

Tütün Endüstrisi

Prof Dr Elif Dağlı
SSUK

We're
tobacco men...
not medicine men
OLD GOLD
cures just one thing:

the World's Best Tobacco

**SAĞLIK ZARARLARINI
BİZ BİLMEDEN ÖNCE**

MURAD

THE TURKISH CIGARETTE



20¢

100% PURE
Turkish Tobacco

S. Anargyros
INCORPORATED

Makers of the Highest Grade Turkish
and Egyptian Cigarettes in the World



*Judge for
yourself*

CELEBRITY STATEMENT AND RELEASE

NAME Frank Sinatra OCCUPATION Radio and Motion Picture Star
ADDRESS 520 Carolwood Drive
Los Angeles 24, California NO. OF YEARS A LUCKY STRIKE SMOKER _____

You know, Luckies are really a mild-tasting cigarette.

I make my living with my throat....and doing five radio shows a week makes my throat mighty sensitive. Appearing before the public that often also keeps me highly keyed up.

So, I have two good reasons for smoking Lucky Strikes.

They relax me and at the same time Lucky Strikes are kind to my throat. It's that simple. And Lucky Strikes are that wonderful. Here's another thing. The way I look

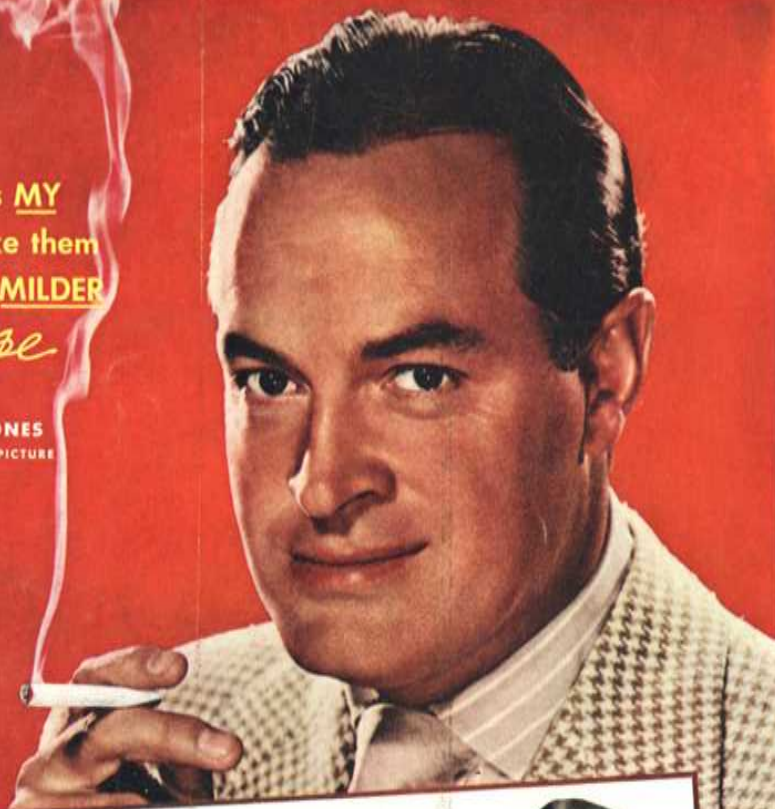
at it, smoothness is a must in singing and in a cigarette, too. And Luckies' fine tobacco is really smooth tasting.

That's what makes Luckies so good.

Chesterfield is MY
cigarette, I smoke them
because they're MILDER

Bob Hope

STARRING IN
SORROWFUL JONES
HIS LATEST PARAMOUNT PICTURE



**PROMINENT TOBACCO FARMERS
SMOKE CHESTERFIELD**

WILLIAM P. WISEMAN, DANVILLE, VA. says:

"I've been smoking Chesterfields ever
since I've been smoking. I like their
taste and real mildness. They pay top
prices for the best cigarette tobacco."



A ALWAYS **B**UY 'EM BY THE CARTON *SAVE TIME SAVE TROUBLE SAVE MONEY*

CHESTERFIELD

MAKE YOURS THE MILDER CIGARETTE... *They Satisfy*

You need not inhale



RONALD REAGAN
Starring in "HEATLINE FOR MONSIEUR"
A Universal International Picture

The soothing smoke from a friendly
cigar brings you your pleasure in the
form of satisfying fragrance and delightful
aroma. That's why you need not inhale...

to enjoy a cigar



CIGAR INSTITUTE OF AMERICA, INC.

Phillip Morris Europe, S.A.,
Brillancourt 1006,
Lausanne,
Switzerland.

18th October 1979,

For the attention of Mr. P. McNally

Dear Sirs,

Re: "SUPERMAN II" - THE MOVIE

This letter confirms the agreement that has been reached between our two companies whereby we have agreed to include in our feature film currently entitled "SUPERMAN II" (the Film) exposure of the Marlboro brand name (the Material) on the following terms and conditions:

1. The exposure of the Material referred to above shall be effected in a major scene in the Film involving "Urea" (Sarah Douglas), "General Zod" (Terence Stamp) and "Superman" (Christopher Reeve) and will be filmed in accordance with the shooting script in scenes presently numbered 333 through 341, a copy of which is attached. The size of the billboard referred to in the relevant scenes will be approximately 20 feet by 10 feet and will be illuminated.

NOTED THROAT SPECIALISTS REPORT on 30-Day Test of Camel smokers...

Not one single case of throat irritation *due to smoking* **CAMELS!**



The inimitable Fred Astaire has been King of the Dance for as long as most theatre-goers can remember. Fred calls time for a Camel as he works out a new ballroom routine at the famed Fred Astaire Dance Studios.

Yes, these were the findings of noted throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.

FRED ASTAIRE reports:
"I MADE MY OWN 30-DAY MILDNESS TEST.
IT'S **CAMELS** FOR ME FROM NOW ON!"

*Start your own
30-Day
Camel
MILDNESS
Test Today!*



R. J. REYNOLDS TOBACCO CO.
Winston-Salem, N. C.

*"Camels
agree
with my
throat!"*



JEAN PUGSLEY, secretary, who made the 30-Day Test under observation of a throat specialist, says, "Camels agreed with my throat from the start!"



"LONG BEFORE I got my doctor's report, I knew Camels agreed with my throat. Mildest cigarette I ever smoked!" Robert Murphy, production man.



LEONA STEVENSON, saleswoman: "I smoked many different brands before I discovered the one cigarette that really agrees with my throat—Camel!"



"I MADE THE TEST and my doctor's report was no surprise to me. Camels agreed with my throat from the very first puff!" Joe Gover, salesman.



HOUSEWIFE Mrs. Edna Wright: "I made the doctor's test. It was fun! Camels mildness certainly agrees with my throat. Wonderful flavor, too!"



"I STARTED smoking Camels because they taste good. I've kept on smoking them because Camels agree with my throat!" R.M. Elliot, merchandiser.

Kadınlar

Herkesin sigara içerek
ne kadar akıllı olduğunuzu
Bilmesini
isteyeceksiniz.



The lady in the chic chapeau may have let her enthusiasm go to her head. Yet, who can blame her? So many smart Parliament smokers want everyone to know *their cigarette* is special. The crush-proof box . . . choice tobaccos . . . luxurious flavor . . . the famous Mouthpiece that keeps the filter recessed a full quarter-inch away from your lips. With Parliaments, *only the flavor touches your lips!*

You're so smart to smoke **Parliaments**



ONLY THE FLAVOR TOUCHES YOUR LIPS



LUCKIES ARE ALL-WAYS KIND TO YOUR THROAT

"it's toasted"

Only the Center Leaves—these are the Mildest Leaves



They Taste Better

Copyright, 1964, The American Tobacco Company

“1954 acil durum”

1950 lerin başında sigaranın kanser ilişkisi saptanır

Ya piyasadan çekilecekler ya yalan söyleyeceklerdir. !

1954 yılında sigara endüstrisi birleşerek sigaranın kanser yapmadığını söyleyen “araştırmaları” yayan
‘Tütün Endüstrisi Araştırma’ konseyini kurar.

A Frank Statement to Cigarette Smokers

RECENT REPORTS on experiments with mice have given wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings.

Although conducted by doctors of professional standing, these experiments are not regarded as conclusive in the field of cancer research. However, we do not believe that any serious medical research, even though its results are inconclusive should be disregarded or lightly dismissed.

At the same time, we feel it is in the public interest to call attention to the fact that eminent doctors and research scientists have publicly questioned the claimed significance of these experiments.

Distinguished authorities point out:

1. That medical research of recent years indicates many possible causes of lung cancer.
2. That there is no agreement among the authorities regarding what the cause is.
3. That there is no proof that cigarette smoking is one of the causes.
4. That statistics purporting to link cigarette smoking with the disease could apply with equal force to any one of many other aspects of modern life. Indeed the validity of the statistics themselves is questioned by numerous scientists.

We accept an interest in people's health as a basic responsibility, paramount to every other consideration in our business.

We believe the products we make are not injurious to health.

We always have and always will cooperate closely with those whose task it is to safeguard the public health.

For more than 300 years tobacco has given solace, relaxation, and enjoyment to mankind. At one time or another during those years critics have held it responsible for practically every disease of the human body. One by one these charges have been abandoned for lack of evidence.

Regardless of the record of the past, the fact that cigarette smoking today should even be suspected as a cause of a serious disease is a matter of deep concern to us.

Many people have asked us what we are doing to meet the public's concern aroused by the recent reports. Here is the answer:

1. We are pledging aid and assistance to the research effort into all phases of tobacco use and health. This joint financial aid will of course be in addition to what is already being contributed by individual companies.
2. For this purpose we are establishing a joint industry group consisting initially of the undersigned. This group will be known as TOBACCO INDUSTRY RESEARCH COMMITTEE.
3. In charge of the research activities of the Committee will be a scientist of unimpeachable integrity and national repute. In addition there will be an Advisory Board of scientists disinterested in the cigarette industry. A group of distinguished men from medicine, science, and education will be invited to serve on this Board. These scientists will advise the Committee on its research activities.

This statement is being issued because we believe the people are entitled to know where we stand on this matter and what we intend to do about it.

