

I HOPED  
SMOKING  
WOULD MAKE  
ME SEEM  
MATURE.



I HOPED  
SMOKING  
WOULD  
MAKE ME  
SEXY.



I HOPED IT  
WOULD WIN  
ME A BIG  
JURY AWARD.



THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

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# Sun-Sentinel

BROWARD METRO EDITION • SOUTH FLORIDA • SATURDAY • JULY 15, 2000 • SUN-SENTINEL.COM • 35¢

## Daily Digest

### Senate votes 59-39 to abolish estate tax

The Senate voted to repeal the federal tax on inheritances, brushing aside a veto threat from President Clinton. The vote was short of the majority that would be needed to override that veto. But the estate tax vote was a victory for Republicans on one of their election-year issues.

NATION, 3A

### Answers are few in tape of killing

The controversial surveillance videotape that captures Nathaniel Brazill leveling the fatal shot at his English teacher, but not the actual killing, offered few answers Friday to 200 people who came for the footage's public viewing.

LOCAL, 1B

### Wind insurer to add water damage rider

Florida residents with insurance through the wind pool will no longer need to battle insurers

## JURY TO BIG TOBACCO:

# Pay \$145 billion

The jury's verdict on Friday is not the end of the case. It could take two more years to reach a conclusion. Along the way, the punitive award can be reduced by:

**APPEAL:** The tobacco industry is expected to challenge the verdict as excessive. It will renew mistrial motions deferred by Judge Robert Kaye during the trial.

**TRIAL JUDGE:** He can reduce the award if he finds it excessive.

■ DETAILS, 10A

**FLORIDA LAW:** The state does not allow

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Joe Heller © 2000  
GREEN BAY PRESS-GAZ  
Joe@hellerart.com



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# Gee, no Kiddin'?!

Verdict: Smoking causes illness,  
tobacco companies lie!

Grass  
is green!



Clinton  
fibs!

The sky is blue!

Day follows ni

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TOBACCO AND SOCIETY



# TOBACCO COMPANIES RESPOND TO THE \$145 BILLION FLORIDA LAWSUIT!!!

THE  
PLAINTIFFS  
DO NOT  
SEEK  
TRUTH...

THEY DO  
NOT SEEK  
JUSTICE...

THEY ONLY  
SEEK  
**MONEY!!**

NO TRUTH...  
NO JUSTICE...  
ONLY MONEY

HEY!! THAT'S  
OUR  
MOTTO...!

GREAT! WE  
CAN SUE THEM  
FOR  
COPYRIGHT  
INFRINGEMENT!

TO ALAN  
KAL 7-28  
SHIRAZ  
SUN 6/05









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Bad news. It's spread.  
You now have lawsuits  
up the wazoo...



Mike Luckovich ATLANTA CONSTITUTION

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Mike Luckovich/Atlanta Constitution

# National Report

The New York Times

## A Jury Awards a Smoker With Lung Cancer \$3 Billion From Philip Morris

By JAMES STERNGOLD

LOS ANGELES, June 6 — After an emotional seven-week trial, a long-time smoker who has lung cancer today won the largest individual civil award ever levied against a tobacco company, slightly more than \$3 billion from the Philip Morris Companies.

The jury ordered Philip Morris to pay \$3 billion in punitive damages and \$5.5 million in general damages to Richard Boeken, 56, who admitted to smoking at least two packs of the company's Marlboro cigarettes a day for 40 years. In its verdict, handed down after two weeks of deliberations in Los Angeles County Superior Court, the jury found against Philip Morris, which has diversified into other products like Kraft foods, on all six counts of fraud, negligence and making a defective product.

Mr. Boeken smiled when the verdict was read in the courtroom, according to The Associated Press, and gave a thumbs-up sign, but did not speak with reporters.

Maurice Leiter, a lawyer with Arnold & Porter who represented Philip Morris, said the company planned to appeal the verdict and the award, which he insisted was unjustified.

"He was aware of the risks of smoking," Mr. Leiter said. "We don't believe the evidence justifies the verdict or the award."

While this was the largest award ever for an individual, there has been a larger award in a class action lawsuit against tobacco companies. In a case in Florida, which has been appealed, a jury awarded plaintiffs more than \$140 billion.

The trial here was unusual, after the sharp turn in opinions on tobacco in the courts and the government. As

### NO BACKERS FOR PHILIP MORRIS

Philip Morris is seeking legislation to let the government regulate cigarette marketing, but it is finding few backers. *Business Day*, Page C4.

opposed to its stand just a few years ago, Philip Morris never denied that cigarettes cause disease and agreed that Mr. Boeken's heavy smoking probably caused his lung cancer. But the company insisted that Mr. Boeken was aware of the risks and chose to ignore them.

Mr. Boeken's lawyer, Michael Piuze, mounted an emotional assault against the tobacco company, saying it glamorized smoking with its advertising even while aware of the medical evidence of the harmful effects. Mr. Piuze introduced company memorandums showing that Philip

Morris was aware of the health hazards of smoking even as it promoted cigarettes as "cool."

Mr. Boeken, he said, had been able to overcome a dependence on heroin and alcohol but had not been able to defeat his addiction to cigarettes.

Mr. Piuze said that lung cancer was diagnosed in Mr. Boeken in 1999, and that it had now spread to his brain, his back and his lymph nodes.

It does not appear likely that the verdict will hurt Philip Morris financially, at least in the short-term. Marc Cohen, a tobacco industry analyst at Goldman, Sachs and Company, said the industry had such a strong record of winning civil suits and overturning big verdicts that he was not worried about this judgment.

"There's no doubt that a \$3 billion verdict is eye-catching, but it's also a story book verdict," said Mr. Cohen. "They won't allow it to stand."

He added that the real concern in the stock market is not individual cases, where the companies have won, on average, about 8 or 9 out of every 10 cases, but the class action lawsuits filed by individuals as well as the government.

"Tobacco companies won seven cases in a row before this one," said Mr. Cohen. "The real challenge, in our opinion, are the aggregate suits."

One of the striking aspects in the case was that Mr. Piuze used documents produced by Philip Morris that have long been available public-

neys general of the state governments that obtained a \$266 billion settlement from the tobacco companies in 1998.

"The documents were devastating," Mr. Piuze said. "We just let the jury hear them."

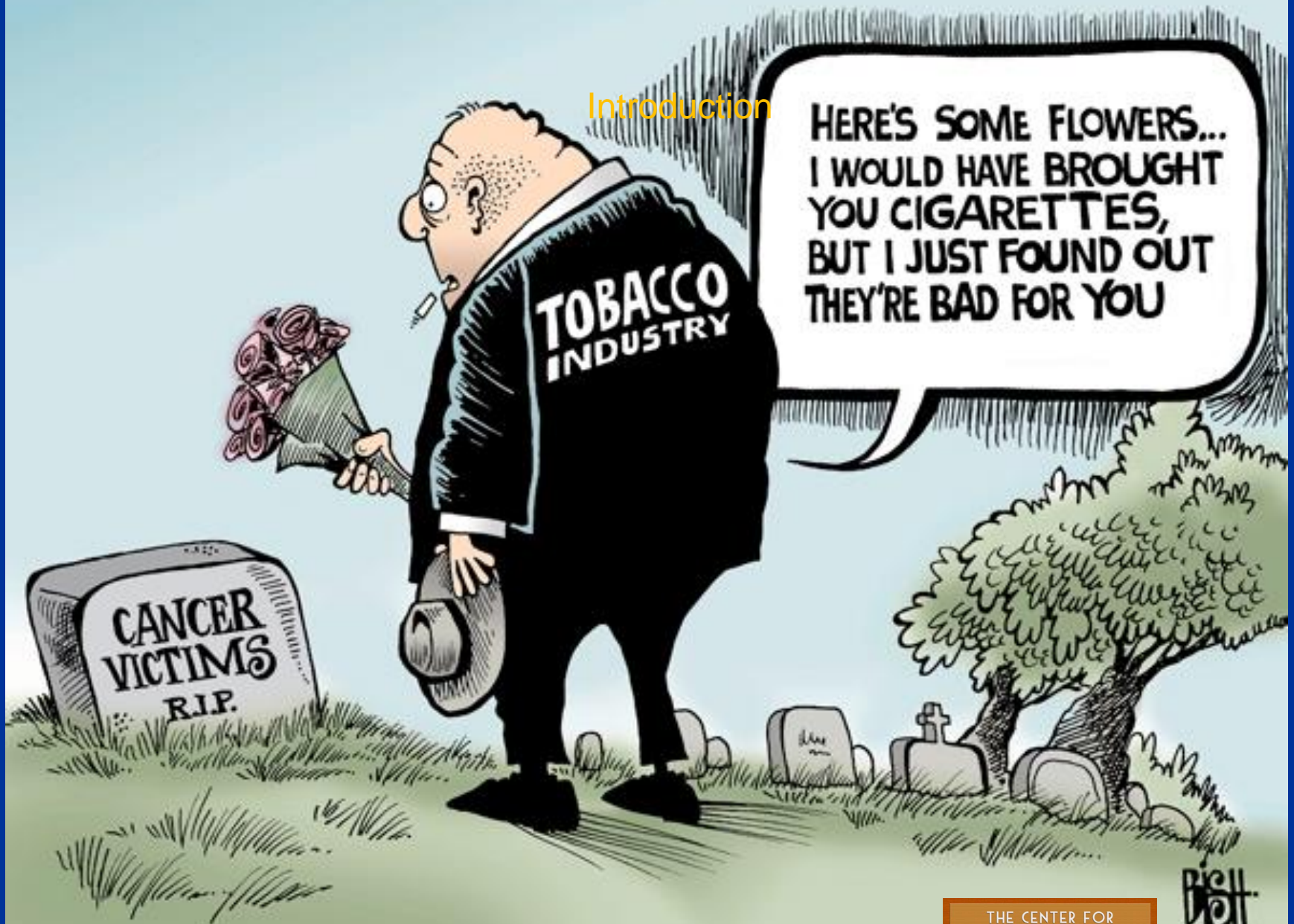
He also stressed that Philip Morris had concealed just how addictive cigarettes can be. That is why, Mr. Piuze said, he told the jurors about Mr. Boeken's problems with heroin, and later methadone and alcohol.

"As addicts know, nicotine is a tougher drug to kick," he said.

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TOBACCO AND SOCIETY



## Introduction



PARTY'S  
OVER,  
DIRTBAG!!

I  
DON'T KNOW  
YOU.

FITZSIMMONS  
© THE ARIZONA DAILY STAR  
2000

BIG  
TOBACCO

YEARS OF  
SUBSIDIES



FITZ



FITZSIMMONS  
OF THE ARIZONA DAILY STAR

POLITICAL CARTOONIST  
SATIRIST  
STAND-UP COMIC

1-520-573-4234  
FAX: 1-520-573-4141

FOUNDER@AZSFAZFITZ.COM

DR. BLUM

8/29

I ADMIRE YOUR EFFORTS.

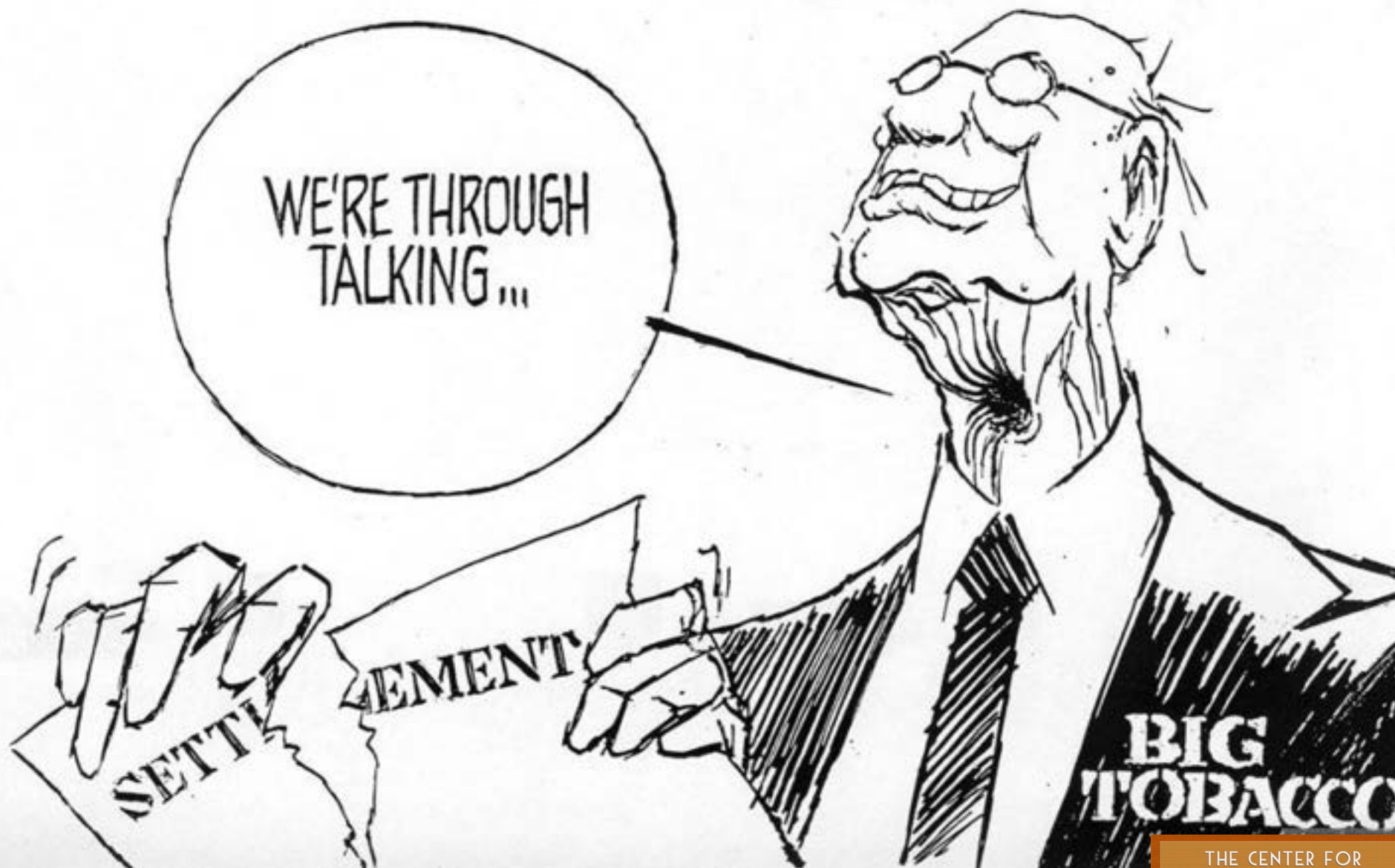
MY MOTHER AND MY FATHER DIED  
WITHIN A MONTH OF EACH OTHER  
BECAUSE OF THEIR INABILITY TO  
OVERCOME THEIR ADDICTION TO  
CIGARETTES. I UNDERSTAND, FIRSTHAND,  
THE IMPACT OF TOBACCO ON THE LIVES  
OF PEOPLE.

Y'VE HAD MY HIGHEST REGARD  
AND BEST WISHES

DAVID FITZSIMMONS  
POLITICAL CARTOONIST



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TOBACCO AND SOCIETY





AFTER SERIOUS NEGOTIATIONS  
WE'RE FINALLY MAKING  
"BIG TOBACCO" PAY.



ROGERS ©1998 PITTSBURGH POST-GAZETTE

LEAVE THE MONEY  
ON THE DRESSER.



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TOBACCO AND SOCIETY



002

SUNDAY, NOVEMBER 15, 1998

THE BIRMINGHAM NEWS

PAGE 3A

NATION/WORLD

# States, industry OK \$206 billion tobacco settlement

By SKIP WOLLENBERG  
Associated Press writer

NEW YORK — Big Tobacco would pay \$206 billion to settle the remaining state claims over the costs of treating sick smokers under an agreement reached Saturday with negotiators for eight states, the State of Washington's attorney general said.

The settlement proposal, which would salvage parts of a broader tobacco agreement that died in Congress earlier this year, would also place new limits on how tobacco makers market their products.

Negotiators for the nation's four

biggest tobacco companies and eight state attorneys general completed their review of the agreement Saturday afternoon. They were sending copies of the documents to state attorneys general across the country for review.

"We have finished," said Attorney General Christine M. Gregoire of Washington state, who led the states' team during more than five months of negotiations. "We have done the best we can do here."

If enough states embrace the plan, it will be the biggest U.S. civil settlement ever.

The industry payments, scheduled to be paid through 2025, would reimburse the states for expenses under the Medicaid program for treating smoking-related illnesses and help finance programs and research to discourage smoking, especially by young people.

In exchange, the settlement would lift a huge legal and financial threat

that has been hanging over tobacco makers.

Although the settlement would not require higher tobacco prices, they would be likely as tobacco companies sought to recoup costs of the deal.

A formal announcement of details of the agreement was expected Monday.

State officials have until Friday to agree to the deal or take the chances fighting the industry also

in court. Some antismoking activists say more time should be allowed to evaluate the plan.

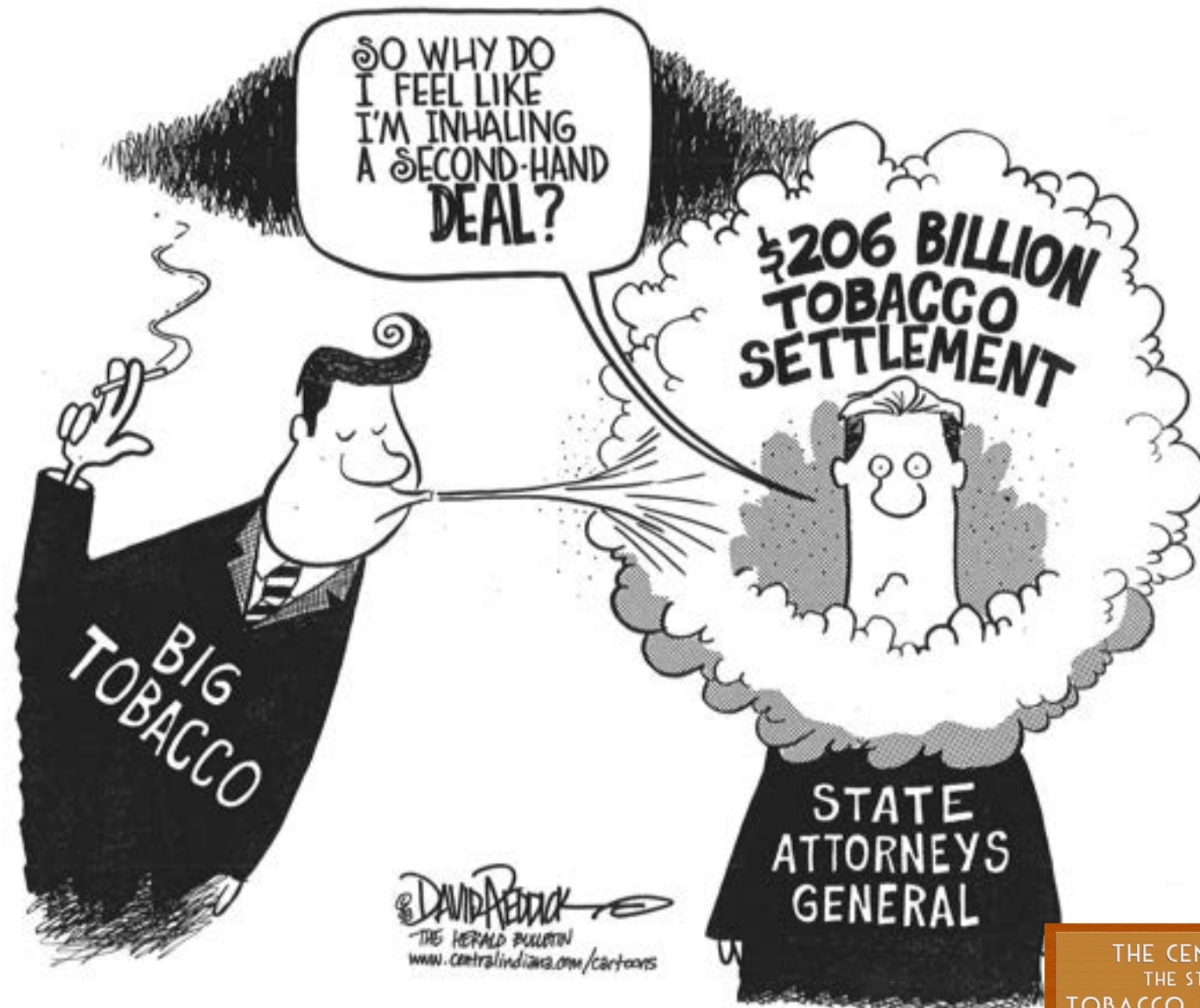
The four major tobacco companies agreeing to the settlement are Philip Morris Cos., R.J. Reynolds Tobacco, Brown & Williamson Tobacco, and Lorillard Tobacco.

The negotiating states in addition

Fred Olson, a spokesman for Gregoire, said the state payments would range in size from \$23.9 billion for New York and California to about \$466 million for Wyoming. Smaller amounts would also go to several U.S. territories, such as Puerto Rico and Guam.

The states would be free to spend

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TOBACCO AND SOCIETY



MEANWHILE: BACK  
BEHIND THE  
LEGISLATIVE BARN...

THE TOBACCO  
SETTLEMENT  
MONEY...

PUFF

PUFF

PUFF

PUFF

PUFF

daniel@kraww.com

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Daniel  
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NEWS-SENTINEL



GOVERNOR BUSH  
DESCRIBING...

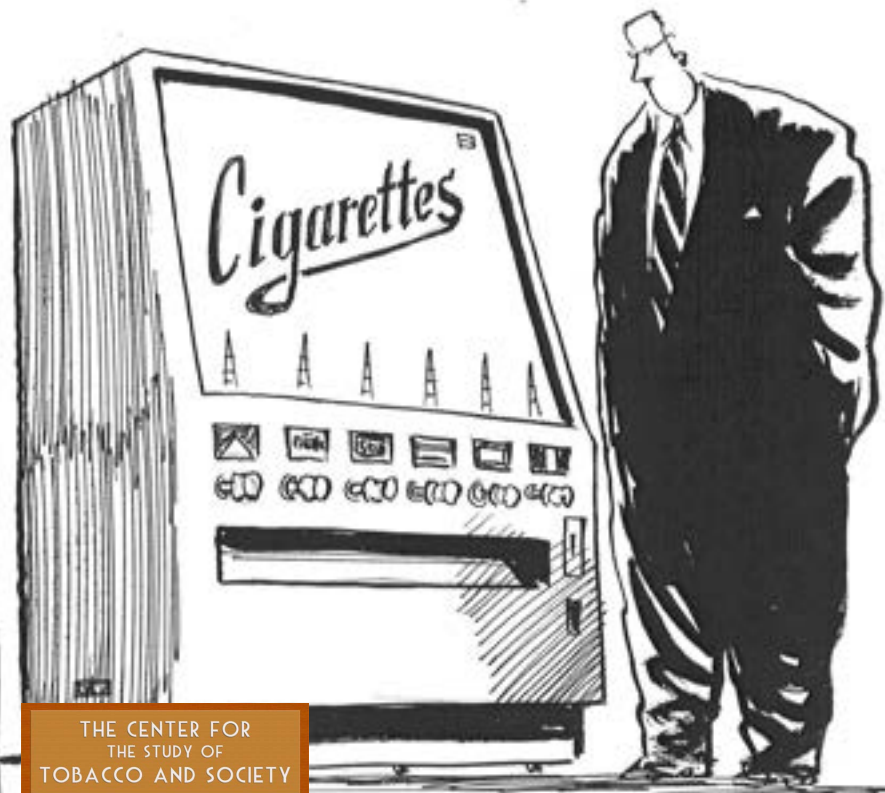


...THE ONE THAT'S ABOUT TO GET AWAY





OLD  
CIGARETTE MACHINE



NEW  
CIGARETTE MACHINE





AKRON BEACON JOURNAL © 99

BK



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TOBACCO AND SOCIETY

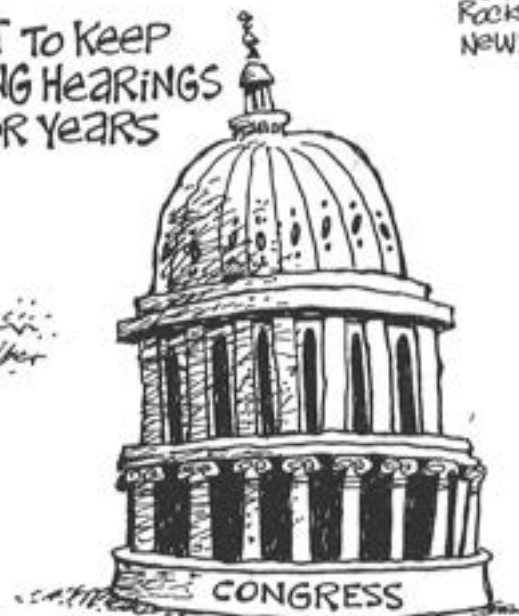
Ed Stein '97  
Rocky Mtn.  
NEWS-News



GET TO KEEP  
BUDGETS  
BALANCED



GET TO KEEP  
MAKING  
CIGARETTES



GET TO KEEP  
HOLDING HEARINGS  
FOR YEARS

GET TO KEEP  
OBSCENE AMOUNTS  
OF MONEY



GET TO KEEP  
DYING

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THE TOBACCO SETTLEMENT: SOMETHING FOR EVERYONE



Shant





**PLACEBO CIGARETTE**



MEANWHILE: BACK  
BEHIND THE  
LEGISLATIVE BARN...

