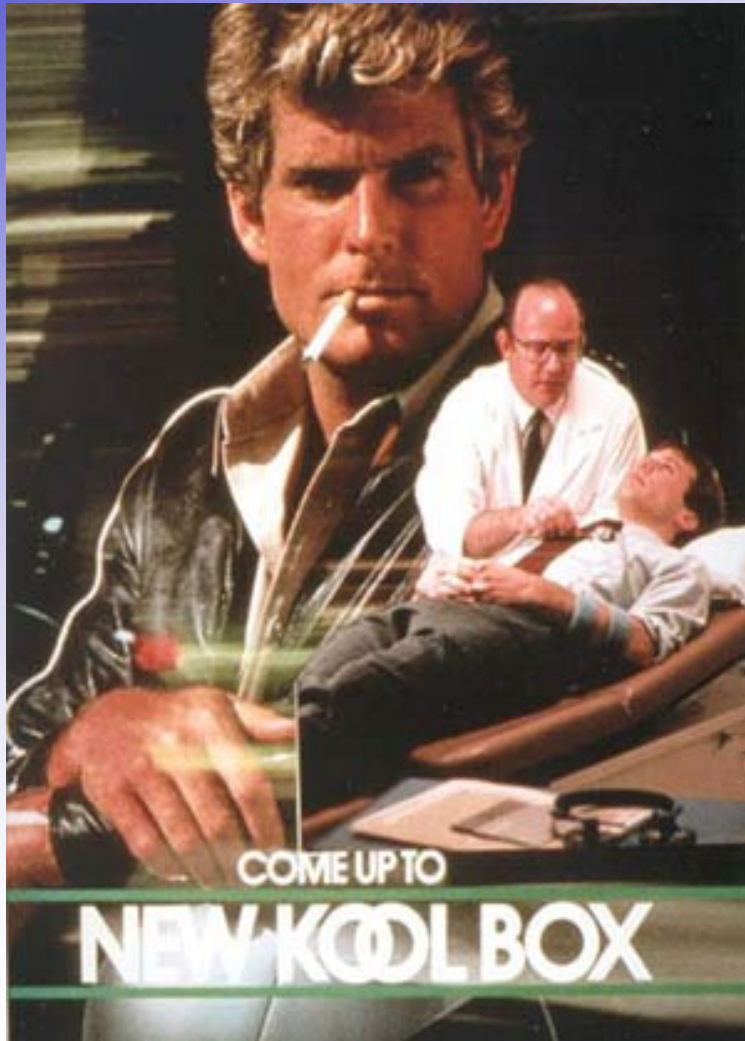
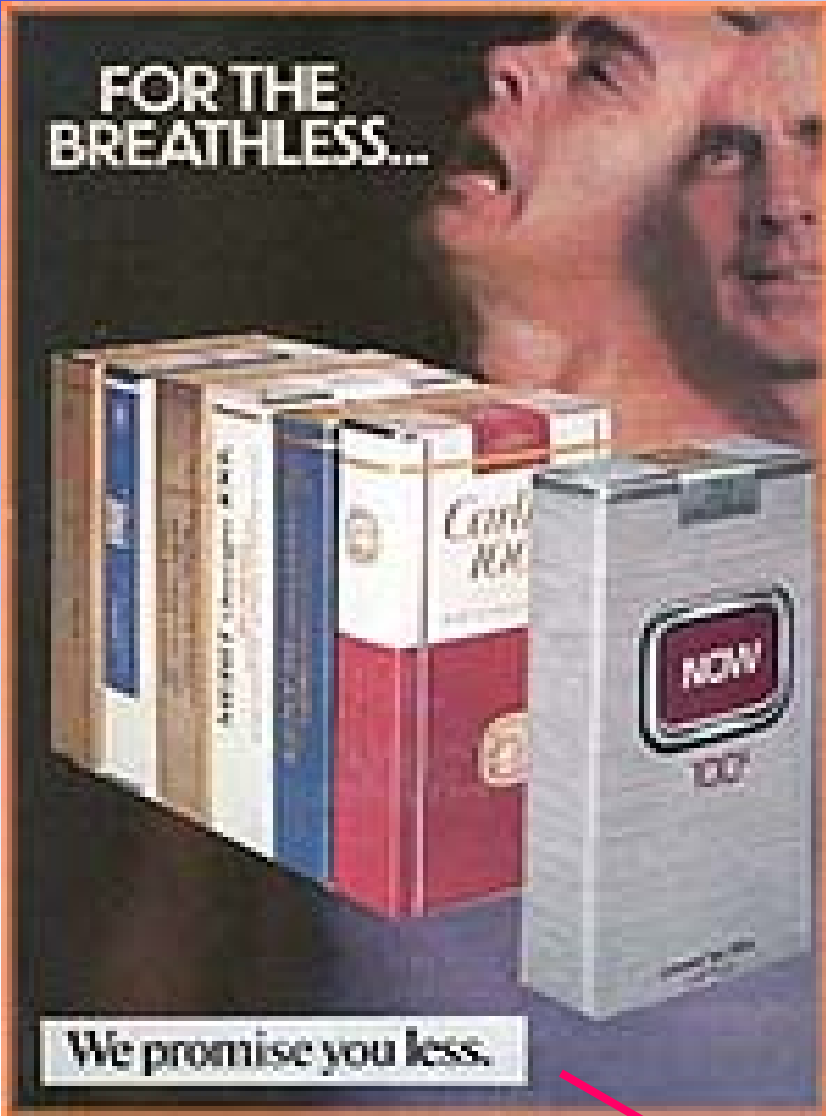


