

American Lung Association
“Retailer Licensing”
Radio :60

Say what you will about the Tobacco Industry. It knows how to take a punch and keep going.

After decades of denying that smoking was deadly or addictive, the smoke-folk now admit that it's both. And while they continue to claim that secondhand smoke isn't dangerous, they recently conceded that it might be annoying.

These are people who would describe a train wreck as noisy.

Which brings us to the latest insult to our intelligence; the Big Bucks campaign touting cigarette retailers as the best people to stop cigarette sales to children.

Some communities think the idea of the Tobacco Industry policing itself is a deadly dangerous joke. They want a serious program with real enforcement. So they've begun requiring tobacco retailers to be licensed. And those who can't or won't stop selling smokes to kids will get their licenses yanked, and then they can't sell to anyone, and that really smarts.

What's your community's plan for stopping cigarette sales to children? You have one, don't you?

Brought to you by the American Lung Association of California and paid for by Proposition 99, the tobacco tax initiative.