



# Smoking: Tobacco Sweepstakes and Giveaways

 <p>UTTER LOCHE</p> <p><small>SMOKING: SERIOUSLY IRRITATING. Smoking Causes Lung Cancer, Heart Disease, Emphysema. And May Complicate Pregnancy.</small></p>	<p>Deconstructing Cigarette Ads in a Counter Advertising Workshop ©2004 Frank Baker, media educator</p>	
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## Tobacco Sweepstakes & Giveaways

Posted below are some of the printed material found at locations that market cigarettes. Catalogs contain items that can be obtained only after collecting proof of purchase coupons found on cigarette packs. Notice the images, colors, expressions and emotions conveyed by the people in the promotional materials.



# Newport

PLEASURE GOODS<sup>®</sup>



**Pleasure  
is where  
you find it!**

Program Expires 9/30/03



catalog  
*it's all about women*

A day at the beach  
and other good things

VIRGINIA SLIMS

2001 B&W T-Co.-3

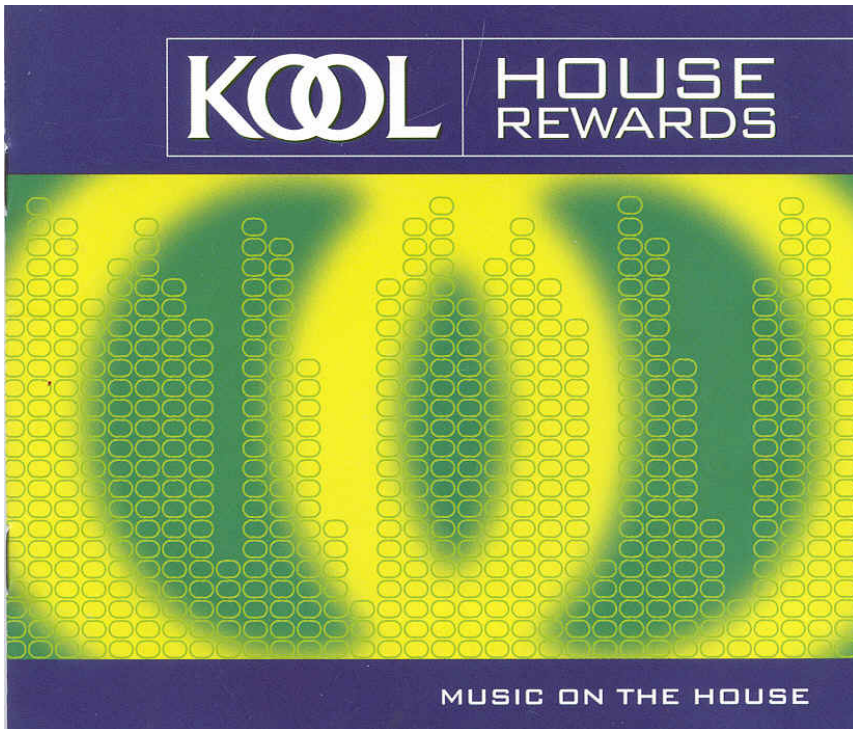
**NOW FILTERED!**

# PALL MALL

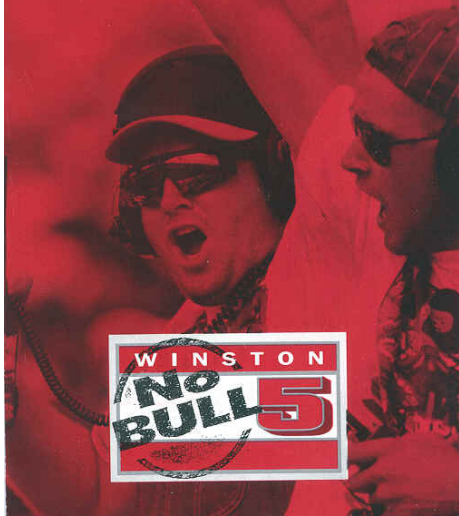
## WIN A CAR!

Grand Prize winner receives ONE of these three Cars  
10 winners receive \$100  
500 winners receive a coupon for 1 free carton of FILTERED PALL MALL

OFFER LIMITED TO OWNERS OF AN ELDER, EASY-RIDE, LUXOR OR SMOOTHER CIGARETTE



Want to win a  
**Million?**



WIN A TRIP TO  
NEW ORLEANS

4 DAYS

3 NIGHTS

LOTS OF HOT JAZZ

No purchase necessary. Limited to smokers 21 years of age or older. See official rules for details.



JUMP FOR  
JAZZ

WITH BENSON & HEDGES

Official Sweepstakes Entry Form