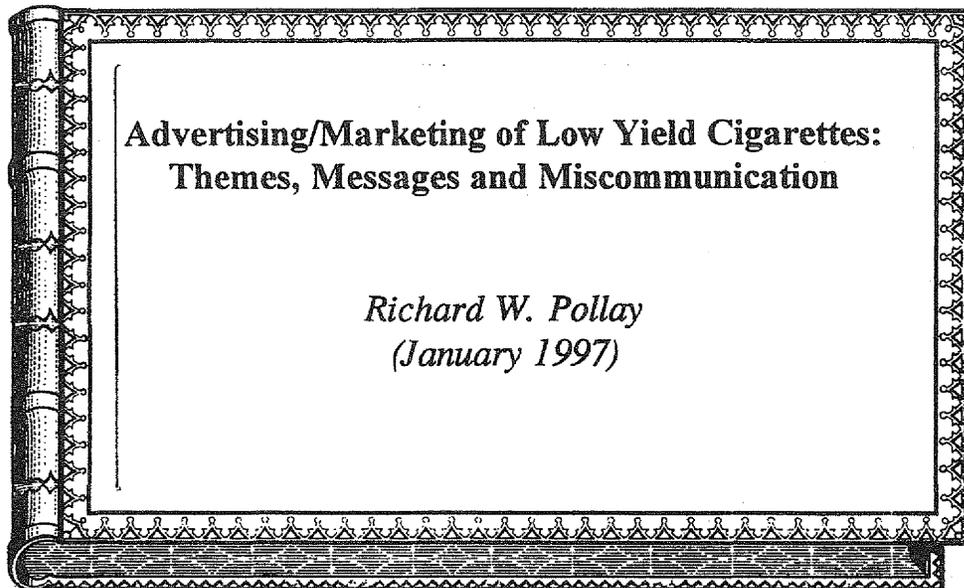


The History of Advertising Archives

Office of the Curator
Telephone: (604) 228-2568



Faculty of Commerce, U. B. C.
Vancouver, Canada V6T 1W5



WORKING PAPERS AND RESEARCH REPRINTS

**Advertising/Marketing of Low Yield Cigarettes:
Themes, Messages and Miscommunication**

*Richard W. Pollay
(January 1997)*

*Working Paper 97.2
History of Advertising Archives
Faculty of Commerce, UBC
Vancouver, Canada V6T 1Z2*

Testimony to Commonwealth of Massachusetts
Department of Public Health Hearing (Jan 30, 31, 1997)
Re: 105 CMR 660.000 Cigarette and Smokeless Tobacco Products:
Reports of Added Constituents and Nicotine Ratings

*One of an extensive series of working papers.
See the Tobacco Industry Promotion Series (TIPS).*

Commonwealth of Massachusetts
Department of Public Health Hearing (Jan 30-31, 1997)

Re: 105 CMR 660.000 Cigarette and Smokeless Tobacco Products:
Reports of Added Constituents and Nicotine Ratings

**Advertising and Marketing of Low Yield Cigarettes:
Themes, Messages and Miscommunication**

Statement of Richard W. Pollay
Professor, Faculty of Commerce, University of British Columbia

Personal Qualifications

1. I am Richard Warren Pollay, Professor of Marketing at the Faculty of Commerce, University of British Columbia, where I am also Curator of the History of Advertising Archives. I have a MBA and a Ph.D. in Consumer Behavior from the University of Chicago and have published research extensively for over 30 years in the areas of advertising and its effects, consumer attitudes toward advertising and advertising history. I teach courses at the undergraduate, MBA and Ph.D. levels concerning advertising and its practical management and the related research methodologies, both in industrial practice and in academic research. I am a member of the American Academy of Advertising and the Association for Consumer Research. I serve on the editorial boards or review manuscripts for many academic journals, e.g. the Journal of Advertising, the Journal of Consumer Research, and the Journal of Marketing.
2. My research has been on advertising processes, history and social consequences. Among many other research products and activities, I have produced a reference book, Information Sources in Advertising History, and am Curator of the History of the Advertising Archives. This research institution holds the Tobacco Industry Promotion Series (TIPS), an extensive collection of materials on cigarette promotion. TIPS includes (a) thousands of cigarette ads and related merchandising materials, (b) related documents obtained in the course of serving as an expert witness in various trials and (c) notes taken from both tobacco and advertising trade sources (e.g. Advertising Age, Advertising & Selling, Marketing and Media Decisions, Printers' Ink, U.S. Tobacco Journals).
3. For the past 10 years I have been working extensively on cigarette advertising and its history, publishing over 80 research work products as working papers or in peer reviewed journals. Highlights from this stream of research products are listed Exhibit 1: "Select Publications on Cigarette Advertising." Of note are my contributions to the Surgeon General's Reports of 1994 on youth and reports in process on women and on minorities. Other research and reports have explored current practices and historical aspects of the various aspects of cigarette advertising such as the targeting of youths, the targeting of

racial minorities, the failures of self-regulation, the use of public relations, event sponsorships and promotion, sports stadium signage, media plans, packaging, distribution, and the adequacy of warnings.

4. My accumulated expertise has been augmented by the rare opportunity to access and review corporate documents for tobacco firms, their market research contractors, advertising agencies and public relations firms. Some of this was the result of my own research initiatives uncovering archival materials, e.g. the industry's public relations efforts to counter the "health scares."¹ On other occasions my access to corporate documents resulted from my role as an expert witness in litigation, e.g. "Cipollone v Liggett et al." (N.J. - 1988); "Imperial Tobacco Limitee & RJR-Macdonald Inc. c. Le Procureur General du Canada" (Quebec - 1990); "Horton v American Tobacco Company, et al." (Mississippi - 1990); and others, including several now in pretrial processes.
5. My expertise in cigarette advertising has led to many invitations to speak at other universities, including being the University Lecturer at the University of Wisconsin (1993), Center for Research in Journalism and Mass Communications Lecturer, University of North Carolina (1992), Donald W. Davis Lecturer at Pennsylvania State University (1990), Walter Schmidt Lecturer at the University of Santa Clara (1988), and numerous other unnamed lecturing at more than 20 other Universities abroad and in North America, such as Harvard, Rutgers and Columbia. This work was recognized by the University of British Columbia as deserving of the Professional Research Excellence Award, 1994.