TOBACCO INDUSTRY RESEARCH COMMITTEE

5400 EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

SPONSORS:

THE AMERICAN TOBACCO COMPANY, INC. <i>Paul M. Hahn, President</i>	BURLEY TOBACCO GROWERS COOPERATIVE ASSOCIATION <i>John W. Jones, President</i>	PHILIP MORRIS & CO., LTD., INC. <i>O. Parker McConat, President</i>
BENSON & HEDGES <i>Joseph F. Cullman, Jr., President</i>	LARUS & BROTHER COMPANY, INC. <i>W. T. Reed, Jr., President</i>	R. J. REYNOLDS TOBACCO COMPANY <i>E. A. Darr, President</i>
BRIGHT BELT WAREHOUSE ASSOCIATION <i>F. S. Royster, President</i>	P. LORILLARD COMPANY <i>Herbert A. Kent, Chairman</i>	STEPHANO BROTHERS, INC. <i>C. S. Stephano, D.Sc., Director of Research</i>
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BURLEY AUCTION WAREHOUSE ASSOCIATION <i>Albert Clay, President</i>		UNITED STATES TOBACCO COMPANY <i>J. W. Peterson, President</i>

"I'm going to grow
a hundred
years old!"

...and possibly she may—for the amazing strides of
medical science have added years to life expectancy

• It's a fact—a warm, wonderful
fact—that this five-year-old child,
or your own child, has a life ex-
pectancy almost a whole decade
longer than was her mother's, and
a good 18 to 20 years longer than
that of her grandmother. Not only

the expectation of a longer life, but
of a life by far healthier.

Thank medical science for that.
Thank your doctor and thousands
like him... toiling ceaselessly...
that you and yours may enjoy a
longer, better life.



According to a recent Nationwide survey:

More Doctors smoke Camels
than any other cigarette!

NOT ONE but three outstanding independent re-
search organizations conducted this survey. And
they asked not just a few thousand, but 113,597, doc-
tors from coast to coast to name the cigarette they
themselves preferred to smoke.

Answers came in by the thousands... from general
physicians, diagnosticians, surgeons, nose and throat
specialists too. The most-named brand was Camel.

If you are not now smoking Camels, try them. Let
your "T-Zone" tell you (see right).

H. J. Reynolds Tobacco Co., Winston-Salem, N. C.



THE "T-ZONE" TEST WILL TELL YOU



The "T-Zone"—T for
taste and T for throat
—is your own proving
ground for any ciga-
rette. Only your taste
and throat can decide
which cigarette tastes
best to you... how it
affects your throat.

GÜVENİLİR DOKTORLAR

Tıptaki gelişmeler kızınızın ömrüne
bir on yıl daha katabilir.

CAMELS Costlier
Tobaccos

Ripley CREATOR OF **BELIEVE IT or NOT—PROVES IT**

THROAT DOCTORS *pick* OLD GOLD

in PUBLIC TEST
of 4 leading Cigarettes



By **Ripley**, Himself

"Believe it or not... Here's real authority. Registered physicians, specializing in the care of the nose and throat! Doctors who see every day the ill-effects of cigarettes that are too harsh, too raw, too irritating to delicate membranes.

"I picked the Doctors as taste-testers because they just naturally judge cigarettes for their throat-ease.

"This was to be a *taste-test*... but I knew every doctor would *instinctively* rate the four cigarettes on their smoothness and throat-comfort as well as their flavor.

"Believe it or not... these registered physicians, without knowing what brand they were choosing... with all names concealed...



picked OLD GOLD by the decisive ratio of 2 to 1.

"I'm getting used to amazing OLD GOLD victories... but I'll admit this one would be hard to believe if I hadn't personally counted the votes. A Certified Public Accountant also audited the score."

BELIEVE IT OR NOT, HERE'S THE FINAL SCORE!

"I certify that an audit of the complete and final results of the Ripley taste test conducted with Throat Specialists gave OLD GOLD 56%, Brand X 25%, Brand Y 9% and Brand Z 25%." Signed, J. S. M. Goodfloe, Certified Public Accountant. Above you see the Throat Doctors actually making the test. In circle at the left, Ripley and nurse checking one Doctor's vote.



NOT A COUGH IN A CARLOAD

Viceroy's

FILTER
the Smoke!



As your Dentist,
I would recommend
VICEROYS



LAUDETTE COLBERT is doing a grand job in the Volunteer Army Canteen Service
 ☆ You should see her starring in the new Paramount Picture "PALM BEACH 5"



KEEP 'EM SATISFIED WITH *Chesterfield*

...Cooler.. Better-Tasting Cigarettes
 ...that's what smokers ask for.. and that's
 CHESTERFIELD. Milder when you smoke a lot..
 Cooler when the going's hot.. and Better-Tasting
 the time! Buy CHESTERFIELDS by the carton
 and treat the boys and yourself to more smoking
 pleasure than you've ever known...

They Satisfy



wear
a cigar
...look smart
smoke smart

Take a look around sometime and see how many men are enjoying cigars. There's good reason to. You'll find a size and shape to fit your face, your pocketbook. And cigars give you complete satisfaction without inhaling. There are few pleasures so great that cost so little.

CIGAR INSTITUTE OF AMERICA, INC.

Shirt by Shapely
 Silk Sharkskin Suit by Eagle Clothes

It's Wise TO SMOKE
 EXTRA-MILD **FATIMA**

"I agree..."
 says NURSE Shirley Gellman
 Los Angeles, California

FATIMA
 TURKISH & DOMESTIC
 SUPERBLY BLENDED
 CIGARETTES
 EXTRA-MILD
 Cameron & Cameron Co.
 RICHMOND, VA.
 LIGGETT & MYERS TOBACCO CO., SUCCESSORS

KING-SIZE FATIMA
 is the long cigarette
 which contains the finest
 Turkish and Domestic
 Tobaccos... superbly
 blended to make it
 EXTRA-MILD... to give
 it a MUCH DIFFERENT,
 MUCH BETTER flavor
 and aroma.

ENJOY **FATIMA** YOURSELF
 BEST OF ALL LONG CIGARETTES

The
PET
CIGARETTES
ARE
The Best.



ALLEN & GINTER,

MANUFACTURERS, RICHMOND, VIRGINIA, U. S. A.

Masum
çocuklar

CABLE ADDRESS
"REYNOLDS, WINSTON-SALEM"

CODES USED } A B C 5 " EDITION
WESTERN UNION
BENTLEY'S

R. J. Reynolds Tobacco Company

DIRECTORS

W. N. REYNOLDS,
CHAIRMAN
BOWMAN GRAY,
PRESIDENT
JAS. A. GRAY,
VICE PRESIDENT
T. H. KIRK,
VICE PRESIDENT
S. CLAY WILLIAMS,
VICE PRESIDENT
M. E. MOTSINGER,
SECRETARY

WINSTON-SALEM, N. C.

September 9, 1927.

DISTRIBUTED TO

NATIONAL FIRST CLASS

" SECOND CLASS

" THIRD CLASS

At Winston-Salem

DIRECTORS

R. E. LASATER,
GEN. MGR. DEPT. OF MANFG.
J. B. DYER,
SUPT. OF LEAF DEPT.
J. L. GRAHAM,
TRAFFIC MANAGER
C. W. HARRIS,
MGR. SALES DEPT.
J. W. GLENN,
MGR. TURKISH LEAF DEPT.
R. C. HABERKERN,
PURCHASING AGENT

School days are here. And that means BIG TOBACCO
BUSINESS for somebody.

Let's get it.

- and start after it RIGHT NOW.

Attached is a list, in duplicate, of the most important Prep Schools, Colleges and Universities in your division. This list gives name of the school, town at or near which located and number of men and women students. At any school marked "X" we will probably use one or more of the student magazines or newspapers; however, you will be given a list of such papers a little later on and should make no promises to any of them about any advertising.

YES SIR! HERE'S YOUR BABY!



15¢
100 in Canada

HURRY! It's not too late to make the best smoking resolution of all: "I'm going to save my throat . . . I'm switching from hots to **KOOLS!**" The reward? A blend of the choicest tobaccos ever rolled into a cigarette. A welcome touch of *mild* menthol that cools every refreshing puff. Cork tips to save lips and keep the ends firm. Finally, a valuable B & W coupon good for a wide variety of high-class premiums. (Write for new catalog #13).

Do better by yourself in 1937. Start on **KOOLS** today. Your throat will feel easier from the very first one. Brown & Williamson Tobacco Corp., P. O. Box 599, Louisville, Ky.

RALEIGH CIGARETTES . . . NOW AT POPULAR PRICES . . . ALSO CARRY B & W COUPONS

SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS (offer good in U.S.A. only)



GLASSWARE. Wide, rounded, heavy bands. Shaded at top with pure platinum. 8 Highball, or 6 Lowball, or 6 Old Fashioned 100 coupons.



PARKER Pen & Pencil Set. Smoothly designed. Famous self-filling device concealed in pen. Brilliantly grey or metallic green 250 coupons.



SILK GLOVES. Full fashioned. Shown. Finest pure silk. Reversing glove hand. Cuffs fast for perfect fit. New shades. One pair, 125 coupons.



BRIDGE TABLE DE LUXE. Modern and smart. Top of genuine solid woods. Automatic steel leg-locks for right support 100 coupons.



CIGARETTE CASE. See this model. Holds 16 cigarettes. Removable steel interior. Flamingo-embossed in choice of 3 colors 100 coupons.



ELECTRIC CLOCK by Hammond. Quares motion. Hand-colored face. Operates on 110 V. 60 cycle A. C. (30 cycle on order). Not available for D. C. 85 coupons.

TUNE IN . . . JACK PEARL (BARON MÜNCHAUSEN) IN A BRAND-NEW SHOW, COAST-TO-COAST N & C BLUE NETWORK, EVERY MONDAY 9:30 TO 10 P. M., E. S. T.



Bundle from Heaven

Great day! Another Marine — in miniature — greets the world with leather lungs to match his dad's leather neck. Great day . . . and fitting occasion for a great cigar — a *Webster*!

Today as always — Webster's 100% long, choicest-selected Havana filler is unchanged — and Webster's popularity has reached an all-time high — at home and overseas. That's why your tobacconist may not always have your favorite Websters on hand. Please try him another day.

