

# DEATH IN THE MAILBOX

HOW TOBACCO COMPANIES RELENTLESSLY  
PURSUE THEIR CUSTOMERS

# **THE REACH OF THE TOBACCO INDUSTRY**

**TOBACCO COMPANIES SPEND A FORTUNE MAILING MATERIALS TO THE HOMES OF SMOKERS OR POTENTIAL SMOKERS.**

**THEY GET NAMES THROUGH SIGN UPS FOR CONTESTS, AT EVENTS, MAILING LISTS, SUBSCRIPTION LISTS, MEMBERSHIP LISTS, ETC.**

**THEY SEND INDIVIDUALS A WIDE VARIETY OF MATERIALS AIMED AT KEEPING THEM SMOKING AND KEEPING THEM SMOKING SPECIFIC BRANDS.**

# **INDUSTRY MAILINGS**

- **COUPONS FOR REDUCED PRICE CIGARETTES**
- **CONSUMER SURVEYS**
- **CATALOGS OF BRANDED ITEMS**
- **BIRTHDAY GREETINGS**
- **LETTERS TO ENCOURAGE SMOKERS TO PROTEST AGAINST TOBACCO CONTROL REGULATIONS**
- **EVENT PROMOTIONS FEATURING CIGARETTE BRANDS**
- **MAGAZINES THAT LOOK LIKE REGULAR MAGAZINES**

# Smoker's Rights & You.

The Government is preventing you from smoking in some of your favorite places. You don't like it. We don't either. So, who you gonna call? The Smokers' Rights Action Line. We have answers to problems smokers

face in bars, restaurants, the workplace, or just about anywhere.

So start taking action.

**Call 1-800-333-8683.**

Today, it's still a free country. It's your choice to light up.



© 1999 R.J. REYNOLDS TOBACCO CO.

## CAMEL

*Genuine Taste*

# UNLIMITED

ACTION  
ADVENTURE  
GOOD TIMES

WINTER 2004

PLUS  
**Out There**  
Where to Go and  
What to Do  
Near You

**SHRED ALERT!**  
Backcountry Snowboarding in the Grand Tetons

STING \* FAST CARS \* TRACY McGRADY \* SNO PRO RALLY \* HIGHTAIL IT: DENVER

# #Hair

SPRING 2001  
volume 3, Issue 1

## You Go, Girl!

217 ideas, experts  
& examples on how  
to live your dream

### fashion forward>>

print pizzazz

job jazz

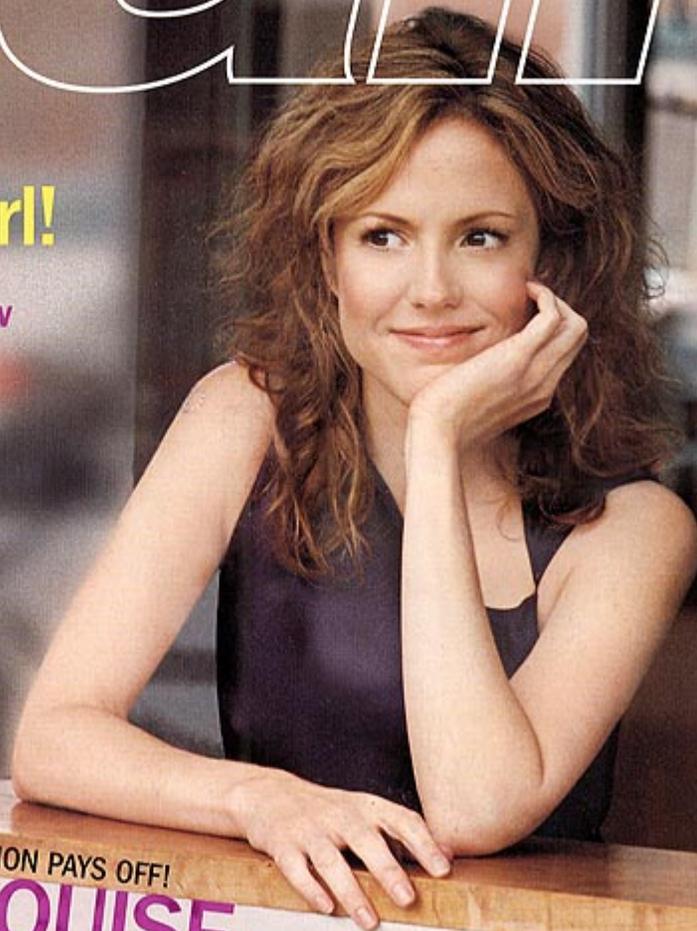
spring's best makeup

### get kinky with your hair

reaping the  
rewards of risk

PROOF POSITIVE THAT PASSION PAYS OFF!

MARY-LOUISE  
PARKER



**KOOL**  
PLAY-A-HOUSE  
SPADES SLAM

Thank you for visiting [www.spadeslam.com](http://www.spadeslam.com)! Here is a little keepsake from KOOL to keep up your Spades skills while having fun with friends.

Your suggestions about the website and Spades Slam tournament would be very much appreciated. Send a message to [spadesmaster@spadeslam.com](mailto:spadesmaster@spadeslam.com) or call 1-800-811-0961 to voice your opinion.

