

CONFIDENTIAL:
MINNESOTA TOBACCO LITIGATION

These are examples of the type of anti-smoking propaganda in and around Monticello, Minnesota on D-Day, Tuesday 21, 1975

There were also anti-smoking posters in every window of every business place in town. The posters were made by school children.

The Don't Smoke campaign was tremendous in the town of Monticello but dwindled as you got further away from the area.

In Monticello, most retailers refused to sell cigarettes to consumers. Instead, they would give them a free sucker. Most vending machines were taped over the coin slot. Package and carton outlets either covered over their cigarettes or moved the fixtures into the back room.

A Snyder Drug, however, did sell cigarettes that day and reported their package and carton sales were the best they had ever seen.

MINNESOTA CLEAN INDOOR AIR ACT

The purpose of this act is to protect the public health, comfort and environment by prohibiting smoking in public places and at public meetings except in designated smoking areas.

Public place includes restaurants, retail stores, offices and other commercial establishments, public conveyances, educational facilities, hospitals, nursing homes, auditoriums, arenas and meeting rooms. Smoking includes carrying a lighted cigar, cigarette, pipe or any other lighted smoking equipment.

The proprietor or other person in charge of a public place shall make reasonable efforts to prevent smoking in public places by posting appropriate signs; by arranging seating to provide a smoke-free area; by asking smokers to refrain from smoking upon request of a client or employee; by any other means which may be appropriate.

Persons smoking in a public place or at a public meeting, except in the smoking section, would be guilty of a petty misdemeanor and subject to a fine of up to \$100.

The intent of the law is to create separate environments for smokers and non-smokers. The State Board of Health and the Department of Labor and Industry will establish regulations necessary to enforce the law.

For further information call or write
ANSR -
Hennepin Lung Association - 871-7332
Ramsey Lung Association - 224-4901
Duluth - 201 Ordean Bldg. - 55802
Rochester - P.O. Box 6264 - 55901

TIMN 457398

The day after D-Day, everything was back to normal with little or no effect on sales of cigarettes at retail accounts.

In areas outside Monticello (approx. 30 to 50 miles) D-Day caused a lot of talk but few consumers actually quit smoking. Those that did, lasted for only that day.

If more information becomes available, I will forward it to you.



Rich Brewster



**Take a day off
from smoking.
Maybe you'll even like it**

*I promise not to smoke on
Minnesota D-Day, October 21, 1975*

(Please Print)

Name _____ Phone _____
Address _____
City _____ State _____ Zip _____

RETURN TO: D-DAY Headquarters, 2750 Park Ave.
Minneapolis, Mn. 55407

**CONFIDENTIAL:
MINNESOTA TOBACCO LITIGATION**

TIMN 457399