

The Un-regulation of Big Tobacco

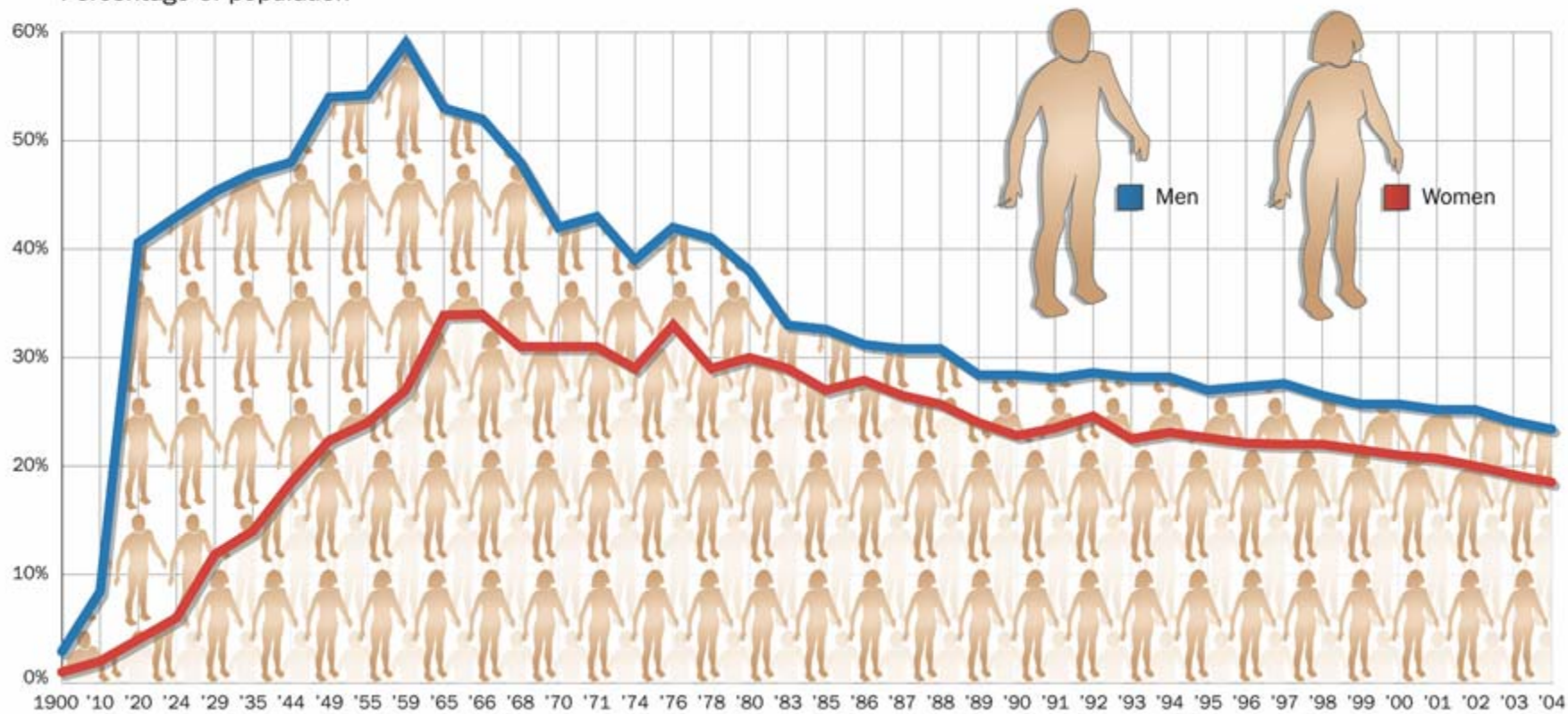
**Allan M. Brandt
Harvard University**

American Public Health Association Annual Meeting

**Washington, D.C.
November 6, 2007**

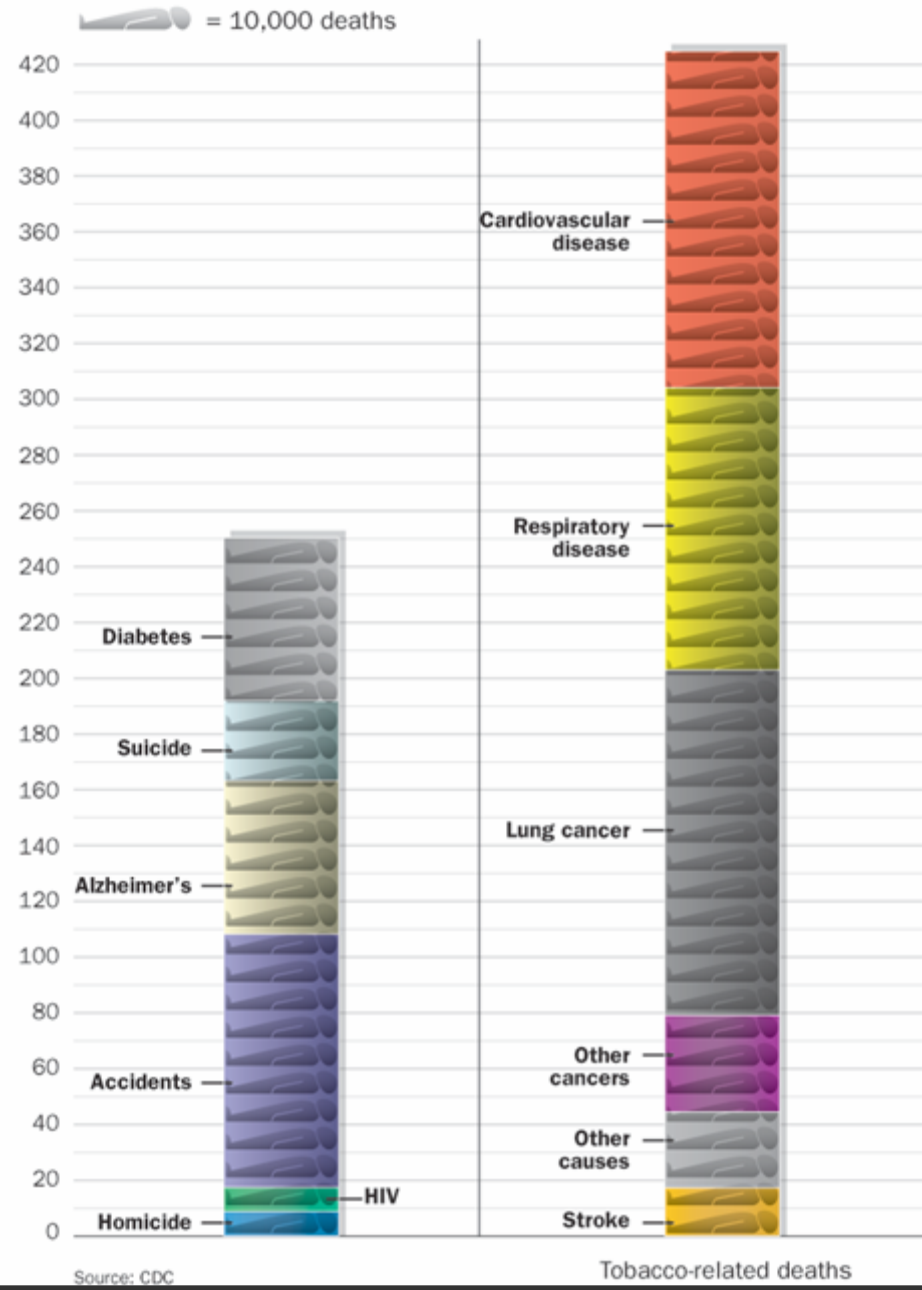
Male and female smoking prevalence, United States, 1900-2004

Percentage of population



Source: Centers for Disease Control; Surgeon General's Reports (1988, 1989, 2001)

Major causes of death in the United States, 2003 in thousands



Health Claims and the Federal Trade Commission

20,679* Physicians
say "LUCKIES are
less irritating"

"It's toasted"
Your Throat Protection
against irritation against cough

*The Agave spirit has been checked and certified as 100% PURE AGAVE SPIRIT by the U.S. DEPARTMENT OF AGRICULTURE.

"Give your throat a vacation...
Smoke a
FRESH
cigarette"

1. The Agave spirit has been checked and certified as 100% PURE AGAVE SPIRIT by the U.S. DEPARTMENT OF AGRICULTURE.

CAMELS
Made FRESH - Right FRESH

...the Agave spirit has been checked and certified as 100% PURE AGAVE SPIRIT by the U.S. DEPARTMENT OF AGRICULTURE.



