ASH needs your help. It needs help now for a far-reaching legal action program against smoking. In the past ASH has received funds from friends John Banzhaf wrote or phoned and asked for help. We all help, but to institute effective legal action, ASH must raise nearly $200,000.

When ASH has this money, here are some of the things it will work to achieve ...

1. Bring about the establishment of NO-smoking areas in all restaurants, hotels, sports arenas and other public places, and provide on-the-job protection for non-smoking employees.

2. Eliminate all unfair and deceptive cigarette advertising and promotion. We WON on the airwaves. Now ASH must stop cancer and emphysema from being heralded on giant billboards, in paperback books children read, and in giveaway programs.

3. Make cigarette companies legally liable for much of the billions of dollars of death, disability, and destruction they cause every year.

To help ASH accomplish these worthy goals, I am asking you to send the most generous contribution you possibly can.

Naturally, I realize you have other interests to which you contribute financial support. All of us do.

But the success of ASH and its legal action program is vital to YOUR health and the health of YOUR friends, neighbors, children, and grandchildren. That's why, even though I'm not accustomed to writing people I don't know and asking them for money, I'm writing you today. For I realize that ASH's legal actions can save millions of lives. This is reason enough to overcome any hesitation I may have about writing you.

Please use the enclosed envelope to mail ASH your tax-deductible contribution for $100, $50, $25, $10, or whatever you can. By helping ASH, you'll breathe easier. We all will. The lives saved by ASH may well include our own dear friends and loved ones.

Sincerely yours,

Alton Ochsner

Alton Ochsner, M.D.

P.S. If you can't help ASH now, please write and let me know. I'd appreciate it if you would suggest a friend who can help. All contributors receive the ASH Newsletter which keeps them up to date on the vital issue of smoking and health.

1980