

TOBACCO INDUSTRY SPONSORSHIP OF SPORTS:

A GROWING DEPENDENCY

ALAN BLUM, M.D.*

"Who, us? We're not us.
We're two other guys!"

--Laurel and Hardy
"Swiss Miss"

Presented to the Surgeon General
and the Interagency Committee on
Smoking and Health

October 27, 1988
Washington, D.C.

*Baylor College of Medicine
Department of Family Medicine
5510 Greenbriar
Houston, Texas 77005
713/798-7748

Introduction

The connection between tobacco and sports is not new. It is nearly as old as organized professional athletic competition itself. Not many years after the establishment of the National Baseball League, trading cards with pictures of the ballplayers made their debut in packages of cigarettes. Numerous brands of cigarettes and cigars have been named after sports themes, and one brand of plug tobacco, Bull Durham, advertised on outfield fences in baseball parks in the South, gave the name bullpen to the warm-up area behind the fence.

Opposition to the association between baseball and tobacco does not appear to have surfaced on many occasions over the years, but in 1911 the Sweet Caporal Cigarette Company acceded to the request of baseball star Honus Wagner to remove his picture from a tobacco trading card. (Only four are known to remain, each worth at least \$50,000.)

Sports appears to have become a frequent motif in cigarette advertising in the early decades of this century: tennis, golf, swimming, running, baseball, football, and skiing were frequently depicted as activities requiring a cigarette for enhanced performance and enjoyment. American Tobacco's slogan, "To keep a slender figure, reach for a Lucky instead of a sweet," was

accompanied by athletes and an artist's conception of the obese shadow they'd cast if they didn't smoke.

The era of endorsements by sports stars of various cigarettes began in the late 1920s, primarily with three brands, RJ Reynolds' Camels, American Tobacco's Lucky Strikes, and Liggett & Myers' Chesterfields. So close was the identity of a brand to the baseball team it sponsored that it is no exaggeration to note that in New York a Giant fan invariably smoked Chesterfields, a Yankee fan Camels (later Winston when the filter was introduced during a flurry of concern about smoking and health in the mid-1950s), and a Dodger fan Luckies. Individual stars like Lou Gherig, Joe DiMaggio, and Mickey Mantle were featured in advertisements for Camels, while Stan Musial, Ted Williams, and a fickle Joe DiMaggio promoted Chesterfields. These advertisements appeared in magazines, scorecards, and newspapers, as well as on billboards, the radio play-by-play, other radio shows, and later on television.

It is important to note that at the same time and through the mid-1950s cigarette brands were promoted at meetings of the American Medical Association and other health organizations via scientific exhibits that sought to demonstrate the alleged benefits of one brand over another. Thus one cannot easily fault athletes or sports commissioners of the era for failing to prevent the association between smoking and athletic performance

"CAMELS DON'T GET YOUR WIND" FAMOUS ATHLETES AGREE



(LEFT)
DIVER, Harold ("Dutch") Smith says: "After a meet, a Camel restores my energy. And what's equally important to me—Camels never affect my endurance or interfere with my wind."

(RIGHT)
TRACK STAR, James Bausch reports: "Camels are so mild they don't get my wind or cut down my endurance. And Camel is a better-tasting cigarette; always rich and mellow."



(LEFT)
SLUGGER, Lou Gehrig says: "For steady smoking I pick Camels. They never get my wind or my nerves. Those costly tobaccos sure show up in Camel's mildness and flavor."



(RIGHT)
SWIMMER, Buster Crabbe says: "Camels are mild. They never jangle your nerves or get your wind. And the Camel flavor is so rich and smooth! I'd walk a mile for a Camel!"



(LEFT)
GOLFER, Tommy Armour: "I've smoked Camels for years, without curing n y wind—convincing evidence that Camels are mild. And I often smoke a Camel to get a 'lift.'"

(RIGHT)
SWIMMER, Josephine McKim, "is always to choose a Camel. Camels are such a mild cigarette. They never bother my wind."



(RIGHT)
FAMOUS OUTFIELDER, Mel Ott, of the Giants, says: "I smoke all I want and yet keep in good 'condition,' with plenty of endurance and wind, because I smoke Camels."



(LEFT)
SWIMMER, Susan Vile says: "I've discovered the Camels are mild. They don't cut down my wind or upset my nerves. An Camels are so full of de lighful, smooth taste."



(RIGHT)
TENNIS ACE, Bill Tilden: "I must keep in 'condition.' I smoke Camels, the mild cigarette. They don't get my wind or upset my nerves. And I never tire of their smooth, rich taste."



(LEFT)
STAR WOMAN GOLFER, Helen Hicks, "And Camels do not affect my nerve or my wind, either."



(RIGHT)
GOLF CHAMPION, Gene Sarazen says: "Playing as much as I do, I have to keep in 'condition.' I smoke Camels. They are so mild they never get my wind—never upset my nerves."



JANE FAUNTZ, Olympic Swimming and Diving Star. "Since I started smoking, I have always smoked Camels," says Miss Fauntz. "They do not get my wind or jangle my nerves." Other champions agree as to the mildness of Camels...their fragrance and flavor...their good taste. Athletes say Camels don't stay their nerves or get their wind.



(LEFT)
DIVER, Pete Desjardins: "I prefer Camels—they are so mild, I can smoke as many as I like and still keep my wind in condition. Camels taste better—richer and smoother."

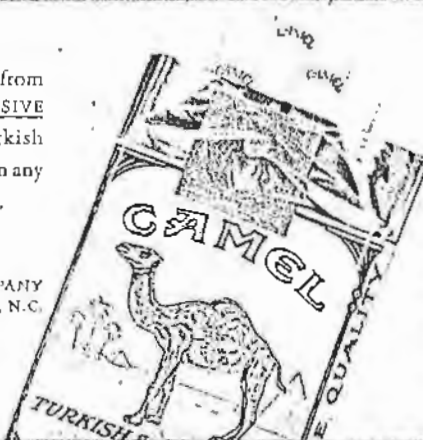
SO MILD YOU CAN SMOKE ALL YOU WANT!



FAMOUS ATHLETES APPROVE CAMELS, SO THEY MUST HAVE REAL MILDNESS. THEY ARE GENTLE TO MY THROAT, AND WHEN I'M TIRED I GET A 'LIFT' WITH A CAMEL!

● Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

(Signed)
R. J. REYNOLDS
TOBACCO COMPANY
Winston-Salem, N.C.



I FOLLOW TILDEN, SARAZEN, GEHRIG, AND THE OTHER SPORTS STARS IN SMOKING CAMELS I SMOKE CAMELS STEADILY. THEY NEVER GET MY WIND.

when the medical leadership itself was virtually silent on the subject.

Some restrictions were instituted by major league baseball and by the tobacco companies themselves in the 1950s and 1960s, such as not to depict players in uniform and later not to show athletes of any kind in cigarette advertisements. Nonetheless, the fact remains that for all practical purposes the dramatic growth of tobacco sponsorship of sports began in each country around the world at approximately the same time restrictions were announced by the government or the manufacturers themselves (seldom by broadcasting companies) on tobacco advertising on television and radio. Since such restrictions were not strenuously opposed by tobacco companies (and in many instances were volunteered by the industry itself), it could be conjectured that market research had shown that more sophisticated and effective forms of advertising existed that avoided having to place written or spoken health warnings and that might not even be construed as cigarette advertising at all.

Around the world various countries have been grappling with the issue of tobacco sponsorship of sports for a decade or more. In particular, the United Kingdom, New Zealand, Australia, and Canada have been impelled by anti-smoking organizations to make it the subject of national debate. France, Iceland, West Germany, French Polynesia, Bolivia, Ireland, and most recently Canada and

the Australian state of Victoria have passed legislation restricting or entirely prohibiting tobacco sponsorship of sports.

What is new in this country is that very gradually over the past decade a comparative handful of health professionals and organizations have begun to realize that tobacco sponsorship of sports appears to be a more effective vehicle than overt cigarette advertising for reaching young and old alike, and has effectively undermined the intent of the broadcast ban on tobacco promotion, not to mention the low-budget anti-smoking education efforts of government health agencies and other health organizations and individuals.

The meeting of the Surgeon General's Interagency Committee on Smoking and Health to consider the subject of sports sponsorship and tobacco is the result of specific requests to the Surgeon General in the spring of 1988 and to the director of the Office on Smoking and Health to address this situation. The holding of the meeting, the first such conference on this topic in the United States, is an acknowledgment of a growing concern that tobacco use is becoming even more synonymous with sports than ever before and that tobacco companies and sporting organizations are developing more synergistic and even symbiotic relationships.

In the past decade sports has burgeoned to become one of the largest businesses in the United States and around the world. In the US alone, the sports business in all its forms from the making of athletic equipment and clothing to the promotion of professional and amateur competitions has been estimated to be \$47.2 billion, rivalling the economy generated by the very largest industries. The appearance in 1983 of a weekly column in The Wall Street Journal, entitled KENT Sports Business (sponsored by Loews' KENT cigarette brand) heralded the growing involvement by corporations in the new advertising vehicle of sports sponsorship. Since 1986 two publications devoted entirely to the business of sports have debuted. Sports inc is a weekly published by Times-Mirror, parent company of the Los Angeles Times, and Sports Marketing News is a fortnightly published by a marketing company.

The United States accounts for more than half the \$2 billion now spent worldwide on sports sponsorship each year. Taking into consideration the widely accepted formula for three additional advertising dollars spent for every dollar invested in promotion, sports sponsorship produces a \$4 billion kitty. Tobacco, alcohol and automobile makers are the leading sponsors, and if legitimate, over television advertising expenditure is not included in the total, the tobacco conglomerates Philip Morris and RJR-Nabisco (formerly RJ Reynolds Tobacco) are the top sports sponsors. Nor should it be underestimated that these are indeed

primarily tobacco companies. For while cigarette sales now account for 53% of Philip Morris' revenues (and 40% of RJR-Nabisco), they provide more than 83% and 70%, respectively, of the profit of these companies.

Baseball

In recent years abuse of illegal drugs, alcohol, and medications among athletes has received widespread attention in the mass media. Highly publicized suspensions and expulsions from Major League Baseball (MLB), the National Basketball Association (NBA), the National Football League (NFL), and and the Olympic Games have served notice of a get-tough no-nonsense approach to drug use.

Baseball Commissioner Peter Ueberroth and the players' association have taken credit for developing unprecedented programs to help detect and treat drug abuse. But like other pro sports, baseball may be trying to have it both ways, trumpeting anti-drug campaigns while collaborating on promotional efforts with tobacco and alcohol companies.

The extensive sponsorship of baseball broadcasts by breweries and the presence of cigarette billboards and other tobacco company promotions cannot do other than to perpetuate the hypocritical notion that cigarettes and beer are not really drugs.

Thirteen baseball stadiums, many supported by public tax money, have prominent billboards for Philip Morris' Marlboro cigarettes; nine carry giant signs for R.J. Reynolds' Winston brand.

Alan Blum, M.D. - Tobacco and Sports

In a letter written in 1985 to American League president Bobby Brown, the cardiologist and former infielder for the New York Yankees was asked whether such advertising was appropriate for a sport that urges parents to take their children out to the ballpark. Dr. Brown was asked whether pressure could be brought to bear on the tobacco companies, which claim they aim their advertising only at adults, to substitute billboards for any of their non-tobacco products. In his reply, Dr. Brown wrote the following:

"As a physician I am quite familiar with all of the health hazards associated with cigarette smoking, dipping snuff, and excess alcohol intake. We do have a real problem however in controlling the advertisement for these products because the consumption of alcohol and the use of tobacco and snuff are legally permitted...

"Some of the advertising of these products on television and radio as well as billboards or signs in the ballparks are not under the control of the individual clubs. Baseball is not anxious to encourage any health hazard, but at the same time is forced to recognize an individual's rights to indulge in certain practices if legal.

"This is an ongoing problem, however, that we will continue to address."

Dr. Brown may have overlooked the fact that some baseball teams, such as the St. Louis Cardinals, are owned by breweries, which have not condoned advertising for a competing company in their stadiums, some of which are supported by taxpayer funds. And for years, until well into the 1960s, tobacco companies flouted the rule in existence from before 1950 against players in uniform advertising cigarettes, by merely posing the players in street

clothes lighting up outside the stadium or with the playing field as a backdrop.

Through billboards picked up at key camera angles on television, the tobacco companies have found a way to juxtapose their cigarette brands with the athletes--without even having to pay an endorsement fee.

Some of the best TV camera angles--the runner leading off first base in Shea Stadium, for example--pick up a huge billboard for Marlboro in the background. Dozens of such images, totaling several minutes, occur during each telecast, in violation of the law against showing cigarette advertising on television. The health warnings, difficult enough to read at the ballpark, are invisible on the TV screen.

If baseball officials and strong-willed owners such as George Steinbrenner of the Yankees wanted the cigarette advertisement removed, the ads would be gone. Further evidence of baseball's acquiescence in the promotion of tobacco is seen in the licensing of a St. Louis company to market the Official Major League Baseball Disposable Cigarette Lighter, packaging for which includes the insignia for Dr. Brown's American League and other official logos of the sport.

Another promotion that was certainly not opposed by Major League Baseball was the United States Tobacco Company's (UST)

Alan Blum, M.D. - Tobacco and Sports

"Skoal Pinch Hitter of the Year," a play on the Skoal snuff slogan, "A pinch is all it takes." In 1984 New York State Attorney General Robert Abrams attempted to mitigate the effect of a US Tobacco promotion at Yankee Stadium. The company was forced to place a conspicuous sticker on the wrapping of giveaway tote bags saying that the slogan, "Take a pinch instead of a puff," did not mean that using smokeless tobacco was a safe alternative to smoking.

UST president Nick Buoniconti, who was a linebacker for the Miami Dolphins, echoes cigarette manufacturers by insisting that there is no health hazard in the use of smokeless or spitting tobacco. The Surgeon General's report on this product comes to the opposite conclusion. And according to the National Institutes of Health, nearly a third of the 10 million users of smokeless tobacco are under 21.

The public silence of Major League Baseball's officials on the promotion of tobacco through their sport must be contrasted with the efforts of former Boston Red Sox pitcher Jim Lonborg. Now a dentist, Lonborg, enlisted by Dr. Greg Connolly, successfully lobbied to have warning labels placed on all packages and advertisement for smokeless tobacco in Massachusetts.

S M O K E
BETWEEN THE ACTS



LITTLE CIGARS
The finest little smoke
ever produced—
In the handiest pocket package
ever devised



15c Package
of 10

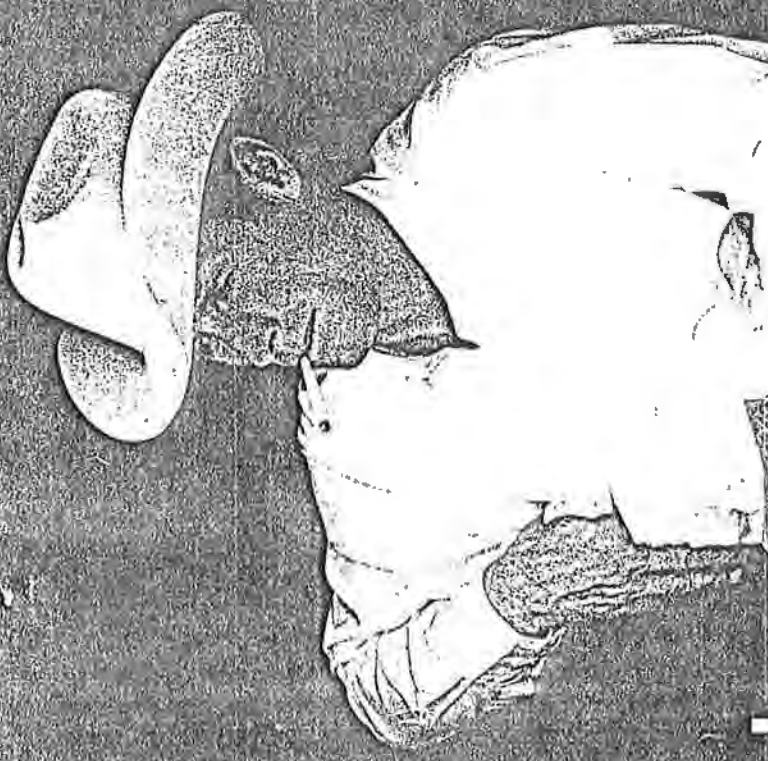
17. Thomas, p.	20. McQuaid, p.	23. Adams, i. f.	26. Paschal, o. f.	Coaches Chas. O'Leary Fred. Merkle	Manager Miller Huggins
18. Braxton, p.	21. Bengough, c.	24. Ward, i. f.			
19. Beall, p.	22. Gazella, i. f.	25. Carlyle, o. f.			

