

BRIDGEPORT HERALD
Bridgeport, Connecticut H T C 00413
January 10, 1954

ARE YOU NOW ENJOYING YOUR CIGARETTE?

One celebrated doctor states:

"THE PROLONGED AND HEAVY USE OF CIGARETTES INCREASES UP TO TWENTY TIMES THE RISK OF DEVELOPING CANCER OF THE LUNG."

WE ARE IN THE MIDDLE!

The cigarette companies have long claimed no ill effects from cigarette smoking.

They are now financing an "impartial" survey to offset recent unfavorable publicity.

WHAT CONCLUSION CAN WE EXPECT?

An international world health organization which found, "WHILE IT IS IMPOSSIBLE TO ACCEPT CIGARETTE SMOKING AS THE ONLY CAUSE OF CANCER OF THE LUNG, THERE IS NOW EVIDENCE OF AN ASSOCIATION BETWEEN CIGARETTE SMOKING AND CANCER OF THE LUNG AND THIS ASSOCIATION IS IN GENERAL PROPORTION TO THE TOTAL CONSUMPTION."

THE NATIONAL CIGARETTE SMOKERS COUNCIL is comprised of individual smokers determined to find the true facts. Our only desire is to protect our pleasure and/or our health, as the case may be.

We Must Know Which -- As Quickly As Possible!

It is our desire to engage the laboratory services of an outstanding Eastern University to discover for us, the cigarette smokers, the unbiased truth.
HELP! JOIN THIS COUNCIL. Send your name, address, and any financial assistance to:

THE NATIONAL CIGARETTE SMOKERS' COUNCIL

P. O. BOX 446
SOUTHPORT, CONNECTICUT

Robert Murphy, Chmn.
Westport

Francis J. Flanagan, Sec.
Westport

Joyce Kent, Treas.
Westport

All funds are to be used only for furthering this research. In the event of oversubscription, funds will be contributed to some existing cancer research organization.