The Purpose and Justifications of Advertising

6. From a profit seeking firm's perspective, the justification of advertising expenses and activity is its role in fostering sales revenue. Advertising and promotion are terms often used interchangeably, as all forms of both have the purpose of advancing sales of a product (or service). The roots of the words "advertising" and "promotion" mean "to turn toward" and to "move forward" respectively. Sales enhancement is the ultimate rationale for budget expenditures by profit maximizing firms, although the operational goals are often intermediate, such as affecting consumer perceptions, awareness, attitudes, opinions and/or beliefs. In the case of cigarettes, the common goals for advertising are (a) the reassurance of existing customers, many of whom have health concerns, to retain their patronage lest they quit or switch, and (b) the recruitment of new younger customers to replace those who are quitting, switching away, or dying.
7. The central justification for advertising and promotional activities from society's perspective is its potential role in providing consumers with marketplace information, allowing them to make better informed choices so as to advance their own well being and

¹ Richard W. Pollay (1990), "Propaganda, Puffing and the Public Interest: The Scientific Smoke Screen for Cigarettes," Public Relations Review, Vol. 16 #3, 27 - 42.

to more optimally allocate their scarce resources, such as time and money, in their effort to maximize personal utility. The legal principle of *caveat emptor*, buyer beware, presumes the buyers have access to information of sufficient quality and relevance that they can indeed exercise their individual judgments and be wary, as they may deem appropriate. In reality, industries, media and advertising styles differ greatly on the extent to which this potential informativeness is realized and consumer and public benefit obtained.²

The Cigarette Marketing Dilemma

8. From the 1930s until the 1950s, cigarettes were heavily advertised, often with an explicit health premise, such as "More Drs. Smoke Camels ...," "Will not Harm Nose, Throat ...," and "Play Safe" (Chesterfield), "Not a Cough in a Carload (Old Gold)," "Inhale to Your Heart's Content" (Embassy), "An Ounce of Prevention" and "The Cigarette that Takes the Fear out of Smoking" (Philip Morris), "Guard Against Throat Scratch" (Pall Mall) or by the endorsement of athletes and other celebrities. When publicity about lung cancer research findings in the early 1950s created what the industry termed a "health scare," the industry faced a more intense level of consumer suspicion about the health risks they might be facing.
9. The initial response of the industry was the introduction of filtered products, initially at first with explicit health premises, such as "Just What the Dr. Ordered" (L&M), "Better for Your Health" and "Double-Barreled Health Protection" (Viceroy - Exhibit 2). The biggest campaign was for Kent, initially sold a "Health Protection" with an implied endorsement from the American Medical Association (Exhibit 3). This reiteration of explicit health promises had the undesirable effect, from the firms' perspective, of keeping the health question prominent in consumers minds. This lead motivation researchers and other trade analysts to advise the industry to shift from explicit verbal assertions of health, to more implied healthfulness and visual imagery, often veritable "pictures of health," such as Kent's tennis player (Exhibit 4).³
10. In addition, filters which did indeed greatly reduce the nicotine available to consumers addicted to it, frustrated those customers and failed to produce smoking "taste satisfaction." This disinclined these customers to continue smoking that brand and inclined them to continue trying other brands in their search for a satisfaction of the nicotine intake levels to which they had become habituated.

²Pollay, R. W., (1984), "Twentieth Century Magazine Advertising: Determinants of Informativeness," Written Communication, Vol. 1 #1, 56-77.

³Pollay, R. W. (1991), "Signs and Symbols in Cigarette Advertising: A Historical Analysis of the Use of Pictures of Health," in Hanne Hartvig-Larsen, David G. Mick and Christian Alsted, eds, Marketing & Semiotics. Copenhagen: Handelshojskolens Forlag, p160-176.

11. **The dilemma facing cigarette firms, then as now, was how to market a product that was less harmful to health, or at least could be made to seem so, while still delivering sufficient nicotine to be "satisfying."** For example, R. J. Reynolds' 1978 Business Plan for Canada stated: "As consumers shift from full flavour cigarettes to brands with lower tar and nicotine levels, they will desire as much flavour and satisfaction as possible while easing their concerns about the smoking/health controversy."⁴

Tactics Employed by the Cigarette Industry

12. While these seems like mutually contradictory goals characteristic of a true dilemma, the industry invented and adopted a number of marketing strategies to cope with this dilemma and further their profit seeking goals. Most of these created the impression of health benefits to consumers, or capitalized on the consumer perceptions and expectations that filters offered health "protection." This had been the explicit premise of earlier advertising and was, and still is, the only obvious *raison d'être* for filters.
- a. Kent offered several successive generations of product in the 1950s that were heralded as if "new and improved," but in fact were offering ever more tar and nicotine (See Exhibit 5 for a Chart of Yields over three product "improvements."). Similar filter "loosening" was also observed by Consumer Reports tests, and the subject of Congressional inquiry for another pioneering filter brand: L&M.⁵
- b. Some subsequent brands relied on the credibility of filters established by the pioneering brands, offering filtered products where the filters were essentially cosmetic, without notable efficacy, as delivered tar and nicotine was not appreciably reduced. Congressional investigations found reversals in which some firms' filtered products delivered *even more* tar and nicotine than their unfiltered traditional products, such as Kent's higher yield than Lorillard's traditional Old Gold, Reynold's Winston being higher in yield than its unfiltered Camel, and American Tobacco's Hit Parade higher yield than plain Lucky Strikes.⁶
- c. Menthol was introduced into some products for its "pseudo-health" benefit, a consumer perception derived from consumers experiencing menthol elsewhere only in the context of

⁴Pollay, R. W. (1990), "The Functions and Management of Cigarette Advertising," for Quebec Superior Court, Imperial Tobacco Limitee & RJR-Macdonald Inc. c. Le Procureur General du Canada, 38p.

⁵Pollay, R. W. (1988), "Promotion and Policy for a Pandemic Product: Notes of the History of Cigarette Advertising (US)," Working Paper #88.1, History of Advertising Archives, 96p. Published in Tobacco Litigator's Bookshelf 4.7 TPLR, pp 6.30-6.79.

⁶Blatnik, J. (1958), "Making Cigarette Ads Tell the Truth," Harpers, 217 [August], 45-49.

cough and cold remedies, and later reinforced with selling slogans like Newport Light's "Alive with Pleasure"(Exhibit 6).

d. Filters and papers were developed which "air-conditioned" the smoke and allowed for dilution of the smoke column by the entry of side-stream air. Holes were placed by manufacturers in locations where fingers naturally fell when held by human consumers, obstructing them. When smoked by machines, as in FTC tests, these generated low tar and nicotine numbers, but delivered higher yields when smoked by real people (See Exhibit 7: TRUE "Laser-Cut").

e. New filters were developed and offered that seemed to be the fruits of scientific research and to have meaningful technological innovations, such as charcoal filters, dual filters, chambered filters" (Exhibit 8: DORAL) ever more "filter traps," recessed "safety zoned" filters, "gas trap" filters, etc, but almost none of these specified the hazardous elements being filtered. Some of these had implied endorsement from official sounding testing organizations, such as Parliaments' United States Testing Co. (Exhibit 9). Those rare ads mentioning or alluding to any unusual elements of smoke such as FACT's "aldehydes" (Exhibit 10), typically did so in the small print, and were short lived campaigns and swamped by the non-disclosing advertising for other brands.

f. Brands were given names that implied that they represented state of the art technology and/or offered consumers a virtuous product: e.g. Merit, True, Vantage, or Now (Exhibit 11). The text of the ads for these products implied healthfulness, such as presenting the options of "quitting or smoking True" as if equivalent competitive choices (Exhibit 12). Vantage (Exhibit 13), which ran the same campaign in Canada as in the US, described the campaign's purpose as targeting those "extremely concerned about their health, and would like to quit smoking," using a verbose (but still non-informative) ad style. Vantage wanted consumers to see this product as a "contemporary choice for intelligent smokers" with an intended received message of "no need to quit smoking, if you smoke Vantage."⁷

g. Some product lines had wide ranging tar and nicotine deliveries, allowing the seller to use the best of these for advertising purposes to reassure consumers, while continuing to sell other product varieties. This tactic is seen in ads for both Carlton (Exhibit 14) and Cambridge (Exhibit 15). Each promotes a product in a regular sized hard box package, while the bulk of its sales were of soft packs and longer sizes, which consumers might reasonably assume to be the same product. In fact, these alternative packages contained product delivering many times higher levels of tar and nicotine, a fact discernable only occasionally in the fine print of some ads, and not discernable at all in other ads.

