

## CIGARETTE ADVERTISING CODE, INC.

51 MADISON AVENUE  
NEW YORK, N. Y. 10010

ROBERT B. MEYNER  
ADMINISTRATOR

June 3, 1966

AREA CODE 212  
683-2000

TO ALL MEMBERS:

Effective immediately, the following shall apply to cigarette advertising on radio or television broadcasts of athletic events:

1. Radio or television sports announcers who are well-known athletes or former athletes may deliver only lead-ins that have no promotional content, and opening and closing announcements that have no promotional content. Thus "... and now a word from our sponsor (or the X Tobacco Company)..." would be allowed. So would "This program is being (has been) brought to you by the X Tobacco Company."

2. Identified sports announcers who are not well-known athletes or former athletes are considered to be "celebrities in the entertainment world" or "persons who ... would have special appeal to persons under 21 years of age" or both and so they are subject to these restrictions:

- (a) They may deliver no personal testimonials.
- (b) They may deliver no first-person copy, connected to the use of the product, e.g., "I (or we) notice a lot of people switching to Brand X."
- (c) They may not deliver copy which uses imperative ("Buy a pack today!"); horatory ("Let's light up!"); or any language of obligation (...should... ought to...must...have to...owe it to yourself, etc.) in connection with the use of the product. They may not deliver copy which uses rhetorical questions ("Why not try one?") in connection with the use of the product.

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