

Some straight Talk about selling cigarettes to a hostile public.

We're R.J. Riddles Tobacco, and we're trying to improve our image.

That's why you keep seeing these drab, black-and-white ads, full of long-winded copy, in which we wax informative on the subject of smoking and try to prove how well we understand and appreciate both sides of the smoking controversy.

We explain the pros and cons of smoking. We present both the smokers and non-smokers arguments. We tell kids that we don't want them smoking, like their parents. We say anything and everything we can think of, so you get the subliminal message that us "bad guys" are really "good guys" and that maybe our product isn't so bad, either.

This isn't as easy as you might think. New anti-smoking laws are popping up all across the nation. Non-smokers continue to argue that "passive" smoking is just as deadly as "active" smoking. The atmosphere is very unfriendly out there right now.

We want to replace this hostility with the trust and confidence the public once had in us—before the ax falls and we get legislated out of business. These double-talk ads were our P.R. firm's brilliant solution.

So, we may be keeping this up for awhile. It's a great way to advertise because—since we don't picture our product—we don't have to include that lousy Surgeon General's Warning.

R.J. Riddles Tobacco Company