NEW YORK		1	2	3	4	5	6	7	8	9	10	AB	R	LB	SH	PO	A	E
1. Combs	c. f.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
2. Koenig	s. s.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
3. Ruth	r. f.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
4. Meusel	l. f.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
5. Gehrig	1 b.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
6. Lazzeri	2 b.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
7. Dugan	3 b.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
8. Severeid	} c.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
9. Collins		◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
10. Pennock	} p.	◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
11. Ruether		◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
12. Shocker		◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
14. Hoyt		◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
15. Jones		◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							
16. Shawkey		◇	◇	◇	◇	◇	◇	◇	◇	◇	◇							

UMPIRES
T. H. Connally
George Hildebrand

Earned Runs Two-Base Hits Three-Base Hits Home Runs Passed Balls Wild Pitches
Bases on Balls Bases on Hit by Pitched Ball Struck Out Left on Bases Double Plays Time

A hit!
Chesterfield
CIGARETTES
— they



Marlboro



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

RED SOX



1988

FENWAY PARK

FIRST EDITION

OFFICIAL \$1.50
SCOREBOOK
MAGAZINE * 07 Sales T.

Official Program

The

ASTROS

BOB KNEPPER
Back On Track

BASEBALL JARGON
"Holy Toledo,
What Did He Say?"

GENE CLINES
Puttin' On The Hits

STEVE HENDERSON
Living Out A Dream

**BASEBALL
MEMORABILIA**
A Valuable Hobby

10010

THE SKOAL MAN

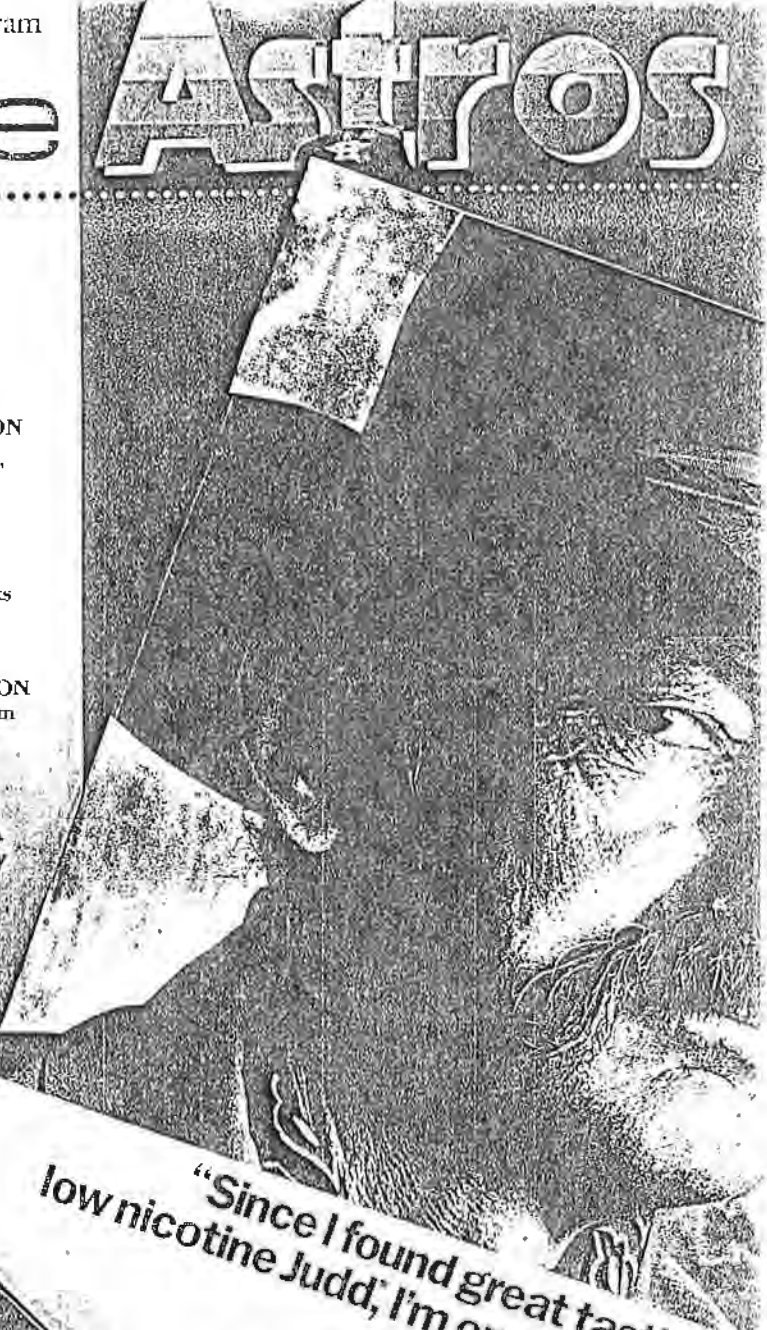
*There's a tobacco that's right for the way he lives.
Easy-going Skoal Long Cut.*

*Easy to use.
Four great flavors.
Enjoy tobacco without the harsh cut.*



"Since I found great tasting,
low nicotine Judd, I'm one happy cow!"

...ing some pretty tough customers.



Marlboro Sports Calendar

World Series, October 15, 1988

October Events

EVENT	DATES	LOCATION	TELEVISION SCHEDULE
 Baseball Playoffs Begin	Oct. 4	To be decided	TUES, Oct. 4, 8:00 PM, ABC
 Pro Ice Hockey/ NHL Season Opens	Oct. 6	United States and Canada	Check Local Cable Listings
 College Football/ Oklahoma vs. Texas	Oct. 8	Dallas, Texas	Check Local Listings
 Horse Racing/ Jockey Club Gold Cup	Oct. 8	Elmont, New York	SAT, Oct. 8, 3:00 PM, ESPN
 Pro Football/ NY Giants vs. Philadelphia	Oct. 10	Philadelphia, Pennsylvania	MON, Oct. 10, 9:00 PM, ABC
 World Series/ Opening Game	Oct. 15	To be decided	SAT, Oct. 15, 3:00 PM, NBC
 College Football/ Miami vs. Notre Dame	Oct. 15	South Bend, Indiana	Check Local Listings
 Running/ The Mercedes Mile on Fifth Avenue	Oct. 15	Manhattan, New York	SAT, Oct. 15, 2:00 PM, CBS
 Auto Racing/ CART Champion Spark Plug 300 km	Oct. 16	Monterey, California	SUN, Oct. 16, 4:30 PM, ESPN
 College Football/ Penn State vs. Alabama	Oct. 22	Birmingham, Alabama	Check Local Listings
 Pro Football/ San Francisco vs. Chicago	Oct. 24	Chicago, Illinois	MON, Oct. 24, 9:00 PM, ABC
 Pro Football/ Washington vs. Houston	Oct. 30	Houston, Texas	SUN, Oct. 30, 8:00 PM, ESPN
 Pro Football/ Denver vs. Indianapolis	Oct. 31	Indianapolis, Indiana	MON, Oct. 31, 9:00 PM, ABC

Events and broadcast schedules subject to change. Check local television listing. Most listings are E.D.T.

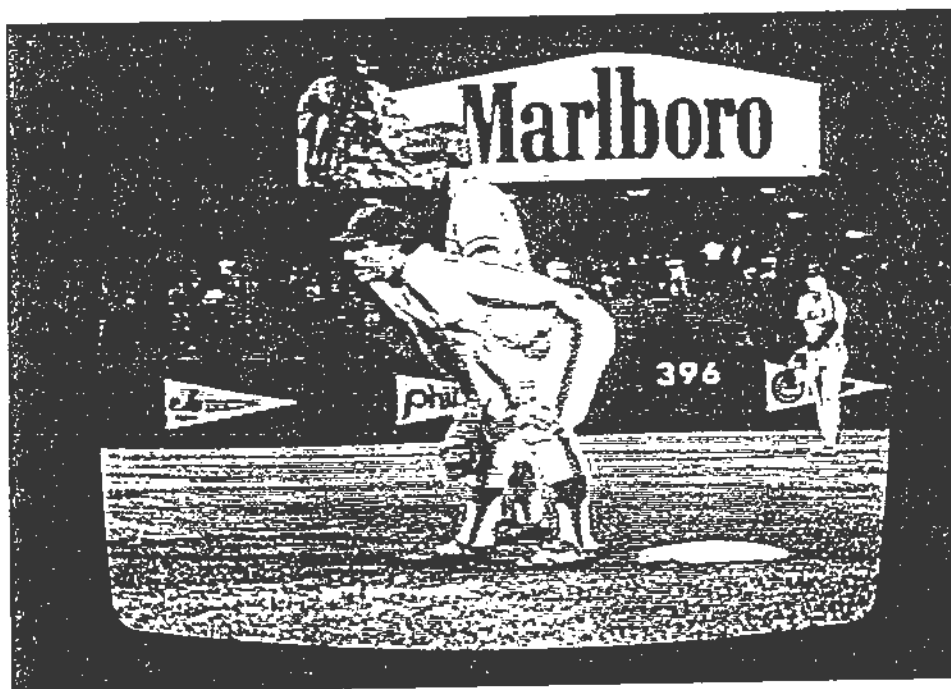
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

© 1988 Philip Morris Inc.

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



Presented by Philip Morris Inc.



Soccer

Soccer may represent the most significant prospective effort by tobacco companies to associate cigarettes with vigorous athletic performance. The World Cup soccer championship is the single biggest spectator event on earth, and selection in 1988 of the United States as the host of the 1994 World Cup, which automatically qualifies the host country for a berth, may change the face of American sports. The 12 corporations financing the successful US bid for the World Cup now have longterm sponsorship deals with the Federation Internationale de Football Association (FIFA), soccer's ruling body, and will now attempt to give soccer a new status equal with other major sports. The most visible sponsor thus far is Philip Morris, whose Marlboro cigarette brand is becoming increasingly associated with soccer.

The world's most popular sport has long had financial ties with tobacco companies in several countries. In New Zealand, for example, Rothmans has supported national soccer programs for more than a quarter of a century. The advent of satellite television, the expansion of multinational conglomerates, and the increase in attempts to promote brandnames to a global population have made soccer an ideal focus for advertisers of mass consumer products.

In the United States, the commercial and popular success of soccer has proved elusive, apart from a brief period more than a decade ago. In 1975, the New York Cosmos, a team owned by the

entertainment conglomerate Warner Communications, signed Brazilian soccer star Pele and played to packed stadiums. Since then there has not been a profitable outdoor professional soccer league, and the Major Indoor Soccer League, playing a modified version of the sport, has been deep in the red and struggling to survive. In 1988 the American Soccer League, a new professional outdoor league consisting of ten Eastern teams, survived its first season on a shoestring budget.

But even if professional soccer has had difficulty catching on in the United States, there is another reason why involvement by the tobacco industry in the 1994 World Cup is a shrewd decision that appears headed for a big payoff in the US. For while professional soccer may have stagnated as a spectator sport in this country, soccer has become the fastest growing participant sport in the United States. Total participation has grown more than 80% in the past decade to nearly 10 million, with most new participants in the under-19 age group. According to the National Sporting Goods Association, 2.6 million children ages 7 to 11 now play soccer, double the number who play football. In spite of fiscal cutbacks in high school sports programs, the number of boys' soccer teams has risen from 4454 in 1983 to 5980 in 1987; the number of girls' teams has shot up even more dramatically, from 2030 in 1983 to 3422 less than five years later.

Around the world the telecast of the World Cup, a one-month long quadrennial tournament involving 24 national teams and 52 games, drew a television audience of 10 billion in 1982 and 12.5 billion in 1986. An average of 230 million viewers watched each of the 52 games of the last World Cup in Mexico City, and more than three times that number watched the final game. This is by far the world's largest television audience for any activity. By comparison, the Super Bowl's world viewership now exceeds 150 million, and the opening ceremony of the Olympic Games in 1980 was seen by 300 million, or 33% less than the World Cup final game two years later. Thirty million more people saw that game than saw Prince Charles marry Lady Diana, and 65 million more than saw the launch of the first Space Shuttle. A promotional brochure touting the advantages of sponsorship of the World Cup cited the example of Cinzano. Traditionally regarded as a woman's drink, the product, exposed to the young male viewers of the World Cup ("an unexploited sector of the market") changed its image and reached vast numbers of potential new customers.

Until 1986 the World Cup was in large part supported by the government of the host country. It is now financed entirely by private interests. Now that the US has been selected as host country for 1994, various cities will vie to hold games in their stadiums. These include Philadelphia, Washington, Orlando, Dallas, Tampa, Miami, Kansas City, Chicago, Los Angeles, Las Vegas, Seattle, and others. If the United States team can earn a slot in the 1990 World Cup in Italy, it will ease the way for

corporations to tie in their products even sooner than they had hoped.

In Mexico City RJ Reynolds' Camel cigarettes was one of the four major advertisers, each of which had four 7 x 1 meter billboards on the perimeter of the field in each of the various stadiums. The cigarette brand logo was visible throughout the games both to the crowd and the global television audience. Reynolds was a founding member of the first Intersoccer 4 Package, a world advertising opportunity created by ISL Marketing, a Swiss firm that controls sponsorship of the World Cup. This is how the company describes the value of soccer marketing:

In this age of global communication, sophisticated technology, intense competition, boredom and mental stress under the pressure of work, an ever more important part of our daily lives is being played by leisure and entertainment.

Sport has become the answer for millions, as participants or as spectators. Football [soccer] is the supreme spectator sport. Throughout the world it fascinates and motivates millions of people, attracts the biggest television audiences ever recorded, and is played by more people than any other sport on earth. Its sociological and political impact is enormous.

The 1990 World Cup is expected to draw a viewership of 26 billion in 125 countries. Philip Morris has lost no time in associating its Marlboro brand with soccer. In addition the company may well be using soccer as a unifying, reinforcing, promotional theme in advertising for a variety of its non-tobacco products. For instance, a 1987 promotion for Philip Morris' TANG

orange drink featured Pele, who was identified as captain of the TANG Soccer Team. Children were encouraged to send for a membership card, iron-on patches, posters and discount coupons for soccer equipment. And when the children turned on the Spanish cable television network to watch its weekly soccer telecast in the spring of 1988, they could see Pele, surrounded by Marlboro logos, at the Marlboro Soccer Cup (Campeonato de Copa Marlboro). According to Pele's attorney, the soccer star was outraged and felt he had been duped into appearing at the game, since he has always insisted in his contracts that he will not promote tobacco or alcohol products. It would be stretching credulity to suggest that Philip Morris was unaware of Pele's appearance at the Marlboro Soccer Cup; and it is clear that the company made no attempt to disassociate this hero to children, teenagers, and young men from the context of its cigarette promotion. The Marlboro Cup was created in 1987 as a four-country tournament showcasing teams from Latin America. In 1988 the Marlboro Cup was expanded to San Antonio, Los Angeles, and New York, all cities with large Hispanic populations.