Yours truly,  
The KOOL People

100% King "tar" 1.1 mg. nicotine av. per cigarette by FTC method. Tar amount of tar and nicotine av. per tar. This product is not for sale in the following states: CA, HI, IL, IN, MD, MI, MN, NY, OH, PA, RI, VA, VT, WA, WI, WY. For more information visit [www.kool.com](http://www.kool.com). ©2005 KOOL TOBACCO CO.

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



**FREE FLIP FLOPS for you.  
And a pair for a friend, too.\***

Just pick your style, find your size, and send in your form.  
Pass the other form to a friend and they may get flip flops, too.  
Enjoy summer Parliament style.

\*Participation is limited to smokers 21 years of age  
or older. See order forms for details.



**LOW GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**



will be floppin' your way.





Sundress • Free with 150 pack UPCs



Tumbler Set  
Free with 100 pack UPCs



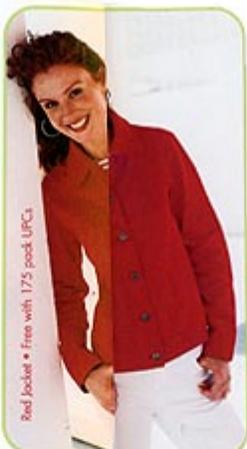
Beach Tote  
Free with 65 pack UPCs



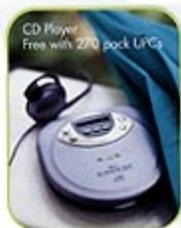
Beach Towel  
Free with 85 pack UPCs



Umbrella  
Free with 100 pack UPCs



Red Jacket • Free with 175 pack UPCs



CD Player  
Free with 270 pack UPCs



Flip-flops with Case  
Free with 40 pack UPCs



Raincoat  
Free with 200 pack UPCs



Wind Chime  
Free with 40 pack UPCs



Lobster Dinner Case  
Free with 350 pack UPCs

order up all things fabulous...order up all things fabulous...order up all things fabulous...order up all



Lantern with Candles  
Free with 65 pack UPCs



Watering Can  
Free with 65 pack UPCs



Rocking Chair • Free with 375 pack UPCs



Silk Nightgown • Free with 125 pack UPCs



Free Carton Coupon  
Free with 180 pack UPCs



Flip-flops  
Free with 40 pack UPCs

\* Free product coupon offer valid in Minnesota, Utah and King County, WA

9 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

The amount of "tar" and nicotine you inhale will vary depending on how you smoke the cigarette.

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



Cigarette Case • Free with 65 pack UPCs



**Marlboro**

# CAMEL CASH



**The funny  
money that's  
no joke.**

# SHOW ME THE PLEASURE!



## WIN \$1,000,000

ONE \$1,000,000 PRIZE! ONE HUNDRED \$1,000 PRIZES!

Call Toll Free **1-877-4-SWEEPS** To Enter

1-877-479-3377

NO PURCHASE NECESSARY. Must be a legal U.S. resident and a smoker, age 21 or older. Sweepstakes void in MA, MI, FL, at retail in VA and where prohibited by law. Call 1-877-4-SWEEPS by 11:59 pm Eastern Time on 10/31/03 to enter and to obtain Official Rules. Touchtone phone required. Sweepstakes ends 10/31/03.

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Newport and Newport Medium are registered trademarks of Lorillard Tobacco Company.

Lights Box: 9 mg. "tar," 0.7 mg. nicotine; Medium Box: 11 mg. "tar," 1.0 mg. nicotine; Box: 16 mg. "tar," 1.2 mg. nicotine av. per cigarette by FTC method.

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



Pop this CD/CD-ROM into your computer or stereo for the complete audio/visual interaction.

To get the latest info on Koolhaas MIXX, call 877-604-KOOL (5665).

For the total Koolhaas MIXX experience, check out

[www.houseofmenthol.com](http://www.houseofmenthol.com)

IN ASSOCIATION WITH **VIBE**



THE HOUSE OF MENTHOL

Must be an adult smoker 21 years or older to access this website.

Feel the vibe and energy of the streets with Koolhaas MIXX Special Edition Packs. Available for a limited time only.



CELEBRATE THE SOUNDTRACK OF THE STREETS





# **TRINKETS & TRASH**

- **ONLINE SURVEILLANCE SYSTEM AND ARCHIVE OF TOBACCO PRODUCTS AND TOBACCO INDUSTRY MARKETING MATERIALS**
- **[WWW.TRINKETSANDTRASH.ORG](http://WWW.TRINKETSANDTRASH.ORG)**

# **RETURN TO SENDER: CONSUMERS TALK BACK TO BIG TOBACCO**

- LETTERS FEATURED IN THIS SLIDE SHOW WERE FOUND IN THE TOBACCO COMPANIES' FORMERLY SECRET DOCUMENTS THAT WERE MADE PUBLIC AFTER THE 1998 MASTER SETTLEMENT AGREEMENT.**
- THE LEGACY TOBACCO DOCUMENTS LIBRARY (AVAILABLE ONLINE) HAS ALL THE DOCUMENTS THAT HAVE BEEN RELEASED—APPROXIMATELY 7 MILLION DOCUMENTS.**

# BEARING WITNESS: HONORING THOSE WHO WROTE

- LETTERS FEATURED AT [WWW.NIGHTINGALESNURSES.ORG](http://WWW.NIGHTINGALESNURSES.ORG)
- NIGHTINGALES IS A GROUP OF NURSE ACTIVISTS WHO WORK TO FOCUS PUBLIC ATTENTION ON THE BEHAVIOR OF THE TOBACCO INDUSTRY AND ITS CONTRIBUTION TO THE PREVENTABLE EPIDEMIC OF TOBACCO-CAUSED DISEASE AND DEATH.

