



NATIONAL SMOKERS ALLIANCE

**We can stop the biggest cigarette tax increase ever,
but the NSA needs your help TODAY.**

Dear Fellow Citizen,

As I write to you, your right to the simple, personal pleasure of smoking is quickly being taken away.

And in its place, for smokers, is a new climate of personal abuse, unfair taxation and smoking restrictions that amount to nothing less than a new form of prejudice.

What's worse, this prejudice against people who smoke is not only permitted, but officially sanctioned as well.

Today, you see the government, influenced by the small but highly vocal anti-smoking movement, actually writing into law anti-smoker prejudice by fostering ever more unreasonable restrictions and ever-growing unfair taxes.

You see the media—and plenty of considerate people who normally would cringe at the very thought of prejudice—now freely engaging in it when it comes to smokers. Many people who are normally polite quickly forget their manners when they see someone lighting up.

To appreciate the magnitude of this problem, all you have to do today is try to find a place to enjoy a cigarette in peace.

In city after city, smoking is being banned in public buildings, airports, taxis, restaurants, stadiums, even bars. At work, smokers are being forced to go outside to smoke. This is more than insulting and a personal inconvenience. It is a real loss of productivity.

And more and more employers are discriminating against smokers by refusing to hire them—or by firing them outright.

To add injury to insult, smokers are being forced to bear the burden of more taxes.

As you are aware, the Clinton administration has singled out cigarettes for a huge tax increase as a way to pay for the newly announced National Health Care Plan. This tax is being negotiated in Congress at this very minute. Even though in many places, as much as half the cost of a pack of cigarettes already goes to taxes.

But why should smokers pick up the health care tab for everyone else? Smokers already pay over \$13 billion in taxes every year—clearly more than their share. A further tax increase is unconscionable.

Together with other American smokers, we can put an end to this new kind of prejudice and all the excesses that come with it. But we must act now.

The National Smokers Alliance is a national organization registered with the federal government. We're committed to preserving, protecting and defending your freedom to smoke. And to fighting against all further tax increases. We promise to provide a powerful, counter-balancing voice to that of the anti-smoking extremists.

The NSA does not promote smoking. We support reasonable smoking policies that accommodate the wishes of smokers and non-smokers alike.

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We urgently need members like you—well-informed action-takers, willing and able to lead. People who understand and know how to apply the awesome political and economic power that over 50 million smokers represent. Join us today in defending our basic right to the simple, personal pleasure of smoking.

The NSA is offering a **FREE 3-month membership program**. To take advantage of this offer, simply fill in the enclosed membership form and return it today.

As a member of the NSA, you will start receiving these benefits immediately:

- Your personal membership card
- Access to our Members-Only Hotline
- A subscription to our monthly newsletter, "Smokers' Rights Bulletin" • And much more.

There is absolutely no obligation. When your trial membership expires, we will notify you and ask you to continue the fight by simply paying a \$5 membership fee.

It is urgent that you join today. With every day that passes the tax abuse gets worse, the list of unnecessary bans and restrictions multiplies, and the prejudicial treatment of smokers continues to grow.

The enclosed brochure will give you details on who the NSA is, what we stand for and what the anti-smokers are up to. Plus, we'll tell you what the NSA is doing to counter their attacks.

It's time to bring a Voice of Reason to this national debate. Every day smokers' voices go unheard the flood of unfair taxes and unnecessary restrictions is dramatically curtailing when and where you can enjoy a cigarette.

Send in your membership acceptance form today! I promise you we can make a difference.

Sincerely,



William Althaus
President
National Smokers Alliance

P.S. If you prefer, you can accept your **FREE** trial membership today by calling us at 1-800-822-8900.

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