai County (county buildings/vehicles). ACAS made effective presentations at both [Board of Supervisors] meetings that made an impact on our supervisors and elected officials to unanimously remove smoke: Yavapai Co. Ordinance 1991-1 has now been in effect since April 1, thanks to ACAS.  
Ron Sorensen, Deputy County Treasurer

[Ron also asked us to print his poem dedicated to his state representative, Dave Carson from Prescott who tried to kill the state buildings no-smoking bill in House Committee. We share part of it here but will send you a complete copy on request.]

PEOPLE IN THE PATH OF PROGRESS

Smokin'chokin'really broken  
Brains for mush ain't worth no token  
The political platform of these men  
To protect tobacco is their plan

Peopls in the path of progress  
The twelve committeemen have regressed  
To study what's already been addressed  
Keep smoke in flight or we'll be pressed

The one who's tabbed the road block king  
Sends a message 'bout Senate Bill 1153  
To his constituents throughout the land  
"Don't vote for me I ain't your man"

ACAS is non-partisan and does not support or oppose candidates. However our primary purpose is education/information and our founder, Betty Carnes, said, "Our objective must be the election of competent legislators. Thus, as a legitimate function of the press, the ACAS Bulletin continues to expose rather than oppose and lets the reader decide on those worthy of support.

Tom Brokaw and Kent Dana moderated a live two hour Town Hall at Phoenix North High's auditorium at 7:00 pm Sept. 11. The topic was "Media & Responsible Reporting."

James Bruner, ACAS Trustee and Maricopa County Commissioner stated a real concern about how a responsible report is made when only a ten second "sound bite" is used.

Our question regarding all the Marlboro, Virginia Slims, and Camels ads kids see on televised races and other sports events was: "Aren't the media failing in their ethical responsibilities when they violate the intent of the television ban on cigarette advertising, and how may such hypocrisy affect America's children?"

Although invited to the microphone with an "approved question", the behind the scenes KPNX producer failed to call for it.

The 1990 Nat'l Commission on Drug Free Schools states "Young people have been influenced by advertisements and promotions of...cigarettes." The Surgeon General says the tobacco industry "spends \$3.3 billion annually to advertise and promote their products in ways that appeal to children and adolescents" to get 4,000 kids a day as replacement smokers. The industry claims their ads never aim at minors as smoking is a "privilege reserved for adults."

Phillip Morris and RJR Nabisco spend billions advertising non-tobacco items like Kraft, General Foods, Nabisco crackers and Oreo's not banned on TV. Does such leverage affect their free coverage and camera angles of Marlboro (5000 exposures in one Grand Prix race alone), and other brands at sports events? Maybe our question just wasn't relevant to media responsibility?

#### THE NON-SMOKER JUST "DOESN'T UNDERSTAND"

David Dangoor, Senior Marketing V.P. for Phillip Morris, explains why they added "new territory" to "Marlboro Country" this summer with their new Marlboro Medium. They are spending \$45 million on promotion. The packaging, back to the familiar "red roof" box and away from the Marlboro Lights "for women", is for "macho guys." The "ultra-low tar" version "didn't do well in test markets," Dangoor said. To keep from losing ground to "value priced" cigarettes (now near 25% of the market) and to compete with Winston and Camels Lights, Phillip Morris tries to offer both "the image and the taste." A Paine Webber analyst also added, "There needs to be a reason to pay more money." Dangoor says, "It's the non-smoker who doesn't understand what medium is."

He may be right about that, but we do understand that Phillip Morris (and other nicotine pushers) aren't selling products as such; they are selling "images." The image is good looking, strong, healthy cowboys, tennis players and race drivers, etc...but the reality behind that image is vastly increased risks of heart disease, cancer, emphysema, and various bronchial infections, which certainly don't add to good looks, strength or health! Truth in advertising anyone? (USA Today, 6-6-91)

"I have a sense of humor, yes, but I'm serious most of the time...I have causes," Erma says. "It takes...guts to put your dreams on the line...That's where courage comes in." (Ariz. Republic 9-22-91) Thanks to Erma, causes such as cancer treatment and prevention, smokefree air and youth tobacco use prevention are boosted.