The Marlboro Soccer Cup telecasts run for approximately one hour and forty-five minutes, including commercial breaks. Because of Marlboro signs placed around the entire perimeter of the field (interrupted only by advertisements for Philip Morris' Lite Beer and a handful of other products), it is hardly an exaggeration to suggest that the televised game is a veritable continuous Marlboro commercial. Rather than attempt to tabulate the length of time the cigarette name appears on camera or is

mentioned by the announcers, it would be easier to compute the time that Marlboro is not seen. Marlboro was also the sponsor of amateur leagues in Florida, whose players wore Marlboro jerseys. As a way to attract publicity for the US bid for the World Cup, Philip Morris created a 16-foot diameter "petition" in the shape of a soccer ball (with the familiar red and white Marlboro colors) that was rolled to more than 16 cities. The company also paid for the visit of the site inspection team from FIFA. In all, Philip Morris spent over \$3 million on its soccer promotions in 1988, estimates the sports business publication Sports inc.

Joining Philip Morris in the effort to target Spanish-speaking fans, RJ Reynolds Tobacco USA has established the Camel Challenge Series to determine what it calls the North American soccer championship team. Reynolds does not comment on why it is going after the Hispanic market in this way, beyond a general statement that "it is an important part of the smoking population." Sports Marketing News estimates that the tobacco company spent between \$500,000 and \$1 million in 1988 to promote a six-city competition in San Antonio and Southern California featuring national Olympic teams, top clubs from Latin America, and amateur Hispanic-American teams. In the early 1980s Reynolds had sponsored what it called Team America, which was promoted in association with its Winston cigarette brand; the tobacco company also financed an abortive US bid for the 1986 World Cup that employed the services of former Secretary of State Henry Kissinger. As sponsor of indoor soccer over the years, the

company has presented halftime contests for children that involve kicking a soccer ball through the "o" in a Winston banner.

The belated and even reluctant response of health professionals, agencies, and organizations to the gradual takeover of sports by tobacco sponsors makes it extremely difficult to imagine that there can be much progress to reverse the trend. There seems to be an almost morbid fear of offending anyone or any organization related to sports. Thus it is that health professionals educate about the adverse effects of smoking on athletic performance but have failed to monitor, comprehend, and communicate the degree to which tobacco manufacturers go about their jobs of increasing the number of young people who smoke. In contrast to tobacco company employees and advertising agency hirelings whose jobs depend on selling more cigarettes, the jobs of few if any health professionals depend on there being a decline in tobacco consumption.

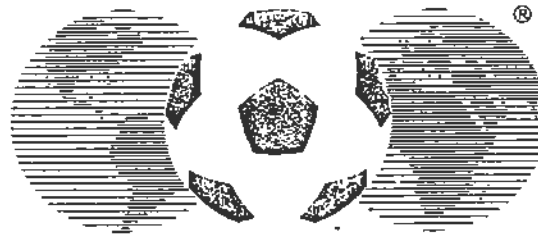
At this point, with contracts doubtless signed with Philip Morris for the 1994 World Cup, there would appear to be little that can be done to stop the dissemination of tobacco industry involvement in soccer. One strategy that has not been tried is to publicize the names of the handful of individuals in the sport of soccer who are responsible for the way in which the World Cup is financed and sponsorships are sought and approved. While it may well be that the soccer officials courted and now covet Philip Morris' financial support (the cost of a major advertiser

at the 1990 games is estimated at \$15 million for the four billboards at key camera angles), they could be convinced by a concerted drive by parents, players, and coaches to modify the tobacco-soccer tie. Working from the grassroots level with children and teenagers, it may also be possible to generate a groundswell of support for abandoning tobacco's presence in soccer. By reading the sports business press, one can learn about potential co-sponsors of soccer and can then organize letters and calls to these companies urging them not to buy into a tobacco sport. Counteradvertising must be purchased at some point.

A spokeswoman for the United States Soccer Federation (USSF) acknowledged that Marlboro is a sponsor of events sanctioned by the USSF. Asked if the presence of a tobacco sponsor at soccer matches was a concern in view of the efforts by the USSF to build interest in the sport among children and teenagers, the spokeswoman responded, "It is and it has been talked about and discussed at length. We don't have a policy set. We do participate in events sponsored by Marlboro. The only thing we are very careful of is that it is not used as a child's thing. It's like Anheuser-Busch [brewer]. We don't want that sponsoring the kids. We do not allow the under-16 and under-14 teams to play in events sponsored by Marlboro. I'm not certain about the under-20 team."

The four individuals who hold the key to the future of the sport in the United States are the following: Werner Fricker, President of the US Soccer Federation, who is CEO, Fricker Corp, Horsham, PA (USSF, Olympic Training Center, 1750 E. Boulder Street, Colorado Springs, CO 80909. Tel: 719-578-4678); Dr. Joao Havelange, president of FIFA, who is also president of the Brazilian bus company; Guillermo Canedo, FIFA Vice-President and a Mexican broadcaster (FIFA, PO Box 85, 8030 Zurich 30, Switzerland); and Paul Stiehl, Executive Director, World Cup USA 1994 (1413 K Street NW, Suite 900, Washington, D.C. 20005. Tel: 202-842-1994).

CAMEL
OFFICIAL SPONSOR
WORLD CUP



MEXICO 86

© SPORT-BILLY PRODUCTIONS 1984

CAMEL

WORLD CUP '86
Pocket Guide



SOCCER

REPRINTED FROM
TIME
FOR ISL MARKETING

Bringing messages to millions



World Cup Final '82. Almost 450 million people saw Italy's Marco Tardelli score.

A further insight into the role of soccer as the global communicator

Two years after claiming a worldwide television audience of 450 millions for the 1982 World Cup Final in Madrid, soccer, the most universal of all sports, reaches another highlight in June. The European Championship in France will cast its spell over millions of TV viewers throughout the Old Continent.

Soccer has a hold on a participating and tele-viewing public far beyond its birthplace, extending its message worldwide and making it the marketer's medium par excellence.

This special advertising section previews the big event in France next month and shows what makes more and more of the world's top companies believe in soccer as the global communicator.

One World, one brand

Customers everywhere are developing similar preferences and wants. Theodore Levitt of the Harvard Business School notes a universal desire for the best quality and reliability at the lowest prices. Thanks to developments in technology, people everywhere have heard about or seen the world's most advanced products and because of this, global marketing strategy has become a powerful new weapon.

The video tape-recorder market, for example, took off simultaneously in Japan, the United States and Europe, and is spreading to other parts of the world.

Such examples show that companies facing global markets should take advantage of the emerging homogenization in customer demand across countries. Reduced costs and prices and improved quality and reliability will attract customers anywhere in the world despite standardization of products.

A global company faces a tough challenge. While adapting itself to differing customs and

business methods in each country, it must also integrate and co-ordinate its activities on a worldwide basis. A company that can achieve both *simultaneously* will eventually find itself in the fast lane in the race for global markets.

Some lessons from the past can help. Fuji, Camel and Coca-Cola used marketing to homogenize worldwide demand for camera film, American cigarettes and carbonated soft drinks, respectively. JVC, Canon and Seiko achieved global status via technological advancement. All have done it by enhancing their brand recognition and corporate reputation through the use of international sport.

The new rule in global competition is clear. Companies taking the initiative reap handsome rewards and put their competitors on the defensive. Those who respond too late or too slowly may fall by the wayside.

Professor Hirotaka Takeuchi,
Hitotsubashi University, Tokyo
Harvard Business School.

Motor Racing

Through its Winston and Camel cigarette brands, RJ Reynolds has become the principal sponsor of automobile and motorcycle racing in the United States. Since 1971 the company has sponsored several entire categories of racing, including the NASCAR Winston Cup Auto Racing Circuit of 29 races and Camel GT Series Auto Racing. A minimum estimate of its sponsorship outlay is \$30 million a year. In addition, many of the advertising campaigns for RJR-Nabisco products have been tied to the theme of motor racing, including Hawaiian Punch (the company races a car under this brand), Del Monte, and the cigarette brands Vantage and Sterling.

Philip Morris has increased its stake in auto racing, having most recently taken over the sponsorship of several events including the \$500,000 Marlboro Grand Prix in the New Jersey Meadowlands. Like RJR-Nabisco, the company fields several of its own racing teams. Thus it is not unusual to see a race where the sponsor is Marlboro, the officials are wearing Marlboro logos, and the winning car and driver are decorated with Marlboro. And the sponsors know a deal when they see one: although cigarette advertising is forbidden on television, Marlboro receives millions of dollars in low-cost national TV exposure. According to Sponsors Report, a company that measures the amount of in-focus exposure auto racing sponsors receive and computes dollar value estimates on the basis of the cost of a conventional 30

second advertisement, Marlboro has been in the top ten of the 239 sponsors of the CART racing series. For example, during the first half (nine races) of the 1986 racing season, Marlboro received one hour, thirty-three minutes and thirty three seconds of in-focus exposure time, as well as 25 mentions of the cigarette brand name, for a value of \$2.9 million, not including the visibility at the race course itself.

To confirm the measurement of cigarette brand logos in an automobile race, a medical student who had never before seen an auto race was given a tape recording of an entire race (The 1988 Winston 500 at Talladega Race Track in Alabama) and asked to view at random a segment of the race between any two commercial breaks. The segment chosen lasted six minutes and 23.8 seconds and involved solely shots of cars racing around the track (as opposed to a feature story, interview, or analysis). During this period there were 28 visual mentions of Winston, 27 of which were on signs at the track and the last--for 2.5 seconds--the network's own identifying logo for the race. The in-focus exposure time of the Winston signs ranged from .3 to 8.7 seconds. The Winston logo was on the screen for 39.4 seconds during the segment, or more than 10% of the total television time.

Coverage of racing has spawned several weekly programs on the Nashville Network (TNN), including Hidden Heroes (focusing on individuals in the pit crew who keep the cars on the track),

Coor's Speedworld, and Inside Winston Cup Racing. In spite of the brand name in the title, these programs are sponsored by other companies that want to tie into auto racing. Yet in a typical 21 minute Inside Winston program, the Winston logo appeared for more than three minutes (16% of the show), and there were 21 verbal mentions of the brand, not including the commercials, which also included race car drivers wearing the Winston logo.

In contrast to the widespread attention given to criticism of boxing and calls for its abolition, little has been written about the high risk of death or injury to participants in motor vehicle racing--or to impressionable young fans who may try to emulate them. Coverage of motor racing in the mass media has grown by leaps and bounds. With the advent of cable television offering the opportunity to receive 36 or more channels virtually around the clock, no day goes by without a televised showing of an automobile, motorcycle, truck, or powerboat race on either ESPN, TNN, CBS, NBC, or ABC. Motorcycle, dirtbike, and go-cart racing are also attracting an increasing number of teenagers and children as young as six. The insidious harm of such activities may be to socialize children to extreme risk-taking behavior under the guise of healthy competition and achievement. Although the Indianapolis 500, the pinnacle of auto racing, is considered one of the "safest" races in the world, 39 drivers have been

killed in the 70 years of the race, along with 14 mechanics, one guard, and nine spectators.

The mystery of why motor racing has had virtual immunity from serious criticism by sports commentators and the mass media in general becomes clear when one considers that the sponsors of racing--of the drivers, the vehicles, the individual events, the administration of racing itself, and, indirectly, sportswriters themselves--are the largest and most aggressive advertisers in the mass media: tobacco companies, breweries, and automobile manufacturers. To question whether motor racing should exist or should be televised threatens the sales of cigarettes, beer, and cars.

Arguments by some aficionados of auto racing--including the health commissioner of Virginia, a former race car driver--that all of life has dangers and risks are not dissimilar to claims that "everything causes cancer" or "you gotta die of something." So it is not unusual to read sportswriters' descriptions of racing as "an orgy of speed" or of the race course as a "high speed playground." Several newspapers, including the Los Angeles Times, Miami Herald, and Atlanta Journal, have become co-sponsors of auto racing and blend news coverage with advertising for the races. In 1984 the following account of the death of a driver during a race cosponsored by the Los Angeles Times appeared in the sports section: "[Rolf Stommelen] died of cardiac arrest from

Alan Blum, M.D. - Tobacco and Sports

the impact of his Porsche 935 knocking over two two-ton concrete barriers and then cartwheeling a hundred yards down the track." Few if any questions were raised in the newspaper's editorial columns about the appropriateness of involvement of a newspaper in such a lethal activity. In any event, there appears to be little public opposition to such races if one can gauge such sentiment by reading the papers.

At the races themselves, civic leaders are accorded VIP treatment by the tobacco company sponsors, a bevy of attractive young women known as hospitality hostesses appear dressed in the colors of the cigarette brand, and a national political figure such as Vice-President Bush is listed as Grand Marshal of the race. Even the Pope has been photographed giving his blessing to a Marlboro race car. Advertisements for hospital trauma centers appear in the official program, and ambulances from these centers are conspicuous in the pit. A portion of the proceeds from some races may be earmarked to health charities such as the Cystic Fibrosis Foundation, which in return may assign its volunteers to work in the tobacco sponsor's exhibits.

Television has catapulted auto racing into big-time sports status. In its three-hour prime-time coverage of the Indianapolis 500, ABC employs 200 personnel, including seven announcers, and uses 26 cameras, including several mounted on the rollbars of the vehicles. The unvarying TV formula includes instant replays of

crashes and frequent mentions of the race car sponsors. The sponsors' brand name logos appear on the cars, the drivers, the pit crew, and on signs around the track. Co-sponsors of auto racing thus permit their products and corporate image to be associated with cigarette brand names. A particularly intriguing development in the past decade has been the joint sponsorship of racing teams by tobacco and automobile companies. At first glance, it is difficult to understand how such interlocking imagery with tobacco could enhance an automobile manufacturer. Yet General Motors features prominent verbal and visual inclusions of RJ Reynolds' Winston in its television and newspaper advertising for Chevrolet, Pontiac and other makes. Various GM advertisements have displayed the Pontiac/Skoal, Kodiak Pontiac, or Levi Garrett Chevrolet. Advertisements for Nissan include mention of Camel. Even upscale Jaguar features its Silk Cut race car in advertisements in the Wall Street Journal and New York Times. Ford and other automobile manufacturers have co-sponsored motor racing events. This is an entirely different public image from that of 1955 when automobile companies agreed not to promote the speed and horsepower of automobiles or to support automobile racing. Almost immediately this rule went by the wayside, so that by the mid-1960s some companies were contributing \$30-\$40 million a year to racing. The Japanese company Honda allocates \$50 million to its automobile and motorcycle racing program each year.

Alan Blum, M.D. - Tobacco and Sports

Anyone who attends motor racing events (the general admission for which is often \$25 or more, with discounted or free entry for children), watches the races on television, and reads motocross and auto racing magazines, is struck by the intense loyalty of many of the fans, as well as a detailed knowledge of the race cars, the drivers, and the competitions. There is no doubt that efforts to appeal to such an audience will generate enormous sales of automobiles and automotive products.

Because the costs of sponsoring a grand prix race care are staggering, and are, therefore, limited to a handful of sponsors, usually of mass consumer products: \$10 million to field a race car team; \$5 million for advertising space on the car; \$1 million a year to keep the team going; and such prices as \$300,000 for ad space on the helmet. The driver can sell his chest, back, and shoulders, and the higher the logo on the driver's clothing, the more money the sponsor pays. Nor is such visibility confined to the racetrack or the TV cameras. On May 27, 1985, a front page photograph in the New York Times featured Indianapolis 500 winner Danny Sullivan wearing his Marlboro and Miller Beer chest patches. Photographs of such drivers make their way into bicycle-racing magazines aimed at young boys, many of whom now sport fast-selling replicas of the billboard-like jackets worn by motorcycle racers and race car drivers. Several movie stars have worked with tobacco company sponsors in recent years, including Burt Reynolds, owner of a Skoal race car.

The influx of cigarette advertising into auto racing began shortly after the ban on television advertising of cigarettes. Tobacco company executives have let slip how such sponsorship end-runs the law. One RJ Reynolds executive explained to Ohio anesthesiologist and race car driver Joseph Barkey, MD, that "we cannot buy space on TV but we can have our name on an entire car and the wall, and we're covered by Wide World of Sports, so we get our ads on TV."

Auto racing has become popular among children. Several toymakers, including Mattel, manufacture racing cars with Marlboro decals. A video arcade game, Pole Position, featured race cars with Marlboro logos in its Australian version.

