Mr Butts goes to Asia

A THE POLITICAL MOMENTUM AGAINST SMOKING CONTINUES TO BUILD...

U.S. TOBACCO COMPANIES FLY THE GLOBE LOOKING FOR NEW, UNDETECTED MARKETS...

INDIRED, IN CHINA...

EVEN AS MR. CLAYTON SPEAKS...

...MR. BUTTS IS HOSTING A TOWN MEETING...

So is smoking bad? It's not a good question, is it?...

Mr Butts is conducting a town meeting in China.

Mr Butts, what kind of impact are U.S. cigarettes having in Asia?

Dramatic! Before trade barriers were removed, only adult men smoked. But thanks to ad campaigns and promotion, all that's changed!...

Terror throughout Asia! Women and now smoking in public numbers. In fact, the number of teenage girls smoking jumped 40% in one year. Are you proud of that?

So you're promoting fairness?

Bingo! Girls aren't missing out on the glamour.

Mr Butts is conducting a town meeting in China.

Mr Butts, what kind of impact are U.S. cigarettes having in Asia?

Dramatic! Before trade barriers were removed, only adult men smoked. But thanks to ad campaigns and promotion, all that's changed!...

Terror throughout Asia! Women and now smoking in public numbers. In fact, the number of teenage girls smoking jumped 40% in one year. Are you proud of that?

So you're promoting fairness?

Bingo! Girls aren't missing out on the glamour.

Mr Butts is conducting a town meeting in China.

Mr Butts, what kind of impact are U.S. cigarettes having in Asia?

Dramatic! Before trade barriers were removed, only adult men smoked. But thanks to ad campaigns and promotion, all that's changed!...

Terror throughout Asia! Women and now smoking in public numbers. In fact, the number of teenage girls smoking jumped 40% in one year. Are you proud of that?

So you're promoting fairness?

Bingo! Girls aren't missing out on the glamour.

Mr Butts is conducting a town meeting in China.

Mr Butts, what kind of impact are U.S. cigarettes having in Asia?

Dramatic! Before trade barriers were removed, only adult men smoked. But thanks to ad campaigns and promotion, all that's changed!...

Terror throughout Asia! Women and now smoking in public numbers. In fact, the number of teenage girls smoking jumped 40% in one year. Are you proud of that?

So you're promoting fairness?

Bingo! Girls aren't missing out on the glamour.

Mr Butts is conducting a town meeting in China.

Mr Butts, what kind of impact are U.S. cigarettes having in Asia?
The lighter side

Mr. Butts, how come there is so much advertising for American cigarettes? They're not even available in China.

But they will be—by 1988! The U.S. companies are just gearing up creating the images for exciting new consumer choices ahead.

Marlboro, Winston, Salem—these names convey cachet! Compare me to your sex-produced brands—what's the most for your money?

"Death to the Four-Cookin' Brand!"

"No offense, but I best my older!

...and to help you catch the excitement of American tobacco, U.S. companies will be hosting concerts, tennis matches, bike races and fashion shows.

Mr. Butts, isn't there a downside to all this? Don't your executives worry about the morality of creating huge new markets for what is basically poison?

"Worry? Our executives are too busy not to worry. Do you think your leaders worry about poisoning people when they build nuclear plants beside rivers?"

But our leaders are a different species.

Mr. Butts, I'd like to be a glamorous Marlboro man in the style of the cowboy, proud and physically fit.

But we have heard that with the current trend over 50 million of my generation will die from tobacco in China.

Sure, but remember, son. That's not all smokers. Anecdotally, you'll probably live to be 100.

Sure! See the Marlboro Man is an individual, he's not the statistic.

Mr. Butts, I have a problem. Here in China it's not acceptable for girls to smoke.

Well, that's bound to change. Many in Taiwan, for instance, before U.S. tobacco companies entered the market, only 1% of girls had ever smoked.

But after only four years of advertising, that figure climbed to 20%! So there's hope for you.

Cool! Some of these girls do like to smoke. Why the girl acted.

Doonesbury, © 1993, by G B Trudeau. Reprinted by permission of Universal Press Syndicates. All rights reserved.