

A message
from those
who don't
to those
who do.

We're uncomfortable.

To us, the smoke from your
cigarettes can be anything from
a minor nuisance to a real
annoyance.

We're frustrated.

Even though we've chosen
not to smoke, we're exposed to
second-hand smoke anyway.

We feel a little powerless.

Because you can invade our
privacy without even trying.
Often without noticing.

And sometimes when we
speak up and let you know how
we feel, you react as though *we*
were the bad guys.

We're not fanatics. We're not
out to deprive you of something
you enjoy. We don't want to be
your enemies.

We just wish you'd be more
considerate and responsible about
how, when, and where you smoke.

We know you've got rights
and feelings. We just want you to
respect our rights and feelings,
as well.

A message
from those
who do
to those
who don't.

We're on the spot.

Smoking is something we
consider a personal choice, yet
it's become a very public issue.

We're confused.

Smoking is something that
gives us enjoyment, but it gives
you offense.

We feel singled out.

We're doing something
perfectly legal, yet we're often
segregated, discriminated
against, even legislated against.

Total strangers feel free to
abuse us verbally in public with-
out warning.

We're not criminals. We
don't mean to bother or offend
you. And we don't like confronta-
tions with you.

We're just doing something
we enjoy, and trying to under-
stand your concerns.

We know you've got rights
and feelings. We just want
respect our rights and feelings, as
well.

Brought to you in the interest of common courtesy by

R.J. Reynolds Tobacco Company

FAIRNESS