# Counter Tobacco Advertising

Mark A. D. Long & Carlette Parker  
Health Promotion and Population Health  
Navy & Marine Corps Public Health Center



◆ Do you have the time?  
The doctor indicated mine  
was short.



◆ You only get less KISSES!.



**Perfume won't hide it.**

SMOKELINE 8000 54 54 54  HEALTH EDUCATION BOARD FOR SCOTLAND



**They slow you down.**

SMOKELINE 0800 84 84 84  HEALTH EDUCATION BOARD FOR SCOTLAND



"Mind if I smoke?"

"Care if I die?"

**You are an athlete...**



**and you still chew?**

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

◆ To be cool, should you be a fool?





◆ One puff gets me going in the morning.

# Sooner or later— it's Copenhagen.



There are a lot of smokeless tobaccos out there, but for a lot of guys there's only one. Copenhagen. For one good reason.

## It satisfies.

Show your interest! Send for our Copenhagen pack with the mascot cap, jacket, shirt and more. Send your name and address along with \$1.00 (cash only) be applied toward our set price for you. Copenhagen, P.O. Box 774, Smyrna, NJ 08559.

© 1997 B & W Tobacco Company

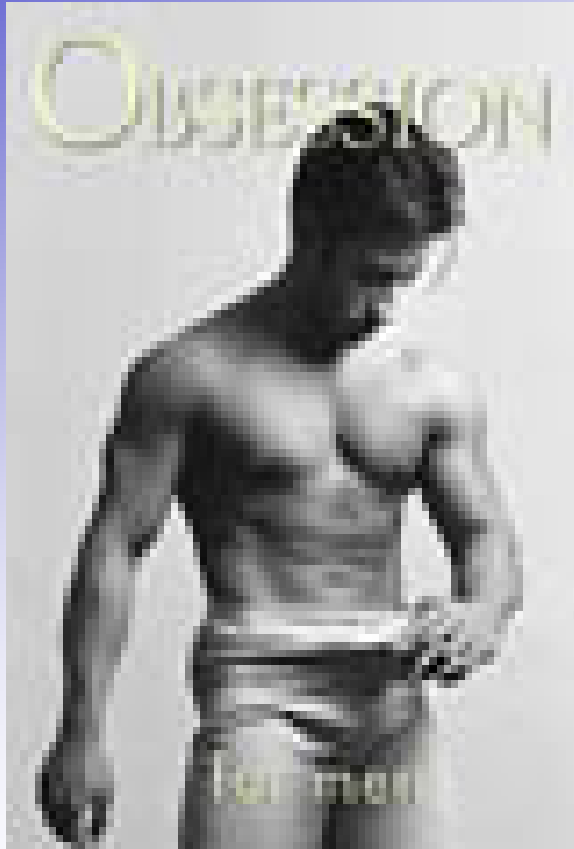
COME UP TO  
**NEW KOOL BOX**

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

16 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Feb. '95.

◆ If flavor makes me do this,  
I rather be without it.