VICTOR HUGO RESTAURANT in Beverly Hills. As the guests pause between courses to enjoy Camels, Hugo himself needs approval. "Our guests have made Camels the favorite here," he says.

MRS. WILLIAM HOLLINGSWORTH, JR., of Los Angeles, says: "Camels stimulate my taste, aid digestion."

— for Digestion's Sake — Smoke Camels



GOLD-CUP WINNER! George Reis wound up *El Lagarto* to over 55 m. p. h. to win the Gold Cup three times. He says: "Eat heartily, smoke Camels, and enjoy good digestion."

Camels stimulate digestion in a pleasant, natural way...increase alkalinity

The human digestion responds unfavorably to nervousness, hurry, and strain. It is definitely *encouraged* by smoking Camels. Scientific studies show clearly the manner in which Camels aid digestion. Using sensitive scientific apparatus, it is possible to measure accurately the increase in digestive fluids—alkaline digestive fluids—that follows the enjoyment of Camel's costlier tobaccos. This has now been done repeatedly. The same studies demonstrate that an abundant flow of digestive fluids is important also to the *enjoyment* of food. Make Camel your cigarette. Experience the welcome sense of well-being they bring you. For a cheery "lift" and for digestion's sake, enjoy Camels. They never get on your nerves. They are gentle on your throat.



"CAMELS MAKE food taste so much better and help digestion," says Claire Huntington, efficient public stenographer.



COSTLIER TOBACCOS!

Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish and Domestic—than any other popular brand.

"Camels don't get your Wind"
FAMOUS BASEBALL PLAYERS SAY



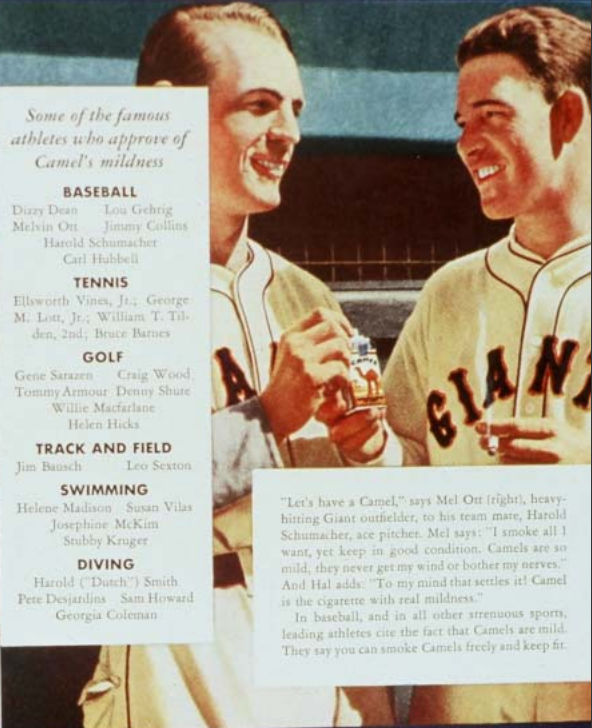
CARL HUBBELL says: "Camels never get my wind or ruffle my nerves."



LOU GEHRIG says: "Camels never interfere with my fighting trim."



JAMES ("RIP") COLLINS says: "Camels never affect my wind."



Some of the famous athletes who approve of Camel's mildness

BASEBALL

- Dizzy Dean Lou Gehrig
- Melvin Ott Jimmy Collins
- Harold Schumacher
- Carl Hubbell

TENNIS

- Ellsworth Vines, Jr.; George M. Lott, Jr.; William T. Tilden, 2nd; Bruce Barnes

GOLF

- Gene Sarazen Craig Wood
- Tommy Armour Denny Shute
- Willie Macfarlane
- Helen Hicks

TRACK AND FIELD

- Jim Busch Leo Sexton

SWIMMING

- Helene Madison Susan Vilas
- Josephine McKim
- Stubby Kruger

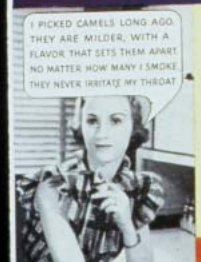
DIVING

- Harold ("Dutch") Smith
- Pete Desjarlais Sam Howard
- Georgia Coleman

"Let's have a Camel," says Mel Ott (right), heavy-hitting Giant outfielder, to his team mate, Harold Schumacher, ace pitcher. Mel says: "I smoke all I want, yet keep in good condition. Camels are so mild, they never get my wind or bother my nerves." And Hal adds: "To my mind that settles it! Camel is the cigarette with real mildness."

In baseball, and in all other strenuous sports, leading athletes cite the fact that Camels are mild. They say you can smoke Camels freely and keep fit.

So Mild! **YOU CAN SMOKE ALL YOU WANT**



I PICKED CAMELS LONG AGO. THEY ARE MILD, WITH A FLAVOR THAT SETS THEM APART. NO MATTER HOW MANY I SMOKE THEY NEVER IRRITATE MY THROAT.



Camels are made from finer, MORE EXPENSIVE TOBACCOS—Turkish & Domestic—than any other popular brand.

(Signed)
R. J. Reynolds
Tobacco Company
Winston-Salem
North Carolina

COSTLIER TOBACCOS!



IT'S NICE WHEN TIRED TO FEEL HOW QUICKLY EXHAUSTION SLIPS AWAY. I GET A "LIFT" WITH A CAMEL.



KEEPING FIT IS JUST AS IMPORTANT TO ME AS TO STAR ATHLETES. CAMELS ARE MILD—NEVER JANGLE MY NERVES!

Business Girl—Florence Young

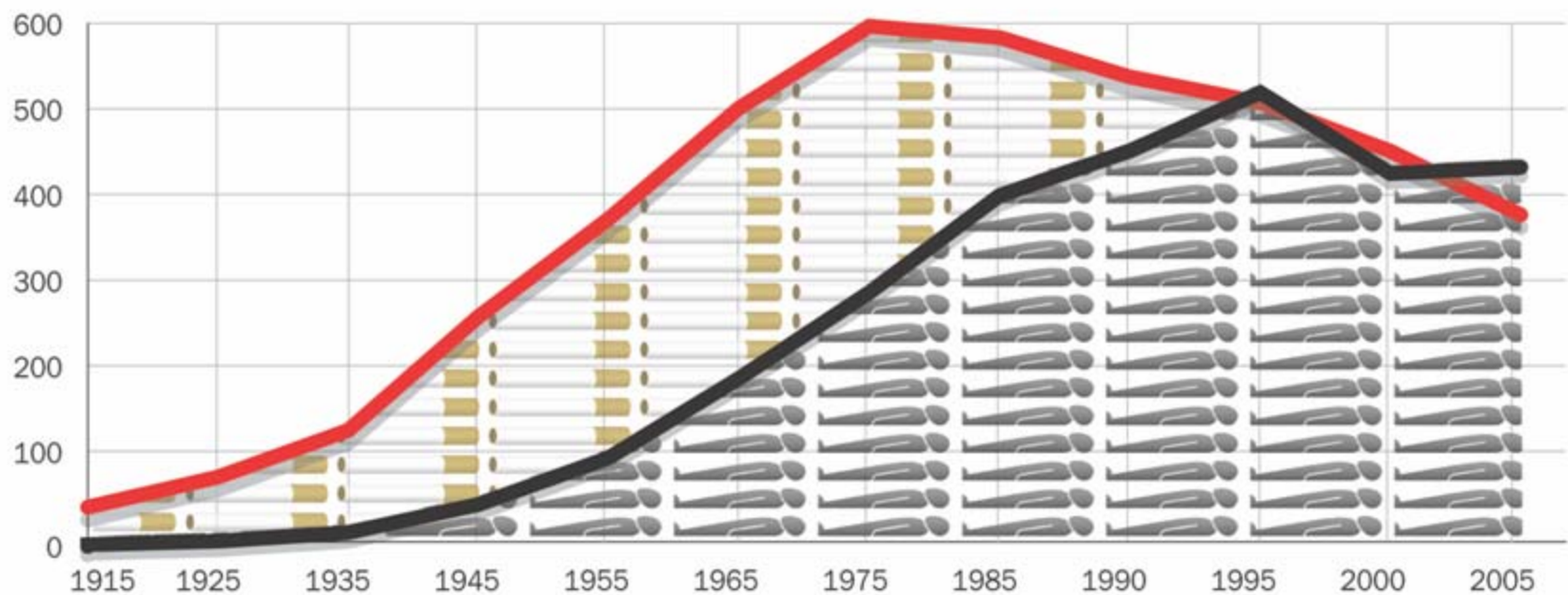
Business Executive—J. W. W.