THE TOBACCO  
SETTLEMENT  
MONEY...

PUFF

PUFF

PUFF

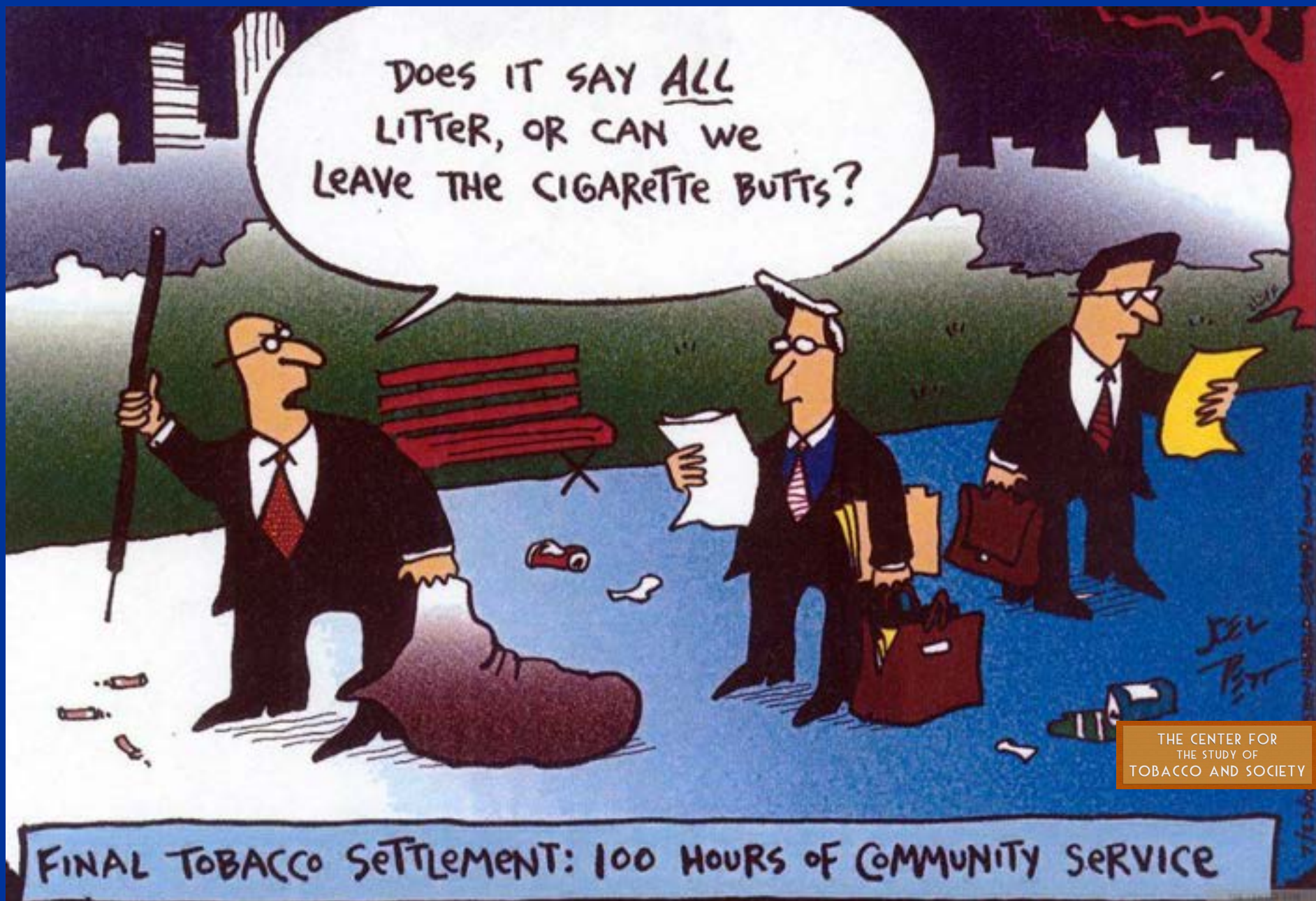
PUFF

PUFF

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DANIEL  
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NEWS-SENTINEL



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YOU KNOW,  
AFTER THIS  
I'M GOING  
TO CHANGE  
YOU.

SURE YOU ARE, HONEY—  
YOU ALSO SIGNED AWAY  
YOUR RIGHT TO  
NAG!

BIG TOBACCO

THE  
STATES

SPEAK  
NOW, OR  
FOREVER  
SHUT UP.

VINCENT  
© 1978 UNIVERSAL PRESS SYNDICATE

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GOOD NEWS, DEAR!  
YOU'RE COVERED BY THE  
TOBACCO WINDFALL FUND  
FOR PEOPLE INJURED  
IN THE GRAB FOR THE  
TOBACCO WINDFALL.





MIKE LUCKOVICH ATLANTA CONSTITUTION 8/2/00

IF I'D KNOWN LYING CAUSES  
HUGE JURY VERDICTS, I WOULD  
QUIT YEARS AGO!

BIG TOBACCO

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THE FOCUS OF THE  
TOBACCO DEAL  
SHOULD BE TO  
MAKE TEEN SMOKING  
TOTALLY UNACCEPTABLE!

COOL!

cool...



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Sign: 8-27-97  
WILKINSON





SURE, MY FEE FOR THE  
TOBACCO DEAL WAS \$100 MILLION.  
BUT I WORKED REALLY HARD.



P. Steiner  
THE WASHINGTON TIMES

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# THE TOBACCO SETTLEMENT

...IT'S FOR THE

## CHILDREN!



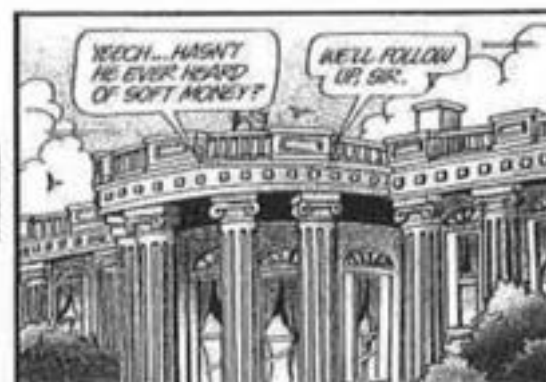
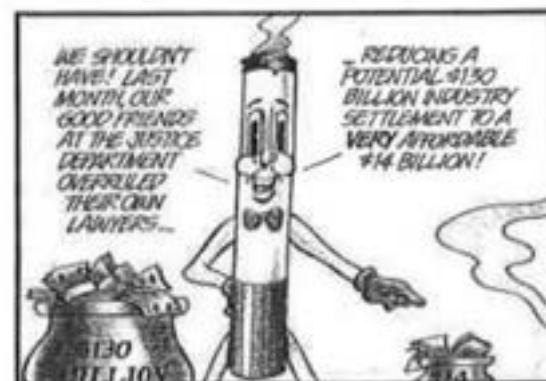


# COMICS II

Sunday, July 31, 2005

latimes.com

## DOONESBURY By Garry Trudeau



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# Tobacco settlement funds rarely used to fight smoking

BY STEVE LEBLANC  
AND JULIE CARR SMYTH

The Associated Press

In 2006, Alaska desperately needed cash to complete a museum featuring a mummified bison and other natural wonders of the frozen north. So the state dipped into its share of the landmark 1998 tobacco settlement.

The billions that began flowing from cigarette makers to the states a decade ago also helped outfit the Niagara County, N.Y., golf course with new carts and sprinklers. And the money has gone toward col-

lege scholarships in Michigan, tax breaks in Illinois and Ohio, a dog catcher in Lincoln, Neb., and jails and schools elsewhere around the country.

Despite the promises of politicians and policymakers, states and counties have spent the lion's share of the settlement money on things that have nothing to do with public health or smoking, even as once-falling teen smoking rates have stagnated.

Of the \$61.5 billion divided among 46 states between 2000 and 2006, only 30 percent was spent on health care, according to federal Government

## DISTRIBUTION OF FUNDS

Of the \$61.5 billion divided among 46 states from the tobacco makers settlement agreement, only 30 percent was spent on health care and only about 4 percent went to anti-smoking efforts. Here is how the rest of the money was spent:

Budget shortfalls	21 percent
Education	6 percent
Infrastructure	6 percent
Other	22 percent
Unallocated	11 percent

Accountability Office data analyzed by The Associated Press. Less than 4 percent went

to anti-smoking efforts.

"Our view was, that was money that we had to spend as a result of tobacco-related illnesses. This was paying us back for that," said Scott Pattison, executive director of the National Association of State Budget Officers.

States had sued the industry to recover the crushing costs of treating smoking-related illnesses in people enrolled in public health programs such as Medicare and Medicaid. Big Tobacco also agreed to eliminate advertising aimed at teenagers and to fund research on tobacco addiction.

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UNDER THE 1998 "MASTER SETTLEMENT AGREEMENT" BETWEEN THE STATES AND THE TOBACCO COMPANIES, THE STATES RECEIVE ANNUAL PAYMENTS BASED ON THE SALES OF CIGARETTES THE PREVIOUS YEAR.









AS THE SOLE ATTORNEY ON THIS LIFEBOAT,  
IT'S MY DUTY TO REFRAIN FROM ANY  
ROWING IN ORDER TO SAVE MY STRENGTH  
FOR FILING OUR CLASS ACTION LAWSUIT



SUDDENLY, THE DECISION ON WHO TO  
SACRIFICE FOR FOOD WAS A LOT EASIER...

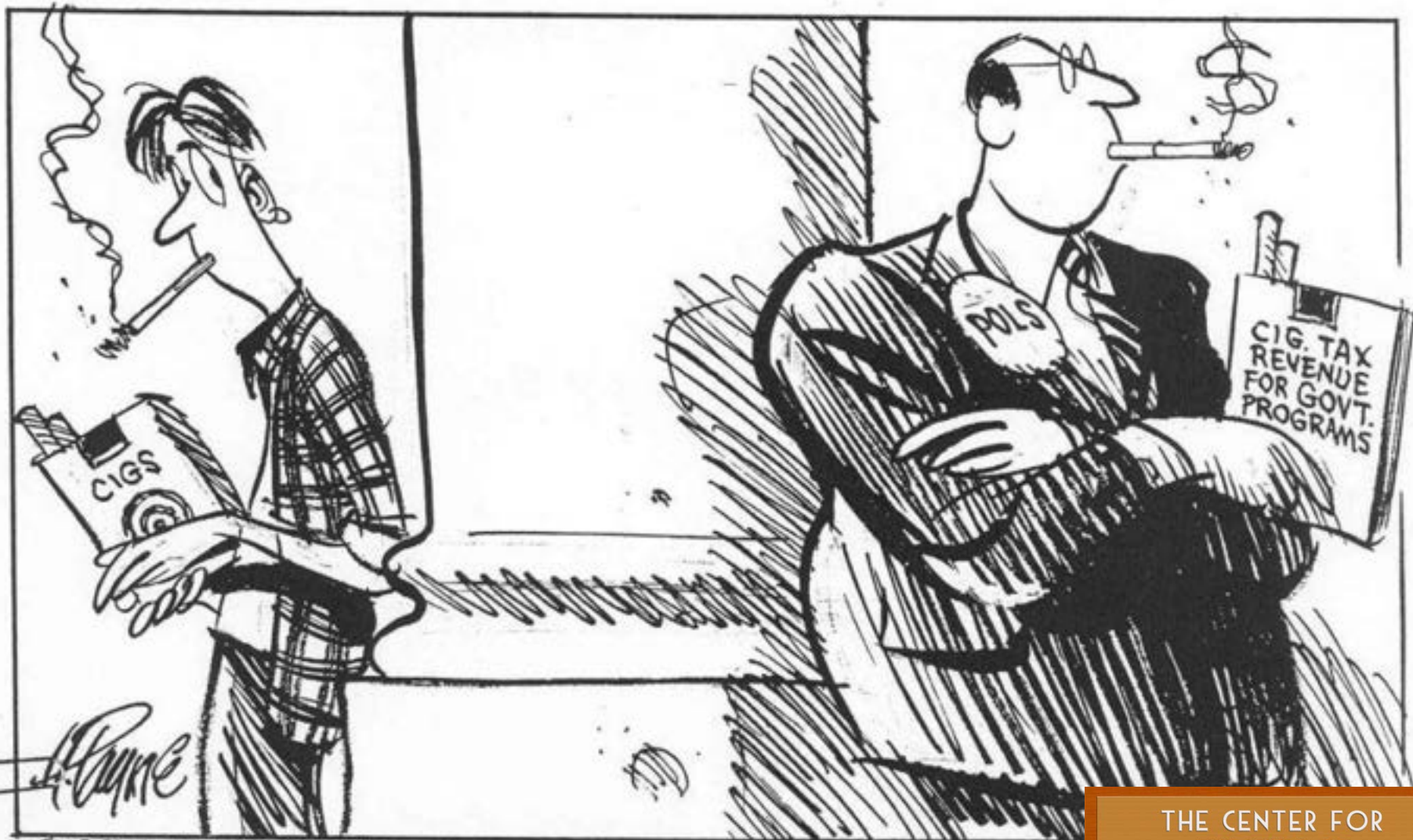
# Taxation





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# ADDICTS



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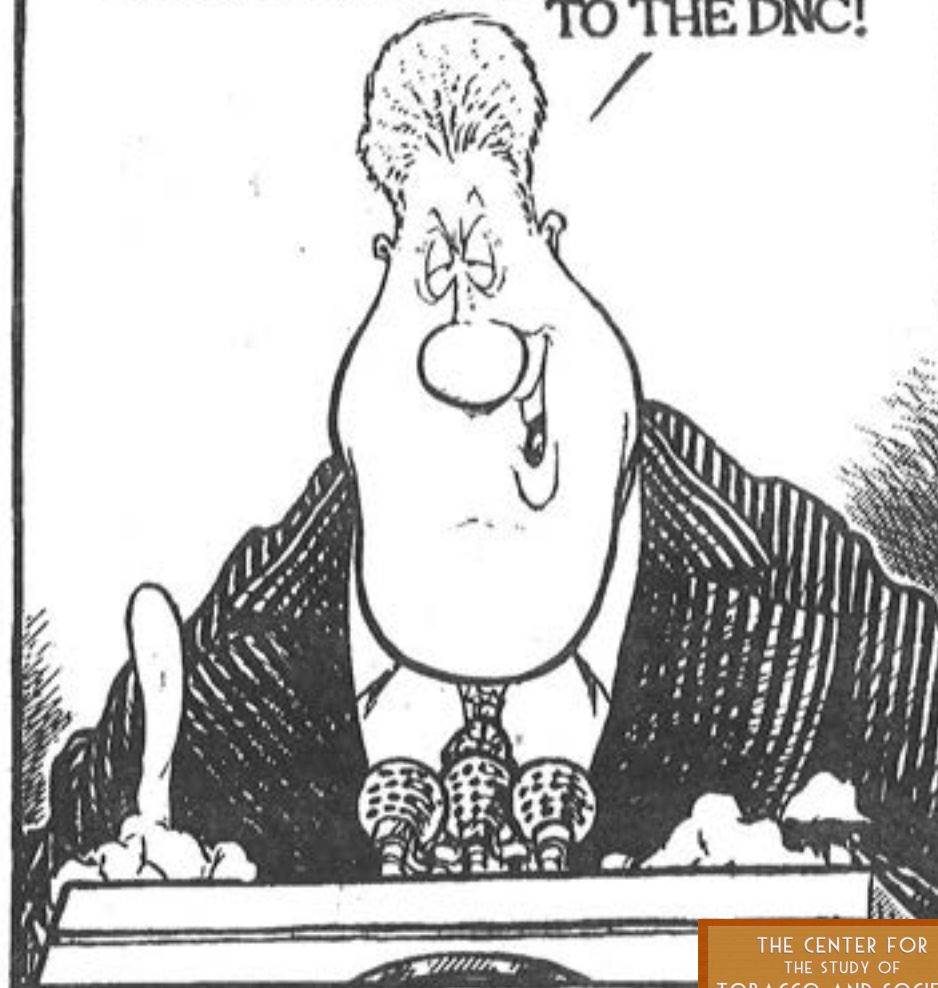
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OUR TOBACCO PLAN CALLS  
FOR A BIG INCREASE IN THE  
PRICE OF CIGARETTES!...



RICHMOND TIMES-DISPATCH GARRELL

NOW, EACH PACK COSTS A  
THOUSAND DOLLAR DONATION  
TO THE DNC!



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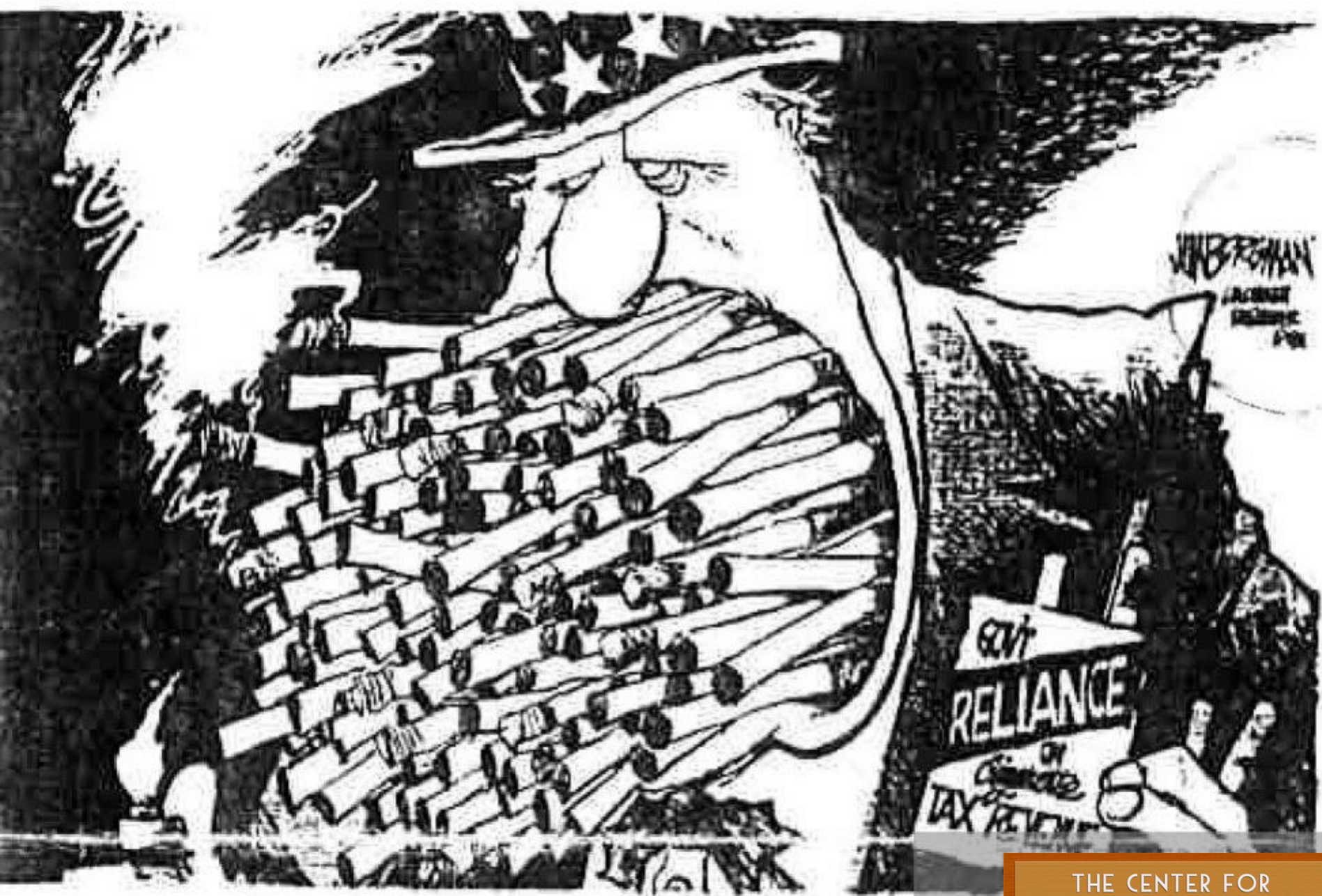
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THEN I CAN  
SHOW YOU  
TO GET THEM



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"I COULD QUIT ANYTIME (COFF!) IF I REALLY WANTED TO."



Introduction



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" I GAVE AT THE SMOKE SHOP! "



"HAVE I EVER LIED TO YOU?"



"DO SOMETHING LIKE THAT JUST TO KEEP KIDS  
FROM GETTING HOOKED? ARE YOU CRAZY?"







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TOBACCO AND SOCIETY

IF IT PLEASE THE COURT, YOUR HONOR, WE ARE SUING  
TO RECOVER THE MILLIONS OF DOLLARS WE'VE BEEN  
FORCED TO SPEND TO TREAT THE  
UNFORTUNATE VICTIMS OF THE  
TOBACCO PROFITEERS....







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HEALTH  
CANADA

***BALLYHOO***





## 6,785<sup>th</sup> Prize



LIZZIE ZELCH  
Poumon Poudre,  
Wisconsin.

## WHY I CHANGED TO SNARLBORO

One day my boss leered at me with his glass eye, and wiggling his moustache violently, crooned, "My, but you look kissable!"

THAT'S why I changed to SNARLBORO!

*Lizzie Zelch*

NOTE: And we don't blame Lizzie either! Heaven will protect the working girl!

... your boss won't touch you if you smoke SNARLBOROS

**SNARLBORO**  
America's finest cigarette

"My dear, I simply couldn't get along without Ballyhoo."

*Lawrence P. Zilch*

NOTE: Not one cent was paid to Mr. Zilch for his perfectly priceless testimonial.



BALLYHOO  
100 Fifth Avenue,  
New York

Enclosed find check for \$1.00 for 1 yr's subscription to your perfectly marvelous magazine.

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*"Cream of  
the Crop"*



**"There's none so good as LUCKIES"**

SHE'S MISCHIEVOUS, RESTLESS,  
AND 20, WEIGHS 112 POUNDS.

Miss Harlow has smoked Luckies  
for two years . . . not one cent was  
paid for her signed statement. See  
her new COLUMBIA PICTURE,  
"THREE WISE GIRLS." We appre-  
ciate all she writes of Luckies and  
so we say, "Thank, Jean Harlow."

"I've tried all cigarettes and there's none so good as  
LUCKIES. And incidentally I'm careful in my choice  
of cigarettes. I have to be because of my throat. Put  
me down as one who always reaches for a LUCKY.  
It's a real delight to find a Cellophane wrapper that  
opens without an ice pick."

*Jean Harlow*

**"It's toasted"**

Your Throat Protection  
And Moisture-Proof Cellophane

Copyright, 1935, The American Tobacco Co.

