

# **OUT OF BREATH**

Is it possible that Chris Evert, Rosie Casals and Evonne Goolagong are dangerous to your health?

Now, follow me on this one. The Surgeon General of the United States and practically every other health authority has determined beyond a shadow of a doubt that cigarette smoking causes lung cancer. It's projected that a million Americans will die of cancer in the next ten years, and yet we have some of our greatest athletes playing under the banner of a tobacco company.

What could be more incongruous than having a game like tennis, which requires speed, stamina, and good lungs, being brought to you by a product that debilitates and kills?

If Virginia Slims can bring you a tennis tournament, then why not "The Super Bowl brought to you by the soup company that gave you botulism?" or "The makers of lead-paint poisoning bring you the World Series."

Now, we know young people are influenced by athletes. Just think of all the sports tie-ins a tobacco company gets when it sponsors a tournament! Radio and TV mentions, billboards, ads, tee shirts; there's little doubt in my mind that many of our superstars are indirectly hustling cigarettes.

This at a time when smoking has shot up among teenagers.

You may have come a long way, baby, but I'm sorry—lung cancer and smoking make lousy mixed doubles.