

January 27, 1989

"Tobacco Use in America"

A national conference sponsored by
the American Medical Association and
the Coalition on Smoking or Health
M.D. Anderson Hospital and Tumor Institute
Houston, Texas

Keynote address

"Tobacco and sports: A growing dependence"

1. TRICK CIGAR BLOWS MAN'S HEAD OFF! Militant anti-smoking group blamed...

[Headline from Weekly World News to illustrate labeling of opponents of tobacco use and promotion as fanatical "anti-people"--lead in to story of Harry Truman, who described a woman's flowers as having had damn good manure. Bess, Harry's wife, suggested to the offended woman that she should be grateful--"took me 25 years to get him to say manure."]

2. "1880's style" photograph of father and son bellying up to the bar, with a spittoon at their feet.

3. 1990's photograph, submitted by Brent Blue, MD, of child about to race down the Marlboro Ski Challenge course--for the price of a candy bar.

4. American Tobacco Companies [list of the 7 major manufacturers]

5. Cancer's 7 Warning Signals [different heading, same slide as 4]

6. Nicotine and ashes flavored JELL-O deadly dessert [Doug Minkler's art class parody]

7. Advertisement taken out by RJR Nabisco (1986?), Wall Street Journal: "We've changed our name. But not our direction!" [To illustrate how diversification by tobacco companies insulates tobacco profits, camouflages profit center, and softens corporate image.]

8. Silk Cut cigarette advertisement from United Kingdom, where only words on the entire page are those of the Government's Health WARNING]

9. Top corporate spenders on sports marketing. [Advertising Age 1987?]

10. Sports, Inc advertisement: Play hardball in a \$47 billion industry.

11. Top Five Smokes in Sports [Table from Sports, Inc, 1987?]
12. Bull Durham--"Good Smoking and Good Sport Go Together" [Origin of the term bullpen]
13. Piedmont Tobacco trading card, baseball player
- 13a. Honus Wagner [player who refused to permit his image on a tobacco trading card]
- 13b. "They don't get your wind!" athletes say [Camel advertisement, ca 1938]
14. Brooklyn Dodgers baseball program ad for Lucky Strike, Tareyton, ca 1955
15. More Doctors Smoke Camels
16. Bill Thalman, American Cancer Society [Public Service Announcement, 1969?]
17. Marlboro Country stillframe from 1960's TV commercial
18. Marlboro scoreboard in background at Shea Stadium, shot from telecast on my home TV, to illustrate, "plus ca change..." 1985
19. Narco-philanthropy--word used in headline in Houston Chronicle (originally in Washington Post) over story about Colombian drug lords who are beloved by the people for buying sporting equipment and playgrounds for the children
20. Front and back covers, new magazine, ESPN's "TV SPORTS," back cover of Marlboro ad; ESPN is 20% owned by RJR-Nabisco
21. Sports Highlights--excerpt from a Sunday in October 1988 listing the televised sporting activities, every one sponsored all or in part by a brand of cigarettes
22. Advertisement in USA Today for the Marlboro 500 auto race in Michigan (1987?)
23. Advertisement by ABC-TV for the same race, in the New York Times, in which it is referred to as the Michigan 500
24. Marlboro driver in helmet with logo and same design as Spiderman--from Marlboro Grand Prix brochure, Meadowlands, NJ, 1988
25. Three Marlboro toy race cars sold in stores
26. The Pope blessing the Marlboro race car (1988, LA Times magazine?)

27. Girl with Marlboro racing jacket, shot from behind, London 1984
28. Youth Marketing jacket [from Advertising Age special section, 1981?]
29. Skoal Bandit racing team, shot on home TV
30. Oral cancer, not seen on TV--ever
31. Camel Pro motorcycle racing advertisement, with AMA logo in corner, 1986?
32. Close-up of AMA logo reveals it stands for American Motorcyclist Association
33. Slide of table of top 10 sponsors in in-focus TV camera exposure, Indy CART racing, 1987 (Skoal, Marlboro in top 10)
34. Marlboro speed boat, photo from South American sports magazine, 1989
35. Winston Drag Racing advertisement, 1988
36. Advertisement for televised auto race called "The Winston" (May 1988)
37. Advertisement for NBC Sports telecast of Winston National Hotrod Racing Association finals, USA Today, 1988
38. Discount advertisement in LA Times for Hawaiian Punch and NHRA finals [blending of promotions for two RJR products]
39. Kid-sized Winston Cup Racing Cars, photograph from racing magazine, 1988
40. Headline from Advertising Age; Philip Morris is called best in attracting new smokers (dec 5, 1977)
41. Pele cartoon for TANG soccer team (Philip Morris product)
42. Autographing the huge Marlboro Soccer Cup soccer ball promotion for World Cup in 1994 (Sports Marketing News, 19880
43. Headline in Sports Inc, 1988: Agenda Set for '94 Cup
44. Headline in Sports Marketing News, 1988: Camel seeks Spanish market through soccer series

45. Shot from TV screen of European soccer match with Camel Boots advertisement on sideline billboard
46. 1978 slide by AB indicating that 25.5% of advertisements in sports magazines were for cigarettes
47. Sports Illustrated, with Marlboro Cup advertisement on the back cover, 1979
48. Sports Illustrated year in review pictorial, 1988, with basketball player in front of Winston scoreboard sign
49. Sports Illustrated advertisement in United States Tobacco Journal seeking tobacco advertisements, headlined, "Come Out Smokin'"
50. Sports Illustrated's Marlboro Sports Calendar for October 1988 with Florence Joyner lookalike
51. Sports Illustrated for Kids advertisement: HOW WOULD YOU LIKE IT IF KIDS LEARNED TO READ BY READING YOUR ADS? [1988]
52. Sports Illustrated for Kids logo
53. Steps to end the cigarette pandemic
54. Steps to end the cigarette pandemic (con't)
55. DOC logo
56. Billboard; American Heart Association public service ad, "We're fighting for your life"
57. Adjoining the above ad, a billboard by RJR for a brand of cigarettes, "We offer you More" (Miami, 1979)
58. Billboard, Country Fresh Salem
59. DOC busbench, "Country Fresh Arsenic" (Miami, 1977)
60. Winston ad, 1978, "I smoke for taste"
61. DOC ad, 1978, "I smoke for smell"
62. other smoke for smell ad
63. other smoke for smell ad
64. Golden Lights
65. Yellow Lights (DOC ad, 1981)
66. Virginia Slims of Houston ad, 1988

67. Emphysema Slims busbench, Augusta, Georgia (1986?)
68. Virginia Slims ballboys, 1988
69. Martina No-smokeanova, Augusta 1986?
70. RED MAN CHEW tractor pull program, Astrodome, 1988
71. DOC's Dead Man Chew logo, Omaha, 1987
72. Premier Cup advertisement
73. Newport Pleasure Store with boomerang symbol
74. DOC-sponsored US Boormerang Team with international no-smoking logo, 1988
75. Danny Sullivan, Marlboro Man, Child-molester
76. Barfboro Man
77. America's Best, Winston ad featuring David Goerlitz
78. SuperHealth '79 conference kids, Miami, 1978