Campaigns of Scientific Disinformation: Attack the Evidentiary Base

Cigarettes sold and tobacco-related deaths in the United States, 1915-2005

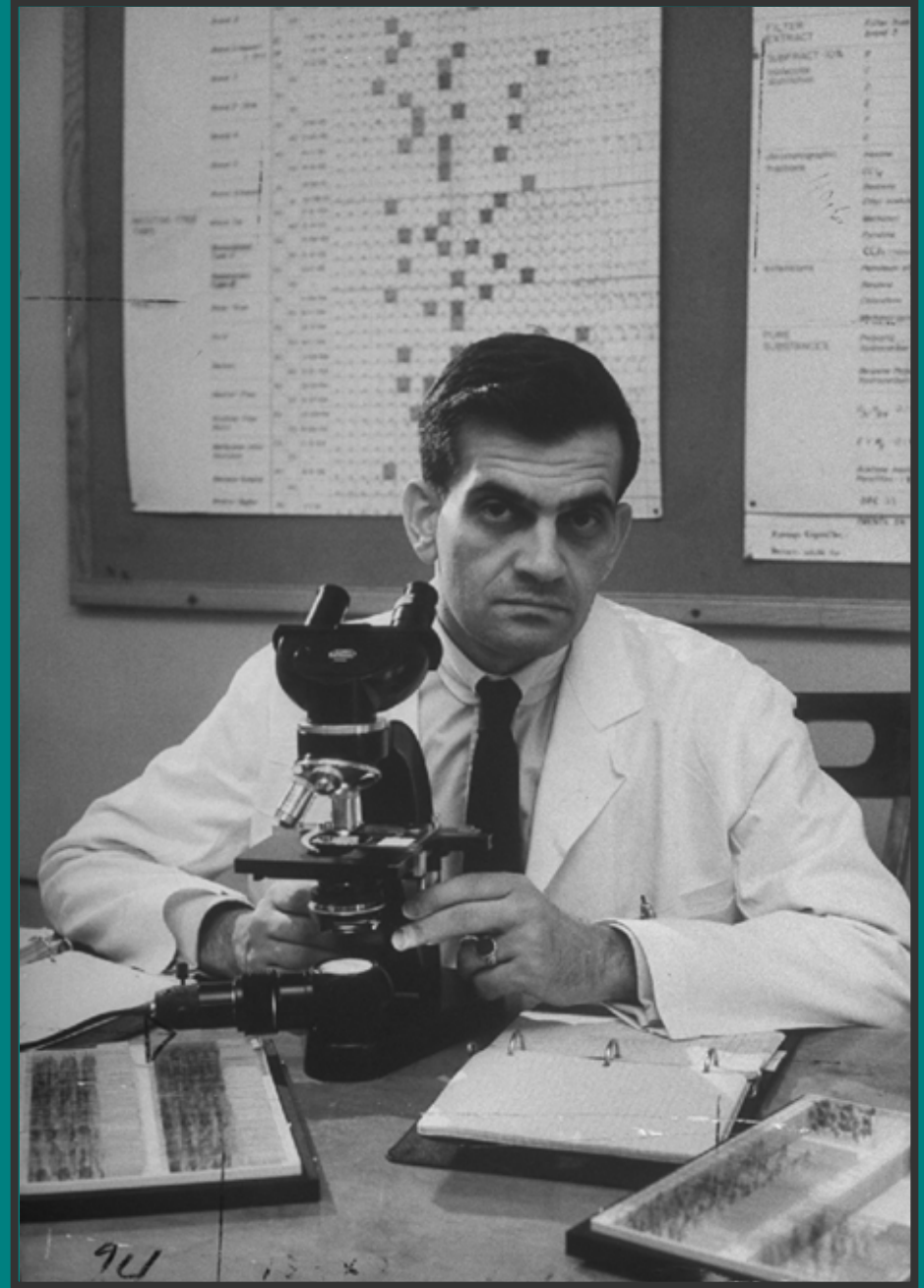
■ Cigarettes sold in billions

■ Deaths in thousands





Richard Doll



Ernst Wynder

Eye-witness Reports...

IT is one thing to *read* results in a published research. Quite another to *see* them with your own eyes.

PUBLISHED STUDIES* SHOWED WHEN SMOKERS CHANGED TO PHILIP MORRIS SUBSTANTIALLY EVERY CASE OF THROAT IRRITATION DUE TO SMOKING CLEARED COMPLETELY, OR DEFINITELY IMPROVED.

But may we suggest that you make your own tests?



PHILIP MORRIS

PHILIP MORRIS & Co., LTD., INC.
115 FIFTH AVENUE, NEW YORK, N. Y.

*N. Y. State Journ. Med. 37, No. 12, 1937
Laryngoscope 1937, XLV, No. 2, 149-154

TO THE DOCTOR WHO SMOKES A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

"don't smoke"...

*IS ADVICE HARD FOR
PATIENTS TO SWALLOW!*

May we suggest, instead,
SMOKE "PHILIP MORRIS"?
Tests* showed 3 out of every
4 cases of smokers' cough
cleared on changing to
PHILIP MORRIS. Why not
observe the results for
yourself?

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154

TO THE PHYSICIAN WHO SMOKES A PIPE: We suggest an unusually fine new blend—COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

"I'm going to grow a hundred years old!"

...and possibly she may—for the amazing strides of medical science have added years to life expectancy

It's a fact—a warm and wonderful fact—that this five-year-old child, or your own child, has a life expectancy almost a whole decade longer than was her mother's, and a good 18 to 20 years longer than that of her grandmother. Not only the expectation of a longer life, but of a life by far healthier. Thank medical science for that. Thank your doctor and thousands like him...making craniously, often with little or no public recognition...that you and yours may enjoy a longer, better life.



According to a recent Nationwide survey:

More Doctors smoke Camels
than any other cigarette!

NOT ONE but three outstanding independent research organizations conducted this survey. And they asked not just a few thousand, but 113,397, doctors from coast to coast to name the cigarette they themselves preferred to smoke.

The answers came in by the thousands...from general physicians, diagnosticians, surgeons—you, and nose and throat specialists too. The most-named brand was Camel.

If you are not now smoking Camels, try them. Compare them critically. See how the full, rich flavor of Camel's costlier tobaccos suits your taste. See how the real mildness of a Camel suits your throat. Let your "T-Zone" tell you (are right).



THE "T-ZONE" TEST WILL TELL YOU



The "T-Zone"—T for taste and T for throat—is your own private guide for any cigarette. Take your taste and throat test before which cigarette name first to try...it sure it always test them. On the basis of the experience of many, many millions of smokers, we believe Camels will not lose "T-Zone" to a "T".

CAMELS *Costlier Tobaccos*

How mild can a cigarette be?

DOCTORS REPORT

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported:

"NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING—CAMELS!"

SMOKERS REPORT

"I MADE MY OWN PERSONAL 30-DAY TEST! NOW I KNOW...CAMELS ARE THE MILDEST, BEST-TASTING CIGARETTE I EVER SMOKED!"

Sylvia MacNeill
SECRETARY

According to a Nationwide survey:

More Doctors smoke Camels
than any other cigarette



Doctors smoke for pleasure, too! And when three leading independent research organizations asked 113,397 doctors what cigarette they smoked, the brand named most was Camel!

NOSE, THROAT,

and Accessory Organs not Adversely Affected by Smoking Chesterfields

FIRST SUCH REPORT EVER PUBLISHED ABOUT ANY CIGARETTE

A responsible consulting organization has reported the results of a continuing study by a competent medical specialist and his staff on the effects of smoking Chesterfield cigarettes.

A group of people from various walks of life was organized to smoke only Chesterfields. For six months this group of men and women smoked their normal amount of Chesterfields—10 to 40 a day. 45% of the group have smoked Chesterfields continually from one to thirty years for an average of 10 years each.

At the beginning and at the end of the six-months

period each smoker was given a thorough examination, including X-ray pictures, by the medical specialist and his assistants. The examination covered the sinuses as well as the nose, ears and throat.

The medical specialist, after a thorough examination of every member of the group, stated: "It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarettes provided."