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**"I always duck Duckies"**

OH, WHAT A PAL WAS SOPHIE!  
Ask the 7th Regiment! Have you  
seen Sophie in her new Minsky  
bustle? "Rise, Cheeks, from  
Whispering!" And not one cent was  
paid for her enameled. That's why  
she's saving up.

"I can't afford to take chances with my verve. That's why  
I duck Duckies. In fact, I don't smoke at all, but what the  
hell, a lady must live!"  
*Sophie Zilch*

**"It's Boasted"**

Boasting is a secret advertising process which keeps you  
thinking Ducky Wuckies are the nuts. It's our protection  
against that harsh irritant, falling sales.

BALTIMORE—June 1912. Vol. 2, No. 2. Published weekly and copyrighted by the  
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***MAD Magazine***





# MEN OF AMERICA THE SKID-ROW BUMS

*Like Arthur, Jerry—  
The Brewery, New York*



Having himself  
getting cheap wine



Stopping people,  
asking for a drink



Drinking and roding  
you're a bad man



Stoops and takes big chain when and  
where he can... Chesterfind



Always top-to-bacco: straight Grade-A,  
make best cigarette butts in the U.S.A.



This unquenched top-to-bacco's  
gonna make...



That each cigarette sub  
you pick up is clean



The very best tobacco in the U.S.A. Gives them  
lucky clean flavor when they're thrown away.

When you're bummin' smokes— nothing satisfies like  
**A BIG CLEAN BUTT OF TOP-TOBACCO!**

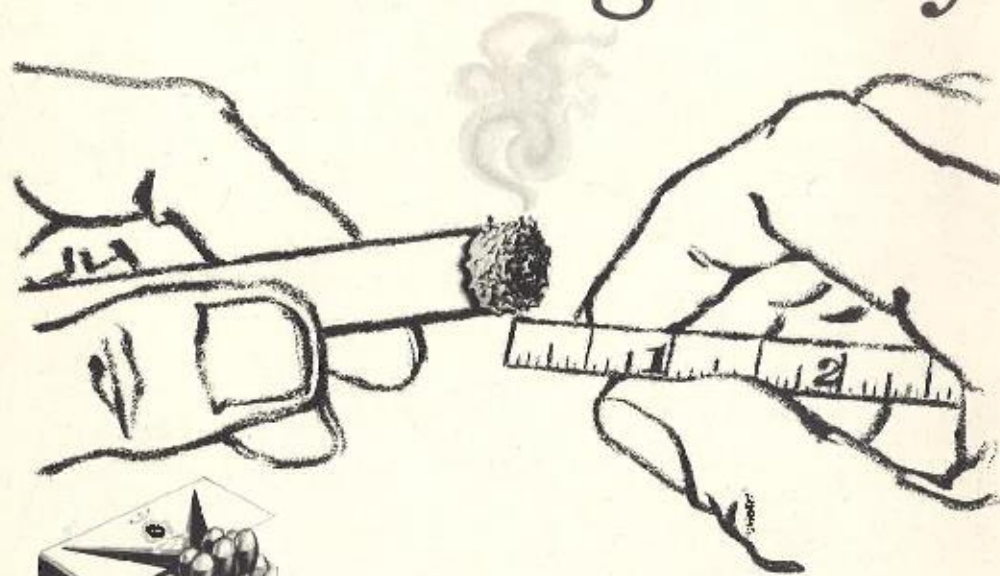
# CHESTERFIND

© 1944 Wm. W. Folger & Co.



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The most  
important  $\frac{1}{4}$  inch  
in smoking today



MAINLY, YOU GET  
NO SMOKE IF YOU  
DON'T LIGHT UP!

*Tobacco tastes best  
when the cigarette's lit!*

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*Popular Price*

**Parliamatch**





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Photography by Irving Schild

If ever you're on the outskirts of Laredo,  
Or any such town like that here in the West,  
You'll see all the places we've planted young cowboys  
Who died from those cigarette slugs in the chest!

## Marble-Row Country



Send for this free catalogue today!

"Us Tareyton smokers would rather fight than switch!"



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TOBACCO AND SOCIETY

Join the Unswitchables and enjoy the great  
taste that inspires their aggressive loyalty.

Tareyton, of course, is famous for fine tobacco.  
Now see how the Activated Charcoal filter works with  
the white filter to actually improve the fine tobacco taste:



Product of The American Tobacco Company "Tareyton is our middle name" © 1964



**"Us Cigarette-Makers will fight rather than quit!"**



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TOBACCO AND SOCIETY

PHOTOGRAPH BY URETER BRAGGS

## Watch the Unquittables overcome the "black eye" of the U.S. Government's latest cancer reports.

You think we're gonna let our billion dollar industry go up in smoke? Sure those Govt. reports linking smoking and cancer gave us a black eye! But just you wait! Our own scientists and public relations men are hard at work and we'll be fighting back with our own reports pretty soon!

**COMING  
SOON!**

SELF-SERVING REPORTS  
TO HELP THE TOBACCO INDUSTRY

*Carry-on*



100% ADDITIVE-FREE



## NATURAL TOBACCO

THIS TOBACCO TASTES UNLIKE  
ANY YOU'VE EVER SMOKED.

We have 13 styles of Natural American Spirit cigarettes, each one tuned to a different taste.

We use only 100% additive-free, whole leaf natural tobacco in every cigarette. So we enjoy hearing things like: "This doesn't taste like my usual cigarette." That's because it's not supposed to.

EXPERIENCE NATURAL  
AMERICAN SPIRIT *with two packs for* **\$2**

PROMO CODE 80017

Visit [TryAmericanSpirit.com](http://TryAmericanSpirit.com)  
or call 1-800-435-5515

Offer for two "11 for \$1" Gift Certificates good toward any Natural American Spirit pack or pouch purchase (excludes 100g tins). Not to be used in conjunction with any other offer. Offer restricted to U.S. smokers 21 years of age and older. Limit one offer per person per 12 month period. Offer valid in MA and where prohibited. Other restrictions may apply. Offer expires 10/30/17.

CIGARETTES

**SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.**

No additives in our tobacco  
does **NOT** mean a safer cigarette.

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY



# A NEFARIOUS PACT BETWEEN BIG TOBACCO AND ICONIC SYMBOLISM

We use tobacco grown in  
nature's ground to make our cigarettes, and  
a logo featuring an American Indian to create  
a brand that's all about perceived notions of proud  
full-bodied wisdom and a legacy  
of spiritual menthol dignity  
or something.



EXPECTORATE  
NATIVE  
AMERICAN  
SPUTUM

with two packs for \$2

BuyAmericanSputum.com or  
call 1-877-HACKING

PROMO CODE 09998

And those elusive stained fingers of yours to type BuyAmericanSputum.com on your preferred keyboard with the advice between the keys and check out our website through the blue haze hanging in the air in front of your monitor - pretend you're looking out through the morning fog across a field of fragrant tobacco. Take a smoke break while the sale lasts. And be sure to have a pack nearby while you fill out our end-user but easily thwarted age verification form. Or call 1-800-555-0515. Operators are standing by patiently as you work through that spontaneous coughing fit that begins as soon as you start speaking. And ladies, forgive our representatives if they call you "sir" - sometimes it's hard to tell.

**SURGEON GENERAL'S WARNING:** Smoking While Pregnant May Result in Dirty Looks and Snide Comments by All Around You, and Potential Worldwide Humiliation When Someone Surreptitiously Snaps Your Photo with a Smartphone and it Ends Up on the Internet. Also, it's Not Good for the Baby.

Our cigarettes are no safer to smoke than any other brand, but somehow the whole Native American motif helps to discount that fact in your mind, doesn't it?

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A  
WAD AD  
RABBIT

# INHALE-SAFE DEPT.

Smoking has been linked with so many horrible sicknesses, you'd imagine that everybody would be giving it up. Not so! Most smokers simply cannot! And so—they are now doubly-plagued! Not only are they deteriorating physically from smoking, but mentally, too—from worrying about it. In order to help all these poor trapped souls, we now offer...

# SOME MAD DEVICES FOR SAFER SMOKING

ARTIST & WRITER: AL JAFFEE

Cigarette smoking is largely a nervous habit in which the act of "lighting up" and "taking a deep drag" is more important than the actual smoke!—so say leading

## DISPOSABLE LUNG-LINER TIPS



"Lung-Liner Tips" come in boxes of 25 to accommodate regular pack of cigarettes.



Side view of Tip reveals folded plastic bag inside.



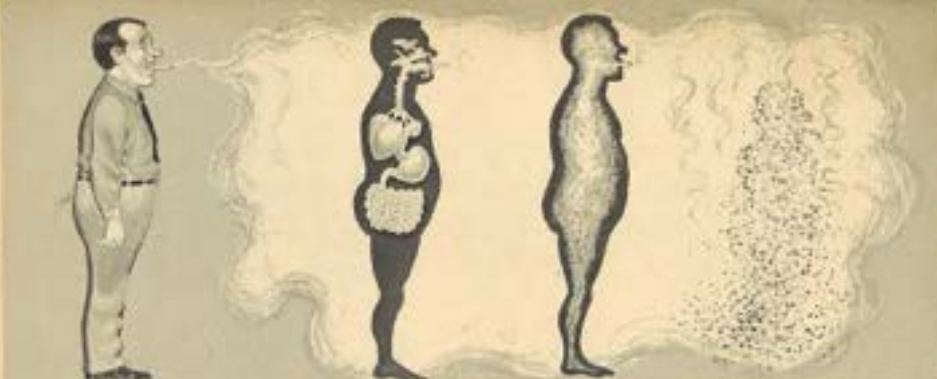
Liner Tip attaches to the cigarette, and looks just like a regular filter tip.



As smoker inhales, folded plastic bag is drawn down throat into lungs. Plastic is carefully rolled, clings like Saran Wrap to inside.



These "Lung-Liners" remove 80% of smoking's sickness with 100% safety. After use, they're easily withdrawn for responsible disposal.



A SMOKER'S MENTAL PICTURE OF WHAT'S HAPPENING INSIDE HIM

psychologists. With this in mind, MAD has designed—and now offers—these devices which retain the main actions of smoking while eliminating the smoke itself...

## PORTABLE FILTRATION UNITS



"Filtration Unit" is small, but efficient version of a Military Gas Mask canister.



Close up of connection shows plastic construction of tubes "A" and "B".



Filtration Units can be fitted into any number of portable containers, such as cigarette case, lunch box, handbag, etc.



By now, when smoker inhales, harmful smoke travels down from cigarette thru tube "A" to Filtration Unit, returns as pure fresh air thru tube "B" to healthy satisfied smoker.



MAD have unlimited faith in the ingenuity of advertisers and their little Madison Avenue helpers when it comes to turning a buck, we take certain perverse pleasure in conjuring up

# We're Sure To See... **INDUSTRY FIGHTS BACK**

WRITER: DON REILLY

Another mainstay in cigarette advertising is the "Man-Of-Adventure" appeal—ads where we see a fearless mountain climber or skin diver or some such thrill-seeker taking a

"smoking break" while gathering himself for another peek into the jaws of death. Since the "2-pack-a-day man" is now known to be taking a bigger chance, we may soon see:

## THE "ULTIMATE-MAN-OF-ADVENTURE" APPEAL

### **IT'S GUTS UP FRONT THAT COUNTS!**

She's fascinated—intrigued—as all women are by a man who laughs at the odds, a man who spits in the eye of statistics and titters in the face of death. He's a man who loves to live dangerously...in short, a man who *smokes!* So why don't you light up today—and see what happens?

**WINSOM IMPRESSES  
GOOD...  
LIKE SMOKING A  
CIGARETTE SHOULD!**



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TOBACCO AND SOCIETY

# With malice toward none With Filter-Blend for all

Four score and seven years ago, our company brought forth on this continent a new cigarette, conceived in choice tobaccos, and dedicated to the proposition that not all brands are created equal. Now we are engaged in a great advertising war, testing whether our wishy-washy competitors with "Thinking Man's Filters" and "Live Modern Flavor" can long endure. We are met on a great battlefield of that war, this advertising space having cost us \$45,000. We have come to dedicate a portion of our cigarette, that part which lies before our pure white filter, as a final proof that it's what's up front that counts. It is altogether fitting and proper that we should do this, for we are getting paid good money. But in a larger sense, we must now dedicate, we must now consecrate, we must now extol this cigarette more forcefully than ever. Our brave competitors, living and dead, have been feeding you a pack of lies. The world will little note, nor long remember what they've been saying, for they have lousy advertising agencies. But, we here highly resolve that this nation, under Winston, shall have a new birth of smokers, and that **FILTER-BLEND** of the cigarette, by the cigarette, and for the cigarette, shall not perish from our taste. *Like a cigarette shouldn't!*



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## Winston tastes good

like you can't fool all  
of the people all  
of the time!



# The Filter Fraud

April 4, 1885.]

TOBACCO.

# **B. Morris and Sons'** **WEB-TIPPED** **CIGARETTES**

Effectively prevent the annoyance to Smokers  
of particles of Tobacco entering the mouth, or  
of the Paper tearing.

~~~~~  
IN SIXPENNY PACKETS.  
~~~~~

**B. MORRIS & SONS,**  
**HALF MOON PASSAGE, 18, WHITECHAPEL, London.**



*Today—as before—*

Only Kent offers this remarkable combination:

## **FINEST NATURAL TOBACCOS FAMOUS MICRONITE FILTER**

Millions of smokers have changed to Kent because of this combination. They discovered that this combination was the reason why Kent satisfies your appetite for a real good smoke.

First, finest natural tobaccos. Kent uses only the finest natural tobaccos—ripe, golden leaves—which, when shredded into tiny strands and carefully blended, produce a real tobacco taste.

Second, Kent's famous Micronite filter which contains a remarkable series of

flavor channels. The rich taste of natural tobaccos flows through with a free and easy draw. The Kent filter is not too long, not too short, not too tight—

smokers get every delicate shading of flavor of Kent's finest natural tobaccos.

Others may imitate, but none can duplicate the quality of Kent.



If you would like the booklet for your own use, "The Story of Kent," write to:  
P. Lorillard Company  
Research Department  
200 East 42nd Street  
New York 17, N. Y.

© 1965, P. Lorillard Co.

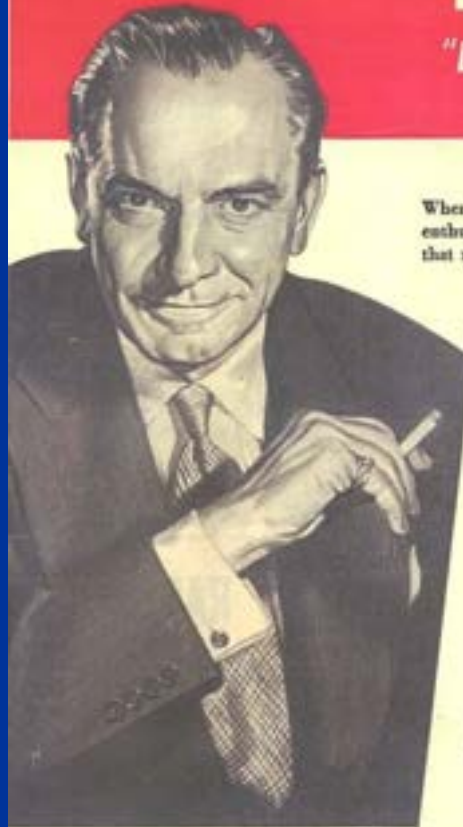
*Today—as before—for good smoking taste, it makes good sense to smoke  
Kent, because Kent satisfies your appetite for a real good smoke.*

A Product of P. Lorillard Company—First with the finest cigarettes—through Lorillard Research!

*Fredric March says...*

# THIS IS IT

**"L&M FILTERS ARE JUST WHAT  
THE DOCTOR ORDERED!"**



When I read Dr. Darkis' letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

*Fredric March*



*Light  
and Mild*  
**MUCH MORE FLAVOR  
MUCH LESS  
NICOTINE**

## ONLY L&M FILTERS GIVE YOU ALL THIS...

**1. Effective Filtration**—from a Strictly Non-Mineral Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.

**2. Selective Filtration**—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.

**3. Much Less Nicotine**—the L&M Filter\* removes one-third of the smoke, leaving you all the satisfaction.

**4. Much More Flavor and Aroma.** At last a filter tip cigarette with plenty of good taste. Reason—L&M Filters' premium quality tobaccos, a blend which includes special aromatic types.

\*U. S. Patent Pending



**FILTER TIP**  
*Cigarettes*



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# Britain & Barbiturates

Britain, once proud of the epithet "a nation of shopkeepers," is in danger of becoming a nation of barbiturate addicts. At least, so thinks Sir Henshaw Ogilvie, one of its most eminent surgeons. About one-tenth of all the 200 million prescriptions written annually by the doctors in the National Health Service are for barbiturates. Half the 345 suicides in 1953 were committed with barbiturates.

Writes Sir Henshaw in the *Practitioner*: "It would not be a particularly difficult feat . . . to produce quite a convincing thesis that the present suicidal outlook of the country, so repeatedly castigated by the Chancellor of the Exchequer, is a symptom of chronic [barbiturate] intoxication."

# Protein Prober

The intense young man who went to Harvard as an assistant professor in 1932 was no physician but a biochemist, ready to dedicate his life to probing the secrets of proteins. He would never get to treat a patient. But across the U.S. and around the world, hundreds of thousands are alive and well today, thanks to his biochemistry, and the vast majority of his beneficiaries have never so much as heard his name.

Edwin Joseph Cohn, son of a wealthy Manhattan tobacco importer, had just finished his doctoral thesis when World War I drew him into the Army Sanitary Corps. There he was sidetracked on an unimpressive assignment: trying to find a substitute for bread. As soon as possible, Scientist Cohn returned to his beloved proteins, learned what others knew about them in Copenhagen and Cambridge, then settled at Harvard to find out what nobody else knew.

No Time to Retire. By the time he was 40, Edwin Cohn had an imposing reputation in the narrow circle of protein specialists, and nowhere else. Then his doctors told him to retire; his high blood pressure might kill him any day. Dr. Cohn simply doused himself with palliative drugs and kept on working. His first great success so far as medicine was concerned came in 1937 when he extracted from liver the substance that controls pernicious anemia. It meant that patients could take medicine, instead of having to eat a pound of meat or liver every day.

When the clouds gathered for World War II, Cohn was again sidetracked, as he saw it, from his protein work. The armed forces wanted to be assured of a supply of blood plasma, and the Navy thought Cohn should try to get it from beef blood because human donors would never suffice. Cohn found beef blood unpromising, and started a neighborhood donor service from which the Red Cross learned a lot. So the armed forces used human plasma.

But to Cohn, a perfectionist, this was grossly wasteful. Usually, only one or two

components of plasma were needed for each case. So he set to work in his laboratory, separating blood fluid into its many fractions, and soon had a practical method for extracting serum albumin. This was less bulky than plasma, kept better, and was far more economical. But it was not good enough for Cohn.

No Shotgun Blast. Driving himself as relentlessly as he drove the assistants who performed the practical experiments to prove his brilliant theoretical flashes, Cohn identified more and more of the components of blood, and developed improved methods for extracting many of them. There was fibrinogen, raw material from which blood film and blood foam are made, to close wounds and cover the brain in delicate surgery. There



BIOCHEMIST COHN  
To living beneficiaries, unknown.

was thrombin, which combines with fibrinogen but is used separately in some cases. There was a special kind of globulin for hemophiliacs. There were globulins which made possible the immediate typing of any individual's blood.

Finally—and so far the most important—was gamma globulin, which prevents measles or softens its severity, and wards off infectious hepatitis. Most recently, gamma globulin has won fame in the fight against polio. A less exacting researcher might have been satisfied, but not Cohn. He hated the waste (and doubted the wisdom) of using whole gamma globulin as a shotgun blast against any of three diseases, and wanted to break it down into still finer fractions for pinpoint use against each disease.

Last week portable fractionators of thinking-machine complexity were being built to Cohn's specifications for taking blood direct from a donor's arm and fractionating it on the spot (TIME, Oct. 7).

# New KING-SIZE VICEROY GIVES YOU DOUBLE-BARRELLED HEALTH PROTECTION



Now, for the first time, you can get all the advantages of Filter-Tip and King-Size combined in one great cigarette. Yet one King-Size, Filter-Tip VICEROY costs you only a penny or two per pack more than cigarettes without filters.



The Nicotine and Tar Trapped by Viceroy's Double-Filtering Action Cannot Reach Your Throat or Lungs!

KING-SIZE FILTER-TIP  
**VICEROY**

Only Viceroy has 20,000 Filters

TWICE AS MANY FILTERS  
as the other two  
largest-selling filter brands!



for the smoothest taste in smoking



**COMPARE:** How many filters in your filter tip?  
(Remember—the more filters the smoother the taste!)



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The exclusive Viceroy filter tip is made from pure cellulose—soft, snow-white, natural.



# A SAFER CIGARETTE

THICK LEGAL  
SHIELD SCREENS  
OUT POTENTIALLY  
DAMAGING LAWSUITS

DENSELY-PACKED  
LOBBYISTS PREVENT  
HAZARDOUS LEGISLATION

TOBACCO

TOBACCO COMPANY  
"RESEARCH" SANITIZES  
MOST TOXINS

CONVOLUTED  
TESTIMONY BY  
TOP EXECUTIVES  
FILTERS OUT  
REMAINING  
TRUTH

RESIDUAL SMOKE  
IS ESSENTIALLY  
HARMLESS TO THE  
TOBACCO INDUSTRY.  
IT WILL STILL  
KILL YOU,  
OF COURSE.

edStein '96

Rocky Mtn. News • NEA

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SMOKE SAFELY  
WITH

Congress  
Filter

NEW

STEIN  
ROCKY  
MTN. NEWS  
NSA '84

HOW IT WORKS:

REVOLVING  
WARNINGS

CONGRESSFILTER'S UNIQUE  
SYSTEM OF REVOLVING WARNING LABELS ABSORBS  
HARMFUL GUILT AND PUBLIC CRITICISM, ALLOWING  
ONLY PURE SUBSIDIES TO PASS ON TO THE  
TOBACCO INDUSTRY. IT REALLY WORKS!

TOBACCO

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# Ranger fans cry in their cups

Flyers sweep series with 4-1 win: See pages 5, 50 & 51



Rangers goalie Ulfen Fleck defends goal.



## NEW YORK POST

LATE CITY FINAL

SAURDAY, MAY 27; SUNDAY, MAY 28, 1995 / Some afternoon sheets today, 75-78; mostly sunny tomorrow, 73 / Details, Page 33 & 6

50¢



Top Photo: Mike Weinstein

# SMOKE ALARM

Pesticide scare  
prompts recall of  
400M packs of  
Marlboro & Merit

Full story: Page 3 & 14

A young woman lights up at the Bowle Street Street Market yesterday.

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# CIGARETTES RECALLED DUE TO DEFECTIVE FILTERS...



**DEFECTIVE FILTER**



**WORKING FILTER**



MIND IF I SMOKE?  
MY CIGARETTE IS  
FILTERED

JDCR *bs* PRESS-REGISTER  
CROWTHERS.COM

MIND IF I SHOOT  
US BOTH? MY GUN  
HAS A SILENCER

SECONDHAND SMOKE  
IS DEADLY

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TOBACCO AND SOCIETY



AN OPEN LETTER TO AMERICAN SMOKERS:

## OMNI. THE FIRST REDUCED CARCINOGEN CIGARETTE.

I am writing to tell you about a new development in cigarettes that we believe is important news for you — and destined to change the future of cigarettes.

This month, we are introducing a new brand of cigarettes called OMNI. OMNI is important because it is the first reduced carcinogen cigarette that tastes, smokes, and burns just like any other premium cigarette.

As we all know, smoking is addictive and hazardous to your health. However, the medical community has identified specific carcinogens that are a major cause of lung cancer in smokers. In a groundbreaking move, we have greatly reduced many of these.

Let me be perfectly clear — there is no such thing as a safe cigarette, and we do not encourage anyone to smoke. But, we strongly believe that if you do smoke, OMNI is the best alternative.

