

“My costs went down and customer traffic climbed 21%. You can take going smokefree to the bank.”

DAVE RUBLE | Owner, Dave's Home Cooked Foods, Toledo



“I used to be a financial planner and marketing director, so I know my business numbers, but it was my German and Irish grandmothers who taught me how to cook from scratch,” says Dave Ruble. “And that’s still our claim to fame. We refuse to take short-cuts.”

“Why did I go smokefree? Same reason. I spend so much time, money and anguish keeping the place spotless, it made no sense to permit something as dirty and dangerous as second-hand smoke.

“The payoff? I only have to wash the windows every other week now, clean the ceiling tiles far less often, and smoking staff take fewer breaks. I don’t lose linen to cigarette burns anymore, and there’s no lingering smell. Plus, over the first eighteen months, we had 21% percent more customers come through the door.

“At first, some of my competitors said I’d go bankrupt. But when they saw I was even busier, they wanted in. It’s easy to go smoke-free. The best thing? All the grandmothers like mine come up and thank you for it.”

Get the facts at [TobaccoScam.ucsf.edu](http://TobaccoScam.ucsf.edu)



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TobaccoScam is a project of Stanton Glantz, PhD, of the University of California School of Medicine, San Francisco, CA 94143-1390.

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