⁷Pollay, R. W. (1990), "The Functions and Management of Cigarette Advertising," for Quebec Superior Court, Imperial Tobacco Limitee & RJR-Macdonald Inc. c. Le Procureur General du Canada, 38p.

h. The ingredients combusted to produce smoke in many cigarette products evolved subsequent to the introduction and adoption of filters. Among the various means of reducing costs and increasing consumer access to nicotine were (a) using and reconstituting more of what had previously been trimmings and waste, (b) adding flavorings, extracts and concentrates, (c) changing the Ph of the blend, (d) blending in leaf rich in nicotine concentration. Whatever the specific formulae for various brands, the results were products like Merit which offered consumers an "Enriched Flavor" formula (Exhibit 16), although this ad and campaign failed to specify how of with what ingredients the product has ben "enriched." Once this concept was established, the ads reverted to lifestyle imagery of yachting (Exhibit 17) and currently displays celebratory exuberance resulting from the choice of Merit (Exhibit 18), neither providing any more information.

Non-informative tobacco advertising and ill-informed consumers.

13. Cigarette advertising is notoriously uninformative, both in general and for low tar products.⁸ The characteristic ads for low tar products used veiled health implications, by reference to tar delivery, and promised taste and satisfaction, as illustrated in the Exhibits. Occasionally ads for new technological developments in filter design called attention to the filter, with allusions to filter effectiveness but were rarely specific about what constituents of tobacco or its smoke were of concern or the degree of effectiveness, beyond the tar and nicotine information as generated by conventional test methods and mandated.
14. Consumers are consequently generally ignorant of complex constituents of cigarettes and the their smoke, typically believing cigarettes to be exclusively or essentially a naturally derived agricultural product, a "shredded "leaf," coming from farms with only modest assembly fabrication in the factory, e.g. shredding and packing in paper sleeves. They are largely unaware of (a) the fact of reconstitution, (b) the many additives used to enhance flavors, aromas, burn characteristics, shelf life, bio-availability of nicotine, etc. They are also largely unaware of (c) the complexity of the constituents of smoke, and the many hazardous elements therein, such as cyanide, formaldehyde, etc., whether these are naturally occurring elements, additives, contaminants or burn products. Only by the occasional advertising which has claimed some product to be "natural" is it even implied that other products might be in some way other than natural because of unspecified additives, contaminants or synthesized and fabricated constituents.
15. Based on my experience and review of corporate documents, I believe that the typical consumer has faith that products sold with terms such as "light", "mild" and "low-tar" are

⁸Pollay, R. W. (1989). "Filter, Flavor ... Flim-Flam, Too!: Cigarette Advertising Content and Its Regulation," Journal of Public Policy and Marketing, Vol. 8, 30-39.

----- (1994), "Historical Content Analyses of Cigarette Advertising," in Preventing Tobacco Use Among Young People: A Report of the Surgeon General. Atlanta, GA: USDHHS, CDC, Office on Smoking and Health, 1994, 179-184.

safe, or at least safer, than products without such descriptors, and that products with lower tar and nicotine yield data or claims are safe(r), everything else being equal. I believe that the typical consumer accepts the tar and nicotine data as a reliable and valid measure of what they actually experience when consuming that product. They have no technical reason to contradict the apparent scientific authority of standard testing and have seen little if any publicity questioning the validity of the standard measures. The persistent offering of low-tar products as if a meaningful step for them to take toward improving their health prospects, and as an alternative to quitting, has created and persistently reinforced the impression that these product forms are relatively risk reduced.

On the need for regulation

16. The cigarette industry has not voluntarily employed its advertising to inform consumers in a consistent and meaningful way about any of the following (1) the technologies employed in fabricating the products, (2) the constituents added in the manufacturing processes, (3) the residues and contaminants that may be present in the combustible column, (4) the constituents of smoke that may be hazardous, (5) the addictiveness of nicotine, or (6) the health risks to which its regular consumers are inevitably exposed. Their advertising for reduced yield products, instead, has relied on pictures of health and unnecessarily vague images of intelligence, and has misled consumers into believing filtered products in general, and low tar products in specific, to be safe(r) than other forms without knowing exactly why. This is known among students as following the Mushroom Model for Consumer Management, with the marketing philosophy: "Keep the consumers in the dark and feed them lots of bull shit."
17. The historical record shows that the industry cannot be relied upon to regulate itself in the public interest with respect to advertising content, targeting practices, retail sales programs, etc. Efforts in the past have been ineffective and served merely as window dressing and delays or distractions to meaningful public policies and legislation. The disclosures of advertising industry insiders, the evaluations of the advertising trade press, and academic analyses of media sponsorship patterns all indicate that these efforts were not effective managerial controls.⁹

Conclusion:

18. Based on the above, and my extensive research on the behavior of this industry, it is my opinion that legislative remedies are necessary to regulate many aspects of this industry, including its promotional and advertising practices. In the absence of these, when consumers considering quitting or continuing smoking, and associated brand choices, they

⁹Pollay, R. W. (1994), "Promises, Promises: Self-Regulation of US Cigarette Broadcast Advertising in the 1960s," Tobacco Control, 3 #2 (Summer), 134-144.

will continue to be largely ignorant of (a) the fact of reconstitution, (b) the added constituents of cigarettes, (c) the contaminants, such as pesticide residues, (d) the many ingredients in smoke, and (e) the added risks that these elements may present as a consequence of their buying and smoking cigarettes. In the absence of legislative requirements, consumers will be left with only the all-too-often false and misleading impressions made by much cigarette advertising and associated promotion that many specific products are relatively safe to consume without the need for them to have more specific information. Only by providing more information to consumers can they make better informed decisions about their becoming or continuing to be tobacco consumers.