Apart from an attempt in 1985 in the New York State Journal of Medicine to point out the public health implications of both automobile racing and tobacco sponsorship of it, little else has been written in either the lay press or medical literature about this match-up of mutually reinforcing risk-taking behaviors.

Motor racing and tobacco are now so closely associated as to appear to be inextricable. Fan loyalty, media corporation involvement, co-sponsor support, and the influence of various racing publications are such that efforts to restrict tobacco sponsorship would be met with stiff resistance. But given the

extent to which cigarettes and other tobacco products are advertised at motor racing events that are also televised, health advocates seeking to end tobacco promotion may well find their best ammunition in the straight-faced denials of tobacco and racing officials that these promotions are not intended to promote tobacco products to young people.

Ironically, because the bond of racing fans to the cars, drivers, and competitions is so strong and because attendance is at record levels, it is unlikely that motor racing would be jeopardized by the replacement of tobacco company sponsors with other companies. The only foreseeable way in which this could come about, however, would be for there to be enforcement of the law against advertising cigarettes on television, which would in itself be likely to lead to a substantial withdrawal of support by tobacco companies.

Another approach that might possibly hasten the departure of automobile racing (and hence tobacco sponsors) from television would be to make the disproportionately high level of motor vehicle-related deaths among young people the subject of a major public health campaign beyond the aspects of seat belt safety and drunk driving. Research into the influence of motor vehicle racing on the driving habits of young people might well yield insights into ways to reduce or prevent risk-taking behavior.

Alan Blum, M.D. - Tobacco and Sports

It is regrettable that there exists neither a registry of deaths and injuries in automobile, motorcycle, and powerboat racing nor research into public health strategies to reduce these violent public maimings. A recent request to the Center for Environmental Health and Injury Control of the Centers for Disease Control to collaborate on the establishment of such a registry and research project has been shelved.

As it stands, tobacco sponsorship of motor racing can only serve to hurt public health agency efforts to curtail tobacco use. At the same time, these agencies have failed for the most part thus far to approach the tobacco epidemic by studying and confronting those non-tobacco forces that aid in the promotion of tobacco use.

Skiing

Skiing is one of the sports most heavily sought after by tobacco companies. In the United States, RJ Reynolds, Philip Morris, and Loews gain extensive exposure each year for various cigarette brands associated with both professional competitions and recreational skiing. RJ Reynolds' Camel brand is a sponsor of speed skiing races and has promoted numerous Camel Ski Days at various resorts. For the price of a candy bar, any child or adult at a number of ski areas in the West can take the Marlboro Challenge, a timed downhill race course festooned with Marlboro flags. In recent years Loews has offered what it calls "a very sporting offer from Newport": half-price lift tickets at more than dozen Northeast ski areas with the purchase of packs of Newport cigarettes ("Alive with pleasure"). The imagery of healthy, active skiers appear in advertisements for other cigarette brands, such as Loews' Kent III ("Experience it") and RJ Reynolds' Vantage ("Performance counts") and Salem ("The Refreshest") brands. Marlboro and Camel logos also appear frequently in association with skiing on American TV during telecasts of European ski races. In Japan and other countries, American Brands advertises Lucky Strike ski holidays in the U.S., and Philip Morris sponsors daredevil acrobatic freestyle skiing in a World Cup circuit (with predominantly American competitors)

Alan Blum, M.D. - Tobacco and Sports
named after its Alpine brand (heavily marketed in Australia
and other countries).

The enormously positive image and other benefits
accruing to RJ Reynolds' Canadian subsidiary RJR-MacDonald
through the exclusive sponsorship of the national governing
body of skiing, the Canadian Ski Association (CSA), is
evident from a reading of the contract that would have
married the Export A cigarette brand to events (always
referred to as championships) sanctioned by the CSA in 1984.

"WHEREAS the Sponsor has applied to the Association for
the right to associate itself and its products with the
Events...

"The Association hereby appoints the Sponsor as the
exclusive sponsor of the Events...The rights of the
sponsor shall include the following;

(a) the exclusive right to associate the Sponsor's name
and trademarks, including...Export 'A' and any of the
Sponsor's products with the events in materials
promoting or advertising the Events...

(b) the exclusive right to have the Events officially
named and publicized as the 'Export "A" Cup' events...

(c) the exclusive right...to identify itself or its
products (including name, logo and colours) on: flags,
poles, course markers, scoreboards, award
presentations, start banners, race result materials,
official communications, press releases and banners
in the presentation area, identification badges to be
worn at the events by competitors (except on racing
uniforms/bibs which, for greater certainty, shall also
not be identified with any name, logo, colours or any
other company or firm), officials, members of the press
and media and guests...all buildings, podiums, back-
drops...special trophies...and display materials...to
identify or enhance the identity of Export 'A' as the
sponsor of the Events."

Alan Blum, M.D. - Tobacco and Sports

The agreement also included the right to make and sell films and still photographs of the events, and to sell, distribute or give away samples of tobacco products at the events. In a section entitled, "Publicity, promotion, and top athlete attendance," the contract adds the following:

"The Association shall use its best efforts to have the events telecast on national network television.

"Both parties shall actively promote the events and advertise the other's involvement with the Events. The Association shall cooperate fully with the Sponsor to ensure proper implementation of all of the Sponsor's publicity programs in connection with the Events and shall actively promote and publicize the name 'Export "A" Cup' in all of its promotions and stress the importance of Export 'A''s sponsorship contribution to Canadian skiing."

The agreement thus would violate in every respect Rule 1 of the voluntary code of tobacco manufacturers, which states, "There will be no cigarette or cigarette tobacco advertising on radio or television, nor will such media be used for the promotion of sponsorship of sports or other popular events whether through the use of brand or corporate name or logo."

Perhaps in part as the result of such blatant use of skiing to promote tobacco use, Canada became one of the few countries to deal a serious setback to tobacco industry marketing strategists.

Alan Blum, M.D. - Tobacco and Sports

The battle was led by the Non-Smokers' Rights Association (NSRA) through its pioneering purchase of full-page advertisements in November in the Toronto Globe and Mail and other newspapers to expose the \$1.7 million sponsorship contract between officials of the Canadian Ski Association and RJR-Macdonald tobacco company that was about to be signed despite opposition from most of the skiers themselves. As a result of the NSRA effort, several champion skiers refused at award ceremonies to accept trophies from a tobacco company. By 1985 the minister for Recreation and sport had announced an end to tobacco sponsorship of government-supported skiing. This action in turn paved the way for NSRA's earth-shaking success (achieved by this time with the full cooperation of the Canadian Cancer Society, Canadian Medical Association, and other health groups) in 1988: a ban on all tobacco advertising and promotion in Canada. Also in 1988, the Winter Olympic Games in Calgary, Alberta were the first such Games to ban smoking at all indoor arenas and in the athletes' facilities. No easy feat, this was accomplished largely by the persistence of a single physician Dr. John Read.

The Canadian health advocates' effort to remove tobacco company promotions from one of the nation's major sports stands as the model for other countries to emulate.

SHOULD THE CANADIAN SKI ASSOCIATION GET IN BED WITH THE TOBACCO INDUSTRY?

28,700 DEATHS ANNUALLY IS NOT A SPORTS STORY!

Health and Welfare Canada says that 28,700 Canadians die annually from smoking. In the next 18 months, more Canadians will die from tobacco diseases than were killed during World War II. This carnage goes on year after year.

Smoking causes 30% of all cancers, 90% of lung cancer, and is associated with 30% of our heart disease mortality. There is also evidence which links second-hand tobacco smoke with lung cancer and other illness in non-smokers. If these deaths were caused by anything other than smoking, Canadians would be up in arms.

Physicians are ignored

Just when Canadians are growing impatient with this epidemic, the Canadian Ski Association (CSA) is negotiating a \$1.7 million deal for a tobacco company sponsorship of the Canadian ski championships. At a time when the Toronto Transit Commission bans tobacco ads because of their impact on young people, one of Canada's major fitness organizations wants to walk hand-in-hand with an industry that markets disease.

For several weeks CSA physicians of the Medical Committee of the Alpine section fought the sponsorship within the CSA. When that failed, they put their commitment to preventive medicine on the line and called for public support. In response, the Canadian Cancer Society and the Non-Smokers' Rights Association led a campaign to block the RJR-Macdonald tobacco company's intrusion into amateur sport.

Skiers reject sponsor

The CSA is made up of several disciplines. The Cross Country and Biathlon sections rejected the Macdonald promotion. Then, on Oct. 22nd, after appeals from the health groups, the high profile Alpine section voted almost unanimously to reject the sponsor. With the Alpine division out, the deal was in trouble.

The Alpine rejection was hidden from the media until Oct. 30th when the CSA Executive overruled the Alpine section. Despite Alpine's decision not to touch tobacco money, the downhillers were coerced back into line.

CSA plan a "betrayal"

Both the International Ski Federation and the United States Ski Association have policies which reject tobacco industry sponsorship. Yet the CSA pushes blindly on. Epidemiologist Dr. David Stewart says the plan "is a betrayal to the thousands of young skiers who look to the CSA to promote healthy competition and not to use the sport as a vehicle to promote disease."

Dr. John Read, professor of medicine and father of two national ski champions, says the plan is "reprehensible" and will "use our young racers to promote smoking." The average age of the alpine competitors for girls is 16, for boys, 17-18.

Can the Plan be Stopped?

You bet it can. But only with your support. Take a look at the issues:

1 The "Refuse The Money and Send the Skiers Home" Scare Tactic

Will the ski team be sent home or the championships cancelled? Not at all. The ski team will not be affected on the international circuit. And the Canadian championships have been run in the past without sponsors. Some may believe that if a "no sponsor - no championships" option is presented, the public will support taking the tobacco money. However, there are many options open to the CSA without cancelling these events.

2 The "Signed Contract" Red Herring

Some CSA folks say the Association can't get out of this promotion because a letter of intent has been signed. This argument is a red herring. Prior to the weekend of Oct. 29th, statements were made publicly that it was too late to break from the sponsor. Yet, on Oct. 30th, the CSA Executive Committee had a private marathon debate to decide whether or not to do exactly that.

the sponsorship buys social acceptability and legitimacy for a product which kills and which pollutes our indoor environment.

Sports sponsorship buys an association with health and fitness, a relationship which is hard to come by for this industry.

The suggestion that sports sponsorship is not tobacco advertising and that the CSA is not involved with the promotion of smoking is "patent nonsense and the public will know that" said Emerson Foote. Foote is the former president and chairman of the board of the world's second largest advertising agency.

4 The Highly Principled "Tobacco is a Legal Product. Take the Money and Run" Argument

Tobacco is only legal because, when the product was first marketed, people did not know what we know now. The legality of the product should not give the tobacco industry any protection from the social denunciation and ostracism that it so richly deserves.

Many people know ways to increase their incomes which are legal but which do not meet community standards. Many have ethical stan-

quality of skiing in Canada and produced many fine champions. We believe that the vast majority of CSA members are thoughtful people who, when given the facts, will recognize that the long term best interests of the CSA will be hurt by this sponsorship. This ad is not anti-CSA. It is anti-tobacco industry sponsorship. And that's an important distinction.

How to Help

1 Out of one pocket. Canadians give donations to health organizations to deal with the smoking problem. Out of their other pocket they send taxes to the federal government where, through Sport Canada, it funds the Canadian Ski Association. Unfortunately, working with your tax dollars, the CSA is now firming up a deal which will undermine the work of the health groups.

Write the Hon. Monique Bégin, Minister of Health and your Member of Parliament, House of Commons, Ottawa, Ontario K1A 0A6. Ask them to send a strong message to the Canadian Ski Association, publicly or behind closed doors. The message should be clear: "Health and Welfare Canada or Sport Canada, co-sponsorship of a fitness organization with a tobacco company is unacceptable. Rethink the RJR-Macdonald deal or lose your sponsorship from public funds."

We believe that many health and

"I am profoundly distressed that the issue of the tobacco industry using skiing to promote its wares has again raised its ugly head." Kell Antoff said Monday in Halifax in a letter to Canadian Ski Association president Greg Hilton. Antoff said he thought the issue was resolved in the late 1960's, when delegates to association conventions questioned the morality of allowing the Maurice to sponsor the World Cup event in Canada.

At the 1969 convention, the majority of delegates told the national board of the association "to sever what was an embarrassing and distasteful alliance," he said. Antoff said raising money and winning medals must take second place to the goal of promoting health. "We must not prostitute our principles - no matter how enticing the inducement."

Kell Antoff, Former President, Atlantic Division, Canadian Ski Association quoted by the Vancouver Sun

Even if the contract is signed, it is not too late to abandon the deal. If the CSA asks to be let out, Macdonald tobacco would be hard pressed to say "no". Can you imagine the Export A folks saying "if you don't take our money, we'll sue"? Can you believe that a tobacco company, attempting to present itself as a good corporate citizen, would force the issue if the CSA said "Sorry but we've had second thoughts. We'd rather not be associated with the promotion of disease"?

3 The "Sports Sponsorship is Not Tobacco Advertising" Myth
Considering the megabucks which will change hands, the industry plans to get something for its trouble. First,

standards which are higher than those narrowly defined by law. And many apply these standards rather than court public disfavor. The CSA should be no exception. It has a responsibility to the community which it must recognize.

5 Can Another Sponsor be Found?
We think so. Given the publicity that this deal has attracted, any astute corporation which steps forward as a sponsor will reap a media bonanza and much goodwill.

6 Point a Fine Organization in the Right Direction
The Canadian Ski Association is a good organization composed of many fine volunteers. It has raised the

Wellfare Canada and Sport Canada Ministers and officials are less than pleased with this deal. Help give them the support necessary in order to send the CSA a strong message.

2. Ask the editor of your local paper for a discussion of this issue somewhere other than just in the sports section. This is a hard news medical story of interest to the whole community.

3. Join the NON-SMOKERS' RIGHTS ASSOCIATION. The NSRA is a national, non-profit, environmental health organization with national and international precedents to its credit. Major health reports now call for more advocacy on the tobacco issue and that's what we do best. Your membership will help publish ads like this in other papers until the CSA walks away from Export A.

4. Send a separate donation to the SMOKING AND HEALTH ACTION FOUNDATION. We can't use it to pay for ads but it will go to research and public education activities. We'll send you a receipt for tax purposes. Reg. #0459123-99-13.

Many thanks to the following endorsers:

- David Nasibakken, PH.D. Chairman
Fifth World Conference on Smoking and Health
- Bernard Lalonde, MD, Ottawa
- Gordon Krull, President
Qualtype Co., Toronto
- Ken Read
Canadian Downhill Champion, 1975-1980
- Kurt Dumszinger, Secretary General
Fifth World Conference on Smoking and Health
- William F. Forbes, PH.D. President
Canadian Council on Smoking and Health
- Kell Antoff, Halifax
Co-founder, Nancy Green Ski League
- Emerson Foote
Carmel, New York
- Ken MacKenzie, MF, Victoria
- John P. Schaman, MD, Brestau
- Seymour Berlin, MD, Toronto
- Pat McConkey, MD, Vancouver
- G. David Millman, MD, Scarborough
- Barry Valster, MD, North Vancouver
- James Jarvis, MD, Ottawa
- Herrnan Hugenholz, MD, Ottawa
- David R. Ellis, MD, Vancouver
- Jack Mickey, MD, Toronto
- John Gordon, MD, Ottawa
- Phil Hamilton, MD, Ottawa
- Susan Muerch, BPHC, Ottawa
- Cathie Ross, MHA, Ottawa
- Roger Hills, LLB, Ottawa
- Marylin Mills, BSc, (OT) Ottawa
- T.C. Barber, LLB, Ottawa
- Carlo Des, MD, Peterborough

- Greg Dargavel, MSc, Ottawa
- Robert Rivingson, MD, Ottawa
- Al Joergensen, Halifax
- Shirley Katz, MSW, Toronto
From the University of Calgary:
- John Reat, MD
- John Hunter, MD
- G. D. Cassin, MD
- Gordon Ford, MD
- Kelth Burgess, MD
From the University of Toronto:
- David Stewart, MD
- Gerald D. Hart, MD
- Marjo Soots, MD
- Charles Goffrey, MD
From the University of Ottawa
Heart Institute:
- Andrew Pipe, MD
- Jacques D'Ahaus, MD
- S.T.G. McKibbin, MD
- John Ahlstrom, MD
- Michael Bourke, MD
- James Robbler, MD
- Cilles De La Salle, MD
- Pierre Bedard, MD
- William Goldstein, MD
- Arvind Koshal, MD
- Lynah Higginson, MD
- W.L. Williams, MD
- Charles B. Catran, MD
- Brian Murren, MD
- Maurice Ernie, MD
- James Calvin, MD

Organizations which have taken a stand on the sponsorship include:
Canadian Association of Sport Sciences
Canadian Cancer Society
Canadian Council on Smoking and Health
Canadian Heart Foundation
Non-Smokers' Rights Association

The Non-Smokers' Rights Association has published this as a contribution to preventive medicine. The long term preventive approach for the clean indoor air movement is the reduction of smoking.
*The Canadian Lung Association (the Christmas Seal folks) declined to join the groups above by speaking out publicly against this sponsorship.

