

Phillip Morris and the Arts

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 Marlboro Country Music. Lung cancer and heart disease? *Presto!* Now we're Houston Grand Opera and the Museum of Fine Arts.

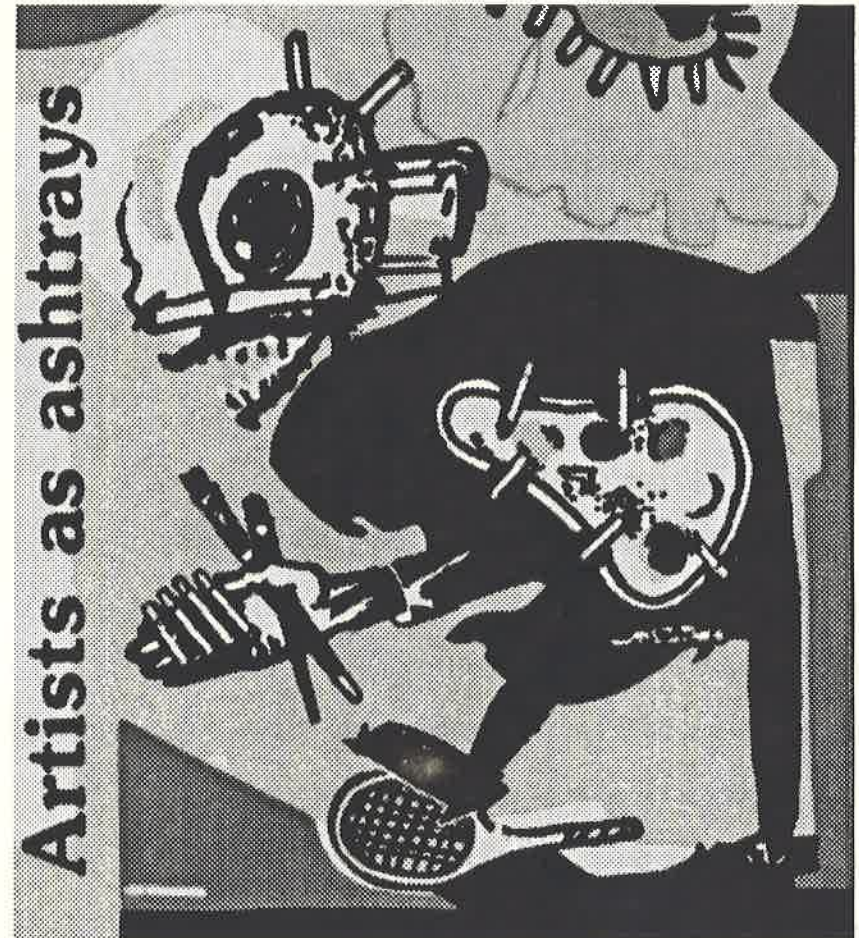
Heck, we're not a tobacco company -- we're a Patron of the Arts. That's why we at Phillip Morris say,

"It takes art to make complacency great."

A DOC ad parody.
DOC (Doctors Ought to Care)
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Come to Where the Frida is...



PU Project

Phillip Morris Companies, Inc.

Makers of Marlboro, Virginia Slims, Benson & Hedges, Merit, Parliament Lights and Philip Morris SuperLights cigarettes, and Miller Genuine Draft and Lite beers.

In addition to our sponsorship of the Houston Grand Opera and the Museum of Fine Arts, we have sponsored several events and promotions in Houston:

Virginia Slims cigarettes Tennis Tournament (Westside Tennis Club)

Benson and Hedges Rhythm and Blues Concerts

Marlboro Country Music (Tower Theater)

Black Expo (George R. Brown Convention Center)

NAACP National Convention (1991)

La Raza National Convention (1991)

Republican National Convention (1992)

Houston International Festival (1992)

The Alvin Ailey Dance Theater (1992, Jones Hall)

The Hubbard Street Dance Company (1991, Jones Hall)

From Harlem to Hollywood (1991, Houston Museum of Fine Arts)

Marlboro Weekends at Guadalupe Park

Marlboro Adventure Team Van (at fine liquor stores and gas stations)

Benson & Hedges billboards (in minority neighborhoods)

Houston Economic Summit (1990)

Andrews and Kurth

Rice University

Texas Southern University Foundation

University of Houston Foundation

And many fine Texas state legislators and Congressmen (list available from DOC or the bureau of Alcohol, Tobacco, and Firearms)

Here's to Our Health!

For nearly half a century, we at Phillip Morris have denied the medical evidence condemning cigarette smoking as a major cause of death and disease. This has been difficult for us. It's not easy to keep advertising and selling a product which kills nearly a half million of our own customers in the United States each year. But we felt that we owed our shareholders, such as Rice University and various City of Houston pension funds -- and ourselves, of course -- a financial responsibility. And did we ever profit! More than 70 percent of last year's cash income came from selling cigarettes. The profit from Marlboro alone is more than all our 3000 Kraft General Foods products combined! (Just so no one could say we only make cigarettes, we bought Kraft and General Foods in hostile takeovers a few years ago. Please buy Jell-o!)

Smoking kills. It is a major cause of lung cancer, heart disease, and emphysema. It is addictive. Put another way, it is the country's single greatest cause of death and disease. But before you get bent out of shape over this, maybe you should have a cup of our Maxwell House or Sanka coffee.

The dangers of smoking have been well-known for decades. We realize it's time to drop our facade and face up to the gravity of our public denials. But we also know that our sponsorship money is addictive. That's why folks like the Houston Grand Opera and the Houston Museum of Fine Arts keep begging for more. Who are we to 'just say no'?

Besides, Marlboro and the arts have more in common than you might have realized. By selling more Marlboros, Phillip Morris can sponsor more music and art. By sponsoring more music and art, we can buy more complacency. And by buying more complacency, we can sell more Marlboros...

Get the picture?

*With love,
Michael Smiles
President
Phillip Morris Tobacco Company*