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MORE CHRONOLOGICAL NOTES ON THE

PROMOTION OF CIGARETTES*

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by

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* Abstracted from sources accessed while pursuing related research on American and Canadian cigarette advertising and promotion, these notes and bibliography supplement those in "Promotion and Policy for a Pandemic Product: Notes of the History of Cigarette Advertising" (January 1988), and does not purport to be exhaustive.

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MORE CHRONOLOGICAL NOTES ON THE
PROMOTION OF CIGARETTES

1650

- "I will summarily rehearse the hurts that tobacco infereth... It drieth the brain, diminisheth the sight, vitiatesthe smell, dulleth and dejecteth both the appetite and the stomach, destroyeth the decoction, disturbeth the humours and the spirits, corrupteth the breath, induceth a trembling of the limbs, exsiccateth the windpipe, lungs, and liver, annoyeth the milt and scorcheth the heart." Dr. Tobias Venner, Bathe. [Wegman, 1966; p678]

1878

- The appeal of cigarettes is enhanced by the inclusion of trading cards and coupons encouraging people to collect the whole numbered set. Subjects depicted on the cards range from "Great Americans" and "Perilous Occupations" to the highly popular "Actresses" and "Beauties." Major brands include SWEET CAPORAL, DUKE OF DURHAM, and CAMEO. [Tate, 1989; p113]

1917

- "Tobacco is as indispensable as the daily ration. We must have thousands of tons of it without delay," General John J. (Black Jack) Pershing, Commander in Chief of the American Expeditionary Force, cables Washington. Americans respond to the call, with boxes at theatres to collect pennies from children and cigarettes from smokers. Celebrities pronounce tobacco a necessity for the defence of democracy. Prison inmates give up their tobacco ration. The cigarette becomes a "symbol of courage, decency and the American way." [Tate, 1989; p116]

1922

- Dr. John B. Watson of J. Walter Thompson, psychologist and father of "behaviorism," tests the ability of consumers to identify the cigarette they are smoking without actually reading the label. "The subjects, all experienced smokers, were unable to make correct judgements. On the average they got about one in seven right, which is approximately the mathematical probability." All variations on this experiment provided the same results. [Watson, June 1922 and July 1922]

1922

- George Washington Hill of American Tobacco gives the PALL MALL account to Erwin-Wasey where Phil Lennen works on it. [Lowen and Watson, 1941; p355]

- PALL MALL advertising is limited to colour pages in quality magazines showing the red box and the price slogan, "A Shilling in London...A Quarter Here." At ad agent Phil Lennen's suggestion, ads change to show the box

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with the name covered by a white glove and the slogan: At good places you don't need to mention the name. Just ask for the best cigarettes. "A Shilling in London...a Quarter Here." [Lowen and Watson, 1941; p352]

1926

- Writers believe that cigarette makers are not advertising to women. An industry insider is quoted as saying "The manufacturers fear that they may draw the lightning of the busybody element that brought about prohibition." However, current ads include MARLBORO's "Mild as May," and CHESTERFIELD's "Blow Some My Way," and many cigarette ads are depicting women. [Bonner, 1926; p23]

1927

- Phil Lennen breaks convention against mentioning throat irritation in cigarette ads, launching OLD GOLD's "Not a cough in a carload." (New Yorker, September 10, 1927; p29) Sales increase to 8 billion annually. [Lowen and Watson, 1941; p356]

- American Tobacco begins using broadcast and published testimonials in which famous people were quoted as having stated that they found protection from irritation, a means of staying slender, or a method of keeping fit through smoking LUCKY STRIKE cigarettes. FTC investigation reveals that one had not prepared or seen the statement prior to its use and others were from non-cigarette smokers. [NBBB, 1930]

- LUCKY STRIKE begins ads saying: "'It's toasted' Your Throat Protection." (New Yorker, April 9, 1927; back cover) Later ads state: "They are kind to your throat" while the bottom of the ad proclaimed "No Throat Irritation - No Cough." (New Yorker, May 7, 1927; back cover) Celebrities endorsing the beneficial effects of LUCKIES include Florenz Ziegfeld, David Belasco, Mary Gordon, David Warfield, and Betty Compton. [Witkowski, 1988; p4]

1928

- LUCKY STRIKE ads read, "Reach for a Lucky Instead of a Sweet." It was implied that by smoking Lucky Strikes instead of eating sweets, women could retain slender figures and banish overweight. [NBBB, 1930]

- OLD GOLD reports its consistent triumphs in blindfold tests held at the nation's foremost universities, hotels, night spots, and public gathering places. One ad "frankly" announces that OLD GOLD came in second at Harvard because Harvard men liked extra strong tobacco. [Lowen and Watson, 1941; p356]

- Celebrities participating in OLD GOLD blindfold tests include Charlie

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Chaplin and Babe Ruth. LUCKY STRIKE responds with testimonials from Fannie Ward, Al Jolson, Helen Hayes and George Gershwin. [Witkowski, 1988; p4]

- (year?) OLD GOLD puzzle contest offers \$200,000 in cash prizes for solving brain-teasing puzzles. Over 90,000,000 OLD GOLD package wrappers are sent in and sales increase by a 1.5 billion cigarettes. [Loven and Watson, 1941; p357]

1929

- LUCKY STRIKE copy reads "An Ancient Prejudice Has Been Removed." Although smaller text refers to the removal of "harmful, corrosive acrids (pungent irritants)," the large picture of a fashionable woman suggests society's prejudice against women smoking is what has been removed.

- Senator Smoot, seeking amendment to the Pure Food & Drug Act, uses the advertising of LUCKY STRIKE as an outstanding example to show what he believed to be the need for his amendment. [NBBB, 1930]

- LUCKY STRIKE ads read "Then comes the secret toasting process which in the opinion of 20,679 physicians makes LUCKY STRIKE less irritating than other cigarettes." The Journal of the American Medical Association later commented on this ad, saying: "In the spring of 1927, the advertising agency [for American Tobacco Company] circularized a large number of American physicians in the interests of 'LUCKY STRIKE Cigarettes.' Each physician received a carton of a hundred cigarettes and a questionnaire, consisting of a card carrying two questions. The first of these questions read: '1) In your judgment is the heat treatment, or toasting process, applied to tobacco previously aged and cured likely to free the cigarette from irritation to the throat?' Obviously, not one physician in ten thousand is, or could be, competent to answer this question. Yet the exploiters of LUCKY STRIKE Cigarettes have claimed that over 18,000 physicians answered that question in the affirmative! If this claim is not grossly false, it does not redound to the credit of the eighteen thousand." [Journal of the AMA, 1930]

- The National Food Products Protective Committee, representing 1,500 associations, producers, manufacturers and distributors in the American food industry, asks the Federal Radio Commission to revoke the licenses of 38 major radio stations saying that, by broadcasting cigarette ads, they were part of a campaign to "transform 20,000,000 boys and girls into confirmed cigaret addicts." [NY World. April 12, 1929]

1930

- The President of American Tobacco says "...we attribute in no small measure the prosperity of our company in recent years to the proper use of newspaper publicity." [NBBB, 1930]

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- Although public pressure causes Lucky Strike ads to be changed to "Reach for a Lucky Instead," current ads show pictures of a young woman in profile, casting a shadow in which a double chin is the main feature and suggesting the use of Lucky Strikes as an aid to moderation in eating. The Journal of the American Medical Association responds by saying: "Physicians will readily admit that many young women eat more candy than is good for them, but they will certainly not agree that the substitution of cigarettes in such cases is in the interest of public health." [Journal of the AMA, 1930]
- The National Better Business Bureau criticizes American Tobacco's misuse of actuarial figures, quoting misleading authorities (long dead, out of context, or non-medical authorities) and making claims about "It's Toasted" when this is a standard procedure in the industry. [NBBB, 1930]
- Some radio listeners complain about the effect of cigarette ads on their children. One New Yorker writes: "I have repeatedly warned (my son) that cigarettes should be foregone. But he has heard so much talk on the radio that he now understands that the smokes are necessary for one's well-being. ...Radio is a blessing but its use should not be perverted to these ends, as I see it." Another writer states "I hold no brief against the right of mature individuals to smoke cigarettes if they so desire, but I do believe that deliberate propaganda put out to create an unnecessary appetite in young men and women is decidedly against public welfare." [Dunlop, 1931]
- Copy for FATIMA reads: "The "old" doctor handed over to his doctor son a family tradition of high ideals and devoted service. And another "tradition" has survived too -for the "young" doctor is as unchangeably devoted to FATIMA as was ever his father before him." [New Yorker, July 5, 1930; p32]

1932

- LUCKY STRIKE ads read, "Do You Inhale? What's there to be afraid of?" [Wegman, 1966; p680]
- LISTERINE cigarettes are described in ads as having a "cooler, more satisfying smoke" due to the Listerine added to the tobacco. Advertisements indicate that the Lambert Pharmacal Company had reservations about entering the cigarette market "when big cigarette advertisers are flying at each other's throats with ten million dollar tomahawks, in the form of advertising."

1934

- Magazine and radio ads for CAMEL: "Get a lift with a CAMEL . . . Have you tried this enjoyable way of heightening energy?" [New Yorker, October 20, 1934; p31]

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1935

- SPUD cigarette advertisements read: "To read the ads these days, a fellow'd think the pretty girls do all the smoking." [Saturday Evening Post, March 30, 1935; p42]

1936

- "For Digestion's sake smoke CAMELS." [Time, March 16, 1936; back cover]
- "CAMEL . . . for Digestion's Sake -- Smoke Camels . . . Camels stimulate digestion in a pleasant natural way . . . increase alkalinity." [Time, July 6, 1936; back cover]

1937

- According to Printers' Ink, "The growth of cigarette consumption has, itself, been due largely to heavy advertising expenditure. . . It would be hard to find an industry that better illustrates the economic value of advertising in increasing consumption of a commodity. . . At first the tobacco companies, in their advertising, encouraged smoking among women in a subtle way; then they went after this market openly and frankly, thus helping to eliminate the prejudice against smoking by women, and vastly increasing the potential market. There can be no doubt but that steady advertising pressure has been a dominating force in increasing cigarette consumption among both men and women." [Weld, 1937; p70-72]

1938

- Raymond Pearl of Johns Hopkins first presents large-scale data on smoking and early dying. While scientific studies and medical reports followed, confirming and elaborating the evidence linking smoking to cancer and other diseases, "few organs of the free press were free enough from advertising pressure to report the findings." [Gerbner, 1990]
- Radio slogans being used include "Call for PHILIP MORRIS," and "They Satisfy," used by CHESTERFIELD. [Hettinger and Neff, 1938; p29]
- LUCKY STRIKE advertises in 1600 daily newspapers to announce its Metropolitan Opera broadcasts. The LUCKY STRIKE "Sweepstakes" contest on the "Hit Parade" radio program promises a free carton of LUCKY STRIKES if listeners send in the names of the three most popular hit tunes of the week. At its height, the contest draws nearly 7,000,000 entries per week. [Hettinger and Neff, 1938; p229-230]

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1939

- Secretary of the Interior, Harold Ickes, discusses the suppression of research findings about smoking and cancer on a broadcast of "Town Meeting of the Air." "This was the beginning of the anti-smoking movement. But for a long time nothing happened - except perhaps the distribution of free cigarettes in the armed forces." [Gerbner, 1990]

1940

- "L.S./M.F.T...yes, LUCKY STRIKE Means Fine Tobacco!" is called "the most disliked commercial on the air!" [Hattwick, 1950; p240]

- L.S./M.F.T. ads picturing a man holding a large tobacco leaf were used constantly until at least 1947 in publications like Collier's, Post, Life, and Time. Research findings note that effective advertisements may be repeated at intervals over a considerable period of time with no appreciable loss in readership. [Starch, 1956]

- Radio programs being sponsored include the following: CHESTERFIELD: "Fred Waring Orchestra and Chorus," and "Glenn Miller Orchestra"; LUCKY STRIKE: "Your Hit Parade," "Kay Kyser's Kollege," and "Information, Please: Clifton Fadiman"; PHILIP MORRIS: "Philip Morris Playhouse." [Summers, 1971]

1942

- "LUCKY STRIKE Green Has Gone to War" becomes a national topic of conversation, much of it uncomplimentary. "Like the drip, drip, drip of water from the stalactite, the constant repetition of the same brand (LUCKIES), associated with the same want (to smoke), produces a sales stalagmite that has grown over the years into something of a wonder." [Hattwick, 1950; p240]

1946

- SALEM ads trumpet new U.S. Government tests which "prove" that "No other leading cigarette gives you less nicotine, less throat irritants...is actually safer to smoke -than the new, smoother, better-tasting SALEM." Testimonials of Byron Nelson, Babe Ruth, Ben Hogan, Tyrone Power, Ralph Bellamy and Ed Sullivan are used. The National Better Business Bureau (NBBB) runs a statement in Advertising Age (April 22) objecting to the testimonials because "by some coincidence the opinions and language are practically identical and in forceful advertising style. ...No complete study was made as to all the possible factors in the cigarette smoke which might cause irritation. Therefore, measuring the nicotine and tars only does not offer "proof positive" as to throat irritants... This advertising is based on a chain of "scientific" reasoning -and no chain is stronger

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than its weakest link. The chain of logic in these advertisements is welded from smoke rings." [Hattwick, 1950; p345-346]

- CAMEL copy: "According to a recent Nationwide survey: MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE ...What cigarette do you smoke, Doctor?... That was the question put to 113,597 doctors from the Atlantic to the Pacific from the Gulf of Mexico to the Canadian border. Three independent research organizations did the asking...covered doctors in every brand of medicine. The brand named most was Camel!" [Newsweek, July 1, 1946; p24] (The "more doctors" appeal continues to appear as a secondary element in ads until 1952.)

