

Hearing

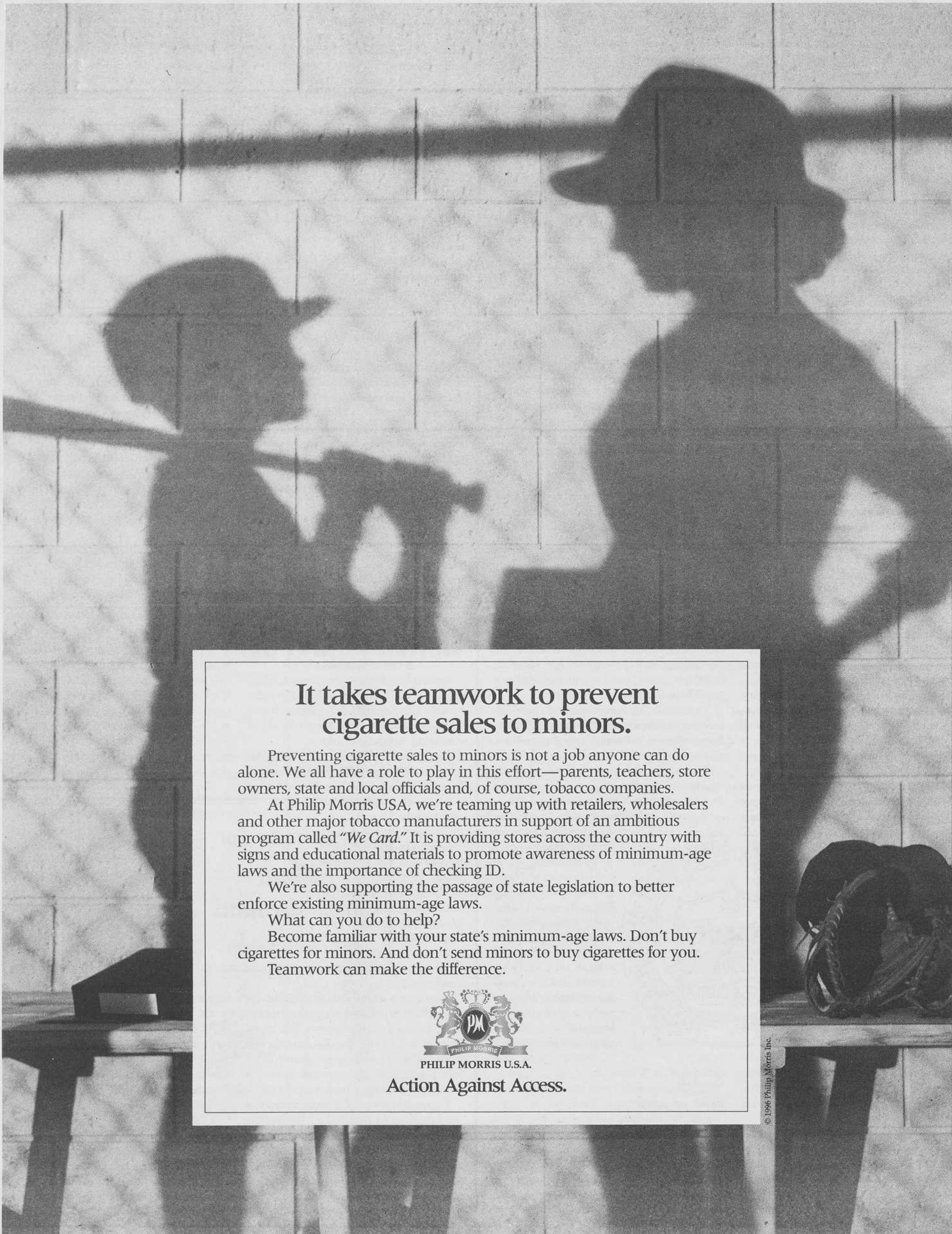
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your children. This promotes an artificial relationship that is damaging to the children and to the hard-of-hearing parent. Children must learn that nothing has changed when it comes to

relating to their parents.

For the family member who has hearing loss, Beck says it is important not to use the hearing loss as an excuse to "tune out" but rather stay involved with your family, career and friends.

"There is a vast difference between existing and living," Beck said. "Living demands participation. As difficult as the hearing loss may be to cope with, it must not result in a diminished life. Life does go on."



It takes teamwork to prevent cigarette sales to minors.

Preventing cigarette sales to minors is not a job anyone can do alone. We all have a role to play in this effort—parents, teachers, store owners, state and local officials and, of course, tobacco companies.

At Philip Morris USA, we're teaming up with retailers, wholesalers and other major tobacco manufacturers in support of an ambitious program called "We Card." It is providing stores across the country with signs and educational materials to promote awareness of minimum-age laws and the importance of checking ID.

We're also supporting the passage of state legislation to better enforce existing minimum-age laws.

What can you do to help?

Become familiar with your state's minimum-age laws. Don't buy cigarettes for minors. And don't send minors to buy cigarettes for you. Teamwork can make the difference.



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