"When More Doctors Smoked Camels"

A Century of Health Claims in Cigarette Advertising

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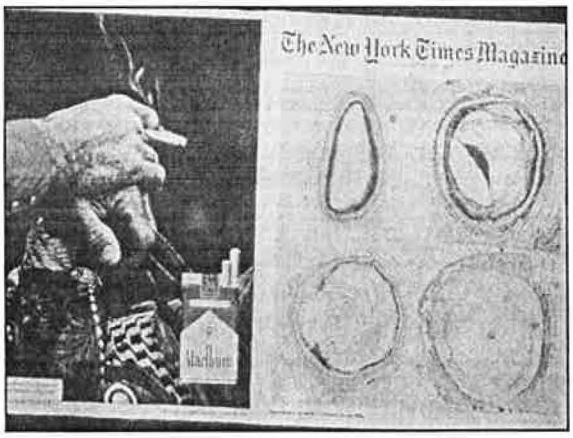
Smoking in Perspective

- Kills more than 400,000 Americans each year
- Causes 1 of every 5 deaths in the U.S.
- Causes lung and other cancers, heart disease, stroke, pulmonary disease
- Contributes to multiple complications of pregnancy
- Adversely affects fetal development and health of infants and children
- Adds more than $50 billion to health costs per year
- Is an addiction/chronic disease that warrants treatment and follow-up

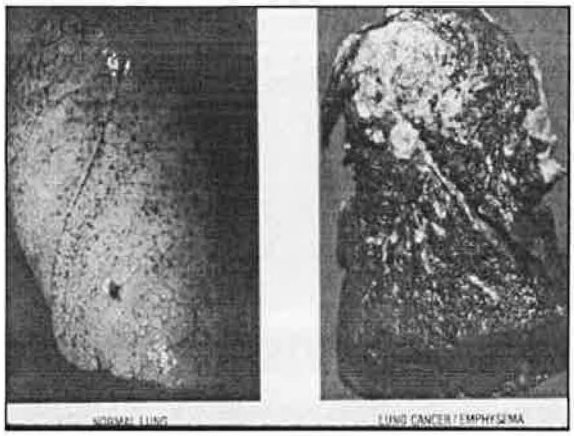
CAUSES OF DEATH

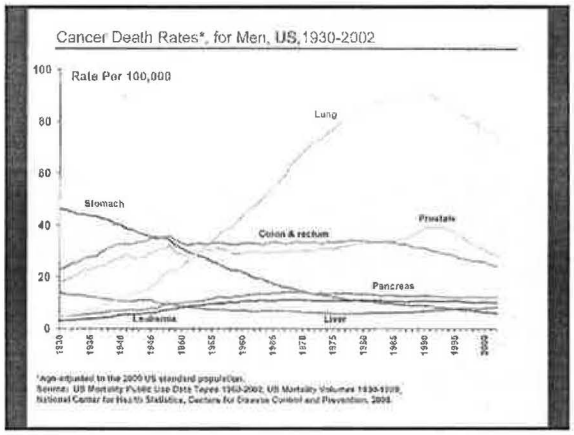
1. Heart disease
2. Cancer
3. Stroke
4. COPD
5. Accidents
6. Diabetes