While OMNI has not yet been proven to reduce health risks, the significant reduction of carcinogen levels is, in our opinion, a major step in the right direction.

Sincerely,

Bennett S. LeBow  
CEO, Vector Tobacco

[www.omnicigs.com](http://www.omnicigs.com)

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

OMNI Kings and 100s: 15 mg. "tar," 1.0 mg. nicotine; Light Kings: 12 mg. "tar," 0.8 mg. nicotine; Ultra Light 100s: 6 mg. "tar," 0.5 mg. nicotine, av. per cigarette by FTC Method.

Reductions in carcinogens are in comparison to similar competitive brand styles.

**WARNING:** Smoking is addictive and dangerous to your health. Reductions in carcinogens (PAHs, nitrosamines, and catechols) have NOT been proven to result in a safer cigarette. This product produces tar, carbon monoxide, and other harmful by-products.

**NEW! Omni**  
Reduced carcinogens.  
Premium taste.<sup>™</sup>  
Now there's actually a reason to change brands.

Introducing the first premium cigarette created to significantly reduce carcinogenic PAHs, nitrosamines, and catechols, which are the major causes of lung cancer in smokers.

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© 2000 Vector Tobacco Company



# the MARLBORO JOURNAL of MEDICINE

WRITTEN BY  
ALAN BLUM, MD  
ART BY MATT BORS

PHILIP MORRIS HAS OPENED A GLEAMING NEW \$350 MILLION CENTER FOR RESEARCH AND TECHNOLOGY DEDICATED TO THE DISCOVERY OF A SAFER CIGARETTE.



THIS WOULD BE AMONG THE GREATEST ACHIEVEMENTS IN PUBLIC HEALTH.



AND THIS IS SERIOUS SCIENCE. NOT LIKE THE TOBACCO COMPANY'S DECADES-LONG DOUBLETALK.

ANYTHING CAN BE CONSIDERED HARMFUL. APPLESAUCE IS HARMFUL IF YOU GET TOO MUCH OF IT.



ACTUAL STATEMENT OF HELMUT WAKEHAM, PHILIP MORRIS' VP OF RESEARCH AND DEVELOPMENT, 1976

500 RESEARCHERS ARE BEING HIRED FOR THIS LIFE-SAVING PROJECT.



EUREKA!  
A NEW  
MARLBORO.

NOT JUST KING  
SIZE BUT...

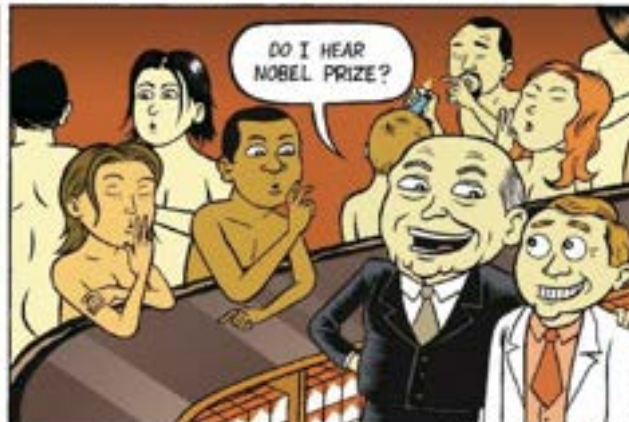
EMPEROR  
SIZE



AND THE BREAKTHROUGH IS...?  
AN INVISIBLE CIGARETTE!  
100%+ CANCER-FREE.



DO I HEAR  
NOBEL PRIZE?



# Sponsorships







# They speak your language.



You're looking at some of the world's most impressive, and expressive, linguists. They speak in dozens of tongues, including yours, to young and old, rich and poor, sophisticates, initiates and just plain Joes and Janes. They do it, of course, in the ancient language of dance—a dance they've rescued from rigid ritual and restored to its innocence as human expression. They are the Alvin Ailey American Dance Theater.

The name, American Dance Theater, says it all. They are as American as jazz and the blues. They dance with arms and legs, hips and elbows, heads and hands with everything that moves. Their dance is pure theater—with foot-stomping, hand-clapping tunes and heart-stopping drama. And in 44 countries around the world, the stories they tell are instantly understood.

Their ability to communicate with everyone everywhere is one reason we're pleased to sponsor the Alvin Ailey American Dance Theater and why we hope you'll go out of your way to see them. It is a skill we all possess and need to practice, in our businesses and in our lives. Assistance to the arts that remind us of such things is not patronage. It's a business and human necessity.

City Center Theater, New York, December 3 through December 28, 1986



**Philip Morris Companies Inc.**

PHILIP MORRIS INCORPORATED  
PHILIP MORRIS U.S.A. PHILIP MORRIS INTERNATIONAL  
GENERAL FOODS CORPORATION  
MILLER BREWING COMPANY  
PHILIP MORRIS CREDIT CORPORATION  
MISSION VIEJO REALTY GROUP

Hybrid Gary Del Luccia in Alvin Ailey's "For One With Love" (photo by Jack Mitchell). (Top Center) Christopher Higgins, Kevin Brown, Gary Del Luccia & Carl Bailey in Alvin Ailey's "Spirits of the Night" (photo by Jack Mitchell). (Top Left) The Company in Alvin Ailey's "Blues Suite" (photo by Alvin Ailey). (Bottom Left) Deloria Chase, Gary Del Luccia & Deborah Manning in Alvin Ailey's "Spirits" (photo by Jack Mitchell).



# Lift up your heart.



You are looking at a mere handful of examples from a priceless treasury of art, spanning more than 2,000 years lovingly collected and preserved for us against the ravages of time and the pillaging of barbarians, by history's oldest continuing collector of the art of mankind. They are part of an unprecedented, and stunning, exhibition entitled "The Vatican Collections: The Papacy and Art" to be shown at The Metropolitan Museum of Art from February 26th to June 12th.

The popes collected with an ecumenical eye—Renaissance angel and Aztec god, Leonardo's St. Jerome and Greek Apollo. Their faith was that the truly great works of art created in any culture or in any time or place would, in the words of Pope John Paul II "uplift the human spirit to the uncreated source of all beauty."

The works their faith has left us dazzle the imagination and lift the heart. They bring us a new view of art and of ourselves.

We are proud to have been given the opportunity to sponsor the U.S. tour of this exhibition, and we urge you to try to see it at the times and places listed below. In our business as in yours, we need to be reminded that we are, every day, the beneficiaries of the work of the human spirit and therefore must be its caretakers. Sponsorship of art that reminds us of this is not patronage. It's a human and business necessity.

If your company would like to know more about corporate sponsorship of art, write George Weissman, Chairman of the Board, Philip Morris Incorporated, 120 Park Avenue, New York, N.Y. 10017.

The U.S. tour of **The Vatican Collections: The Papacy and Art** is made possible through a grant to The Metropolitan Museum of Art by the national sponsor:

**Philip Morris Incorporated**  
It takes art to make a company great.

"The Vatican Collections: The Papacy and Art" appears at The Metropolitan Museum of Art, New York, February 26-June 12, 1983; The Art Institute of Chicago, Chicago, July 23-October 16, 1983; M.H. de Young Memorial Museum, The Fine Arts Museums of San Francisco, San Francisco, November 19, 1983-February 19, 1984.

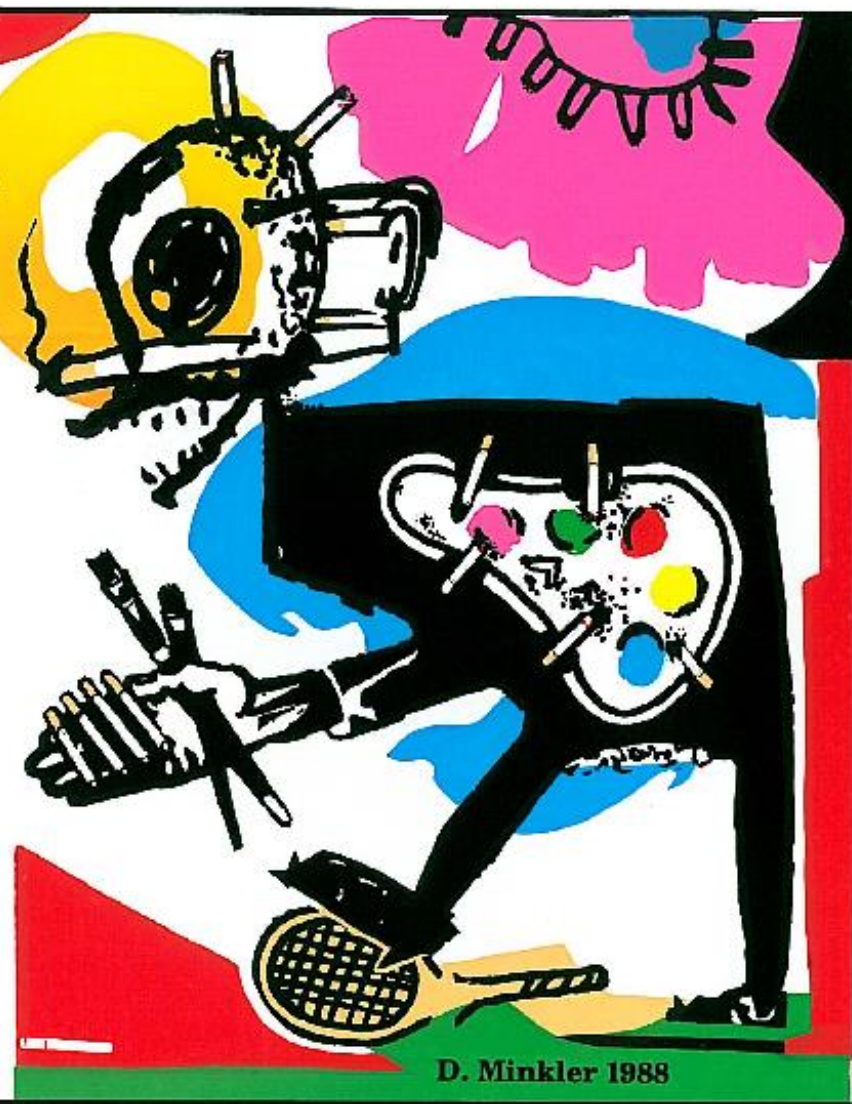
Top left: APOLLO BESSIDE DOME, Roman copy, 230-240 A.D.  
Bottom left: BORISCHIA WITH HEAD OF ACHILLES, TARGUIA, Roman, 3rd century B.C.  
Bottom right: QUETZALCOATL, Aztec feathered serpent, early 16th century.

Philip Morris Incorporated: owners of Marlboro, Benson & Hedges, 100's, Next, Packemore Lights, Virginia Slims and Cambridge. Also High Life, Blue, Lite, Blue, and Lowtarline Special and Dark Specials, 7UP and Diet 7UP.

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TOBACCO AND SOCIETY



# Artists as ashtrays



This poster is the first in a series of art works aimed at ending the leading cause of preventable death - the tobacco industry. Comments and artist's participation welcomed. Please write DOC, (Doctors Ought To Care), P.U. Project, PO Box 31604, Houston, Texas, 77231-1604.

**Like a magician**, we don't miss a trick. Through our growing patronage of sports and culture, the public's perception of us is changing.

For instance, we realized we could improve our image and increase smoking among women and girls by attaching our Virginia Slims brand name to professional tennis. In the same way, we've increased the sales of cigarettes among blacks by sponsoring institutions like the Studio Museum of Harlem and the Alvin Ailey American Dance Theater.

Emphysema and bronchitis? *Shazam!* Now we're the Whitney Museum of Art and the Joffrey Ballet. Lung cancer and heart disease? *Presto!* Now we're Marlboro Country Music and National Public Radio.

Heck, we're not a tobacco company, we're a Patron of the Arts. That's why we at Philip Morris say, ***"It takes art to make complacency great."***

## Philip Morris Companies Inc.



**P.U. Project**

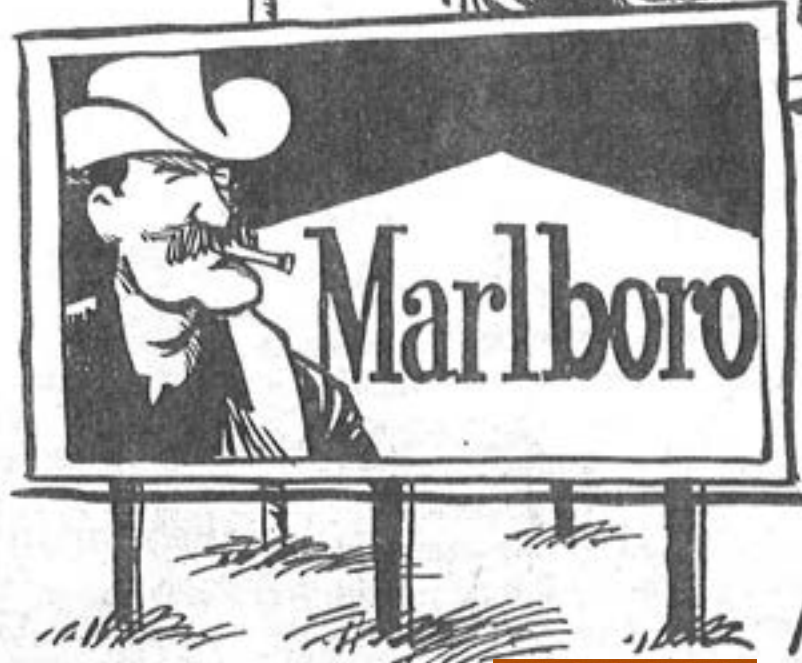
Makers of Marlboro, Virginia Slims, Benson & Hedges 100's, M&M's, Parliament Lights, Miller Beer, Lowenbrau, Jell-O, Post Cereals, Sanka, and other General Foods products. A DOC ad fake.



I've approved your  
National Endowment  
for the Arts grant...  
Go on and put up  
your exhibit...



SENATOR HELMS

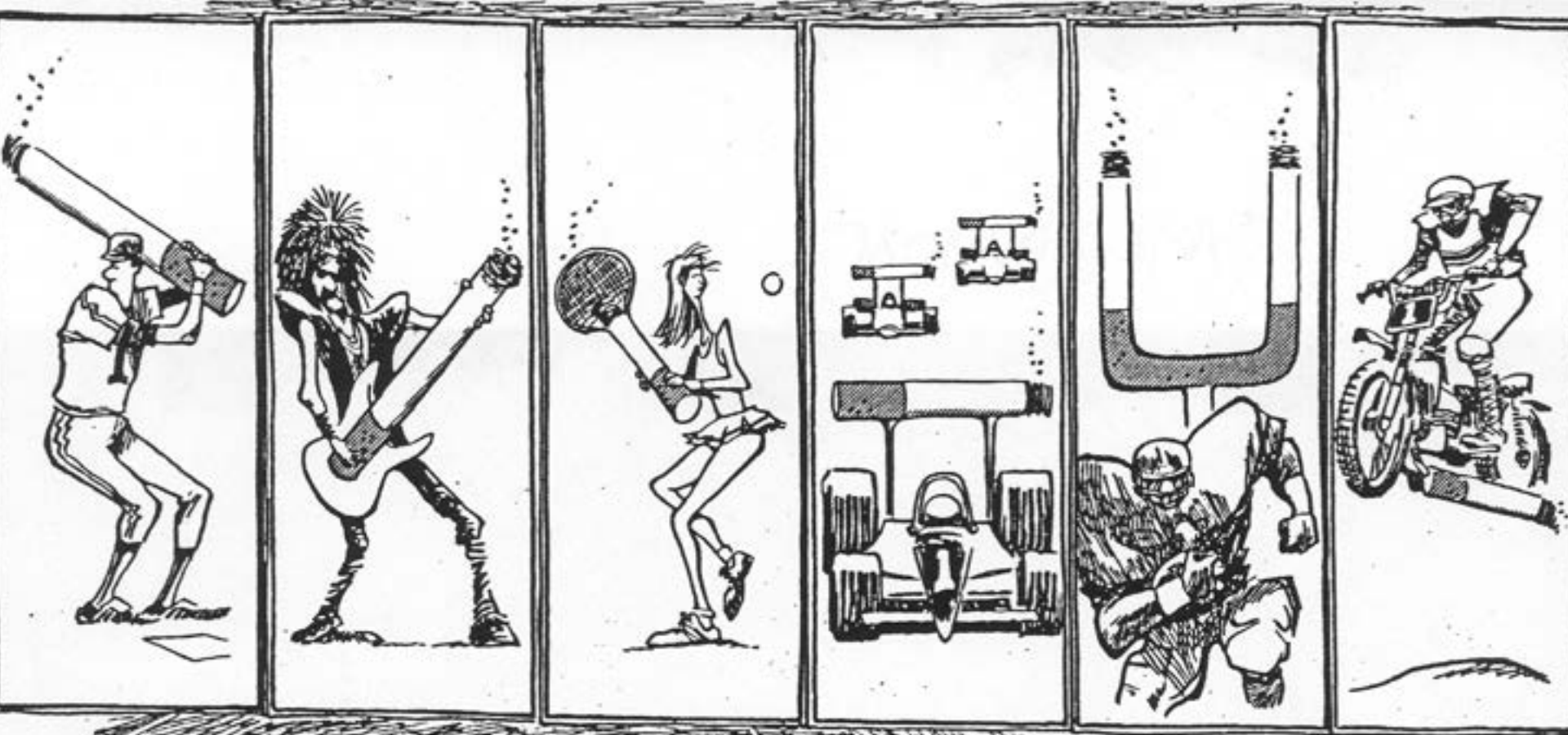


Smooth  
character



MARGU  
©1989 HOUST

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THE STUDY OF  
TOBACCO AND SOCIETY



US? TARGETING AMERICA'S YOUTH?



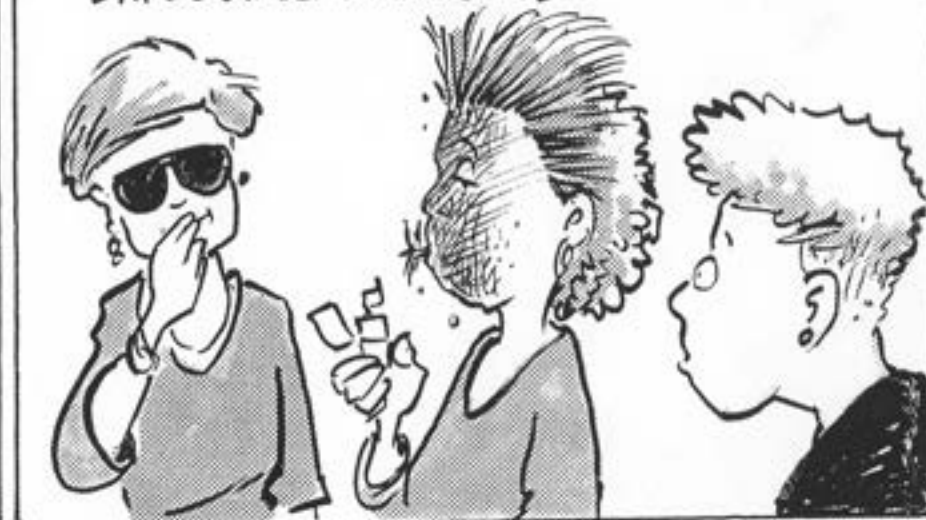


DEAR EDITOR: THERE'S TALK OF THE TOBACCO COMPANIES STRIKING A DEAL WITH THE FEDS TO CURB TEEN SMOKING! IT WON'T WORK TO JUST SAY, "NO"!

EVERYONE KNOWS THAT REBELLIOUS TEEN-AGERS DON'T LISTEN TO SENSIBLE ADVICE.



...BOOBY-TRAP EACH PACK WITH ONE EXPLODING CIGARETTE!



...MAKE EACH CIGARETTE SMELL LIKE A CAMEL!

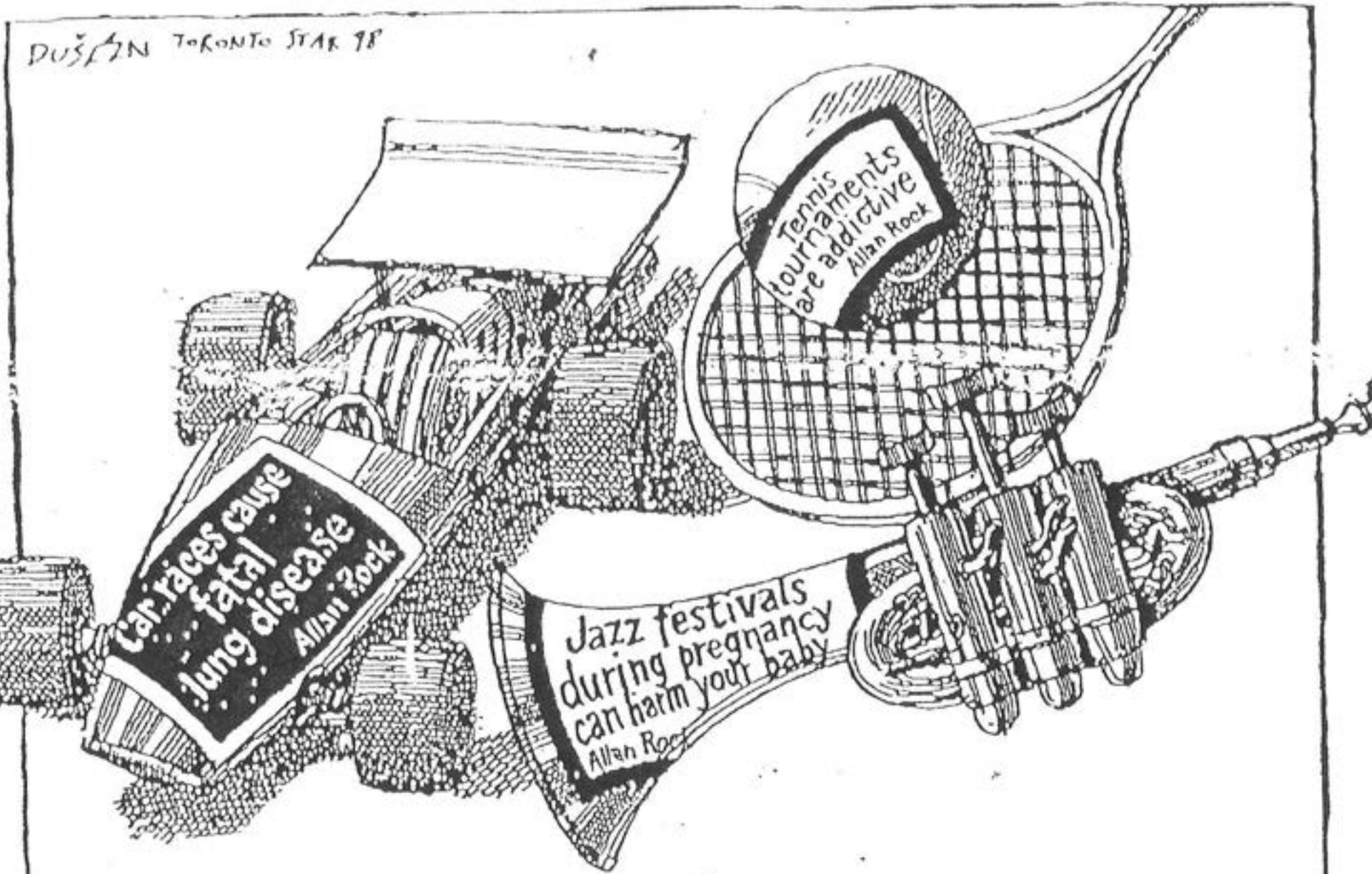


... SPONSOR FUNERALS LIKE THEY SPONSOR SPORTING EVENTS!