# NIGHTINGALES' GOALS

- **USE THE LETTERS FROM THE PUBLIC TO UNDERMINE THE INDUSTRY'S CLAIMS OF 'SOCIAL RESPONSIBILITY' AND 'SOCIETAL ALIGNMENT'**
- **HONOR THOSE WHO WROTE THEM**
- **USE NURSING'S CREDIBILITY WITH THE PUBLIC TO CHALLENGE INDUSTRY CREDIBILITY**
- **ENGAGE NURSES IN THE LARGER TOBACCO CONTROL BATTLES**

# **WHO WRITES TO THE TOBACCO COMPANIES?**

- **STRUGGLING SMOKERS**
- **BEREAVED SPOUSES**
- **GRIEVING PARENTS**
- **ORPHANED CHILDREN**
- **EMBITTERED FRIENDS AND FAMILY MEMBERS**



P.O. Box 834039  
Richardson, TX 75083-4039

*Removal of Name  
Pt. did thanks to you!  
ThankS a bunch Killer!!!*

PRST STD  
U.S. POSTAGE  
**PAID**  
R.J. REYNOLDS  
TOBACCO CO.

CHANGE SERVICE REQUESTED

#BYNCXXT \*AUTO \*\*\*\*\* 3-DIGIT 923

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R6-00

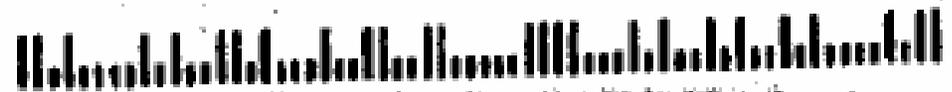
RUTH ROAMES

C003

700 E REDLANDS BLVD # 269

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REDLANDS CA 92373-6109

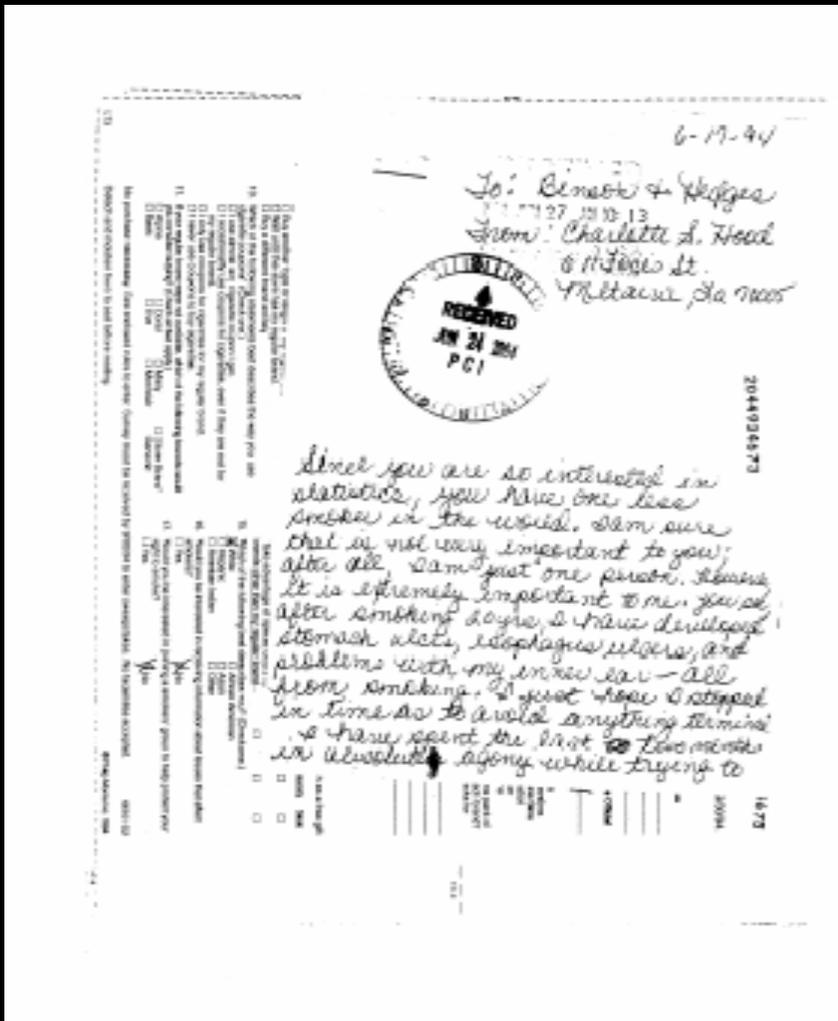


To remove your name from R.J. Reynolds Tobacco Company's mailing list, please send your mailing label to:  
Mailing List, P.O. Box 345, Winston-Salem, NC 27102-0345.

**MAILING RESTRICTED TO SMOKERS 21 YEARS OF AGE OR OLDER**

52285 8516

**LOUISIANA: SINCE YOU ARE SO INTERESTED IN STATISTICS, YOU HAVE ONE LESS SMOKER IN THE WORLD. I AM SURE THAT IS NOT VERY IMPORTANT TO YOU; AFTER ALL, I AM JUST ONE PERSON. HOWEVER, IT IS EXTREMELY IMPORTANT TO ME...I HAVE SPENT THE LAST TWO MONTHS IN ABSOLUTE AGONY WHILE TRYING TO QUIT... I THINK IT IS UNFORGIVABLE WHAT YOU ARE DOING TO YOUR FELLOW HUMAN BEINGS.**



How dare you send me this I had  
Cancer of the Throat. Voice Box gone. Smoked 35  
years. Life is over. I wish smoke was never  
invented.