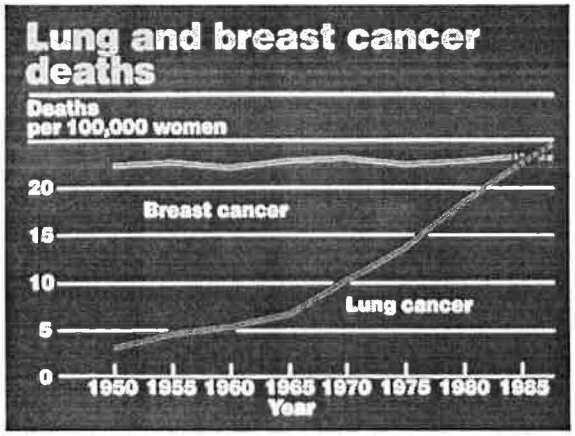


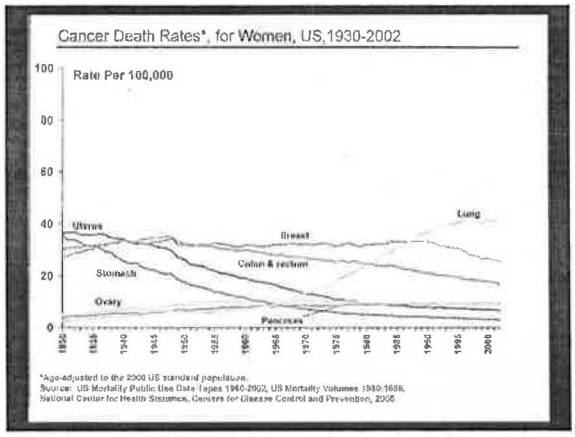
CARDIOVASCULAR CONDITIONS

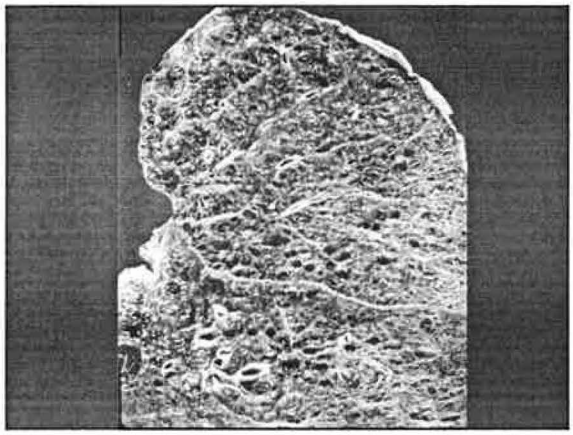
- Stroke
- Coronary heart disease
- Abdominal aortic aneurysm
- Peripheral vascular disease
- Subarachnoid hemorrhage





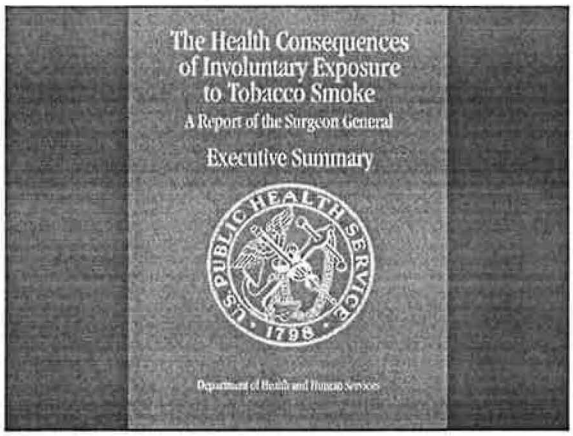






COPD

- 5% of US population
- 80% caused by smoking
- 4th leading cause of death

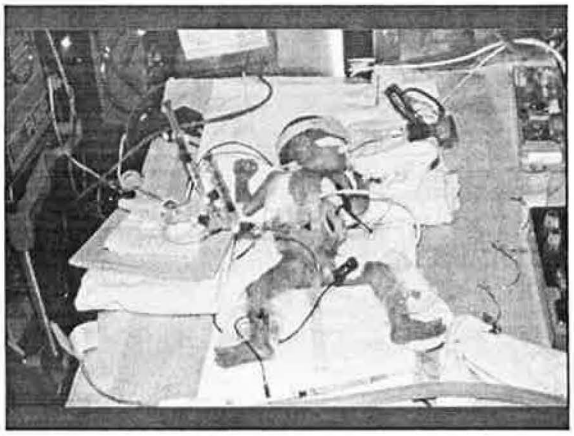


SECONDHAND SMOKE

- Higher in carcinogens
- 50% nonsmokers exposed
- 30% indoor workers not protected
- ↑ heart disease, cancer

SECONDHAND SMOKE

- Lung cancer: 3,000 deaths/year
- Heart disease: 40,000 deaths/year
- Asthma: 2 million visits/year



LOW-BIRTHWEIGHT BIRTHS

- Smoking mother: 12.40%
- Non-smoking mother: 7.66%

EFFECTS ON CHILDREN

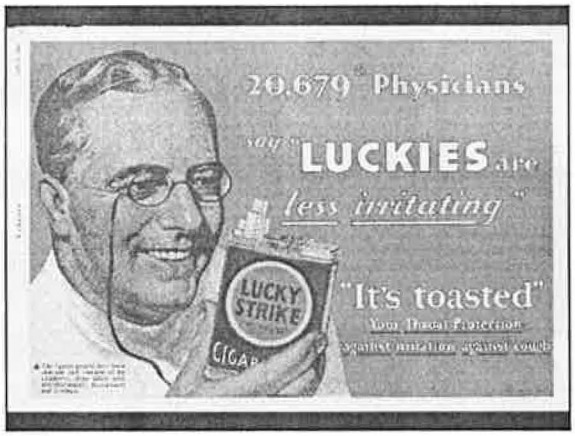
- SIDS
- Asthma
- Bronchitis
- Otitis media
- Pneumonia