TO THE NSRA

I support your efforts and encourage the CSA to reject this sponsorship.

Please send me 1984 membership in the NSRA. I enclose \$19 payable to the NON-SMOKERS' RIGHTS ASSOCIATION. Please send me a membership kit and your pamphlet, "The Case Against Tobacco Ads".

I enclose a donation of \$_____ payable to the SMOKING AND HEALTH ACTION FOUNDATION. Send me a receipt for tax purposes.

Please send me more information on the NSRA.

Name: _____ Apt. _____
Address: _____
City: _____ Prov. _____ Code _____

Mail to:
NON-SMOKERS' RIGHTS ASSOCIATION
SUITE 201, 455 SPADINA AVENUE, TORONTO, ONTARIO M5S 2G8
GARY FIELD MAHOOD, EXECUTIVE DIRECTOR - PHONE 416-593-1538

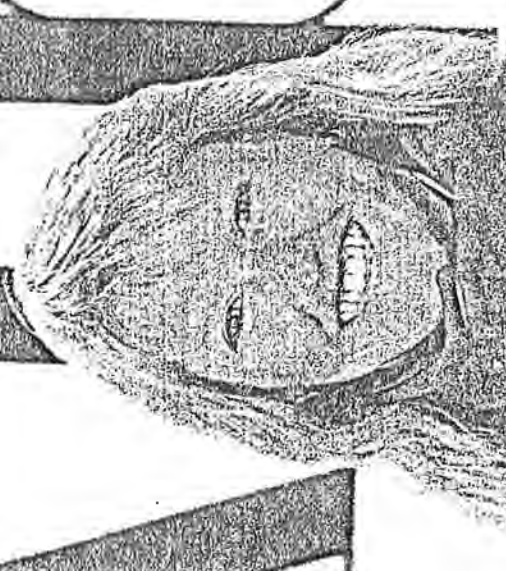
Technique is Preparation



Alpine
SMOKING REDUCES YOUR FITNESS
Health Authority Warning

SMOKING REDUCES YOUR FITNESS
Health Authority Warning*
*Packaging warning required by Government regulation.

ALPINE

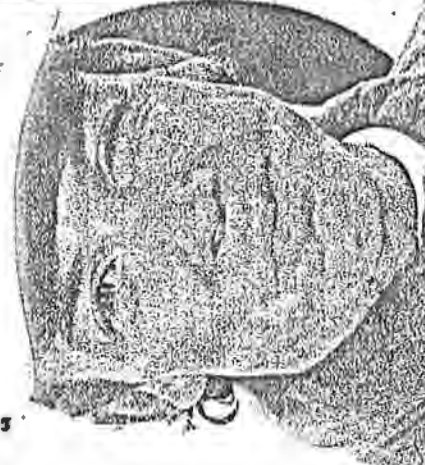


The other women competing in the Alpine Fresh Ski Invitation series is **Melanie Palcic**, from Denver, Colorado. She is the Olympic gold medalist in ski acrobatics. Her last minute inclusion in the Olympic team resulted in fulfillment of her Olympic dream. Melanie's flawless performance was made possible when a loophole was discovered in the complicated selection process. The selection was not disappointed.

Melanie is a accomplished skier who competes in the three freestyle skiing disciplines of moguls, half pipe and aerials, which makes her an Olympic medalist even more impressive. She took in all three freestyle skiing disciplines, which leaves little time to concentrate on one. She had a work polo off as Melanie beat the odds of defeating the "specialist".



Alpine
Fresh Ski Invitation



The only American female to win an Olympic Fresh Ski Invitation series is **Melanie Palcic**, from Denver, Colorado. She is the Olympic gold medalist in ski acrobatics. Her last minute inclusion in the Olympic team resulted in fulfillment of her Olympic dream. Melanie's flawless performance was made possible when a loophole was discovered in the complicated selection process. The selection was not disappointed.

Melanie is a accomplished skier who competes in the three freestyle skiing disciplines of moguls, half pipe and aerials, which makes her an Olympic medalist even more impressive. She took in all three freestyle skiing disciplines, which leaves little time to concentrate on one. She had a work polo off as Melanie beat the odds of defeating the "specialist".



SAVE \$1.50 ON VANTAGE

And enjoy
great taste
performance

© 1986 R. J. REYNOLDS TOBACCO CO.



ULTRA LIGHTS MENTHOL, ULTRA LIGHTS MENTHOL 100's: 5 mg. "tar", 0.4 mg. nicotine, FILTER 100's, MENTHOL: 9 mg. "tar", 0.7 mg. nicotine, av. per cigarette, FTC Report JAN. '85; ULTRA LIGHTS, ULTRA LIGHTS 100's: 5 mg. "tar", 0.4 mg. nicotine, FILTER, MENTHOL 100's: 9 mg. "tar", 0.7 mg. nicotine, av. per cigarette by FTC method.

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

65221

STORE COUPON

SAVE \$1.50
on a carton of
VANTAGE
(any style)

VANTAGE



\$1.50

TERMS OF COUPON OFFER
CONSUMER CAUTION: Coupon good only when paired with a pack and authorized. It cannot be transferred or exchanged for other coupons. Retailer's stamp must be visible on all coupons. This is a national promotion. All other restrictions apply. See retailer for details. All or portions of this offer may vary by retailer.
LIMIT ONE COUPON PER CUSTOMER AND TO SMOKERS 21 YEARS OF AGE OR OLDER. VOID FOR USE IN COMBINATION WITH ANY OTHER PROMOTIONAL OFFER.
RETAILERS AND AUTHORIZED CARRYING HOUSES only will accept this coupon. See retailer for details and complete terms. Submit coupon with \$1.00 cash to: Research Company, Dept. 100, 10000 Research Blvd., Suite 100, Dallas, TX 75243. For more information, call 1-800-368-3688. Coupon Expiration Date: March 31, 1986.

\$75

T225



ラッキーストライク SKI U.S.A. プレゼント

キャンペーン期間 1987.9/10～11/10 総計5,110名様に当たる

A賞
10組
20名



U.S.A. スキーツアー・ヒバアア10組20名様ご招待

1960年冬期オリンピック開催地。サンフランシスコから最も近いカリフォルニア州スコウムレーで、世界が認めたダイナミックなアメリカンスキーをお楽しみください。

ラッキーストライク
オリジナルスキー
100名に当たる

ラッキーストライク
オリジナルアームポーチ
5,000名に当たる

B賞
100名



ラッキーストライクオリジナルスキー板
HEAD RADIAL GRAPHITE製
Size 175, 180, 185, 190cmの4タイプ

C賞
5,000名
ラッキーストライク
オリジナルアームポーチ

★応募方法
冒製ハガキにクイズの答えをご記入の上、住所・氏名・年齢・職業・性別・TEL及びスキー歴・ご希望のスキー板のサイズを書き添え、ご応募ください

★応募締切
昭和62年11月10日(当日消印有効)

★応募資格
満20歳以上の方なら、どなたでもご応募いただけます。

★抽選・発表
厳正なる抽選を行い、A賞当選者には直接ご連絡いたします。B・C賞につきましては、賞品の発送を持って発表にかえさせていただきます。

★宛先
〒104-91 東京都中央区京橋郵便局留
「ラッキーストライクSKI U.S.A.」MP係

★旅行日程
昭和62年12月29日(内)出発予定 5泊7日

※詳しい旅行内容及び参加条件は、当選者に直接通知いたします。

★ご注意
●A賞ご当選の方は、出発までに渡航手続きが可能で、健康な方に限らせていただきます。万一参加できなかった場合でも、換金・譲渡等はできません。

●日本国内での交通費、宿泊費、渡航手続きの費用は、ご本人の負担とさせていただきます。

★旅行主催
日本交通公社 運輸大臣登録一社旅行業第64号



AN AMERICAN ORIGINAL.

LUCKY STRIKE

未成年者の喫煙は禁じられています

FKサイズ 250円

Thoroughbred Racing

A nationally televised event that made its debut shortly after overt cigarette advertising was phased out of television is the Marlboro Cup. The 16th running of this \$500,000 thoroughbred horse race occurred in September 1988. The race has become one of the most prestigious in the United States, attracting the finest horses, a sellout crowd, and a national television audience of millions.

The Marlboro Cup is unusual because it marked the first time a race was created from scratch as a commercially sponsored event, rather than as a tie-in to a well-established race. Indeed, in 1973 when a senior vice-president for marketing (Jack Landry) convinced Philip Morris to back such a race, no such close commercial connection to thoroughbred racing existed. Many such sponsorships have since been established, the vast majority of them by distillers (Budweiser-Arlington Million, Chicago; Jim Beam Spiral Stakes, Cincinnati; Ballantine's Scotch Classic, Meadowlands, NJ) or other tobacco companies (Rothmans International, Toronto). Brown & Williamson now sponsors the Jim Beam Stakes at Churchill Downs immediately preceding the running of the Kentucky Derby. It is less unlikely than ever that the Derby itself will take on a cigarette or alcohol brandname prefix, as

has occurred with Australia's most watched national sports event, The Melbourne Cup (now The Fosters Melbourne Cup, after a popular beer).

Although the initial live national television coverage in the mid-1970s included the brand-name mention of Marlboro, as well as the Marlboro theme jingle from the film "The Magnificent Seven," and although full-page advertisements for The Marlboro Cup appeared in the New York Times, Sports Illustrated and numerous other magazines and newspapers, CBS officials stated that the network wasn't televising a national event by a brandname of cigarettes. In spite of the fact that Marlboro logos were shown on flags throughout the track (some flying higher than the American flag), the jackets of grooms, the jockeys' colors, the blanket and padding on each horse, and the trophy presented to the winner, the announcers most often referred to the race as "The Cup." The network that currently televises the event, ESPN, provides full and overt coverage of The Marlboro Cup. Meanwhile, at the track itself, New York's Belmont Park takes on the colors of the Marlboro pack, with Marlboro banners, free programs (with nine of the 26 pages devoted to Marlboro or Marlboro Cup advertisements), various other giveaways with Marlboro logos, and free packs of Marlboro cigarettes.

The benefits of race sponsorship to Philip Morris (which also markets the brand Saratoga 120s, named after the site of the

Thoroughbred Hall of Fame) have been summarized in The Daily Racing Form by the company's director of marketing promotions, Ellen Merlo:

"First, it has created enormous visibility for Marlboro. There are newspaper stories leading up to and following the race that mention the Marlboro name frequently, and this is excellent exposure. Secondly, the imagery of horseracing and the imagery of the Marlboro Man campaign seem to have reinforced each other. The man on the horse theme is central to both, and we feel it has worked well as a partnership. We are very happy with the Marlboro Cup."

Indeed, in view of horse racing's similarities to other events with parimutuel betting, its affiliation with cigarette sponsors would appear to be a perfect marriage. According to a 1987 survey commissioned by the American Greyhound Track Operators Association, fans of greyhound racing are twice as likely to use tobacco products as the general U.S. population. In 1987 attendance at greyhound racing exceeded 26 million. Tobacco advertising proliferates at thoroughbred, harness, and dog racing tracks throughout the United States. Few minors attend these events, but hundreds of thousands watch televised races such as the Marlboro Cup. While it is likely that direct efforts to end tobacco ties with horse racing and other sports with parimutuel betting would be met with derision, efforts to enforce the ban on televising cigarette promotions could lead to the withdrawal from these sports by tobacco companies, notwithstanding their claims that they only aim at the segment of the population that already smokes.

MAILGRAM SERVICE CENTER
MIDDLETOWN, VA. 22645

 **Mailgram**[®]
western union



2-050844E274002 10/01/77 ICS IPMNTZZ CSP M7AR
1 3055737956 MGM TDMT MIAMI FL 10-01 0836P EST

DOCTOR ALAN BLUM
2121 NORTH BAYSHORE DR APT 714
MIAMI FL 33137

THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

3055737956 MGM TDMT MIAMI FL 409 10-01 0836P EST
ZIP
ATTORNEY GENERAL GRIFFIN BELL
JUSTICE DEPT
WASHINGTON DC 20530

AS COUNSEL FOR AND AT THE REQUEST OF DCC, INC., A NON-PROFIT ORGANIZATION OF PHYSICIANS AND OTHER HEALTH CARE PROFESSIONALS CONCERNED WITH PREVENTIVE MEDICINE AND THE ILL EFFECTS OF CIGARETTE SMOKING AND ITS PROMOTION UPON THE PUBLIC, I AM SENDING THIS URGENT MESSAGE TO YOUR OFFICE TO REQUEST THAT YOU TAKE IMMEDIATE ACTION PURSUANT TO THE PUBLIC HEALTH CIGARETTE SMOKING ACT OF 1969 15 U S C 1331, ET SEQ TO ENJOIN ADVERTISING BY THE PHILIP MORRIS COMPANY ON THE PUBLIC AIRWAVES THROUGH THE DEVICE OF SPONSORING SPORTS EVENTS SUCH AS "THE CUP". ON OCTOBER 1, THIS THOROUGHBREED HORSE RACE WAS REFERRED TO ON THE AIR AS THE "MARLBORO CUP" ON BOTH NATIONAL AND LOCAL STATIONS AT APPROXIMATELY 5:28PM EDT AND APPROXIMATELY 6:23PM EDT

THE TELEVISIONING OF THIS EVENT WITH MENTION OF A CIGARETTE BRAND NAME OF PHILIP MORRIS, INC., IS CLEARLY IN VIOLATION OF 15 U S C 1331, WHICH PLACES A TOTAL BAN ON THE ADVERTISING OF CIGARETTES ON ANY MEDIUM OF ELECTRONIC COMMUNICATION SUBJECT TO THE JURISDICTION OF THE FEDERAL COMMUNICATIONS COMMISSION. THE TELEVISIONING OF THIS EVENT, JUST LIKE THE TELEVISIONING OF THE VIRGINIA SLIMS TENNIS TOURNAMENT, WITH REFERENCE TO THE TOBACCO BRAND OR THE PHILIP MORRIS COMPANY, IS AN ATTEMPT TO CIRCUMVENT THE SPIRIT, INTENT AND LETTER OF THE PUBLIC HEALTH ACT. FURTHER, IT IS FAR MORE DETRIMENTAL THAN THE USUAL FORM OF ADVERTISING BECAUSE IT FAILS TO PROVIDE EVEN THE MINIMUM STANDARD OF THE SURGEON GENERAL'S WARNING.