- A Hill and Knowlton internal memo describes the survey which RJ Reynolds used to claim "More Doctors Use CAMELS..." Interviewers surveyed doctors leaving the site of a medical conference, asking a series of questions on a variety of topics including whether they smoke and what kind they had on their person. "Unbeknownst to the people who read the ads based on these claims, was the fact that the interviewers had placed in the doctors' hotel rooms on their arrival cartons of CAMEL cigarettes. The chances are that the doctors ran out of cigarettes on arrival, and conveniently put a pack of Camels into their own pockets." [JJD, 1953]

1948

- Internal documents from Batten, Barton, Durstine & Osborn describe a LUCKY STRIKE campaign proposal. One possible slogan: "Untense and feel fine. Untense with fine tobacco and feel finer. Light a Lucky." Jack Benny could be used to introduce the verb "untense" on his show for several weeks before launching the campaign and could then be quoted in the ads. Other quotes include Elizabeth Arden saying that tension is what makes American women grow old, and Grantland Rice saying that you can't play any game successfully if you are tense. Psychiatrists could be polled to confirm that "tension is the greatest menace in American life." [Barton papers]

- LUCKY STRIKE Football television schedule for 1948 includes major college football games every week with stations all across the eastern seaboard region. [Barton papers]

1949

- CAMEL launches a new campaign: "Make the Camel 30-day test -- PROVE CAMEL MILDNESS IN YOUR "T-ZONE"! "In a recent national test, hundreds of men and women smoked Camels, and only Camels, for thirty consecutive days - - an average of 1 to 2 packs a day. Noted throat specialists examined the throats of these smokers every week (a total of 2470 examinations) and reported NO THROAT IRRITATION due to smoking CAMELS!" [Newsweek, January 17, 1949; p22] (Similar copy dominates CAMEL ads through 1951.)

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- Among the celebrities listed in ads who took the CAMEL "30-Day Test" were Dick Powell who later died of lung cancer and John Wayne who almost died of lung cancer. [Witkowski, 1988; pl1]
- Bruce Barton writing to American Tobacco re. LUCKY STRIKES: "I have tortured my mind and I just can't product any plausible idea for cigarettes in connection with the throat, tongue or teeth that would have the slightest chance of medical endorsement. ...Have you thought of psychologists?" One possible idea is "The finer the tobacco the finer you feel." [Barton papers]

1950

- LUCKY STRIKE runs "Be Happy -Go Lucky." Paul Hahn, president of American Tobacco, expresses concern that the consumer lacks a good reason to buy LUCKIES and that the "Scientific Tests" story of February has not had the desired effect of promoting sales. [Barton papers]

1952

- Arthur Godfrey makes pitches to respond to criticism of CHESTERFIELD's "nose and throat not affected." From the CHESTERFIELD-sponsored "Arthur Godfrey and His Friends":

Sept. 24: (quotes CHESTERFIELD's medical specialist claim) "Now that ought to make you feel better if you've had any worries at all about it. I never did. I smoked two or three packs of these things every day -I feel pretty good, I don't know, I never did believe they did you any harm and now we, we've got the proof."

Nov. 5: "For years and years and years that they have been advertising, you never heard 'em make an unsubstantiated claim -ever! ...If you believe in me, and over the 23 years I've been in the radio, you know that I have never yet misled you with advertising, ... then you take my word that I know this -that the Liggett and Myers people don't make statements that they can't substantiate."

Dec. 17: "CHESTERFIELD is the first cigarette to give you this scientific evidence on the effects of smoking. ...Well, it is true, that there are folks who go around -you know (coughs) -doggone these things, I gotta quit, they're killing me. Well, here's a medical specialist..."

Jan. 14, 1953: "Here is the 10th month report; ... no adverse effects on the nose, the throat, and the sinuses from smoking CHESTERFIELDS." [Longstreet, 1953]

- January: American Broadcasting Company lists of AM Radio Advertisers show the following tobacco sponsors: OLD GOLD for "Stop the Music," (also on TV) and "Original Amateur Hour"; PHILIP MORRIS cigarettes for "Break the Bank," "Against the Storm," and "Strange Romance of Evelyn Winters"; CAMEL for "Richard Diamond, Private Detective"; LUCKY STRIKE for "Meet the Champ" (TV) [ABC, 1952]

- Lorillard introduces KENT and its Micronite Filter with, "The difference in protection is priceless." KENT's success triggers "one of the most vicious running advertising dogfights in our advertising history," according to Rosser Reeves of the Ted Bates Agency. Liggett & Myers followed with filtered L&M's ("Just What the Doctor Ordered") and soon TAREYTON entered with its "Activated Charcoal" filter. [Rothenberg, 1987]

1953

- Identical stories appear in the New York Times, the Boston Daily Globe, the New York Herald Tribune, the Wall Street Journal, the New York Journal American and other papers across the country on Friday, November 27. Paul M. Hahn, president of American Tobacco Co., is quoted assailing all the "loose talk" linking tobacco to cancer and saying that no proof exists.

- Advertising budgets show that CAMEL (50%), CHESTERFIELD (52%), LUCKY (52%), OLD GOLD (44%), PALL MALL (47%), and PHILIP MORRIS (55%) all spend about half of their ad budget on television. CAMEL also spends 5% on comic ads. [JJD, 1953]

- Alec Osborn, of Batten, Barton, Durstine & Osborn, writes to Ben Duffy of American Tobacco, noting that due to "the LUCKY advertising that used to hammer them over their heads," many "grown-ups were probably irritated into forming an unconscious prejudice against LUCKIES. On the other hand, those of undergraduate age - like my daughter - escaped that pounding; and they have been favorably influenced by the LUCKY advertising of the last few years." His daughter had told him that "more and more of the girls at Middlebury are switching to LUCKIES." [Barton papers, 1953]

- L&M filter tip cigarettes: "Just What the Doctor Ordered," in large print followed by an encouragement to "Read this letter from Dr. Darkis giving you the important facts about L&M filters." Dr. Darkis' name is not in the AMA's files, indicating that he is not a doctor of medicine. [Advertising Age, 1953]

1954

- "If enough advertising insists that a particular brand of a certain product is "less harmful" than other brands of the same product, the public ultimately gets the idea that the product itself is harmful, to a greater or lesser degree. And certainly this is what has happened in the cigarette field." [Advertising Age, January 11, 1954]

- CAMEL ads show testimonials from older smokers under the headline, "How MILD can a cigarette be? These CAMEL smokers have known for 35-40 years!" [Life, August 23, 1954; back cover]

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1955

- In response to the health scare of the early 1950's, tobacco advertising expands. Regular cigarette advertising increased during 1953 but decreased during 1954 and 1955. Ads for king-size cigarettes grow from \$7 million in 1952 to \$21.5 million in 1955. Filter cigarette advertising shows the greatest increase, from \$1.6 million in 1952 to \$13.8 million in 1954 to \$26.5 million in 1955. Filter output grows from 5.2 billion units in 1952 to 74.7 billion units in 1955. [FTC, 1964; p75]

1956

- KENT stops using crocidolite, a form of asbestos, in its Micronite cigarette filter. From 1953 to 1955, 9.8 billion cigarettes with the filters were sold. A 1989 study shows that crocidolite caused a high percentage of cancer deaths among workers exposed to it. [Wall Street Journal, 1989]

1957

- Hank See of American Tobacco, in a memo to Bruce Barton concerning Barton's idea of building a campaign built around relief from tension, notes that the FTC would not permit it. [Barton papers]

1958

- Examples of Filter claims in the "Tar Derby" for the years 1957-1959:
 - VICEROY - Only VICEROY gives you filter-power of 20,000 filters
 - ...VICEROY has a thinking man's filter
 - The best filter of its kind ever developed
 - L&M - patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke
 - MARLBORO - Cellulose acetate is a modern effective filter
 - KENT - New exclusive micronite filter
 - OLD GOLD - New spin filter
 - HIT PARADE - new and superior method of testing for filtration
 - PARLIAMENT - over 30,000 traps -the most effective filtering material
 - hi-fi filter with exclusive recessed design -offers you the most complete filtering action in cigarette history
 - certified true by the United States Testing Company, world's leading independent research laboratories
 - LIFE - New LIFE with millecel filter filters best by far!
 - DUKE - is king-sized in the filter, too, where it matters most
 - SPRING - new process of "air-conditioning" -for more complete combustion and burning
 - extra filter action in the honeycomb filter
- [Federal Trade Commission, 1964; p61-3]

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1959

- The FTC lodges a complaint against Brown & Williamson and Ted Bates & Co. for false, misleading and deceptive advertising for LIFE cigarettes. The FTC objected to: 1) A filter demonstration in which liquid was poured through a tube containing the material of which LIFE cigarette's filter is made of, and into another tube containing the material of which another cigarette's filter is made. The ad claimed this proved that LIFE's filter retains more of the tars and nicotine in smoke than the filter of other cigarettes. 2) Claims that LIFE cigarettes are endorsed or are approved by the U.S. government. 3) Claims that the smoke of LIFE cigarettes has been found by the U.S. government to be lowest in tar and nicotine content when compared with other cigarettes. [FTC Complaint, 1959]

- LIFE cigarette copy: "The secret of LIFE is in the filter!" [St. Louis Globe, October 14, 1959]

1960

- FTC informs cigarette producers that it would consider any claims about tar and nicotine content or filter efficiency as health claims. [McAuliffe, 1988]

1961

- Television Shows sponsored by brand (week ending October 6, 1961):
American Tobacco Co.
LUCKY STRIKE: Cheyenne, Dick Powell
PALL MALL: Tales of Wells Fargo, Thriller, World Series Spotlight
TAREYTON: Bachelor Father
Brown & Williamson Tobacco Co.
KOOL: Surfside Six, Naked City, Defenders
RALEIGH: New Breed
SIR WALTER RALEIGH TOBACCO: Detectives
VICEROY: Bus Stop, Bob Cummings, Detectives
Liggett & Myers Tobacco Co.
CHESTERFIELD: Follow the Sun, Checkmate, 87 Precinct
L&M: Gunsmoke, Twilight Zone, Dr. Kildare
Lorillard Co.
KENT: Ed Sullivan, Hennesey, Jack Paar, Gains Hundred, Best of Paar
NEWPORT: Price is Right
OLD GOLD: Hawaiian Eye, Target the Corruptors, Father Knows Best
SPRING: Day in Court, Queen For a Day, Seven Keys, Who Do You Trust
Philip Morris Co.
MARLBORO: Dobie Gillis, Rawhide, Route 66
PARLIAMENT: Perry Mason, Doug Edwards
PHILIP MORRIS COMMANDER CIGARETTES: Doug Edwards
RJ Reynolds Tobacco Co.
CAMEL: Lawman, News (NBC)

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SALEM: 77 Sunset Strip, To Tell the Truth, Wagon Train, Saturday Night at the Movies

WINSTON: NCAA Football, Flintstones, Garry Moore, Tall Man, Sing Along With Mitch [Leading National Advertisers, 1961]

- Cigarette companies account for 40% of the national advertising appearing in college periodicals. Students hired as campus representatives to pass out free cigarette samples and organize contests are paid \$50 per month. [FTC, 1964; p70]

- LUCKY STRIKE ads show football player, Frank Gifford, in action in 1957 and explain that "the young New York Giant halfback was already a top star - and a LUCKY STRIKE smoker." The ads also show Gifford today and comment that "now one of pro football's all-time greats, Frank's still a satisfied LUCKY smoker." Endorsements by other athletes include Roger Maris for CAMEL, and Paul Hornung for MARLBORO. [FTC, 1964]

1963

- Filter claims in Filter-Menthol advertising: SALEM ("modern filter"), KOOL ("pure white filter"), NEWPORT ("fine white filter"), MONTCLAIR ("activated charcoal"), and PAXTON ("Filter #1 is fortified with PECTON"). [FTC, 1964; p67]

1964

- Arnold Palmer, who up to 1963 was doing testimonials for L&M, announces he has quit smoking. L&M's agency, J. Walter Thompson Co., says it is "a little disappointed" in him. [Danzig, 1988]

- "So pervasive is cigarette advertising that it is virtually impossible for Americans of almost any age to avoid cigarette advertising." [FTC, 1964; p47]

- The "Beverly Hillbillies," sponsored by WINSTON, has a teenage audience of 6.5 million (40% of such persons in the U.S.) and an audience aged 2 to 12 of 12.6 million (28.8% of the children in the U.S. of that age group). [FTC, 1964; p49-50]

1965

- The industry announces the adoption of a voluntary cigarette advertising code, designed to meet some of the FTC's objections and evidence the industry's good faith and public conscience. [Wegman, 1966; p726]

- U.S. Congressional Hearings: April-May. Several bills are proposed with extensive hearings. Representations supporting industry positions by industry (R.J. Reynolds Chairman -Bowman Gray), Association representing

Magazine publishers, newspapers, radio and TV two marketing academics (Crissy, Frank Bass) and the ex-Research Director of J. Walter Thompson (Winick). Emerson Foote, recently retired from the Chairmanship of McCann Erikson, speaks against, as do representatives from countless medical associations and societies.

Cong. Morris Udall notes the estimated death rate of 100,000 per annum and asks "If this is peace, what would war be like?" He begins with references to a "secret plot" that will cause these 100,000 deaths, a plot later revealed as: "the plan of the American tobacco industry to lure more and more young people to smoke cigarettes...all in the face of mounting scientific evidence showing that the end result of this massive sales effort will be casualties in the next 3 to 10 years exceeding the total battle deaths in all the wars fought since 1776." He concludes: "Who needs enemies when we have friends like the MARLBORO Man?" [Cigarette Labelling and Advertising (Hearings) 1965, p24-25]

- Udall observes that cigarette marketers reacted to lung cancer threat and "turned to Madison Avenue" and "an all out effort to depict smoking as synonymous with virility and sex appeal." He notes that the "college campus has been perhaps the No. 1 target' with free cigarettes at registration and events, and major spending in college newspapers. Under some pressure the newspaper ads have been dropped by all but Philip Morris." "We live today in a sea of cigarette advertising." [Cigarette Labelling and Advertising (Hearings) 1965, p26-28]

- FTC Chairman, Dixon states: "We reviewed and studied a lot of this television advertising in our rule making proceeding and found it to portray the smoking of virtually every significant brand of cigarette as pleasant, desirable, a social asset, romantic, and associated with manliness and popularity. Portrayal of the desirability of smoking was also accomplished by the association of smoking with ideas and individuals worthy of emulation...attractive to teenagers." [Cigarette Labelling and Advertising (Hearings) 1965, p39-40]

- U.S. Public Health Service opinion poll of 4700, very carefully done with question directions reversed and reported separately, finds overall that 62.6% of population disagrees with "Cigarette advertising or commercials should not be required to carry a warning statement to the effect that smoking may be harmful to health." 57.1% also disagree with "The advertising of cigarettes should not be controlled or limited." 35.6% agreed that "Cigarette advertising should be stopped completely." [Cigarette Labelling and Advertising (Hearings) 1965, p120-121]

- Emerson Foote, retired from Chairmanship of McCann Erikson, heads up the National Interagency Council on Smoking and Health. Pays all his own expenses, drawing no salary. Does get some secretarial support from Public Health Service. Had previously, up to 1948, worked on LUCKY STRIKE and PALL MALL, as account rep to American Tobacco when part of Foote, Cone & Belding. He says "I don't want you to think I am any more ethical than the next advertising man. I just happened to be exposed to more information." [Cigarette Labelling and Advertising (Hearings) 1965, p223ff]