Recently she wrote, "Is the whole world speaking in tongues or is it just me...I want to write William F. Buckley to tell him he is saying something well, but I don't know what it is he said." ACAS wrote him about his recent National Review cover, "How to be Successful, Rich, Powerful And Nice!" His back cover, a Marlboro ad, should have read, "How to be Unsuccessful, Poor, Sick, and Dying of Lung Cancer!"

"We live in a country that supposedly excels in communication, yet half the time I don't know what I am hearing or seeing," Erma says. (Az. Repub. 9-5-91) No it isn't just you, Erma. Disinformation/doublespeak? And now we're all being bombarded by big dollar advertisers. Who spends the most money on advertising? The tobacco industry, with Philip Morris #1, more than Ford, General Motors and Nike combined, with RJR Nabisco equalling Ford and Nike together! Their cause isn't humorous, it's deadly!!!

Who else can better tell you they're the defender of the Bill of Rights while suing to stop the showing of the documentary film "Death In The West"--the Marlboro cowboys dying of cancer and emphysema even stopping CBS's "60 Minutes". They threatened Olympic diving champ Greg Louganis with loss of his training facility if he used his right of free speech for the Amer. Cancer Society.

As for RJR Nabisco, who can better sell cigarettes communicating in ways that, as the Surgeon General says, "appeal to children and adolescents." They do it just as easily as they sell kids Oreo's, and with a straight face claim their cartoon ad of smooth character Joe Camel is only intended to have adults switch brands, but never to target young people as replacement smokers for those who die or quit voluntarily!

(Editor: Erma Bombeck is on our ACAS Advisory Board. We thank her for continued support and fine writing, both humorous and stimulating to thoughtful reflection.)

#### "UNHEALTHY HAZE SPOILS GAME..."

Do you avoid going to outdoor athletic events because of the tobacco smoke from the fans next to or around you? Or do you enjoy being there enough to pay the price of health risks and headaches that linger on into the night?

"Everyone has the right to attend a major league game without being subjected to the constant, unnecessary health hazards and discomfort from the effects of harmful chemicals in drifting tobacco smoke," says Aaron Leichtman, commentator in USA TODAY (6-12-91). "Express yourself...to the ballclub's management." (Phoenix Cardinals, 379-0101, A.S.U., 965-3381. Also call your school district if they still allow smoking on school property or at school games.)

Her portrait looks down from the office wall as I write. Remembered as the "First lady of non-smokers' rights", today's new non-sexist, positive language translates, "Foremost advocate of pro-health activism."

While many positive changes have been made thanks to Betty and those she inspired to act in Arizona and the wider world, she would be the first to caution us not to waste too much time celebrating victories. She'd ask us rather to rededicate ourselves to work diligently for the cause for which she gave her last full measure of devotion.

Whatever else may be said of Betty Carnes, she was a change agent. She did not speak to hear her own words, nor write to see them in print, but rather to cause action and effect change. And all the positive changes she effected in Arizona and the world could never be listed here.

We met Betty at an ACAS potluck at Diane Mehok's (Scottsdale 1977). My remembrances include her grateful response to what she termed a "big contribution" for a fulltime grad student with a family. But thankful to even find such a lady, we were amazed at her dedication and workload. To help, we drove her to her Prescott home and made stops at a hospital, restaurant and stores, as she taught us to use every contact as an opportunity to further the cause.

We also learned in spite of the smiling, confident public image she projected at the legislature and in press conferences, that her total commitment to the cause took its toll on her. The tobacco industry and their agents caused her much grief. Describing how in 1973, before the final vote in the legislature to pass the first law to control smoking in any state in the nation, she wrote, "I later learned that many of the senators who voted for our bill hoping to gain favor with their non-smoking constituents had a private deal with Chairman McConnell. He promised to kill our bill by not placing it on his committee's agenda! This is common practice in politics and one of the most discouraging facts honest citizens must combat."