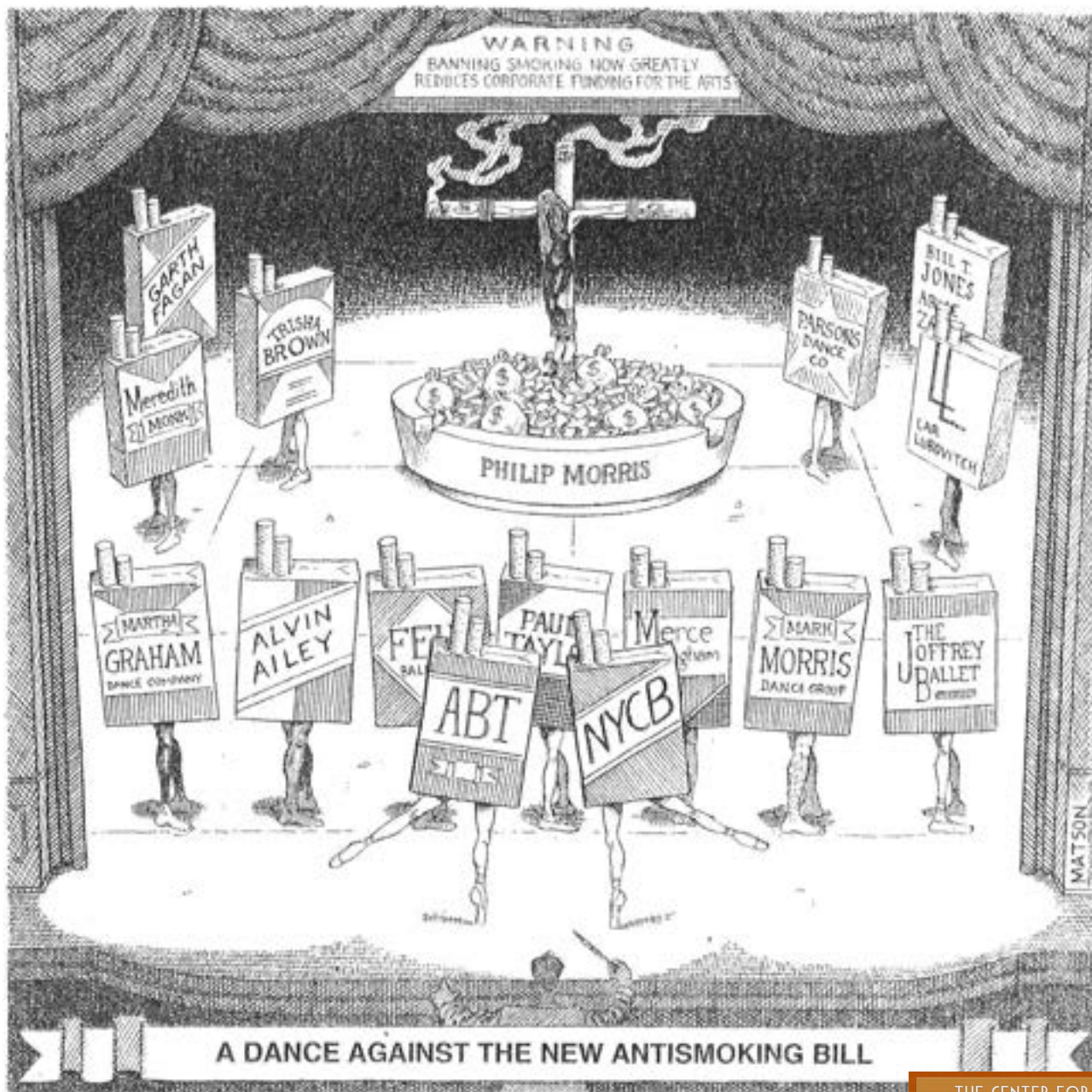




DUSTIN TORONTO STAR 98









RIDING ON THE SUCCESS OF THEIR LAGUNA SECA RACE, CAMEL ENVISIONS ANOTHER LOCAL PROJECT.



# Diversification



THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

PHILIP MORRIS' DIVERSIFICATION

KIRK ©90



# DOONESBURY

BY GARRY TRUDEAU



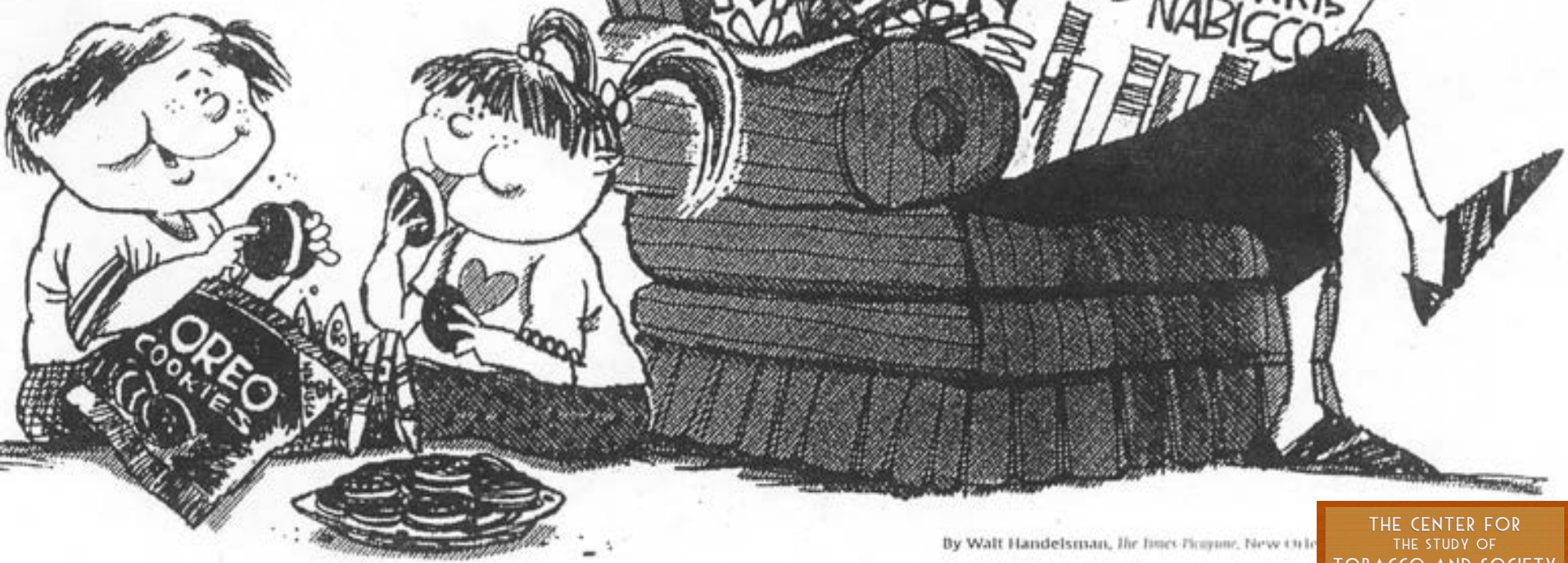
PHILIP MORRIS INC. PHILIP MORRIS IS A REGISTERED TRADEMARK OF PHILIP MORRIS INC.

www.doonesbury.com

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THE STUDY OF  
TOBACCO AND SOCIETY



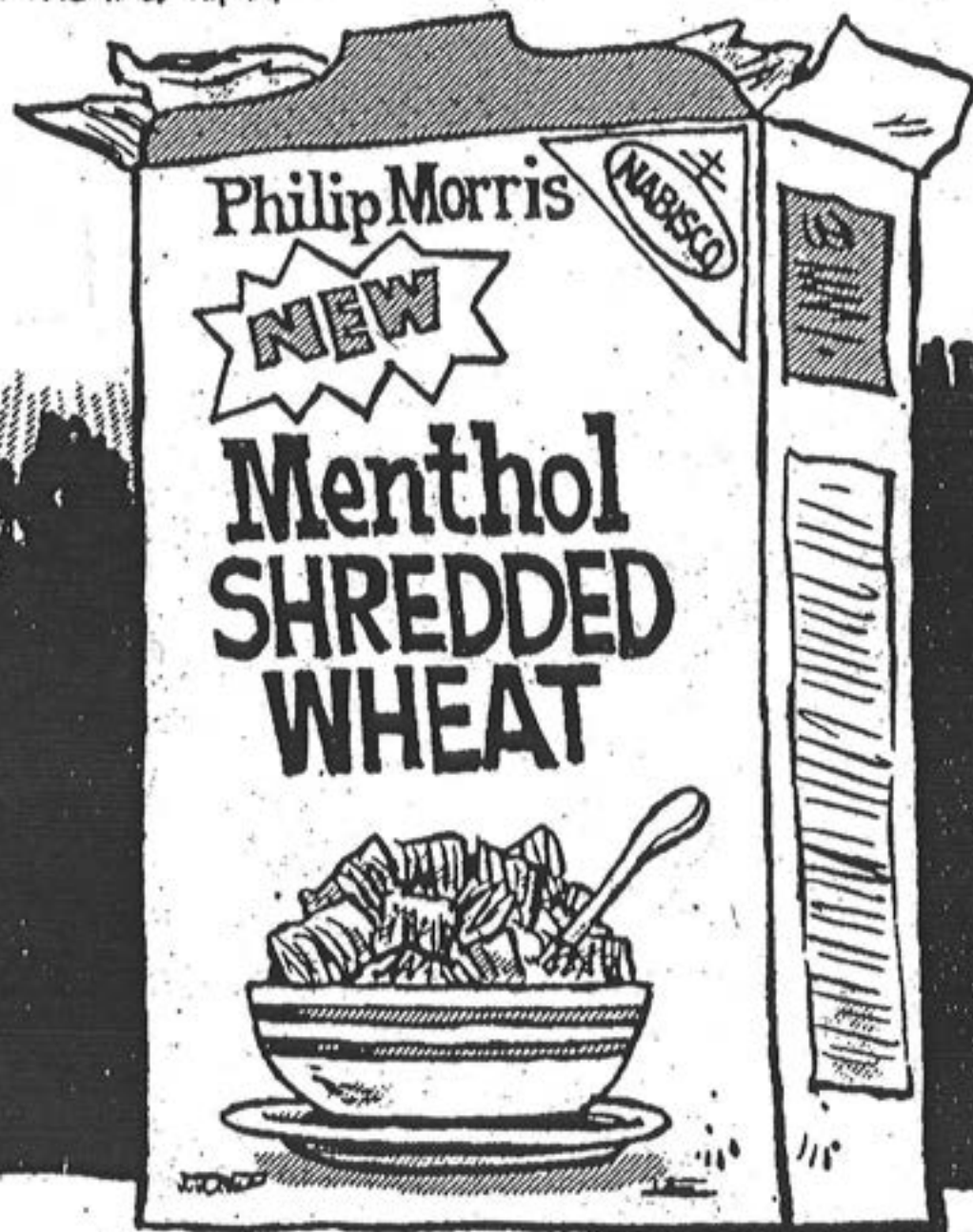
...MAN, THESE THINGS  
ARE ADDICTIVE!!





BROOKING

6/00 RICHMOND TIMES DISPATCH



**Philip  
Morris**

**Research  
&  
Development**



+



=

THIS COULD  
BE OUR MOST  
ADDICTIVE  
PRODUCT  
EVER!

**Marlboreo**

COOKIE  
↓



↑  
CREAM-FILLED  
CENTER

↑  
FILTER



Fig. 1:  
DUNKING

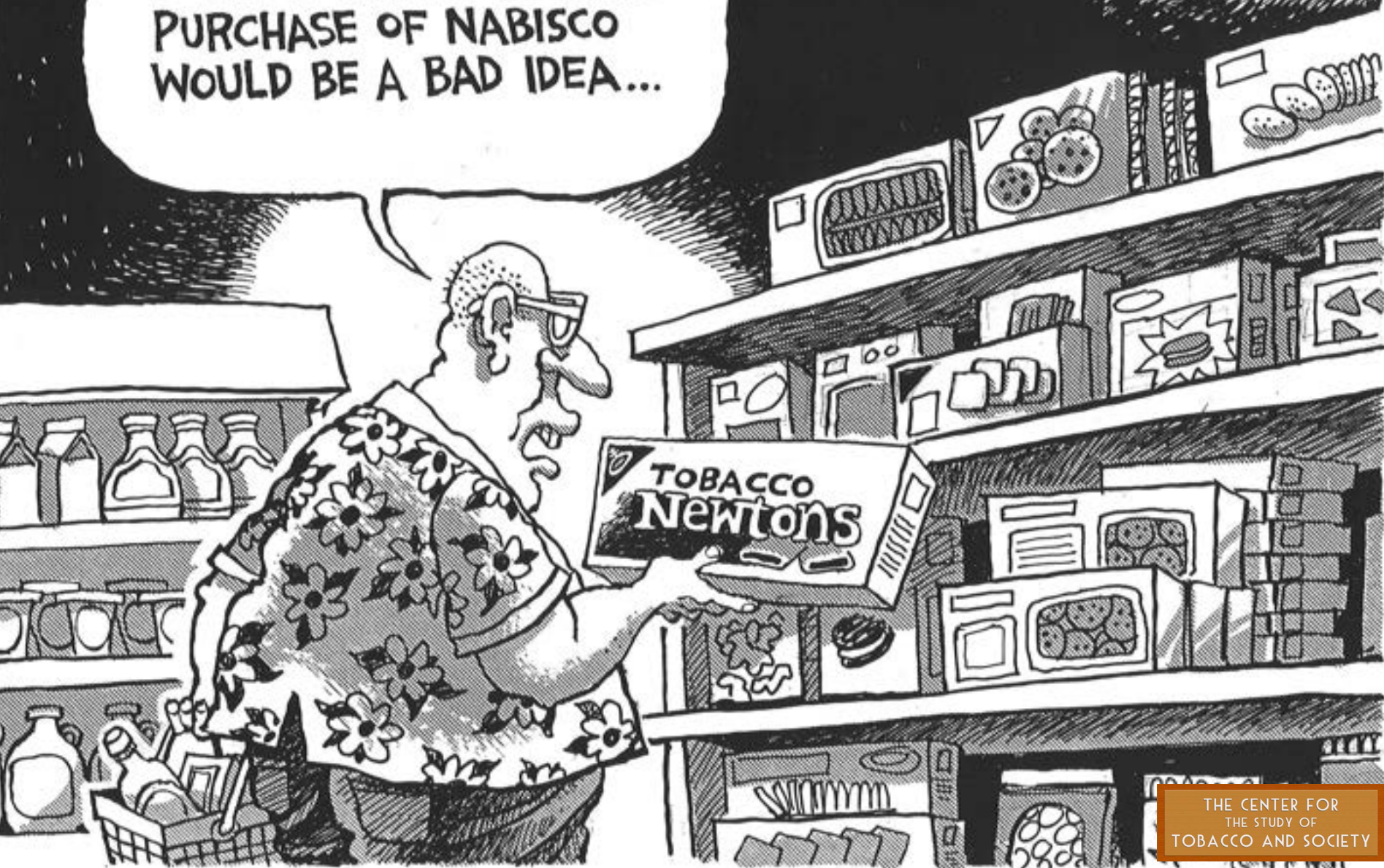


SAUER  
CARTOONISTS  
JAMES J. JAMES  
JAMES@HJJBURIALS.COM

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THE STUDY OF  
TOBACCO AND SOCIETY



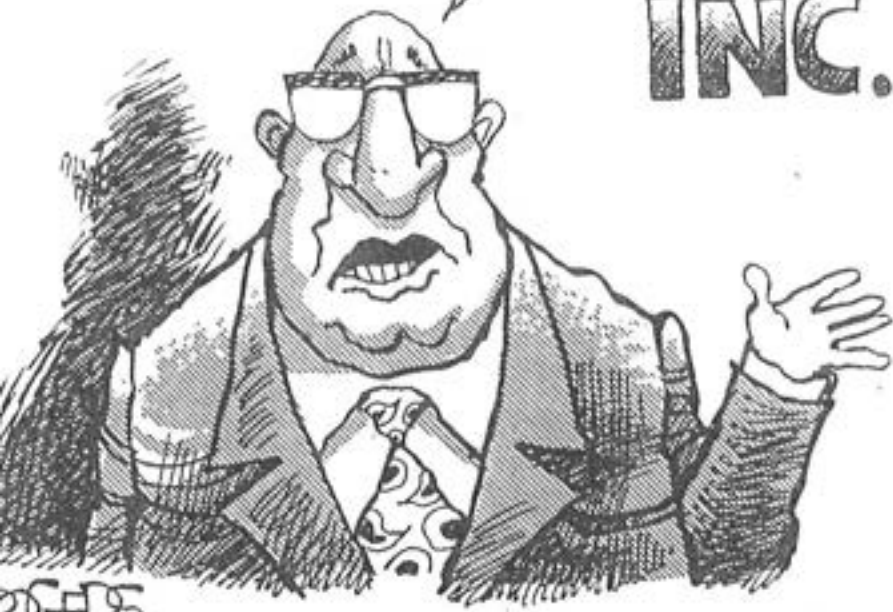
I KNEW PHILIP MORRIS'  
PURCHASE OF NABISCO  
WOULD BE A BAD IDEA...





DUE TO CLINTON'S TOUGH  
STANCE ON CIGARETTES  
WE'VE DECIDED TO DIVERSIFY...

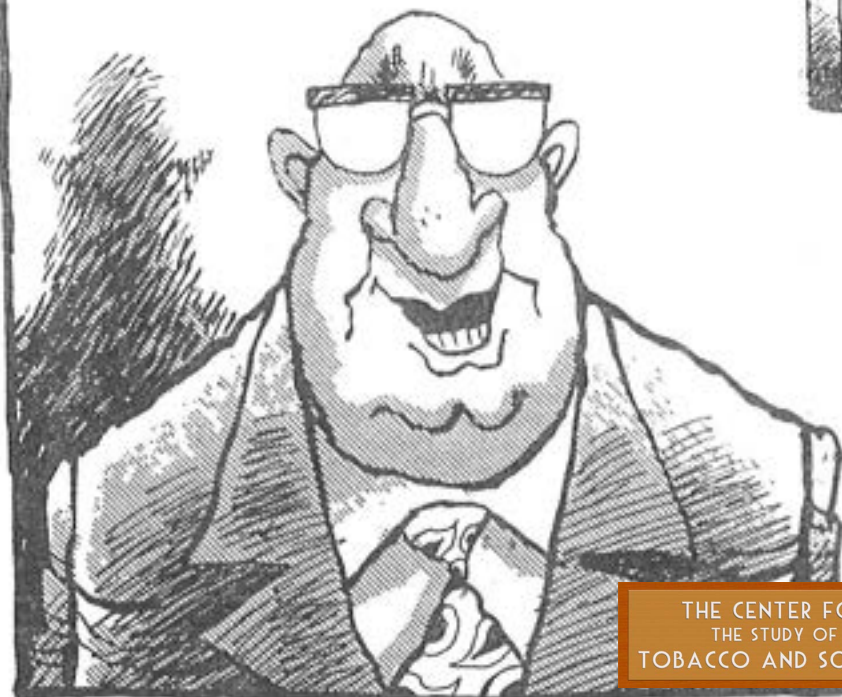
# BIG TOBACCO INC.



ROGERS ©1997 PITTSBURGH POST-GAZETTE

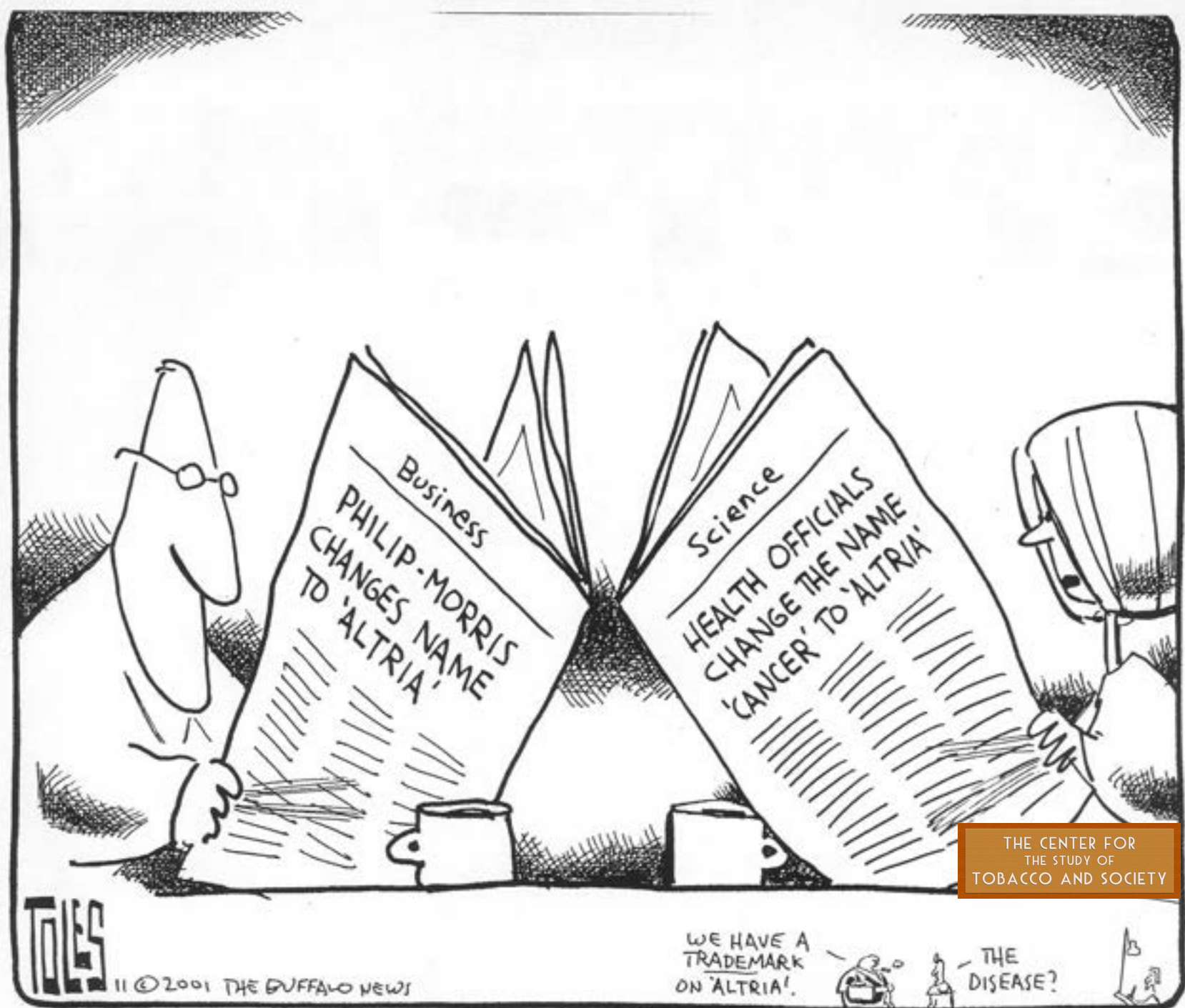
WE WILL NOW  
BE MAKING  
LAND MINES.

# BIG TOBACCO INC.



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THE STUDY OF  
TOBACCO AND SOCIETY

TOLES

11 © 2001 THE BUFFALO NEWS

WE HAVE A  
TRADEMARK  
ON 'ALTRIA'.



THE  
DISEASE?



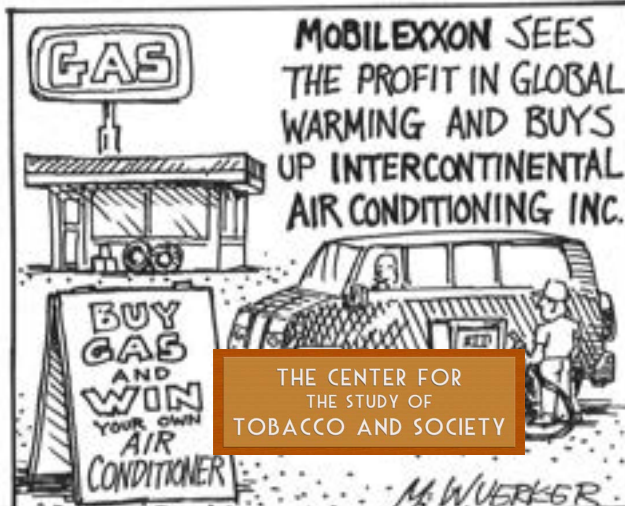
# THE BREATHTAKING GENIUS OF THE FREE MARKET

GIANT DUTCH CONGLOMERATE  
UNILEVER BUYS **BOTH**  
BEN & JERRY'S ICE CREAM  
AND SLIMFAST...