List of Exhibits

1. "Select Publications on Cigarette Advertising"(2 pages)
2. VICEROY - double barreled health protection
3. KENT - A.M.A...tests proved ...
4. KENT - tennis player
5. KENT - "new and (un)improved" Chart of T/N Yields
6. NEWPORT LIGHTS - "Alive with Pleasure"
7. TRUE 100's - Laser-Cut
8. DORAL - chambered filter
9. PARLIAMENT - U.S. Testing Co.
10. FACT - aldehyde in small print
11. NOW - Invitation to smoke NOW
12. TRUE - Quit or Smoke True
13. VANTAGE - Smoker's Guide ...
14. CARLTON - Latest U.S. Gov't Laboratory tests ...
15. CAMBRIDGE - Lowest Tar Ever
16. MERIT - Enriched Blend
17. MERIT - yachting
18. MERIT - Yes, yes, yes (Celebration)

Select Publications on Cigarette Advertising*
(as of July 1996)

- Pollay, Richard W., S. Siddarth, Michael Siegel, Anne Haddix, Robert K. Merritt, Gary A. Giovino, and Michael P. Eriksen (1996), "The Last Straw? Cigarette Advertising and Realized Market Shares among Youths and Adults, 1979-1993," Journal of Marketing, Vol. 60 #2 (April), 1-16.
- O'Keefe, Anne Marie and Richard W. Pollay (1996), "Deadly Targeting of Women in Promoting Cigarettes," Journal of the American Medical Women Association, Vol. 51 #1/2 (Jan/Apr), 67-69.
- Pollay, Richard W. (1995), "The BUZ in Canada without an Ad Ban," Tobacco Control, Vol. 4 #4 (Winter), 397-398.
- and Cynthia Callard (1995), "Primary Goal Clearly to Hook Teens," Ottawa Citizen, Dec. 21, A13.
- Pollay, Richard W. (1995), "'Below the Belt' Cigarette Advertising," Tobacco Control, Vol 4 #2 (Summer), 188-191.
- (1995), "Targeting Tactics in Selling Smoke: Youthful Aspects of 20th Century Cigarette Advertising," Journal of Marketing Theory and Practice, Vol. 3 #1 (Winter), 1-22.
- (1994), "The Cowboy and Genital Joe" (poem), Journal of Advertising, Vol. 23 #4 (Dec), np (facing p1).
- (1994), "A History of Cigarette Advertising to the Young," in Preventing Tobacco Use Among Young People: A Report of the Surgeon General. Atlanta, GA: U.S. Dept. of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, Office on Smoking and Health, 1994, 164-179. (Final edit by others)
- (1994), "Historical Content Analyses of Cigarette Advertising," in Preventing Tobacco Use Among Young People: A Report of the Surgeon General. Atlanta, GA: U.S. Dept. of Health and Human Services, Public Health Service, Centers for Disease Control and Prevention, Office on Smoking and Health, 1994, 179-184. (Final edit by others)
- (1994), "Exposure of Youth to U.S. Cigarette Broadcast Advertising in the 1960s," Tobacco Control, Vol. 3 #2 (Summer), 130-133.
- (1994), "Promises, Promises: Self-Regulation of US Cigarette Broadcast Advertising in the 1960s," Tobacco Control, Vol. 3 #2 (Summer), 134-144.

* Reprints available from The History of Advertising Archives, Faculty of Commerce, UBC, Vancouver, Canada, V6T 1Z2.
Ph: 604-822-8338. Fx: 604-822-8521.

- (1993), "Pertinent Research and Impertinent Opinion: On Our Contributions to the Cigarette Advertising Public Policy Debates," Journal of Advertising, Vol. 22 #4 (Dec), 110-117.
- (1993), "The Changing Character of American Cigarette Advertising: Content Analysis Findings," in M. Joseph Sirgy, Kenneth D. Bain and Tunc Erem, eds., World Marketing Congress, Vol. 6. Istanbul: Academy of Marketing Science, July, 297-301.
- and Anne Lavack (1993), "The Targeting of Youth by Cigarette Marketers: Archival Evidence on Trial," in Leigh McAlister and Michael L. Rothschild, eds., Advances in Consumer Research, Vol. 20, Provo, UT: Association for Consumer Research, 266-271.
- , Jung S. Lee and David Carter-Whitney (1992) "Separate, But Not Equal: Racial Segmentation in Cigarette Advertising," Journal of Advertising, 16 #1 (March), 45-57.
- and Jean Kilbourne (1992), Pack of Lies (brochure). Northhampton, MA: Foundation for Media Education, 35 min (video).
- (1991), "Signs and Symbols in Cigarette Advertising: A Historical Analysis of the Use of Pictures of Health," in Hanne Hartvig-Larsen, David G. Mick and Christian Alsted, eds, Marketing & Semiotics. Copenhagen: Handelshøjskolens Forlag, 160-176.
- (1990), "Information and Imagery in Contemporary Canadian Cigarette Ads," in Patricia Stout, ed., Proceedings of the American Academy of Advertising, Austin, TX: University of Texas, 74-79.
- (1990), "Propaganda, Puffing and the Public Interest: The Scientific Smoke Screen for Cigarettes," Public Relations Review, Vol. 16 #3, 27-42.
- (1990), "Cigarettes Under Fire: Blowing Away the PR Smoke Screen," Media & Values, 54/55 (Spring/Summer), 13-16.
- (1989), "Filter, Flavor ... Flim-Flam, Too!: Cigarette Advertising Content and Its Regulation," Journal of Public Policy and Marketing, Vol. 8, 30-39.

Working Paper Series listing (8p) of The History of Advertising Archives, University of British Columbia, Vancouver, BC, Canada. Includes many sets of chronological notes on cigarette advertising drawn from diverse sources and trade journals such as Advertising Age, Media Decisions, Printers' Ink, Tide, U. S. Tobacco Journal and consumer magazines such as Consumer Reports and Reader's Digest.

Shelf List of the Tobacco Industry Promotion Series (TIPS), The History of Advertising Archives, 12p, archival materials.

* Reprints available from The History of Advertising Archives, Faculty of Commerce, UBC, Vancouver, Canada, V6T 1Z2.
Ph: 604-822-8338. Fx: 604-822-8521.

**Leading N.Y. Doctor
Tells His Patients
What to Smoke!**

**Filtered Cigarette
Smoke Is Better
For Health**

**Prominent Physician Tells
Patients—"Smoke Viceroy Filter-
Tip Cigarettes. The Nicotine And
Tars Trapped By The Viceroy
Filter Cannot Reach Mouth,
Throat Or Lungs!"**

New York—A leading New York
physician in a

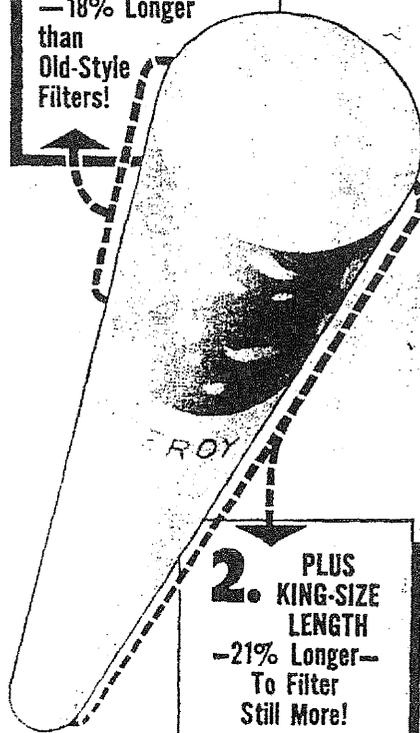


**VICEROYS COST
ONLY A PENNY
MORE THAN
BRANDS WITHOUT
FILTERS**

**VICEROY
Filter Tip
CIGARETTES**

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

**Amazing New
HEALTH-GUARD
FILTER 1.**
—18% Longer
than
Old-Style
Filters!



**2. PLUS
KING-SIZE
LENGTH**
—21% Longer—
To Filter
Still More!

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



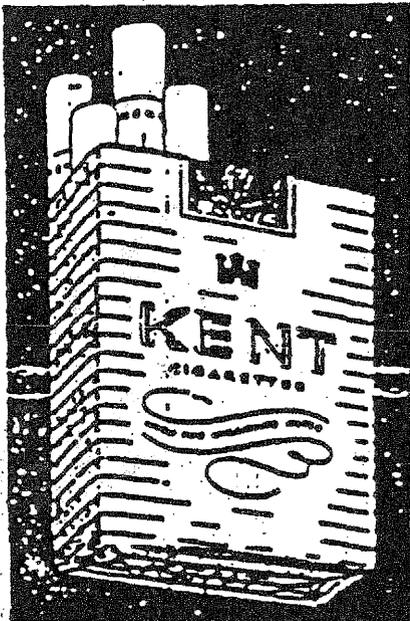
*The Nicotine
and Tars Trapped
by Viceroy's
Double-Filtering
Action Cannot
Reach Your Throat
or Lungs!*