10 CIGARETTES

Cancer. Helen Moulton  
Please for  
help let me know

**ANYWHERE, USA:  
HOW DARE YOU SEND ME THIS. I  
HAD CANCER OF THE THROAT.  
VOICE BOX GONE...LIFE IS OVER. I  
WISHED SMOKE WAS NEVER  
INVENTED. YOU KNOW  
CIGARETTES CAUSED THIS  
CANCER.**

I quit. After 17 years  
I finally kicked this  
filthy habit. why don't you  
do something less harmful.  
Like pushing crack to  
School kids

**Take a moment to tell us about your smoking preferences.**

Please make sure you fill in the appropriate boxes below and sign the card before mailing. Your name will not be given to anyone without your permission. If you are a smoker, please indicate the brand of cigarettes you smoke. If you are a non-smoker, please indicate the brand of cigarettes you would like to smoke. If you are a former smoker, please indicate the brand of cigarettes you smoked.

Name: Theresa L. Wilson  
Address: 3888

1. Do you smoke?  Yes  No  
If yes, what brand? 100's  
2. Do you prefer...  Lights  Full Flavor  
3. Do you prefer...  Lights  Full Flavor  
4. Do you prefer...  Lights  Full Flavor  
5. Do you prefer...  Lights  Full Flavor  
6. Do you prefer...  Lights  Full Flavor  
7. Do you prefer...  Lights  Full Flavor  
8. Do you prefer...  Lights  Full Flavor  
9. Do you prefer...  Lights  Full Flavor  
10. Do you prefer...  Lights  Full Flavor

11. How often do you smoke?  Daily  Several times a week  Once a week  A few times a week  A few times a month  A few times a year  Never

*We don't think it's right to have nothing but nothing for your company. You should all be in prison for murder.*

**ANNOUNCING  
NEW VALUE PRICING  
ON PHILIP MORRIS BRANDS.**

**OREGON:  
I AM A RETIRED NURSE AND I  
HAVE NOTHING BUT  
LOATHING FOR YOUR  
COMPANY. YOU SHOULD ALL  
BE IN PRISON FOR MURDER.**

2024-2025

**ADD A MOMENT TO TELL US ABOUT YOUR SMOKING PREFERENCES**

Please take a moment to fill out the portion past your name and send it to the next table.

Your answers will help us identify substances that pose the greatest health risk, and we'll use the results to help us design our products.

NAME: YOU IN THE BURNERS  
 MR. MRS. MISS: Mr.  
 ADDRESS: 11111 1st St.  
 CITY: NEW YORK STATE: NY ZIP: 10001

**By completing this survey and providing accurate information, you agree to participate in a research project that may include telephone interviews and/or focus groups with individuals who have completed this survey.**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1. How long have you smoked?
  - Never
  - Less than 1 year
  - 1-5 years
  - 6-10 years
  - 11-20 years
  - 21-30 years
  - 31-40 years
  - 41-50 years
  - 51+ years
2. How many cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
3. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
4. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
5. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
6. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
7. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
8. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
9. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
10. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
11. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
12. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
13. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
14. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
15. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
16. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
17. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
18. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
19. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
20. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
21. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
22. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
23. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
24. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
25. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
26. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
27. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
28. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
29. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
30. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
31. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
32. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
33. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
34. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
35. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
36. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
37. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
38. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
39. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
40. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
41. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
42. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
43. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
44. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
45. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
46. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
47. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
48. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
49. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
50. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
51. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
52. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
53. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
54. How many packs of cigarettes do you smoke per day?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
55. How many packs of cigarettes do you smoke per week?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
56. How many packs of cigarettes do you smoke per month?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-50
  - 51-60
  - 61-70
  - 71-80
  - 81-90
  - 91-100
57. How many packs of cigarettes do you smoke per year?
  - 0
  - 1-10
  - 11-20
  - 21-30
  - 31-40
  - 41-5

# Take a moment to tell us about your smoking preferences.

Please take a moment to fill out the postage-paid survey below and drop it in the mail today.

Your answers will help us to better understand the preferences of today's smokers. And you could be eligible for future offers of special interest to smokers.

5070200584522973

Ma. Carolyn Brandt  
1710a Marshallfield Lane  
Redondo Beach, CA 90278-4110

*This poor woman dies of lung cancer. You assholes ought to be ashamed of yourselves!*

Print corrections below

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required) X Birthdate (required) 1 / 1

Mo.    Day    Yr.

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand) \_\_\_\_\_  
2. Is your regular brand...? (Check one)  
 Regular/King Size,  100's or  120's

3. Is your regular brand...? (Check one)  
 Menthol or  Non-Menthol

4. Is your regular brand...? (Check one)  
 Filter or  Non-Filter

5. Is your regular brand...? (Check one)  
 Lowest/1 mg Tar  Medium  
 Ultra/Extra Low Tar  Full Flavor  
 Light/Mild

6. Do you usually buy it by the...?  
 Pack  Carton  Both Ways

7. How long have you smoked this brand?  
 Less than 1 year  2 to 3 years  
 1 to 2 years  3 to 5 years  
 Over 5 years

8. What, if any, was your previous brand?

(brand) \_\_\_\_\_  
9. The next time you go to the store, if your regular brand were not available, what would you do? (Check one)  
 Go to another store to buy my regular brand.  
 Buy another type or length of my regular brand.  
 Wait until the store has my regular brand.  
 Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one)  
 I use almost any cigarette coupon I get.  
 I occasionally use coupons for cigarettes, even if they are not for my regular brand.  
 I only use coupons if they are for my regular brand.  
 I never use coupons to buy cigarettes.

11. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?

Frequently    Occasionally    Never  
I look for special offers for my regular brand...

I take advantage of special offers for brands other than my regular brand...

12. If your regular brand were not available, what other brands would you consider buying?

(Check all that apply)  
 Alpine  Doral  Now  
 Basic  GPC  Parliament  
 Benson & Hedges  Kent  Pyramid  
 Best Buy  Magna  Raleigh Extra  
 Best Value  Marlboro  Salem  Store Brand/Generics  
 Brevin  Ment  Superlincs  
 Bucks  Misty  Tropicana  
 Cambridge  Monarch  Viceroy  
 Camel  Montclair  Virginia Slims  
 Capri  More  Winston  
 Carlton  Newport

Other \_\_\_\_\_ (brand)  
 None

13. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)

(brand) \_\_\_\_\_ # of Packs \_\_\_\_\_  
\_\_\_\_\_ # of Packs \_\_\_\_\_  
\_\_\_\_\_ # of Packs \_\_\_\_\_  
\_\_\_\_\_ # of Packs \_\_\_\_\_

14. Which of the following best describes you? (Check one)

White  Asian  
 African-American  American Indian  
 Hispanic  Other 2000

15. Is there another smoker in your household 21 years of age or older? Please print full name, birthdate and regular brand.

First Name \_\_\_\_\_ MI \_\_\_\_\_ Last Name \_\_\_\_\_  
Birthdate \_\_\_\_\_ Regular Brand \_\_\_\_\_

16. Would you be interested in receiving information about issues that affect smokers?

Yes  No

17. Would you be interested in joining a smokers' group to help protect your right to smoke?

Yes  No

18. Have you died recently from smoking?  
 Yes  No

## CALIFORNIA: THIS POOR WOMAN DIED OF LUNG CANCER... YOU SHOULD BE ASHAMED OF YOURSELVES.

204493488

DATE

*please remove bill from your mailing list*  
*Polina Avon soon to be widowed*

Name AVON, WILLIAM Cath. Date2/22/00ID# 1390364-6 Hosp. BMC

Matt Wong, M.D.

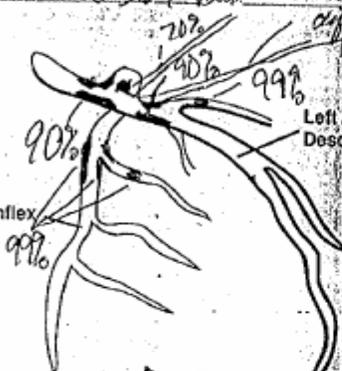
LVEDP \_\_\_\_\_

AV Gradient \_\_\_\_\_

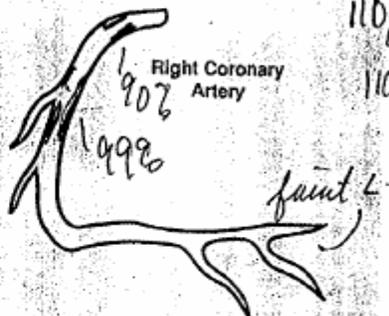
Dominant Cor. R.  Balanced 

Left Main

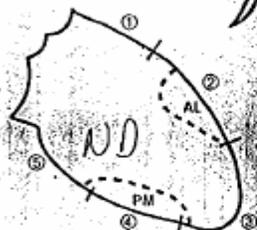
Circumflex



Left Anterior Descending



Right Coronary Artery



Nomenclature for identifying the left ventricular segments on the right anterior oblique projection as set forth by the American Heart Association in Circulation, 51:5-40, 1975.  
 1 = Anterobasal, 2 = Anterolateral, 3 = Apical, 4 = Diaphragmatic, 5 = Posterobasal, AL = Anterolateral, PM = Posteromedial.

000001390364-6-03 DOB: 07/06/26 AGE: 73Y  
 AVON, WILLIAM H  
 ATTENDING DR: HUFF, JOHN E., M.D.  
 BAPTIST MEDICAL CENTER OF OKLAHOMA

**INTEGRIS**  
 Health

PROGRESS REPORT

5  
 4  
 3  
 2  
 1

September 11, 1993

Virginia Slims Club  
PO Box 3301  
Kauai, HI 96702  
Attn: Assistant

Dear Sir or Madam:

For sometime now I have been receiving your advertisements, flyers, coupons etc. addressed to my mother Bryan J Bryant and up to now it says Christa Jean Bryant. My mother Bryan J Bryant died of Cancer four years ago up to the moment she went into a coma she wanted a cigarette, she lasted in a coma for 3 weeks. She may have been nothing but a customer to you but she was a huge part of my life. At least have the decency to stop forcing me to remember that she died for a profit for your company.

