

“I Can Quit Anytime I Want To”
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Opening Narration

If you're like me, you've been trying to quit smoking for decades. It was such a simple thing at first. Cool. Attractive. Attention getting. But always in the back of your mind is where to get your next smoke.

Smokers have strong brand loyalty. They'd rather fight than switch.

I'm staying out of this conflict, but Kenny Hopper is not.

Closing Narration

Things don't look too good for Mr. Hopper. Next time, he'll be more careful when he buys a pack. But even if he paused to read it, the Surgeon General's warning forgot to mention: the Twilight Zone.