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Patriotic Theme Popular

With the onset of war, patriotic ads are quickly gaining popularity. Recently, the Boeing Company has run a patriotic ad and, during the Super Bowl, the Anheuser-Busch Companies broadcast a spot with a similar theme.

Now, Lorillard Inc., is adding yellow-ribbon stripes to the upper corners of its Kent, Newport and True cigarette ads.

The ads run in weekly news, sports and entertainment magazines and in several monthly publications.

"We are doing these ads to show our support for the troops," said Andrew Tisch, Lorillard's chairman and chief executive. "They read magazines, and they are fighting a tough battle, and we need to show that we care."

In The New York Times on Sunday, Ann Taylor Inc. took out a full-page ad depicting the American flag and using the theme line "God Bless America. Land That We Love."

The flag can also be spotted on the back of public telephone booths in New York City under the line "... What so proudly we hail."

"As a company, we wanted to make a statement that we are behind the troops," said Bill Apfelbaum, president and chief executive of Transportation Displays Inc., the company behind the phone booth ads.

"There's a strong feeling here of patriotism, and we think a majority of Americans feel that way, too."

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States: patriotism is finding it hard