**KING-SIZE FILTER-TIP
VICEROY**

21-1953

The American Medical Association voluntarily conducted in their own laboratory a series of independent tests of filters and filter cigarettes.

As reported in the Journal of the American Medical Association, these tests proved that of all the filter cigarettes tested, one type was the most effective for removing tars and nicotine. This type filter is used by Kent...and only Kent!



IMPORTANT to every smoker who has ever been bothered by nicotine and tars are these findings of the laboratory of the American Medical Association.

Here you have authoritative confirmation that KENT's exclusive Micronite Filter is more effective for removing both nicotine and tars than any other type of filter cigarette tested.

And remember, KENT and only KENT

has the Micronite Filter, made of a pure, dust-free, completely harmless material that is so effective, and so safe that it actually is used to help filter the air in operating rooms of leading hospitals.

Yet with all its superior filtering efficiency, KENT's Micronite Filter gives an easy draw...and the full, satisfying flavor of fine tobacco that you breathe, especially for filter smoking.

For the greatest protection of any filter cigarette

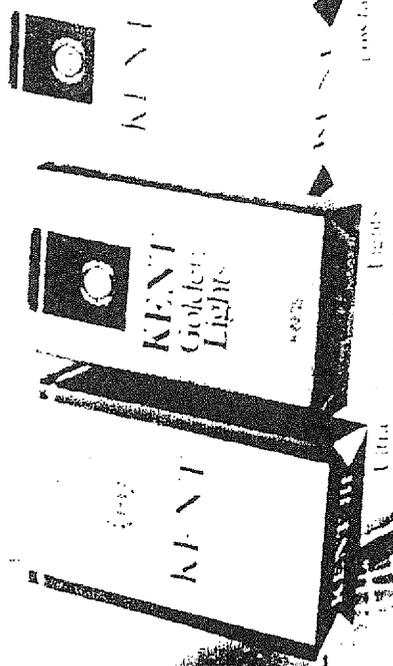
KENT

with exclusive MICRONITE Filter

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

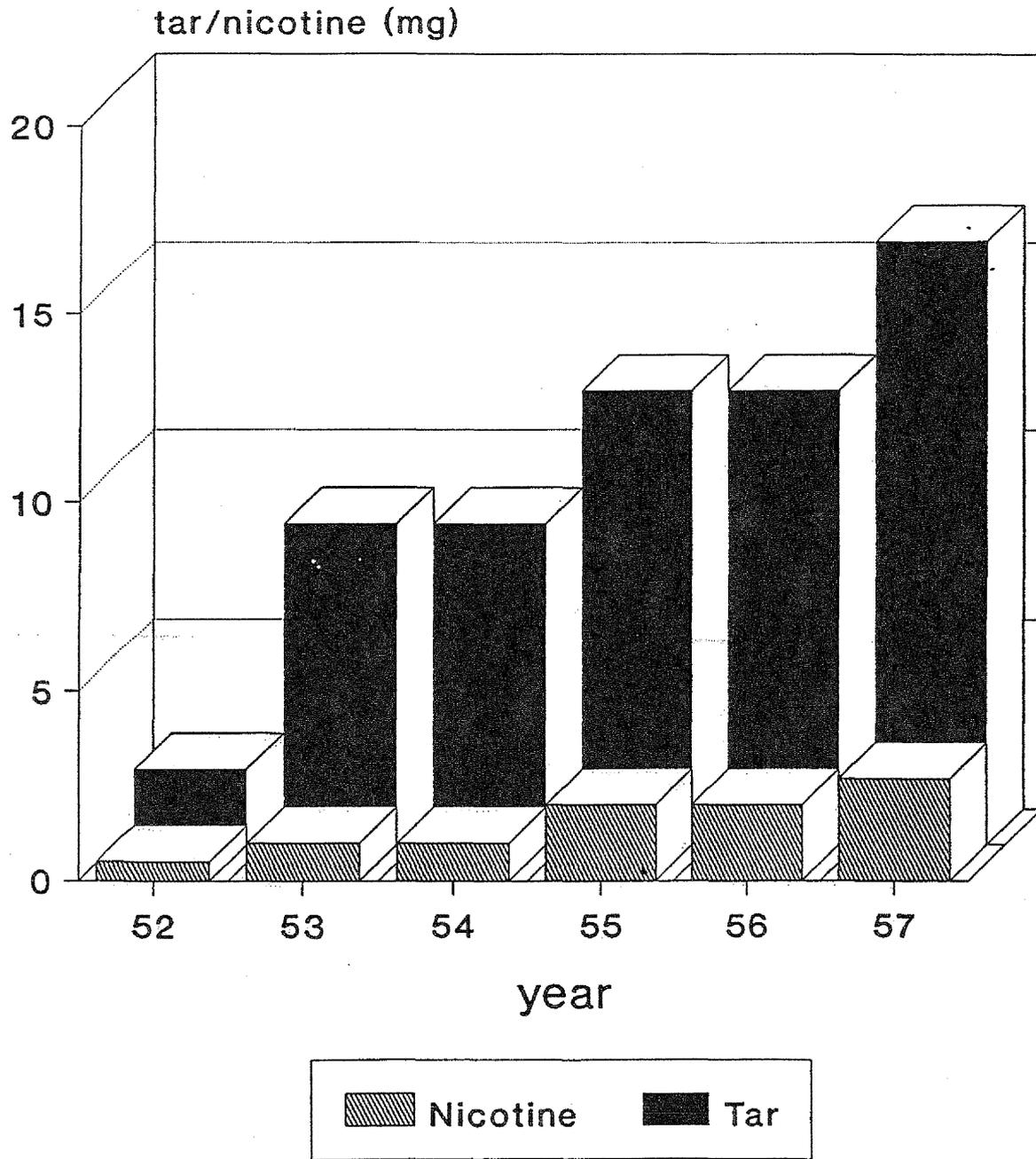
Kent has 2 mg. "tar," 0.3 mg. nicotine av. per cigarette by FTC method. Kent has 1 mg. "tar," 0.1 mg. nicotine av. per cigarette by FTC method. Kent has 1 mg. "tar," 0.1 mg. nicotine av. per cigarette by FTC method.

