

Ex-Philip Morris Scientist To Be in Antismoking Ad

By a WALL STREET JOURNAL Staff Reporter

BOSTON—In a bold attack against the tobacco industry, the state of Massachusetts said it plans to air an antismoking television ad this fall featuring Victor Denoble, a former Philip Morris Cos. scientist who has testified against the company.

In the ad, created by Boston ad agency **Houston Effler Herstek Favat**, Dr. Denoble is expected to speak about nicotine addiction but won't be identified as a former Philip Morris employee.

Dr. Denoble, who worked as an associate senior scientist at the food and cigarette giant from 1980 to 1984, directed a laboratory charged with identifying the effects of nicotine on the central nervous system. But in testimony last year before a Congressional subcommittee, Dr. Denoble said Philip Morris had suppressed his research and that after its management became concerned that his work might pose a future legal liability, he was forced to leave the company. Philip Morris disputes the testimony.

The ad is part of an annual \$14 million antismoking ad campaign sponsored by the state. It follows a series of recent TV ads that show former tobacco-industry insiders speaking out against cigarette makers. In one ad last year, Janet Sackman, a former model in Lucky Strike ads, confessed that after persuading many to smoke, she had lost a vocal chord as a result of her long-time smoking habit.

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