Send contributions for The Lighter Side to Philippe Boucher, Comité National Contre le Tabagisme, 66 rue des Bonnelles, BP13, 92310 Sèvres, France (Tel (331) 46 23 1515; fax (331) 46 23 1840)

Mr Butts goes to Asia

Doonesbury

G.B. TRudeau

THE POLITICAL MOMENTUM AGAINST SMOKING CONTINUES TO BUILD...

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

INDIRED, IN CHINA...

EVEN AS MR. CLAYTON SPEAKS...

MR. BUTTS IS HOSTING A TOWN MEETING...

IS SMOKING BAD? IT'S NOT A GOOD QUESTION, SIR...

MR. BUTTS IS CONDUCTING A TOWN MEETING IN CHINA...

MR. BUTTS, WHAT KIND OF IMPACT ARE U.S. CIGARETTE PACKAGING IN ASIA?

DRAMATIC: BEFORE TRADE BARRIERS WHERE CONSUMED ONLY ADULT MEN SMOKED, BUT TRADES TO AMERICAN ADVERTISING AND PROMOTION, ALL THAT'S CHANGED!

TERRIBLE: THROUGHOUT ASIA, WOMEN ARE NOW SMOKING IN RECORD NUMBERS. IN KOREA, FOR INSTANCE, THE NUMBER OF TEEN-AGED GIRL SMOKERS JUMPED ASTRONOMICALLY IN ONE YEAR. NOW, PROUD OF THAT!

SO YOU'RE PROMOTING FAIRNESS?

BONGS! GIRLS AREN'T MESSING US WITH THE GLAMOR!

A NEW GENERATION OF SMOKERS LEAPS TO YOUR EYES!

I'M RIGHT, E-) DO YOU FEEL THIS, UNÉE LIKEN?? 'AMERICAN-PRODUCED' CIGARETTE ARE KEEN TO SELL THEIR OWN IN THE THIRD WORLD!

CAN THIS GENERATION BEMOCED JUST IF YOU PITCH IN?

SO, I'M TOLD TO KEEP YOUR BUSINESS AND MARKET AS MANY TIMES AS YOU CAN!
Mr. Butts, how come there is so much advertising for American cigarettes? They’re not even available in China.

But they will be—In 1994! The U.S. companies are just getting into advertising the images for exciting new consumer choices ahead.

Marlboro, Winston, Salem—these names convey cachet! Compare us to your own, non-producer brands—what’s the most for your dollar?

"Death to the foreign connoisseurs!"

No offense, but I prefer my own.

...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? Aren’t your executives worried about the morality of creating huge new markets for a product that is basically poison?

Worry? Our executives are just getting into advertising—the images for exciting new consumer choices ahead.

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 in an individual—he’s one of the statistics.

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

Well, that’s bound to change. Anywhere in Taiwan, for example, 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 40%. So there is hope for you.

Cool! Gosh, I won’t have to worry about the girls, either. I acted on what you said.

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