When you know what counts. **KENT**



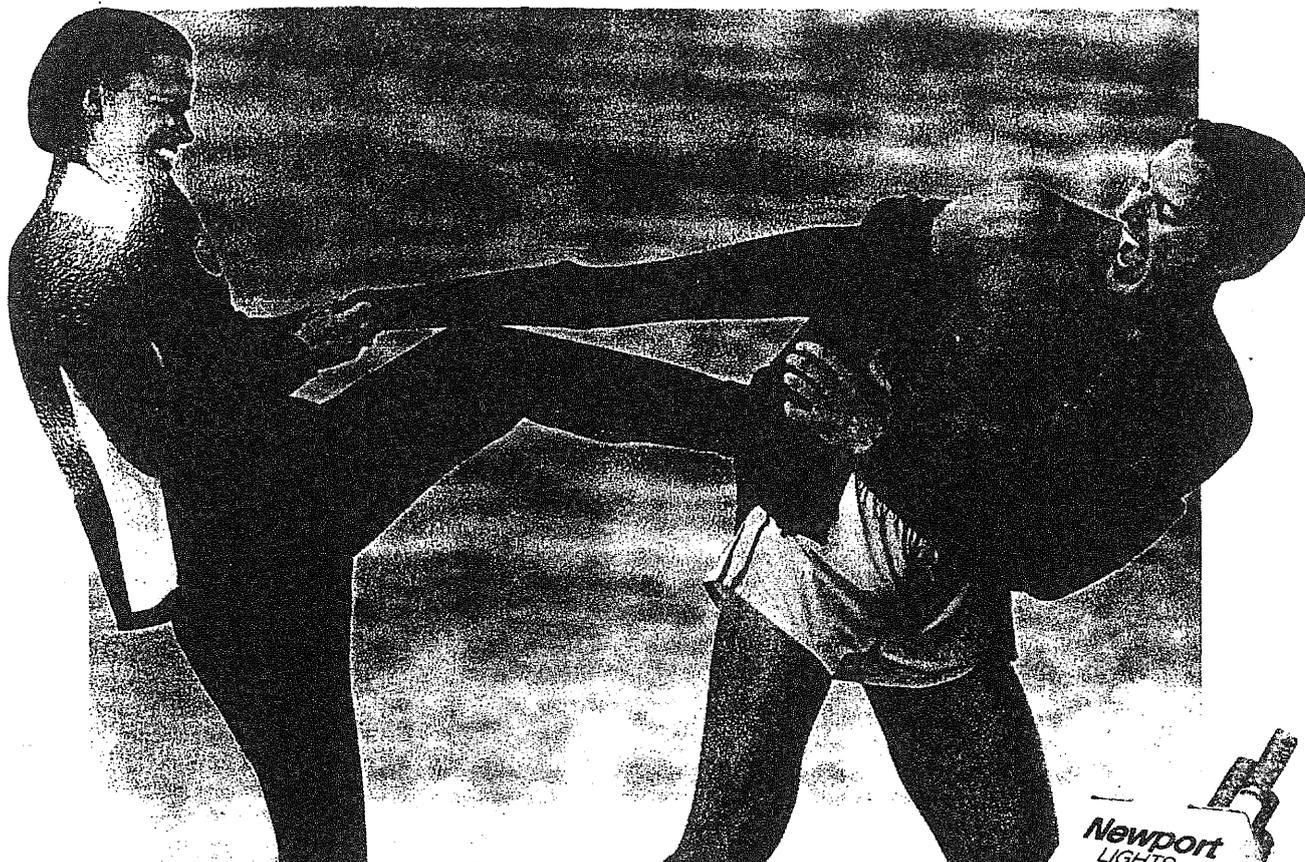
Taste you can count on.

"New and Improved" KENT Tar and Nicotine 1952-57



Source: Consumer Reports

Alive with pleasure!



Newport Lights



**Newport pleasure
comes to low-tar menthols**

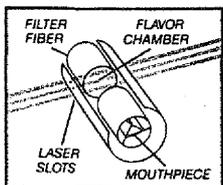
© Lorillard, Inc., U.S.A., 1988

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

Kings: 8 mg. "tar", 0.7 mg. nicotine av. per cigarette, FTC Report February 1985.

True 100's Innovation!

New True Laser-Cut "Flavor Chamber" Filter Provides *Tasteful Alternative* to Higher Tar Brands.



True Exclusive. We call it the "Flavor Chamber" Filter. A unique filtration system made possible by Laser Technology that improves True 100's taste to a new fullness and richness.

A flavor-rich tobacco experience that gives you a tasteful alternative to higher tar brands.

Longer Lasting Enjoyment Bonus.

New True 100's are packed with extra tobacco. So every cigarette burns slower to give you longer lasting enjoyment.

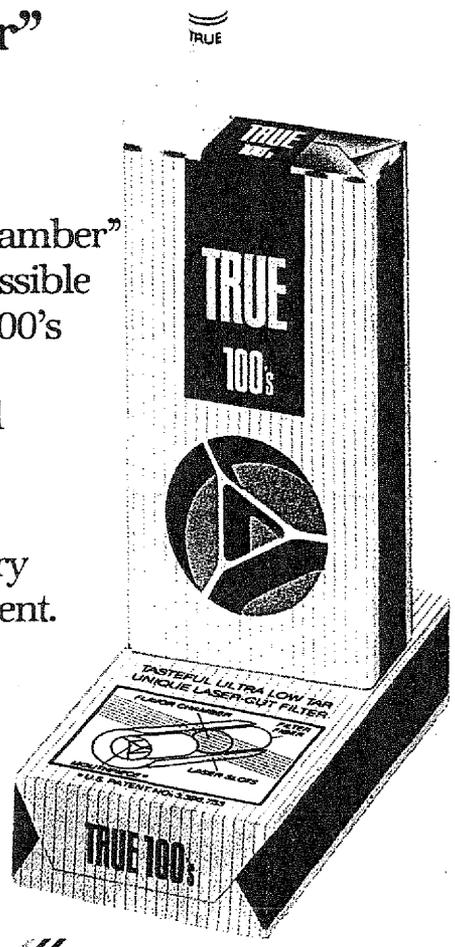
Noticeably longer.

New Breakthrough True 100's.

Go ahead. Test it against the only taste that counts. Yours!



It tastes too good to be True.



New **BREAKTHROUGH** True 100's

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

8 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC Method.

1984
VOGUE, NOV.,
p. 267

THE FIRST FILTER CIGARETTE IN THE WORLD THAT MEETS THE STANDARDS OF UNITED STATES TESTING CO.

★ ★ ★ ★ ★

NEW HI-FI FILTER (HIGH FILTRATION) PARLIAMENT



PROVED: Over 30,000 traps—the most effective filtering materials in cigarette today—no other popular filter cigarette delivers less nicotine and tar.

PROVED: No other filter prevents leakage of tar and nicotine from filter to mouth. Only Parliament's filter is recessed, set down inside the mouthpiece where your lips can't touch.

PROVED: New HI-FI Filter—with exclusive recessed design—offers you the most complete filtering action in cigarette history.



All the above Smoking Statistics are verified by the United States Testing Co., world's most independent research laboratory.

And the flavor story is simple. More expensive tobacco brings you the friendly smoking satisfaction that cigarettes were invented for.