WEBSTER CIGARS

FIRST IN THE SOCIAL REGISTER

Anneciğim tadını çıkar

Gee, Mommy
you sure enjoy your

Marlboro

Yes, you need
never feel
over-smoked
.... that's the
Miracle of
Marlboro!



"JUST FOUND HIS MAIL POUCH"



ANTI NERVOUS TOBACCO
DYSPEPTIC
A CLEAN, LASTING CHEW; A COOL, SWEET SMOKE

Sinir ve hazıma
iyi gelen tütün

Babaya hediye



A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING

*All the Benefits of
Smoking Pleasure*

THE RIGHT COMBINATION OF THE
WORLD'S BEST TOBACCOS *Properly Aged*

ALWAYS BUY CHESTERFIELD



Smoke Rings Flavored with LICORICE!

Most American cigarettes—in fact nearly all tobacco products—contain licorice in varying amounts. The quantity in a cigarette, cigar or pipeful of tobacco is relatively small, but industry-wide the use of MacAndrews & Forbes pure licorice extract adds up to a yearly total of nearly 20 million pounds!

The ancient "sweet root," whose fabled virtues are imperishably inscribed in stone and whose lore has filtered through the centuries, still holds its own in company with other irreplaceable natural products. In pharmaceuticals, licorice is used chiefly to mask the taste of bitter

medicines. In candy and confections it has long been a unique and dominant flavoring ingredient. In tobacco it is used to add a subtly sweet flavor, enhance mellowness, and serve as a moisture-retaining agent. And several licorice root by-products, such as Foamite Firefoam, have won worldwide recognition in their own right.

MacAndrews & Forbes Company is the principal importer and largest processor of licorice root in the United States. This carries with it a

responsibility we guard through scrupulous manufacturing and marketing standards and by pursuing a program of continuous research into new and improved uses for licorice and the residual products of the spent root.

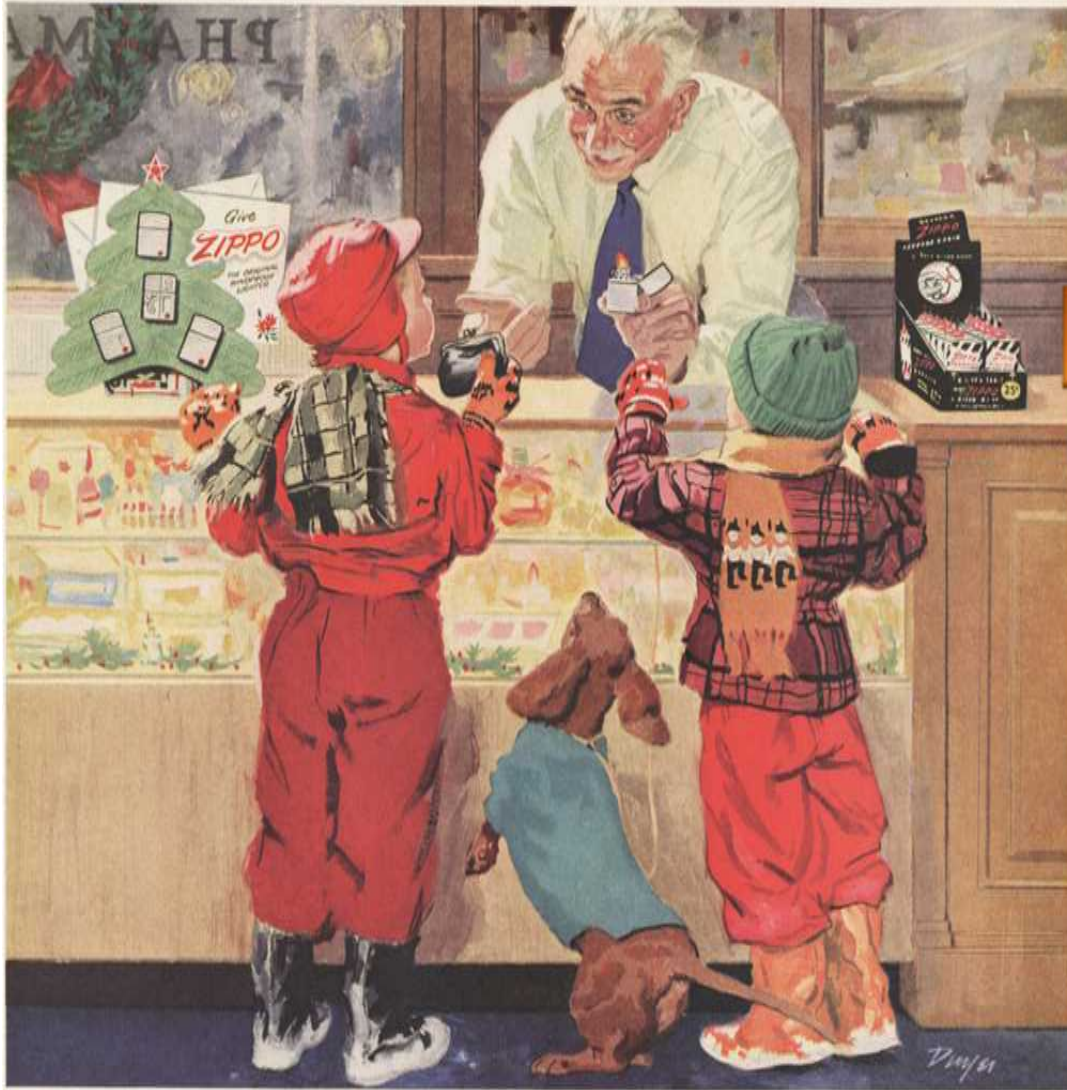
To Business Executives: Perhaps you can use licorice or one of its by-products in your business. Write for a free copy of "The Story of Licorice." It offers additional information that may spark a profitable idea. Or, for specific information on any point, consult our Research Department.

MACANDREWS & FORBES COMPANY

Licorice and Licorice Products • Since 1870
200 Fifth Avenue New York 10, N.Y.
Plant: Camden, New Jersey



Babanin dumani



Babanıza söyleyin

"And you can tell your Dad it always works"

Yes, Zippo *always* works! Year after year, even in wind and rain! Zippo lighters are world famous for rugged dependability. And they come in a beautiful range of models that make perfect gifts for men *and* women! There's a style for every taste . . . to fit every pocketbook! Choose silver or gold filled Zippos . . . precious metals, genuine leathers, sports designs. A Zippo lighter is the *treasured* gift!

ZIPPO
Always works—or we fix it free



This Zippo lighter, standard chrome plate, \$9.50. Others to \$19.50.

ZIPPO MANUFACTURING COMPANY, BRADFORD, PA. In Canada: Zippo Manufacturing Co., Croydon 116, Niagara Falls, Ont.

BABAYA ÇAKMAK



Even wind or rain can't keep Zippo from lighting with one quick zip! Leathercrafted, \$6.00

Free lifetime service! No one has ever paid a single cent to repair a Zippo! Town & Country, \$8.50

Any Zippo with initials, signature, or a written message, only \$1 extra. Engine Turned, \$9.75

Ask your dealer to show you other handsome Zippo models, \$3.50 and up. 14 Kt. Gold, \$198.00

Zippo lighter prices shown here include Federal Excise Tax. Sport Series, \$4.75

Prices slightly higher in Canada.

Eavesdrop at the heart of a man and you'll hear his pulse beat Zip-po . . . Zip-po . . . Zip-po.

That's because he wants you to give him something he'll keep, and use and use, for years and years. Even if he lives to be a hundred, he'll never stop using and treasuring a trusty Zippo.

ZIPPO

ONE-ZIP WINDPROOF LIGHTERS

©1932 • ZIPPO MANUFACTURING COMPANY • BRADFORD, PA.
IN CANADA: ZIPPO MANUFACTURING CO. CANADA LTD., Niagara Falls, Ont.



"Luckies are easy on my throat"

There are no finer tobaccos than those used in Luckies, and Luckies' exclusive process is your throat protection against irritation...against cough

Copyright 1970, R.J. REYNOLDS TOBACCO COMPANY

CAMEL



Smooth Character

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

© 1990 R.J. REYNOLDS TOBACCO CO.

16 mg. "tar", 1.0 mg. nicotine av. per cigarette by FTC method.

Filter Tip Smokers!
Here's The True Tobacco Taste
You've Been Missing!



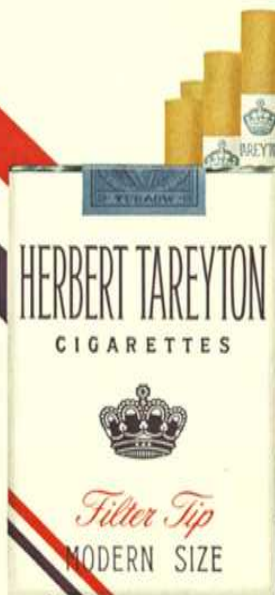
FILTER TIP TAREYTON

with the Activated Charcoal Filter
gives you real filtration and smoking satisfaction

Tareyton's new Selective* Filter is smooth and easy-drawing. It holds back elements that can detract from the pleasure of smoking, yet at the same time permits the full-bodied flavor of Tareyton's quality tobacco to come through to you. It gives you the true tobacco taste you've been missing in other filter cigarettes.

Filter Tip Tareyton is unique among all filter tip cigarettes. It is the only one that incorporates Activated Charcoal, renowned for its unusual powers of selective filtration,—used far and wide to purify the air we breathe, the water and beverages we drink.

Look for the red, white and blue stripes on the package and for the distinctive gray (Activated Charcoal) filter on the cigarette. They identify the best in filtered smoking—Filter Tip Tareyton, the only filter cigarette with a genuine cork tip.



NOW 2 WAYS



REGULAR or FILTER
Both King Size with Genuine Cork Tip

* PATENTS PENDING

An entirely new concept in cigarette filtration. A filter tip of purified cellulose, incorporating Activated Charcoal, a filtering substance world-famous as a purifying agent, notably for air, water and beverages.

Güvenli Sigaralar

LOW IN NICOTINE HIGHEST IN QUALITY

*Don't you want to try
a cigarette with a
record like this?*

Paul Douglas

22 YEARS A CHESTERFIELD SMOKER

When you smoke Chesterfield it's so satisfying to know that you are getting the one cigarette that's low in nicotine, highest in quality.

