

Artists as ashtrays



D. Minkler 1988

This poster is the first in a series of art works aimed at ending the leading cause of preventable death -- the tobacco industry. Comments and artist's participation welcomed. Please write DOC, (Doctors Ought To Care), P.U. Project, PO Box 31604, Houston, Texas, 77231-1604.

Like a magician, we don't miss a trick. Through our growing patronage of sports and culture, the public's perception of us is changing.

For instance, we realized we could improve our image and increase smoking among women and girls by attaching our Virginia Slims brand name to professional tennis. In the same way, we've increased the sales of cigarettes among blacks by sponsoring institutions like the Studio Museum of Harlem and the Alvin Ailey American Dance Theater.

Emphysema and bronchitis? *Shazam!* Now we're the Whitney Museum of Art and the Joffrey Ballet. Lung cancer and heart disease? *Presto!* Now we're Marlboro Country Music and National Public Radio.

Heck, we're not a tobacco company, we're a Patron of the Arts. That's why we at Philip Morris say, ***"It takes art to make complacency great."***

Philip Morris Companies Inc.



PU Project

Makers of Marlboro, Virginia Slims, Benson & Hedges 100's, Merit, Parliament Lights, Miller Beer, Lowenbrau, Jello, Post Cereals, Sanka, and other General Foods products. A DOC ad fake.