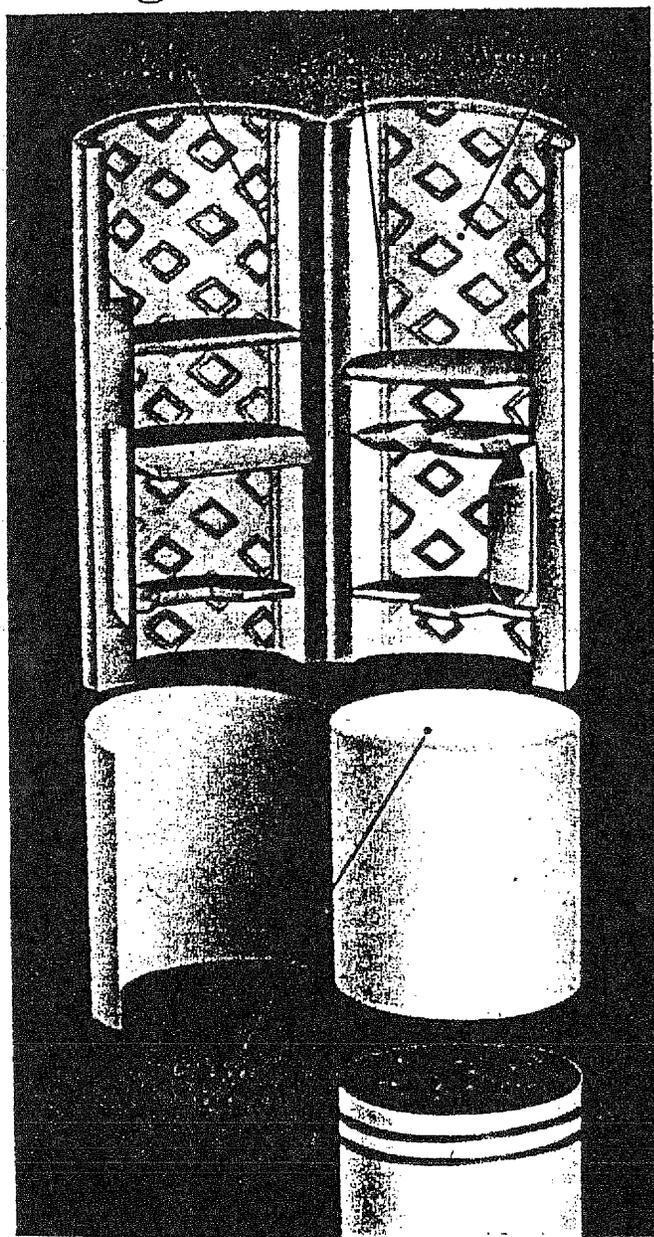
The Clean Smoke ... with the Good Clean Taste!

NOW—POPULAR PRICE

1958

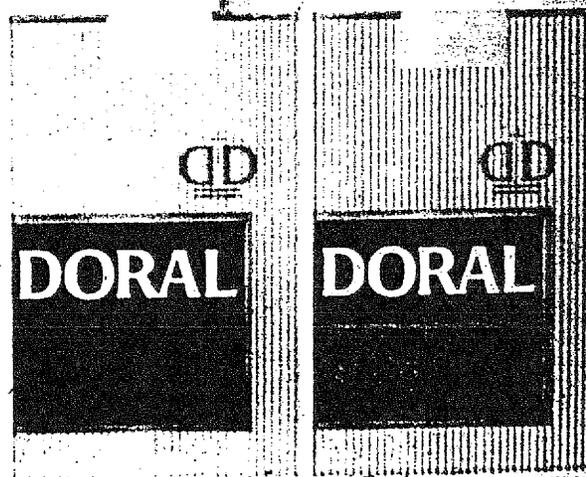
How does your cigarette stack up against Doral...

the cigarette low "tar" & nicotine smokers swear by.



Compare the filter. Only Doral has cellulose fiber to reduce tar and nicotine plus a strange looking polyethylene chamber with baffles and air channels. Then compare the taste and you'll agree - Doral comes out on top.

"I swear you can really taste me."



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

© 1972 DORAL TOBACCO COMPANY
FILTER MENTHOL King (tar) 1.1 mg nicotine av. per cigarette, FTC Report MAR. '72

8 mg. "tar", 0.7 mg. nicotine av. per cigarette by FTC method.

© R&WT Co.

I'm realistic. I only smoke Facts.

FACT 1: We don't want your taste buds to go to sleep.

FACT reduces the aldehyde* gases that we believe muddy the flavor of fine tobaccos so you can enjoy wide-awake taste.

FACT 2: We have smoke scrubbers in our filter.

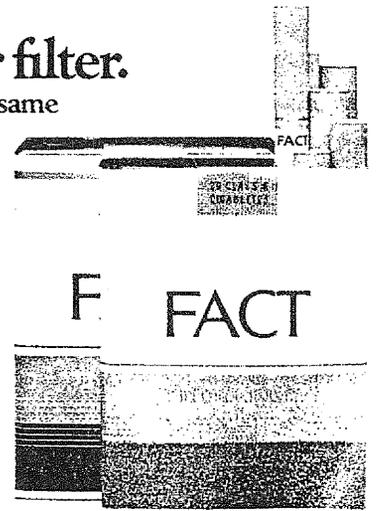
These Purite® scrubbers work like magnets to reduce these same aldehydes and let the fine flavor come through.

FACT 3: We have a patent on flavor in low 'tar' cigarettes: #3828800.

Our Purite filter helps deliver flavor in a way so new we've been able to patent it.

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

*Formaldehyde, Crotonaldehyde, Acrolein



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

1978

Available in regular and menthol.

An invitation to smoke Now.

If you're a smoker who has been thinking about 'tar' and nicotine, here's why we invite you to smoke Now.

Now has the lowest 'tar' and nicotine levels available to you in a cigarette, king-size or longer: 2 mg. 'tar', 2 mg. nicotine.

Now also gives you real smoking satisfaction. Mild and pleasant flavor. It comes in both filter and menthol.

Now draws free and easy for a cigarette so low in 'tar' and nicotine.

Only Now has the specially designed filter which makes all this possible.

Compare 'tar' numbers. You'll see that 2 mg. is the lowest of all king-size cigarettes.

For lowest 'tar', plus pleasing flavor and easy draw, we invite you to smoke Now.



Now. 2mg 'tar' is lowest.

(King-size or longer.)

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

FILTER, MENTHOL: 2 mg. "tar", 2 mg. nicotine, av. per cigarette by FTC method.

If you are a smoker:

There are many reasons to smoke Now.

If you're a smoker who has been thinking about 'tar' and nicotine, these are the reasons to smoke Now.

Reason: Now has the lowest 'tar' and nicotine levels available to you in a cigarette, king-size or longer: 2 mg. 'tar', 2 mg. nicotine.

Reason: Now also gives you real smoking satisfaction. Mild and pleasant flavor. It comes in both filter and menthol.

Reason: Now draws free and easy for a cigarette so low in 'tar' and nicotine.

Reason: Only Now has the specially designed filter which makes all this possible.

Compare 'tar' numbers. You'll see that 2 mg. is the lowest of all king-size cigarettes.