A fact proved by chemical analyses of the country's six leading cigarette brands.

.

And it's so satisfying to know that a doctor reports no adverse effects to the nose, throat and sinuses from smoking Chesterfield.

The doctor's report is part of a program supervised by a responsible independent research laboratory and is based on thorough bi-monthly examinations of a group of Chesterfield smokers over a period of a year and four months.

**CHESTERFIELD—FIRST
WITH PREMIUM QUALITY IN
BOTH REGULAR AND KING-SIZE.**

CHESTERFIELD
BEST FOR YOU

WHAT DISTINGUISHED DOCTORS FOUND—ON COMPARING CIGARETTES

Full reports in medical journals by men high in their profession—regularly offered to physicians on request.

MANY thousands of America's physicians already possess this authoritative reference material on the leading cigarettes regularly smoked in America.

For the public, findings may be summed up as follows:

LABORATORY COMPARISONS:

The four other leading brands were found to average *more than three times as irritant . . . with irritant effects lasting more than five times as long . . .* as the strikingly

contrasted PHILIP MORRIS.

CLINICAL TESTS (actual smokers)

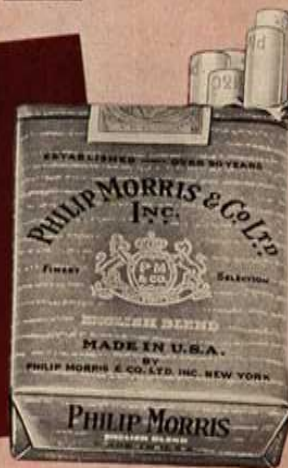
When smokers changed to PHILIP MORRIS, *every case of irritation of nose or throat—due to smoking—either cleared up completely, or definitely improved.*

TO PHYSICIANS: A set of reports (reprinted) available upon request. Please write on professional letterhead—addressing: Research Division, Philip Morris & Co., 119 Fifth Avenue, New York, N. Y.

Scientific proof that this finer-flavored cigarette is far less irritating—therefore safer—for the smoker's nose and throat!

**CALL FOR
PHILIP MORRIS**

America's Finest Cigarette



Tütsülemek
tehlikeli
maddeleri
uzaklaştırır

I do prefer

because

**LUCKY
STRIKE**
CIGARETTE

Toasting *removes*
dangerous irritants
that cause
throat irritation and
coughing



CIGARES DE JOY
GIVE IMMEDIATE RELIEF



IN CASES OF

ASTHMA, COUGH BRONCHITIS
HAY-FEVER, INFLUENZA
& SHORTNESS OF BREATH

Sigaranın
sağlığa
yararları

IS THIS YOU FIVE YEARS FROM NOW?

When tempted to over-indulge

"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

"It's toasted"

Your Throat Protection — against irritation — against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a **Lucky** instead."

zayıflamak

"I'm a Thinner"

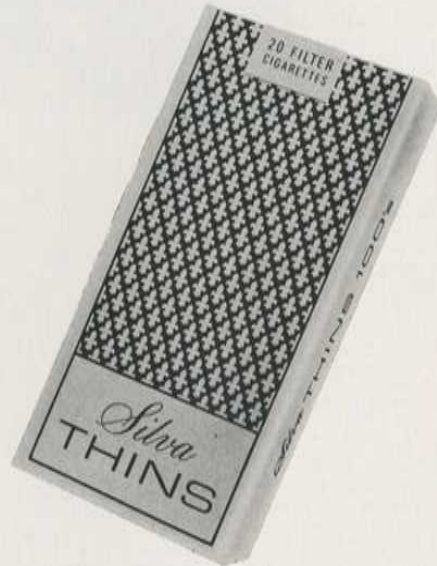


Long and lean. That's the way
I like things.

I like my figure slim. My men
trim. And my cigarette thin.
Silva Thins 100's. Long and
thin in looks.

Lower in tar than many filter
100's.

Think about it.



In menthol too.

Silva Thins 100's

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

Filter: 17 mg. "tar", 1.3 mg. nicotine; Menthol: 16 mg. "tar", 1.1 mg. nicotine av. per cigarette. FTC Report April '76.

Zayıflamak

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**



How's your disposition today?

FEEL CROSS AS A BEAR? That's natural when little annoyances pile up. But the psychological fact is: pleasure helps your disposition. That's why everyday pleasures, like smoking for instance, are important. If you're a smoker, you're wise to choose the cigarette that gives you the most pleasure. That means Camel.

For more pure pleasure...
have a
Camel

AS LOVELY Maureen O'Hara knows, it's wise to choose a cigarette for the pleasure it gives. Because pleasure helps your disposition. And more smokers get more pleasure from Camels than from any other brand! So — have a Camel. You'll agree — no other cigarette is so rich-tasting, yet so mild as Camel!



*"I like a real cigarette
when I relax!"
— Maureen O'Hara*

B. J. Reynolds Tobacco Co., Winston-Salem, N. C.

No other cigarette is so rich-tasting, yet so mild!

Dinlenmek

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

EVER YIP LIKE A TERRIER when the store sends you the wrong package? That's only natural when little annoyances like this occur. But — it's a psychological fact that pleasure helps your disposition! That's why everyday pleasures — like smoking, for instance — mean so much. So if you're a smoker, it's important to smoke the most pleasure-giving cigarette — Camel.



For more pure
pleasure — have a
Camel

*"I've tried 'em all —
but it's Camels for me!"
Rock Hudson*



YOU CAN SEE RUGGED ROCK HUDSON STARRING IN U-I'S "NEVER SAY GOODBYE"



*No other cigarette
is so rich-tasting
yet so mild!*

ROCK HUDSON AGREES with Camel smokers everywhere: there is more pure pleasure in Camels! More flavor, genuine mildness! Good reasons why today more people smoke Camels than any other cigarette.

Remember this: pleasure helps your disposition. And for more pure pleasure — have a Camel!

IT TAKES
HEALTHY NERVES
TO PLAY CHAMPIONSHIP
BRIDGE!



● CONCENTRATION is impossible, says Mr. Barclay, if your nerves are jumpy. "I prefer Camels because I can smoke as many as I want without jangled nerves."

Steady Smokers turn to Camels

SHEPARD BARCLAY says: "Every bridge player can and should learn every system of contract bridge...but it takes *real* concentration to play a different system with every partner. That kind of concentration naturally involves terrific nerve strain. Personally, I find smoking a decided help to concentration. I prefer Camels... I can smoke them steadily without experiencing jangled nerves... they're always mild!"

Steady smoking brings out what a cigarette's really got. Smoke Camels yourself. Make your own comparisons. Your own experience will confirm all that Mr. Barclay says.



● ABOVE—SHEPARD BARCLAY, who in two months won twenty tournaments with twenty brand-new partners, smokes steadily while playing.

● LEFT—WHETHER YOU smoke while you play bridge or play bridge while you smoke...change to Camels—for more pleasure, for the sake of your nerves—and your bridge!

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. Leaf tobaccos for cigarettes can be bought from 5¢ a pound to \$1.00...but Camel pays the millions more that insure your enjoyment.



Copyright, 1933.
R. J. REYNOLDS TOBACCO COMPANY

Güçlü sinirler

Camel's Costlier Tobaccos

NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

IT TAKES HEALTHY NERVES



TO BE AMERICA'S
GREATEST STUNT GIRL



A SUDDEN NERVE-RACKING swing upward from a racing auto into a hurtling plane... It's all in the day's work for Mary Wiggins. It means something when she says, "Camels never give me edgy nerves even when I smoke a lot."

JOE: Are you nervous after your first flight?

SUE: Not a bit. I smoked Camels all the way, and I couldn't feel better.



*Steady Smokers
turn to Camels*

LISTEN TO MARY WIGGINS—greatest of all girl stunt performers. She says:

"I have to be *sure* my nerves are healthy to do my stunts, changing from a speeding auto to a plane, the high dive on fire into fire, wing walking while up in a plane, and the high-altitude parachute jump. As to smoking, I've found that *Camels* don't interfere with healthy nerves. I've tried all the brands. Camels are *milder* and better in *flavor*. They do not give me edgy nerves even when I am smoking a lot."

You'll like that rich Camel flavor and mildness. And your nerves will tell you the difference there is in Camel's costlier tobaccos.

IT IS MORE FUN TO KNOW

Camels are made from finer,
MORE EXPENSIVE tobaccos
than any other popular brand.



A
MATCHLESS
BLEND

CAMEL'S COSTLIER TOBACCOS

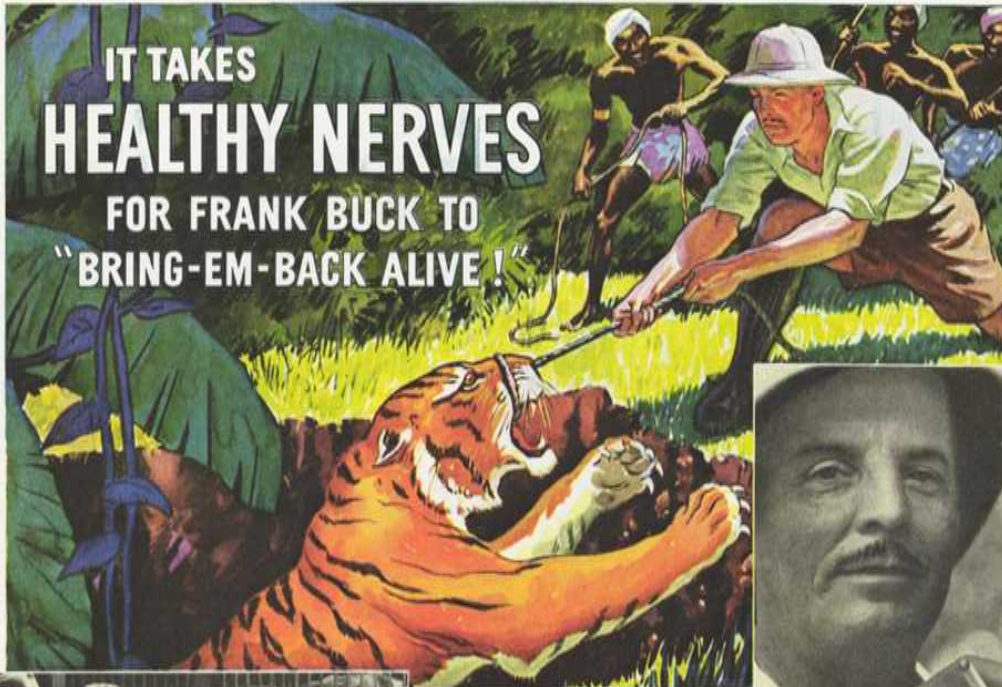
NEVER GET ON YOUR NERVES

NEVER TIRE YOUR TASTE

Copyright, 1933,
R. J. REYNOLDS
Tobacco Company

SAĞLIKLI SINIRLER

IT TAKES
HEALTHY NERVES
FOR FRANK BUCK TO
"BRING-EM-BACK ALIVE!"



