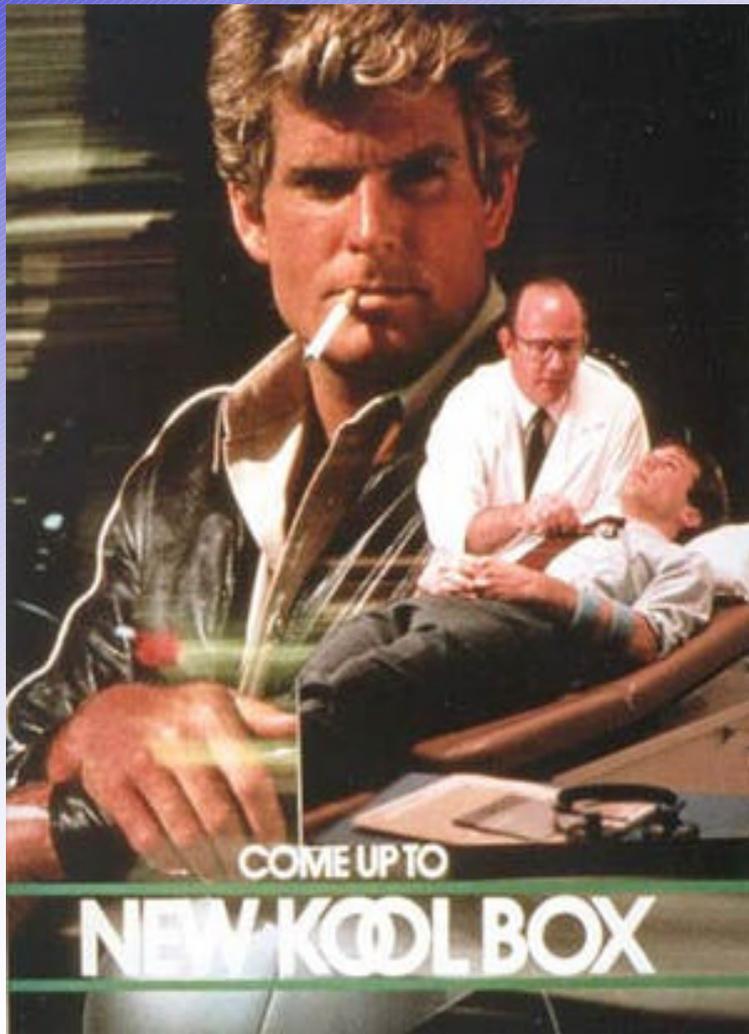
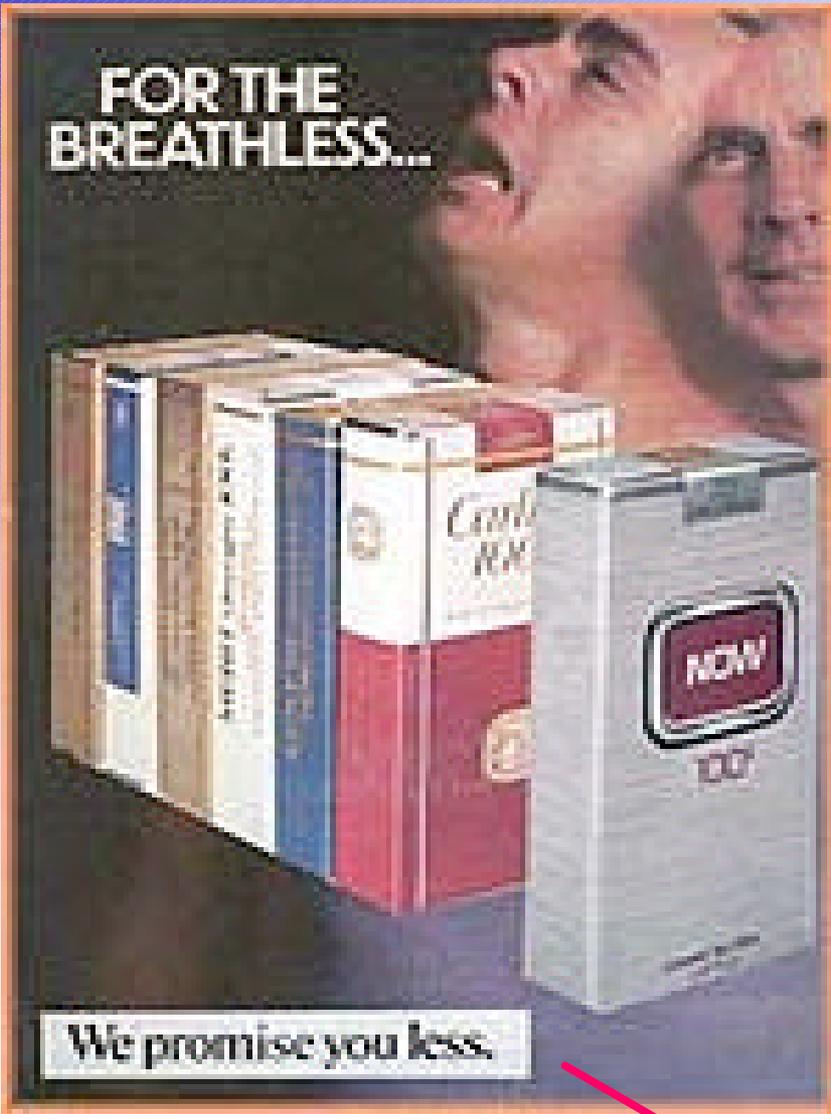