THE SPICE OF YOUTH
When Tempted
Reach for a LUCKY instead
"It's toasted"
LUCKY STRIKE
CIGARETTES

BEFORE IT'S TOO LATE
"Reach for a Lucky instead"
LUCKY STRIKE
CIGARETTES
"It's toasted"

DO YOU INHALE?
"Everybody's doing it"
LUCKY STRIKE
CIGARETTES

LUCKY STRIKE
CIGARETTES


20,679* Physicians
say "LUCKIES are less irritating"
LUCKY STRIKE
CIGARETTES
"It's toasted"
Your Throat Protection
against irritation, against cough

IF YOU HAVE A COLD SEE YOUR DOCTOR!
SPUD

IT TAKES HEALTHY NERVES—
Steady Smokers Turn to Camels
CAMEL'S COSTLIER TOBACCOS

After a man's heart...

Inhale to your heart's content!
AMPASSI

"THEY DON'T GET YOUR WIND"
ATHLETES SAY
NY
athletes smoke as many as they please—and that's real mildness!

They don't get your Wind
ATHLETES SAY
Costlier Tobaccos!

CALL FOR
PHILIP MORRIS
AMERICA'S FINEST CIGARETTE
GET THIS!
DO YOU INHALE?

THIS IS KNOWN
BY
Medical Authorities
about PHILIP MORRIS
CALL FOR
PHILIP
MORRIS

PLEASE BE CAREFUL!
WE MAKE every effort to provide for the welfare and comfort of our patients.
For your own protection, as well as for the protection of other patients, we urge you to be especially cautious when smoking.
• Please smoke only when you are fully awake and alert.
• Please smoke only when there is an ash tray within easy reach.
• Please don't smoke when the room is darkened.

"You like them FRESH? So do I!"
FRESH
CAMELS

TELL HIM TO SWITCH TO KOOL
KOOL

FROM NOW ON—
CHELSEA

More Doctors Smoke CAMELS than any other cigarette!

MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE
CAMELS

THROAT SPECIALISTS PROVE
CAMEL MILDNESS IN
30-DAY SMOKING TEST
"NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS."

Here's what throat specialists
reported about Camel Mildness—
"NOT ONE SINGLE CASE OF THROAT IRRITATION CAMELS"
MORE DOCTORS SMOKE CAMELS

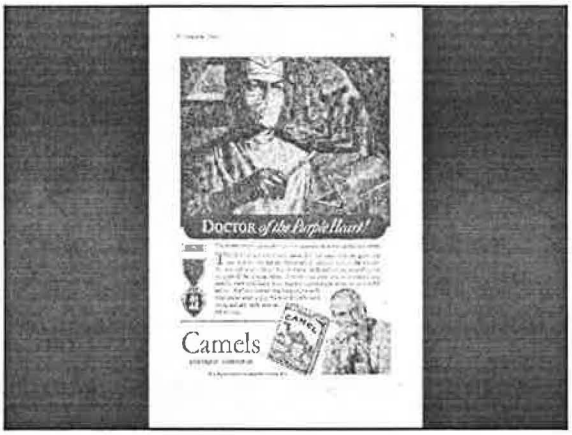
"Not one single case of throat irritation CAMELS!"
MORE DOCTORS SMOKE CAMELS

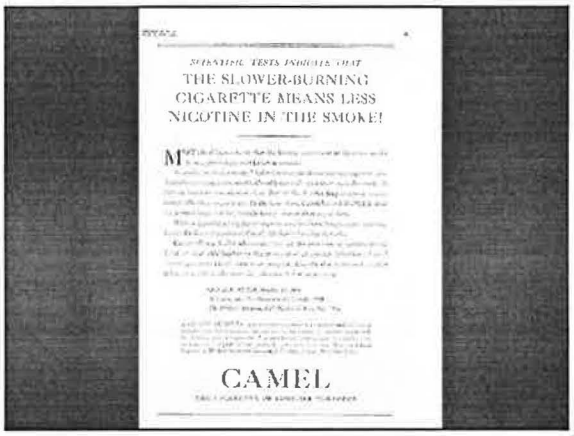
Experience is the Best Teacher
MORE DOCTORS SMOKE CAMELS