● ABOVE—FRANK BUCK lugged tons of rhinos, cobras, tigers, and gorillas across the Pacific to win his famous title, "Bring-'em-back-alive Buck." He has to keep his nerves healthy to follow his strange occupation of capturing wild animals alive!

● WHETHER YOU'RE ON A HOLIDAY, or hard at work, Camels are the cigarettes for steady smoking. Costlier tobaccos do make a difference.

● ABOVE—FRANK BUCK HAS SMOKED his way around the globe with Camels. He says, "I am a steady Camel smoker. Camels are milder, and they don't jangle my nerves."



Steady Smokers turn to Camels

IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand. You'll appreciate the mildness...the flavor...the added pleasure in costlier tobaccos.



"Bringing 'em back alive is a job packed with thrills, excitement, and real danger," says Frank Buck. "I am a heavy smoker, as you noticed if you saw my picture, 'Bring 'em Back Alive,' but I can smoke all I want because I smoke Camels. They do not upset my nerves. I prefer their mild, rich flavor, too."

• • •

Turn to Camels and find out for yourself how true it is that Camel's costlier tobaccos taste better...and do not jangle the nerves. Begin today!

Camel's Costlier Tobaccos
NEVER GET ON YOUR NERVES
NEVER TIRE YOUR TASTE

Copyright, 1933, R. J. Reynolds Tobacco Company

Kaplan
sinirleri

You want
STEADY NERVES
to launch a "tin fish"
or make one!

"TIN FISH"—that means torpedo in submarine language. The phrase, "the smoking lamp is lit" means Camels are in order—for with men in the Navy, the favorite cigarette is Camel. (See below.)

FOR
**STEADY
PLEASURE**
CAMELS SUIT
ME TO A 'T'

FIRST IN THE SERVICE—

In the Navy—in the Army—in the Marine Corps—in the Coast Guard—the favorite cigarette is Camel.

(Based on actual sales records in Ship's Service Stores, Ship's Stores, Sales Commissaries, Post Exchanges, and Canteens.)

**—THE CIGARETTE OF
COSTLIER TOBACCOS**

HIDE-AND-SEEK. A deadly game of it with the T.N.T. of depth charge and torpedo. That's a game only for steady nerves!

But, then, what isn't in these days—with all of us fighting, working, living at the highest tempo in years. Yes, and smoking, too—perhaps even more than you used to.

If Camels are not your present brand, try them. Not just because they're the favorite in the service or at home—but for the sake of your own smoking enjoyment, try Camels. Put them to the "T-Zone" test described below and make your own comparisons.

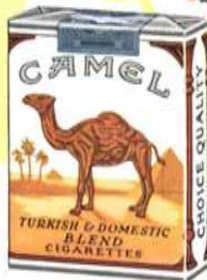
B. J. Remick-Tobacco Company, Winston-Salem, North Carolina



The "T Zone"
where cigarettes
are judged

The "T-ZONE"—Taste and Throat—is the proving ground for cigarettes. Only your taste and throat can decide which cigarette tastes best to you... and how it affects your throat. For your taste and throat are absolutely individual to you. Based on the experience of millions of smokers, we believe Camels will suit your "T-ZONE" to a "T." Prove it for yourself!

CAMELS WIN WITH
ME ON EVERY
COUNT. THEY'RE EASY
ON MY **T**HROAT AND
THEY DON'T TIRE MY
TASTE



GYROSCOPE GIRL—Pretty Rosemary Gregory (*above*) calibrates automatic directional devices at a Sperry Gyroscope Co. plant, and she's just as partial to Camels as the fighting men who depend on her precision. She says: "I tried several brands; Camels suit me better all ways. For my taste and my throat, Camels are tops with a capital 'T'!"

**DENGELI
SINIRLER**

Camel

For Digestion's Sake — smoke Camels



STUDYING the effect on digestion of smoking Camels (*above*). Hurry and worry slow up the flow of digestive fluids. Smoking Camels restores and increases this necessary flow. Try Camels yourself.

664 PARACHUTE JUMPS—the amazing record of Joe Crane (*below*). He says: "I'm a hearty eater. Camels help me get more enjoyment. They stimulate my digestion—set me right!"



CAMELS

Costlier Tobaccos!

1969 tarihli bir endüstri dökümanı “Şüphe yarat ki, halk neye inanacağını şaşırsln” prensibini anlatıyordu.

STRICTLY PRIVATE AND CONFIDENTIAL

July 17, 1963

IMPLICATIONS OF BATTELLE HIPPO I & II
AND
THE GRIFFITH FILTER

Moreover, nicotine is addictive.

We are, then, in the business of selling nicotine, an addictive drug effective in the release of stress mechanisms. But cigarettes - we will assume the Surgeon General's Committee to say - despite the beneficent effect of nicotine, have certain unattractive side effects:

Nikotin bağımlılık yapar
Biz nikotin satma işindeyiz

17.2.1963

will assume the Surgeon General's Committee to say - despite the beneficent effect of nicotine, have certain unattractive side effects:

- 1) They cause, or predispose to, lung cancer.
- 2) They contribute to certain cardiovascular disorders.
- 3) They may well be truly causative in emphysema, etc., etc.

We challenge those charges and we have assumed our obligation to determine their truth or falsity by creating the new Tobacco Research Foundation. In the meantime (we say) here is our triple, or quadruple or quintuple filter, capable of removing whatever constituent of smoke

Hastalık tehdidini yeni vakıf tarafından savuşturacağız
Bu arada çitli, üçlü, dörtlü, beşli filtrelerimizi anlatacağız

Why we're dropping The New York Times

Last week the Times said it would accept cigarette ads only if they contain (1) a health caution notice, and (2) "tar" and nicotine figures.

We don't go along with this.

We offered to take our ads off TV and radio because of the claim that those media unavoidably reach large numbers of children.

We did not take that action because we agree with anticigarette crusaders (including The New York Times) who would like to blame cigarettes for the thousand and one ills that flesh is heir to.

Sure there are statistics associating lung cancer and cigarettes. There are statistics associating lung cancer with divorce, and even with lack of sleep. But no scientist has produced clinical or biological proof that cigarettes cause the diseases they are accused of causing. After fifteen years of trying, nobody has induced lung cancer in animals with cigarette smoke.

We believe the anticigarette theory is a bum rap. And each time the Congress of the United States has held Hearings on the cigarette controversy, distinguished, independent scientists have gone to Washington to say so.

Therefore, we are not going to knuckle under to the Times or anybody else who tries to force us to accept a theory which, in the opinion of men who should know, is half-baked.

In 1884, the New York Times said:

"The decadence of Spain began when the Spaniards adopted cigarettes and if this pernicious practice obtains among adult Americans the ruin of the Republic is close at hand..."

We think the New York Times was wrong in 1884. We think it is wrong in 1969.



The American Tobacco Company

A DIVISION OF AMERICAN BRANDS, INC.

A PROPOSAL FOR A SCIENTIFIC CONFERENCE ON THE BENEFITS OF SMOKING

PURPOSES

Scientific: To stimulate scientists to a renewed study of the positive, rewarding aspects of cigarette smoking.

Industry: To provide the scientific facts for a pro-cigarette public relations campaign.

LOCATION: La Belle Creole Hotel, Saint Martin Island

DATES: January 12-16, 1972

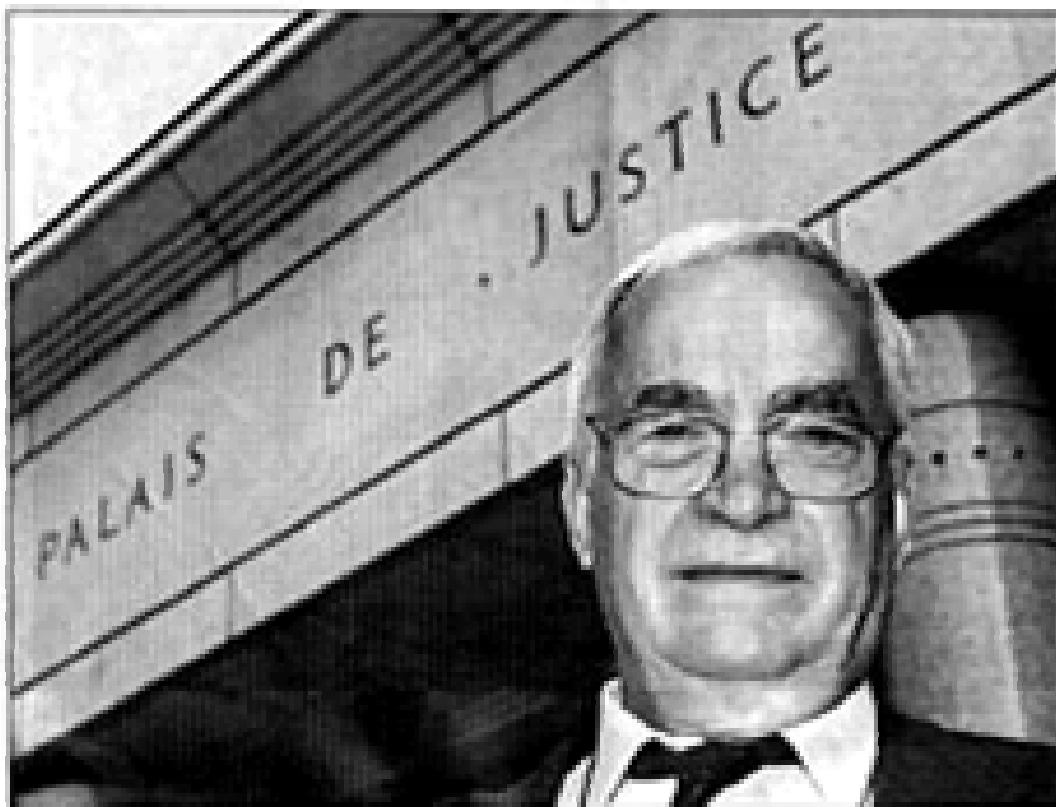
«Ragnar Rylander agissait sur ordre du cigarettier Philip Morris»

TABAGISME • Le procès en appel qui oppose deux militants antitabac à l'ancien professeur de l'Université de Genève, accusé de fraude scientifique, s'est ouvert hier.