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- Bowman Gray, Chairman of the Board of R.J. Reynolds testifies at hearings about advertising ban, recounting William Wrigley answering "What would happen to your business if you stopped advertising" with "Did you ever think what would happen to a railroad train if you took the locomotive off?" [Cigarette Labelling and Advertising (Hearings) 1965, p304]
- Crissy, MSU Marketing Prof. testifies that cigarettes are a "mature" industry, hence only brand share is at stake. He forewarns of possible backlash from youth "rebelling against authority." He also forewarns that warnings in advertising would "constitute a significant step toward encouraging consumers to relax the healthy, self-protective scepticism with which they now regard all advertising. Advertising is expected to be honest; it is expected to be in good taste. Advertising is not, however, expected to be impartial." [Cigarette Labelling and Advertising (Hearings) 1965, p360-361]
- Frank Bass, Purdue Marketing Prof., takes similar stance, but adds "an advertising warning would have little impact on those who see it ... Since the warning would be jarring and unpleasant, it would tend to be rejected or blocked out by the smoker. [Cigarette Labelling and Advertising (Hearings) 1965, p401ff]
- Winnick, ex-J. Walter Thompson research dept. chief, echoes these ideas of the minimal impact of warnings due to dissonant information, and possible backlash of "forbidden fruit" effect. [Cigarette Labelling and Advertising (Hearings) 1965, p689ff]
- Heyner, Code administrator notes the multiplicity of advertising media used by cigarette firms, as his job expects him to review "television, radio and cinema commercials of all types, newspaper and magazine advertisements, billboards, posters, signs, and the so-called car cards you see in busses and subways and railroad cars. It includes the decals on automobiles and trucks and the signs and posters on autos and buses. It includes calendars, pamphlets, handbills, matchbook advertising, and the various and very numerous point-of-sale display materials.
- Advertising under the code means the package of cigarettes itself. It means the carton and the shipping case. It means the decorative sleeves that dress up the carton during the Christmas season. It means the giveaways like ballpoint pens and lighters -the cards to play the game and the pads to tally the score.
- Advertising also embraces a variety of promotional letters, brochures and other literature...a mountain of material...It has been an instructive experience; I never realized before the sweep and penetration of advertising generally in our way of life." [Cigarette Labelling and Advertising (Hearings) 1965, p422]
- July 27, 1965: the Federal Cigarette Labelling and Advertising Act is signed into law. All cigarette packages must bear a label reading: Caution: Cigarette Smoking May Be Hazardous To Your Health. The maximum penalty for failure to comply is \$10,000. No statement relating to smoking

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and health is required for advertising of any brand whose packages are labelled. The FTC is free to pursue its traditional cease and desist remedy with respect to any cigarette advertising practices which it finds to be unfair or deceptive. [Wegman, 1966; p726-727]

- A New York Times editorial calls the new law "a shocking piece of special interest legislation," which "confers a favor on one industry that all the other industries under the (Federal Trade) Commission's jurisdiction would naturally like to have." [New York Times, 1965]

- FTC Chairman Dixon says that to fail to acknowledge health hazards in cigarette advertising is to promote smoking by unfair and deceptive means that violated "settled legal principles governing truth and fairness in advertising." [Hasin, 1987; p33]

- A survey of college-aged students showed a positive correlation between the consumer's personality and the product's image. This means that a feminine person will prefer cigarettes marketed with a feminine image. [Vitz and Johnston, 1965; p155]

1966

- Levelling off of share growth of filter cigarettes since 1960 causes FTC to reverse itself and argue that it would no longer consider tar and nicotine statements to be health claims. [McAuliffe, 1988]

- Ads have turned away from direct references to the physiological effects of smoking, emphasizing instead the smoker's psychogenic needs. Examples: "PARLIAMENT lets you enjoy true, rich tobacco flavor," and "PALL MALL travels pleasure to you." Other ads, while scrupulously avoiding any specific mention of health benefits, imply a healthier cigarette by particularly focusing on the filter itself. WINSTON's "pure white modern filter," VICEROY's "deep-weave filter" and LARK's filter with charcoal granules are all heavily advertised. [Wegman, 1966; p684]

- "The ultimate goal (of health advocates) is a return to the view - widely prevalent in this country at the turn of the century - that smoking is socially unacceptable. Through massive advertising campaigns, the tobacco industry was able to bring about a complete reversal of this social attitude in a relatively short period of time. There is no apparent reason why a similar reversal could not be effected today." [Wegman, 1966; p752]

1967

- Alfred E. Lyon, former president and board chairman of Philip Morris, dies of cancer. Obituaries describe how he promoted Philip Morris, "getting dealers to push Philip Morris by helping dust their shelves, paying college students to pass out free smokes to friends, sweet-talking night-club ciggie girls into handing customers only Philip Morris when

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they'd ordered another brand; by 1933, he was the company's vice president for sales and there created one of the world's most famous living trademarks, hiring midget John Roventini to bawl "Call for Phi-lip Maw-ress." [Time, 1967]

- Surgeon General William H. Stewart demands the removal of 100mm cigarettes from the market, saying it was "unconscionable that the cigarette industry should introduce and heavily promote the 100mm cigarette, which cannot but help increase the health hazard." The industry responds by introducing 101mm brands, CHESTERFIELD FILTERS, and L&M 101 ("the silly millimeter longer"). [Danzig, 1988]

1968

- Philip Morris introduces VIRGINIA SLIMS in the "the biggest introductory advertising program ever in Philip Morris history." Copy for the new campaign includes: "Just think. Once you had to fight for the right to wear bobbed hair. Now you've got a nice slim cigarette all your own." [New York Times, 1968]

- VIRGINIA SLIMS television ads describe old restrictions on women: "In 1910 Pamela Benjamin was caught smoking in the gazebo. She got a severe scolding and no supper that night. In 1915 Mrs. Cynthia Robinson was caught smoking in the cellar behind the preserves. Although she was 34, her husband sent her straight to her room. Then, in 1920, women won their rights."

Television programs scheduled to carry VIRGINIA SLIMS ads include: "Mission Impossible," "Family Affair," "Hogan's Heroes," "Mayberry RFD," "The Red Skelton Show," "Green Acres," Thursday and Friday night movies and CBS Evening News. Print ads for VIRGINIA SLIMS appear in American Home, Cosmopolitan, Ebony, Family Circle, Glamour, Harper's Bazaar, Ladies Home Journal, Life, Look, Mademoiselle, McCall's, the True Story group, TV Guide, Women's Day, Vogue, and Women's Wear Daily. [Advertising Age, 1968]

1969

- FTC proposes stronger health warnings and indicates to Congress that it will suspend the proposed rule if a ban on cigarette advertising on radio and television is enacted. [McAuliffe, 1988]

- The Boston Globe bans cigarette ads because "the accumulated medical evidence has indicated that cigarette smoking is hazardous to health." [Mintz, July/August 1987]

1974

- The Boston Globe resumes cigarette advertising because it "decided there is a larger question here, one of access, a responsibility to its public to

allow the varying voices of the community appropriate access to its advertising space." [Mintz, July/Aug 1987]

- RJ Reynolds moves the WINSTON account to Dancer Fitzgerald Sample. William Esty Co. held the account for 20 years, while WINSTON rose to number one with its famous TV theme "Winston tastes good like a cigarette should." Analyst Diana Temple of Salomon Bros. says that "Winston advertising had a difficult transition from radio and TV. The verbal imagery of [the theme] just did not translate well." New WINSTON copy: "If it weren't for WINSTON, I wouldn't smoke," and "There's a lot of good...between WINSTON and should." [Dagnoli, July 1989]

- A study of cigarette advertising in TV Guide, Playboy, Family Circle, Intellectual Digest, Newsweek, Playbill, and Psychology Today found a number of recurrent themes: the tar derby, modern science, humorous relief, masculinity, femininity, and the good life. These themes each provide the smoker with a means of reducing anxiety about the safety of cigarettes. "Advertisers continually pair smoking with a positive effect, and thus the two become psychologically linked in the potential smoker's mind. Thus to the extent this works, whenever a smoker lights up, he feels satisfied and relaxed." [Fine, 1974]

1975

- MARLBORO overtakes WINSTON as the best-selling cigarette. [Dagnoli, July 1989]

1976

- The FTC launches "what promises to be the most intensive investigation of the tobacco industry ever undertaken." Subpoenas served on the six major tobacco companies call for "all documents, including but not limited to marketing, advertising or consumer surveys, experiments, or other research, prepared by or for the corporation or any other party between Jan. 1, 1964, and the date upon which return to the attached subpoena is made." A Brown & Williamson representative claims this would make a stack of paper 483 feet high and one ad agency which handles two of the 135 brands on the market says that to comply with the subpoena would mean turning over 250,000 pages of documents. The agency will also examine for the first time, the various promotional events the companies sponsor -music festivals, auto racing and tennis tournaments. [Business Week, 1976]

- A Consumer Response Group study of three different executions of VICEROY's campaign containing a close-up of a young man in auto racing garb found that subtle differences, caused by the model's appearance, positioning, or other visual staging devices or decisions, have large effects upon consumer reactions. An ad showing a blonde, cropped head with cigarette in hand more strongly suggested smokers of VICEROY tended to be courageous, independent, adventurous and aggressive than ads of brunettes

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with uncropped heads with cigarette in mouth. Results also showed that some campaigns aim at product taste perceptions while others aim at associating positive personality and social values to the brand. Industry sales data suggest that both advertising approaches work. [Schwartz, 1976]

1977

- RJ Reynolds introduces REAL cigarettes (to compete with Philip Morris' MERIT). The product is introduced without traditional test marketing, rushed to the market to capitalize on the craze for "natural ingredients" that had boosted other commercial products, but fails, costing the company an estimated \$50-60 million. [Business Week, 1978; p84]

- Representatives of Vogue, Esquire, womenSports, Time, Fortune, Newsweek, Family Circle, and the New York Times defend the carrying of cigarette advertising (in light of the dangers of smoking) saying that "prohibiting cigarette advertising would be a violation of the rights of a legal segment of American business and, more important, a violation of our readers' right to choose." Further, some claim that "by keeping the public fully informed, we feel we fulfil our function as an independent news source whatever the content of the advertisements that appear in the magazine." Reader's Digest claims to have foregone over \$105 million in potential revenue because it refuses tobacco advertising and it has been prominent in its campaign against smoking. [Shortway et al., 1977-78]

1979

- WINSTON account returns to William Esty Co. New copy reads, "Big Red," and "America's Best." [Dagnoli, July 1989]

1980

- September: BARCLAY cigarettes are introduced by Brown & Williamson as a low-tar product. The company spends \$100-\$150 million on advertising. Other brands distribute free packs for new brands, B&W distributes coupons for free cartons. Cigarette advertising is generally set outdoors, BARCLAY's take place inside cars and homes. B&W paid retailers to put up checkout-counter displays in more than 75,000 stores and briefly sold two packs for the price of one. First year sales are 126 million packs (1.3% of the market) earning more than \$150 million in revenue to B&W. Only one-fifth of sales come at the expense of other ultra-low-tars. [Abrams, 1981] and [Alsop and Abrams, 1986, p50-52]

- Generic, no-name smokes are introduced by Liggett Group under name of FLAVOR LIGHTS and sold in black-and-white packages for 35% less. This was the first break from the traditional marketing formula: evocative name, strong packaging and heavy advertising. The actual cigarettes are identical to L&M according to Liggett executives. [Adler and Freedman, 1990]

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- "A cigarette package is unique because the consumer carries it around with him all day," says John Digianni, a designer and vice president at Gianninoto Assoc. "It's part of a smoker's clothing, and when he saunters into a bar and plunks it down, he makes a statement about himself." "Red packs connote strong flavour, green packs connote coolness or menthol and white packs suggest that a cigaret is low-tar. White means sanitary and safe. And if you put a low-tar cigaret in a red package, people say it tastes stronger than the same cigaret packaged in white." Examples include:

- B & W tested 33 packages before choosing the blue, gold and red design used for its VICEROY RICH LIGHTS BRANDS.
- Philip Morris heightened the appeal to the stylish of its BENSON & HEDGES brand by printing the company's Park Avenue address on the front and back of each pack.
- RJ Reynolds gave NOW a "modern, chrome-and-glass look designed to appeal to upscale city and suburban dwellers."
- Philip Morris' successful MERIT connotes a "flamboyant, young-in-spirit image" (to offset low-tar's dull image) with big yellow, brown and orange racing stripes.
- Liggett tailors ads for DECADE to young smokers with above-average educations by depicting packages in surrealistic settings whose artwork presumably will appeal to college graduates. [Koten, 1980]

1981

- The FTC releases a staff report on cigarette advertising. A confidential report is also prepared which includes material subpoenaed from tobacco companies. Themes described in the company documents include the value of maintaining the health "controversy", promoting cigarettes as "forbidden fruit" and symbols of adulthood, and capitalizing on the perception of menthol as healthier. The report also indicates that a significant number of Americans are unaware of the health risks associated with smoking.
[Myers et al., 1981]

1982

- The Journal of the AMA kills a story on Philip Morris' successful effort to have a British court ban the film "Death in the West." The film interviews real MARLBORO men who are suffering from emphysema and cancer. Although David Fletcher, the story's author, was told that the article was too controversial and could render the AMA vulnerable to legal action, an AMA source said that in the summer of 1982, "the AMA definitely went soft on smoking issues because it wanted the FTC bill (exempting doctors from regulation) to pass," and they needed support from tobacco-state senators and congressmen. [Wolinsky, 1984]

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1983

- In response to an FTC case against Brown & Williamson, the U.S. District Court in Washington rules that B&W's claim that BARCLAY cigarettes are "99% tar-free" is permissible. [Dagnoli and Colford, 1989]

- "Back in the halcyon days when cigarette commercials were still being broadcast, I was never able to see any significant differences in recall between smokers and nonsmokers. There are many other examples suggesting product propensity has little (ie. something -but not much) to do with recall. You do not have to be a product user, or even a potential user, to be interested enough in the message to pay attention and stash it away in your memory cells." [Haller, 1983; p92]

- Philip Morris overtakes RJ Reynolds as the No. 1 cigarette-seller. [Dagnoli, July 1989]

- November: Newsweek publishes a 16 page supplement on health prepared by the AMA which "offers easily understandable information on good health" and deals with diet, exercise, weight control and stress. Smoking is not mentioned once as a health hazard. The same issue of Newsweek contains 12 pages of cigarette ads worth close to \$1 million in revenues. AMA representative James Stacey says "the AMA's intention was to have a much stronger statement...(about) smoking. Newsweek resisted any mention of cigarettes." [Warner, 1985]