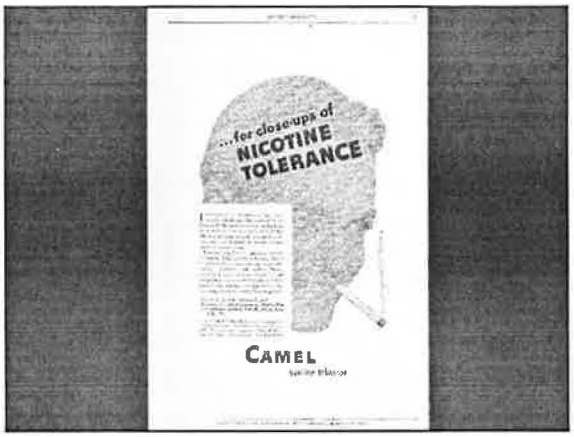
Experience is the Best Teacher
More Doctors Smoke CAMELS
than any other cigarette

Experience is the Best Teacher
MORE DOCTORS SMOKE CAMELS

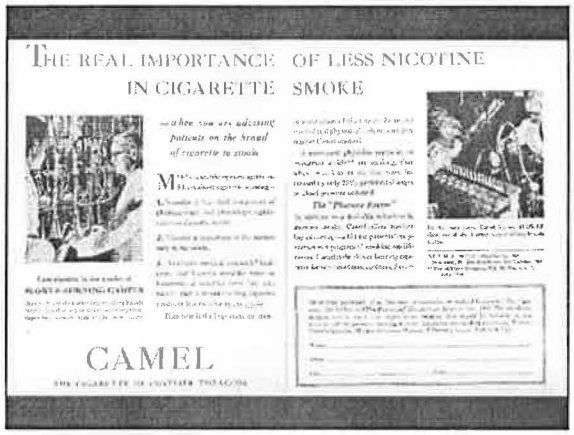
EXPERIENCE IS THE BEST TEACHER...
MORE DOCTORS SMOKE CAMELS

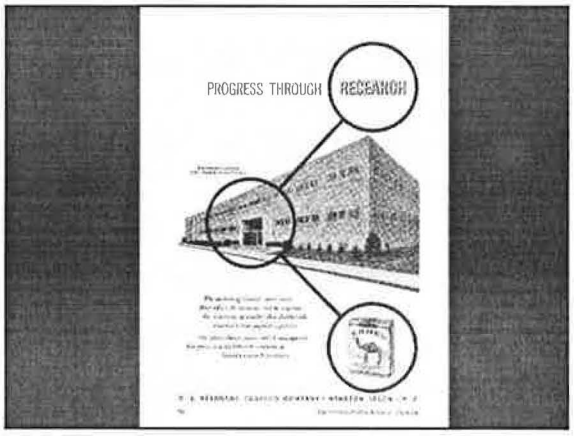

DOCTOR of the Purple Heart!
Camels


SCIENTIFIC TESTS INDICATE THAT
THE SLOWER-BURNING CIGARETTE MEANS LESS NICOTINE IN THE SMOKE!
CAMEL

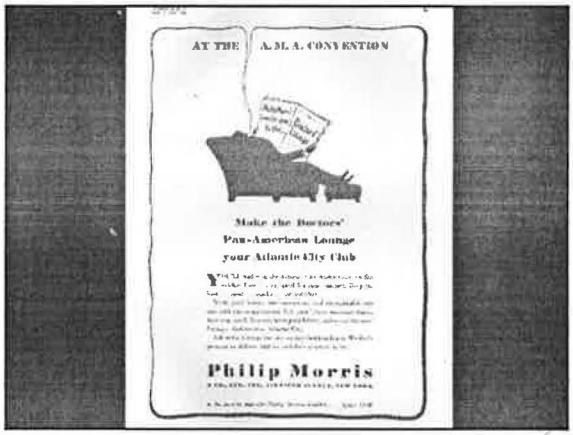

...for close-ups of NICOTINE TOLERANCE
CAMEL

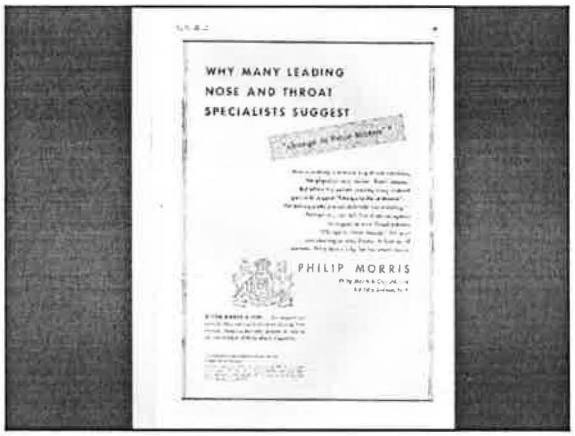
When you record the effectiveness of
NICOTINE CONTROL
—less nicotine in the smoke
Camel—The Cigarette of Costlier Tobaccos