Counter Tobacco Advertising

Mark A. D. Long, Ed.D & Carlette Parker
Health Promotion and Population Health
Navy Environment Health Center



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



FOR THE BREATHLESS...

We promise you less.

◆ You only get less KISSES!.



Perfume won't hide it.

SMOKELINE 8888 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?

UTTER
L
O
L



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 colors! Send for one when it's all you hold with the nearest store, in both states and many. Send
your name and address along with \$1.00 (refundable) for a year of unlimited use of your favorite Copenhagen.
P.O. Box 724, Newark, NJ 07102

© 1997 R.J.R. Tobacco Company

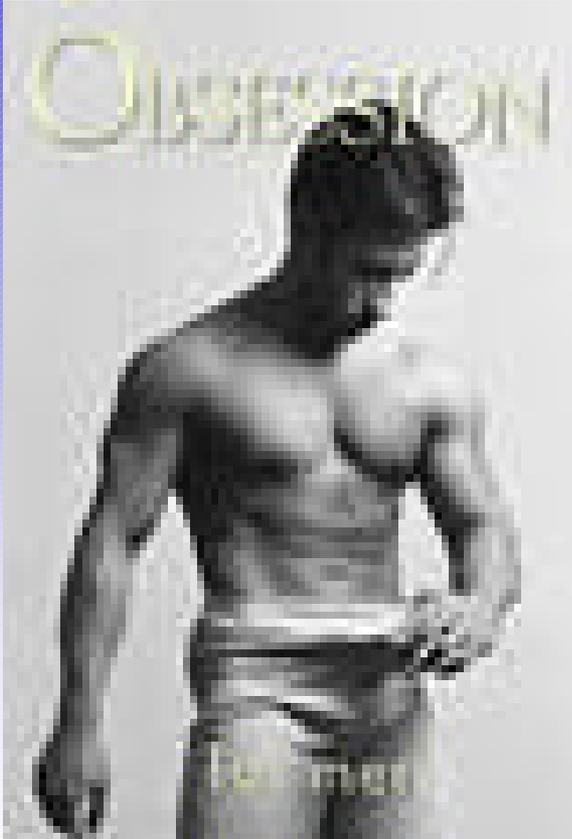
COME UP TO
NEW KOOL BOX

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

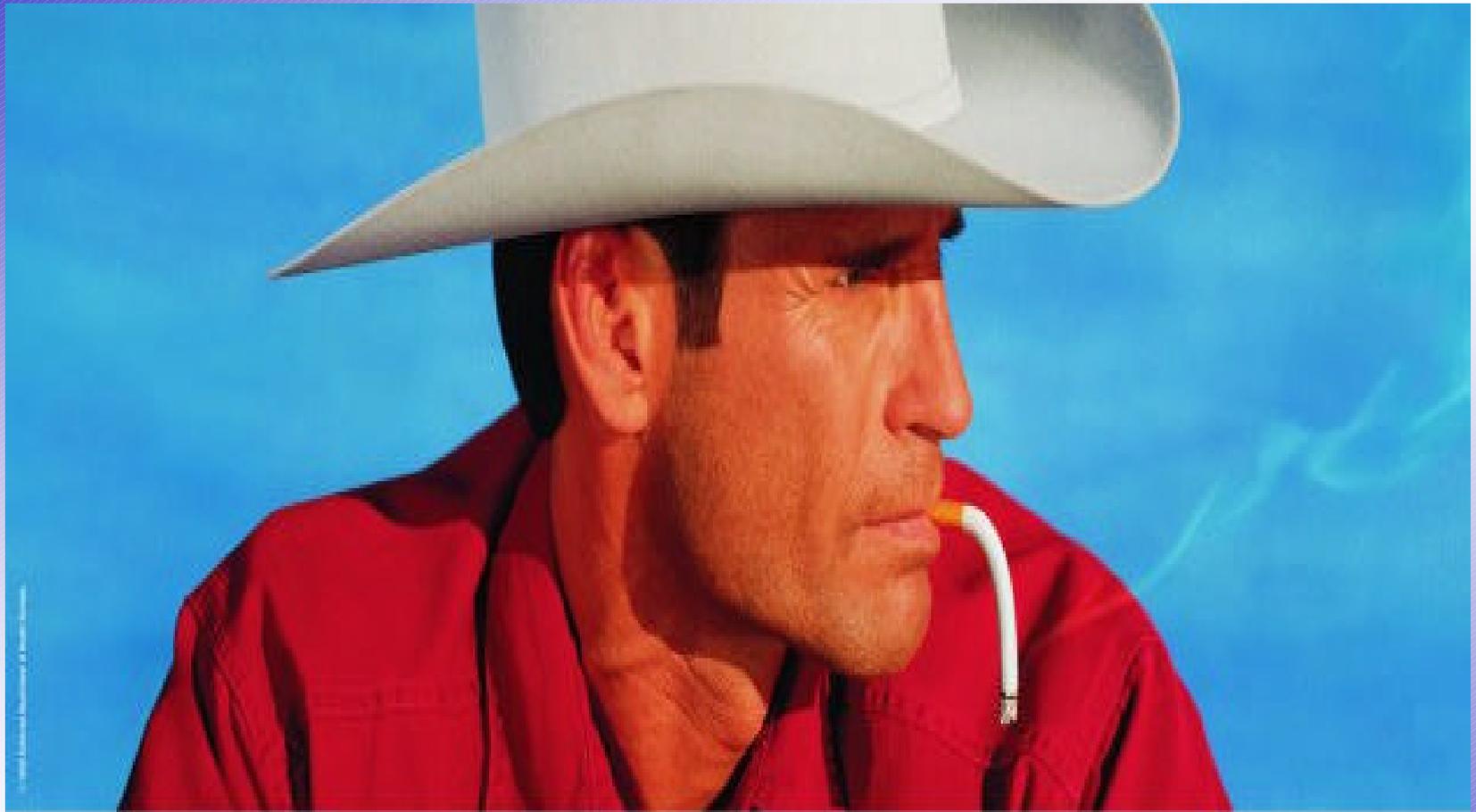
16 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Feb. '90