1984

- 20% of all cigarette advertising expenditures was for magazine advertisements. [Albright et al., 1988]

- Liggett is producing 20 billion generic cigarettes per year, about 65% of its volume. Brown & Williamson responds with predatory pricing and incentives to wholesalers for their own generic cigarette in a similar package, and acts as the enforcer for the cigarette oligopoly. [Adler and Freedman, 1990]

- October: Time publishes a special health supplement in cooperation with the American Academy of Family Physicians which contains no references to cigarette smoking. The Academy claims that Time removed discussion of the health hazards of smoking without its knowledge. The October 8 issue contains eight pages of cigarette ads. [Warner, 1985]

1985

- Congress enacts legislation requiring tobacco companies to warn young women of the risk that smoking during pregnancy can cause serious harm to the unborn infant. NEWPORT runs "Candy Box" ads for three months prior to warnings taking effect, showing a pregnant women happily receiving candy

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above caption reading, "Alive With Pleasure!" [Tobacco and Youth Reporter,
Autumn 1988]

- 7% of total expenditure for magazine advertisements was for cigarettes.
[Albright et al., 1988]

- Magazines with large youth readerships (Mademoiselle, Cycle World,
Rolling Stone) increased the number of cigarette ads from none during the
1960s and early seventies to between five and eight ads per issue by the
1980s. Women's magazines show similar increase. [Albright et al., 1988]

- Philip Morris purchases General Foods and its Oscar Meyer subsidiary for
\$5.7 billion, gaining huge advertising clout. [Baig, 1989]

- VIRGINIA SLIMS, with its glamorous and exuberant campaign, stressing
"emancipated" women, is still the number one women's cigarette with a brand
share almost double all other women's cigarettes combined. Promotional
activities contrast the "then-and-now" choices a woman had and has, and
invade previously male sanctums: a little black book for telephone numbers,
jogging suits, rugby shirts, boxing shorts and a robe. The promotional
mainstay for 15 years has been the "Book of Days," a hard-bound diary
appointment calendar noting historic dates (including VIRGINIA SLIMS 1968
launch), historical anecdotes, and memorable sexist quotes. One million
books are printed annually in late November and sell out in two weeks.
[Robinson, 1985]

- Tobacco advertising expenditures for eight-sheet (5 by 11 ft.) billboards
were \$7.8 million -about half the total expenditures for this medium (\$15.6
million). \$5.8 million (74%) of this was spent on eight-sheet billboards
in black communities. The most common brands in these markets were NEWPORT
(\$2.0 million), KOOL (\$1.4 million), SALEM (\$911,000) and WINSTON
(\$622,000). [Davis, 1987]

- Cigarette spending in some major magazines for 1985 (and percentage of
readers under the age of 18): Glamour \$6.3 million (25%), Sports
Illustrated \$29.9 million (33%) and TV Guide \$36 million (8.8 million
teenagers aged 13-17). [Davis, 1987]

- A study of cigarette advertising from 1960-1985 observed: 1) The act of
smoking received decreasing attention, with evidence of visible smoke
declining to none by 1984, and decreasing numbers of ads actually showing
cigarettes. 2) Cigarette ads increasingly emphasized "healthy" cigarettes
(low tar and nicotine) with a greater percentage in women's magazines. 3)
Images of adventure and risk became more prevalent in all magazines, with
30-40% of all ads depicting this theme during 1983-85. [Altman et al.,
1987; p99]

- "The history and function of advertising, both for products in general
and specifically for cigarettes, and the reality of the tobacco industry's
behavior combine to strongly suggest that the people who should know best -
the manufacturers and advertising experts - believe that advertising has

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Influenced and can continue to affect the level of cigarette consumption. The empirical evidence points to the complexity of assessing precisely how and how much advertising affects consumption." [Warner, 1986; p70]

- Students shown a series of nine slides of advertisements with all brand name identifying words deleted were able to identify the ads; smokers were best at the task. 76% of the group identified MARLBORO as their favourite brand. [Goldstein et al., 1987]

- A Washington Post article "documented a widespread perception among writers, editors, and antismoking organizations that cigarette advertising is influencing the news Americans read about smoking." [Mintz, July/August 1987]

- WINSTON account moves to McCann-Erickson. Campaigns include "Men of America" and "Real taste. Real people." [Dagnoli, July 1989]

- Total tobacco advertising spending in 1984 was \$835 million with magazines getting \$463.3 million, newspapers getting \$234.5 million and outdoor getting \$184 million. Magazines derive about 9% of their advertising revenues from the tobacco industry. Time's tobacco revenues have declined from 12.2% in 1983 to 10.9% in 1984 and 9.7% in 1985. Better Homes & Gardens runs 150 to 200 pages a year of tobacco industry advertising (over 10% of the total 1,499 pages of ads run in 1984). Tobacco advertising accounted for roughly 17% of the outdoor ad industry's total 1984 ad revenues of \$1.1 billion. Four tobacco companies ranked in the top five for outdoor ad spenders last year. R.J. Reynolds was the leader, putting \$87 million into outdoor advertising in 1984; Philip Morris (#2) spent \$55 million, Lorillard was third with \$29 million in outdoor ad spending and B.A.T. (#5) spent \$12 million. Cigarettes account for 14.6% of transit shelter ads, the second largest advertiser in that medium. [Giges, 1985]

1986

- "Yes, our advertising is truthful and we anticipate that they [consumers] would rely on it if they chose, certainly." Robert K. Heimann, Chairman and Chief Executive Officer of American Tobacco Company, December 19, 1986. [Mintz, July/August 1987]

- Congressional sources estimate that the annual budget of the Tobacco Institute exceeds \$20 million. Every Tuesday morning the Institute invites a member of Congress to breakfast and pay \$1000 or \$2000 for making a few remarks. The Institute coordinates the efforts of the "tobacco family" members of Congress from tobacco-growing states who vote as a block and who trade votes with other lawmakers to obtain majorities on tobacco bills. Every time a tobacco issue is debated in Congress, the Institute sends its own camera crew to film the deliberations. Its staff often infiltrates anti-smoking groups' news conferences and it retains some of Washington's

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highest-priced outside lobbyists including two former senators and a former congressman. [Langley, 1986]

- According to Tobacco Institute, of 468 anti-industry bills before state legislatures in 1986, only 54 (12%) passed. Congress failed to adopt any of 160 anti-cigarette bills in 1985-86. [Levin, 1988, p17]

- Articles on Smoking, Tobacco or Cigarettes Before and After TV Ad Ban:

<u>Time</u>	<u>Newsweek</u>	<u>U.S. News</u>
1950-59	42	26
1960-69	47	64
1970-79	17	22
1980-86	5	10

[Tobacco and Youth Reporter, Spring 1989]

- After refusing to run ads for a national chain of antismoking clinics, a Cosmopolitan ad executive said on ABC's 20/20, "We can't accept it. We get 200 pages of cigarette advertising [a year]...Am I going to jeopardize \$5 to \$10 million worth of business?" [Mintz, July/August 1987]

- RJR introduces MAGNA, a branded generic targeting young adult males who shop in convenience stores. American Tobacco counters with MALIBU. [Dagnoli, February 20, 1989]

- Philip Morris sells its Seven-Up subsidiary (purchased in 1978), admitting that the purchase was a mistake and that they were unable to make it a major player in the carbonated soft drink market. [Baig, 1989]

- The Better Business Bureau of Winston-Salem brought Brown & Williamson's advertising for RICHLAND 25 Cigarettes to the National Advertising Division's attention. Print advertising included the claims: "5 Free Per Pack!" and "25 Great Tasting Cigarettes for the Price of 20." The concern was over whether this was a permanent pricing feature and how the regular selling price of 20 cigarettes was established. Both B&W and NAD joined in referring the issue to the National Advertising Review Board. The NARB decision holds that the use of "free" is not accurate. "We urge the advertiser to qualify it with language that identifies the extra 5 cigarettes as available without extra charge." B&W disagreed with the decision but said it "is committed to the self-regulatory process by which this Decision was rendered, and, in that spirit, will discontinue the use of the word 'free'." [NARB, 1986]

- "Even a society committed to freedom of speech must establish limits. Every freedom, including freedom of speech, has a corresponding responsibility. For 60 years tobacco firms have used advertising to deceive smokers and potential smokers into thinking it is safe to smoke." [Tye, 1986]

- The Surgeon General C. Everett Koop's influence is limited when Deputy Assistant Attorney General Douglas Kmiec told a House subcommittee on

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proposed limits to tobacco advertising, that the Reagan administration "is not convinced that cigaret advertising leads to increased consumption." [Colford, 1986]

- John O'Toole, Executive VP of the American Assn. of Advertising Agencies, says that advertising strategies for mature products "always specify the competitive brand from which the volume will be taken and the rational or emotional advantage that will be communicated in order to convince the user of that brand to switch." [Colford, 1986]

1987

- April: the FTC announces that it will stop testing cigarettes for tar and nicotine data that appears in ads, and would rely instead on data from the tobacco industry. Testing was begun in 1966 to establish uniform standards. [N.Y. Times, 1987]

- 1987 (and 1986) market shares: Philip Morris 37.89% (36.77%), Reynolds 32.61% (32.33%), Brown & Williamson 10.83% (11.67%), Lorillard 8.22% (8.15%), American 6.87% (7.18%), Liggett 3.58% (3.90%). [Ticer, 1988]

- Since 1980, MARLBORO has averaged more than 3% growth at a time when the \$33 billion industry has shrunk 1.5% to 2% a year in retail sales. R.W. Murray, president and chief executive of Philip Morris International explains: "The cowboy has appeal to people as a personality. There are elements of adventure, freedom, being in charge of your destiny." [Trachtenberg, 1987]

- The six largest U.S. cigarette manufacturers spend about \$2.6 billion a year on advertising. That is about \$9 for every man, woman and child in the country. [Mintz, July/August, 1987]

- RJ Reynolds announces in September it has developed a high-tech, no-tar, "smokeless" cigarette. A carbon tip warms tobacco (instead of burning) and a flavour capsule provides nicotine and regular dose of carbon monoxide. Production and marketing costs will reduce 1988 pretax earnings by \$125 million. [Bean, 1988]

- Philip Morris runs full-page ads at a cost of \$80,000 in New York papers in the name of a transportation union attacking a proposed smoking ban on commuter rail lines. PM is denounced by Advertising Age, and Newsday for duplicity. [Levin, 1988, p13]

- FDA halts sale of FAVOR, a nontobacco cigarette that produced nicotine vapours, made by Advanced Tobacco Products Inc. [Bean, 1988]

- RJR distributes Moviegoer magazine free at theatres around the U.S. Each issue contains five full pages of advertising for CAMEL and SALEM. Nearly

half of moviegoers are under the age of 21. [Tobacco and Youth Reporter, 1987]

- RJR threatens to withdraw sponsorship of Dinah Shore Golf Tournament in Rancho Mirage, Calif. in retaliation for the city's clean-air ordinance. [Dagnoli, April 11, 1988]

- Only 62 of 436 anti-industry bills (14%) are passed by state legislatures according to the Tobacco Institute. [Levin, 1988, p17]

- U.S. tobacco companies spent \$871 million on advertising and \$1.5 billion on promotion. RJR spent more than \$100 million in direct marketing and has built up a state-of-the-art data base of 25 million smokers to target users of competing brands. [Dagnoli, May 23, 1988]

- Philip Morris sends a press kit to "a select group of newspaper editors and television news directors" (500-600 people). Contained are: 1) A glossy black brochure with a reproduction of the Order of Lenin and the words "One famous newspaper without cigarette advertising." Inside the brochure is a copy of Pravda. 2) A 444 page book published by PM called American Voices: Prize-Winning Essays on Freedom of Speech, Censorship & Advertising Bans. The dust jacket is a billowing Stars and Stripes. 3) A videotape of a cross-section of conflicting views of restrictions on commercial speech, made by the Institute of Democratic Communication at Boston University from a forum sponsored under a \$100,000 no-strings grant from PM. BU Prof. James Thomson Jr. chastised the company because, "the juxtaposition of our videotape with materials that equate proponents of cigarette advertising bans with Leninist totalitarianism is a breach of fairness and taste," and because "issuing this videotape for promotional purposes without my express permission was a breach of contract" with the institute. [Mintz, Dec. 1987, pK3]

- According to an RJ Reynolds executive: "Blue-collar people read the sports pages, and we will make every effort to place WINSTON in newspapers. We also know that they're impressed with out-of-home advertising because that gives them comfort when they see their brand in the marketplace." [Davis, 1987]

- Blacks have accounted for 40% of KOOL's sales since the 1960s (70% of black adult smokers prefer menthol cigarettes). "The attention that the tobacco and alcohol industries have given the black consumer has caused some criticism. Some feel that little is said about the issue because many black newspapers and magazines, as well as radio stations, depend heavily on ads from the two industries." [Djata, 1987]

- Tom Goldstein of the University of California, Berkeley's School of Journalism writes in The Two-Faced Press that the "slippery slope" argument against tobacco advertising legislation "belittles journalists." Although publishers responded to his survey that they accept advertising for all lawful products, in fact most papers decline ads at the editors discretion. For example, the Los Angeles Times declines ads for "streaking services."