In 1982 she said, "When I began this work sixteen years ago, people laughed at the idea that ANYTHING could be done to control smoking in public places." They've since stopped laughing as Betty and ACAS have given us much to remember.--Don Morris

#### STOP TEENAGE ADDICTION TO TOBACCO (STAT)

For 25 years since Betty Carnes began ACAS work in Arizona, one goal has been tobacco use prevention. We urge your continued support of ACAS in this, but we want to stop powerful tobacco conglomerates from increasing tobacco addiction among our young people which, despite denials, is their goal. Former tobacco industry workers verify it. If this is a priority concern for you, get the Tobacco Free Youth Reporter and support STAT national efforts in addition to ACAS in Arizona. Just as ACAS supports local efforts in communities across the state, STAT reaches out to help ACAS and other state efforts to protect our kids' health. Write: STAT, 121 Lyman Street, Suite 210, Springfield, MA, 01103.

As of Sept. 21 state employees in 5000 buildings and state vehicles can breathe free. In an official memorandum of 8-7-91, from Dep. Dir. Gerard Tobin, the Arizona Dept. of Adm., "severely restricts smoking" and states that smoking is "not a right ... is the single greatest factor in causing death and disability...plays a significant role in what the State pays for employees' insurance...Therefore the new smokefree building policy will...positively impact our expenses." Not only will health be protected but taxpayer money will be saved!

Sen. Matt Salmon, sponsor of SB-1153, notes that the policy stated by Tobin is "in line with the [original] legislative intent." As compromised in Conference Committee through tobacco lobby pressure, an exception was made for "physical design," but Tobin informed Agency Heads that they are "not planning to spend taxpayer monies on facility modification."

State law already allowed Agency Heads to make buildings smokefree, as Attorney General Grant Woods did upon taking office. The Dept. of Revenue, smokefree before, allows no smoking outside the entrances to their buildings. (The Tribune 9-22-91)

ACAS sent letters to state newspapers announcing the new law, congratulating state employees and encouraging other workers not so covered to request passive smoke protection. Requests are now coming in for information and assistance.

#### WHOSE KIDS' HEALTH? ARE WE HYPOCRITICAL?

The tobacco industry now exports tobacco products without even the minimal warnings required for U.S. citizens! Call/write your Congressmen to cosponsor/support HR 2779 (Cigarette Export Labelling ACT) and HR 2881 (Cigarette Export Reform Act) to stop forcing the broadcast of tobacco ads to foreign youth, as are banned in the U.S.

#### ACAS SUPPORTS PAYSON CITIZENS GROUP

I lived in the valley for 33 years and before moving to Payson was accustomed to smokefree stores. What a surprise when we saw people puffing away in the produce aisles! I asked the Bashas' and Safeway managers why they didn't do something. They said Payson has no such ordinance.

Many other people are also concerned. Some have such serious reactions to passive smoke, they drive clear to Phoenix to shop.

In April "Citizens for Smokefree Air" ran its first membership ad. In two weeks we had 12 members. By July 25, the day of our first meeting with the town council, we had 228. Every Round Up paper since had letters on this. We now have 1000 members!

From day one, the town attorney insisted Payson couldn't pass a smoking ordinance as it's not a city. Other attorneys disagree.

We met on Sept. 26 and are continuing to work with the council. We will keep ACAS posted on our progress and will not give up as with growing support of Payson citizens and continued support of ACAS, Payson will soon have healthier indoor air to match our clean mountain air.--Trey Ryder, Pres., PCSA



GASP of Colorado

**IS SMOKING AROUND CHILDREN CHILD ABUSE?**

Unknowing well-meaning people often say, "Sure it's bad to smoke around a child, but are you kidding - child abuse?" No, we're serious, and so are leading pediatricians across the U.S. as well as many groups concerned about child health and welfare.

Reports from recent meetings in Denver and Racine/Wingspread cite merging concern over traditional child abuse and abuse of newborns, infants and children via toxic substances including tobacco and alcohol. Doctors looking into sudden infant death syndrome (SIDS) question effects of tobacco smoke, with lethal gases including carbon monoxide, more harmful to infants' lung and heart tissues than to their smoking mothers (or other adult caregivers). ACAS is now interviewing the National Committee for the Prevention of Child Abuse and the American Academy of Pediatrics on this subject.