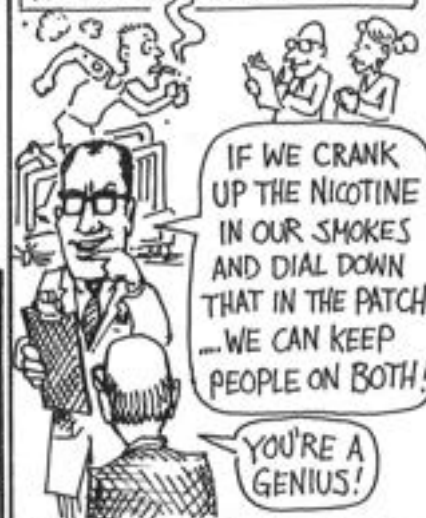
...DEMONSTRATING ONCE AGAIN HOW CORPORATE CONSOLIDATION  
IS GOOD FOR CONSUMERS. WHAT MORE CAN BE AHEAD?....

BEANO INC, THE ANTI-  
FLATULENT, BECOMES  
A WHOLLY OWNED  
SUBSIDIARY OF  
BIG SKY CHILI  
CORPORATION



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THE STUDY OF  
TOBACCO AND SOCIETY

R.J.R. RESEARCH LABS



REYNOLDS TOBACCO BUYS  
UP ACME HEALTH CORP.  
MAKER OF "NICOFIEND"  
THE POPULAR NICOTINE  
PATCH TREATMENT.



# Women

# MARLBORO CIGARETTES

Introduction



A Cigarette for Those  
Who Can Afford  
20¢ for the Best

*Mild as May*

CREATED BY PHILIP MORRIS



A Cigarette for Those  
Who Can Afford  
20¢ for the Best

*Mild as May*

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THE STUDY OF  
TOBACCO AND SOCIETY



To keep a slender figure  
*No one can deny...*



"It's toasted"

No Thrusts Invitations—No Coughs.

# VIRGINIA SLIMS

You've come a long way, baby.



Menthol and Lights Menthol

**SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.**

© Philip Morris Inc. 1995

Winston: 16 mg "tar," 1.1 mg nicotine -  
av. per cigarette by FTC method.  
Lights: 11 mg "tar," 0.7 mg nicotine -  
av. per cigarette by FTC method.

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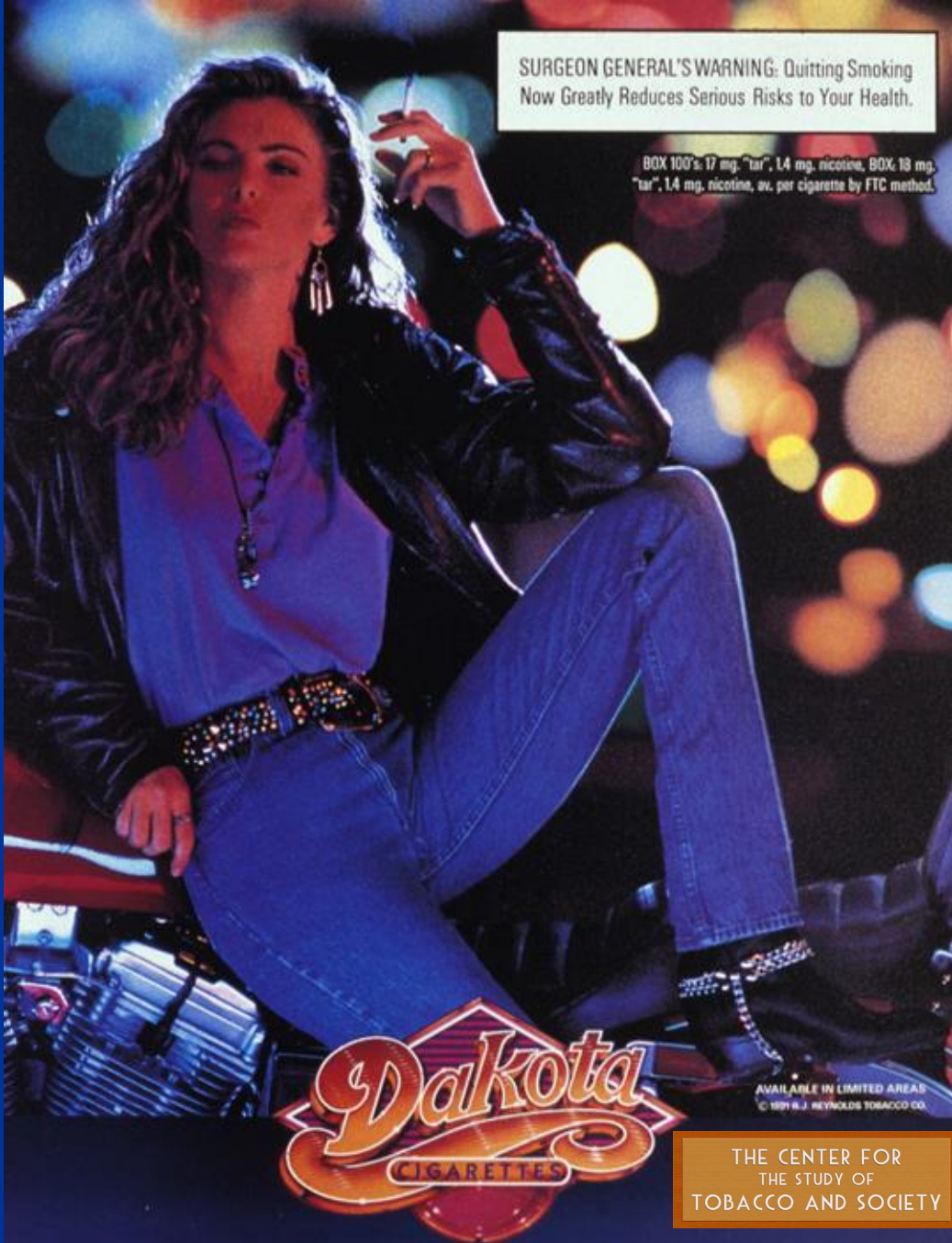
# More

at the Ebony Fashion Fair...



Dress: Michael Lanks  
Gloves: Vivian Cook  
Jewelry: Wang Wang  
Shoes: La Crosse  
Styling: Stuart Westman

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TOBACCO AND SOCIETY



SURGEON GENERAL'S WARNING: Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

BOX 100's: 17 mg. "tar", 1.4 mg. nicotine, av. per cigarette by FTC method.  
BOX 18 mg. "tar", 1.4 mg. nicotine, av. per cigarette by FTC method.



AVAILABLE IN LIMITED AREAS  
© 1991 R.J. REYNOLDS TOBACCO CO.

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TOBACCO AND SOCIETY

DAKOTA. WHERE SMOOTH COMES EASY.



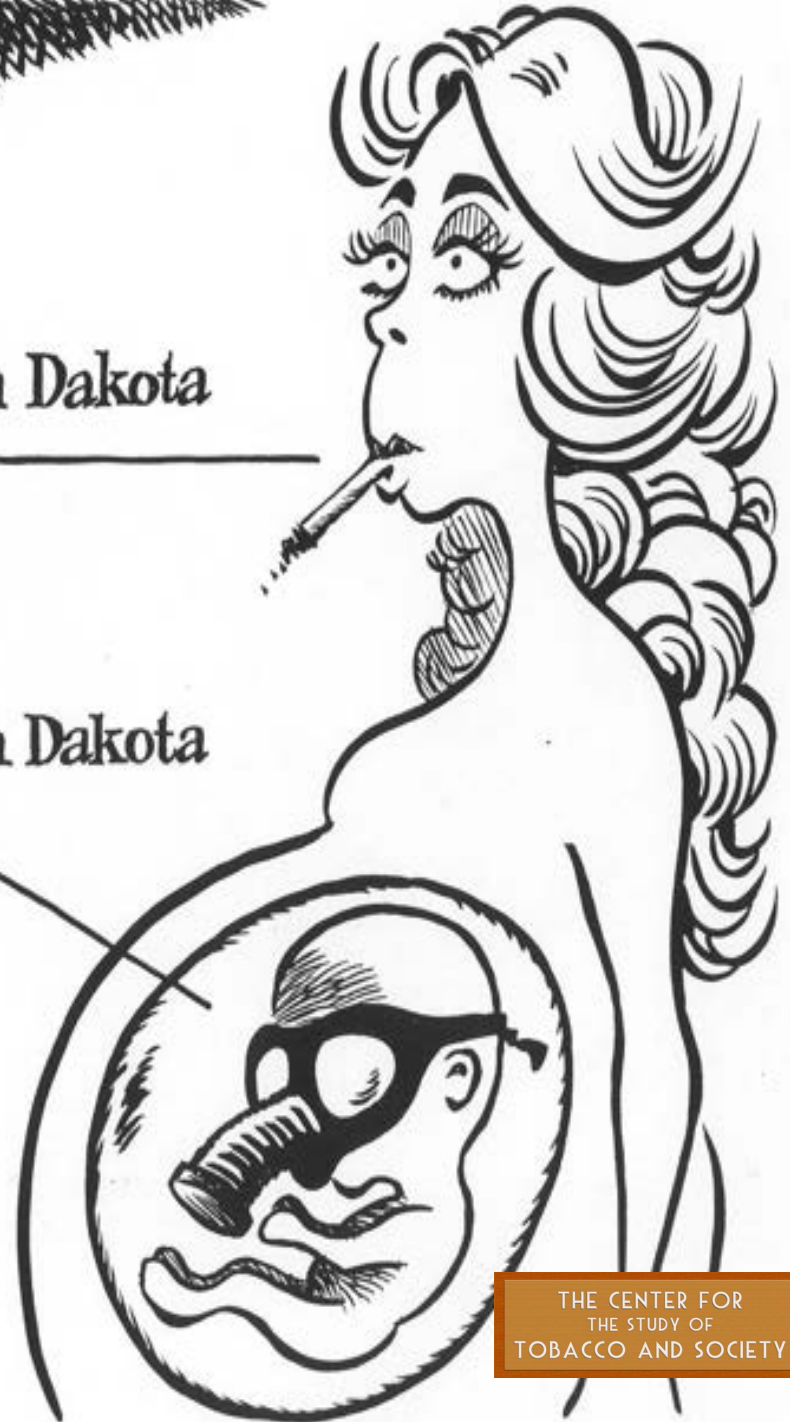
R.J. Reynolds  
PRESENTS

# Dakota

The cigarette for  
18-24 year old  
women

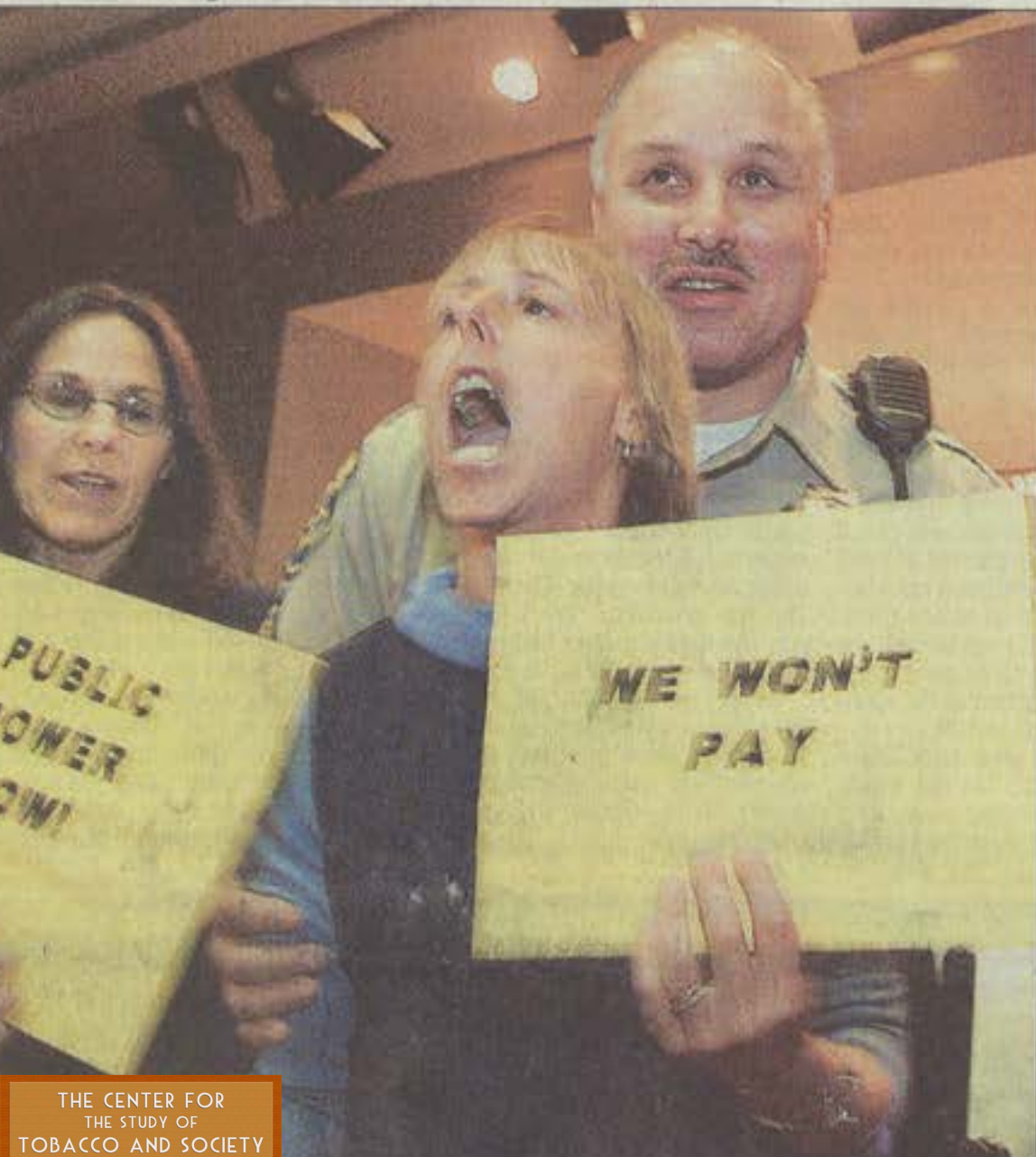
North Dakota

South Dakota



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TOBACCO AND SOCIETY

## nia utility rates raised 46%



# Female smoking deaths double

By Rita Rubin  
USA TODAY

WASHINGTON — Four out of every 10 Americans who die from smoking are women, a proportion that has more than doubled since 1965, according to a report Tuesday by Surgeon General David Satcher.

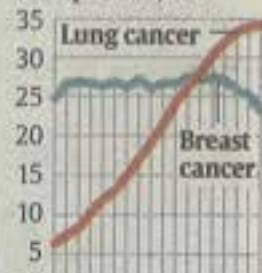
"Women who smoke like men die like men," Satcher says.

Since the surgeon general's last report on women and smoking in 1980, 3 million women have died

### Lung cancer cases pass breast cancer

Although breast cancer causes more anxiety, lung cancer has claimed more U.S. women's lives since 1987.

Rate per 100,000





WOMEN SMOKING  
DEATHS HAVE  
DOUBLED...

FINALLY, THE  
FOCUS IS OFF  
US TARGETING  
KIDS!...

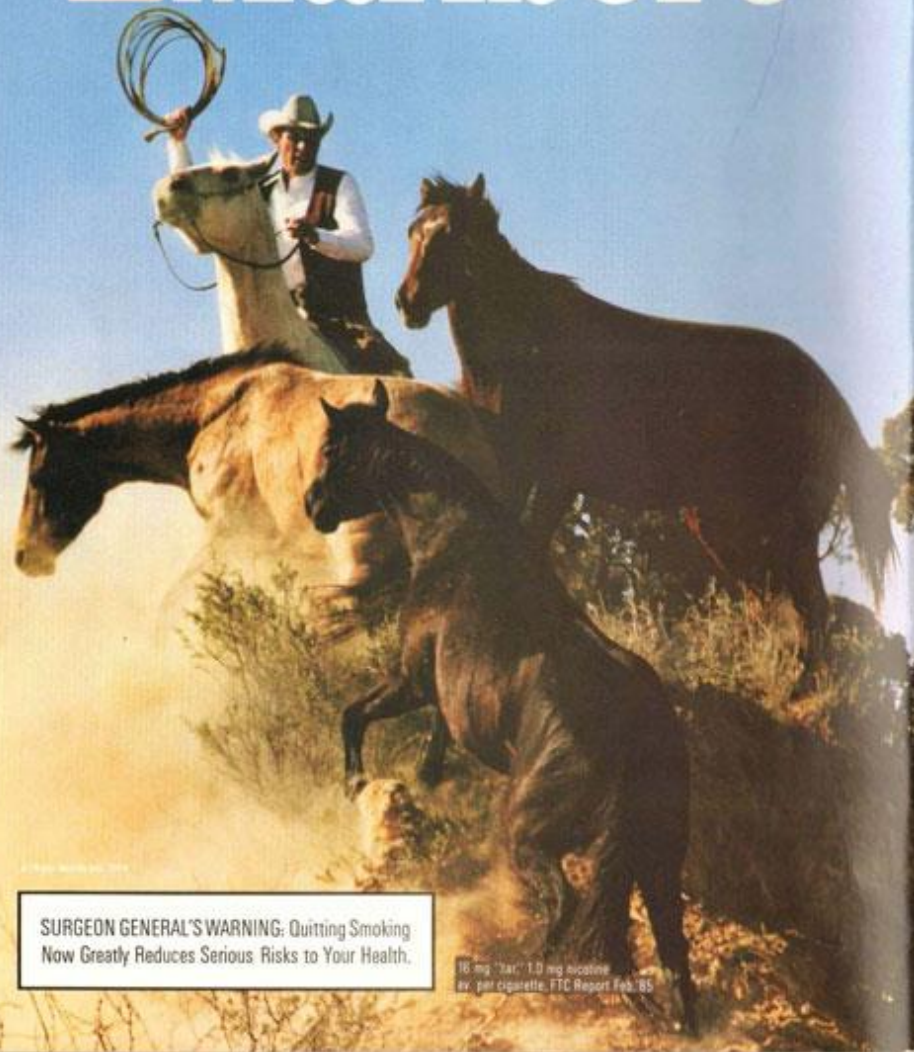
BIG TOBACCO

# Minorities





# Marlboro



**SURGEON GENERAL'S WARNING:** Quitting Smoking  
Now Greatly Reduces Serious Risks to Your Health.

16 mg. "tar," 1.0 mg. nicotine  
av. per cigarette, FTC Report Feb. '85

Premier Issue

# HISPANIC

APRIL 1988 \$2.00

**Raquel Welch**  
This Girl's  
Back in Town!

An Exhibit of  
Contemporary  
Hispanic Artists

**Henry Cisneros:**  
What's in a Name?



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TOBACCO AND SOCIETY

**Bishop Agustin Roman**  
A National Hero



A man with a mustache, wearing a dark jacket over a white shirt, is riding a motorcycle on a dirt road. He is smiling and holding a lit cigarette in his right hand. The background shows a scenic landscape with green hills, a blue lake, and mountains under a cloudy sky. In the bottom right corner, there is a pack of Kool Filter Kings cigarettes.

**Come up to Kool.**

Kool gives you extra coolness for the most refreshing sensation in smoking.  
**A sensation beyond the ordinary.**

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

17 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Mar. '84

NOV. 26, 1984/11.25 64060 A JOHNSON PUBLICATION

# JET

**What Blacks Can Expect Of Reagan In Next 4 Years**

**LITTLE RICHARD**  
Tells How He Got What He Wanted But Lost What He Had

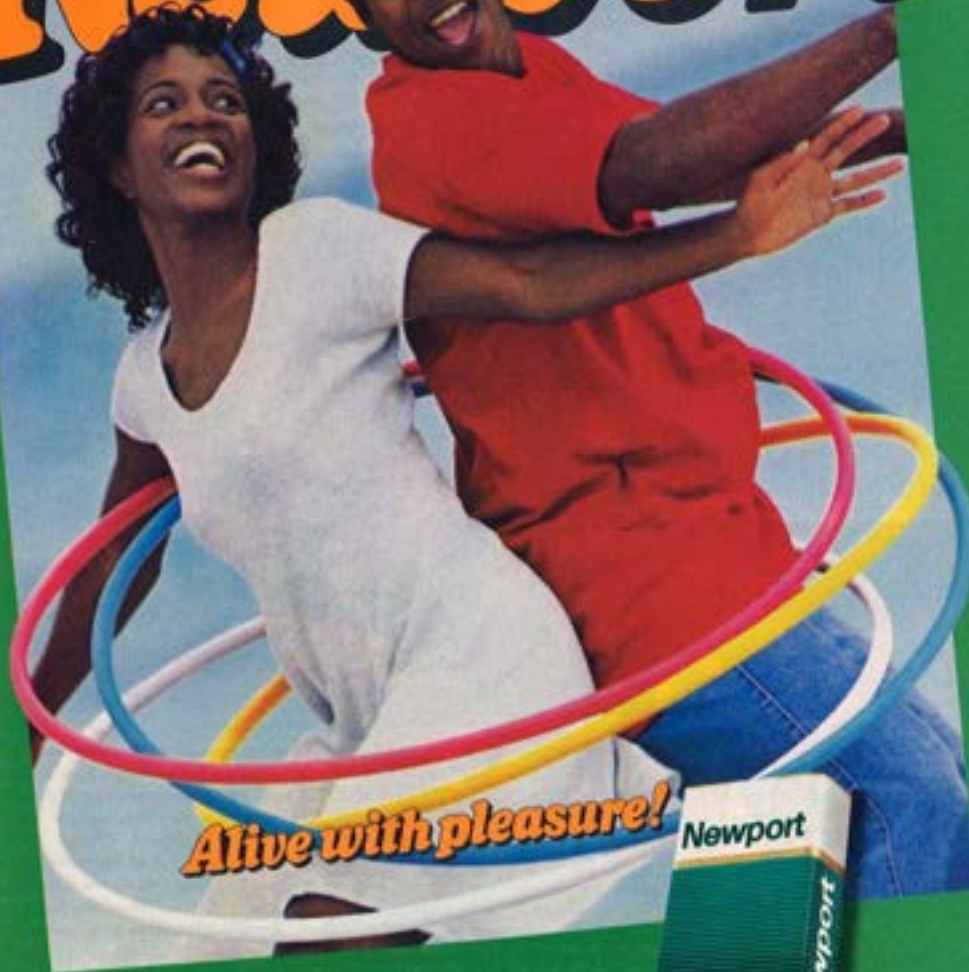
Little Richard is standing against a blue background, wearing a blue zip-up jacket over a white shirt. He is smiling and looking towards the camera. He is wearing a watch on his left wrist.

0 714075 48

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# Newport



*Alive with pleasure!*



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

10 mg "tar", 0.9 mg nicotine av. per cigarette by FTC method.  
Kings: 17 mg "tar", 1.1 mg nicotine av. per cigarette by FTC method.

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THE STUDY OF  
TOBACCO AND SOCIETY

FOSTER-KLEISER

# Newport

*Alive with  
pleasure!*

Kings 17 mg. "tar", 1.1 mg. nicotine  
av. per cigarette, FTC Report February 1988.

SURGEON GENERAL'S WARNING: Smoking  
Now Greatly Reduces Serious Risks to Your Health.

Newport

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TOBACCO AND SOCIETY







*New*  
**SMOKUMS**™  
*Lights 2000's*

Proud Sponsors of  
**THE PRETTY  
BROWN BABY**

*Most beautiful Baby Contest*

Prizes include  
Smokums™ & Hi Nics™  
Designer Gear and a  
year's supply of  
cigarettes!

I THINK  
THERE ARE FAR TOO  
MANY BILLBOARDS IN OUR  
COMMUNITY SELLING VICES  
& POISONS TO OUR  
PEOPLE!



I GUESS---  
Y'KNOW, I BET MY BABY  
COULD WIN ME ONE'a THEM  
TOO-FINE "HI NICS" SPORTS  
JACKETS!