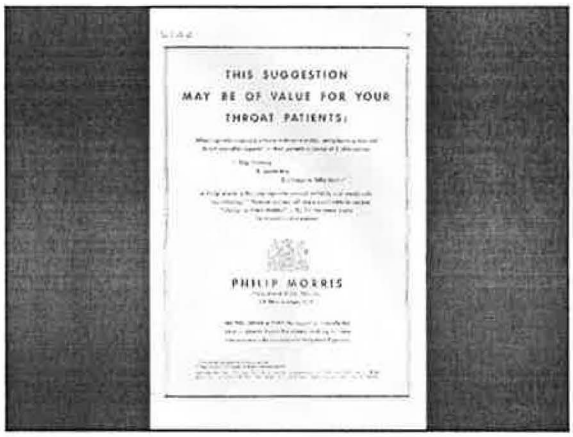

THE REAL IMPORTANCE OF LESS NICOTINE IN CIGARETTE SMOKE
CAMEL

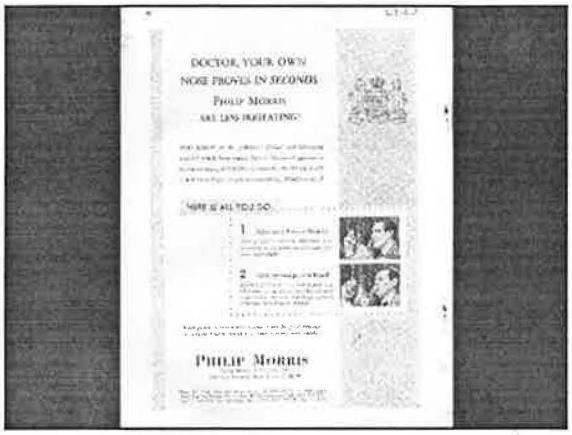

PROGRESS THROUGH RESEARCH

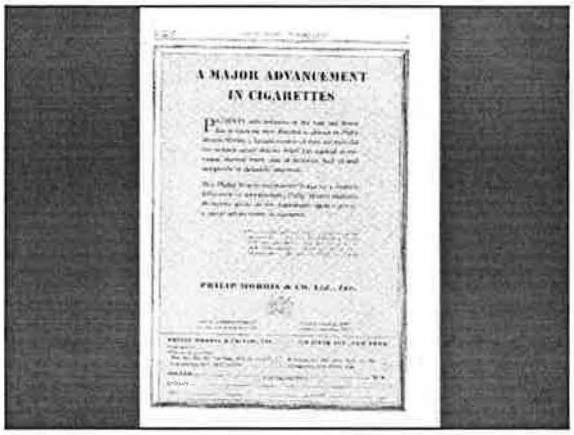
Camel invites you
A.M.A. CONVENTION — JUNE 8 TO 12
50%
Camel

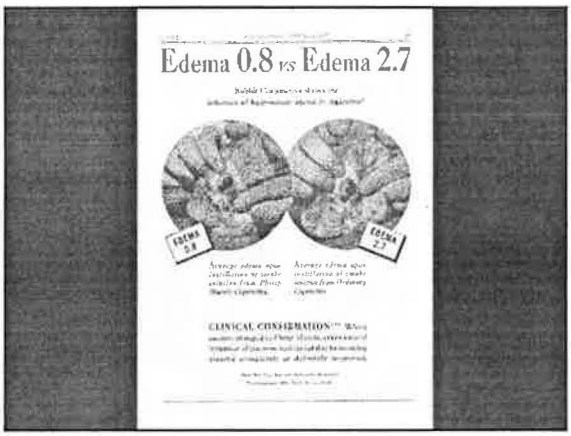

AT THE A.M.A. CONVENTION
Make the Doctors' Pan-American Lounge your Atlantic City Club
Philip Morris

