

The background of the advertisement features a dark, moody scene. In the upper center, a hand holds a lit torch with a bright yellow and orange flame. In the lower left, another hand holds a stack of US dollar bills, with several \$100 bills visible. The overall composition suggests a connection between money and the act of smoking.

50 MILLION AMERICANS SMOKE

**Do they really cause higher healthcare costs?
Only if you ignore the taxes they also pay!**

Don't be fooled,.....It's not about health.