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"JESSE HAS HIS OWN FORM OF POPULATION CONTROL"



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TOBACCO AND SOCIETY





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THE STUDY OF  
TOBACCO AND SOCIETY

# Children





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TOBACCO AND SOCIETY

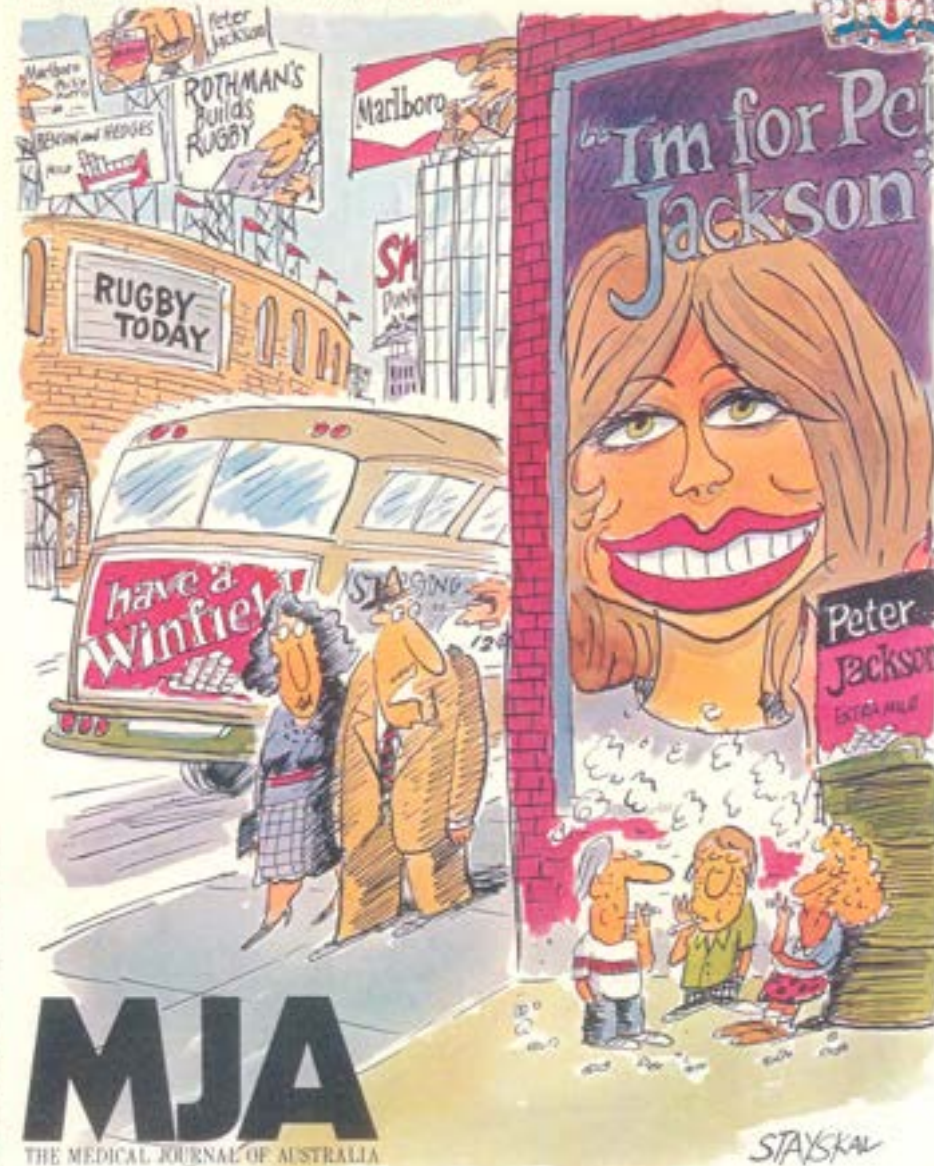
# Marlboro Country





# Marlboro

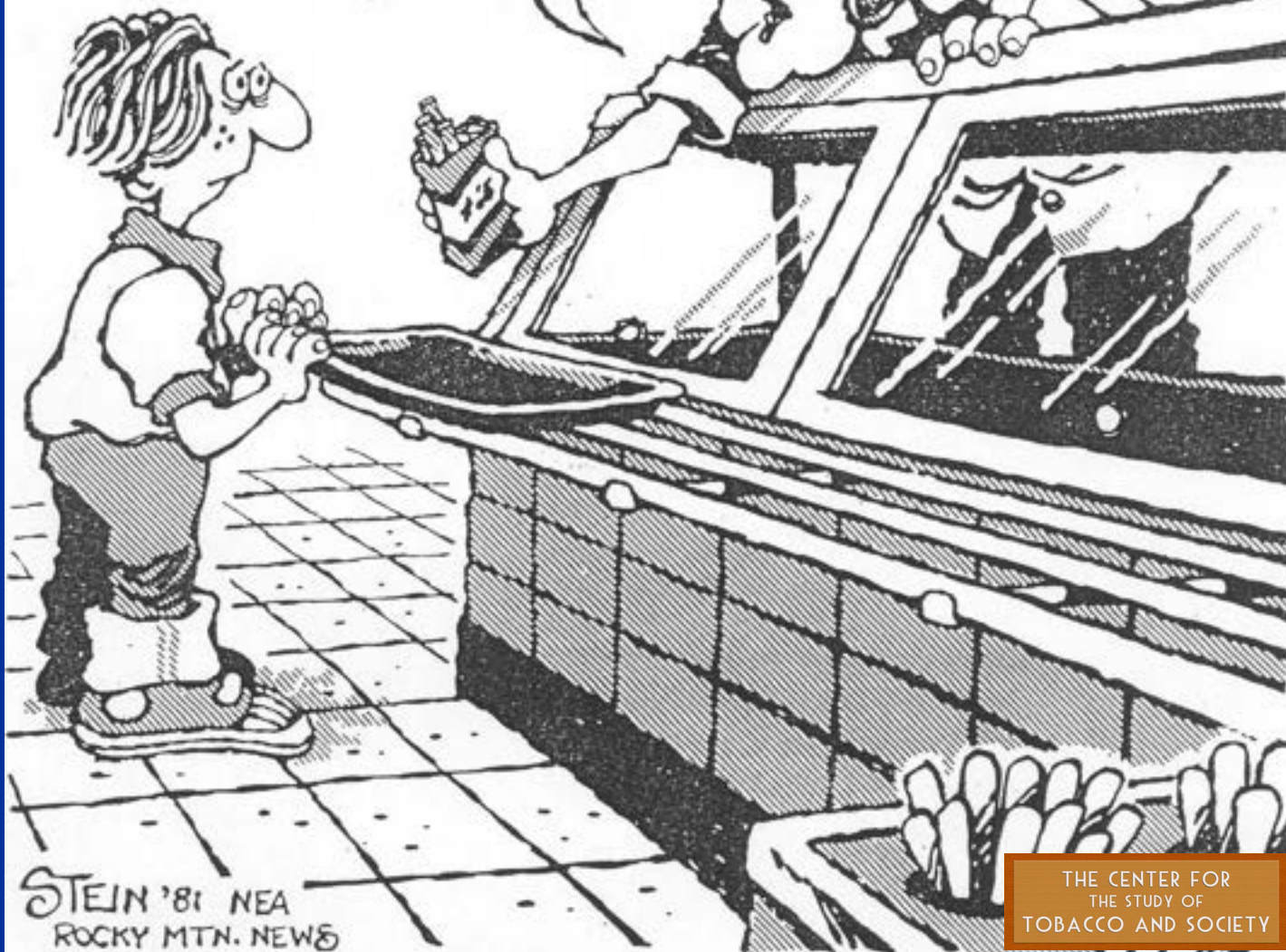




Printed by Australia Post Publication No. N93 0038 \$4.75



SORRY, KID. THE GOVERNMENT SUBSIDIZES  
TOBACCO, NOT SCHOOL LUNCHES. HAVE  
A CIGARETTE; IT'LL  
DULL YOUR APPETITE.



# SMOKAHONTAS

I LOVE IT,  
BUT DISNEY WILL  
NEVER SELL THE  
RIGHTS...



TOBACCO, INC.





TODAY'S WHICH ONE IS  
QUIZ THE TOBACCO  
COMPANY  
EXECUTIVE?

SHE'S  
BEAUTIFUL!

WHAT A  
CUTE  
BABY!

ANOTHER  
POTENTIAL  
CUSTOMER....



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THE STUDY OF  
TOBACCO AND S







KIDS! WHERE DO  
THEY PICK UP THESE  
SELF-DESTRUCTIVE  
HABITS?



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THE STUDY OF  
TOBACCO AND SOCIETY

"FIRST IT TURNS OUT THERE'S NICOTINE IN OUR  
PRODUCT, AND NOW IT SEEMS KIDS HAVE BEEN  
SMOKING THEM"



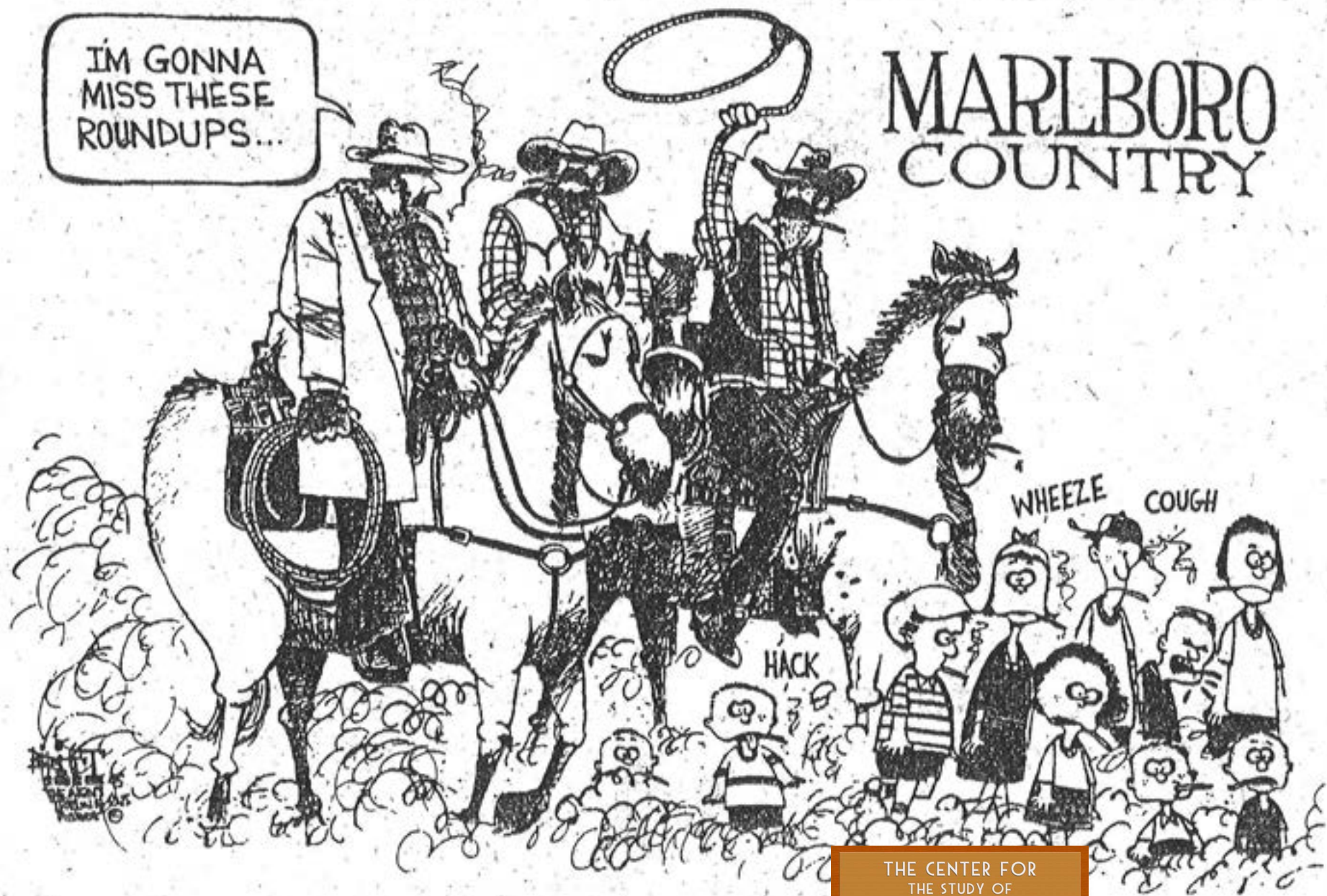


"HERE'S ANOTHER IDEA — WE CAN OFFER  
TO CONTRIBUTE A FEW BILLIONS TO SOME  
ORGANIZATION AGAINST CHILD ABUSE"



IM GONNA  
MISS THESE  
ROUNDUPS...

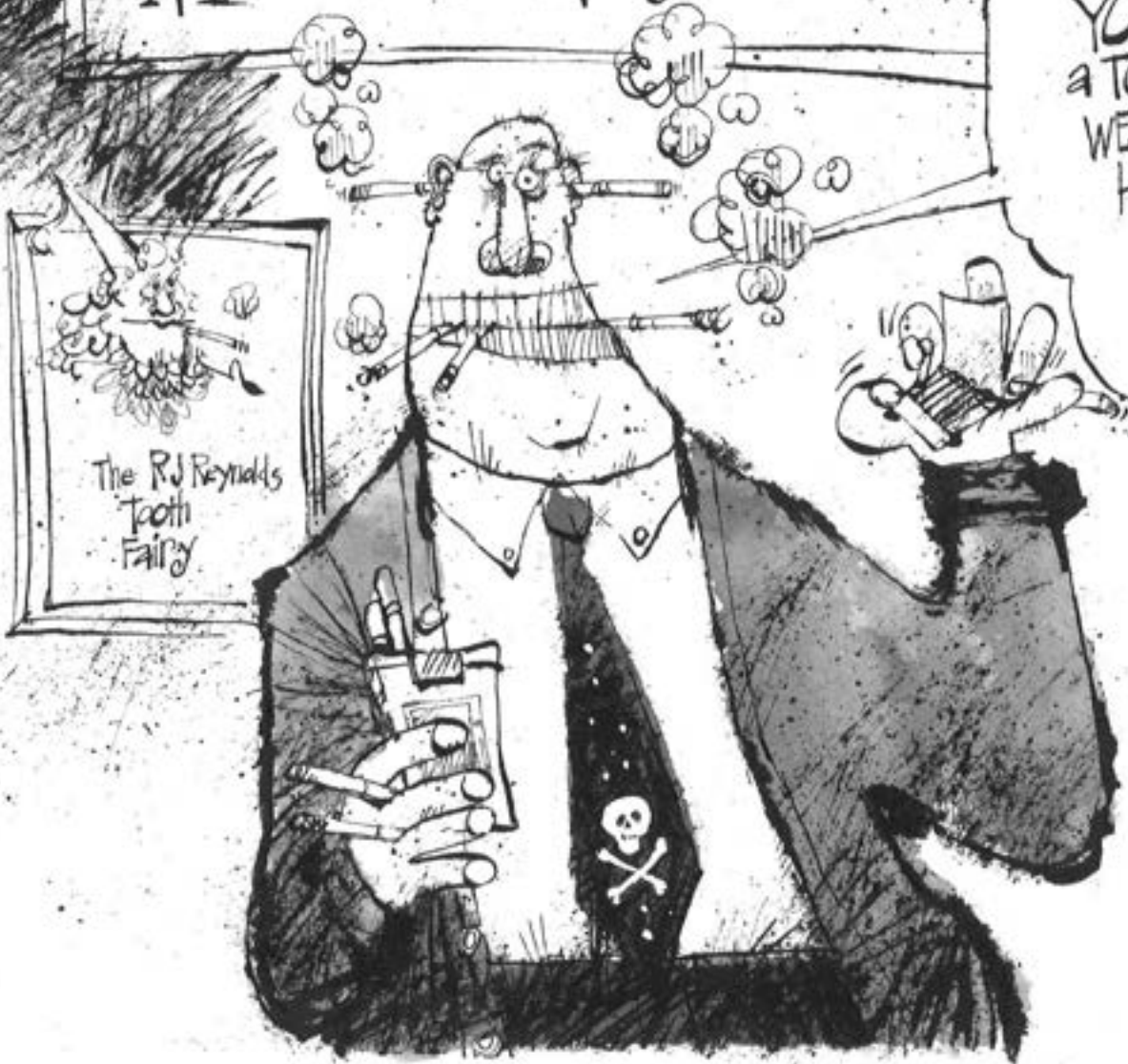
# MARLBORO COUNTRY



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TOBACCO AND SOCIETY



# Mr. RJR's Neighborhood



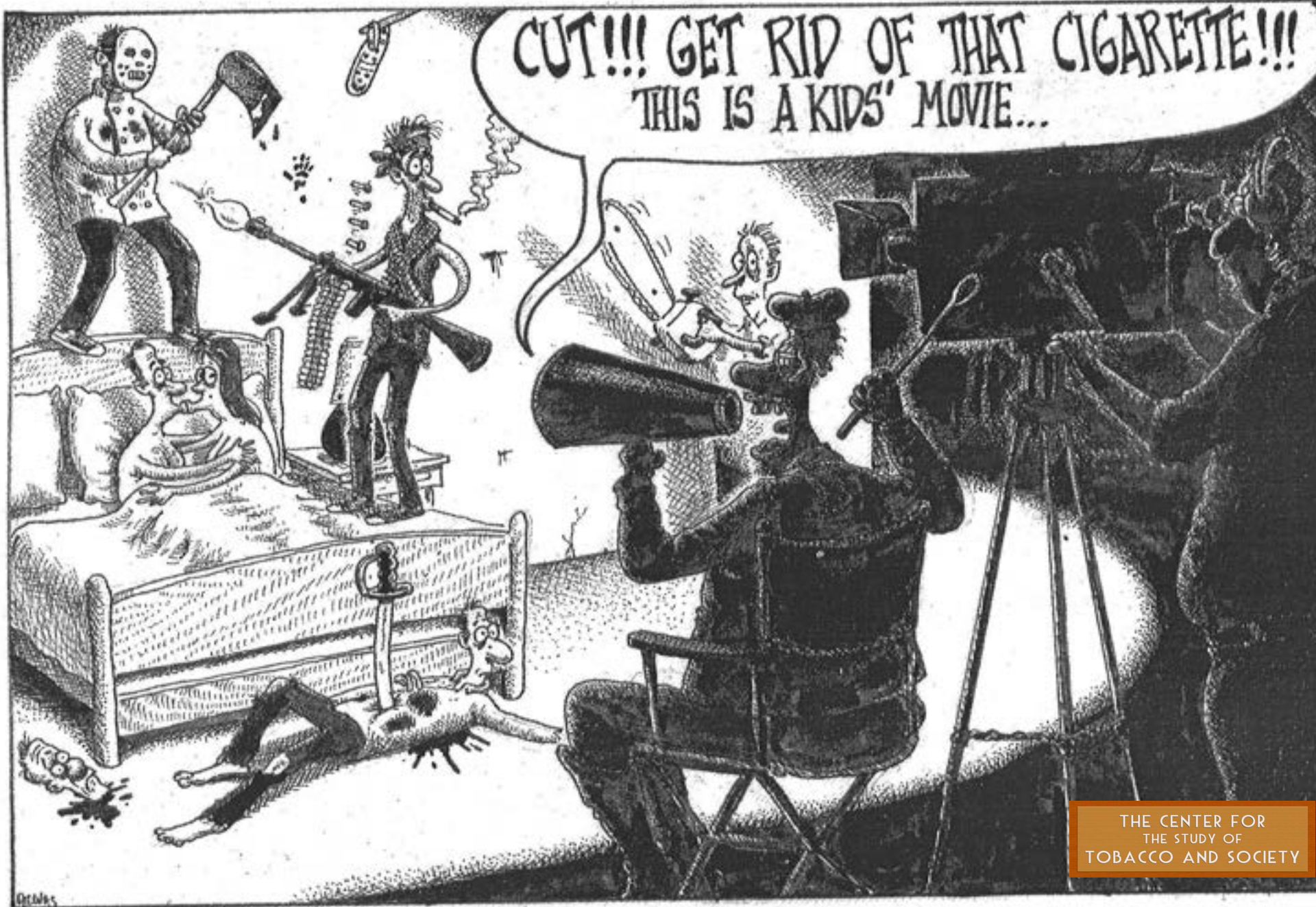
GOOD NEWS, CHILDREN-  
YOU'RE SMOKING  
A TON MORE--SO TODAY  
WE'RE GOING TO LEARN  
HOW TO FIRE UP A  
BUTT WITH ONE  
HAND!!!



© The Tobacco Land  
of Make Believe ©



CUT!!! GET RID OF THAT CIGARETTE!!!  
THIS IS A KIDS' MOVIE...



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TOBACCO AND SOCIETY

USA TODAY 2001  
SMITHTOONS.COM

MIKE SMITH  
UNITED FEATURES SYNDICATE

By Mike Smith, Las Vegas Sun, for USA TODAY



**Joe Camel**



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# Smooth character.



**SURGEON GENERAL'S WARNING:** Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© 1988 R.J. REYNOLDS TOBACCO CO.  
15 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method.

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# Mad's Great Moments In Advertising



A MEGA-MAD POSTER

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TOBACCO AND SOCIETY



June 1998

[www.cigaraddictionado.cough](http://www.cigaraddictionado.cough)

\$2.95

CANADA \$1.95 • CUBA \$6 • UK £3

# CIGAR

## Addictionado

### JOE CAMEL

— GOODBYE CIGARETTES,  
HELLO CIGARS!