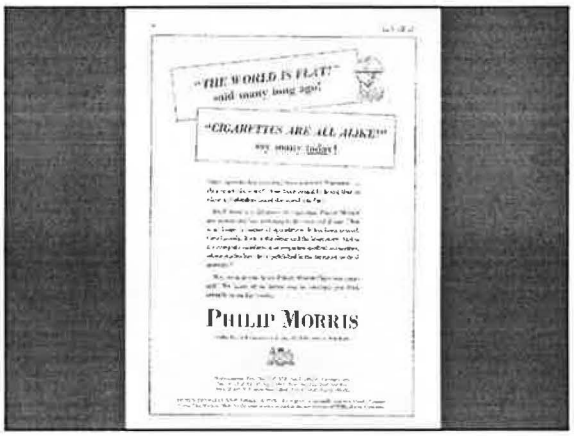

WHY MANY LEADING NOSE AND THROAT SPECIALISTS SUGGEST
PHILIP MORRIS

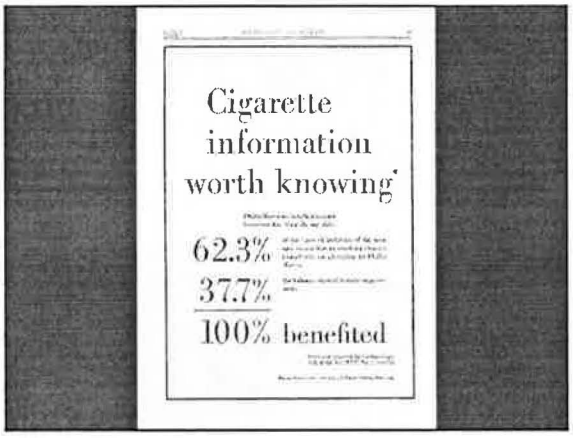

THIS SUGGESTION MAY BE OF VALUE FOR YOUR THROAT PATIENTS:
PHILIP MORRIS

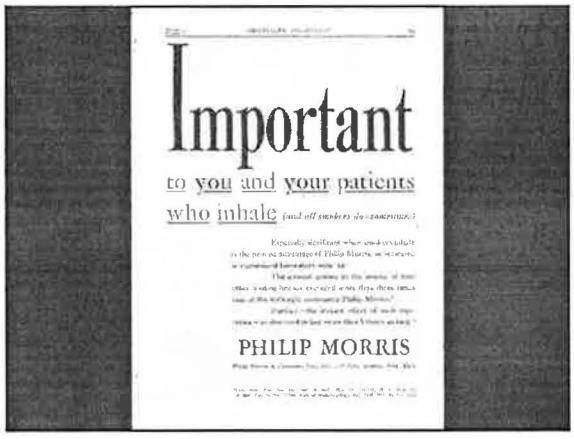

DOCTOR, YOUR OWN
NOSE PROVES IN SECONDS
PHILIP MORRIS
ARE LESS IRRITATING!
HERE IS ALL YOU DO
PHILIP MORRIS


A MAJOR ADVANCEMENT
IN CIGARETTES

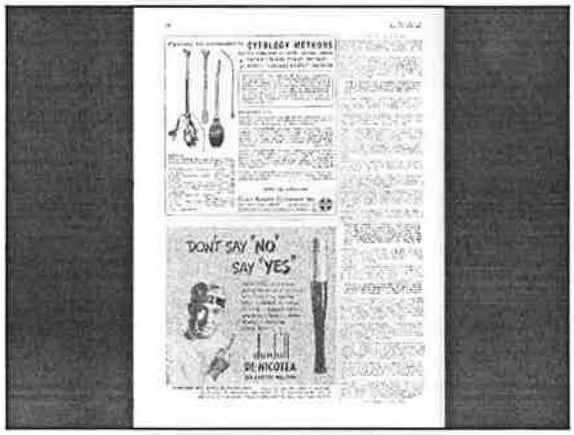

Edema 0.8 vs Edema 2.7
EDEMA 0.8
EDEMA 2.7
CLINICAL CONFIRMATION


"THE WORLD IS FLAT"
said many long ago!
"CIGARETTES ARE ALL ALIKE"
say many today!
PHILIP MORRIS


Cigarette
information
worth knowing
62.3%
37.7%
100% benefited


Important
to you and your patients
who inhale
PHILIP MORRIS

THE OPERATION
IS A SUCCESS!

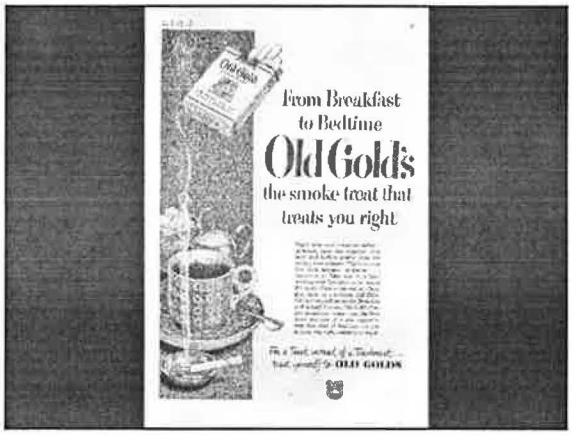

CYTOLOGY METHODS
DON'T SAY 'NO'
SAY 'YES'
DE NICOTEA

For Patients Who Should
Cut Down on Smoking
DE NICOTEA
alfred dunhill
PREMO ALL-COTTON ELASTIC BANDAGES

NICOTINE CONTENT
Scientifically Reduced
to LESS than 1%

Old Gold
cures
just one thing:
The
World's Best
Tobacco!