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

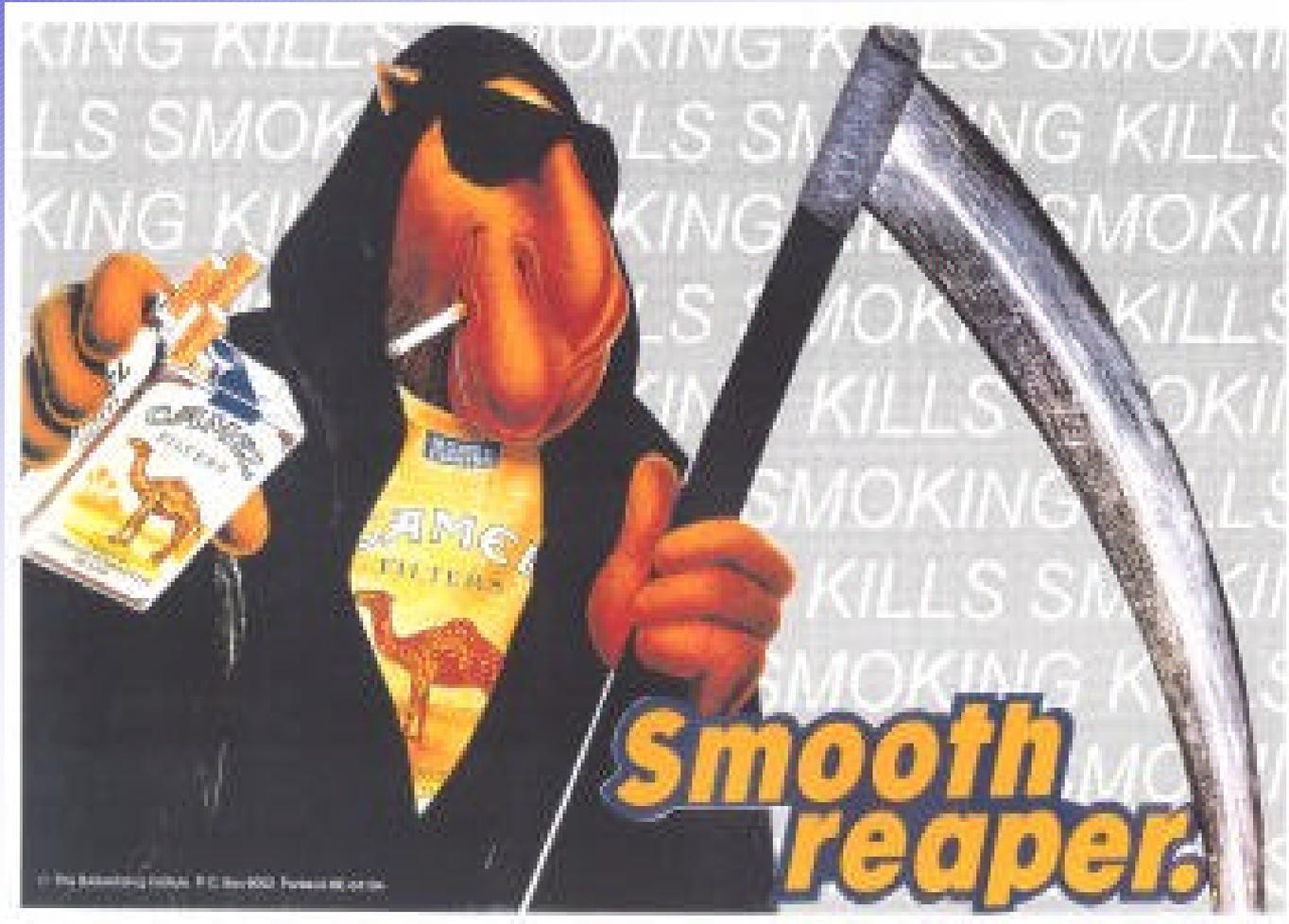


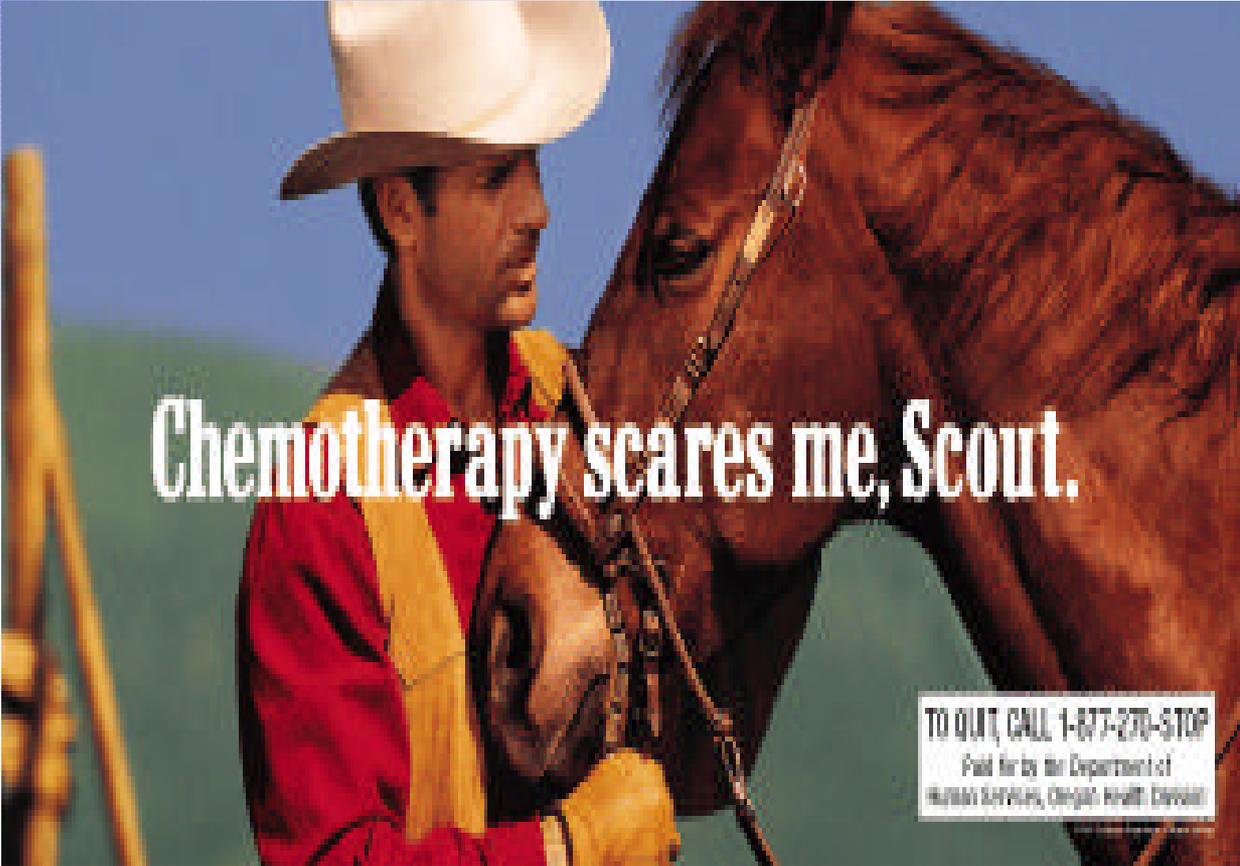


