

(by hundreds of dollars saved each year on the cost of cigarettes alone).
Quit smoking now and you will add years to your life and increase your self-respect.
How about just being nicer to be around?
Don't contribute to your own genocide.
Quit smoking now.

LANCASTER COUNTY UNIT
AMERICAN CANCER SOCIETY
625 MANOR STREET
LANCASTER, PA 17603

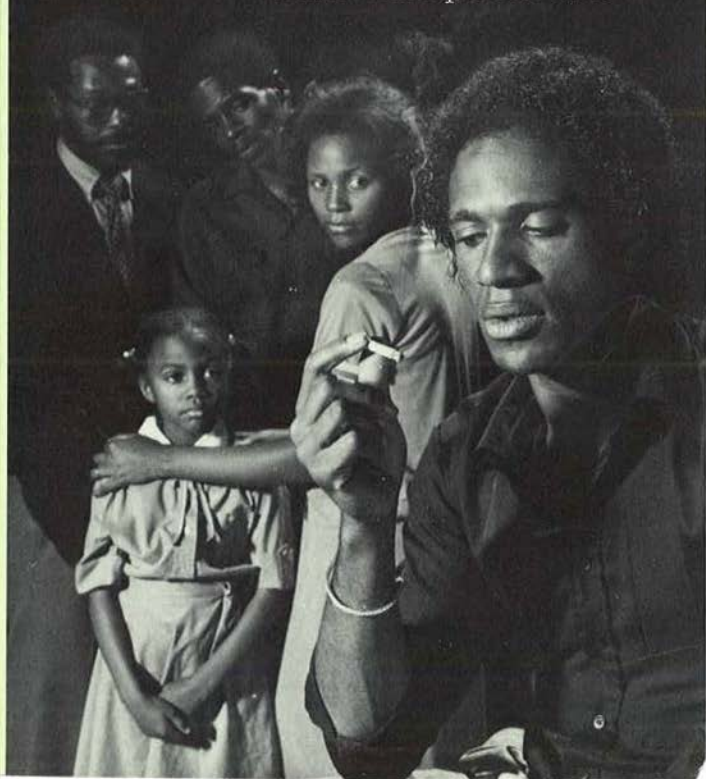
 **American Cancer Society**

This publication was made possible by
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SMOKING AND GENOCIDE

This is the true story about a "brother" who practiced genocide on himself and his world. Because, selfishly, to please his own ego, he kept on smoking even though he knew it could harm him. And harm came silently in the form of lung cancer which eventually killed the brother.

But the story doesn't end there. The world around him paid a...



price. His admiring children, watching him smoke, just knew it must be the thing to do, so they started smoking, too. So did their children and the generation after. Soon all the brothers and sisters and all their children were smoking. Though no one really liked it, they pretended they did because it was so hard to stop. They'd all become slaves to the smoking habit. More and more of the women had stillbirths. They began dying younger.

- about one every 48 minutes
- about 30 each day
- about 11,000 black Americans a year

This is a tragically true story. Don't make it your story.

The brothers who died of lung cancer started out as kids

smoking to be someone, just like you did. And smoking never made anyone a man after all. But smoking does

- make you short-winded
- make you cough a lot
- make your breath smell
- make your clothes smell
- make your eyes dull
- make you dependent on smoking

As a black man, you are responsible to your community: to set good examples, to be a positive image. Respect for the lives of your brothers and sisters and your loved ones begins with respect for yourself, your own body.

Quit smoking now and you will be healthier. Quit now and you will be wealthier.