A. Bryant  
2104 1/2 Amberwick  
Huntington Beach, CA  
92646

Sincerely,  
Christina Bryant

**CALIFORNIA: MY MOTHER DIED OF CANCER FOUR YEARS AGO AND UP TO THE MOMENT SHE WENT INTO A COMA SHE WANTED A CIGARETTE...SHE MAY HAVE BEEN NOTHING BUT A CUSTOMER TO YOU BUT SHE WAS A HUGE PART OF MY LIFE. AT LEAST HAVE THE DECENCY TO STOP FORCING ME TO REMEMBER THAT SHE DIED FOR A PROFIT FOR YOUR COMPANY.**

2025-11-20 14:55:30

FOR RONALD M. CASTLEBERRY,  
DECEASED

4-5-2000

To whom it May Concern:

Please remove the name  
of RONALD M. CASTLEBERRY  
ID# 382 774 562 87625803605  
05006  
from your mailing list.

We passed away 10/22/99  
from Pulmonary Obstruction  
at the age of 58. He  
smoked from the time  
he was 15 yrs of age.

Audrey P. Castleberry  
(Audrey P. CASTLEBERRY)

His mother &  
Chester M. Castleberry  
His Father

Chester & Audrey Castleberry  
PO Box 602  
Artesia NM 88211-0602

52286 6011

**NEW MEXICO:  
PLEASE REMOVE THE  
NAME OF RONALD  
CASTLEBERRY FROM YOUR  
MAILING LIST. HE PASSED  
AWAY OCTOBER 22 FROM  
PULMONARY OBSTRUCTION  
AT THE AGE OF 58. HE  
SMOKED FROM THE TIME  
HE WAS 15 YEARS OF AGE.**

**SIGNED, HIS MOTHER AND  
HIS FATHER**

**WISCONSIN:  
I DO NOT WANT ANY  
LITERATURE SENT TO MY  
HOUSE. DONALD DIED SEPT  
24<sup>TH</sup> OF EMPHYSEMA, AND AS A  
FIRST CLASS WITNESS I CAN  
TRUTHFULLY SAY THAT IS THE  
MOST SCARY THING ONE MUST  
GO THROUGH TO SEE A LOVED  
ONE ON A MACHINE AND STILL  
CRYING FOR HELP JUST TO TRY  
TO KEEP BREATHING. YOU KEPT  
THE COUPONS COMING WHICH  
MADE IT EVEN HARDER FOR HIM  
TO STOP SMOKING...PLEASE  
STOP SENDING THE LITERATURE  
FOR THESE KILLERS.**

Elizabeth Mc  
April 28, 2000

Dear Company:

I do not want any literature from any Tobacco Company sent to my house. Donald Payne died Sept. 24<sup>th</sup> 1999 of emphysema, and as a first class witness I can truthfully say that is the most scary thing one must go thro to see a loved one on an oxygen machine and still crying for help to just try to ~~keep~~ <sup>not</sup> breathing you kept the coupons coming which made it even harder for him to stop smoking I do not and never did smoke and I do not allow any one to smoke in my home. and I sure would not place your coupons on to any other person who had one in there would go thro what not with other, so please stop sending this literature for these killers.

Sincerely your Donald Payne

Oct 20, 13

To Whom it may Concern.

I just wanted you to know what your questionnaire did to my family. About a year ago I had my Mother die from Cancer at the time. She had smoked ~~for~~ for 30+ years. We had a very nasty year Grand Maest. We lived with her deteriorated in my home for 13 months. She took so many years when she was very handsome. December 29, 1991 she died in my arms. At that time she weighed 86 lbs.

My deceased son is now smoking cigarettes. Just to show us your kind of work, you are about to take something very out-of-sun so you will probably will kill him, too. Heberg is named to thank to our love Pharmacy to remember to my mother. Pharmacy to protect the people I love.

Steve McCoy - Champ  
2042 Sullivan Lakes Dr  
Evansville, IN 47617

**INDIANA:  
I JUST WANTED YOU TO KNOW  
WHAT YOUR QUESTIONNAIRE DID  
TO MY FAMILY. ABOUT A YEAR  
AND A HALF AGO MY MOTHER  
DIED FROM CANCER OF THE  
LUNGS...SHE TOOK SO MANY  
PAINKILLERS SHE ACTUALLY  
HALLUCINATED. DECEMBER 31  
SHE DIED IN MY ARMS. AT THAT  
TIME SHE WEIGHED 86 POUNDS.**

2025 RELEASE UNDER E.O. 14176

# Take a moment to tell us about your smoking preferences.

Please take a moment to fill out the postage-paid survey below and drop it in the mail today.

5070100221501903

Print corrections below.

Your answers will help us to better understand the preferences of today's smokers. And you could be eligible for future offers of special interest to smokers.

Ms. Deborah Menthorn  
25 Martinsburg Road  
Mount Vernon, OH 43050-4106

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free samples of cigarettes and incentive items in the mail, subject to applicable state and federal law.

Signature (required) Deborah Menthorn Birthdate (required) 11-15-72  
X We quit smoking

1. What is your regular brand of cigarettes—that is, the brand you smoke most often? My son died of lung cancer. He smoked Marlboro.

