

RECEIVED JUL 17 1979

PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N. Y. 10017

JAMES C. BOWLING
SENIOR VICE PRESIDENT
ASSISTANT TO THE
CHAIRMAN OF THE BOARD

July 12, 1979

Bowling - 48
2-20-85
HSD

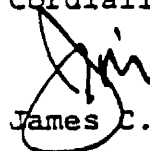
Dear Bill:

The people of Leo Burnett have sent us these copies of a new campaign for Allstate Insurance featuring their new "Healthy American Life Insurance Plan". As you of course know, these plans are based on a phony actuarial premise and are purely exploitive. Allstate would be the first major company to promote such a plan and that would be regrettable.

I think you, Panzer, Kastenbaum, et al should get together to consider a measure to get this one off. Please keep us posted and let us know if we can feed anything back to Burnett.

Best regards.

Cordially,



James C. Bowling

Mr. William Kloepfer, Jr.
Senior Vice President
The Tobacco Institute, Inc.
1776 K Street, NW
Washington, DC 20006

enc.

T0010372

ALLSTATE INSURANCE
HEALTHY AMERICAN PLAN
Req. No. 62688

June 28, 1979

ILLUSTRATION: MAN JUMPING IN SWIMMING POOL

HEADLINE: Are you a healthy American?

SUBHEAD: Announcing the Healthy American Plan from Allstate Life.
It can save you up to 5% on your life insurance.

COPY: Allstate Life believes if you're healthy, you should
pay less for life insurance.

We think it's only fair.

BOLD: Here's how you qualify.

If you don't smoke cigarettes, and if you work at keeping
healthy, we'll give you up to 5% off the price of our new life
insurance policy.

BOLD: An Allstate tradition

Just as Allstate introduced lower auto insurance rates for the
good driver, and helped you save money on Homeowner's Insurance,
now Allstate Life has created lower life insurance rates for
the Healthy American.

BOLD: How do you start?

Simple.

Just see your Allstate agent and ask for the Healthy American
Plan.

He'll work with you on the amount of protection you need. And
he'll show you how much money you can save.

T6016373

BOLD:

Start now.

Why pay more for other life insurance when you might be paying less with Allstate Life?

By all means, see your Allstate agent and look at our Healthy American Plan.

It takes care of you...if you take care of yourself.

LOGO:

Allstate
Life Insurance

TAG LINE:

Get in good hands with Life.

T0018374



Can you name the brand new
life insurance policy that gives
you 5% off just for being healthy?

Allstate's Healthy American Plan

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~~~~~  
~~~~~

Here's how you qualify

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~~~~~  
~~~~~

An Allstate tradition

~~~~~  
~~~~~  
~~~~~

How do you start?

~~~~~  
~~~~~  
~~~~~

Start saving now

~~~~~  
~~~~~  
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**Allstate**  
LIFE INSURANCE

You're in good hands for life

T0616375

ALLSTATE LIFE  
"FREEZE FRAME - SWIMMING"  
6/27/79 DR/jkh

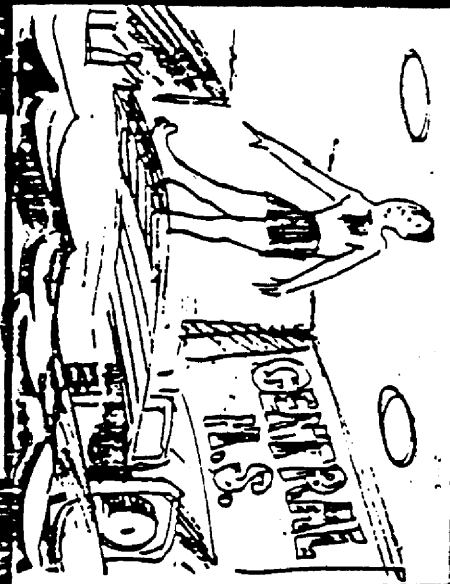
VIDEO

1. YOUNG FATHER ON DIVING BOARD IN HIGH SCHOOL SWIMMING POOL.
2. HE JUMPS.
3. FREEZE JUST AS HE HITS WATER.
4. UNFREEZE. SUPER: THE HEALTHY AMERICAN PLAN.
5. DISS TO OUR SWIMMER TALKING TO US.
6. HE CLIMBS FROM POOL.
7. WALKS OUT ON DIVING BOARD AGAIN.
8. DIVES. FREEZE!
9. UNFREEZE.  
SUPER: THE HEALTHY AMERICAN PLAN.
10. CONTINUE ACTION.
11. SUPER: ALLSTATE LIFE INSURANCE.  
GET IN GOOD HANDS FOR LIFE.

AUDIO

- ANNCR VO: Can you name the new life insurance policy that saves you money just for being healthy?  
Guess!  
It's the Healthy American Plan from Allstate Life.
- FATHER: (SYNC) Yep, Allstate.  
The folks who saved me money on Auto and Homeowners insurance now give me up to 5% on my life insurance ...  
'cause I don't smoke, and I work at keeping healthy.
- ANNCR VO: What's that new policy?  
The Healthy American Plan, from Allstate Life.  
See your Allstate agent,
- FATHER: (SYNC) Get in good hands for life!