ASK YOUR DEALER FOR CHESTERFIELD—EITHER WAY YOU LIKE 'EM

★ CONTAINS TOBACCO OF BETTER QUALITY & HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

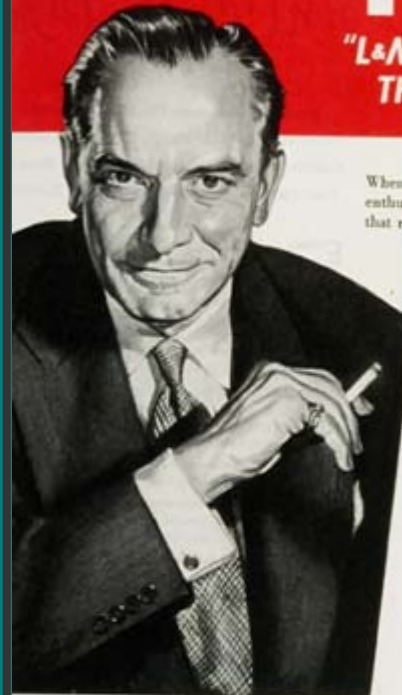
Buy **CHESTERFIELD** *Much Milder*

Copyright 1952, Liggett & Myers Tobacco Co.

Fredric March says...

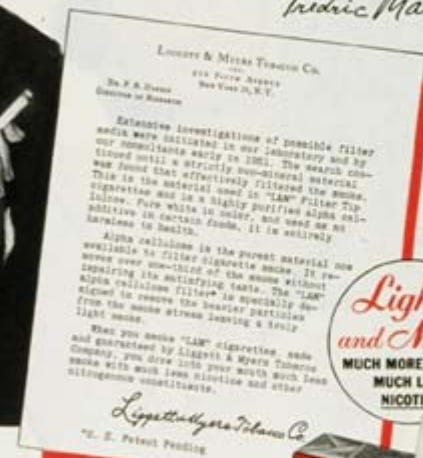
THIS IS IT

"L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"



When I read Dr. Darkie's letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

Fredric March



Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

ONLY L&M FILTERS GIVE YOU ALL THIS...

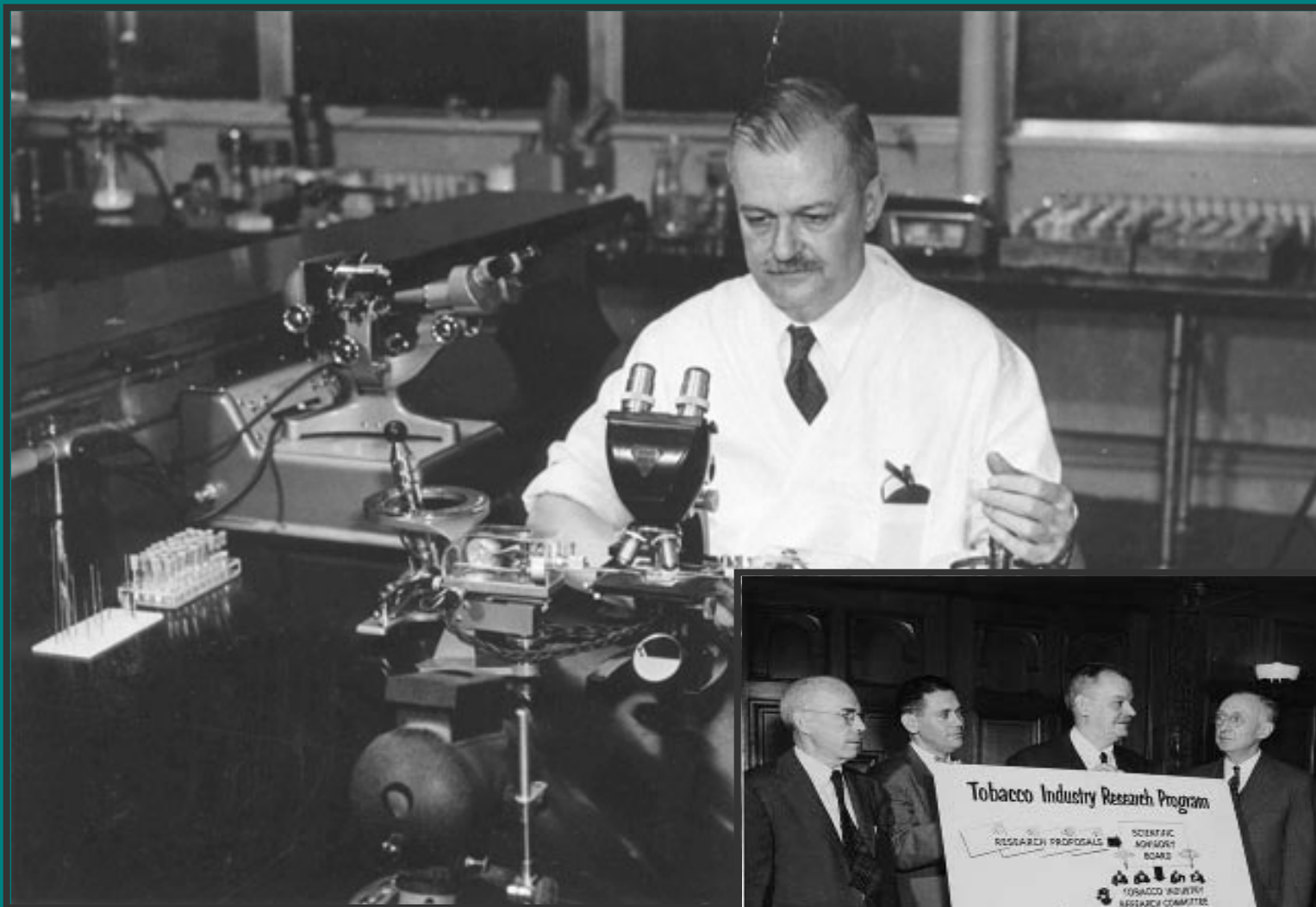
1. Effective Filtration, from a Strictly Non-Mineral Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.
2. Selective Filtration—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
3. Much Less Nicotine—the L&M Filter* removes one-third of the smoke, leaving you all the satisfaction.
4. Much More Flavor and Aroma. At last a filter tip cigarette with plenty of good taste. Reason—L&M Filters* premium quality tobacco, a blend which includes special aromatic types.

*U.S. Patent Pending



FILTER TIP
Cigarettes





C.C. Little and the Tobacco Industry Research Committee



Source: Manuscripts & Archives, Yale University Library
Produced for reference use only. msa.yale.edu/0138/

A Frank Statement to Cigarette Smokers

RECENT REPORTS on experiments with mice have given wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings.

Although conducted by doctors of professional standing, these experiments are not regarded as conclusive in the field of cancer research. However, we do not believe that any serious medical research, even though its results are inconclusive should be disregarded or lightly dismissed.

At the same time, we feel it is in the public interest to call attention to the fact that eminent doctors and research scientists have publicly questioned the claimed significance of these experiments.

Distinguished authorities point out:

1. That medical research of recent years indicates many possible causes of lung cancer.

2. That there is no agreement among the authorities regarding what the cause is.

3. That there is no proof that cigarette smoking is one of the causes.

4. That statistics purporting to link cigarette smoking with the disease could apply with equal force to any one of many other aspects of modern life. Indeed the validity of the statistics themselves is questioned by numerous scientists.

We accept an interest in people's health as a basic responsibility, paramount to every other consideration in our business.

We believe the products we make are not injurious to health.

We always have and always will cooperate closely with those whose task it is to safeguard the public health.

For more than 300 years tobacco has given solace, relaxation, and enjoyment to mankind. At one time or another during those years critics have held it responsible for practically every disease of the human body. One by one these charges have been abandoned for lack of evidence.

Regardless of the record of the past, the fact that cigarette smoking today should even be suspected as a cause of a serious disease is a matter of deep concern to us.

Many people have asked us what we are doing to meet the public's concern aroused by the recent reports. Here is the answer:

1. We are pledging aid and assistance to the research effort into all phases of tobacco use and health. This joint financial aid will of course be in addition to what is already being contributed by individual companies.
2. For this purpose we are establishing a joint industry group consisting initially of the undersigned. This group will be known as TOBACCO INDUSTRY RESEARCH COMMITTEE.
3. In charge of the research activities of the Committee will be a scientist of unimpeachable integrity and national repute. In addition there will be an Advisory Board of scientists disinterested in the cigarette industry. A group of distinguished men from medicine, science, and education will be invited to serve on this Board. These scientists will advise the Committee on its research activities.

This statement is being issued because we believe the people are entitled to know where we stand on this matter and what we intend to do about it.

