

The advertising is really a question of brand choice. It is not saying "Smoke this cigarette." Generally it is saying, "If you smoke, we would like you to take this brand over brand X," which I believe was also a cigarette for awhile.

The advertising is not making a direct health claim or inducement to begin the habit of smoking. It is really directed at the person who is smoking now and saying, "We think you ought to smoke this brand of cigarettes."

Therefore, I don't think that is so controversial. If it was making a direct claim about health, there might be a greater argument for the fact that it is controversial.

Dean BARROW. Mr. Bell, are you saying that cigarette advertising only affects selection of brands and does not tend to increase the number of people who smoke or the amount of cigarettes that they smoke even among the adults?

Mr. BELL. I am saying basically the decision to smoke was probably arrived at on other considerations.

Dean BARROW. I asked you a different question. I asked you whether cigarette advertising influences adults to take up smoking or influences their increasing the quantity of smoking in addition to brand selection.

Mr. BELL. I think that as to such a personal habit, Dean Barrow, they make the decision not on the advertising. They make it on other bases.

Dean BARROW. And advertising does not have anything to do with that?

Mr. BELL. He is trying to get his share of the market.

Dean BARROW. I thought you had a more effective service than that, that it had more impact, but I have not made any surveys in this area, myself.

Mr. ADAMS. I notice some recent ads come on, about the children not using it, saying this product is for adults as part of a campaign that is on, leaving the connotation that they can be used by anybody.

Now, what I am trying to get at is, suppose that product you are going to advertise is for adults but you advertise it without the slogan, "This is for adults only," what happens; do they have to say this is "for adults only" because it is the type of product which is comparable to a number of others all being fizzy ones you drink when you have a hangover and so on but some apparently have things in it that are not good for young people, harmful to health, but others aren't?

Now if both adults and children are watching, what happens?

Mr. BELL. Congressman, that was not some requirement with which they were conforming. That is a matter of creative license on the part of the advertising.

Mr. ADAMS. Suppose they advertise it and they do not have to say anything then, even though apparently it is not recommended for children but for adults only?

Mr. BELL. I think that becomes apparent by the advertising that it should not be used by children, so long as they do not suggest overtly in the advertising of a product that they should use it.

Mr. ADAMS. Even though the comparable and competitive products are all being used by children and in fact one product uses a very clever advertisement that is very attractive to children and I do not know how