

## **SMOKE SCREENS**

My kid's being hustled in the sports pages and so are yours. In a number of newspapers across the country, right next to columns telling your child about the thrills of football, baseball, basketball, and hockey, there are ads promoting cigarettes. I thought smoking was dangerous to your health. What's it doing in the sports pages, of all places?

Before they took cigarette commercials off TV, they were not allowed to run them in youth oriented programs. Why are they permitted to run in the sports pages, which obviously have a large percentage of young readers?

Sports magazines are equally at fault. Most of them are loaded with full-page, four-color ads romancing the glamour of smoking.

Kids should not have to wade through cigarette ads to read about their sports heroes. With thousands of people dying of lung cancer, in my opinion, cigarette ads don't belong on the sports pages, they belong on the obituary page.