TOBACCO INDUSTRY RESEARCH COMMITTEE

5400 EMPIRE STATE BUILDING, NEW YORK 1, N. Y.

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TOBACCO ASSOCIATES, INC.
(the successors of the late J. B. Watson, President)
J. B. Watson, President

UNITED STATES TOBACCO COMPANY
J. W. Ferguson, President

Doubt is our product since it is the best means of competing with the "body of fact" that exists in the mind of the general public. It is also the means of establishing a controversy. Within the business we recognize that a controversy exists. However, with the general public the consensus is that cigarettes are in some way harmful to the health.

Regulation that Undermines Regulatory Goals

Discussion followed with respect to the likelihood of labeling being imposed upon the industry. It was the consensus of all who spoke that this was probably inevitable and, after lengthy discussion, it was felt that Congressional action would be preferable, particularly if it preempted the field and rendered unlikely the possibility of numerous state laws being enacted. It was agreed that F.T.C. action in this field would not help us along the lines of preemption but might be of practical significance. The Ad Hoc Committee was directed to prepare a form of bill for Congressional action which would preempt the field. The bill would then be examined by the various executives. Such a bill is in the process of drafting.

Anonymous, "Re: Meetings of January 17, 20, 1964," 23 January 1964, Bates Nos. LG2008157-LG2008164, <http://tobaccodocuments.org/youth/AmToLIG19640123.Me.html>.

Federally Mandated Package Labels

Caution: Cigarette Smoking May Be
Hazardous to Your Health
January 1, 1966

Warning: The Surgeon General Has Determined
that Smoking is Dangerous to Your Health
January 1, 1970

Exemptions from legislation

- Fair Labeling and Packaging Act (1966)
- Controlled Substances Act (1970)
- Consumer Products Safety Act (1972)
- Federal Hazardous Substances Act (1960)
 - Administered by the Consumer Products Safety Commission
 - Consumers Product Safety Commission Amendments Act (1975)

Colman McCarthy

May 23, 1975
Washington Post

Cigarettes and Politics

Congress is regularly blamed—by
But for some observers, the law had

Colman McCarthy

May 23, 1975
Washington Post

Cigarettes and Politics

"to induce cancer when ingested by
man or animal." Years later, the Dela-
ney amendment was part of the broom
that swept cyclamates from America's
table.

Attempts to weaken or abolish these
two laws have been made, but the ef-
forts have failed. The bonus of their
unexpected power has stood. The ef-
fects of still another law—the Hazard-
ous Substances Act of 1960—are now
reaching into territories that no one
foresees. The nature of that 15-year-old

greater the amount of fat inhaled, the
greater the health hazard. This Com-
mission has no statutory power to pre-
scribe the use of cigarettes after their
sale to the smoker. The only alterna-
tive is the elimination of as much of
the inherent risk in cigarette smoking
as is feasible before the product
reaches the smoker."

The Consumer Product Safety Com-
mission, on a 3-2 vote, rejected the pe-
tition. Soon after, convinced that the
words of the law were as strong as



jects itself as an agency of candor and
diligence. Two questions can be asked.
Is the commission trying to avoid the
issue because it knows that if anything
was going to be done against the men-

fort on a cause hopelessly lost? Or is
the commission about to sink into the
mediocrity that characterizes so many
other regulatory agencies, and be con-
tent to issue tough standards for haz-
ardous playpens and tricycles while
ducking an issue in which, according
to Sen. Moss, "hundreds of thousands
of lives" are at stake?

lobby which had its interests well pro-
tected in Congress but also to many
citizens who would resent the govern-
ment's tampering with smoking pleas-
ures.

Congress has never threatened the
\$14 billion-a-year tobacco industry
before; the question now is whether or
not it will allow an issue of safety and
health even to be discussed.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

1984

For nearly twenty years, this industry has employed a single strategy to defend itself on three major fronts -- litigation, politics, and public opinion.

While the strategy was brilliantly conceived and executed over the years helping us win important battles, it is only fair to say that it is not - nor was it intended to be - a vehicle for victory. On the contrary, it has always been a holding strategy, consisting of

- creating doubt about the health charge without actually denying it
- advocating the public's right to smoke, without actually urging them to take up the practice
- encouraging objective scientific research as the only way to resolve the question of health hazard

Fred Panzer and Horace R. Kornegay, "The Roper Proposal," Tobacco Institute, 1 May 1972, Bates Number: TIOK0000424/0427, <http://legacy.library.ucsf.edu/tid/rdv91f00>.

After millions of dollars and over 20 years of research:

The question about smoking and health is still a question.

Reprinted from the Washington Post and other newspapers
Tuesday, December 1, 1970

For the past two decades, hundreds of scientists have performed thousands of experiments and written millions of words in a dedicated effort to explore the question of smoking and health.

Result. So far, in spite of this massive effort, there are eminent scientists who question whether any causal relationship has been proved between cigarette smoking and human disease—including lung cancer, coronary heart disease, or emphysema. They believe that years more of exhaustive investigation will be required to clear up what is indeed now a muddy picture.

What has been learned is this: establishing cause-and-effect relationships, which have been claimed to exist by government agencies and other groups, is much more complex than originally thought. In fact, even those who claim a cause-and-effect relationship has been proved admit that no particular ingredient, as it occurs in cigarette smoke, has been demonstrated as the cause of any particular disease.

Who sponsored the research

There are those who believe that voluntary health associations have provided the money for most of this research. Others think it was strictly a project of the various U.S. Government departments.

It is true that both have been . . . and continue to be . . . active in this field. But—a major portion of this scientific inquiry has been financed by the people who know the most about cigarettes and have a great desire to learn the truth . . . the tobacco industry.

And the industry has committed itself to this task in the most objective and scientific way possible.

A \$35,000,000 program

In the interest of absolute objectivity, the tobacco industry has supported totally independent research

efforts with completely non-restrictive funding.

In 1954, the industry established what is now known as CTR, the Council for Tobacco Research—USA, to provide financial support for research by independent scientists in all phases of tobacco use and health. Completely autonomous, CTR's research activity is directed by a board of ten scientists and physicians who retain their affiliations with their respective universities and institutions. This board has full authority and responsibility for policy, development and direction of the research effort. Each researcher receiving a grant has complete freedom to publish the results of his work, whatever the results may be. As of this year, CTR has made grants totaling over 17 million dollars.

In 1964, the tobacco industry made a commitment for additional independent research that now amounts to 18 million dollars. This commitment was made to AMA-ERF, the Education and Research Foundation, which is a research arm of the American Medical Association. The ERF, like the CTR, makes grants for scientific research with complete freedom and autonomy.

What they did

As of November 1970, the Council for Tobacco Research alone has awarded 396 separate grants to scientists in 189 medical schools, hospitals and institutions in this country and five other countries.

The Education and Research Foundation has awarded 168 grants to scientists in more than 70 medical and research institutions.

The combined commitment by the tobacco industry for those projects presently amounts to over 35 million dollars. In fiscal 1969, for example, the tobacco industry's commitment in this area was more than any government department . . . and millions more than the research expenditure on smoking

and health reported for the same period by all the voluntary health associations combined.

What they found

The findings of research studies funded in whole or in part by CTR have already resulted in publication of 835 scientific papers in professional literature. Those sponsored by the Education and Research Foundation have resulted in the publication of 280 reports.

1115 reports in all. Through this work much valuable data have been produced about lung cancer, heart disease, chronic respiratory ailments and other diseases. However, there's still a lot more to be learned.

The findings are not secret

All the above reports have been published in medical and scientific journals in the United States and other parts of the world.

These documents are available to scientists and doctors interested in pursuing the scientific truths on the smoking and health issue.

The work should go forward

There are eminent scientists who believe that the question of smoking and health is an open one and that research in this area must go forward.

From the beginning, the tobacco industry has believed that the American people deserve objective, scientific answers.

With this same credo in mind, the tobacco industry stands ready today to make new commitments for additional valid scientific research that offers to shed light on new facets of smoking and health.

These facts and statements are presented by The Tobacco Institute in the belief that the many controversial questions concerning smoking and health must ultimately be answered by further scientific research and new knowledge—and that full, free, and informed public discussion is essential in the public interest.



For further information, we invite you to read "The Cigarette Controversy." Write to:

The Tobacco Institute
1776 K Street, N.W.
Washington, D. C. 20006

TIMN 0081352 T 27637

Tobacco Institute, "The Question about Smoking and Health Is Still a Question," *Washington Post* (etc.), 1 December 1970, Bates Number: TIMN0081352, <http://legacy.library.ucsf.edu/tid/szs92f00>.