2. Is your regular brand...? (Check one)  
 Regular King Size  100's or  Soft  Lights/Mild

3. Is your regular brand...? (Check one)  
 Menthol or  Non-Menthol

4. Is your regular brand...? (Check one)  
 Filter or  Non-Filter

5. Is your regular brand...? (Check one)  
 Lowest mg Tar  Medium  Full Flavor  
 Ultra/Extra Low Tar  Lights/Mild

6. Do you usually buy it by the...? (Check one)  
 Pack  Carton  Both Ways

7. How long have you smoked this brand?  
 Less than 1 year  2 to 3 years  3 to 5 years  Over 5 years

8. What if any, was your previous brand? He is now in Marlboro Country.

9. The next time you go to the store if your regular brand were not available, what would you do? (Check one)  
 Go to another store to buy my regular brand.  
 Buy another type or length of my regular brand.  
 Wait until the store has my regular brand.  
 Buy a different brand entirely.

10. Which of the following statements best describes the way you use cigarette coupons? (Check one)  
 I use almost any cigarette coupon I get.  
 I occasionally use coupons for cigarettes, even if they are not for my regular brand.  
 I only use coupons if they are for my regular brand.  
 I never use coupons to buy cigarettes.

11. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?  
 I look for special offers for my regular brand...     
 I take advantage of special offers for brands other than my regular brand...

12. If your regular brand were not available, what other brands would you consider buying? (Check all that apply.)  
 Alpine  Doral  New  Parliament  
 B&W  GPC  Pyramid  
 Benson & Hedges  Ken  Raleigh Extra  
 Best Buy  Kool  Salem  
 Best Value  Marlboro  State Brand/Generics  
 Bristol  Merit  Super Slims  
 Cambridge  Misty  True  
 Camel  Monarch  Vantage  
 Capri  Monoclar  Viceroy  
 Carillon  More  Virginia Slims  
 Newport  Winston

13. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton = 10 packs.)  
Marlboro # of Packs: He is now  
in Marlboro Country # of Packs: He finally quit too.

14. Which of the following best describes you? (Check one)  
 White  Asian  
 African-American  American Indian  
 Hispanic  Other

15. Is there another smoker in your household 21 years of age or older? Please print full name, birthdate and regular brand.  
 First Name: \_\_\_\_\_ MI: \_\_\_\_\_ Last Name: \_\_\_\_\_  
 Birthdate: \_\_\_\_\_ Regular Brand: \_\_\_\_\_

16. Would you be interested in receiving information about issues that affect smokers?  
 Yes  No

17. Would you be interested in joining a smokers' group to help protect your right to smoke?  
 Yes  No

**OHIO: WE QUIT SMOKING. MY SON DIED OF LUNG CANCER. HE SMOKED MARLBORO. HE IS NOW IN MARLBORO COUNTRY. HE FINALLY QUIT TOO.**

*Frederic C. Reed*

ATTORNEY AT LAW

13071634-1346

March 12, 1998

SUITE 507  
AMERICAN NATIONAL BANK BUILDING  
20TH & CAPITOL AVENUE  
CHEYENNE, WYOMING 82001

Doral and Company  
Attn.: Office of General Counsel  
R.J. Reynolds Tobacco Company  
P.O. Box 834039  
Richardson, TX 75083-4039

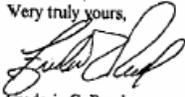
MAILING ADDRESS:  
P.O. BOX 341  
CHEYENNE, WY 82003-0341  
FAX 13071632-5514

Dear Reynolds Tobacco Company:

This will acknowledge the birthday card sent to Mr. Thomas Lamb of Cheyenne, Wyoming. Unfortunately, Mr. Lamb passed away on February 2, 1997 from complications due to a lifetime of smoking cigarettes.

It was so kind of you to remember Mr. Lamb's birthday, however he will not be having any more of them, so I suggest in the future it will not be necessary to send him the annual birthday card and discount coupon for cigarettes.

Very truly yours,



Frederic C. Reed

FCR/dk

Enc.

cc: Mr. Stephen Melchior

51772 8656

**WYOMING: THIS WILL  
ACKNOWLEDGE THE  
BIRTHDAY CARD ...  
UNFORTUNATELY, MR. LAMB  
PASSED AWAY ON FEB  
2...FROM SMOKING  
CIGARETTES. IT WAS SO KIND  
OF YOU TO REMEMBER MR.  
LAMB'S BIRTHDAY;  
HOWEVER, HE WILL NOT BE  
HAVING ANY MORE OF THEM,  
SO ...IN THE FUTURE IT WILL  
NOT BE NECESSARY TO SEND  
HIM THE ANNUAL BIRTHDAY  
CARD AND DISCOUNT  
COUPON FOR CIGARETTES.**

25

~~24~~ March 1993

MAY 13 1993

SMOKER'S ADVOCATE  
120 PARK AVENUE  
NEW YORK, NEW YORK 10017

Dear Sirs:

This is my second letter  
of complaint to you in the past  
2 months (ref my letter of 2/20/93).

As I mentioned in above-  
~~referred~~ letter, I consider it to  
be harassment of the highest  
order for you to continue the  
mailing of your <sup>advocate</sup> publication to  
my address. The addictive,  
deadly substance you "advocate"  
has taken its <sup>alarming</sup> toll on  
the only member of my family  
to succumb to its use.  
Unfortunately, for your interest,  
that person, my wife of 28 years  
has been diagnosed with  
terminal lung cancer, caused by  
use of your product. No more sel

0000000000

**ARIZONA:  
MY WIFE OF 28 YEARS HAS  
BEEN DIAGNOSED WITH  
TERMINAL LUNG CANCER,  
CAUSED BY USE OF YOUR  
PRODUCT....SHE IS UNABLE TO  
GO TO THE MAILBOX, MUCH  
LESS READ YOUR SELF-  
SERVING PROPAGANDA.**



**Take a moment to tell us about your smoking preferences.**

Please take a moment to fill out the postage-paid survey below and drop it in the mail today.

