



August 1988

Dear TAN Member:

Your response to our request for letters to Northwest and other airlines and to the Department of Transportation (DoT) has been truly outstanding! To date, our records indicate that you have generated nearly 6,000 letters to airline officials and another 4,000-plus letters to the DoT. For that remarkable effort, you have our deepest appreciation.

As you know, the federal ban on smoking on flights of two hours or less has been in effect since April 23. On that same date, Northwest Airlines banned smoking on all its North American flights, even those over two hours.

#### "NORTHWORST" REVENUES CRASH

It appears that passengers are expressing displeasure with Northwest, not only through correspondence but also with their pocketbooks. In the first full month of its total ban, Northwest's "revenue passenger miles" dropped more than 7 percent in May 1988 compared with May 1987. Revenue passenger miles is the barometer airlines use to chart business trends, comparing monthly revenues from year-to-year.

It is interesting to note that only one other airline, Eastern, saw a comparable drop in business, and that was due to a government audit of that airline's equipment during May. Business at the nation's other major airlines either increased or remained relatively constant.

A further development...during the government's two-year temporary ban on smoking on flights of two hours or less, the DoT is charged with studying all aspects of indoor air quality on airlines. In other words, government officials will not focus solely on potential problems associated with tobacco smoke, but on a wide range of indoor air contaminants many experts believe present much more serious hazards to the flying public.

#### LETTERS ... LETTERS ... AND MORE LETTERS!

As with any tough issue, dedication over the long haul is essential for success in ensuring that the two-hour smoking ban experiment is not extended past the scheduled cutoff date of April 1990. If those who object to the ban do not speak up often, there is a good chance that the smoking ban will be extended.

If you agree that the smoking ban should be lifted, it is important that you continue to express your concerns to the airlines, the DoT and your U.S. congressman and senators. After all, the Congress is the legislative body that enacted the smoking ban law, and congressmen and senators are the ones who will have the final say on whether the ban is removed in 1990.

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Enclosed for your use is a letter to one of the leading airlines. Please **SIGN, INCLUDE YOUR ADDRESS AND DATE THAT LETTER**, and mail it to the airline today. I have enclosed copies of the letter that you should send to the DoT and to Northwest Airlines. You may also wish to copy the letter and send it to your U.S. representative and your two senators.

For your letter to the airline and for the copies ("cc's") to the DoT and Northwest, please use the enclosed stamped, addressed envelopes. If you wish to **DRAFT YOUR OWN MESSAGE**, that would be even more effective than the "form letter" in this packet. Also, **ENCOURAGE YOUR FRIENDS AND COLLEAGUES TO WRITE.**

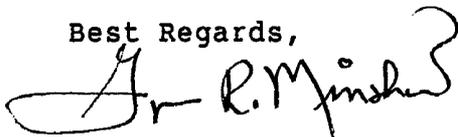
Finally, you can help us maintain our records by completing the return postcard and sending it back to me. The card may be found on the reverse side of the mailing label. Please fill it out and send it back just as soon as you've sent your airline letters.

#### **DEMOCRATIC PRINCIPLES AT STAKE**

Whether you fly or not, whether you smoke or not, the smoking ban on airlines puts a dent in the freedoms of all Americans. It's one more step away from personal liberty toward dangerously unnecessary and unwarranted government intrusion in matters of personal taste and custom.

Play a part in our democratic system and let the airlines, the DoT and your federal lawmakers know how you feel about this encroachment on our hard-won freedoms. Make your voice heard...again and again! We have more than 10,000 letters in right now. I hope I can report 20,000 letters in our next message on this issue. Thanks again for your outstanding response!

Best Regards,



George R. Minshew  
National TAN Director

**NOTE:** Roger Mazingo recently left TAN and The Tobacco Institute. Roger has returned to his native North Carolina where he is still vitally involved in the tobacco industry. He asked that we share his appreciation of your efforts over the many years of his involvement as the National TAN Director.

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