Tobacco Document Websites

<http://legacy.library.ucsf.edu/>

<http://tobaccodocuments.org/>

Cultural Ideals that Undermine Public Health and Regulatory Efforts



Carol Chao, Calif. Cong. Rep. & a non-smoker. But she's angry with the Government's decision to pursue more and more legislation against smokers.

**"THE SMELL OF
CIGARETTE SMOKE ANNOYS ME.
BUT NOT NEARLY AS MUCH AS THE
GOVERNMENT
TELLING ME WHAT TO DO."**

TOGETHER, WE CAN WORK IT OUT

"COME OUT SLOWLY SIR, WITH YOUR CIGARETTE ABOVE YOUR HEAD."

The situation above may seem implausible at first. But right now, the Government is trying to compare cigarettes to heroin and cocaine. They are also proposing to entirely prohibit smoking in public places, company cars, trucks and any place of business entered by ten or more people a week.

These same proposals could also affect your private home as you could be forbidden to smoke anytime a workman or repairman visits. In addition, a cigarette tax increase of 300% is being considered.*

This is nothing less than an attempt at tobacco prohibition, something that will have serious implications for Americans.

Earlier this year, the Canadian Government was forced to rollback the exorbitant cigarette tax they introduced just two years ago. Organized criminal gangs controlled a huge smuggling market, creating a climate of fear and violence throughout the country. California, which raised its cigarette taxes to fund health education, reports that 7% of the entire tobacco market consists of illegal cigarettes.** Higher taxes will only make things worse.

Despite the Government's denials, the proposed tax increases and the avalanche of other anti-tobacco legislation are all simply forms of backdoor prohibition. Has the Government given any thought to the consequences?

This opinion is brought to you in the interest of an informed debate by the R.J. Reynolds Tobacco Company. We believe that the answer to most smoking issues lies in accommodation, in finding ways in which smokers and non-smokers can co-exist peacefully. For further information please call 1-800-95 NO BAN (1-800-956-6226).

*House of Representatives bill No. 3424 and Dept. of Labor, OSHA Docket No. H-122, Indoor Air Quality, Proposed Rule, 4/4/91. See H.R. 3600 and S. 1757 **California State Revenue Board.



The Government is proposing to make it illegal for you to smoke in your own home anytime a workman or repairman visits. It's part of a massive effort to prohibit smoking that will allow the Government to make decisions for individual citizens that have always been matters of personal choice.

I oppose all government efforts to prohibit smoking. I want to protect my right to smoke ... at work, in public, at home. (PLEASE PRINT)