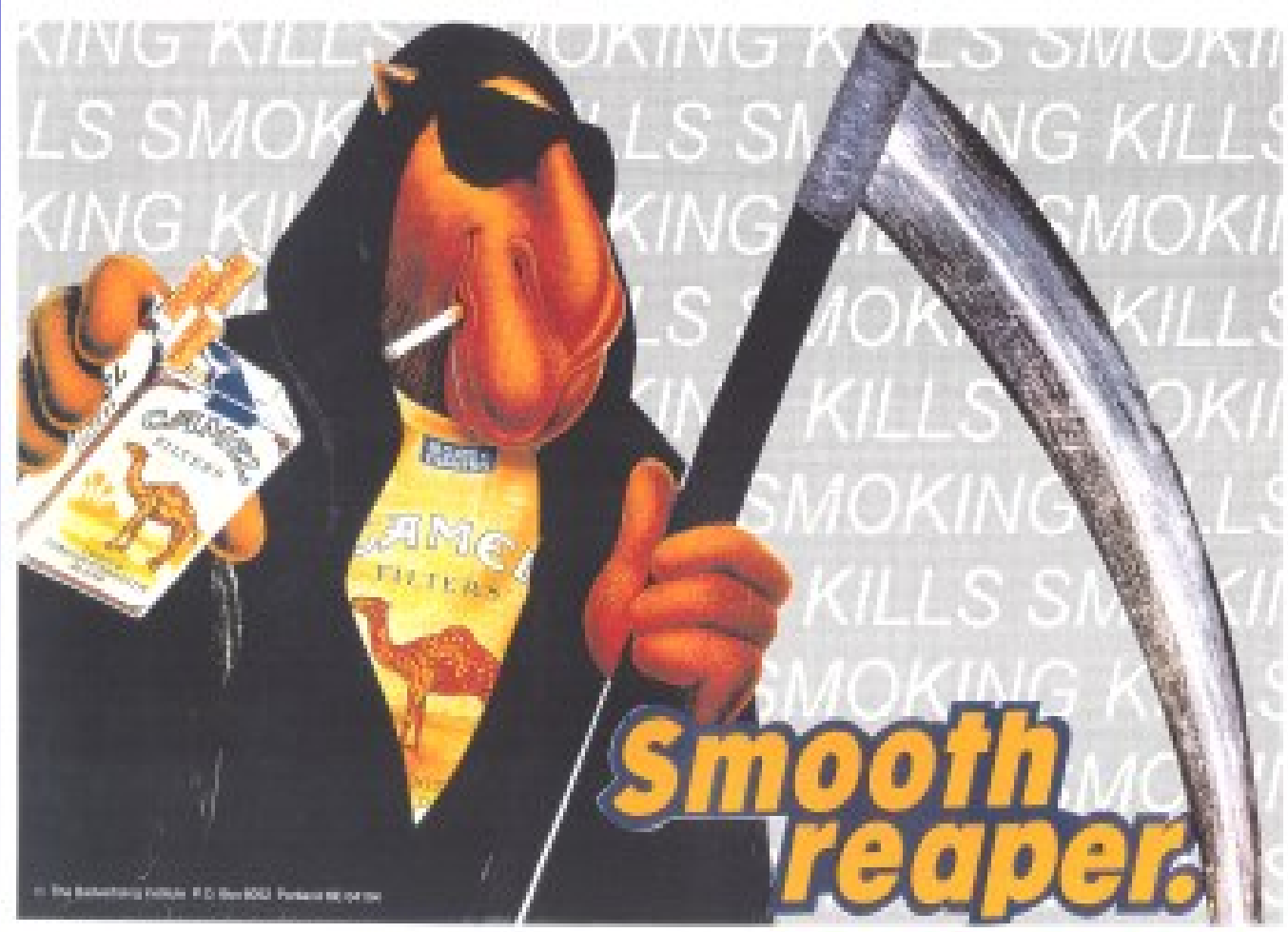




◆ When I inhaled, it went away.



**WARNING: SMOKING CAUSES IMPOTENCE**



**Smooth  
reaper.**

In the advertising industry. P.O. Box 9002, Portland, OR 97209



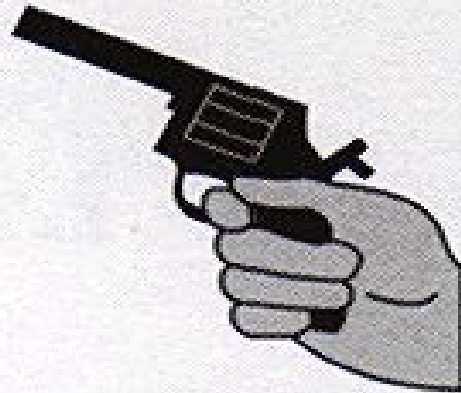
Chemotherapy scares me, Scout.

TO QUIT, CALL 1-877-270-STOP

Paid for by the Department of  
Human Services, Oregon Health Division



