

## The last cigarette advertisement

**I'm realistic  
I only smoke Facts.**

**FACT 1: We don't want your taste buds to go to sleep.**  
FACT reduces the aldehydes/gases that we believe muddy the flavor of fine tobaccos so you can enjoy whole-*meat* taste.

**FACT 2: We have smoke scrubbers in our filter.**  
These Purite<sup>®</sup> scrubbers work like magnets to reduce those same aldehydes and let the fine flavor come through.

**FACT 3: We have a patent on flavor in low 'tar' cigarettes: #3828800.**  
Our Purite filter helps deliver flavor in a way so new we've been able to patent it.

Add it all up. Low gas, low 'tar', great flavor. That's a FACT.

Warning: The Surgeon General Has Determined That Cigarette Smoking is Dangerous to Your Health.

Available in packs and tins.

Two images of Dave Morris.

**What better man** than Dave Morris as the model in a national advertising campaign for a new brand of cigarettes—Fact? His commanding good looks and ever-present cigarette made the perfect image on thousands of billboards, in hundreds of newspapers like *The New York Times* and *The Washington Post*, and in dozens of magazines like *Sports Illustrated* and *Playboy*.

Early in 1984, less than eight years after Brown & Williamson Tobacco Company launched this \$30 million educational effort for its brand of facts, Dave Morris' legs became paralyzed. The diagnosis was lung cancer that had spread to his brain and spine. He never left the hospital, and in 40 days he was dead.

All the geniuses who think up images for cigarette advertisements could never recreate those final 40 days—a lifetime to the victim and the family: sharing the pain, loneliness, and isolation; watching the rapid deterioration, the loss of functions, the loss of dignity.

The survivor tries to remember only the wonderful times and the images of the sweet-faced boy and the vigorous man in the cigarette advertisement. But this is overwhelmed by the last picture from real life: an emerging skeleton.

To the physician who is familiar with this scenario but has not taken a stand, think about the last picture a family remembers, and how it might have been prevented.

Then be realistic. Tell all your patients and their families the facts about smoking and the people who still push it to sweet-faced boys and girls.

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