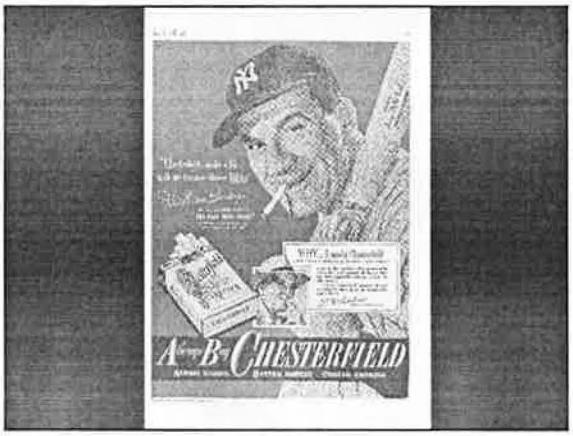
The best
20 reasons
we know
why you should
smoke
Old Golds


From Breakfast
to Bedtime
Old Gold's
the smoke treat that
treats you right

We stick to our knittin'...
We're tobacco men
not medicine men
Old Gold cures just one thing!
the World's Best Tobacco!

We don't try to score you
with medical claims...
Old Gold
cures just one thing...
The World's Best Tobacco

ALWAYS BUY CHESTERFIELD


A BY B CHESTERFIELD

Guard Against Throat-Scratch
PALL MALL
Outstanding

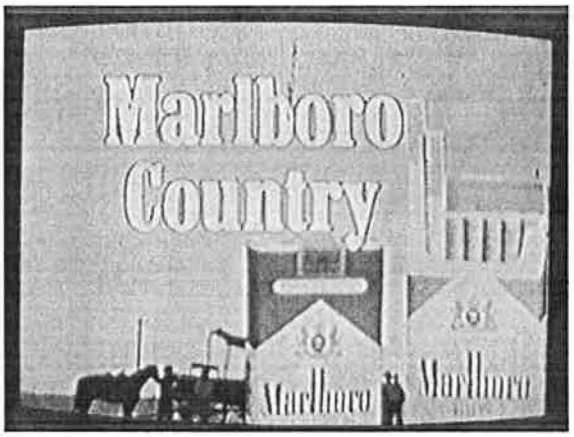
SMOKE KENT
ENJOY KENT
KENT
MICRONITE FILTER

Fredric March says:
THIS IS IT
"L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED"
L&M
FILTER TIP
Cigarettes

19,293 DENTISTS ADVISE
Smoke VICEROYS!
CAN NEVER STAIN YOUR TEETH!

FILTERED CIGARETTE SMOKE IS BETTER FOR YOUR HEALTH*
THIS FILTER TIP ON EACH VICEROY CIGARETTE FILTERS YOUR SMOKE!