PAR CECILE GREGORY

Ragnar Rylander était bel et bien à la suite de Philip Morris, l'un de ces agents de l'industrie de William Parrot, les anciens chefs de cigarette, mais tout spécialement de Les Daigle pour développer dans le monde qui oppose l'ancien professeur de l'Université de Genève à Jean-Claude Miller et Pascal Marquis, représentants de deux associations de lutte contre le tabagisme, le Centre de Documentation et l'Association pour la Liberté de la Presse pour diffuser, mais, dans ce processus, avait décidé de faire appel de deuxième procès sans avoir eu lieu avec une première série d'audiences de deux semaines, sans appel par les militants antitabac.

Le procès de l'ancien Ragnar Rylander avait permis à des centaines de milliers de personnes de se faire connaître, en particulier en effet, comme l'affirmait l'Association et le Centre de Documentation et l'Association pour la Liberté de la Presse, les militants antitabac, comme le déclarait son avocat, Albert Boudier dans ce procès en première instance, la première audience à l'Université d'appel, où se déroulaient cependant pas avant le conseil de l'Université, une deuxième série d'audiences en premier le 20 septembre, sans parler des plaidoiries dans la salle, il a pas eu lieu.



Ragnar Rylander est-il victime de l'industrie du tabac ou un militant antitabac ?

ANTITABAC

COURROIS DE TRANSMISSION

En première, William Parrot et Les Daigle ont fait appel de la décision de l'Université de Genève.

Les Daigle et Ragnar Rylander, l'un des anciens professeurs de l'Université de Genève, accusés de fraude scientifique.

Les Daigle et Ragnar Rylander, l'un des anciens professeurs de l'Université de Genève, accusés de fraude scientifique.

Les Daigle et Ragnar Rylander, l'un des anciens professeurs de l'Université de Genève, accusés de fraude scientifique.

"MEN INTO SPACE," Lucky Strike's authentic new series (Wednesday nights on CBS-TV), captures all the human drama, the excitement, the suspense of man's struggle to conquer outer space.



Never before has a film TV series attempted to tell the true and thrilling story of man's plunge into outer space. Every episode is a dramatic portrayal of adventures and experiments actually taking place today and planned for tomorrow. Lucky Strike is proud to bring this amazing and compelling show into your home.



© JIMMY BROSSELY

BILL LUNDIGAN
star of
"MEN INTO SPACE"

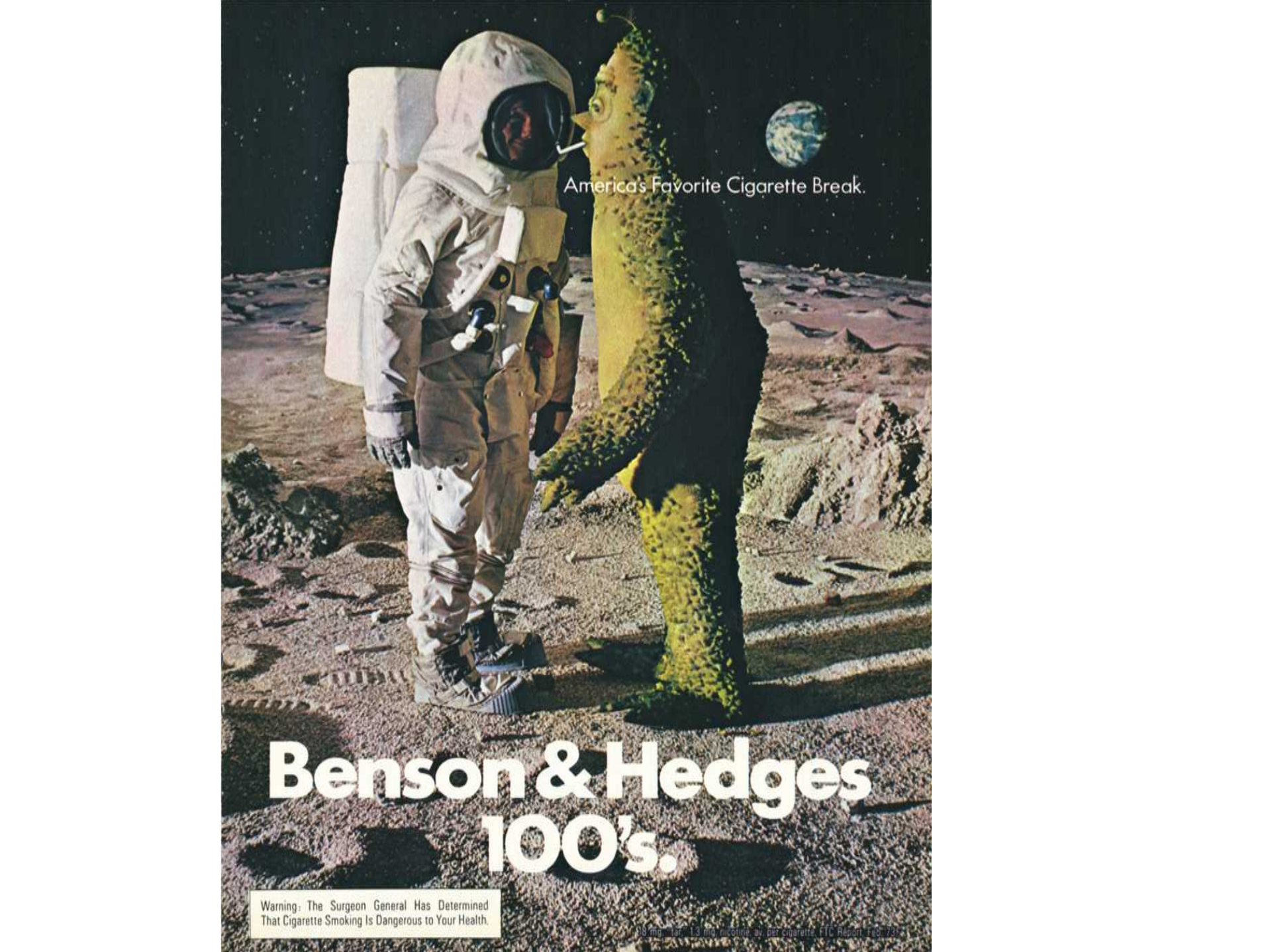


A MAN'S HORIZONS may change overnight. His tastes don't. The man who wants the honest taste of fine tobacco finds it in a Lucky Strike—and he always will. This is the cigarette that made fine tobacco famous . . . the one with the taste no other cigarette can touch. Remember how great cigarettes used to taste? Luckies still do!

**Get the honest taste
of a LUCKY STRIKE**

© A. F. C.

Product of The American Tobacco Company—Tobacco is our middle name



America's Favorite Cigarette Break.

Benson & Hedges 100's.

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

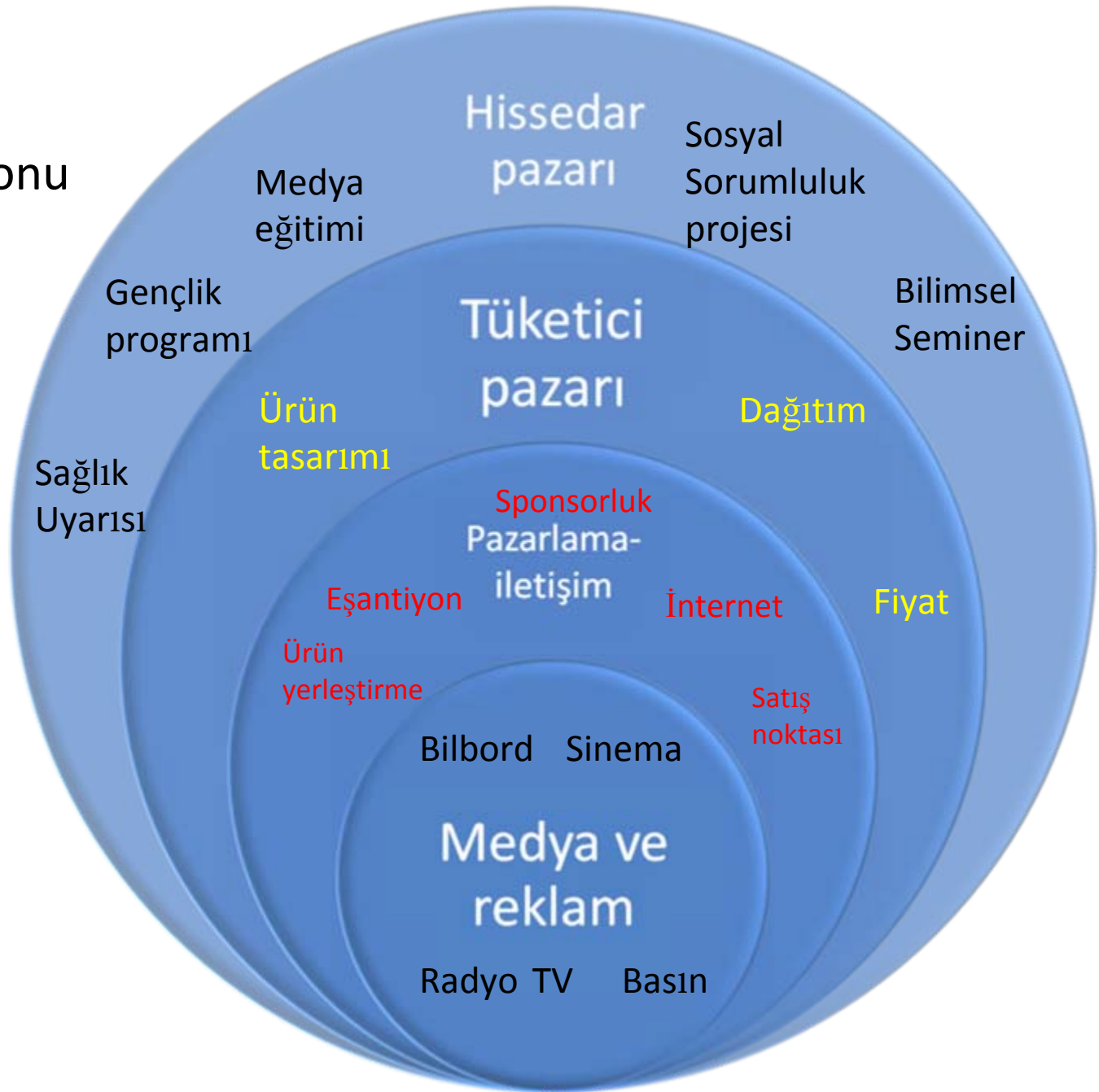
9 mg. "tar," 1.3 mg. nicotine av. per cigarette. FTC Report Feb. 79.