**Not Quitting Smoking is  
“Smoker’s Russian Roulette”**

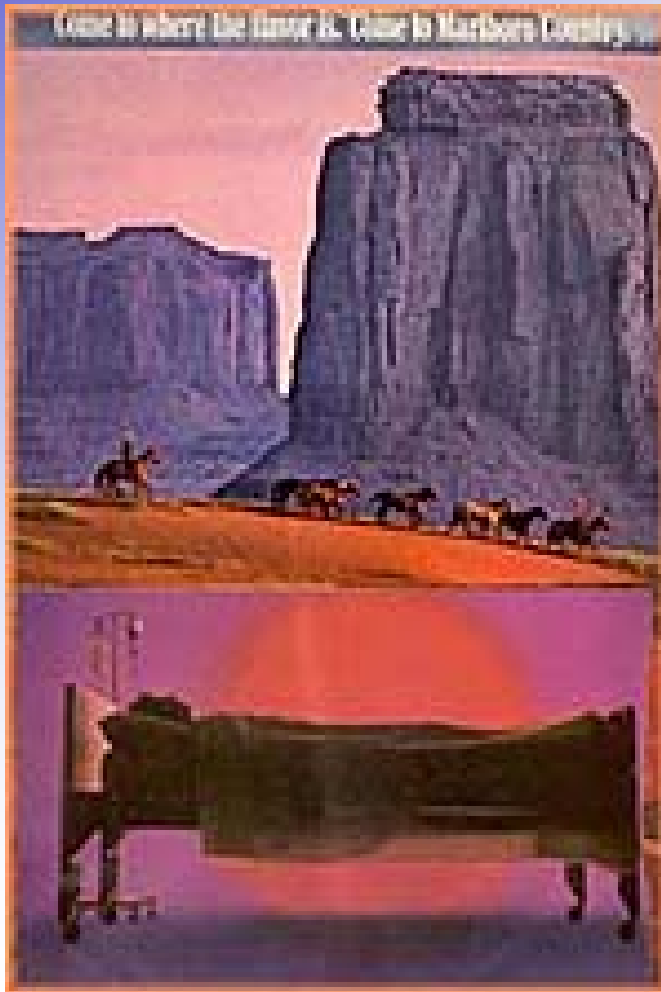


**1 in 3 smokers die prematurely -  
losing 12 to 15 years of life.**

**Isn't it time to quit?  
And live to enjoy retirement.**

Reprint provided by: The Canadian Cancer Society, 3207 Steeles Avenue East, Unit 100, Markham, Ontario  
L3R 9Y7. For more information, call 1-877-947-2434.

