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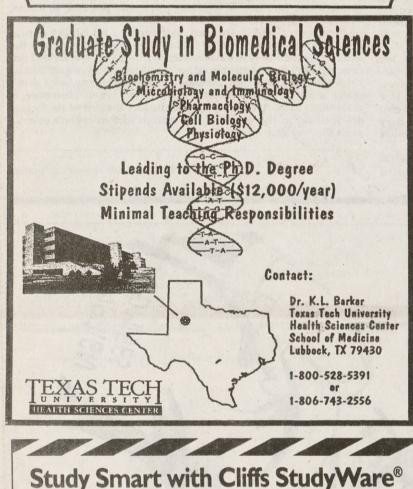
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# Ads hurry smoking's plummet

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THE ASSOCIATED PRESS

MONTEREY, Calif. – The na-tion's most ambitious anti-smoking television ad campaign has-tened the decline of cigarette smoking in California and cost the tobacco industry \$1.1 billion in lost sales, a study shows.

An earlier study showed that the \$28 million, 18-month campaign increased the rate at which smokers quit smoking. The new study is the first to look at the campaign's effect on cigarette sales

"We have proof that it is a costeffective campaign," said the study's author, Stanton A. Glantz of the University of California, San Francisco.

Before the campaign, cigarette consumption was falling by 46 million packs per year in California, Glantz found.

During the campaign, cigarette consumption fell at a rate of 164 million packs per year, triple what it had been before.

When the campaign was sus-pended, the decline in cigarette sales fell to 19 million packs per year, Glantz said.

'We have evidence that an aggressive campaign can reduce tobacco consumption significantly," he said.

The study was presented Sun-day at an American Heart Associ-ation conference on heart disease prevention.

The TV ad campaign was man-dated by a referendum passed by California voters in 1988 that in-creased cigarette taxes by 25 cents per pack and required that 20 per-cent of the tax money be used for

smoking cessation programs. The campaign included com-mercials that depicted the tobacco industry as greedy and coldhearted

Dr. Thomas E. Novotny of the Centers for Disease Control and Prevention said the study was a convincing demonstration of the campaign's effectiveness.

Some had suggested that the tax increase itself was responsible for the decline in cigarette consumption, but Novotny disagreed.

**The Battalion** 

## Tubularman

By Boomer Cardinale

Tuesday, January 19, 1993

92 No. 7



KOZV



# Seven dead, seventy injured in commuter train collision

said

#### THE ASSOCIATED PRESS

GARY, Ind. - One commuter train sideswiped another at a narrow trestle Monday, ripping open cars "like a big razor blade" and killing seven peo-ple, an official said. Nearly 70 were injured, two criti-

cally. "The glass was flying. It was a tremendous im-pact," Margaret McNeill, a passenger in the front car of one of the trains, said as she walked uninjured from the crash site.

"We hung on and there were people flying around," said Jane Mitchell, another uninjured pas-

senger. Passenger Abir Khater described the chaos after impact: "There was panic and people were saying 'get out, get out,' and other people saying 'sit down, just sit down.

The eastbound and westbound trains collided shortly after 9:30 a.m., said John Parsons, spokesman for Northern Indiana Commuter Transit District, which owns the Chicago-to-South Bend rail line. The cause of the crash was under investigation by the National Transportation Safety Board.

About 100 people were on the trains, a two-car No. 7 eastbound from Chicago and a three-car No. 12

from South Bend, Parsons said. Gary is about 30 miles southeast of downtown Chicago.

The trains crashed where two tracks overlap in a gantlet west of a trestle that is too narrow for two trains to pass

It was unclear if both were moving or one was stopped waiting to cross the trestle.

The front cars were mangled and the metal on one side ripped away. Passengers were thrown to the floor. Seats were ripped from their moorings.

"The walls were ripped open, creating an effect like a big razor blade," Gary Fire Chief Ben Perry lom Perry said seven people were killed and 69 in-

ured, two critically. Perry initially reported eight deaths but later said one victim apparently was counted twice. ssue Several of the dead were decapitated, Perry said.

Rescuers passed stretchers through gaping holes in one of the cars to remove the dead and injured, some of whom had been trapped in the wreckage.

