

The Art of Drug-Pushing  
or  
How Philip Morris Suddenly Found Religion

Philip Morris knows it doesn't have a prayer in the world of making all people forget that the cigarettes it sells cause heart attacks and hospital bills, emphysema and empty wallets, and lung cancer and littered landscapes. So Philip Morris is banking that a papal blessing on this art show will make some people forget about its real business: pushing tobacco at children.

No parent, student, teacher, artist, minister, health professional, or civic or business leader should ignore the unholy alliance of religion, art, and cigarette money.

Just how much does Philip Morris cost the economy? One out of every three cigarettes is sold by Philip Morris, and one out of every five health care dollars is caused by cigarette smoking. Cigarettes will kill 370,000 Americans this year alone. That's more than seven times the number of boys we lost in Viet Nam. It's the equivalent of three jumbo jet crashes a day -- every day of the year. And it's not just heart and lung disease. Thousands of children continue to be killed or burned in fires caused by chemical additives in cigarettes. Smoking is the major cause of low birthweight and premature babies -- and spontaneous abortion. More than ten times as many 12 year old girls are smoking cigarettes today than in 1970.

So while billboard paintings of Philip Morris' drug-pushing Marlboro Lights cowboys and Virginia Slims Lights tennis girls loom like Big Brother and Big Sister over streets and schoolyards, the same con artists are hard at work sponsoring a more socially acceptable form of advertising at the Met. Welcome to Rip-Off Country.

What can you do? You can lodge a complaint with Douglas Dillon, Chairman of the Board of the Met. You can urge all cultural institutions and sporting bodies to stop accepting cigarette blood money. You can ask your elected representatives to investigate how public funds have been given to assist cigarette company promotions.

Philip Morris

Makers of emphysema slims, benson and heart attack, de-merit 100's, and marblerow cigarettes. "It takes art to push drugs at kids... and get a papal blessing."

NEW JERSEY

**GASP INC.**

Group Against Smoking Pollution  
105 Mountain Avenue  
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201-273-9368

*Doc*

Doctors Ought to Care

456 Clinic Road  
Columbus, Ohio 43214

See you at

THE *emphysema* SLIMS  
TENNIS CIRCUIT