MEDICINE
New KING-SIZE
VICEROY
GIVES YOU
DOUBLE-BARRELLED
HEALTH PROTECTION
KING-SIZE FILTER-TIP
VICEROY


Marlboro
Country
Marlboro
Marlboro

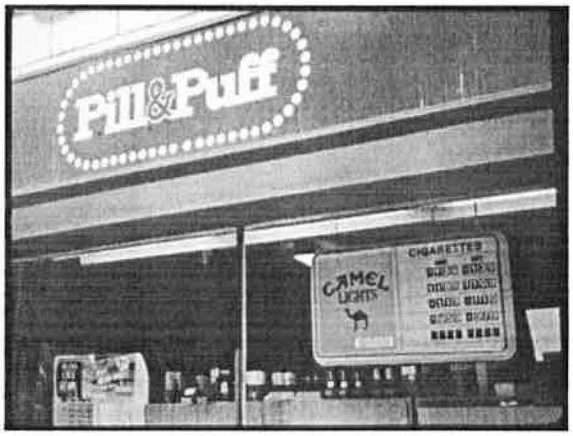
Marlboro
396

Marlboro

Marlboro

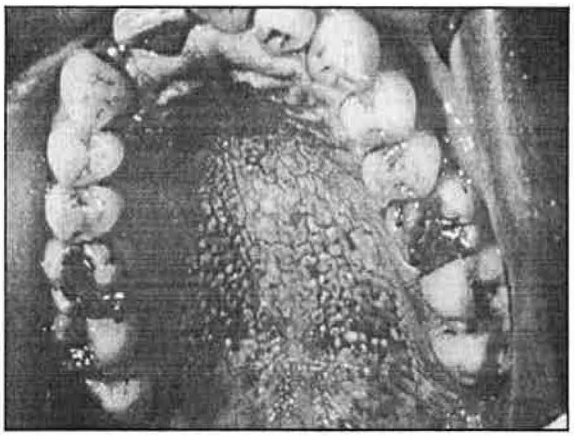
Advertising Age/Section 2
Magazine
Youth Marketing
Get 'em while they're young
ALSO...

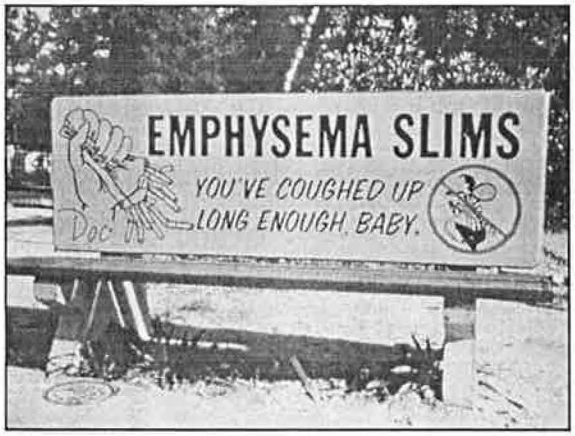
Marlboro
Marlboro
SMOKE BUSTER CENTER
Nicotrol
Nicotrol
NICORETTE



THE PRODUCT

- Filter
- Low tar
- Lights
- Menthol



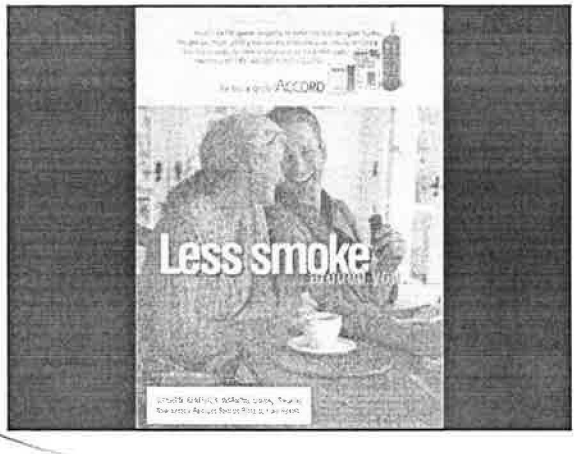


"Carlton.
It's lowest."
Carlton
1 mg.
Carlton is lowest!

IT'S
OFFICIAL
Confirmed by the 1985 U.S. Govt. Report
3mg
Now is still lowest.

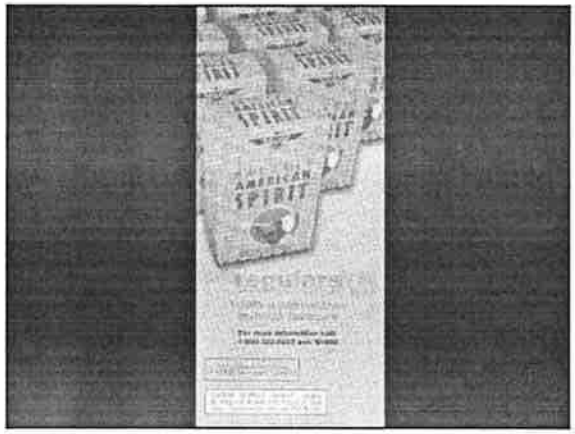
NEW!
Omni
Reduced carcinogens.
Premium taste.

An Open Letter To American Smokers
OMNI, THE FIRST REDUCED
CARCINOGEN CIGARETTE.


ACCORD
Less smoke

Discover the difference.
eclipse

Step your way to
Nicotine Free!
new
Quest
Quest
Quest
Quest
1 Low Nicotine
2 Extra Low Nicotine
3 Nicotine Free
Make it your Quest.


AMERICAN SPIRIT

International Tobacco
Conference/Exhibition
RJR

Winston.
America's Best.

PHILIP MORRIS

lboro

PAPANICOLAOU
CANCER RESEARCH
INSTITUTE
Rx
with love,
Doc