NAME _____

ADDRESS _____

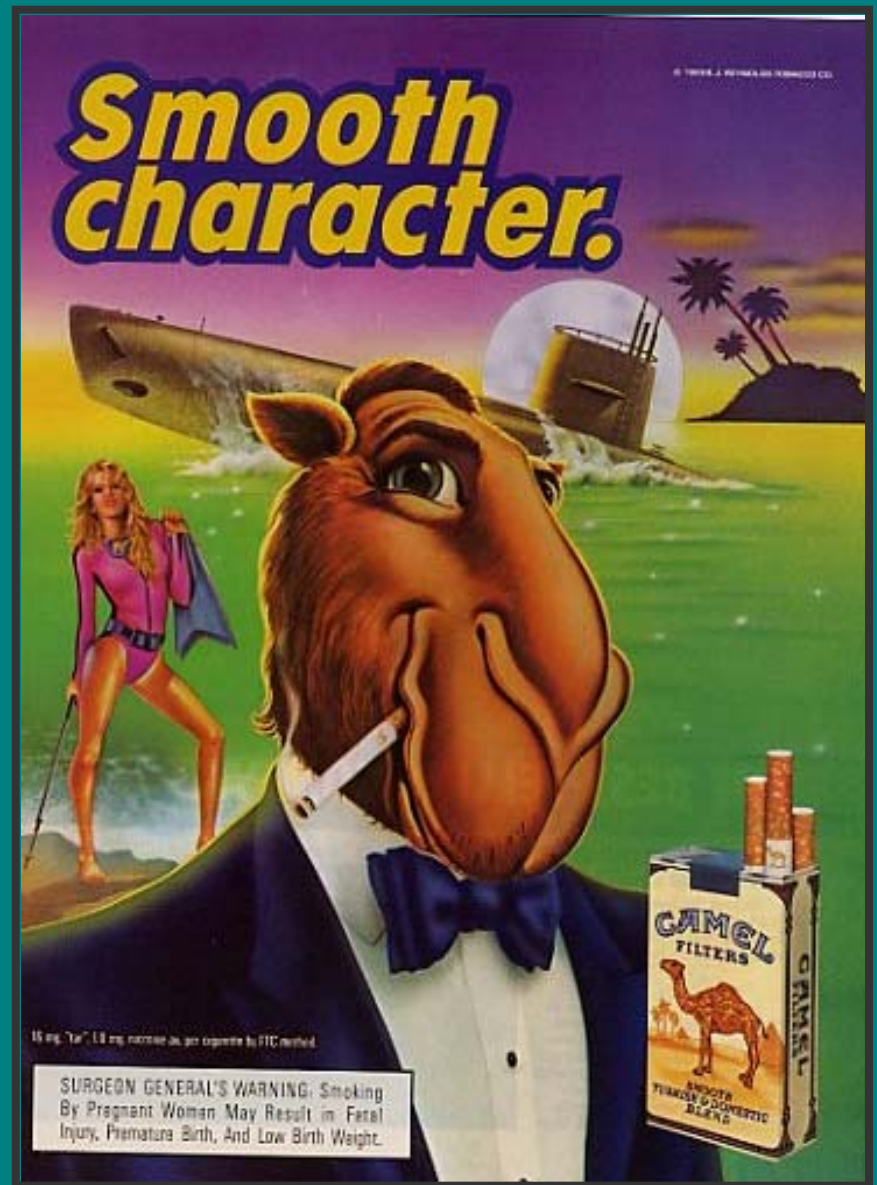
CITY _____ STATE _____ ZIP _____

PHONE (_____) _____

SIGNATURE: I certify I am 21 or older. _____

MAIL TO:
R.J. Reynolds Tobacco Company
P.O. Drawer N
Winston-Salem, NC 27108





Seeking New, Less Regulated Markets in the Developing World



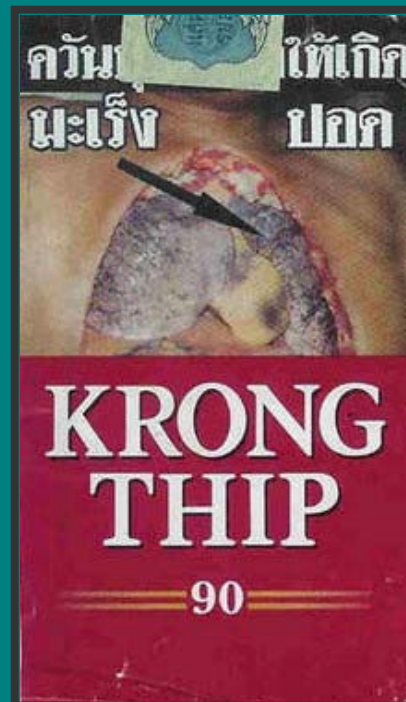
Canada



Brazil

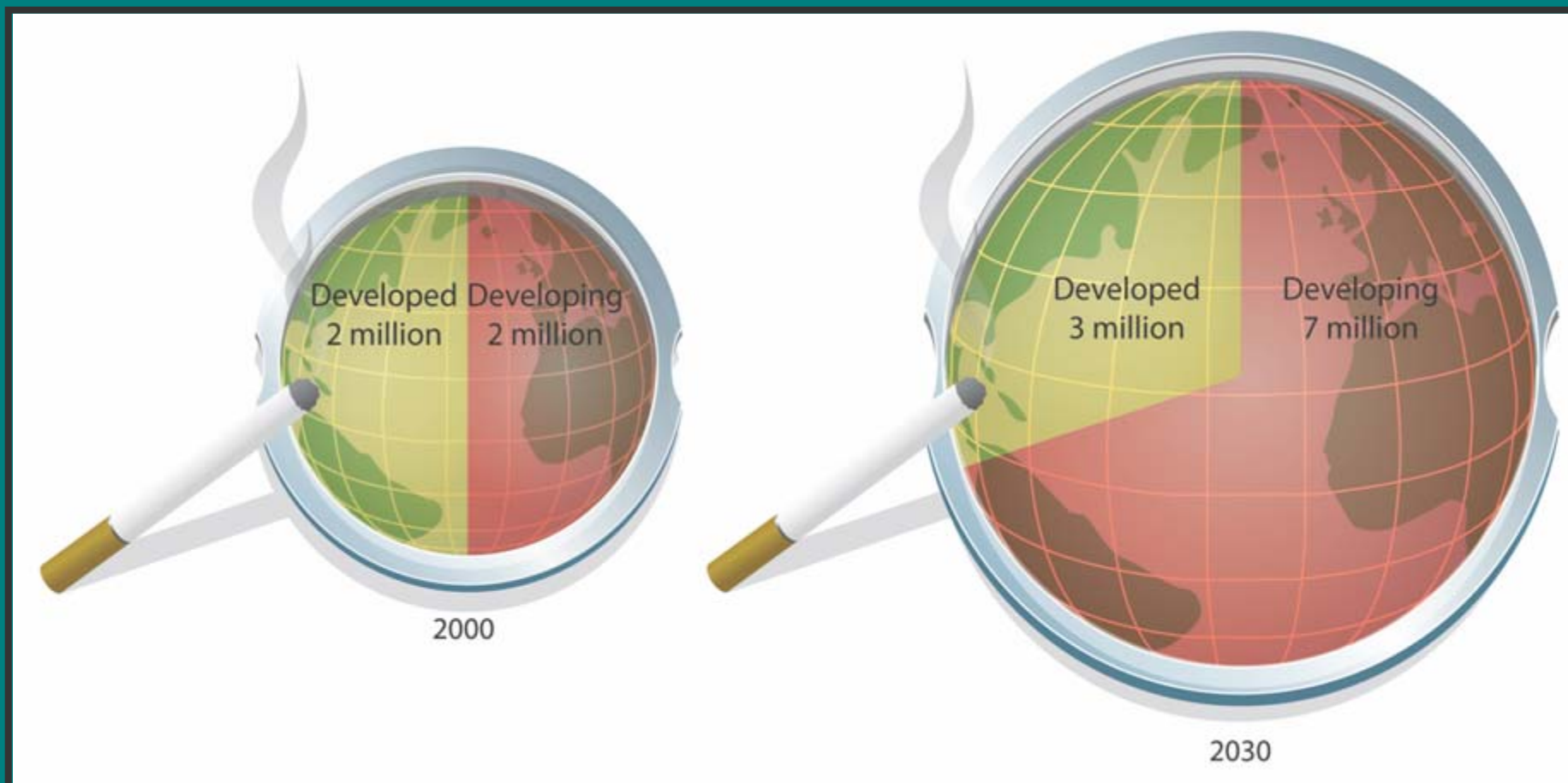


Australia



Thailand

Deaths from tobacco-related diseases in the developed and developing world, 2000 and 2030

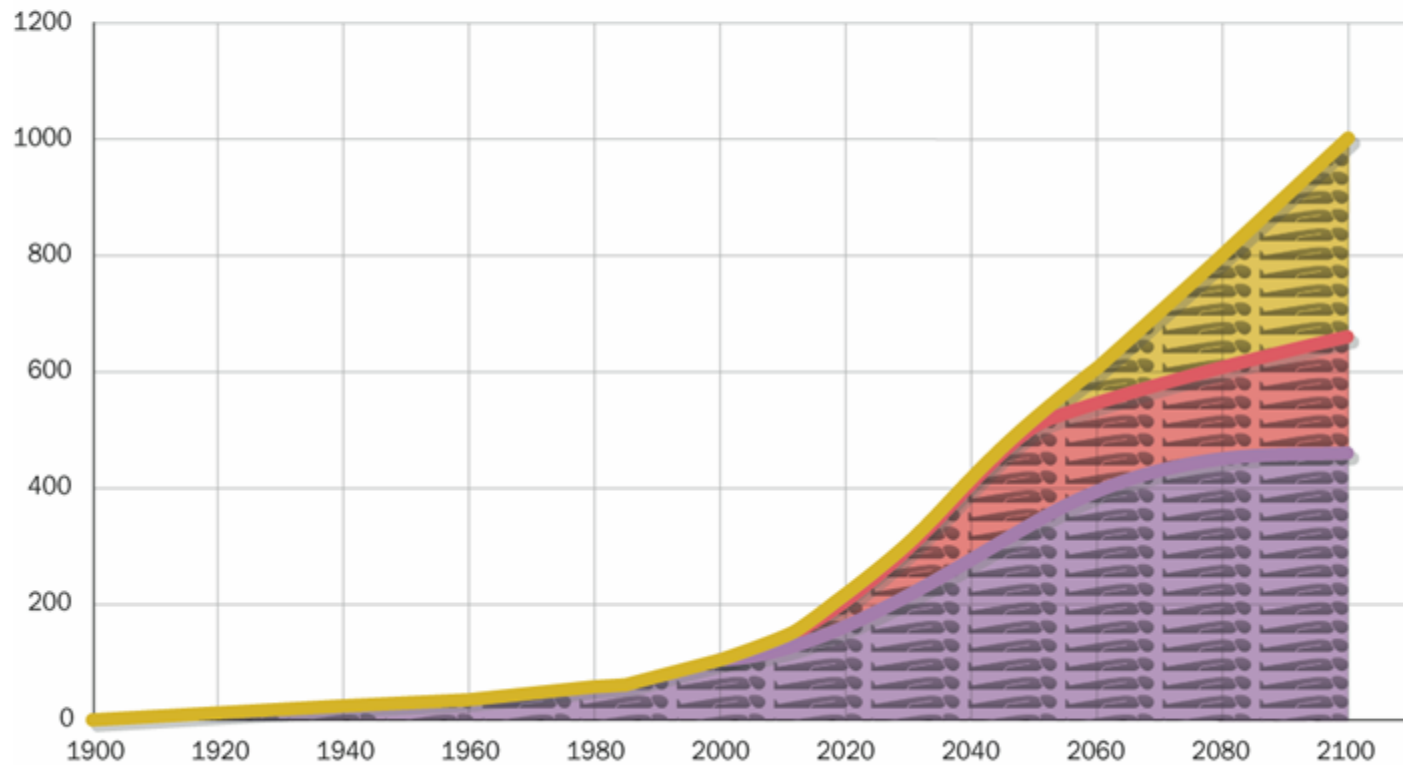


Source: Judith Mackay and Michael Eriksen, *The Tobacco Atlas*, Geneva: World Health Organization, 2000.

Projected total global deaths from cigarette use

In millions

- If consumption remains constant
- If the proportion of young adults taking up smoking halves by 2020
- If adult consumption halves by 2020



Proctor, Robert N. "Tobacco and the Global Lung Cancer Epidemic." *Nature Reviews* 1 (2001): 82-88.



PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017



To: Mr. P. D. Smith
From: R. R. Millhiser
Subject: Anti-Cigarette Commercials

Date: February 20, 1969

In addition, how about trying to get each anti-cigarette commercial to carry a piggyback to make the statements more balanced. In effect, each commercial would be a complete fairness doctrine vehicle, for each one would carry the anti-cigarette commercial viewpoint free as well as a more objective viewpoint free.

One suggestion: "Caution: Cigarette smoking may be injurious to your health--or it may not be."

RRM:dk

1. The warning on the package could no longer be considered as an effective defense in health litigation because the ads would make it a jury question as to whether the effect of the warning had been diluted.

2. Plaintiff's lawyers in health litigation could be expected to contend that the ads constituted assurances of safety, either expressly or impliedly, and this could form a basis for recovery of damages in any given case.

David R. Hardy, "Subject: Project A [Advertisements and Potential Litigation]," 1 January 1970, Bates Nos: 1003059214-1003059222, http://tobaccodocuments.org/bliley_pm/20840.html.

TO MR.	A. Y. YEAMAN	
DEPT.		
CC TO MR.		<input type="checkbox"/>
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" " "		<input type="checkbox"/>
" " "		<input type="checkbox"/>
FROM MR.	J. V. BLALOCK	vt
DATE	August 20, 1965	
SUBJECT		

cc 218 L

Brown & Williamson Tobacco Corporation
 LOUISVILLE 1, KENTUCKY
 INTERNAL CORRESPONDENCE



Ultimately, of course, will come July 1, 1969, when the restriction on advertising labeling will officially terminate. That the FTC will use all the intervening time to prepare for this day of liberation, unless hampered, is one of life's greatest certainties.