AS PHYSICIANS AND OTHER PROFESSIONALS WHO ARE DEEPLY CONCERNED WITH THE DISASTROUS ILL EFFECTS OF CIGARETTE SMOKING WHICH THEY SEE DAILY IN THEIR PATIENTS, THE MEMBERS OF DCC, INC. FEEL THAT ANY STEP WHICH LIMITS UNLAWFUL ADVERTISING ---- PARTICULARLY ADVERTISING WHICH DOES NOT CONTAIN THE PROPER HEALTH ALERT ---- IS A NECESSARY AND APPROPRIATE STEP TOWARD CURBING THE EPIDEMIC OF CIGARETTE SMOKING IN THE SOCIETY. AS THE AIRING OF SUCH PROGRAMS AS THE MARLBORO CUP AND THE VIRGINIA SLIMS TENNIS TOURNAMENT WILL ONLY ENCOURAGE OTHER TOBACCO COMPANIES TO ENGAGE IN THE SAME KIND OF ACTIVITY, DCC, INC., STRONGLY URGES THAT YOU



TAKE IMMEDIATE STEPS TO ENJOIN THE ADVERTISING, WHETHER OPEN OR SUBTLE, OF CIGARETTES ON THE PUBLIC AIRWAYS. BECAUSE THIS PROBLEM IS ONE WHICH IS CONTINUING IN NATURE THEY FURTHER URGE YOU TO CONDUCT AN INVESTIGATION INTO THE USE OF THIS FORM OF ADVERTISING OVER THE PUBLIC AIRWAYS

IRA J KURZBAN
FOR
DOC, INC.

20:36 EST

MGMCOMP MGM

CBS SPORTS

A Division of CBS Inc.
51 West 52 Street
New York, New York 10019
(212) 975-8491

George F. Schweitzer, Vice President
Communications and Operations

Dear Dr. Blum:

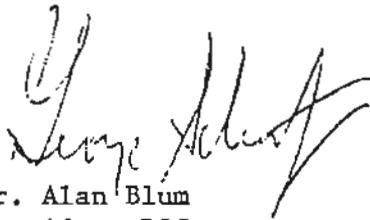
September 28, 1981

This is in response to your September 19 mailgram asserting that "Saturday's televising of the Marlboro Cup Invitational Handicap Race. . .violate(d) the Public Health Cigarette Smoking Act of 1969. . ." Section 6 of that statute makes it "unlawful to advertise cigarettes. . .on any medium of electronic communication subject to the jurisdiction of the Federal Communications Commission."

"The Marlboro Cup" is a traditional sports event of great significance to the racing world. The race was a legitimate subject of our sports coverage and, given the widespread current recognition of the event as "The Marlboro Cup," our identification of the event on the broadcast by its name was entirely appropriate.

In sum, we believe that our coverage did not constitute the "advertising of cigarettes" proscribed by the Public Health Act and that there is no merit to your claim that our actions were either unlawful or dishonest.

Very truly yours,



Dr. Alan Blum
President DOC
924 West Webster
Chicago, IL 60614

COSPONSORS OF VIRGINIA SLIMS TENNIS TOURNAMENTS
IN SELECTED CITIES FOR VARIOUS YEARS

<u>City</u>	<u>Year</u>	<u>Presenting Sponsor</u>	<u>Participating Sponsors</u>
Chicago	1984	TrueValue Hardware Stores	
Chicago	1986	Equal (Searle)	
Houston	1987	Toyota	Houston Chronicle K-Mart FM104-KRBE
Houston	1988	Toyota	Houston Post K-LITE 93.7 FM Suzanne DeLyon Animale Parfum
Los Angeles	1988	BMW	Home Bank Lily of France Mattel
New Orleans	1988	POST CEREALS*	Lite 105FM WLTS Continental Airlines Le Meridien WVUE-TV 8 Bevan Auto World
New York	1983		Merrill Lynch Tennis Magazine (New York Times)
New York	1986	NY/NJ Subaru	Weight Watchers Amstel Light Bier E.F. Hutton
New York	1988	GENERAL FOODS INTERNATIONAL COFFEES*	Penske Auto Centers National Association of Female Executives CRYSTAL LIGHT DIET SOFT DRINK MIX* Allied Fibers
Oakland	1988	GENERAL FOODS INTERNATIONAL COFFEES*	Lily of France Continental Airlines The Gateway Homart Development Steve's Ice Cream
San Diego	1988	Pontiac	KYXY-FM Continental Airlines Dollar Rent A Car Orangina

Washington DC 1985 BMW

Meritor Savings Bank

Washington DC 1988

Lily of France
Moore Cadillac
United Airlines
Bell Atlantic

*Philip Morris brand name in boldface

"Satisfy—
I'll say so."



THIS Chesterfield cigarette does more than please the taste. It gives smokers a new kind of cigarette enjoyment, the one thing they've always wished for in a cigarette.

Chesterfields let you know you're smoking—they go straight to your smoke-spot—they satisfy.

It's because of the blend—an exactly proportioned blend of the finest Turkish and Domestic tobaccos. *And the formula for this blend is the manufacturer's secret. It cannot be copied—or even closely imitated.*

Today—ask your dealer for "those cigarettes that satisfy."

Liggett & Myers Tobacco Co.


NOTE—Chesterfield's moisture-proof package keeps them firm and fresh, whatever the weather.

Chesterfield
CIGARETTES

*Turkish and
Domestic tobaccos—blended.*

They Satisfy

15 years ago
8 women competed
for
\$7500 in prize money
during the first
Virginia Slims
Women's Tennis Tournament.



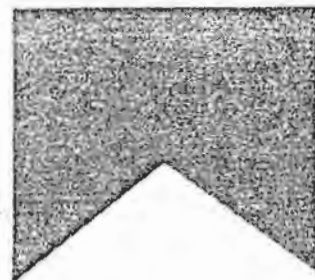
Starting today
the top 16 women players
will
compete for
\$1,000,000 during
the Virginia Slims Championships
at Madison Square Garden.

You've come a long way, baby.

© Philip Morris Inc. 1986

Lights: 8 mg "tar," 0.8 mg nicotine — 100's: 14 mg "tar,"
0.9 mg nicotine av. per cigarette, FTC Report Feb. '85.
120's: 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

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



12^º COPA
Marlboro
DEL CARIBE



PARQUE CENTRAL DE SAN JUAN
 LUNES, 31 DE MARZO Y
 MARTES, 1 DE ABRIL - 7:00 P.M.

ENTRADA GENERAL: \$6.00

Boletos a la venta en González Padín,
 Smoke Shop - Plaza Las Américas (del
 24 al 29 de marzo) y Parque Central
 (los días de torneo).

ANDRES GOMEZ
GUILLERMO VILAS
VITAS GERULAITIS
GREG HOLMES

ADVERTENCIA DEL CIRUJANO GENERAL: Fumar
 Causa Cáncer del Pulmón, Enfermedades del
 Corazón, Enfisema, y Puede Complicar el Embarazo.

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

**Crystal
 Light**

**DC ENTRENAMIENTO
 DALE CARNEGIE®**



Hotel Condado Beach

Lite
 BEER



SCRIPPS CALIFORNIA BROADCASTERS

Presents

Virginia Slims of Los Angeles



AUGUST 8-14, 1988 MANHATTAN COUNTRY CLUB
MANHATTAN BEACH, CALIFORNIA

MARTINA NAVRATILOVA • CHRIS EVERT
GABRIELA SABATINI • PAM SHRIVER

and more

Ticket Information: (213) 546-7753

Participating Sponsors: Home Bank
Lily of France • Mattel Inc. • Logo Paris

Sponsored by Virginia Slims Cigarettes

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

Lights: 8 mg "tar," 0.6 mg nicotine—
100's; 14 mg "tar," 0.9 mg nicotine
av. per cigarette, FTC Report Feb '85
120's; 14 mg "tar," 1.0 mg nicotine—
Ultra Lights; 6 mg "tar," 0.5 mg
nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1988



Send checks to: Virginia Slims Tennis, 1110 Park View Ave., Manhattan Beach, CA 90266
or charge to VISA or M.C. — Include \$2 postage and handling.

	RESERVED GRANDSTAND (Indicate quantities)	
MON ... Aug. 8	7pm	51
TUE ... Aug. 9	7pm	13
WED ... Aug. 10	7pm	15
THUR ... Aug. 11	7pm	15
FRI ... Aug. 12	7pm	15
SAT ... Aug. 13 Semifinals	1pm	22
SAT ... Aug. 13 Semifinals	7pm	22
SUN ... Aug. 14 Finals	2pm	SOLD OUT

To charge by phone for
individual or group tickets
call (213) 546-7753 OR for
individual ticket orders only call



WALDEEMAN MUSIC INC.
(213) 480-3222 • (714) 140-2000

\$40 DAYTIME SPECIAL
Includes general admission to
Monday through Friday—
PLUS—reserved grandstand
to Saturday's 1 p.m. semifinal.

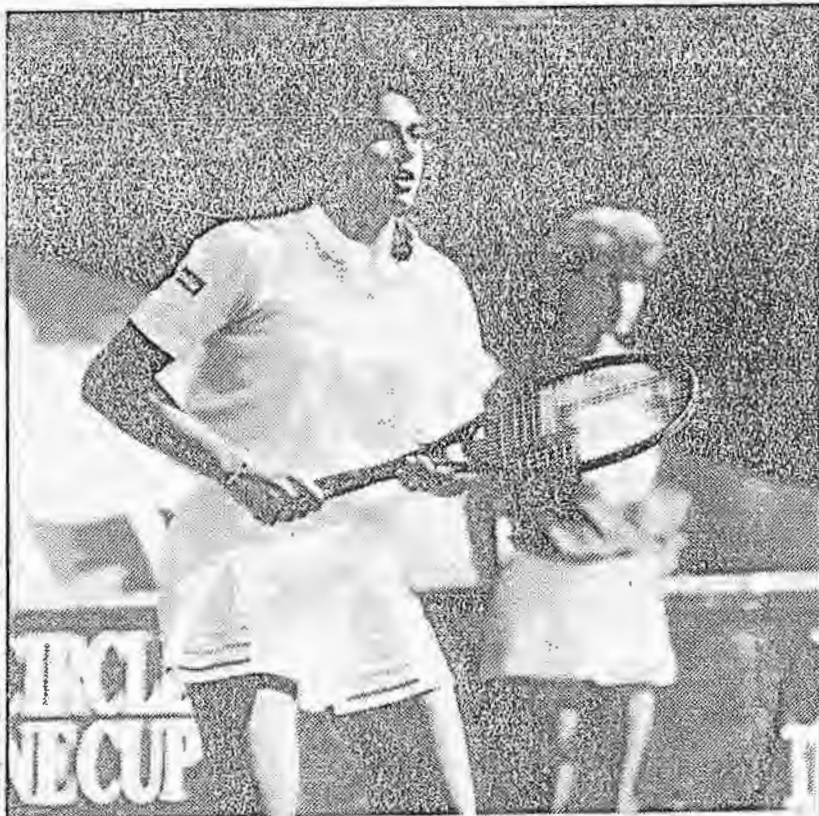
DAY SESSIONS: Monday-Friday and qualifying,
general admission grandstand \$7.00 each. Buy
tickets at door.

All prices include 8% city admission tax.

Please print or type CLEARLY.

NAME _____
ADDRESS _____
CITY, STATE _____, ZIP _____
DAY PHONE (____) _____

VISA # _____
Exp. date _____
MC # _____
Exp. date _____



Gabriela Sabatini, 1987 Semi-finalist



**FamilyCircle
MagazineCup**

SIXTEEN

**CATCH A
RISING STAR
LIVE ON NBC-TV!**

Semi-Finals: Saturday, April 9, 1-3 PM (EST)

Finals: Sunday, April 10, 2:30-4:30 PM (EST)

Check your local listings.

The FAMILY CIRCLE MAGAZINE CUP has long been recognized as a springboard for up-and-coming stars like Gabriela Sabatini, Lori McNeil, Manuela and Katrina Maleeva. This year they will be doing battle for \$300,000 in prize money against superstar Martina Navratilova. It's the best in women's professional tennis ... don't miss a minute of the action!

**EXCLUSIVE SPONSORS OF
THE 1988 FAMILY CIRCLE MAGAZINE CUP**

ARMSTRONG WORLD INDUSTRIES • AT&T • BRISTOL-MYERS • CHEVROLET
S-10 BLAZER • CORNING GLASS WORKS • CULLIGAN INTERNATIONAL •
DEL MONTE FRUIT SNACKS • DIET CENTER, INC. • DOLE • PURE FRUIT JUICES
• HANES HOSIERY, INC. • GEORGE A. HORMEL & CO. • DUETTE® WINDOW
FASHIONS BY HUNTER DOUGLAS • KIKKOMAN INTERNATIONAL, INC. •
KIMBERLY-CLARK CORPORATION • K MART • KRAFT, INC. • THE MENNEN
COMPANY • MENTOS CANDIES • MINK DIFFERENCE HAIR SPRAY • SYLVAN
LEARNING CENTERS • TRUE VALUE® HARDWARE STORES & HOME CENTERS
• WRIGLEY'S SPEARMINT GUM



FamilyCircle



A VIRGINIA SLIMS
WORLD CHAMPIONSHIP
SERIES

A Publication of The New York Times Company **NYT**
© 1988 The Family Circle, Inc.

sized comic waddlings and lurching
Torin I. Porter strutted on stilts
the ostrich. Silvia Martins was
charming bathing beauty. Soly
Olsen toddled awkwardly as the
Charlton D. Boyd was a menacing
photographer who resembled a
lain in a science-fiction movie.

Torbjorn Stenberg was especially
amusing as a pompous general who
rode about on a goose. The bulbous
lion that devoured him really consisted
of Steven Beckon and Ow

Pact Is Signed

Special to The New York Times

MADRID, April 7 — After negotiations that lasted a year, Baron Hans Heinrich Thyssen-Bornemisza and Javier Solana de Madariaga, the Spanish culture minister, signed an agreement today under which more than 700 paintings from the Baron's celebrated collection will come to Spain for 10 years. Several cities, including New York, Paris and Tokyo had vied with Madrid for the chance to house the collection.

The works will be displayed at the 18th-century Palacio de Villaherrosa, which is owned by the Prado museum and situated close to it. They are expected to go on exhibition

Review/Film

Guru's Gh Calls in 'Ba

By VINCENT CANBY

After lying in a coma for nearly years, Cynthia (Jennifer Rubin) wakes up in a psychiatric hospital looking remarkably healthy, beautiful, as well as far more serene than most of the people around her.

"If you want to feel into the 80s," says an edgy patient in Cynthia's therapy group, "you're at least a condo, two marriages and one year's infection out of date."

Cynthia's problems appear not to be of the present, but of the past. She's the only survivor of Unity Fields, a commune whose other members died in a group-suicide under the direction of Harris (Richard Lynch), the Unity Fields guru. Now the certifiably dead Harris keeps appearing, sometimes as himself, sometimes as a ghostly apparition, to urge Cynthia to him; she's dawdled long enough.

This is the situation in the aptly titled horror film "Bad Dreams," first feature to be directed (with good deal of superficial style) by Drew Fleming, a graduate of the New York University Film School.

HOW TO BE A SPORT WITHOUT LOOKING LIKE A JOCK.



JUST ORDER YOUR VERY OWN VIRGINIA SLIMS SPORTSHIRT.

Leave the rough-and-tumble look to the boys with the Virginia Slims Sport Shirt. It's authentic in rugby design, but created to fit a woman's active life. Made exclusively for Virginia Slims by J.G. Hook, this Ivory sport shirt is a 100% cotton French knit. The pocket is trimmed with our embroidered patch, and the oversized fit makes it extra comfy. The sport shirt is yours for only \$25.00.

I'm game for leading the sporting life in Virginia Slims style.

Fill out this order form below and indicate number of sport shirts. Each shirt is \$25.00.* Or, with two carton UPC's (bar codes) from any variety of Virginia Slims, you get the special discount price of \$21.00.*

Enclose order form and check or money order, payable to SlimsWear™ (no cash please), in an envelope and mail to: Virginia Slims, P.O. Box 411028, Chicago, IL 60641, Pa

Mail my sport shirt(s) to:

Name _____

Address _____

City _____

State _____ Zip _____

Indicate Size: S M L

Number of Sport Shirts _____ at \$25 each \$ _____

Subtract UPC Discount if applicable (\$4.00 per sport shirt) (\$ _____)

Total Check/Money Order \$ _____

*All taxes and shipping included. By accepting this offer, you certify that you are a smoker, 21 years of age or older. Offer good in USA only. Void where prohibited, licensed or taxed. Please mail as soon as possible. Offer good until February 28, 1989 or while supplies last. Allow 6-8 weeks for delivery. Guarantee: If any product does not meet your full expectations, just return it to us within 30 days and we'll send you a prompt refund or exchange.