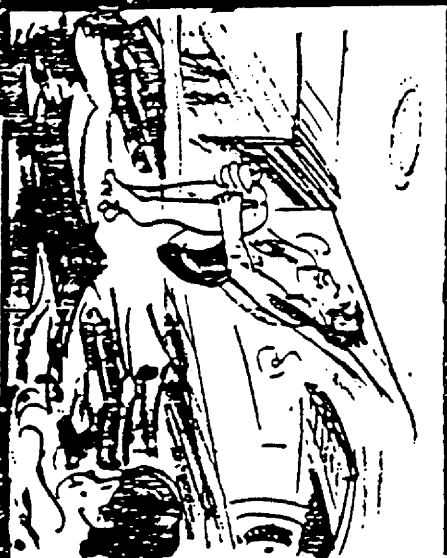
T6616376



1. WING LIPON IN THE CAR. (FROM A SERIES OF  
 THREE CARICATURES BY  
 JOHN GALT). See page 100 of the 1936 Government  
 Public Health Service Yearbook.



2. QUARTER, 1935. (BY HERB RAYBURN).  
 (FROM THE 1935 National American Film Film  
 Magazine 116).



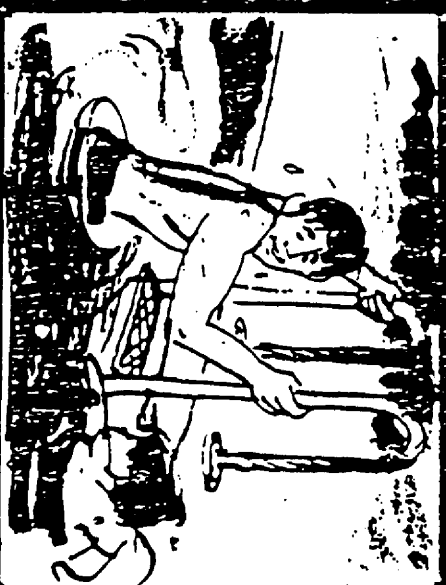
3. BY JOHN  
 GALT. Just for looking better!



4. JOHN GALT. (FROM A SERIES OF THREE)  
 (FROM GALT'S 'THE HEALTHY AMERICAN PLAN')

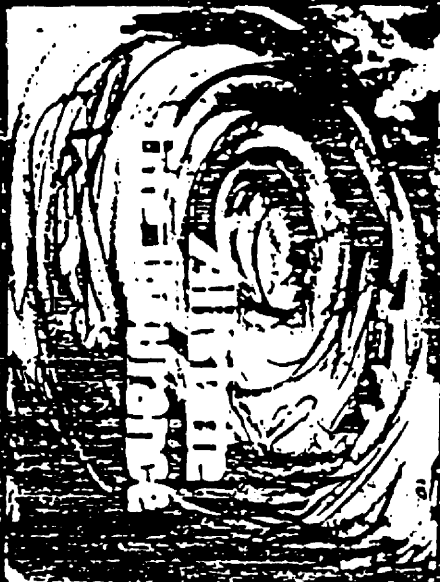


5. JOHN GALT. (FROM A SERIES OF THREE)  
 (FROM GALT'S 'THE HEALTHY AMERICAN PLAN')

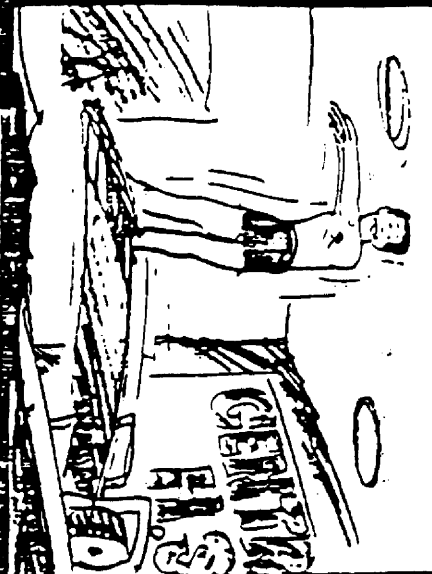


6. JOHN GALT. (FROM A SERIES OF THREE)  
 (FROM GALT'S 'THE HEALTHY AMERICAN PLAN')

10. **STITCHING MACHINE**  
Model: No. 1000  
Serial: 1000



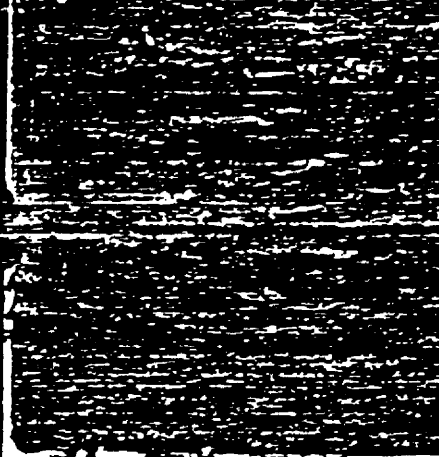
7. **WALKER**  
Model: No. 1000  
Serial: 1000



11. **WALKER**  
Model: No. 1000  
Serial: 1000



8. **WALKER**  
Model: No. 1000  
Serial: 1000



9. **WALKER**  
Model: No. 1000  
Serial: 1000