John V. Blalock, "Memo from J.V. Blalock to A.Y. Yeaman re: Industry's position," 1965, Bates: 779064326-779064327.

NOSE, THROAT,

and Accessory Organs not Adversely
Affected by Smoking Chesterfields

**FIRST SUCH REPORT EVER PUBLISHED
ABOUT ANY CIGARETTE**

A responsible consulting organization has reported the results of a continuing study by a competent medical specialist and his staff on the effects of smoking Chesterfield cigarettes.

A group of people from various walks of life was organized to smoke only Chesterfields. For six months this group of men and women smoked their normal amount of Chesterfields – 10 to 40 a day. 45% of the group have smoked Chesterfields continually from one to thirty years for an average of 10 years each.

At the beginning and at the end of the six-months

period each smoker was given a thorough examination, including X-ray pictures, by the medical specialist and his assistants. The examination covered the sinuses as well as the nose, ears and throat.

The medical specialist, after a thorough examination of every member of the group, stated: "It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-months period by smoking the cigarettes provided."

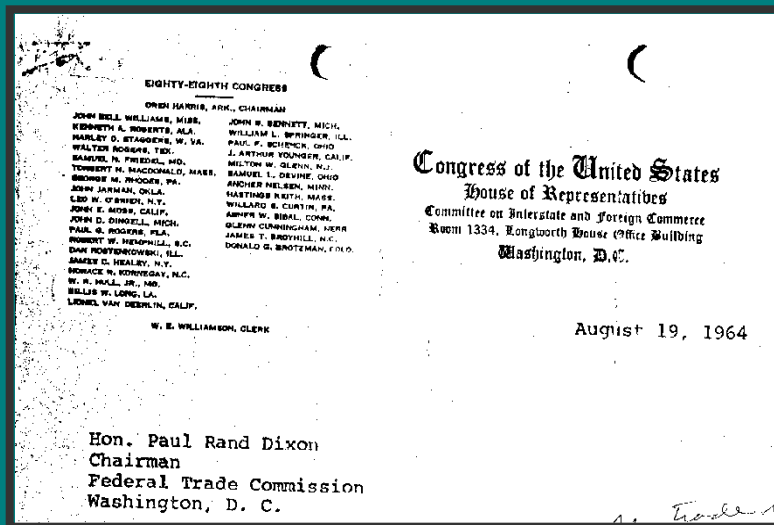
ASK YOUR DEALER
FOR CHESTERFIELD...
EITHER WAY YOU
LIKE 'EM



★
CONTAINS TOBACCO
OF BETTER QUALITY &
HIGHER PRICE THAN ANY
OTHER KING-SIZE
CIGARETTE

Buy CHESTERFIELD *Much Milder*

Copyright 1952, Lorain & Mace Tobacco Co.



In view of these considerations, I have been directed by the Committee to request the Commission to postpone the effective date of the application of its trade regulation rule with respect to labeling of cigarette packages to coincide with the July 1, 1965 effective date applicable to advertising, so as to permit adequate time for the 89th Congress to consider appropriate labeling legislation and thus to avoid any unnecessary delay in protecting the public's health in this area.

Sincerely yours,

/s/ *Oren Harris*
OREN HARRIS, M.C.
CHAIRMAN

III

WHY WARNINGS SHOULD BE GIVEN--THEIR FUNCTION GENERALLY

From strictly a litigation point of view, you should warn so that your product is not held to be unreasonably dangerous and therefore defective. You are required to call to the attention of the purchaser those dangers involved in the use of your product of which he cannot be expected to know. Once the purchaser is informed of a danger, the burden of any injuries incurred from that danger should shift to him. If the risk of danger is one which may be avoided by heeding the warning and properly using the product, then his failure to heed the warning should prevent him from recovering from the seller.

Presidents of the Tobacco Institute

George Allen 1961-1966

Ambassador to Iran (1946-1948), Assistant Secretary of State for Public Affairs (1948-1949), U.S. Ambassador to Yugoslavia (1949-1953), U.S. Ambassador to India and Nepal (1953–1954), Assistant Secretary of State for Near Eastern, South Asian, and African Affairs (1953-1954), U.S. Ambassador to Greece (1956-1957), Director of the U.S. Information Agency (1957-1960).

Earle Clements 1966-1970

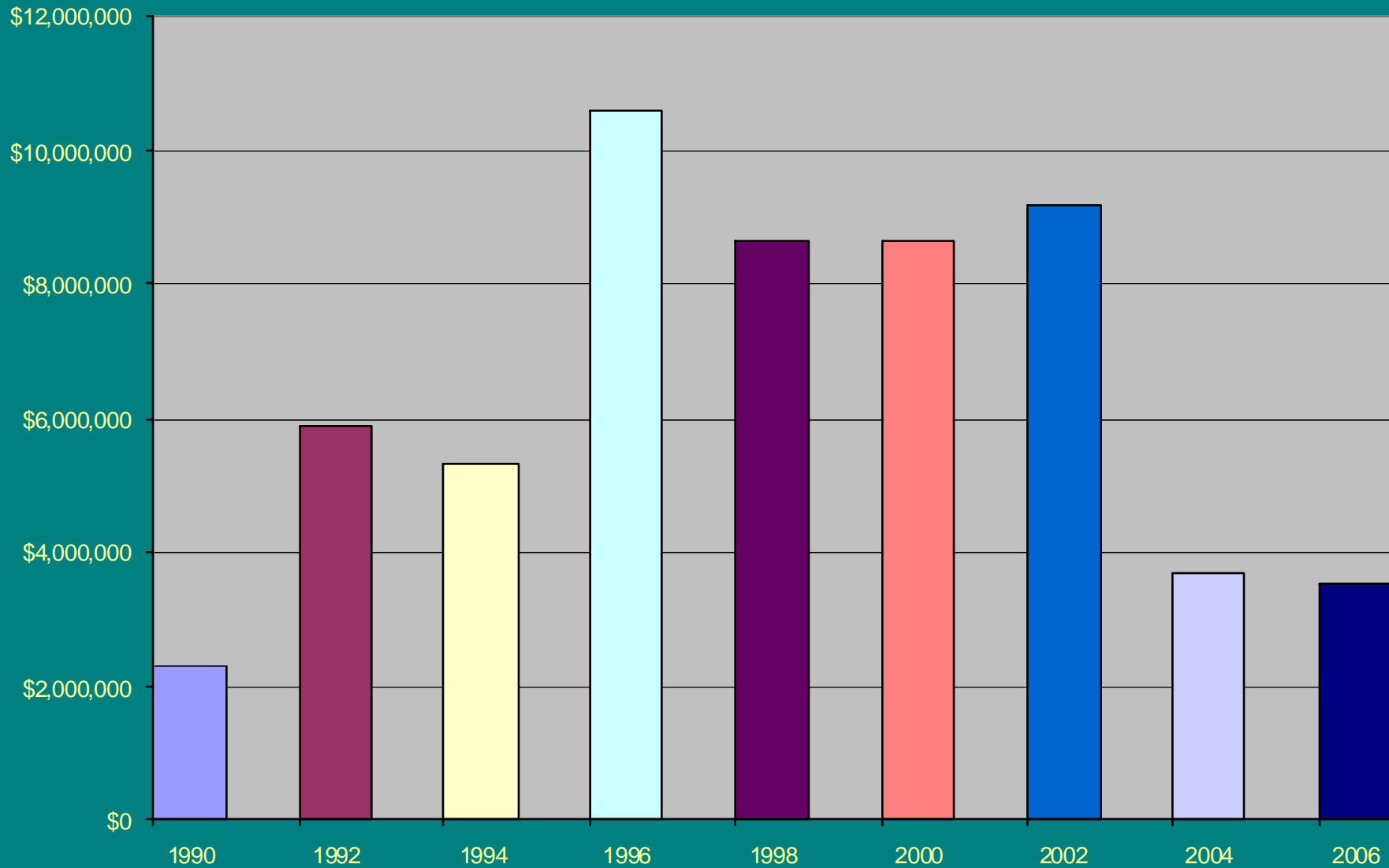
U.S. Representative (1945-1947), Governor (1947-1950) and U.S. Senator (1950-57) for the state of Kentucky, Senate Minority Whip (1953-1955), Senate Majority Whip (1955-1957).

Horace Kornegay 1970-1981

U.S. Representative, North Carolina (1961-1969).

Samuel Chilcote 1981-1999

Tobacco Industry Contributions to Federal Candidates, 1990-2006



Source: www.opensecrets.org