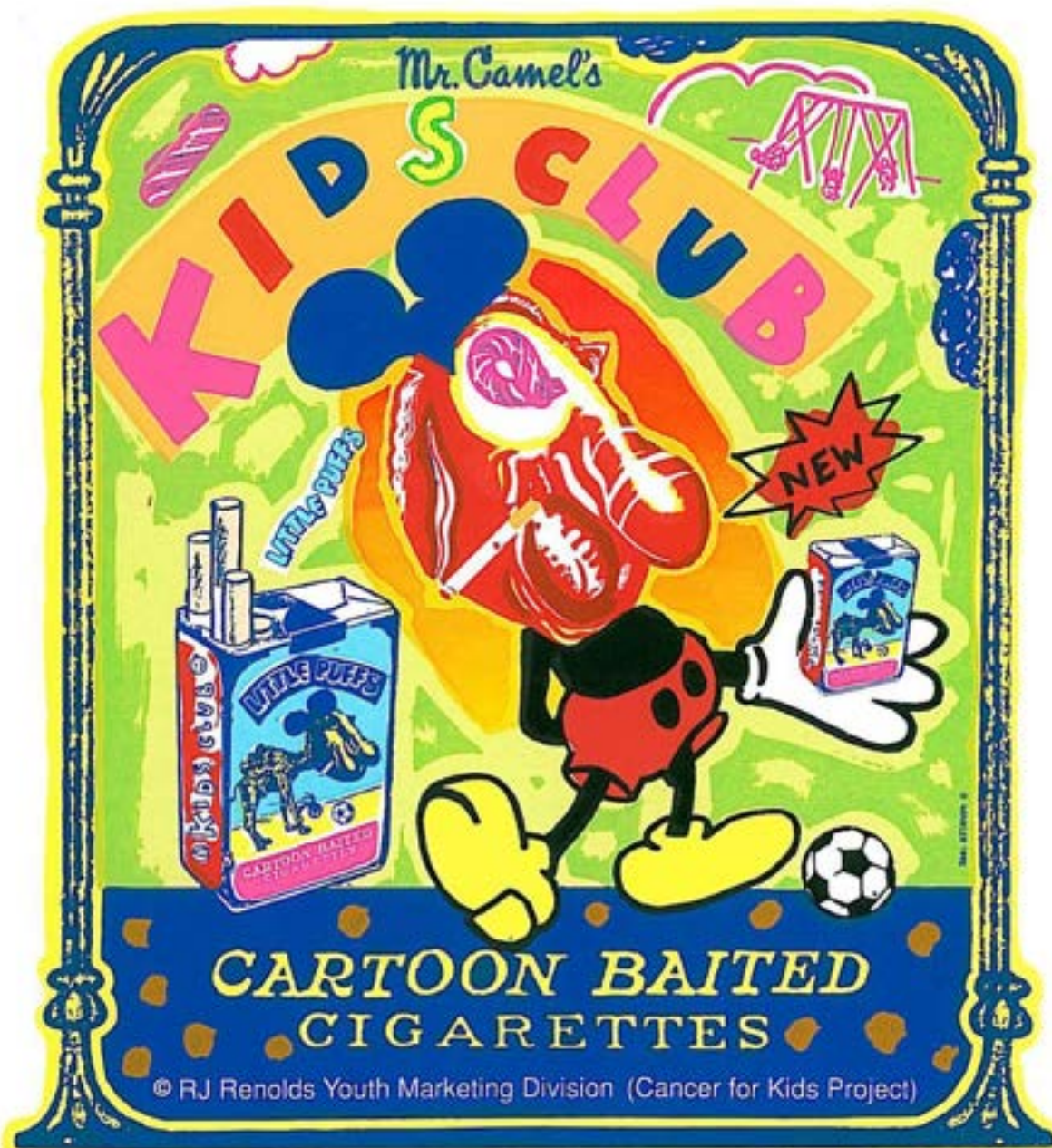


**3 DISGUSTING WAYS TO SMUGGLE  
CUBAN COHIBAS INTO THE U.S.**

**SPECIAL CLIP-OUT LIST TO USE WHEN CRITICIZED:  
BURNING TIRES, CURDLED MILK, AND DOZENS OF  
OTHER THINGS THAT SMELL WORSE THAN CIGARS**

**HOW 14 CENTS WORTH OF TOBACCO  
BECOMES A \$ 16.95 CIGAR**

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From the series, **THE SEVEN EARLY SIGNS OF CANCER.**

Doctors Ought to Care 5510 Greenbriar, Suite 235 Houston, Texas 77005 713-798-7729

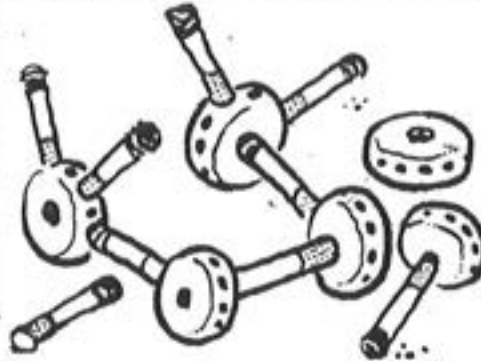


From The  
FILES of the  
TOBACCO  
COMPANIES:

# POSSIBLE PROMOTIONAL MERCHANDISE TO ATTRACT THOSE YOUNGER CUSTOMERS...



COFFIN  
NAIL  
POUNDER



STINKERTOYS



DRAGGEDY  
Ann



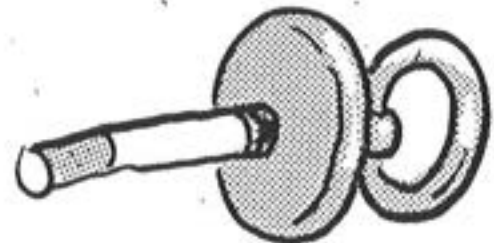
COUGHING  
PHLEGM  
PUSH  
TOY



OXYGEN TENT BARBIE



G.I. Joe  
Camel



PUFFIFIER

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

STAR TRIBUNE



CAMEL LIGHTS

SMOKING CAN CAUSE LUNG DISEASE AND COMPLICATE PREGNANCY. QUITTING NOW GREATLY REDUCES SERIOUS RISKS TO YOUR HEALTH.

3M Medi





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# JOE CAMEL --

## THE LATER YEARS



SIGAL 2.28.94  
WILKINSON

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TO ALAN BLUM — with admiration — Sigal Wilkinson



SORRY, JOE, WE DON'T NEED  
YOU TO MAKE SMOKING COOL  
WITH KIDS ANYMORE.

OK  
ALTON TEACON JOURNAL 06



WE'VE GOT THE F.D.A.



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THE JOE CAMEL ERA...



AFTER JOE CAMEL...



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TOBACCO AND SOCIETY

STAHLER.  
©THE CINCINNATI POST-97

FOR ALAN BLUM WITH BEST REGARDS JEFF STAHLER, 2004



WE AGREED NOT TO  
TARGET KIDS IN AMERICA  
ANYMORE. BUT IT DOESN'T  
STOP US FROM DOING IT IN  
OTHER COUNTRIES.

ALLOW ME TO  
INTRODUCE  
MYSELF.



TOBACCO  
COMPANIES

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TOBACCO AND SOCIETY

4-25-97  
THE DES MOINES REGISTER

Duffy

Joe CAMEL Here With a  
MESSAGE FOR YOUNG PEOPLE.



SMOKING Will Take  
YEARS OFF YOUR LIFE.  
IT'LL KILL YOU.



edSTEIN '96  
Rocky Mtn. News-Net

AND You'll Die QUICKLY  
OF HEART Disease  
OR LUNG CANCER.



MEANING THAT IF EVERY  
AMERICAN SMOKED, We'd  
Save BILLIONS IN Medicare  
AND Social Security.



So, IF You DON'T SMOKE,  
START--THE YOUNGER  
THE BETTER.



YOUR COUNTRY  
WILL THANK YOU.



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TOBACCO AND SOCIETY



UNEMPLOYED JOE CAMEL  
TRIES TO GO FROM  
WELFARE TO WORK...

RESUMÉ,  
PLEASE



Hmmm...  
SPENT YEARS  
PEDDLING DEATH  
TO UNSUSPECTING  
YOUNGSTERS...



...ACTED AS A FRONT MAN  
FOR A COLD-BLOODED  
UNSCRUPULOUS  
INDUSTRY...



... WAS AN ACCOMPLICE  
IN THE KILLING OF  
HUNDREDS OF  
THOUSANDS OF  
AMERICANS!



KAL 97-8-19  
BAND, SUN

WELL,  
MR.  
CAMEL...



ALL WE  
CAN  
SAY TO  
YOU  
IS...



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# Vaping



3 SKIN DEEP

QVC replaces the cosmetics counter. BY HILARY HOWARD

4 BROWSING

It's time to get outfitted for fall. BY ERICA M. BLUMENTHAL



7 SCENE CITY

Oprah Winfrey leads a stellar parade. BY JACOB BERNSTEIN

6 ENCOUNTERS

A Brooklyn novelist, on (and in) Brooklyn. BY MARY BILLARD

FASHION | BEAUTY | NIGHTLIFE

# ThursdayStyles

The New York Times

THURSDAY, AUGUST 8, 2013 E

N

## Smoking Is Back, Without the Stigma

E-cigarettes have ushered in a generation of smokers who needn't cower in doorways.

By STEVEN KURUTZ

Maybe it was the thumping music, the alcohol or the beating sun, or some hallucinatory combination, but for a moment in early July, it appeared as if a waterfront state park in Williamsburg, Brooklyn, had turned into a smoker's paradise.

Bikini-topped women and sweaty guys in muscle tees were puffing away as they danced at a techno party hosted by Verboten, a roving nightclub. The surgeon general might have had a stroke.

One of the revelers, Howard Wang, 28,

an information technology consultant from New Jersey, took a deep drag in apparent disregard for the law and decades of anti-smoking campaigns. But on closer inspection, he wasn't puffing a Marlboro but a Bedford Slim, a brand of electronic cigarette marketed to the skinny-jean set.

"It's the future," said Mr. Wang, who does not classify himself as a smoker. "It's like when you watch 'Tron' and they're smoking something like this."

Ten years after Mayor Michael R. Bloomberg banned smoking in public places, it is returning to the city's bars, restaurants and workplaces, thanks to the growing popularity of e-cigarettes.

They can be spotted wherever tradition-

CONTINUED ON PAGE E7



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YANA PASKOVA FOR THE NEW YORK TIMES

Michele Dreiding with a Bedford Slims e-cigarette.

# TAKE BACK YOUR FREEDOM

with **blu eCigs®**, the smart alternative to cigarettes.

- No Odor, No Ash
- No Tobacco Smoke, Only Vapor
- Slim, Rechargeable Pack



NEW

**blu™** electronic cigarettes are now  
available in retail stores nationwide.

Visit us at [blucigs.com/store-locator](http://blucigs.com/store-locator)

NOT FOR SALE TO MINORS. blu eCigs® electronic cigarettes are for a smoking reduction product and do not act as a medical device. blu eCigs and blu eCigs logo are trademarks of Lorillard Technologies, Inc. All other trademarks are the property of their respective owners. ©2013 Lorillard Technologies, Inc. All rights reserved.

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**WARNING: This product contains nicotine.  
Nicotine is an addictive chemical.**

A woman with curly hair is sitting at a table, looking directly at the camera. She is holding a JUUL device in her right hand. The background shows a kitchen with white cabinets and a window. The JUUL logo is visible in the bottom left corner of the image.

“My least favorite thing about smoking was the smell.”

**JUUL**

THE ALTERNATIVE FOR ADULT SMOKERS

39  
customer since Dec 2017

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TOBACCO AND SOCIETY





# ork Times

## Late Edition

**Today**, variably cloudy, a few showers, humid, high 76. **Tonight**, mostly cloudy, humid, low 68. **Tomorrow**, intermittent clouds, humid, high 76. Weather map appears on Page B10.

SEPTEMBER 13, 2018

\$3.00



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YORK TIMES

## *Growing Share Of U.S. Is Born On Foreign Soil*

*Level Is Highest Since  
1910, Census Finds*

By SABRINA TAVERNISE

WASHINGTON — The foreign-born population in the United States has reached its highest share since 1910, according to government data released Thursday, and the new arrivals are more likely to come from Asia and to have college degrees than those

## *F.D.A., ALARMED BY TEENAGE USE, TARGETS VAPING*

*RESPONSE TO 'EPIDEMIC'*

*Block Sales to Minors or  
Risk Ban on Flavors,  
Industry Is Told*

By SHEILA KAPLAN  
and JAN HOFFMAN

What's this?



A flash drive for my English project on PowerPoint

Awesome! Keep up the good grades son!



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lonelyscoop What's the big deal about teens getting nicotine addictions it's not cool

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WE AT THE FDA ARE  
VERY STRESSED OUT OVER  
E-CIGARETTES!!

JOINT?



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CHANA WIZARD, HERMAN

# THE GHOSTS OF CRISES PAST, PRESENT & FUTURE



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HOOKED...

VAPING LOBBY



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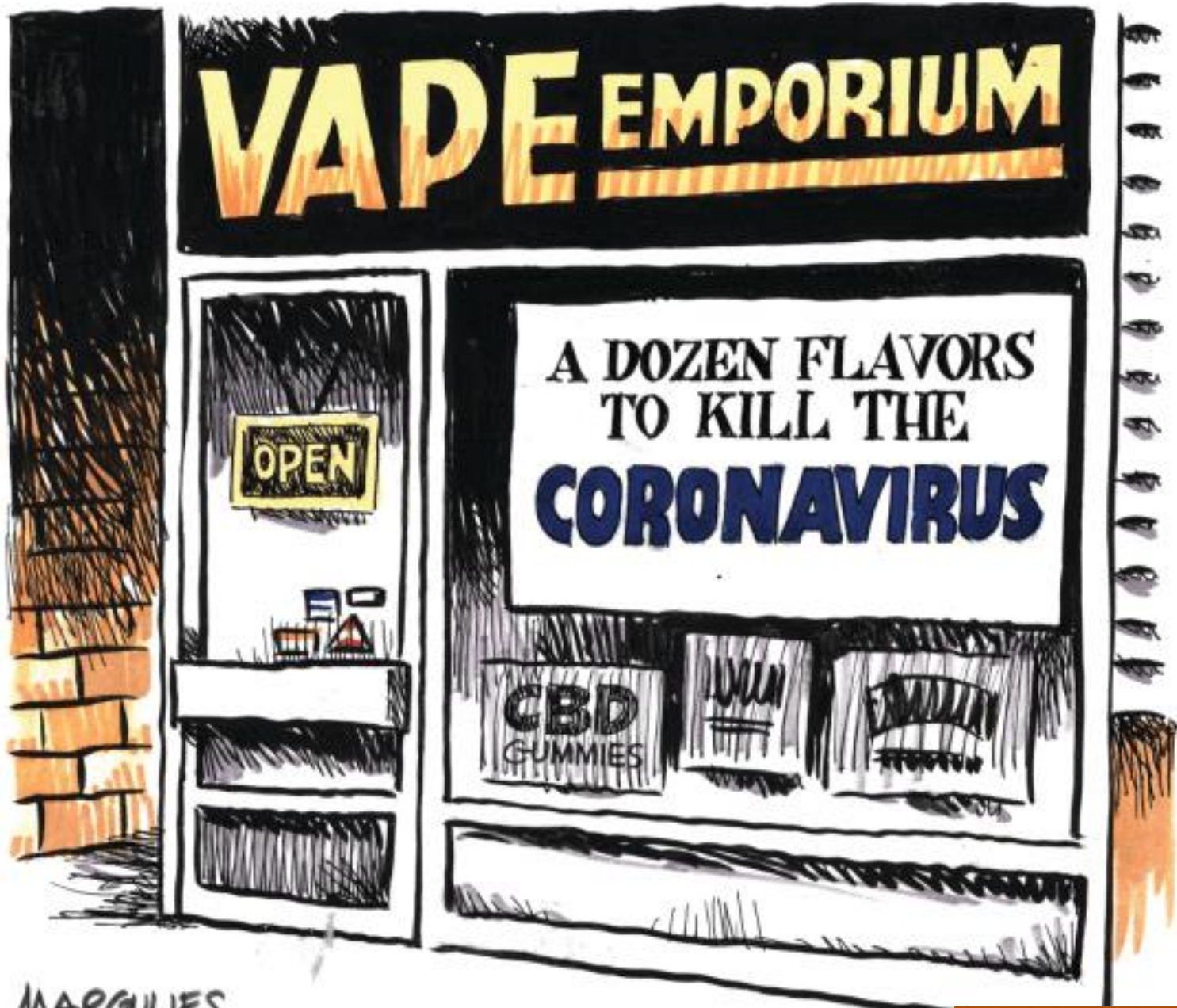
I DIDN'T KNOW  
VAPING COULD BE SO  
DANGEROUS!

I'M GOING TO A  
SAFER ALTERNATIVE...  
- CIGARETTES!



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**—Man, that's  
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**Camel**



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# Smoking makes the campus scene

## Study focuses on parties backed by tobacco industry

By Liz Szabo  
USA TODAY

College life has long provided young people with a smorgasbord of late-night diversions.

But now students have been flocking to bars, nightclubs and campus parties for a new kind of social event: tobacco-industry-sponsored parties, complete with complimentary cigarettes. A new study suggests these parties are a powerful marketing tool that encourages some to start smoking.

Nearly one in 10 college students have gone to an industry-sponsored party, according to an article in the January edition of the *American Journal of Public Health*. Students at all but one of 119 colleges surveyed have attended the parties. At some schools, 27% of students have attended tobacco bashes, which often include live music and freebies such as T-shirts.

Students who did not smoke before college were almost twice as likely to start if they attended industry-backed parties that included free cigarettes, the article said. The article was based on results from the Harvard School of Public Health College Alcohol Survey, for which nearly 11,000 students were interviewed in 2001. Although the study does not prove that such par-



By Jay L. Clendenin for USA TODAY

**Hazy days:** At some schools, 27% of kids have attended tobacco parties.

ties directly led people to smoke, the authors say there might be a strong link.

The findings should serve notice to college administrators, says Nancy Rigotti, director of the Tobacco Research and Treatment Center of Massachusetts General Hospital.

Tobacco-sponsored events aim to link smoking with alcohol, music and socializing, Rigotti says. Binge drinkers and marijuana users were more likely to attend these parties. The rate of cigarette smoking declined from 1993 to 2000 among all adults, except those ages 18 to 24,

according to the study. Researchers note that college students are the youngest legal target for tobacco marketing.

Tobacco companies agreed not to market to anyone under 18 as part of the 1998 Master Settlement Agreement with 46 state attorneys general. Tobacco companies have since shifted their marketing efforts toward brand-centered social events, Rigotti says.

"The tobacco industry is still clearly marketing to young adults as replacement smokers to replace the ones who die," Rigotti says.

David Howard, a spokesman for R.J. Reynolds Tobacco, says the company does not hold any promotional events on college campuses. The company does give away cigarettes at events at bars and nightclubs — which may be located near colleges — but only to smokers who can prove they are 21 or older.

Customers also must sign an agreement certifying that they are interested in the promotion.

"Brand-sponsored events are a very effective and responsible way for us to communicate with adult smokers," Howard says.

Dana Bolden, a spokesman for Philip Morris USA, says the company does not give out free cigarettes, and its events are open only to those with invitations who are over 21.

The American College Health Association suggests that colleges should consider the health of students as a priority.

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# The MARLBORO JOURNAL of MEDICINE

by Matt Bors

WITH HELP FROM  
ALAN BLUM, MD

JOB FAIRS. A TIME WHEN COLLEGE STUDENTS SPREAD THEIR WINGS AND EXPLORE CAREER OPTIONS.



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\* ACTUAL PHILIP MORRIS SALES SPEAK!

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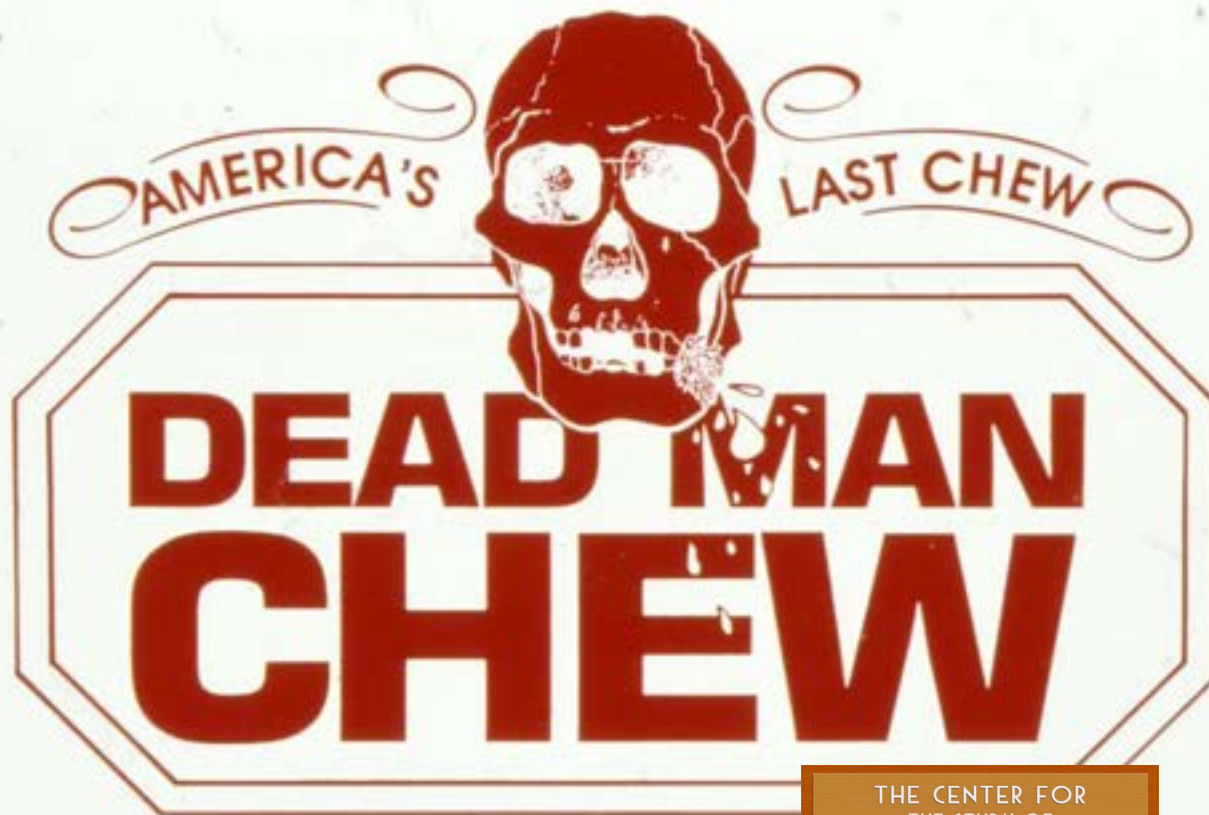
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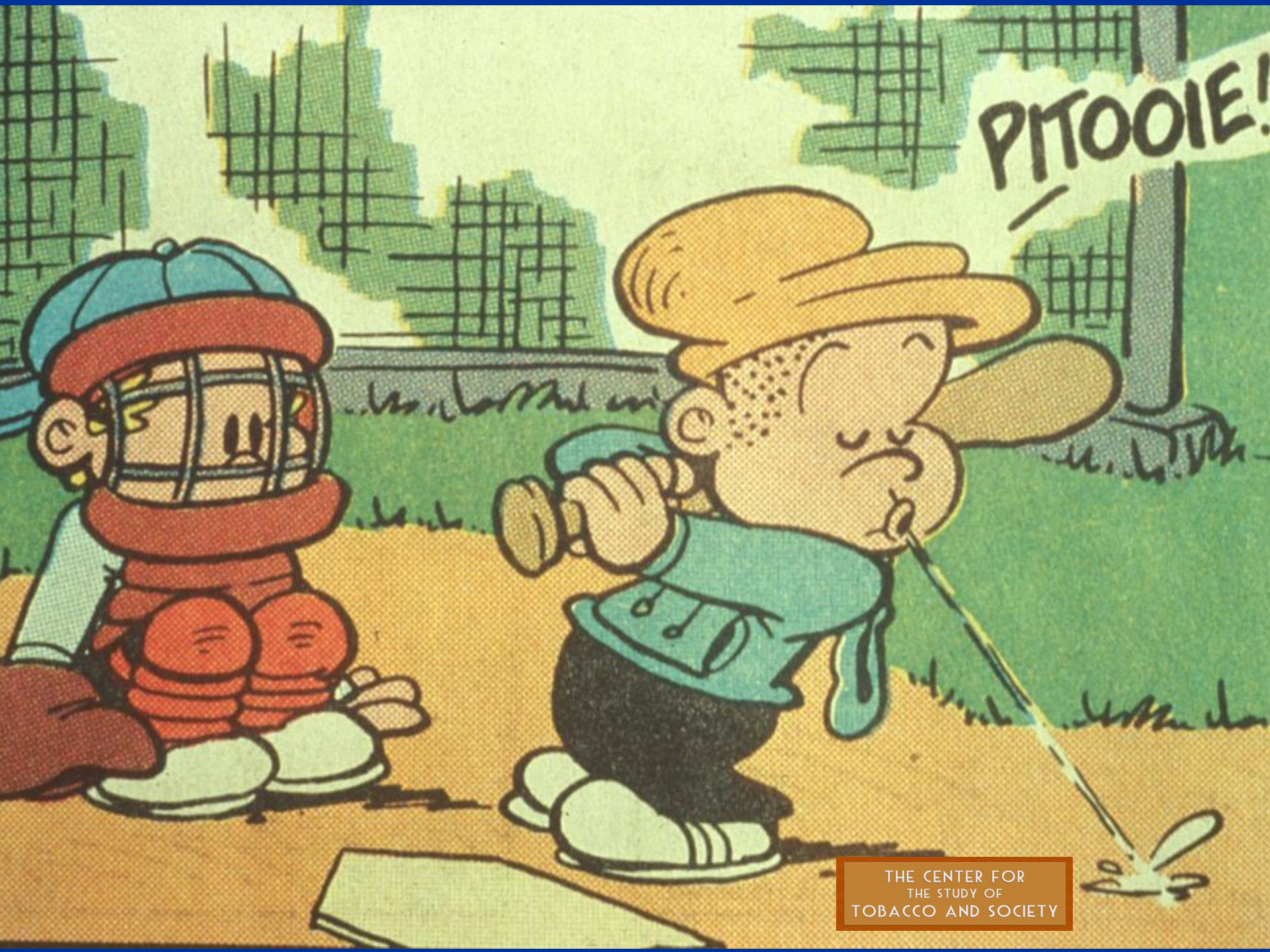
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