◆ When I inhaled, it went away.



WARNING: SMOKING CAUSES IMPOTENCE



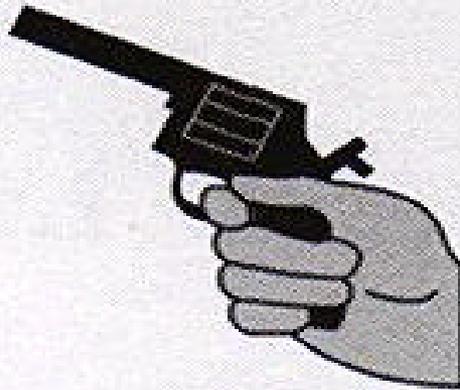


Chemotherapy scares me, Scout.

TO QUIT, CALL 1-877-270-STOP

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

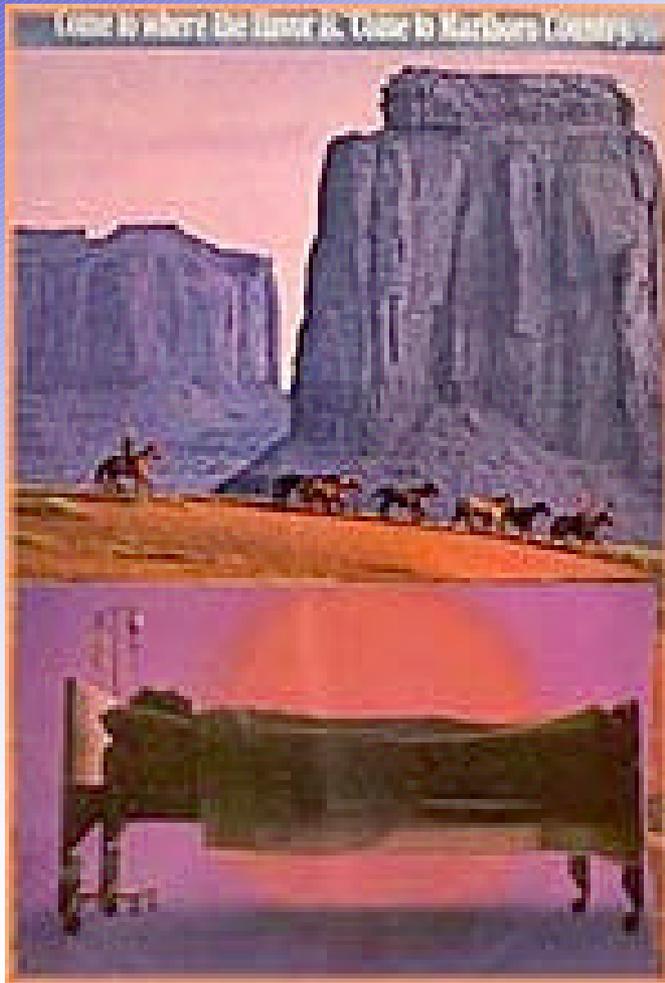
**Not Quitting Smoking is
“Smoker’s Russian Roulette”**