This is why ACAS with your support has placed ads in state papers and on benches at valley bus stops. You'd be amazed at the heart-rending calls we get from such ads! You'd have no question about child abuse including smoking and you'd want to send an additional tax deductible gift to help. More next issue. (Also see "Priorities" by Patricia Goss Rhodes, Spring issue, p.4.)

**In Memoriam**

- HERBERT and BETTY CARNES**  
Robert and Shirley Loney, Scottsdale, AZ
- BETTY CARNES**  
Joseph Olivetti, Dunmore, PA  
Calvin V. Welden, Sedona, AZ  
Alma Van Vactor, Prescott, AZ
- MARGARET DAUWALDER**  
Paul E. Dauwalder, Scottsdale, AZ
- CHARLES SMYTH**  
Jo Walker, Mesa, AZ
- EDITH KIERLAND LOWRY**  
Mrs. G. Robert Herberger, Paradise Valley, AZ

**WIN SAVINGS BONDS IN SMOKEFREE ADS CONTEST**

**PARENTS/KIDS NOTICE:** Students K-12 can win savings bonds (1st place \$1000/2nd place \$500) plus \$100 for each winner's school!  
**HOW:** Create ads. (print, audio or video) on the benefits of being smokefree, the disadvantages of tobacco addiction or the health risks of secondhand/passive smoke.  
**WHEN:** Have your principal send one best ad from each grade, (with entry form), postmarked by Feb. 28, 1992 to Smokefree Educational Services, 375 S. End Ave., Suite 32F, New York, NY, 10280. If your school hasn't signed up yet, have your principal contact, Scholastic magazine. (For local information call ACAS 451-4006.)

**A MUST GIFT FOR YOUR KIDS OR GRANDKIDS!**

Whatever other good books you give, one book is a must for any kid you really care about! Kids often do not listen to adults, but they do listen to KIDS SAY DON'T SMOKE. Few superlatives are too much for this important book for both kids and adults! Visually, its full color, kid-created, tobacco counter-advertising, grabs kids' attention! Its concise, straight talk text by Andrew Tobias (with quotes from Patrick Reynolds [RJR's grandson], Dick Gregory, Sammy Davis Jr., Larry King and others.) gets read by kids. And for K-12 kids it may help them win a \$1000 bond! (See above.) Buy it from Smokefree Educational Services for \$5.95 or ACAS will send you a complimentary copy on request with each tax deductible contribution of \$20.00 or more.

**AMERICA VERSUS THE TOBACCO INDUSTRY**

**Economic Scoreboard:** Gain by tobacco industry on cigarettes-\$45 billion a year! Added loss to all Americans from cigarettes -\$2 billion a year! (From increased health care, insurance and lost productivity.)

From the economic score, we'd say it's a losing game for America, not to mention the over 435,000 American smokers and the 53,000 nonsmokers killed by tobacco yearly. An analysis of the "game" indicates America either needs new coaches or a new gameplan!

**COCAINE DRUG VERSUS TOBACCO DRUG**

**Addictive Drug Scoreboard:** Tobacco kills nearly a half million Americans a year. Cocaine kills a little over a thousand.

**SMOKING HOTLINE**

- Phoenix.....261-8322-(Micki)  
Scottsdale.....994-2491  
Glendale.....435-4658  
Tempe.....350-8337-(Julia)  
Mesa.....644-3565-(Joe)  
Chandler.....786-2216-(Dick)

**MY CONTRIBUTION TO HELP ACAS COMBAT THE TOBACCO MENACE**

\$15 ( ) \$25 ( ) \$50 ( ) \$100 ( ) Other ( )

NAME \_\_\_\_\_ PHONE \_\_\_\_\_  
ADDRESS \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

Please make checks payable to:

ACAS or Arizonans Concerned About Smoking

Mail to ACAS - ~~P.O. Box 11255 - Scottsdale, AZ 85267~~ (602) 451-4006

ALL CONTRIBUTIONS ARE TAX DEDUCTIBLE