PHILIP MORRIS SUPERLIGHTS



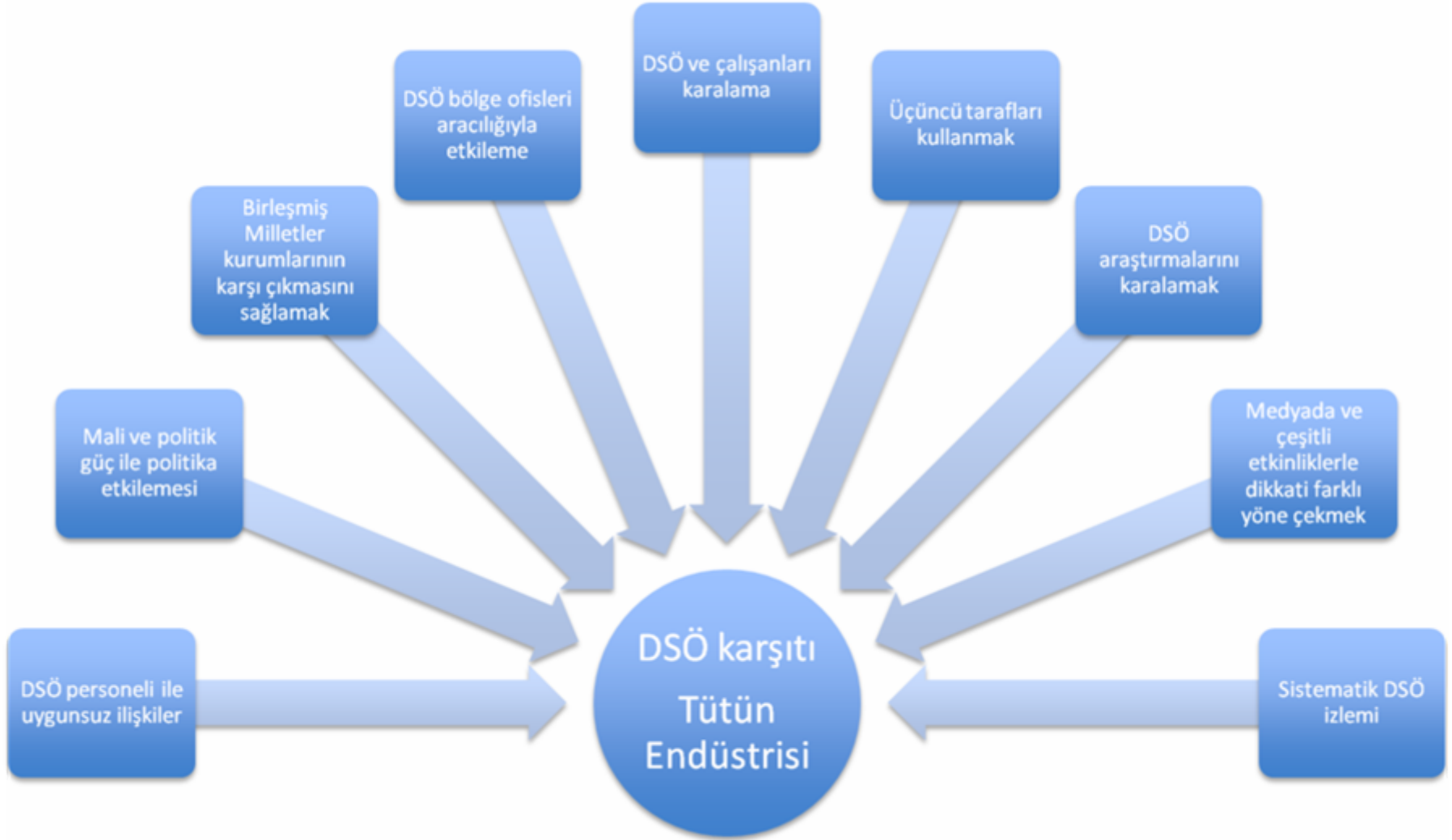
L'AMERICAINE SUPER LEGERE. NICOTINE: 0,4 MG. GOUDRONS: 3,9 MG.

Tütün Ürünleri Promosyonu



at the

World Health Organization



DSÖ personeli ile uygunsuz ilişkiler

- DSÖ danışman ve yetkililerine bilgi sızdırmaları için para vermek
- Eski DSÖ çalışanlarını işe almak
- Halen DSÖ de çalışanlara gelecek iş vaatlerinde bulunmak

Diğer Birleşmiş Milletler Ajanslarının Tütün kontroluna tepki göstermelerinin sağlanması

- **FAO** Gıda ve Tarım Organizasyonu
- **Dünya Bankası**
- **ILO** Uluslararası İş Örgütü
- **UNCTAD** Birleşmiş Milletler Ticaret ve Gelişme Konferansı
- **ECOSOC** Birleşmiş Milletler Ekonomik ve Sosyal Konseyi

Dünya Sağlık Örgütü araştırmalarını sabote etmek

- DSÖ konferanslarına katılan konuşmacıları gizlice desteklemek
- Tütün endüstrisi rolü gizlenerek bilimsel toplantılar organize etmek
- Tütün endüstrisi çalışmalarını DSÖ araştırması olarak sunmak
- Endüstri ilişkileri gizli “bilim adamlarını” DSÖ bilimsel danışmanları ile ilişkiye sokmak
- Bağımsız bilim heyetleri kurmak
- Bilimsel çalışmalarını medya ve politakacılara çarpıtarak sunmak
- DSÖ çalışmalarına endüstri etkinliklerine yer alan bilim adamları katarak gücünü azaltmak
- Karşıt çalışmaların mali desteğini sağlamak ve promosyonunu yapmak

American DREAM



Gürcistan

PHILIP MORRIS

GREAT AMERICAN SUPER LIGHT TASTE



4 mg Dehet 0,4 mg Nikotin

MINISTR ZDRAVOTNICTVÍ VARUJE: KOUŘENÍ ZPŮSOBUJE RAKOVINU.

Çek Cumhuriyeti

PALENIE TYTONIU POWODUJE RAKA I CHOROBY SERCA

Minister Zdrowia i Opieki Społecznej

Nowy!

Winchester

TERAZ
3,70



Legenda
Ameryki

cigarettes
NELSON
INTERNATIONAL ELITE
et L'ASC-POLICE
Présentent



**BABA
MAAT**
PROMOTEUR
Vendredi
2 JUIN 90
au
Centre National
DANIEL SORANO
Entrée : 2000 Frs

Gagnez un voyage en Amérique avec L&M!



Découvrez trois des plus
grandes villes d'Amérique!

New York,
la métropole

(la plus excitante du monde) ses gratte-ciels, ses
restaurants, ses clubs...

New York

Las Vegas

capitale mondiale du jeu. Tentez
et jouez un sac plein de jetons offerts!

San Francisco

et les merveilles de la Côte Pacifique.

600

(montres L&M)

1000

(t-shirts L&M)

2500

A gagner aussi:
600 montres L&M,
1000 t-shirts L&M,
2500 casquettes L&M.

Pour participer au tirage
au sort, collez le fond
d'un paquet de L&M à
l'emplacement prévu à
cet effet, remettez votre
coupon à notre équipe
renvoyez-le à l'adresse
indiquée. Bonne chance!

Concours "Gagnez un
voyage en Amérique"
B.P. 3395
Dakar



Kore

Yıl 1981 PR řirketi
RJ Reynolds Başkanına mektup yazıyor.....

Öncelikli hedefimiz ,
Sigara içilmesini belirgin
hale getirmektir.
Tercihan ünlülerle ilişkilendirerek.....

Yıl 1972 Productions Inc (film ve TV yapımcısı bir firma)
Başkanı açıklıyor.....

Film herhangi bir reklamdan
daha iyi, çünkü
izleyiciler bir sponsor varlığından
tamamen habersizler.



Conclusions

- ❖ Formula 1 strongly contributes to Marlboro's image profile among young adult smokers, particularly in terms of:
 - ♦ Freedom and adventure
 - ♦ Excitement and heroes
 - ♦ Competition, winning and modern life
- ❖ Among many young adults, the F-1 driver is seen as the modern cowboy taking on the hi-tech challenge of the modern horse.
- ❖ In summary, Formula 1 is an indispensable marketing tool for Marlboro, with high appeal to target consumers in all markets. Moreover, it is of vital importance to markets with total or severe advertising restrictions.

**Formula-1 Marlboro için bulunmaz bir pazarlama aracıdır
Reklam yasağı olan pazarlar için hayati önem taşır**

PHILIP MORRIS EFTA, EASTERN EUROPE, MIDDLE EAST, AFRICA

TELEPHONE (021) 20 14 41
CABLE SWIPOLD LAUSANNE
TELEX 26238

FACSIMILE
TRANSMISSION

(021) 23 94 00

TO: Mr. G. Bible / New York

DATE: January 20, 1984

PAGE: 1 OF 2

FROM: Walter Thoma

CC: H. Maxwell, R.W. Munney
L. Pollak, T. Kearns
L. Greher, P. Knapp
A.G. Buzzil - EEC

TURKEY

Have met with the Prime Minister, Turgut Ozal and further discussed joint venture production project. Received positive reaction but no definite indication as to timing of approval.

