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Ads fail to discourage cigarette sales

THE ASSOCIATED PRESS

NEW YORK - Two tobacco industry campaigns to discourage cigarette sales to children are ineffective and one actually encourages youngsters to smoke, a researcher said Monday.

The tobacco industry devised the campaigns to try to head off tougher police enforcement of laws banning cigarette sales to children, which does curb teen smoking, said Dr. Joseph R. DiFranza, a chief author of two new studies on the subject.

In one study, DiFranza

campaign aimed at retail stores and called "It's the Law" did almost nothing to discourage stores from selling cigarettes to children. In a second study, DiFranza concluded that an industry campaign portraying smoking as an adult activity actually encourages children to smoke by making smoking appear to be a desirable "forbidden fruit."

The studies are the latest in a series by DiFranza on the promotion of cigarettes to children. He is a member of the

Community Medicine at the University of Massachusetts Medical School in Worcester.

The director of the federal government's Office on Smoking and Health said DiFranza's studies were solid and "hit at the heart" of the industry's youth campaigns.
"The tobacco industry has a

vendetta against him because of the power of what he's publishing," said Michael Eriksen, the director.

The "It's the Law" campaign involves the distribution of

sales of tobacco to children

illegal, DiFranza said. He found that 86 percen stores participating in program sold cigarettes to children, compared wi percent of the non-particip stores. The study appears i

Journal of Public Health. , to be published Tuesday The Tobacco Institute DiFranza has distorted industry's intent because he's on putting the tobacco indu

September issue of the Am



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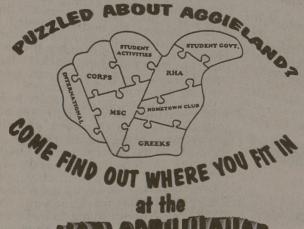
Carla Sadler, far left, a junior accounting major from Fort Worth, tries to arrange her class schedule with the aid of Swaneece

Stockard, a computer registrar, in the Pavillion on Monday. To Pavillion will be open for terminal registration through Friday

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Financial Briefs

Economic recovery still not up to par

NEW YORK — The domestic hiring outlook for the fourth quarter suggests the economic recovery is shaky at best, Manpower Inc. said

in a survey to be released Monday The temporary employment firm said its quarterly survey of companies found 21 percent plan to increase their workforce in the October-December period, while 11 percent plan staff reductions.

The figures reflect caution among businesses due to the sluggishness of the economy, and a concern over the outcome of the idential election, Manpower said.

Manpower conducts its survey four times a year through telephone interviews with more than 15,000 public and private employers in 474 U.S. cities.

It said fourth-quarter hiring plans are similar to those for the same period last year, when 21 percent of companies surveyed contemplated increasing their workforce and 12 percent planned

In the third quarter this year, 25 percent intended to hire and 8 percent expected staff reductions.

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Minorities blame race ter to get hiring ti for lacking bank loans

THE ASSOCIATED PRESS

HOUSTON - Some black because of racial discriminat but bankers say their lendi efforts are complicated by soc and economic problems.

According to 1990 d collected under the federal Ho Mortgage Disclosure Act, bland Hispanic applicants in Houston area were nearly times as likely to be turned de

for a mortgage as whites.

Applicants from minorineighborhoods were twice likely to be rejected, regardless their income, The Houston Reported Sunday. reported Sunday.

The data was the most red available. Ken Burrell, who K&C Car Care Clinic is located the poor Fifth Ward, was of minority business are sent to the poor Fifth Ward, was of minority business owner whad trouble getting a loan.

He was turned down for loan.

for his garage by sever institutions before getting of from Channelview Bank.

His six-employee garage on a street of Jensen Drive th once was a thriving part Houston's African-America business community. Now, mo of the surrounding buildings al

"First of all, a lot of business in this area are black-owned when asked Burrell said when asked lending bias has contributed the area's decline.
"And because they're blace

owned, the banks aren't going lend money, because they this it's going to be a waste. The think they're not going to ge their money back.

But bankers say they are trying to lend in such areas a the Fif Ward.

'I'm not going to sit here ar tell you that racism and bias have never been factor in Texabanking," said James Feild community investment manage for NationsBank Texas. "But the biggest barriers today are some the socioeconomic factors th minority community as a whole is dealing with."

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