Rescuers used ropes to steady themselves up and down the embankment next to the tracks, which was snow-dusted and slippery in the 20-degree weather. Some of the injured were pulled from the train by

hook-and-ladder fire trucks and taken to a makeshift helicopter landing area in a parking lot.

# Tax increase to assist state communities

Waxahachie votes to improve water systems, police stations, street drainage

#### THE ASSOCIATED PRESS

AUSTIN - Voters in several Texas towns headed to the polls over the weekend and approved several tax increases, including a halfcent sales tax hike in five cities. A similar increase was rejected in three towns.

A low turnout in Crowley, a Fort Worth suburb, decided against the increase, which would have paid for a new library and industrial development. Jacksonville voters rejected it too. Voters in the Dallas suburb of Colleyville

renovations, get a new bookmobile and two portable kiosks and buy \$2.9 million dollars See relat worth of new materials. "We now have an excellent long-range de-

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New measures include a tax reduction in Edgecliff and four bond proposals totalling \$9.2 million to improve libraries in Arlington.

Waxahachie residents voted for bonds to improve water systems, the police station and streets and drainage, but they shot down plans to upgrade a recreation complex and another to build an auditorium-civic center.

In a recall election in Ranger, Ronnie Ainsworth retained his post as mayor and Benbrook voters decided not to merge the independent Water and Sewer Authority with the city of Benbrook.

Also, the Alanreed school district was elimi-nated by a vote of 52-38 in the tiny West Texas town.

Bedford residents voted to elect their municipal judges instead of having them appointed, and C.D. Chumley was elected to the Balch Springs city council.

The half-cent sales tax jump was approved by voters in Lubbock, Euless, Hurst, McKinney and Waxahachie.

turned out in record numbers, but they went to the polls to defeat the plan. They also overwhelmingly refused to raise their city property tax by six cents per \$100 of assessed value.

Colleyville city secretary Jean Harris said the 3,847 ballots cast were almost 1,100 more than the previous record.

A citizens group called the Colleyville Facts is taking credit for generating the high interest in the election.

There's no question that this is a mandate, loud and clear, from the people of Colleyville," said group spokesman Russell Kendzior.

About half of the 2,000 Edgecliff residents turned out in support of their rollback plan, which reduces taxes from 33.76 cents to 23.9 cents per \$100 valuation.

Mayor Bob Wershay said he was disappointed because he hoped to use the extra money to provide round-the-clock police protection.

"We are disappointed, but the people have spoken," he said. "In my opinion, the citizens are the ones that lose in this

Arlington libraries will get their boost to build two new branches, spend \$1.4 million in

velopment package," said Arlington library di-rector Betsy Burson. "I think it will make a lot of difference as far as quality of life goes in Arlington.

Waxahachie city manager Bob Sokoll said he was glad voters approved \$13 million dollars for local improvements and the extra half-cent tariff to pay off the bonds.

He added that he wasn't surprised to see the addition proposals to spend \$2.28 million dollar fail.

'They voted for the necessities," he said. 'It's probably a sign of the times right now."

The 'lf-cent sales tax was to be used for various easons.

In Lubbock, the additional money is targeted to lure a military finance center and 4,000

The money in Euless will bring \$1.2 million for projects to benefit youths and senior citizens

Hurst will have \$2.5 million more per year to alleviate a property tax burden.

McKinney's money will be used to lure new businesses to the city through marketing and low interest loans.

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### Davis

#### **Continued from Page 4**

The Cowboys were an escape rom this sort of idiocy, because as long as they were winning, it didn't matter.

But more losing followed. It seemed that as the Cowboys went, so went the city of Dallas and the rest of the Metroplex. Last Sunday the team from Dallas seemed to be at the same crossroads that they had come upon 11 years earlier.

Whether they knew it or not, the Dallas Cowboys carried the hopes and dreams and even some of the fears of hundreds of thousands of people onto the field Sunday as they faced the monster who had started a long painful

downfall more than a decade before.

And God probably wasn' watching His team, nor had His son ever been a coach or His grandson a quarterback.

But the final vision of Sundays game, as crystalline as leaded glass, is Dallas 30, San Francisco

And for at least one day, paradise was found again.