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in Cleveland the Plain Dealer rejects ads for escort services and fortune tellers, and in Phoenix the Republic and Gazette never have taken ads for X-rated movies. In San Diego, the Union and Evening Tribune do not accept ads from Planned Parenthood and in Nebraska the Columbus Telegram refuses ads for "home sewing." [Mintz, July/August 1987]

- Walter Jacobson, of WBBM-TV in Chicago, is found to have acted with "actual malice" when he delivered a series of scathing attacks against Brown & Williamson's ads based on documents in the 1981 "confidential version" of the FTC report. He called the tobacco industry "a killer business" and said it was run by "slicksters" and "liars" who want to "hook 'em while they're young." He accused B&W of linking smoking with sex, marijuana and drinking. The U.S. Court of Appeals for the Seventh Circuit affirmed a punitive damages award of more than \$2 million and reinstates \$1 million of the original \$3 million award for compensatory damages. [ABA Journal, 1987]

- Liggett & Myers begins offering packs of 30 cigarettes for the price of 20 in an eight state test-market. Discounted and generic cigarettes are gaining increasing market share: up from 1% in 1982 to almost 10% today. Thomas Sandefur Jr., President of Brown & Williamson says his company is now spending about half of its marketing budget on promotional activities such as coupons, price-off stickers, and grocery store displays. [Boul, 1987]

- NEWPORT, KOOL, and SALEM account for more than 60% of cigarettes sold to blacks. Huge billboards advertising cigarettes appear in just about every black neighborhood in big cities across the country. Tobacco companies engage in large sponsorships in the black community which include the "KOOL Achiever Awards" sponsored by Brown & Williamson and the Guide to Black Organizations, published by Philip Morris. A representative of the United Negro College Fund, which receives funds from the cigarette industry notes that "many of our colleges were built in the shadow of the tobacco field." The N.A.A.C.P. not only receives contributions but holds a number of events that are underwritten by cigarette companies. A representative of Philip Morris points out that PM has supported the National Urban League since its founding in 1901. Leaders among the black community cite a historically close relationship between black organizations and tobacco companies, which were among the first to advertise in black publications and to feature blacks in their advertisements. Dr. Alan Blum of Doctors Ought to Care says the tobacco industry has "bought" the silence of black leaders on the smoking issue. The death rate from lung cancer for black men is 40% above that for white men. 43% of black men smoke versus 35% of white men and blacks tend to have a much lower quitting rate (24.9%) than do whites (36%). [Williams, 1987]

1988

- Cigarette industry sales decline 2.4% in 1988. Philip Morris is the only

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company that improves, gaining 1.6% between MARLBORO, VIRGINIA SLIMS ULTRA LIGHTS, and CAMBRIDGE. MARLBORO holds 24.9% of the total market. [Baig, 1989] and [John C. Maxwell, 1989]

- 29.1% of lawyers in ABA survey think tobacco advertising should be admitted as evidence against the companies in a liability suit. [Gray, 1988]

- Landor Assoc., an image consulting firm polls 1000 consumers on how highly they regard brands of various products. MARLBORO ranks 17th in esteem while WINSTON placed 72nd on a list of 672 brands. [Alsop, 1988]

- Six of ten new smokers try MARLBORO first, and only half switch later to a different brand. [Saporito, 1988, p44]

- Philip Morris purchases Kraft (Miracle Whip, Velveeta, Sealtest Ice Cream...) for \$13 billion to become world's largest consumer goods company. PM's advertising spending clout (\$2 billion annually) nearly equals entire tobacco industry's \$2.5 billion. [N.Y. Times, December 1988], [Winters et al., 1988] and [Dunkin, 1988]

- PM generates an enormous amount of cash - some \$1.5 billion in 1988, most of it from tobacco and particularly MARLBORO. Philip Morris 1988 revenues: \$25 billion. Kraft 1988 revenues: \$12 billion. [Baig, 1989]

- Rep Thomas Luken (D. OH) introduces bill seeking to: 1) ban all tobacco ads, 2) provide states with authority to regulate sale/distribution of tobacco products, 3) ban tobacco vending machines, 4) introduce a new addiction warning in addition to existing warnings, 5) overturn court rulings that printed warnings protect companies from lawsuits and 6) require FTC to test the smoke of cigarettes for various chemicals. Did not pass. [AAF, Aug/Sept, 1988]

- Philip Morris initiates new "Leadership Council on Advertising Issues," to fight ad taxes and other government restraints on advertising. Mars Inc., Oglivy Group, Procter & Gamble, and Time Inc. also participate. [Colford, April 4, 1988]

- Advertisers oppose advertising regulation under banner of First Amendment protection for freedom of speech. American Civil Liberties Union assists lobbying effort against tobacco ad bans. [AAF, March 1988]

- The AAF, with other organizations, hires former FCC Chairman Richard Wiley to help defeat a petition in support of tobacco advertising censorship at American Bar Association annual meetings. [AAF, March 1988]

- California initiatives propose increasing cigarette taxes to 35 a pack from the current 10 . Tobacco industry spends \$15 million fighting the proposal. Television spots claim that street gangs would make an estimated \$13,000 for each vanload of cigarettes smuggled in from states with lower taxes. One ad claims the "money could buy 32 pounds of marijuana, enough

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crack for 1,280 kids, or 185 handguns." Jack Nicholl, who heads the initiative says, "They're all lies, but they're effective lies," as support for his initiative falls 20%. [Grover, 1988] (Referendum passes. See 1990)

- The Surgeon General reports that, based on animal studies and human observations, tobacco use meets all major criteria of addiction: a psychoactive substance that produces transient alterations in mood, compulsive use of the drug despite damage to the individual or society, the drug is reinforcing, increasing doses are required to achieve a specified intensity of response (tolerance), withdrawal symptoms are experienced and there is a strong tendency to relapse. [Koop, 1988, piv.]

- Philip Morris sends calendars, built around the VIRGINIA SLIMS theme "You've come a long way baby" and featuring pictures of fashionably and scantily clad women with cigarettes, to lawmakers in Vermont. [N.Y. Times, March 1988]

- The U.S. State Department assisted in negotiating trade treaties to get benefits for exporting cigarettes to Japan and Korea. The new Treaty Room of the State Department "boasts a plush mauve carpet, complete with tobacco leaf motif, and the walls are decked with carved relief of tobacco leaves, seed pods and blossoms. Of the \$2.2 million price tag for the recent facelift, cigarette makers footed more than half -a small thank you for the department's help with the tobacco cause overseas." [Heise, 1988]

- Research on cigarette advertising health claims published between 1927 and 1955 in Time, New Yorker, Life, and Newsweek finds these claims to be highly questionable and misleading and only allowed to continue by weak regulatory bodies and standards. "Current efforts to ban all cigarette advertising and the many product liability suits against the tobacco companies are legacies of this marketing misconduct." [Witkowski, 1988; pl]

- Philip Morris begins a \$5 million public relations effort to convince lawmakers not to mess with smokers because they have significant political and economic clout. Ads targeting the automobile, travel, electronics, restaurant and sports industries are scheduled to appear in 19 major newspapers as well as Fortune, Forbes, Business Week, and trade magazines including Advertising Age. One ad reads in large letters, " \$1 trillion is too much financial power to ignore," and notes that this is the combined income of America's 55 million smokers. The Tobacco Institute intends to use the ads and the results of a Philip Morris Magazine readers survey as political ammunition. The campaign appears to be backfiring as anti-smoking groups react to the perceived intimidation. Rep. Thomas Luken calls the Tobacco Institute a "know-nothing organization," and said the industry's "current tactics resemble those of the Mafioso." The magazine survey was based on 408,000 responses to a questionnaire placed in the 11.2 million free-circulation quarterly. Joe Smith, president of Oxtoby-Smith, a New York market research company, calls the survey "palpably self-serving" not only because it doesn't represent all American smokers, but because the readers themselves decided whether to mail in their answers, so there was no random selection. The survey results also clash considerably

with 1986 statistics compiled by the U.S. Office of Smoking and Health.
[Dagnoli, July 1988]

New Products

- Opponents plan to pressure FDA to ban PREMIER, RJR's smokeless cigarette. Normal cigarettes are exempt from FDA regulation but if the product is a drug or "apparatus," it would have to be proved safe before the FDA would allow it to be sold. AMA, American Cancer Society, American Heart Association and three others draft letter to FDA president noting potential for use with drug paraphernalia, and the potential for tobacco companies to create an image of safe smoking making it easier to stall quitters and for people (especially teenagers) to start. [Bean, 1988]
- C.A. Blockers Inc. announces plan to test market OPTIMA, which it claims reduces the health risks of smoking due to an additive called "N-Bloctin" which the company claims can neutralize or block the action of nitrosamines (a major family of carcinogens found in cigarette smoke). The compound was developed by two researchers at the University of Louisville. OPTIMA is to compete with smokeless cigarettes. [Freedman, 1988]
- Rolling out a new cigarette brand nationally is estimated to cost at least \$50-100 million according to analyst John Maxwell of Wheat, First Securities Inc. [Freedman, 1988]
- Advertising Age survey re. PREMIER (RJR's smokeless cigarette):
 - 65% of smokers expressed interest in using the cigarettes
 - 12% of non-smokers expressed interest in using productPREMIER test-markets in St. Louis, Phoenix and Tucson, with possible national distribution in 1989. It creates almost no sidestream smoke and no ashes, and has less nicotine than 97% of brands on the market and less carbon monoxide than 70%. Reynolds is pushing retailers in test-markets hard for separate floor and counter displays. Promotion plans include offering a two-pack of PREMIER with a free plastic carrying case and a lighter, and coupons for an additional two packs. PREMIER ad-push themed "The cleaner smoke." Ads explain how to light the cigarette and suggest "Try it, you'll like it. One week will convince you." [Winters, 1988]
- Advertising Age staffers tested PREMIER, likening the smell to "burning wire insulation," and said "it's like smoking heat. There's smoke, but no taste. Just hot air." "The smell of its exhaled smoke could make you think something died in your disposal while you were away on vacation." [Hume, September 1988]
- Young & Rubicam handles ad campaign for PREMIER. Separate area created for security, staffers required to sign confidentiality agreements and product information restricted on a "need-to-know" basis. [Lafayette, 1988]
- Rep. Thomas Luken (D., Ohio) objects to PREMIER ads suggesting they are safer than other cigarettes. Advertising calls PREMIER "a breakthrough..."

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[that] substantially reduces many of the controversial compounds found in the smoke of tobacco-burning cigarettes." Luken says "If the current FTC statute doesn't prohibit such advertising by the merchants of addiction, then Congress will have to consider new legislation." [Colford, October 10, 1988]

- Health organizations including American Lung Assn. seek to regulate PREMIER as a drug on a state-by-state basis if FDA does not act. Ben Chaiken, executive director of Arizona Lung Association says "Premier is not a cigarette; it's a nicotine delivery system." [Dagnoli and Johnston, 1988]

- Reynolds sponsors a symposium on PREMIER in St. Louis in October, paying local scientists, doctors and health professionals a \$750 honorarium to attend. [Dagnoli and Johnston, 1988]

- Store owners in Tucson, Phoenix and St. Louis report that PREMIER sales have been slow to non-existent and consumer comments have been strongly unfavourable. Travis Williams, an 11th grader says, "A lot of people at school smoke them in the halls, because they make so little smoke. You still have to hide it, but it doesn't make much smoke. I don't but a lot of people do." [McGill, 1988]

- Reynolds introduces VANTAGE EXCEL 100s, a "breakthrough" cigarette that gives off less smoke because of a "new tobacco blend working in combination with a special high porosity paper," according to the company. The EXCEL name is also trademarked for WINSTON and CAMEL, indicating the company may be working on an entire generation of new low-smoke cigarettes. Peter Hoult, exec. VP of RJR says "...because of its reduction in lit-end smoke, Vantage Excels 100s should relieve some of the uneasiness smokers feel in situations where some people might find cigarette smoke offensive." [Dagnoli, Dec. 1988]

- Reynolds is preparing a \$20 million national ad blitz for VANTAGE ULTRA LIGHTS to take on MARLBORO LIGHTS. Ads show a hand passing up a pack of MARLBORO LIGHTS to pick up a pack of VANTAGE ULTRA LIGHTS with the caption "Rich taste at half the tar." Almost one out of every four cigarettes sold in the U.S. are MARLBOROS. [Dagnoli, Dec. 1988]

Targeting

- Cigarette advertising and promotional expenditures in the United States reach an all-time high of \$3.27 billion, a 26.9% increase over 1987 expenditures of \$2.58 billion. (CPI increase over that period was 4.1%) Advertising and promotional expenditures related to the sponsorship of sporting events were \$84 million. (MMWR, 1990)

- "Batteries Not Included", a hugely popular Steven Spielberg movie whose average audience on a Saturday afternoon was 12 years old includes prominent ads for SALEM. Reynolds arranged to have a full-colour billboard

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strategically placed near the building where it takes centre stage in several scenes. STAT (Stop Teenage Addiction to Tobacco) has uncovered more than a dozen youth-oriented movies with cigarette ads in them and stars depicting smoking in a favourable light. [Tobacco and Youth Reporter, Spring 1988]

- MARLBORO man is ninth on May survey in Advertising Age, asking "Of all the advertising you have seen, heard or read in the past 30 days, which advertisement first comes to mind?" Half of those recalling MARLBORO are 18 to 24 years old. [Hume, June 1988]
- A grinning cartoon version of Old Joe (CAMEL) appears in ads everywhere from Playboy to Rolling Stone. A trivia contest with a \$1 million jackpot (the sort more common among cereal makers or fast-food chains) is also launched and brings in over 150,000 entries a week, twice the predicted number. Analysts note that historically, 90% of smokers refuse to change their brand and that the new camel could come off as juvenile. [James, 1988] and [Saporito, 1988, p44]
- CAMEL advertising copy:
 - "All In Favor of a Party, Raise Your Hand!" (Picture shows crowd of hands raised.)
 - "Camel. 75 Years and Still Smokin'." (Hands now hold cigarette packs)
 - "Redeem This Coupon [free pack] To Join the Party!"

[Advertising Age, February 1988]
- More CAMEL advertising copy:
 - "Smooth Move #237: How to make a good impression on your future in-laws. 1) Drive into the house on your motorcycle and park it in the livingroom. 2) Tell her mom that her food is much better than the slop you had to eat when you were in the slammer. 3) Ask them where the bathroom is but don't go. It'll keep them thinking. 4) Tell them you're really a swell guy and offer them a camel."
 - "Smooth Move #334: How to impress someone at the beach. Run into the water, grab someone and drag her back to shore as if you've saved her from drowning. The more she kicks and screams, the better."
 - "Smooth Move #437: How to get a FREE pack even if you don't like to redeem coupons. 1) Ask your best friend to redeem it. 2) Ask a kind-looking stranger to redeem it. 3) Ask a good-looking stranger to redeem it. 4) Offer each a CAMEL and start a warm, wonderful friendship."

