



“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)



KING SIZE

***"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."**

"The concept is a simple one...  
a **children's video be  
made to advertise the  
Camel product.**



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)



**“Younger adults are the only source of replacement smokers. Repeated government studies have shown that: Less than one-third of smokers (31%) start after age 18.”**

RJR



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**“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)

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