

CENSORED!

by

The Houston Post and The Houston Chronicle

- 390,000 Americans will die from tobacco related disease this year.

- RJ Reynolds, Inc. is test marketing a new cigarette in Houston whose target market is, in the words of an RJR marketing report, "Virile Females" who are uneducated and do whatever their boy-friends do.

- DOC, a national health promotion organization, feels working class women currently face enough tough economic and health issues and don't need RJR to add to those problems.

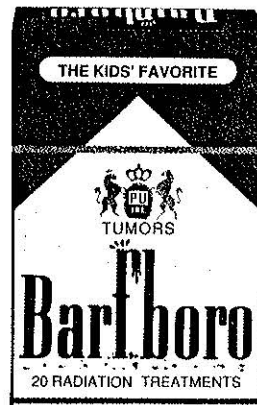
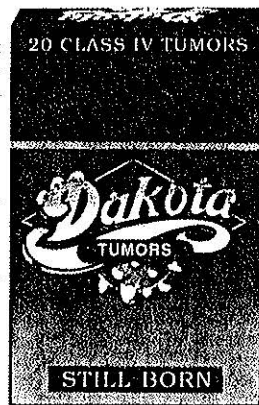
- Yet DOC is being silenced from directly addressing this issue by Houston's mainstream press which professes to believe in "Free Speech."

- The choice is not between two brands of cigarettes. The choice is between health and manipula-

tion by corporate advertising which urges us to engage in an activity that kills more Americans than all other legal and illegal drugs combined.

WE THOUGHT SOMEONE SHOULD SPEAK OUT ABOUT THE REAL CHOICE. THE POST AND CHRONICLE DIDN'T!

HOUSTON, HOME OF THE LARGEST MEDICAL CENTER IN THE WORLD, ASKS YOU TO MAKE UP YOUR OWN MIND.



YOU DECIDE.

**Dakota DaCough
DaCancer DaCoffin**

To help us get this costly ad seen again and again contact:
DOC, Doctors Ought to Care, 5510 Greenbriar, Suite 235, Houston TX 77005 (713) 798-7729

PAID EDITORIAL COMMENT