[Tobacco and Youth Reporter, Autumn 1989; Item 2]
- Wells, Rich, Greene keeps the BENSON & HEDGES account by promising Philip Morris they will attract younger, upscale smokers. Ads "explore ideas of when people smoke," the photographer Denis Piel says. The "mysterious man in pajamas" has drawn the most attention. [Dagnoli, April 25, 1988]
- "Let the record note that, when scrutinizing a man in his pajama bottoms, it's difficult to register the following words: SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide." [Garfield, 1988]

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- "The tobacco industry, on the other hand, is a mind-boggling marketing wonder that stands for the country's unparalleled vanity, psychological vulnerability, self-delusion and credulity. It's a monument, like "Growing Pains" and Cheez Whiz, to a nation's cultural brainlessness. ...Thus, possibly, the central paradox of our society. What we have here is the greatest collection of minds in the history of civilization, expressing their rugged individualism by brand choice of a lethal commodity product." [Garfield, 1988]
- Industry aligns itself with organized labour, black, Hispanic and women's groups. Women's and Hispanic groups receive at least \$4.5 million from the industry in 1987, not including gifts from subsidiary companies. Philip Morris is now the single biggest advertiser in Hispanic media, according to a survey by Hispanic Business magazine. [Levin, 1988, p14]
- January issue of the National Black Monitor (an insert in 80 black newspapers) urges political opposition to legislation against "this industry which has befriended us." [French, 1988]
- Philip Morris runs contest for PARLIAMENT offering a vacation a year for life and other prizes. Contest involves finding differences between 2 pictures, and sending in. "By entering you certify that you meet this age requirement and are a smoker." All contestants receive coupon for a free pack. [sample: USA Weekend, November 18-20, 1988; p14-15]
- Smoker newsletter, published by Philip Morris, has separate editions for all 50 states. Articles urge smokers to fight for their "right" to smoke and statistics are provided for each state. A telephone hotline is listed for smokers to tell what is happening in their own. The magazine claims more than 2 million readers. [Smoker, 1988]
- MARLBORO's dominant position allows it to outspend WINSTON \$93 million to \$38 million on advertising. Each point of market share gained is worth over \$100 million in revenues. [Saporito, 1988; p44]

Rose D. Cipollone Case

- Rep. Henry Waxman (D. Calif.) chairman of the House Subcommittee on Health and the Environment, announced that his panel will launch an investigation to determine whether the tobacco industry deceived Congress about its knowledge of the health risks of tobacco in the 1960s and 1970s. Hearings are tentatively set for May (1988). [Gray, 1988]
- Courts interpret the warning on the pack as a legal preemption: it bars the jury from being told that after Jan. 1, 1966, the warnings may have been undermined by industry concealment of knowledge of health risks, and by advertising, promotion and public relations campaigns. [Mintz, March 27, 1988]

- Judge H. Lee Sarokin refuses to dismiss the Cipollone suit, saying that a jury could reasonably conclude that the companies engaged in a "devious" industrywide conspiracy to mislead smokers and potential smokers "in callous, wanton, wilful and reckless disregard for the health of consumers." [Janson, 1988]
- June 13, 1988: Antonio Cipollone is awarded \$400,000 by jury which found Liggett Group Inc. failed to warn of the risks of smoking and that smoking was a likely cause of Mrs. Cipollone's death. The jury found that Liggett had given "express warranties" to consumers regarding the health aspects of its cigarettes and the Liggett products Mrs. Cipollone used breached that warranty. The jury rejected claims that Liggett Group Inc., Philip Morris Cos. and Lorillard Inc. issued fraudulent information about cigarette smoking and conspired to mislead the public that smoking was safe. [Reuter and Associated Press, 1988] and [Cohen and Freedman, 1988] and [Tell, 1988]
- Cipollone case has taken 5 years and cost lawyer Marc Edell more than \$2 million for \$150,000 earnings. Edell and colleagues say that what matters is the fact that they exposed the tobacco industry's inner workings and shattered the myth of its invincibility. [Cohen and Freedman, 1988] and [Cowley, Brailsford and Burke, 1988]
- Cipollone Lawyer Marc Edell drives cigarette stock prices up by saying that he does not think cigarette liability cases "are going to have a serious financial impact on those companies." His firm has received more than 100 calls asking him to take smoker-death cases. [Wakin, 1988]

RJR, Northwest and Saatchi

- RJR Nabisco takes all U.S. assignments from Saatchi & Saatchi DFS Compton of New York because the agency created a television commercial announcing Northwest Airlines' new smoking ban. The agency was handling no tobacco products and had been Nabisco's U.S. agency for 18 years. Estimated lost revenues to Saatchi are \$90 million (US) annually for brand names like Oreo, Chips Ahoy!, LifeSavers, and Bubble Yum. [Dougherty, 1988] and [Konrad, 1988]
- Walker Merryman, vice president of the Tobacco Institute: "If we're attacked, we're not going to roll over and play dead. The sooner our adversaries, friendly or otherwise, learn that, the less difficulty they're going to find themselves in." [Coll, 1988]
- In press releases, newsletters and Western Union letters sent to long lists of smoking customers, the tobacco companies attack Northwest's safety and customer service record, urging smokers and non-smokers to stay off the airline. One letter, sent to more than 1 million people by Philip Morris, urged them to call Northwest's toll-free number and complain about the airline's record for lateness and safety violations. [Coll, 1988]

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- Agencies bend over backwards not to upset tobacco clients, including refusals to contribute to the American Heart Association. Anonymous executive at a General Foods agency: "GF had always acted independently, but now more and more PM (Philip Morris) is calling the shots." [Dagnoli, April 11, 1988]
- Philip Morris and subsidiaries are the No. 2 advertiser in the U.S. and RJR is No. 4. [Advertising Age, April 11, 1988]
- RJR stacks tobacco and non-tobacco accounts together "to gain more "clout" with and loyalty from ad agencies." [Sutter, 1988]

1989

- Volume of cigarettes shipped to wholesalers declined for the eighth successive year to 524 billion cigarettes. However, cigarette makers squeezed out a 10% increase in industry operating profits, to \$7.2 billion. [Konrad, 1990]
- January: The Tobacco Institute runs ads in 19 newspapers around the country including Washington Post, The New York Times, and USA Today. The ads describe a poll carried out by Hamilton, Frederick & Schneiders indicating that the majority of Americans do not support a ban on cigarette advertising, an increase in cigarette taxes or smoking bans in restaurants. The actual results of the poll show that a plurality of Americans favour a total ban on cigarette advertising as well as significant increases in taxes on cigarettes. 41% favoured ending cigarette advertising altogether, another 34% favoured continuing the present ban on cigarette ads on TV and radio, and only 23% felt that cigarette ads should be permitted anywhere that other products are advertised, including television and radio. Tom Smith, senior study director at the National Opinion Research Center at the University of Chicago says, "It's true and it's misleading. The ad carefully distorts the results so that they could be easily misinterpreted to seem that a majority opposes even a partial ban. It's a very cleverly written misrepresentation of the findings." [Morin, 1989]
- A Wall Street Journal survey shows that 57% favor eliminating all cigarette machines (25% opposed), 54% support elimination of cigarette ads in magazines and newspapers (23% opposed), 52% favor a ban on smoking in all public places (36% opposed), 59% support having cigarette manufacturers contribute \$1 per carton to charities (24% opposed), 39% support raising tax to \$1 per pack (43% opposed), and 24% favor making tobacco products illegal (58% opposed). Survey conducted by Peter D. Hart Research Assoc., and the Roper Organization. [Freedman, Nov. 14, 1989]
- January: 27 members of Congress are treated to four days of free lodging, food, golf and tennis in Palm Springs with top executives of the tobacco industry at the Tobacco Institute's annual Legislative Conference. Most lawmakers went home with \$1000 to \$2000 in speaking fees, or honoraria, for participating with several colleagues in one of three 90-minute panel

discussions. The rest of the time they were treated to free meals in expensive restaurants, and the use of heated swimming pools, tennis courts, and a health club. A tobacco company jet brought Lee Atwater, President Bush's campaign manager and new head of the Republican National Committee. Those attending the conference received a booklet outlining "tobacco issues in the 101st Congress," including expected moves to legislate higher taxes and broader advertising bans. [Babcock, 1989]

- RJ Reynolds is sponsoring "smokers' rights" meetings to teach smokers how to fight for their rights against smoking bans. Phil Wilbur of the Advocacy Institute says, "It's a very long endgame strategy, to slow down the pace of restriction and research." [Condon, 1989]

- Philip Morris files a lawsuit against Doctors Ought to Care (DOC) to stop their distribution of a T-shirt satirizing the company's Miller Beer promotion in Texas. DOC president Dr. Rick Richards notes "It's interesting that they didn't name the makers of MARLBORO candy cigarettes in the suit, since that's not even a parody but a direct copy of the actual trademark. Candy cigarettes with brand trademarks have been brought to the company's attention and they have chosen to ignore it." [Tobacco and Youth Reporter, Autumn 1989; Item 1]

- Raymond Pritchard, CEO of Brown & Williamson (makers of KOOL, VICEROY, RICHLAND, and other brands) suggests that the tobacco industry ultimately benefitted from the broadcast ban by forcing them to address niche audiences. Print and out-of-home advertising were initially relied on almost exclusively until the 1970's when events marketing increased and the 1980's when direct marketing was added to the mix. Advertising aimed at consumers inside their local grocery stores can be a potent substitute for television and shows how the industry might circumvent a total ban on media advertising, Pritchard said in a speech to many of the nation's top marketers. [Rothenberg, 1989]

- Philip Morris magazine is sent free to more than 12 million smokers bimonthly. It reports on PM's generosity, altruism (ie. 71 tons of food to earthquake battered Armenia), and contains feature articles about health and fitness buffs and centenarians (100 yrs. old) who smoke. [Baig, 1989]

- Former WINSTON MAN, David Goerlitz, says: "I am ashamed of myself." and "I'm like a child who finds out his parents are drug dealers. You have to turn them in." He described himself as one of RJR's "soldiers of fortune" who "lured young people into smoking." Goerlitz said that RJR employees would show photos of him to children and researchers would estimate how long each picture captured attention so executives could choose the best photos. [Rocky Mountain News, 1989], [Tobacco On Trial, September 15, 1989] and [Anderson, 1989]

- The grandson of RJ Reynolds, Patrick Reynolds, becomes an outspoken leader of the U.S. anti-smoking lobby, donating \$1 million. He also writes a book, The Gilded Leaf, exposing the Reynolds family's private lives. Patrick Reynolds on his father: "My only memories of him are gasping for

breath, lying down on his back, dying from emphysema caused by the family brands -WINSTONS and CAMELS." [Ubelacker, 1989]

- Avia, the fifth largest athletic shoe company, begins ad campaign telling smokers, heavy drinkers and others not to buy its shoes. Sample copy: "If this (picture of cigarettes) is the only kind of workout you give your lungs, Avia doesn't want you to buy their tennis shoes." [Magiera, 1989]

- "The smoke from a single cigarette contains about 100 times more cyanide than did the two grapes from Chile that were impounded by government officials in March." [UCB, 1989; pl]

- Texas attorney William Townsley: "These defendant tobacco companies have aggressively, arrogantly and with extreme cruelty advanced their financial well-being, sacrificing the lives of millions of their addicted customers in the process. Exacting such a price for financial gain is so blatantly unconscionable that a decent society must justly deal with such deviate behavior." [Tobacco On Trial, May 15, 1989]

- "...adolescents are cleverly encouraged by brilliantly designed advertisements...the promise is adventure, happiness, and improved well-being; the reality is addiction...and perhaps a premature death, while the tobacco industry reaps enormous fiscal returns (profits). It is amazing that we sit back and allow this modern day Pied Piper of Hamelin to lure our children away from good health and to their eventual self-destruction." [Journal of the AMA, 1989]

- Surgeon General Koop writes there is "no scientifically rigorous study available to the public that provides a definitive answer to the basic question of whether advertising and promotion increase the level of tobacco consumption...none is likely to be forthcoming in the foreseeable future." But Koop goes on to say: "The most comprehensive review of both the direct and indirect mechanisms concluded that the collective empirical, experiential and logical evidence makes it more likely than not that advertising and promotional activities do stimulate consumption. However, that analysis also concluded that the extent of influence of advertising and promotion on the level of consumption is unknown and possibly unknowable." [Koop, 1989]

- Philip Morris pays \$350,000 for LARK cigarettes to be featured in the James Bond film, "Licence to Kill." The Bond character has reverted to heavy smoking after several films in which he had stopped. The closing credits of the film contain a warning against smoking. Rep. Thomas Luken claims that the warning was placed in the film because of his earlier complaints to the Attorney General that the film's producers had violated a federal advertising law by accepting Philip Morris' money. The film's producers claim they placed the warning because of "a sense of social responsibility." [N.Y. Times, 1989]

- Philip Morris distributes "Smokers' Caucus" kits to instruct smokers on how to lobby elected representatives on various tobacco-related issues, how

to organize meetings, write letters to newspapers, gather petition signatures and other actions. Kits provide membership cards, bumper stickers which read "I Smoke and I Vote," give the names of the member's federal and state representatives and regular mailings urge specific actions on particular issues such as smoking bans on airlines.

- The New England Journal of Medicine reports that women who smoke cigarettes with reduced nicotine and carbon monoxide do not lower their risk of heart attack. The risk is about four times greater than for nonsmokers, regardless of what types of cigarettes they smoked. "Low, lower and lowest are key words in many advertisements, which imply that products low in tar, nicotine or carbon monoxide are safe, or safer," the authors say in their report. The finding is the latest in a string of research suggesting there is little or no health benefit to smoking cigarettes with reduced amounts of tar, nicotine or carbon monoxide. [Waldholz, 1989]
- Philip Morris employs A.J. Barr & Co. to monitor its public relations progress using CARMA (Computer-Aided Research and Media Analysis) which consists of linked data bases that scrutinize publicity. [Barr, 1989]
- An Atlanta study of the readability of the Surgeon General's warnings on outdoor cigarette advertising yielded the following results. Under typical driving conditions, observers were able to read the entire health warning on 18 of 39 street billboards (46%) but on only 2 of 39 highway billboards (5%). In contrast the content of the ads (brand name, notable imagery) could be recognized under the same conditions on more than 95% of the billboards. In a similar study of 100 taxicab cigarette ads in New York City, observers were unable to read the health warnings in any of the ads but were able to identify the brand name in all ads and notable imagery in 95% of ads. [Davis and Kendrick, 1989]

Government Actions

- Rep. Thomas Luken's subcommittee holds hearings on legislation prohibiting the use of visual devices, such as pictures, colours, drawing, logos, and variable type faces in tobacco advertisements. Advertisers would be limited to uniform black type on a white background. AAF President Howard Bell testified that in countries which have imposed ad bans, there has been no reduction in tobacco consumption. [AAF, Aug/Sept 1989]
- AMA, American Cancer Society (ACS), American Heart Association and American Lung Association in January sponsor a conference on "Tobacco Use in America" with goal of creating a Congressional action blueprint for tobacco marketing, promotion, and federal regulation of tobacco. [AAF, January/February 1989]
- Senator Ted Kennedy (D. MA) drafts legislation in November to include text-only-advertising, restrictions on advertising in sports stadiums.