Support the publication of this paper through a paid-for display within the  
Ontario Department of Community Health, Toronto Office.



◆ Marlboro Country

New  
crush-proof box.



**MERIT**

A world of flavor in a low tar.

© Philip Morris Inc. 1991

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

King "tar" 11 mg. nicotine av. per cigarette by FTC method.

Whom else does the Tobacco  
Companies market?

Nothing You Haven't Desired For Decades!  
The Original Source of Superior Taste!

The #1 Choice of Quality Shoppers

# True taps new taste source!

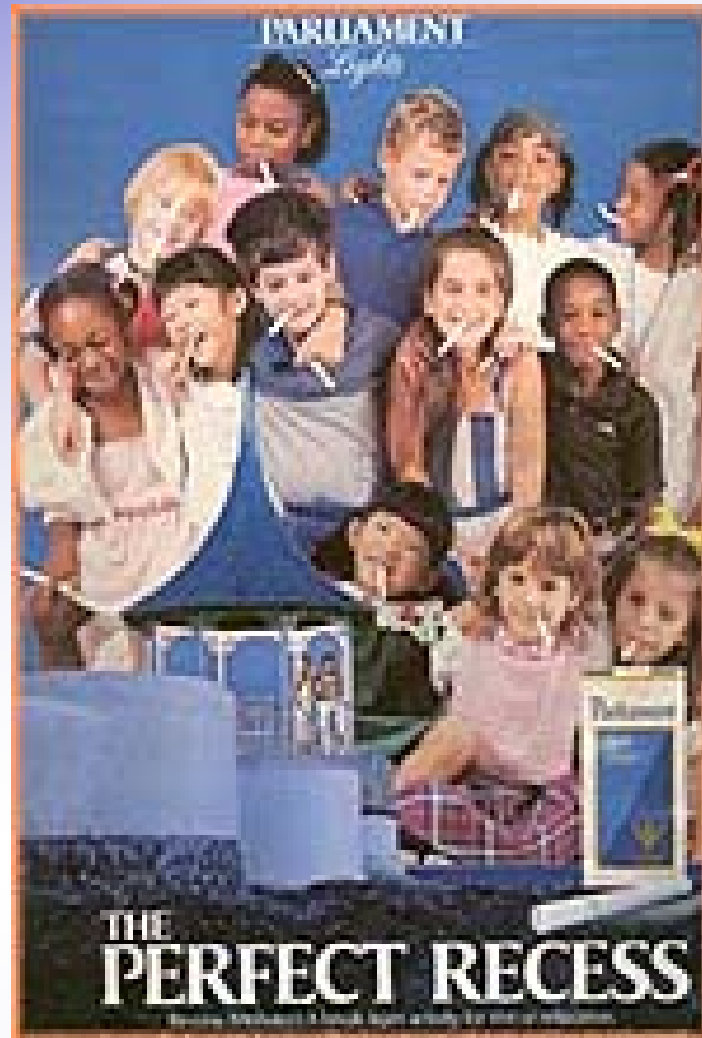


Still only

# 5

True's improved tobacco recipe does it:  
Makes them love the smoking we brought them.  
Now you don't have to smoke it just to get the  
great taste you've been hoping for in a true cut.  
[True has now never tasted so good.]





HEAR NO EVIL

**Hear No Evil**

**See No Evil**



**Breathe No Evil**

**Protect Your Children from Secondhand Smoke**