

You've heard rumors about them in news reports and Congressional Hearings! You've seen hints of their existence in confidential

THE TOBACCO INDUSTRY'S **SECRET** MARKETING

ARTIST: BOB CLARKE

Cigarette Company memos made public! But only now, thanks to us muckraking muckrakers, can you see for yourself...

PLANS FOR ATTRACTING YOUNG SMOKERS

WRITER: MIKE SNIDER

NEW TOBACCO COMPANY SPONSORSHIPS

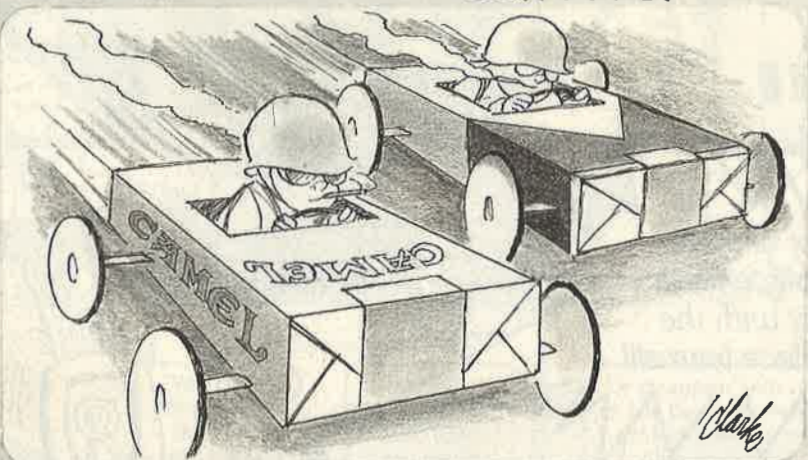
THE PHILIP MORRIS SPELLING BEE



ANNOUNCER: "Unsubstantiated"—as in, "The anti-smoking zealot made unsubstantiated and reckless charges about the relationship between smoking and lung cancer!"

BOY: U-N-S-U-B-S-T-A-N...

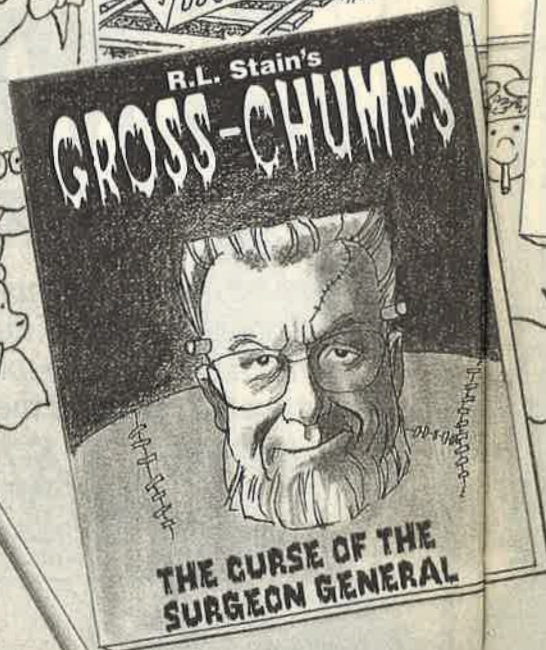
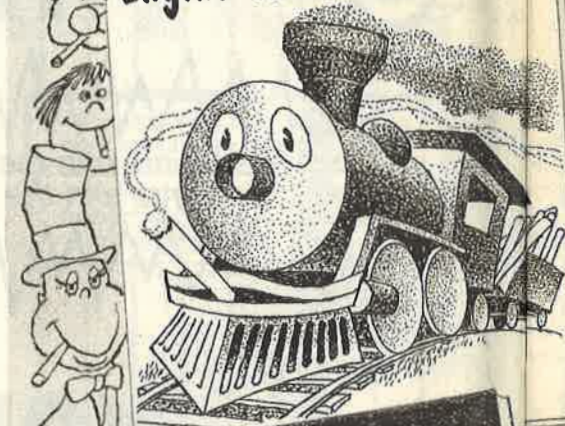
THE "CIGARETTE-BOX DERBY"



ANNOUNCER: And Billy Krunk's "Camel Car" still holds the lead over Tommy Finster's "Marlboro Machine"! Both of these fine young boys smoked over 500 packs each to build their amazing racers!

PRO-SMOKING CHILDREN'S BOOKS

The Little Smoking Engine That Still Could



CHILDREN'S BOOKS

CURIOUS GEORGE GOES TO THE TOBACCO INSTITUTE



KID-FRIENDLY TOBACCO DELIVERY SYSTEMS

NEW NOVELTY ITEMS



ALL: Happy birthday (cough cough!) to you, Happy birthday (hack hack!) to you, Happy birthday dear - (cough hack, hack cough cough!)

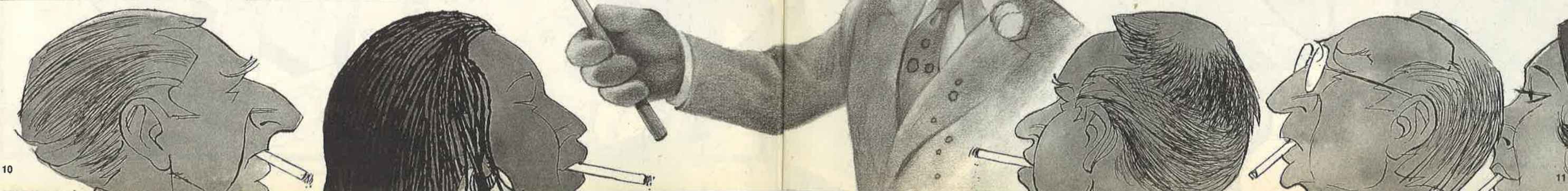


BOY ON LEFT: Cool! Let's get more cartons and build an entire cigarette city!



BOY W/ HAT: Wow! What a cool Joe Camel Pez dispenser!

BOY W/ GLASSES: Pez? This is where I keep my smokes!



After eating a double bacon cheeseburger with crispy steak fries and onion rings, will you wash it all down with a Diet Coke, or a regular? — IT'S A MOJOY POINT.