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restrictions on sports sponsorships, and other advertising restrictions. After lobbying pressure from the AAF, ACLU and the Freedom to Advertise Coalition, nearly all the advertising provisions were removed from the bill. [AAF, Nov/Dec 1989]

- Congressman Mike Synar (D. OK) has introduced legislation which would prohibit the use of human likenesses, models, slogans, scenes or colours in ads for tobacco products. Senator Bill Bradley (D. NJ) has introduced a bill disallowing the business tax deduction for tobacco ads. [AAF, April/May 1989]

- Former Surgeon General C. Everett Koop on NEWPORT ads: "If one considers smokers who suffer from lung cancer, emphysema, or stroke caused by smoking, truth in advertising would demand use of the slogan, "Dying in Agony" instead of "Alive With Pleasure." [Koop, November 1989]

- Supreme Court changes test for government restriction of commercial speech from requiring the government to show that its proposed restriction is the least restrictive means of accomplishing its intended goal. Under the new ruling, the government must show merely that its proposed restriction is "reasonable" and "narrowly tailored." [Colford, 1989]

- Current Congressional Initiatives:

HR 1250 -Lukens (D OH) -tombstone ads only

HR 1493 -Synar (D OK) c.f. Lukens -tombstone

HR 3297 -Stark (D CA) -codify and strengthen self-regulatory guidelines (memo) -Biden (D DE) -tax ads to fund Drug Education also Waxman (D CA) Health and Environment subcommittee.

[AAF, October 1989]

- October: the FTC enters a Settlement Agreement and Order against R.J. Reynolds tobacco company ordering it to refrain from deceptive "editorial" advertising designed to deceive people into believing that scientific studies had tended to exonerate smoking from a role in disease-causation. In a sharply worded dissent, Commissioner Mary L. Azcuenaga criticized the Commission for being too lenient with the tobacco giant. She argued that the FTC had acquiesced to the demands of the tobacco giant in ways which significantly weaken its future ability to regulate deceptive advertising practices. [Tobacco and Youth Reporter, Autumn 1989; Item 3]

Advertising, Promotion and New Products

- Rules drawn up by the American Association of Advertising Agencies state that members will not knowingly produce advertising which contains:
 - False or misleading statements or exaggerations, visual or verbal
 - Testimonials which do not reflect the real choice of a competent witness.
 - Claims insufficiently supported or which distort the true meaning or practical application of statements made by professional or scientific authority.

- "Tobacco advertising exploits the dreams and desires of the most susceptible among us." Charles Sharp, advertising consultant for Frito-Lay and Shell Oil. [Passell, 1989]
- RJR Nabisco spends over \$100 million a year on sports, mostly on motorsports to publicize its WINSTON cigarettes. [Marlboro, 1989]
- "We perceive Formula One and Indy car racing as adding, if you will, a modern-day dimension to the MARLBORO Man. The image of Marlboro is very rugged, individualistic, heroic. And so is this style of auto racing. From an image standpoint, the fit is good." Ellen Merlo, Philip Morris Vice-President of Marketing Services. On site presence includes samplers, sweepstakes booths, merchandise give-aways, signage around the track and a media centre for supplying information. [Marlboro, 1989]
- "On NBC's 93 minute telecast of the 1989 MARLBORO Grand Prix, there were 4,997 images of MARLBORO signs, 519 of MARLBORO billboards and 249 of the MARLBORO car. The brand name was visible 46 of the 93 minutes, 49 percent of the telecast." [Will, February 1990]
- The Newspaper Advertising Bureau says cigarette and tobacco newspaper ads totalled about \$85 million in 1987, down 64% from 1984. [Reilly, 1989]
- Allentown, PA Public Health Director, Gary Gurian, asks the Morning Call, a local newspaper, to ban tobacco ads. Only 14 U.S. newspapers currently ban cigarette and tobacco product ads, including The Columbus (Ohio) Dispatch, The Desert News (Salt Lake City), and The Christian Science Monitor. [Reilly, 1989]
- "Tobacco advertising may be a hefty tail for the advertising business but it is still the tail, and it is time it stopped trying to wag the dog." [Advertising Age, Jan. 30, 1989]
- Hamish Maxwell, CEO of Philip Morris:
 - "Advertising will help the value of a brand more than price promotion."
 - "Brands are like a savings account. You make deposits with advertising and other equity-building programs. You withdraw from the account when you price promote."
 - "Advertising is vital to this process (creating consumer demand). We cannot increase consumer pull without it."
 - "There is extraordinary power in a strong advertising idea that is well executed." [Hamish Maxwell, 1989]
- RJ Reynolds announces that it plans to cut magazine ad spending by 25% (\$26 million) and shift that to out-of-home media, newspapers and supplements. Dan Pearson, RJR's senior director of media said the company seeks "greater focus of our advertising spending both demographically and geographically." [Dagnoli and Donaton, 1989]

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- WINSTON account is moved to FCB/Leber Katz Partners, New York from McCann-Erickson Worldwide and will be relaunched January 1, 1990. [Dagnoli and Donaton, 1989]
- RJ Reynolds mails out videocassettes containing ads for its NOW cigarettes to smokers who favor CARLTON. Matthew Myers, director of the Coalition on Smoking or Health, contends that RJR's "video loophole" could be used to circumvent Congress's original goal of shielding youngsters from tobacco ads. [Time, 1989]
- CHELSEA is introduced by RJR, targeting women smokers with four-page ads in women's magazines. The campaign includes the industry's first "scratch-and-sniff" ad to promote the vanilla-like scent, and the copy reads "On April 3, 1989, a fresh, new scent hits the air." The promotion offers a "compact lighter" promotion featuring a small compact mirror, free-pack coupons and in-store buy-one-get-one-free offers. CHELSEA "uses new paper technology to release a light, pleasant aroma while the cigarette is lit, making smoking more enjoyable for smokers and for those around them," said John Winebrenner, senior VP-marketing. Some observers say that this attempt to address the problem of "ambient smoke" is a novelty, a way to "mask the smell." [Dagnoli, February 6, 1989]
- R.J. Reynolds targets young smokers with SALEM SOUND-WAVES, the "largest fully integrated music-marketing program in history," according to the agency that developed it. Total cost anticipated to be \$40 million. RJR will accumulate a purchase behaviour data base of menthol cigarette smokers based on responses to free merchandise offers. These responders will also get coupons, samples, a controlled circulation music magazine and "membership" in the record/tape/compact disc club. A series of sponsored night-club-concert events will let RJR sample hundreds of young smokers at a time. Local radio stations will help promote these events and will offer disc jockeys to host them. [Levin, April 24, 1989]
- "There's only three ways to grow share in the market today," said a tobacco industry source. "One: Take it out of MARLBORO's hide. Two: Introduce a 'healthier' brand with new engineering novelties. And three: Go for generic branded cigarettes." [Dagnoli, February 20, 1989]
- VICEROY (Brown & Williamson), ALPINE (Philip Morris), CHESTERFIELD LIGHTS (Liggett), DORAL (RJR), and CAMBRIDGE (Philip Morris) are now being marketed as "value-price" cigarettes. [Dagnoli, February 20, 1989]
- RJR Tobacco chairman James Johnston admits in a letter to Rep. Gerry Sikorski that a controversial ad for CAMEL should never have run. The four-page, pull-out ad, part of the Smooth Character campaign, appeared in Rolling Stone, National Lampoon, and other magazines. It features a sexy blonde on the cover asking, "Bored? Tired? Restless? What you need is..." and inside offers CAMEL cigarettes. It offers tips on "how to impress someone at the beach," (See Camel Smooth Move #334, 1988) which is severely criticized by women's groups, and it includes a coupon for a free pack of cigarettes with the advice to "ask a kind-looking stranger to redeem it."

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Mr. Sikorski wrote a letter in May to an RJ Reynolds attorney calling the suggestion "thinly veiled advice on how to redeem the coupon if you are underage." Phil Wilbur of the Advocacy Institute says the ad violates the tobacco industry's code of ethics, which states, "Cigarette advertising shall not suggest that smoking is essential to social prominence...or sexual attraction." He notes the ads' "foolproof dating advice" that one should "always break the ice by offering her a CAMEL." [Masters, 1989]

- Generic cigarettes, costing about 20% less than full-price brands and subgenerics, which retail for about half the price, now amount for almost 15% of the market (up from 11% in 1988). These products keep smokers in the marketplace despite heavy excise taxes. Major brands include PYRAMID (Liggett), BUCKS and BRISTOL (Philip Morris), MONTCLAIR (American Tobacco), BELAIR (B&W), and HARLEY-DAVIDSON (Lorillard) which is being test-marketed in Indiana, Kansas and Oregon. [Dagnoli, December 4, 1989]

- Targeting of women sparks backlash from groups ranging from the National Organization for Women (NOW), to the Junior League. In July, NOW holds a workshop on "Smoking as a Feminist Health Issue." Producers use technological changes to target women: CAPRI is skinnier, VIRGINIA SLIMS SUPERSLIMS are thinner and reduce sidestream smoke, CHELSEA is sweeter smelling, SATIN features a silky-smooth filter skin and NEWPORT STRIPES 100s come in white packages with pastel stripes. [Waldman, 1989]

- "We try to tap the emerging independence and self-fulfilment of women, to make smoking a badge to express that," according to an anonymous ad executive who heads account of a leading female brand. Roughly one-fifth of girls in their senior year of high school smoke, according to the U.S. smoking office. That's about 25% higher than the rate among senior boys. American Cancer Society is running anti-smoking ads in college newspapers emblazoned with the words "Lady Killer." [Waldman, 1989]

- TV Guide runs PREMIER ads nationally by mistake in Jan 21-27 issue; the ads were to be run only in test markets. [Dagnoli, Jan. 30, 1989]

- March: RJR halts test-marketing of PREMIER. Analysts say Reynolds has spent \$200 million to develop and manufacture the product and \$125 million on advertising to introduce it. The FDA had yet to rule on a petition to classify PREMIER as a drug. [Hirsch, 1989]

- RJR switches name of the Senior PGA Tour from PREMIER to its corporate name. RJR Nabisco now spends nearly \$60 million on sports sponsorships directly and at least that much again advertising and promoting them. Philip Morris spends more than \$85 million per year on sports programs. [Donaton, 1989]

- RJR switches WINSTON to FCB/Leber Katz Partners, New York which already handles SALEM and VANTAGE. WINSTON had been steadily losing share for at least five years, hitting an all-time low of 10.8% in 1988. CAMEL is also moved from McCann-Erickson Worldwide despite the "rousing success" of the "Old Joe" campaign which has seen CAMEL's market share increase a 10th of a

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point to 4.3% in 1988. Although the move was not due to a failure of the "Old Joe" campaign, RJR felt it was necessary to give substantial enough billings to Young & Rubicam (which already handles MORE, NOW, and CHELSEA) to gain access to top creative talent at the agency. Long, Haymes & Carr, Winston-Salem, which handles DORAL, MAGNA, and special events advertising, is not affected. [Dagnoli and Levin, 1989]

- Doctors Ought to Care (DOC) petitions the U.S. Department of Justice to look at Philip Morris Cos.' "Bill of Rights" campaign and the HBO program, "Inside the NFL," which they called "a veiled ad" for U.S. Tobacco's SKOAL Bandit Chewing Tobacco. [Advertising Age, Nov. 6, 1989]

- A California company which markets a stop-smoking system was unable to begin a national advertising campaign when Time, Newsweek, Sports Illustrated, Life, and US magazines refused to take its ad. "Across the board, national magazines have rejected the ad, telling us specifically that they did not want to upset their cigarette advertisers," said the company's vice-president of sales and marketing. [Tobacco On Trial, November 15, 1989]

- Philip Morris introduces CARTIER VENDOME, targeted at wealthy smokers. It is working on plans to sell the smokes to credit card holders through the mail. [King, 1990]

- Philip Morris begins test-marketing NEXT a "de-nicotined" cigarette, containing less than 0.1 milligrams (just less than RJR's NOW and ATC's CARLTON) in Omaha, Neb., Hartford, Conn., and Toledo, Ohio. Tar levels range up to 10 mg and industry sources claim that it provides a fuller taste than PREMIER since taste comes from the tar, not the nicotine. "De-Nic" is a trademark designation meant to be similar to decaf for decaffeinated coffee. The "de-nicotining" process is defined in advertising as FreePlus. Doug Keeney of C.A. Blockers comments that NEXT will appeal to the 89% of smokers "who find something wrong with smoking." [Dagnoli and Colford, 1989]

- In 1988 smokers bought a total of 558 billion cigarettes: 45.3% were low-tar (7 to 15 mg of tar), 43.9% were full-strength (16 mg tar and above), and 10.8% were ultralow tar (6 mg of tar and below). Most ultralites products use special filters that allow determined smokers to get a regular dose of nicotine: smokers just inhale more deeply, take more frequent puffs or cover the hole in the filter. Since NEXT has a standard filter, "smokers may have a harder time staving off a nicotine fit." Critics say its biggest market will be young smokers and want-to-be smokers. For them, the promise of getting many of the rewards of smoking without getting hooked could have special appeal. Al Ries of Trout & Ries says, "This gives kids an out with their parents, as in, 'Dad, you've been complaining about nicotine in tobacco, and this doesn't have any.'" [Freedman, June 1989]

- The Hispanic Smoking Cessation Project in San Francisco, which uses free public-service advertising space, has its ads bumped off billboards and bus

cards because of RJ Reynolds' purchase of all available advertising space to promote NEWPORT to Mexican-Americans. Filipe Castro, associate professor at San Diego State University's Graduate School of Public Health, says, "Hispanic magazines have an inordinately high density of cigarette advertisements, often stumping brands created especially for the community like RIO and DORADO." Dr. Emilio Carrillo, director of a smoking prevention project and faculty member of the Harvard Medical School says the heavy advertising is causing smoking rates to increase among Hispanic youths and women. He observes that billboards in the Hispanic community "all portray young, happy people who appear affluent, who appear very light-skinned. Basically, it's setting up billboards in poor, devastated communities showing pictures of wealth and well-being that are absolutely false in terms of what the billboards are advertising." [Maxwell and Jacobson, 1989; p37-38]

Bill of Rights Campaign

- November: Philip Morris Companies announces that it will be the "principal corporate supporter of the National Archives' commemoration of the bicentennial of the Bill of Rights." The voices of John F. Kennedy, Franklin D. Roosevelt, Harry S. Truman, Martin Luther King, and Barry Goldwater will accompany television advertising over the next 2 years. Print versions will also appear in major market newspapers. Other advertised PM sponsorships include the Picasso and Braque "Pioneering Cubism" exhibit at the Metropolitan Museum of Art (Sept. 1989 to Jan. 1990) and "Black Art: Ancestral Legacy" at the Dallas Museum of Art (December 1989 to February 1990 and elsewhere). A 1983 PM publication entitled Philip Morris and the Arts, a 25 Year Report, traced 25 years of contributions that had supported 57 museums, 39 symphony orchestras and music groups, 20 dance companies, 29 theatre groups, and many more libraries, arts societies, and special events. PM also contributed millions of dollars each year to groups working in the areas of health and welfare, conservation and environment, education, and nutrition. It supported projects sponsored by the National Urban League, Keep America Beautiful recycling projects, nonprofit volunteer rescue squads, and recordings for the blind. [Harvard, 1990; Case 9-590-108]

