

SMOKING SHOULD NOT BE A PART OF GROWING UP

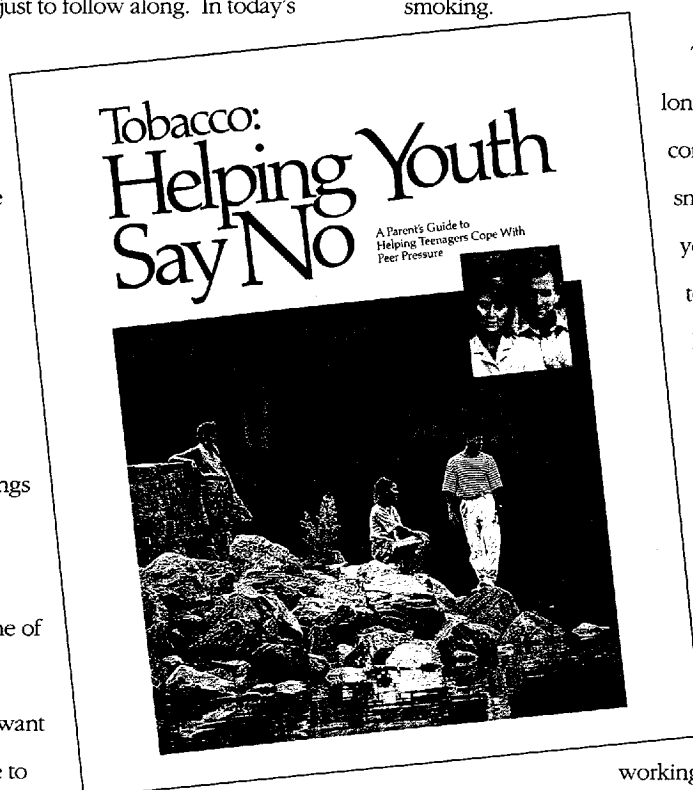
One of the most trying aspects of being a parent is encouraging your child to make the right choices—not just to follow along. In today's

complex society, growing up involves more pressures and choices than ever before. Studies show that young people do things because their friends do. Smoking is one of those things.


We don't want young people to smoke.

That's why we are offering a booklet aimed at helping parents meet the challenge of providing their children with the tools to resist peer pressure. The booklet, "Tobacco: Helping Youth Say No," is

the third in a series designed to keep parents and children communicating about important issues like smoking.



To continue its longstanding commitment that smoking is not for young people, the tobacco industry also has strengthened its marketing code and is supporting state legislation to make it tougher for young people to buy cigarettes. We are also

working with retailers for strict compliance with state laws prohibiting sales of cigarettes to minors. Look for  displayed wherever cigarettes are sold.

And, for your free copy of "Tobacco: Helping Youth Say No," return the coupon today.


TOBACCO INSTITUTE
P.O. Box 41130, Washington, DC 20018

TIMN 0028560

The Tobacco Institute
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