Lights: 8 mg "tar," 0.6 mg nicotine—100's; 14 mg "tar," 0.9 mg nicotine av. per cigarette, FTC Report Feb.'85. 120's: 14 mg "tar," 1.0 mg nicotine—Ultra Lights: 6 mg "tar," 0.5 mg nicotine av. per cigarette by FTC method.

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



Made exclusively for Virginia Slims by 

USTERS

TO SUBSCRIBE: 840-5000

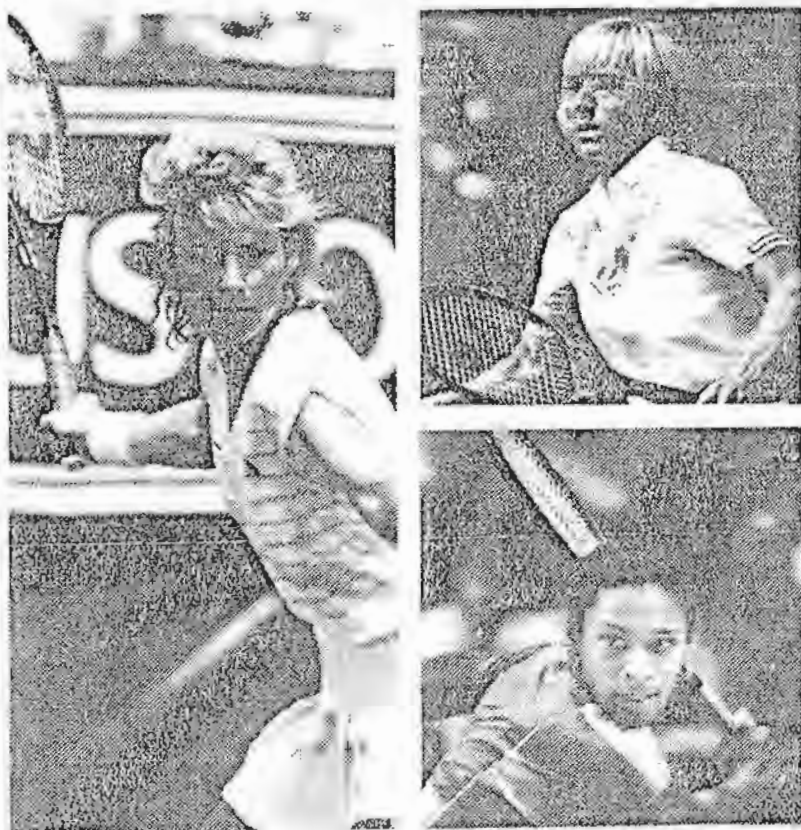
Be there for the action and excitement of

Post Night

at

Virginia Slims of Houston

Presented by Toyota



Semi-Finals
 Saturday, April 23
 Westside Tennis Club
 7:00 p.m.

Ticket information: (713) 953-1111

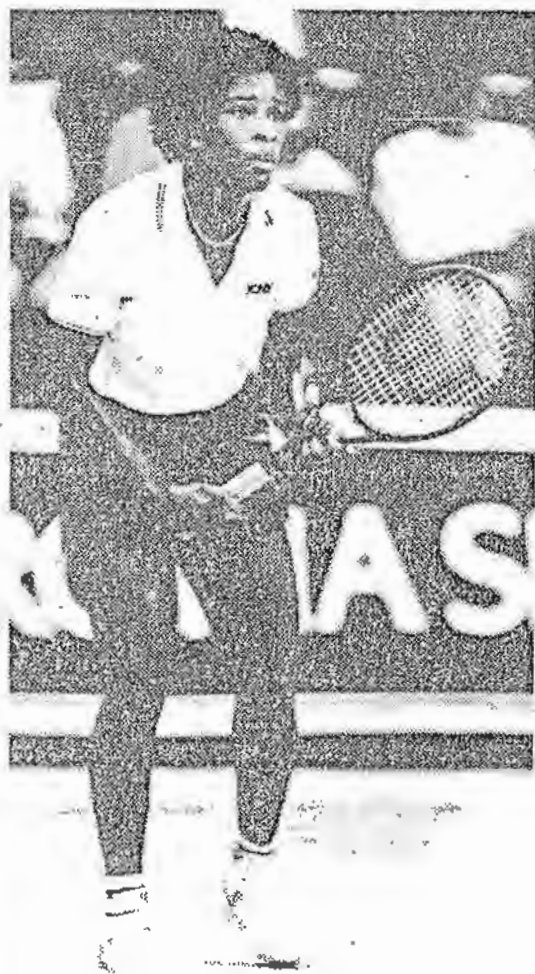
The Houston Post

Catherine O'Hara
 Jeff & Larry Wilson
 Timote directed by Tim Burton

<p>MEYER PARK 14 5 POINT OAK AT SOUTH LOOP 721-0140</p>	<p>MISSOURI CITY 6 2420 FM 2234 499-8400</p>
<p>WILLOWBROOK 8 FM 1960 WEST AT FM 146 489-8222</p>	<p>WOODLAKE 3 2532 S. GULFSHORE 783-8482</p>

Chronicle Tennis Clinic

Watch a great tennis match and get a free lesson. Buy a ticket for the April 22 Virginia Slims of Houston Tennis Tournament and you'll get in free to the Houston Chronicle/USTA Tennis Clinic that same day.



Have you ever longed to know the secrets of great tennis pros like Zina Garrison and Lori McNeil (currently ranked in the top ten and the top fifteen in the world, respectively)? Now is your chance. Zina and Lori are both from Houston, and they, along with United States Tennis Association clinician, Lew Brewer, will conduct a free tennis clinic at 4 p.m., Wednesday, April 22.

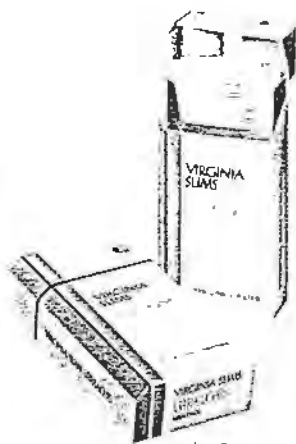
In order to attend the clinic, you must have a ticket for either the day or evening session on Wednesday, April 22. Ticket prices for the day session, which begins at 11 a.m., are \$4.00, and the evening session, which begins at 7 p.m., is \$8.00. All clinic participants will receive a free gift compliments of the USTA. Also, SONY in cooperation with Southwest Record and Tape will be videotaping the clinic on the latest in 8MM equipment. They will provide you a FREE copy of your performance. Tickets may be purchased at all Rainbow TicketMaster outlets. Also, for tickets or more information, you may call (713) 783-1511.

Houston Chronicle
Houston's leading information source



Toyota Presents
A VIRGINIA SLIMS
WORLD CHAMPIONSHIP
SERIES EVENT

VIRGINIA SLIMS ULTRA LIGHTS



Only 6 mg tar.
The lightest
style of Slims.

6 mg "tar," 0.5 mg nicotine
av. per cigarette by FTC method.

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

© Philip Morris Inc. 1987

TOYOTA
PRESENTS

VIRGINIA SLIMS OF HOUSTON

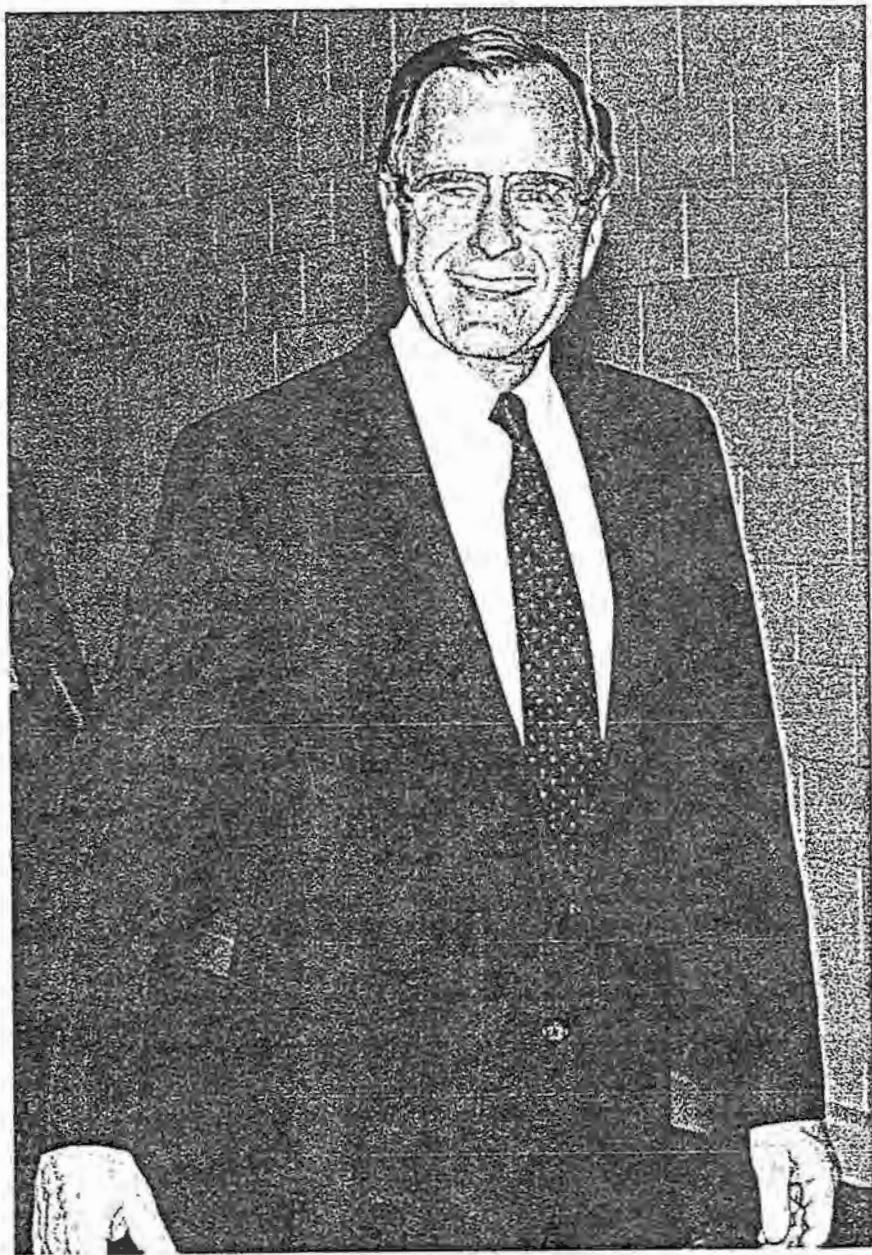


APRIL 18-24, 1988



Westside Tennis Club
Houston, Texas





THE VICE PRESIDENT
WASHINGTON

April, 1988

Welcome!

What a privilege it was to be named Honorary Chairman of the Virginia Slims Tournament of Houston. Special to me are Challenger memorial projects, like the Challenger Cup scholarship fund which benefits from your gathering and the competition this week.

It is appropriate that a sport with lingo that includes words like "love" and "advantage" offers its support and encouragement in the education of our youth. From that generation of students will come heroes and champions of tomorrow, whether they be athletes and astronauts, or exemplary citizens making a difference in their own community.

It gives me great pleasure to extend a warm welcome to athletes and spectators alike. Congratulations to the Tournament organizers for hosting this splendid event in Houston.

Sincerely,

George Bush

literacy tutoring to their roster of services. LVA provides technical assistance in the following areas: tutor training, workshop leader training, and program management training.



The Virginia Slims Series Commitment

Virginia Slims believes a champion is someone who reaches his or her full potential, both on and off the tennis court. An illiterate adult who masters the essential skills of reading and writing is indeed a champion.

In its commitment to building champions, Virginia Slims is dedicated helping eliminate illiteracy in the U.S. Toward that end, the Virginia Slims World Championship Series is proud to affiliate with the Literacy Volunteers of America.

The Virginia Slims World Championship Series spans five continents, with more than 55 tournaments played in 19 countries, and some 500 women professionals competing each year for nearly \$16 million in prize money.

In 1988, Philip Morris Companies, Inc., on behalf of the Virginia Slims Series, has pledged \$100,000 in funding to combat illiteracy and to utilize the worldwide tennis tour as a platform from which to help create greater public awareness of this tragic and compelling problem.

“I am a mother and a grandmother. I have gone through life without knowing how to spell out words. I have always dreamed of picking up a pen and writing a letter. The night of my son's concert booster meeting to elect committee members I wanted to volunteer for president because I know I could do the job. But my spelling kept me from doing so. Look at me now I am writing this letter, thanks to people like my tutor who gives her time to tutor me. There is still hope for this world as long as we have people like her.”

Albuquerque, New Mexico.

LITERACY VOLUNTEERS OF AMERICA-HOUSTON
P. O. Box 130961
Houston, Texas 77219-0901
(713) 956-2955

For More information or
To Make a Contribution:



**Literacy
Volunteers
of America, Inc.**

5795 Wirewaters Parkway,
Syracuse, NY 13214-1846

315/445-8000

**Literacy Volunteers
of America**

and

**The Virginia Slims
World Championship Series
unite in a**

Partnership For Reading

...because everyone
deserves a
shot at the top.



SEE THE
★ STARS ★
INDOORS



HANA MANDLIKOVA



PAM SHRIVER



MARTINA NAVRATILOVA



KATHY JORDAN



KATHY RINALDI

Jandori PRESENTS

VIRGINIA SLIMS OF NEW ENGLAND

JANUARY 14-20, 1986
CENTRUM IN WORCESTER



Sponsored by
Virginia Slims
Cigarettes

Shaping the future
of women's tennis.

MARTINA NAVRATILOVA
HANA MANDLIKOVA
PAM SHRIVER
CARLING BASSETT
and more

FOR TICKET INFORMATION,
BOSTON AREA: 1-(617) 731-4500
TELETRON: 1-(800) 382-8080



SURGEON GENERAL'S WARNING: Smoking
By Pregnant Women May Result in Fetal
Injury, Premature Birth, And Low Birth Weight.

Light: 8 mg "tar," 0.6 mg nicotine—100's; 14 mg "tar,"
0.9 mg nicotine av. per cigarette, FTC Report Feb. 85.
120's; 14 mg "tar," 1.0 mg nicotine av. per cigarette by FTC method.

WED. JAN. 15-9:00 A.M. TO MIDNIGHT

REEBOK STUDENT'S DAY
ALL TICKETS 1/2 PRICE—\$3.00 \$4.00
WITH STUDENT ID.



4:00 P.M.
**TENNIS
CLINIC**
CENTER COURT
★STARRING★
HANA
MANDLIKOVA
TRY TO
"ACE THE
PROS"
CONTEST

FRI. JAN. 17-9:00 A.M.

WSSH 99.5 fm
LADIES DAY
TICKETS 1/2 PRICE
\$3.00 \$4.00

9:00 A.M.
DOUBLES CLINIC
10:00 A.M.
FOLGER'S COFFEE BREAK,
FOLLOWED BY ALL
DAY TENNIS WATCHING
4:00 P.M.
ALMADEN WINE
& PEPSI PRODUCT
TASTING
*OPTIONAL ADDITIONAL
NO CHARGE
RESERVATIONS 731-4500
CENTRUM HOSPITALITY
AREA
11:30 A.M.
"LADIES DAY
LUNCHEON/
"FASHION
SHOW



FRI. JAN. 17-7:00 P.M.

**T-SHIRT
NIGHT**



**FREE
T-SHIRT**
TO THE FIRST
1,000 SPECTATORS

SAT. JAN. 18-10:00 A.M.

**CONSUMERS BANK
KIDS DAY**
KIDS
UNDER 16 1/2 PRICE
\$3.00 \$4.00



**FREE
SOUVENIR
SHOELACES**
TO THE FIRST
2,000 SPECTATORS

SAT. JAN. 18-7:00 P.M.