**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 American Heart Association, 5201 Duffy Avenue, Dallas, Texas 75243
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◆ Marlboro Country

New
crush-proof box.



MERIT

A world of flavor in a low tar.

© Philip Morris Inc. 1997

Warning: The Surgeon General Has Determined
That Cigarette Smoking Causes Lung Cancer, Heart Disease,
and Complications in Pregnancy.

1 mg "tar," 0.1 mg nicotine av. per cigarette by FTC method.

Whom else does the Tobacco
Companies market?

Missing the Super Smooth for Shaveoff?
Try Claret's Shaveoff's Shaveoff for Men.

The #1 Shaveoff's Shaveoff for Men

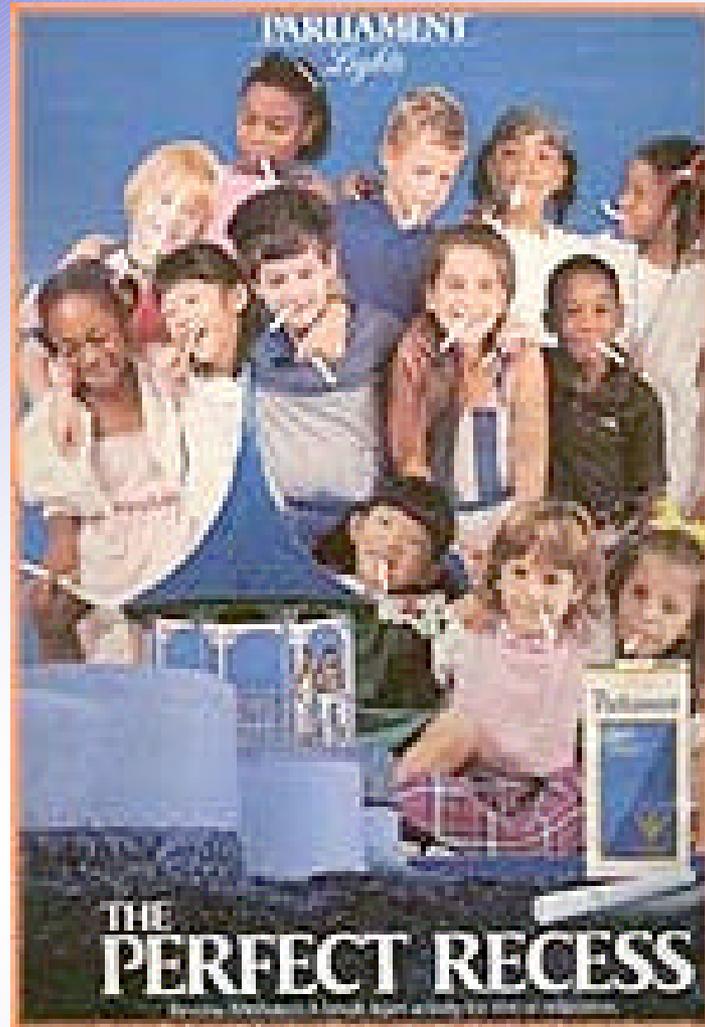
True taps new taste source!



Still only
5

True's improved tobacco recipe does it:
Makes them feel like smoking an exceptional pleasure.
Now you don't have to smoke. Just use True for 10
and you'll find out you've been missing out on a true cut.
True has now never tasted so good.





PARLIAMENT

Productions

THE
PERFECT RECESS

HEAR NO EVIL

Hear No Evil

See No Evil



Breathe No Evil

Protect Your Children from Secondhand Smoke