



Philip Morris Doesn't Want Kids To Smoke

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.

At Philip Morris U.S.A., we believe that smoking is an adult decision. We don't want children and teenagers to smoke.

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

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.

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



PHILIP MORRIS
U.S.A.

Tobacco:
Helping Youth
Say No



**PLEASE SEND ME MY FREE
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