In the same meeting, have proposed to change the 100% ad valorem duty for cigarette imports for domestic market to a specific duty of \$6.34 which equates to 40% ad valorem and under these conditions have offered 500 million Marlboro 100's for the domestic market at a FAS price of \$13.-

SECRET

b) Issues and planned responses

- The principal issue

We want to continue for as long as possible to export while at the same time preparing for local manufacture once this becomes necessary (probably in 1987/88).

Such a switch will reduce our operating income by some \$11 million in 1989.

Reflected in plan

Planned Responses

- o Lead the industry in FAS pricing.
- o Lobby Tekel to permit additional imports.
- o Triple our promotions force to 30.
- o Increase our marketing budget by 90% to \$1.9 million.
- o Continue to work with Sabanci Holding Co. and Tekel on our joint venture company for local manufacture. This project is already quite well advanced. If we have to move to local manufacture we will do so in stages to minimize our investment.
- o Continue our agronomy programs which will be vital to local manufacture.
- o Continue to develop relationships with the bureaucracy and in particular with Prime Minister Ozal.
- o Sponsor the exhibition "The Age of Sultan Suleyman the Magnificent" to run for four months at the National Gallery of Arts in early 1987.

- Other issues which we plan to address:

- o Selling into the border areas with Iran and Iraq.

2023270749

Updated - October 16, 1989 by Frank J. Farnel

KEBA Region Annual Report Regarding PMI Corporate Affairs Action Plan

• TURKEY

As a result of PM lobbying this year, the smoking ban on Turkish Airlines' (THY) domestic flights is to be lifted on October 28, 1989. In cooperation with BM this story will be widely publicized. A related effort is being made via BM to publicize positive stories about THY's improved airline and Cem Kozlu, the THY Director-General.

Türk Havayolları Philip Morris'in isteği üzerine sigara yasağını kaldırıyor.

**Corporate Affairs, EEMA,
Professional Highlights 1992**

- d. The Turkish ad ban, vetoed 1991 by President Ozal, has been kept inactive, while a new parallel law proposal has been deferred. The coalitions, including the media association, have remained firm in their opposition to the ban.

2501341641

Thanks to PM activities the foreign tobacco industry has formed a group, the International investor's association, YaseD, thus further strengthening the industry's clout.

Municipal implementations to restrict outdoor advertising in Ankara and Beyoglu-Istanbul was successfully stopped.

Philip Morris yabancı yatırımcılar derneği kuruyor.

PHILIP MORRIS INTERNATIONAL INC. **INTER-OFFICE CORRESPONDENCE**
800 WESTCHESTER AVENUE, RYE BROOK, NEW YORK 10573-1301

TO: Distribution DATE: December 7, 1992
FROM: Cesar Rodriguez *C.R.*
SUBJECT: Presidential Veto of Advertising Ban - Argentina

International precedents, such as the Canadian Supreme Court decision declaring an advertising ban to be unconstitutional and Turkish President Turgut Ozal's veto of similar legislation banning cigarette advertising, were brought to the attention of the Argentine public and President Menem.

Türkiye Cumhurbaşkanı Özal'ın vetosu Arjantin kamuoyu ve Cumhurbaşkanı Menem'in dikkatine getirildi

TURKEY

SUGGESTED INDUSTRY REQUIREMENTS IN A LIBERALISED MARKET

A. Introduction

1. The Turkish Government has asked for advice on the implications of, and the creation of, liberalised imports of cigarettes. BWIT, as lead company in Turkey, was requested by N. Stockley to co-ordinate proposals. BWIT are preparing papers on Japan and Taiwan, B.A.T. Germany through Klaus Peckelhoff on Germany and Holland. It is recommended that these papers are consolidated into one document for presentation and discussion at a meeting to be held at Millbank on the morning of Thursday, June 30th.
2. The Prime Minister, Turgut Ozal, has requested his son Ahmed Ozal to investigate, with urgency, ways of liberalising the importation of cigarettes. The PM's concern about the present state of affairs appears to be:
 - the growing dominance of Philip Morris, which has virtually created a "monopoly" within the monopoly;
 - the increasing drain on foreign currency to pay for the imports.

Ahmet Özal sigara ithalatının liberalizasyonunu araştırıyor

We also respectfully draw to your attention that on 24 January 1991, President Turgut Özal of Turkey vetoed a bill that would have banned tobacco advertising in his country. In a letter to the president of Turkey's Grand Assembly he stated: "Bans on advertising have not, on their own, been effective in any single country. Furthermore, the law as a whole deprives individuals of their right of free choice."

President Turgut Özal also pointed out in this letter that the Swiss government had opposed attempts made in October 1990 to bring about an across the board ban on cigarette advertising on the grounds that "it was contrary to the principles of a free market economy and that it violated people's right to make a free choice."

WORMAN WHITE
PUBLIC RELATIONS

6 October 1992



INTERNATIONAL
ADVERTISING
ASSOCIATION
343 MADISON AVE
SUITE 2000
NEW YORK,
NEW YORK
10177-0001 USA
(212) 512-1000
TELEX
217960 IAA US
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(212) 963-0455

From: TBARBA --VUS0212
To: Weekly Highlights Distribution

Date and time 11/16/94 09:02:42

TURKEY: ADVOCACY ISSUES; ADVOCACY INITIATIVES

The Cankaya/Ankara Municipality is planning to announce a project entitled "Healthy Town" in collaboration with the WHO. The project would prohibit smoking in closed areas. After preliminary contact, indications are that the project's coordinators may be willing to accept and implement a more balanced programme incorporating accomodation. CA Turkey is closely monitoring the Cankaya/Ankara Municipality and has begun to take appropriate actions.

TURKEY: PUBLIC RELATIONS; CORPORATE CONTRIBUTIONS

The Metropolis Excavation was again favorably covered by State TV channel TRT 2. The programme mentioned PM/Phlsa as an outstanding private sponsor of culture and highlighted that the Metropolis Excavation should set an example for the Turkish private sector as a whole. PM comments were also broadcast, including the emphasis on good corporate citizenship.

20457

Çankaya belediyesi-DSÖ sigara yasağı projesini
durdurmaya karar veriyor.

PHILIP MORRIS

COMPANIES INC.
800 WESTCHESTER AVENUE
RYE BROOK, NY 10573-1301

Thatcher

GEOFFREY C. BIBLE
EXECUTIVE VICE PRESIDENT
INTERNATIONAL

(914) 335-9115

April 15, 1992

Mr. Mark Thatcher
1850 Two Lincoln Center
5420 LBJ Freeway
Dallas, TX 75240

Dear Mark,

I'm enclosing a copy of a letter to Mrs. Thatcher explaining the outcome of our recent visit to Turkey which followed quickly on our delightful lunch with you and your mother in Chicago.

As a result of the helpful advice I had there, we have come away from Turkey with a wonderful outcome from our discussions with Prime Minister Demirel and now look to Turkey with renewed optimism and vigour.

Thank you so much for making the necessary arrangements and for looking after me so well when I visited you in Chicago. We are all looking forward to seeing your Mother in Lausanne in June.

With my warmest personal regards,

PHILIP MORRIS

COMPANIES INC.
800 WESTCHESTER AVENUE
RYE BROOK, NY 10573-1301

GEOFFREY C. BIBLE
EXECUTIVE VICE PRESIDENT
INTERNATIONAL

(914) 335-9115

April 15, 1992

The Rt. Hon. Margaret H. Thatcher
17 Great College Street
London, SW 1
ENGLAND, UK

Dear Mrs. Thatcher,

I'm writing to thank you for giving me the time to meet with you in Chicago on Saturday, April 4, 1992.

Your ability to grasp quickly the difficulties we were confronting in Turkey is no less than amazing, and your advice was extremely helpful in positioning our problems to Prime Minister Demirel.

The meeting with the Prime Minister could not have gone better. We explained to him our difficulties in both investment projects. With respect to our tobacco difficulties, he responded then and there on the spot, and already we are seeing action which should help us.

From: : Andreas Gembler
To : William Webb
Subject: EBSA Region Weekly Highlights for Week Ending December 22, 1995

Turkey

As expected RJR has launched Ege at TRL 22,500 for 100s and TRL 20,000 for KS. The latter will be in a box rather than a soft packing, making Ege the first oriental box product. However, we believe the performance of the brand will be hampered by the trade margin of 7.5%, which compares unfavorable to the 12.0% offered by Tekel on Maltepe and Samsun.

Thomas Reibl, Managing Director RJR Turkey, has been replaced by the former Finance Director, Ms. Gulcur.

The Under-Secretary at the Ministry of Finance has confirmed that the upcoming draft on tobacco and cigarette taxation is expected to pass before year end and will be along the lines that PM has proposed.

Maliye müsteşarı vergi yönetmeliğinin Philip Morris
İsteğine uygun geçeceği sözü veriyor



April 3, 1996

Winston-Salem, N.C. 27102
919-741-5000

His Excellency
Süleyman Demirel
Cumhurbaşkanı
Ankara, Turkey

Dear Mr. President:

I want to thank you for taking time to meet with me while you were visiting the United States last week. I was honored that you were able to include time for our discussion in your very busy schedule.

As we briefly discussed, R.J. Reynolds International (an operating division of R.J. Nabisco, Inc.) has invested U.S. \$100 million in a modern, high-technology cigarette manufacturing facility in Izmir. Our Izmir facility produces cigarettes for the Turkish cigarette market, and the majority of its capacity is used for the production of cigarettes that are exported to other countries.



THINK IT OVER

"We're tobacco men
not medicine men"

If you want a TREAT
instead of a TREATMENT
smoke **Old Gold**

Phillard Company
Established 1760





Ne var ki!.. Kanser, erken doğum ya da içicilerinin yaş ortalamasının giderek düşmesi gibi sorunlar hiçbir zaman özel sermayenin sorunu değildir.

Zira kapitalist sistemde sermayenin hedefi, her zaman için maksimum kârdır. Aksi de sermayenin doğasına aykırıdır.