**GENTLEMENS
NIGHT**



ANY WOMAN WHO
BUYS A TICKET
GETS ONE MAN
OF HER CHOICE IN
FREE!

TICKETS: #10 UPPER LEVEL
#12 LOWER LEVEL

Marriott

CONSUMERS BANK

CONTINUOUS TENNIS WATCHING AT CENTER COURT!

Oldsmobile

PEPSI

Wines
TELEPS
& GAZET



HOTEL MERIDIEN
PRESENTS

VIRGINIA SLIMS OF BOSTON

MAR. 26-APR. 1, 1984
BOSTON UNIVERSITY
WALTER BROWN ARENA

The most exciting women's
tennis in the world:

MARTINA NAVRATILOVA
PAM SHRIVER
HANA MANDLIKOVA
TRACY AUSTIN
and more

FOR TICKET INFORMATION,
CALL: 617-731-4500.



Sponsored by
Virginia Slims Cigarettes



© Philip Morris Inc. 1984

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

Regular, 9 mg "tar," 0.7 mg nicotine—Menthol, 8 mg "tar,"
0.6 mg nicotine av. per cigarette. FTC Report Mar. '83.

T-SHIRT NIGHT

Monday, March 26th, 7 p.m. Tickets \$8. Free T-shirts to first 1,000 spectators.

SCHOOL NIGHT

Tuesday, March 27th, 7 p.m. School group of 10 or more 1/2 price tickets. \$8 ticket for \$4. Be a lucky winner for the "Ace the Pro" contest.

CLUB NIGHT

Wednesday, March 28th, 7 p.m. Club groups of 20 or more 1/2 price tickets. \$8 Ticket for \$4. Club with largest attendance get private clinic with pros on-site.

"WEIGHT WATCHERS FROZEN FOODS LADIES DAY"

Friday, March 30th, quarter-finals, 10 a.m. Tickets \$8. Complimentary wine-tasting, Laura Ashley Fashion Show, informal modeling with Cycle Venture, Inc., door prizes.

GROUP DISCOUNT TICKETS

\$2 off tickets for early sessions — for information: call 731-4500.

Associate Sponsor: **Boston Herald**

RJR-Nabisco Sports Sponsorships

IMSA Camel GT Series Auto Racing (1971-)
Camel Pro Motorcycle Racing (197_-)
Camel Grand Prix Auto Race Circuit (197_-)
Camel Grand Prix cars and drivers
Camel Trophy Range Rover off-road rally (Europe)
Camel World Cup Soccer (1986)
Camel Championship Challenge Motocross (Europe)
Camel-Peugot Racing Team (Paris to Dakar)
Winston Team America soccer (1983)
Winston, Camel sponsorship of US pro soccer leagues (1980s)
Camel Challenge Cup soccer (1988)
NASCAR Winston Cup Auto Racing Circuit (stock cars) (1971-)--29
races/year
NHRA Winston Drag Racing Series (1975-)--six events/year
Vantage Senior Golf (1987-)
Premier Cup golf championship (1988-)
Salem ProSail Racing (1988)
Team RJR-Nabisco star athletes in seven sports, corporate goodwill
(1988-) (e.g. O.J. Simpson, Don Meredith)
Winston Sports Connection Telephone Service for game results (1988-)
Nabisco Grand Prix Men's Tennis (1985-1990)
Nabisco Grand Prix Golf (1986-)
Winston All-Star National Basketball Association ballot
Winston scoreboards in baseball, football, basketball stadiums
Hawaiian Punch, Del Monte, Planters, Vantage, Sterling motor racing
promotions

Winston, Camel, Vantage sports paraphernalia

Camel Scoreboard (newspaper sports sections) (1983 - 1985)

Official National Football league licensee: Winston, Camel

Del Monte Women's Cycling Team

RJ Reynolds' Soar American Challenge Team (1988)

Winston Rodeo (1980s)

In Asia: badminton, breakdancing

In Canada: downhill ski racing, windsurfing, golf, tennis

- RJR has invested in cable television sports network, owning 20% of ESPN
- RJR Nabisco spent \$82 million on sports event sponsorships, licensing, related promotions in 1987, not including advertising
- Sports Marketing Enterprises, Inc. (SME), new RJR subsidiary, reports to CEO, RJ Reynolds Tobacco Co.
- SME will oversee involvement in 1600 sports events per year, with full-time staff of 94, payroll of \$4 million

Philip Morris Sports Sponsorships

Virginia Slims Tennis (1971-)

Marlboro Cup Horse Race (1973-)

Marlboro Grand Prix Auto Race (1988-)

Marlboro Grand Prix cars and drivers
(Fittipaldi, Prost, Senna, Sullivan, Mears)

Marlboro 500 Auto Race (1986-)

Marlboro Soccer Cup (1987-)

America's Cup sailboat (Merit, 1986;
Marlboro, 1988)

Marlboro Sports Calendar (1987-)

Marlboro Ski Challenge (1987-)

Marlboro acrobatic aircraft

Champions of American Sport (exhibition, 1980)

Philip Morris World Championship of Golf (1989)

Benson & Hedges on Ice (1988-)

Marlboro scoreboards at baseball
and basketball stadiums

Marlboro, Virginia Slims sports gear

Maxwell House Olympic Spirit Award (1988)

Oscar Mayer US Baseball Federation Sponsor (1988-)

Crystal Light Aerobics events

Country Time Lemonade Pontiac stockcar

Lite Beer USA Pro Beach Volleyball tour (1988-1992)

Miller High Life 400

Miller 500 Auto Race

Miller High Life cars and drivers (e.g. Danny Sullivan)

Miller Genuine Draft Black Hills Motor Classic (motocross) (1988-)

Blum - Tobacco and Sports

Miller Lite Player of the Game (NBC-TV)

Miller Lite NBA All-Star Voting Program (1987)

Miller Lite Lineman of the Year

Miller United States Olympic Committee Training Center

"Six Pack in the Sky," Miller skydiving team

Miller Diving Pavillion at state fairs

Miller scoreboards, TV screens, giveaways in NBA, other arenas

Miller, Bob Uecker's Wacky World of Sports

Pro Bowlers Tour sponsor (1967-1987)

Miller, Major League Baseball, National Football League, sponsor

Miller, sponsor of Preakness and other horse races

In Europe: auto racing, horse racing, sailing

Reporte Deportivo Miller, new program on Univision-Spanish cable TV

TOBACCO IDENTITY CRISIS

Corporate identity	Philip Morris Companies Philip Morris, Inc. Philip Morris USA Philip Morris International
Subsidiary corporate identity	General Foods Corporation* The Miller Brewing Company Mission Viejo Realty
Product brand name identity	Post Cereals presents... Miller Beer presents... Virginia Slims cigarettes presents...
Brand name sports and cultural events	The Virginia Slims (tennis) Miller 500 (auto race), Marlboro 500, Marlboro Grand Prix, Marlboro Cup (horse race), Marlboro Country Music, Marlboro Soccer Cup, Benson & Hedges on Ice, Benson & Hedges Jazz, Benson & Hedges Blues
Brand name advertising	Marlboro, Virginia Slims, Parliament Merit, Saratoga, Benson & Hedges, LITE, Miller, Post Cereals, Jell-O General Foods, Tang, Birdseye, Louis Rich, Oscar Mayer, Kool-Aid, Sanka
Brand name extensions	Miller Lite Player of the Game Miller Lite Lineman of the Year Tang Soccer Team The Adventures of Kool-Aid Man comic book Country Time Lemonade stock car
Corporate extensions	The Whitney Museum at Philip Morris Philip Morris Magazine

- Invitations to the exhibition, "Champions of American Sport," in 1980 and to the Vatican Art Exhibition in 1983 were sent to the press on stationery of the Philip Morris-owned Seven-Up Company. Philip Morris Companies is now the most frequently used name in magazine and newspaper advertising publicizing sponsorships of the Joffrey Ballet, the Brooklyn Academy of Music, the Alvin Ailey American Dance Theater, and art exhibitions at a dozen or more museums each year (e.g., the Studio Museum of Harlem).
- In 1985 and again in 1988 Philip Morris became a principal sponsor of the Viet Nam Veterans Memorial; in a wire service photo, an employee of the Memorial wore a jacket emblazoned with Marlboro. Virginia Slims is a principal sponsor of Literacy Volunteers of America.
- *Under the name of General Foods Corporation, Philip Morris is a principal sponsor of National Public Radio.

MEDIA - TOBACCO TIES

Media Corporation

ABC*

CBS* (controlled by Loews)

ESPN (20% owned by RJR-Nabisco;
80% owned by ABC)

HBO (owned by TIME, Inc.)

Lifetime Cable Network

NBC*

Spanish Cable Network

TBS

TNN

New York Times

Tobacco Sports Connection

e.g., Major League Baseball
The Winston (auto race)

e.g., National Football League, auto racing

e.g., Marlboro, Winston auto racing

tennis

women's tennis

e.g., Major League baseball

e.g., Marlboro soccer cup

Major League Baseball

e.g., Winston auto racing
Inside Winston Cup racing

Virginia Slims cosponsor (Family Circle Cup)
American Brands on sports pages (to 1985)
Philip Morris, RJR-Nabisco on sports pages
(current)
Tennis Magazine
Golf Digest
Marlboro Grand Prix special section

Alan Blum, M.D. - Tobacco and Sports

New York Times (con't)

Puff pieces on tobacco sports,
New York Times Magazine
Feature stories on tobacco-sponsored
activities in New York Times Magazine
(e.g., Marlboro Grand Prix drivers)

USA Today (Gannett)

Special sections for tobacco sports
(e.g., CART racing)
Presenting sponsor, RJ Reynolds ProSail
Philip Morris, RJR brands on sports pages
daily
92 newspapers and billboard division carry
tobacco ads

Los Angeles Times

Camel, Winston auto race cosponsor
Sporting News

Washington Post

Sports Channel
Newsweek a sponsor of auto racing

Houston Post

1988 Virginia Slims (cosponsor)

Houston Chronicle

1987 Virginia Slims (cosponsor)
1988 Winston Drag Racing

Boston Herald

1984 Virginia Slims

TIME

Sports Illustrated
Sports Illustrated for Kids

* extensive advertising revenues from Philip Morris and RJR-Nabisco non-tobacco products

OPPOSITION TO TOBACCO SPONSORSHIP OF SPORTS

- DOC's (Doctors Ought to Care) request to US Attorney General to block telecasts of Marlboro Cup, Virginia Slims (1977-)
- DOC "housecalls" on Virginia Slims, Florida, other cities (1978)
- Protest of Kim cigarette brand tennis outfit, Wimbledon (1980)
- Editorials in The Lancet (1978) British Medical Journal (1981,1983)
- BUGA-UP (Billboard Utilizing Graffitists Against Unhealthy Promotions) submits documentation to Broadcasting Tribunal of telecasts of tobacco-sponsored sports, Australia (1983)
- Demonstrations by GASP (Group Against Smoking Pollution), ASH (Action on Smoking and Health) at Virginia Slims in New Jersey, Wichita, San Francisco, Worcester, Newport, Washington (1980s)
- East Torrens District Cricket Club adopts no-smoking insignia, South Australia (1981-)
- Rep. Waxman stops telecast of Camel boxing match (1982)
- CRUSH (Celebrities Resisting the Unhealthy Smoking Habit) registry of athletes opposed to tobacco sponsorship, Australia (1982)
- Scottish soccer team sports no-smoking logo (1982)
- MOP-UP's (Movement Opposed to the Promotion of Unhealthy Products) Marlboro Country cemetery, Cancer Country balloon, Melbourne outside Marlboro Open Tennis (1982, 1983)
- Massachusetts GASP press conference protest of Virginia Slims (1983)
- Canada's Non-Smokers' Rights Association purchases full-page advertisements urging end to tobacco sponsorship of Canadian Ski Association (1983)
- Grim Reaper at Virginia Slims, Massachusetts, Rhode Island (1984-)
- Lung Slayer's Tennis Tournament, Canada (1984)
- Rejection of RJ Reynolds trophies by Canadian ski champions (1984)

DOC's Emphysema Slims Tennis Tournament (1985-)

Campaigns against use of university arenas by Virginia Slims, George Washington U., Boston U.(1984, 1985)

ASH, others in New Zealand lobby and succeed to prevent 1990 Commonwealth Games from accepting tobacco sponsor (1986)

Olympic champion Greg Луганis gives testimony at tobacco ad ban hearings (1986)

Dick Rutan, Jeana Yeager reject tobacco company sponsorship for their world record flight (1986)

The Cancerettes, DooDa Parade, Pasadena(1986)

Smoking banned in Houston Astrodome (1986)

American Cancer Society sets up Athletes Against Tobacco (1987)

Association of Nonsmokers lobbies Minnesota Metrodome to remove Winston sign in 1992 (1987)

Publication of "The Name of the Game: Selling Cigarettes on BBC-TV," North Western Regional Health Authority, United Kingdom (1987)

DOC counteradvertisements to Virginia Slims in Kansas, Rhode Island newspapers(1987, 1988)

Seattle to consider anti-smoking ads in Kingdome (1988)

Smoke-free Winter Olympic Games, Calgary, Alberta (1988)

U.S. Boomerang Team, sponsored by DOC, wearing no-smoking logos (1988)

DOC-sponsored no-smoking symbol on sailboat in race, Corpus Christi (1988)

New Zealand challenger for America's Cup spoofs U.S. Marlboro boat with sail bearing Surgeon General's warning (1988)

Boston Red Sox turn down request by GASP of Massachusetts to cover Marlboro billboard for the day honoring the Jimmy Fund for cancer research (1988)

What's Up D.O.C.?

Emphysema Slims Celebrity Tennis Tournament

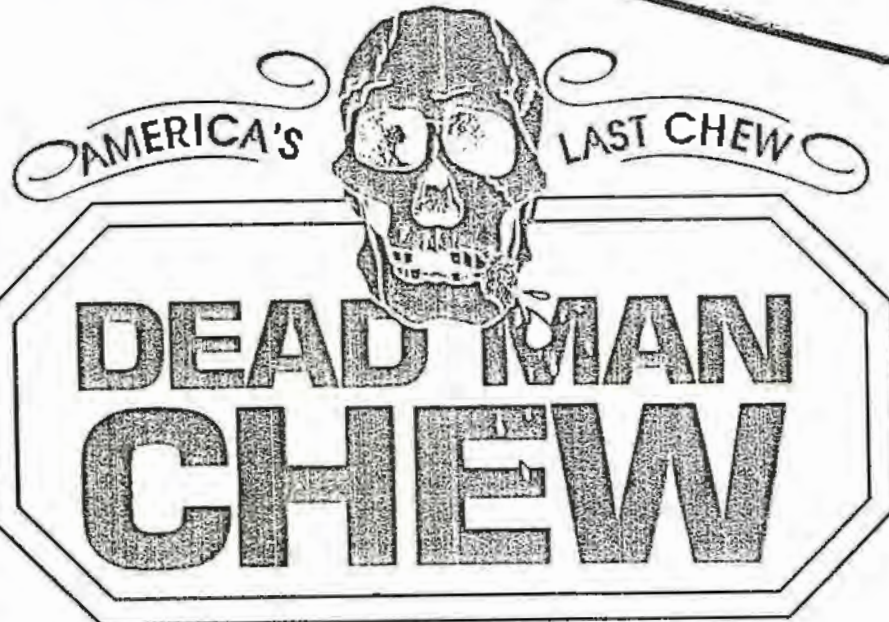
Warning: This May
Make You Think.

DOC, proud sponsor of the
U.S. Boomerang Team
1988 World Champions

Throw tobacco



out of sports!



Doc
Doctors Ought to Care

**Give yourself
a sporting chance.
Stop smoking!**

says Dean Mobbs (Central Districts)



PRINTED BY LETTERPRESS PTY. LTD., HINDMARSH 5007

PHOTO COURTESY "THE NEWS"

ANTI-CANCER FOUNDATION — helping you to better health. Phone: 223 4333