

"Smoking a cigarette for the beginner is a symbolic act...
"I am no longer my mother's child, I'm tough, I am an adventurer,
I'm not square'..."

(1969 draft report to the Philip Morris Board of Directors)



"Nicotine is addictive.

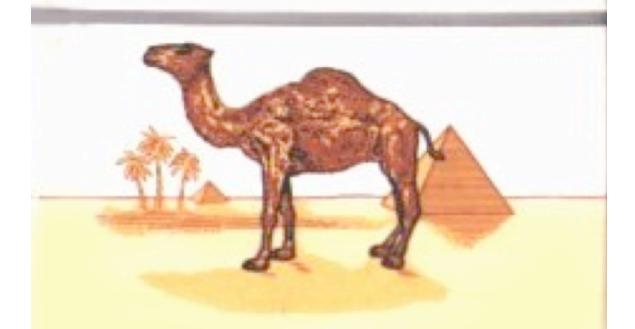


We are, then, in the business of selling nicotine, an addictive drug."

(Brown & Williamson 1963)

"Serious efforts to learn to smoke occur between ages 12 and 13."





Children love cartoons and these can be incorporated into the purchasing of cartons/packets of Camel cigarettes."

(Letter from Flanigan Enterprises to R.J. Reynolds Tobacco Development Co., 1988)





"British American Tobacco should learn to look at itself as a



rather than as a tobacco company."

(April 1980 memo by a team of BAT scientists)