- Philip Morris plans to spend \$30 million a year on its two-year corporate campaign to bolster its image by association with the patriotic celebration of the 200th anniversary of the Bill of Rights. The campaign includes television ads that do not mention tobacco. Opponent Michael Pertschuk, former chairman of the FTC, says "I'm outraged because this company is portraying itself at the heart of American culture and political freedom and in fact it's a killer. It should be treated like the Medellin [Colombian drug] mafia, not the Founding Fathers." [Freedman, November 1, 1989]

- Sidney M. Wolfe, director of the Public Citizen Group, accuses Philip Morris of hoping to "implicitly promote its self-interested notion of smokers' rights and delay the day when Congress passes a law banning all

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advertising of tobacco products." Rep. Thomas Luken says, "Philip Morris is involved in a massive insidious campaign to undercut and avoid the federal laws." Rep. Chester Atkins, noting the American Civil Liberties Union's support for PM's position regarding the right to advertise, called the ACLU's decision to accept funding from PM "ethically insensitive" and "sure to raise doubts whether their opposition to a ban on tobacco advertising is prompted by principle or money." [Harvard, 1990; Case 9-590-109]

- "It is the irony of one of the largest conglomerates, and the No. 1 manufacturer of the most lethal commercial product in the world, leading an industry, long bent on news suppression, on a crusade for free speech for the downtrodden." "The industry with a long history of stealth, pressure and suppression now claims that it was victimized by zealots, bigots, and other enemies of liberty." "Tobacco's cultural clout...has succeeded in deflecting the national media spotlight from America's premier health hazard and in defeating, diluting, or delaying every major attempt to blunt, let alone ban, the tobacco industry's power to fill print and outdoor media with lively images of rugged, happy, attractive, healthy smokers." [Gerbner, 1990]

1990

- Philadelphia receives a \$1.5 million grant from Philip Morris to promote literacy. When asked if he has any qualms about receiving money from the largest producer of addictive drugs, Mayor Wilson Goode said that, by becoming literate, people "will be able to read the warnings on the [cigarette package] label." [Spivey, 1990]

- January 5: A federal appeals court in Philadelphia throws out the \$400,000 verdict against Liggett Group Inc. in the Rose Cipollone case. The appeals court holds that because of improper jury instruction by Judge H. Lee Sarokin, it hadn't been proven that Mrs. Cipollone had seen, heard or believed the advertisements at issue. However, the court holds that plaintiffs in tobacco cases could claim that cigarettes are inherently dangerous and thus subject to strict standards of liability which has previously been denied. In a new trial the jury must decide whether the risk of cigarettes outweighs the benefits. Then the jury must also determine whether Mrs. Cipollone should have known, before 1966, that cigarettes could cause her lung cancer. Liggett's attorney, James Kearney says the appeals ruling puts Mr. Cipollone's lawyers "right back where they were after spending six years and over \$3 million in lawyers' time and expenses." The three tobacco companies are estimated to have spent \$50 million fighting Mr. Cipollone. Since the Cipollone verdict was reached, 52 cases have either been dismissed by courts or dropped by plaintiffs, and only 12 new ones have been brought. Only 59 suits are currently pending against tobacco companies, down from 155 cases two years ago. [Cohen, 1990]

- January 10: Antonio Cipollone, Rose's widower, dies of heart failure. [N.Y. Times, 1990]

- "Since 1954, 321 suits have been filed against cigarette companies that have not been forced to pay a penny in damages." [Will, January 1990]
- Harvard University sells most of its investments in tobacco companies. Harvard President Derek Bok says the divestiture was prompted by recognition of the dangers of smoking and concern over aggressive marketing tactics to promote tobacco products to teenagers and in countries where the dangers of smoking are not widely known. [Deveny and Pereira, 1990]
- The Institute for the Study of Smoking Behavior and Policy at Harvard, which provided information and referrals about topics related to cigarette smoking and policy closes, citing a lack of funding. [ISSBP Letter, 1990]
- Tobacco billboard signs are particularly noticeable at San Francisco's Candlestick Park and New York's Shea Stadium, according to Ed Sweda, Massachusetts state lobbyist for Group Against Smoking Pollution (GASP). "Both are strategically located at points that give quite a few camera angles during play." In Boston's Fenway Park, the MARLBORO man and the Jimmy Fund (a cancer research charity) signs hang side-by-side. [Ross, 1990]
- Louis W. Sullivan, the Bush administration's secretary of Health and Human Services protests the VIRGINIA SLIMS tennis tour. He urges athletes to reject tobacco-industry support as "blood money." [Morganthau, 1990]
- "As long as a significant proportion of teens view smoking as a desirable, adult pleasure, and become addicted before they can make a mature judgment, we will never succeed in achieving a smoke-free society," according to Louis Sullivan. "It is all too apparent that we, as parents, as educators, as health officials and legislators, still do not take the problem of smoking among our children and adolescents as seriously as we should. We allow, for example, a constant barrage of cigarette advertising that portrays smoking as safe, sexy, and sophisticated, themes which appeal strongly to impressionable adolescents. And we have found it convenient to look the other way as cigarettes are openly sold to our nation's youth." [Tobacco on Trial, 1990; pl-2]
- Doctors Ought to Care (DOC) satirizes VIRGINIA SLIMS, holding the "Emphysema Slims Tennis Tournament" in Augusta, Ga where the mayor declared May 12 "Throw Tobacco Out of Sports Day." [Ross, 1990]
- Doctors in Houston are trying to use advertising to neutralize R.J. Reynolds' test marketing of DAKOTA with a parody which reads: "Dakota DaCough DaCancer DaCoffin." The Houston Post rejected the ad. [Marketing, 1990]
- Liggett Group wins \$149 million from Brown & Williamson after a jury finds B&W guilty of predatory pricing, a violation of an antitrust law known as the Robinson-Patman Act. B&W documents describe a plan to put its smaller competitor in a hammerlock and then apply the pressure in order to

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knock out Liggett without setting off a price war that would stimulate demand for generic smokes which are less profitable. Testimony described how the industry maintains oligopoly profits; one of the industry leaders, generally Philip Morris or RJ Reynolds, raises the list price on its brands at least once a year, and everyone else matches the increases.

[Adler and Freedman, 1990]

- Jackson Hole Ski Corp. has ended its contract with the MARLBORO Ski Challenge, the country's biggest amateur race program. The decision follows an informal study showing that fourth- and fifth-graders who ski at Jackson recognize the name MARLBORO more quickly than other brands.

[Marketing News, 1990]

- June: The Environmental Protection Agency declares tobacco smoke a Class A carcinogen known to cause cancer in human beings. The report says that second-hand tobacco smoke causes the death of 3,800 non-smoking Americans from lung cancer every year and that 100 million non-smoking U.S. adults are significantly exposed to the risks of passive smoking. [Devereall, 1990]

California's Ad Campaign

- California, using money from the additional 25 per pack tax, begins a multimillion-dollar antismoking campaign using radio and television ads directed at minorities and women. "The objective is to change the image that the tobacco industry has created for smokers -that it's sexy, glamorous, youthful - to it's dumb, dirty, dangerous," said Kenneth W. Kizer, director of the California Department of Health Services. It is estimated that \$1.47 billion will be raised by the new tax over a two-year period. [Mydans, 1990]

- Sample ads for the California campaign being developed by the Keye/Donna/Pearlstein agency: Newspaper ads read "Warning: The Tobacco Industry Is Not Your Friend." Rap music ad for MTV with the message "Cigarette smoking kills blacks more than whites." [Mydans, 1990]

More rap music: "We used to pick it; now they want us to smoke it."

And: "There once was a nice pregnant lady,

. Who kept smoking, I thought she was crazy.

Her child, sure enough,

Has developed a cough.

Hey, you've come a long, long way baby."

[Johnson, 1990]

- Three television stations in California refuse to run the antismoking ads, calling them inflammatory. The most controversial depicts corporate executives planning how to attract new smokers and dissolving into laughter after saying, "So forget about that cancer, heart disease, emphysema, stroke stuff. Gentlemen, we're not in this business for our health!" [Garfield, 1990] and [Johnson, 1990]

Segmenting

- RJR cancels plans to test-market UPTOWN, tailored to appeal to urban blacks, due to strong public pressure from black leaders and doctors. [Newsweek, 1990]
- Comedian Jay Leno on UPTOWN: "They named it that because the word "genocide" was already taken." [Spivey, 1990]
- UPTOWN was to be packed with the filters down because Reynolds found that many blacks open cigarettes from the bottom, according to an industry executive. [Schiffman, 1990]
- With 19 milligrams of nicotine, UPTOWN was to have been RJR's second most potent cigarette next to unfiltered CAMELS. Ads were to depict black couples enjoying cigarettes, set against sophisticated urban nightlife backdrops. The proposed slogan was, "Uptown. The Place. The Taste." Before one Philadelphia smoker had tried the cigarette, RJR had spent an estimated \$10 million for the launch. [Assael, 1990, p22]
- "UPTOWN's message is more disease, more suffering and more death for a group already bearing more than its share of smoking-related illness and mortality," Louis W. Sullivan, Health and Human Services Secretary. [Schiffman, 1990]
- Tobacco cos. raise their image in minority communities by charitable gifts: 1989 contributions to the United Negro College Fund included \$286,500 from RJR Nabisco, \$200,500 from Philip Morris, and \$65,000 from an employee donation program at Brown & Williamson. The National Urban League received \$4.4 million from cigarette companies each of the past three years. The National Black Caucus of State Legislators (representing about 400 state lawmakers) receives \$60,000/year from PM, RJR & the Tobacco Inst. Black fraternities and sororities have their parties sponsored by tobacco companies who keep lists of such black and hispanic groups. Larger scale promotions include the KOOL Jazz Festival, the KOOL Achievement Awards for inner-city leaders, the MARLBORO Soccer Cup, and the EBONY Fashion Fair (sponsored by MORE until public pressure forced the magazine to drop the cigarette). [Assael, 1990, p26-30]
- The Advocacy Institute sends copies of a confidential marketing plan for RJR's DAKOTA, which targets young, poorly-educated, blue-collar women, to the Wall Street Journal, Advertising Age, and the Washington Post. [Freedman and McCarthy, 1990]
- DAKOTA's marketing plan calls the cigarette Project VF, for virile female, and describes the typical customer as a white, entry-level factory worker, 18-20 years old, who spends her free time doing what her boyfriend is doing including watching drag races, "tough man competitions," hot rod shows and tractor pulls. She watches a lot of TV, "entertainment she can afford," in particular "Roseanne" and she aspires "to get married in her

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early 20's and have a family." [Gallagher, 1990] and [Freedman and McCarthy, 1990]

- "So the final frenzied battle for profit will take place in the minds and hearts and lungs of females on the cusp of adulthood, a place in life that, once visited, is best forgotten. The insecurities, the self-doubt, the struggle to accommodate oneself to the image imposed by the cosmetic industry, the fashion industry, the film industry." [Roessner, 1990]

- Philip Morris Cos.' VIRGINIA SLIMS "would be a disaster if it were launched today," according to Al Ries, chairman of Trout & Ries, a marketing strategy firm. "The well-to-do and well-educated have read the handwriting on the wall and have quit smoking," said Tony Reagansburg, an industry consultant. "Those who remain are the disadvantaged. It's logical to target them, except you are sending a message society can't accept." [Freedman and McCarthy, 1990]

- Thomas Luria of the Tobacco Institute: "Advertising doesn't get people to smoke. High school kids haven't seen ads for marijuana." New York City's Commissioner of Consumer Affairs, Mark Green on the use of the cartoon character in CAMEL ads: "Isn't this ad campaign an obvious attempt to lure children into smoking?" [Gallagher, 1990]

- Philip Morris sources leak news that it will dump the upscale advertising of its BENSON & HEDGES brand, recognizing that smokers are an increasingly blue-collar market. PM spends about \$60 million advertising the brand each year. [King, 1990]

- Lorillard is testing a lemon-flavoured smoke and is licensing the name HARLEY DAVIDSON for a brand aimed at blue-collar smokers. [Konrad, 1990]

- Jeff Bingaman, chairman of the Senate Democratic task force on Hispanic issues, writes: "For years, cigaret companies have targeted minorities as the "new smokers" -the smokers who will replace the millions of Americans who have kicked the habit. ... One measure of the cigaret companies' effectiveness is the soaring cancer rate among Latinos, who historically had rates far lower than non-Latinos." [Bingaman, 1990]

- The recent publicity of RJR targeting minorities has sparked inner-city outrage. In New York City, the Rev. Calvin Butts of the Abyssinian Baptist Church has led whitewashing expeditions through the streets of Harlem to cover up billboards promoting such products. In Chicago, a mysterious crusader who calls himself Mandrake has been painting over similar billboards in black and Hispanic neighbourhoods. [Castro, 1990]

- A study of market segmentation by cigarette companies finds that black and youth-oriented publications have received an increasing number of cigarette ads since 1965. An analysis of ad content indicates that groups with high smoking rates are often encouraged to switch brands, while groups with low smoking rates are enticed to smoke by the depiction of attractive models having fun. The incidence of horseplay and coy model poses has

increased over time, while the incidence of eroticism has remained relatively stable. [Basil and Schooler, 1990]

- An analysis of 901 billboards in San Francisco by the Communications Department of Stanford University examines whether billboard ads are differently targeted toward black, white, Asian, and Hispanic neighborhoods. The study suggests that the modeling of social cues can serve to motivate product use, disinhibit behavioral restraints, and reinforce existing habits. Tobacco (19%) and alcohol (17%) were the most heavily advertised products, black and Hispanic neighborhoods had more tobacco and alcohol billboards than white or Asian neighborhoods, and black neighborhoods had the highest per capita rate of billboard advertising. [Schooler and Basil, 1990]
- In response to recent attempts to target minority groups and less educated women, Rep. Thomas Luken's subcommittee recommends legislation to protect these targeted groups from such advertising. The Association of National Advertisers (ANA), representing 80% of all national and regional advertisers in the U.S., describes this as "bordering on racism, let alone censorship." Luken has vowed to put the tobacco companies out of business. [Schlossberg, 1990]

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