You couldn't ask for better reasons to smoke Now.



Now. 2mg 'tar' is lowest.

(King-size or longer.)

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

FILTER, MENTHOL: 2 mg. "tar", 2 mg. nicotine, av. per cigarette by FTC method.



All the
fuss about
smoking
got me

thinking I'd either
quit or smoke True.

I smoke
True.



The low tar, low nicotine cigarette. Think about it.

Regular: 11 mg. "tar", 0.6 mg. nicotine, 100's Menthol: 13 mg. "tar", 0.8 mg. nicotine, av. per cigarette, FTC Report April '75.

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

1976

The smoker's guide to low-tar cigarettes.

With all the controversy about smoking going on, lots of smokers are deciding to switch to low-tar cigarettes.

But which low-tar cigarette should a switcher switch to?

Well, here's an easy guide to follow.

First, there are those so-called new cigarettes claiming scientific breakthrough and hyped-up flavor. Unfortunately there's nothing very revolutionary about the way they taste.

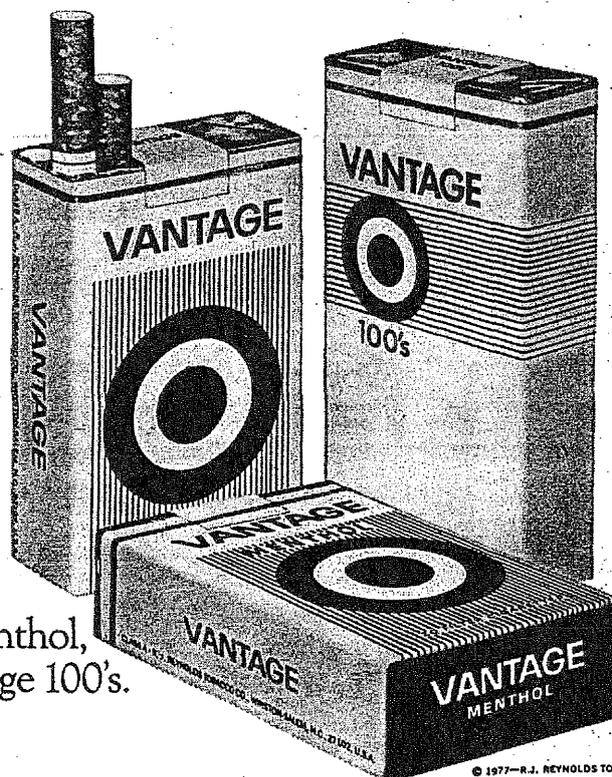
Next there are those brands that promise nothing but low-tar numbers. They're fine if low numbers are all you want. Because their scientific filters work so well, they filter out most of the taste.

Fortunately there is an alternative. Vantage. The low-tar cigarette that's different from all the others.

From the very beginning Vantage was designed to deliver flavor like a full-flavor cigarette with less tar than 95% of all cigarettes. So forget all those empty promises and go with the real flavor of Vantage.

It will probably turn out to be the only low-tar cigarette you'll enjoy.

Regular, Menthol,
and new Vantage 100's.



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

1977

FILTER: 10 mg. "tar", 0.7 mg. nicotine; MENTHOL: 11 mg. "tar",
0.7 mg. nicotine, av. per cigarette, FTC Report DEC. '76;
FILTER 100's: 11 mg. "tar", 0.9 mg. nicotine av. per cigarette, by FTC method.

*Latest U.S. Gov't Laboratory test
confirms, of all cigarettes:*

Carlton is lowest.

Box King-lowest of all brands-less than 0.01 mg. tar, 0.002 mg. nic.

U.S. Gov't Report -- no brand lower than Carlton Box King -- less than 0.5 mg. tar, 0.05 mg. nic.



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

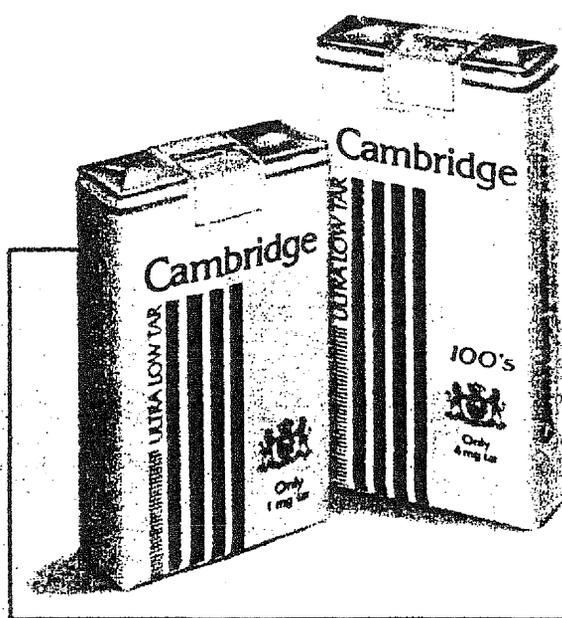
Box: Less than 0.5 mg. "tar", 0.05 mg. nicotine
av. per cigarette, FTC Report Jan. '85.

1985

Introducing Cambridge Box:

The lowest tar cigarette ever.

Discover Cambridge contentment. The very special satisfaction of knowing that with Cambridge Box—less than 0.1 mg tar—you're getting the lowest tar cigarette ever made, yet still enjoying the unique pleasures of smoking.



Also available in Soft Pack and 100's.

Ultra low 1 mg Soft Pack, 4 mg 100's.

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

© Philip Morris Inc. 1980

Box: Less than 0.1 mg "tar," 0.01 mg nicotine—Soft Pack: 1 mg "tar," 0.1 mg nicotine—100's: 4 mg "tar," 0.4 mg nicotine av. per cigarette by FTC Method.

1980
LIFE, JULY, p. 80

Get enriched quick.

Want a big return on a small investment?
Here's the deal. A cigarette that gives you all the rich,
smooth satisfying flavor you want, with even less tar than other leading lights.
How do we do it? Enriched Flavor.[™] How do you get in on it?
Invest in a pack of Merit.

Enriched Flavor,[™] low tar. A solution with Merit.



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

© Philip Morris Inc. 1988

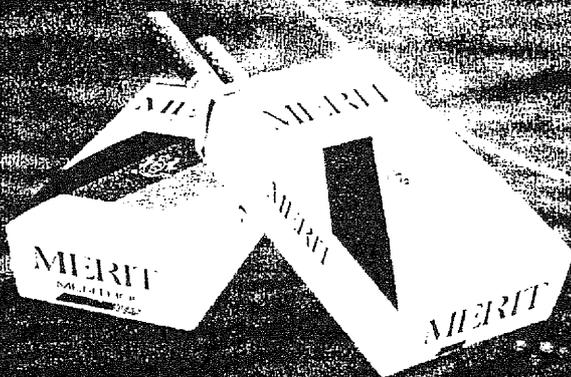
Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.



Get a taste of it.

Merit

The low tar flavor break.



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

1986

© 1986 Philip Morris Inc.

Can you switch down
to lower tar and still find
satisfying taste?
The answer is obvious!

Yes, Yes &

Yes!



You've
got
a
MERIT

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