Your answers will help us to better understand the preferences of today's smokers. And you could be eligible for interventions of special interest to smokers.

SMOKELESSNESS

Dr. Helen W. Dunlop  
14024 Dodge Street  
Kenosha, WI 46174-1204

By responding to this survey and signing below, I certify that I am a regular smoker of 10 years or more who I am also willing to receive the products of cigarettes and information on the right to request confidential and confidential information.

Signature: Helen W. Dunlop Date: 11/27/02

Name: Helen W. Dunlop Address: 14024 Dodge Street

City: Kenosha State: WI Zip: 46174-1204

1. What is your regular brand of cigarette? **I hope**

2. How long have you smoked? **you get what you had.**

3. How many packs per day? **she had.**

4. How many years? **Fuck you.**

5. How often do you smoke? **you.**

6. How often do you smoke? **you.**

7. How often do you smoke? **you.**

8. How often do you smoke? **you.**

9. How often do you smoke? **you.**

10. How often do you smoke? **you.**

11. How often do you smoke? **you.**

12. How often do you smoke? **you.**

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96. How often do you smoke? **you.**

97. How often do you smoke? **you.**

98. How often do you smoke? **you.**

99. How often do you smoke? **you.**

100. How often do you smoke? **you.**

**MICHIGAN:  
HELEN DIED OF LUNG  
CANCER NOVEMBER 27  
AFTER A HORRIBLE FIGHT. I  
HOPE YOU GET WHAT SHE  
HAD.**

88667441-202

# MERIT AWARDS

*She can't quit!  
Her lungs  
are  
Shot!*

*You murderers*

6140500222554120 8012-E  
~~Ms. Jane Dykes~~ **MRS James Dykes**  
222 Cathy Place Panama City, FL 32413-1901

2044934733

Peel off above label and place where indicated on your order form.

Dear Jane:

~~You can do it!~~ You can switch down to lower tar and still get satisfying taste. Because you've got Merit. And we'd like to reward you for making the switch.

That's why we created Merit Awards. These are quality items designed with you in mind. Merit Awards are something special we can give to you, to show you how valuable you are to us.

There's the unique Merit Picnic Backpack: small enough to sling over your shoulder, yet it carries everything you need to set up a picnic for two. Or choose the Merit Umbrella, with its distinctive canopy design. Or the soft, comfortable 100% wool Merit Blanket. You can also order all three.

You can't buy these items anywhere, yet they can all be yours free with UPCs off your Merit packs. So enjoy your fine cigarettes, and look forward to enjoying your Merit Awards.

*I hope you die  
from smoke* →

Yours,

*Norma Suter*  
Norma Suter



Remove from  
mailing list.

### WRITE TO US.

EXETER  
Post Office Box 100  
Exeter, N. Hampshire

*My husband died of  
lung cancer at the age  
of 56 on 5/27/94*

*Take me off your mailing  
list please*



*He was 39 with a  
15 year old son*

### BENSON & HEDGES 100'S ORDER FORM

BENSON & HEDGES 100'S Post Office Box 100 Exeter, N. Hampshire		THE FEDERAL BUREAU OF INVESTIGATION Department of Justice FBI - Exeter, N. Hampshire	
Name: <i>Paul</i> Address: <i>100 Main St</i> City: <i>Exeter</i> State: <i>NH</i> Zip: <i>03183</i>		Order No. <i>100</i> Date: <i>5/11/94</i>	
Quantity: <i>100</i> Price: <i>100</i> Total: <i>100</i>		Signature: <i>Paul</i> Date: <i>5/11/94</i>	

## TENNESSEE:

**MY HUSBAND DIED OF LUNG  
CANCER AT THE AGE OF 56 ON  
5/27/94. TAKE ME OFF YOUR  
@#&#@! MAILING LIST.**

**-MRS. PAUL, WIDOWED AT AGE  
39 WITH A 15 YEAR OLD SON**

PHILIP MORRIS  
NEW YORK RICHMOND

047800010000010000

William L. Campbell  
President  
New York Office

Mr. Randy Hodges  
19 Hall Street  
Jamaica Plain, MA 02130-3322

Dear Philip Morris  
I've had 3 other relatives &  
many friends affected or killed by  
smoking-related cancer. This is unacceptable.

Dear Mr. Hodges:

For some time, consumers have been feeling the pinch of a tough economy. Some experts are predicting better times just around the corner. Others think we may have a bit longer to wait.

In light of this uncertainty, our company has decided to do what we can to make our products a better value for our customers.

Therefore, effective immediately, Philip Morris has reduced the everyday selling price to wholesalers of the brands listed below.

The price in your store may vary at the discretion of your retailer. But based on the new manufacturer's list price, you should soon see lower prices on your Philip Morris brand where you buy cigarettes. If you don't, I have enclosed a special retailer information card which you can give to your retailer.

Philip Morris brands are recognized the world over as the finest examples of AMERICAN quality. Now we're pleased to make them an even greater value for loyal customers like you.

What is your message?  
Death of a loved one?  
Sincerely yours,

Bill Campbell

This is very bad P.R. Extremely unprofessional.

MASSACHUSETTS:  
THIS CORRESPONDENCE  
DISGUSTS ME. WHAT IS YOUR  
MESSAGE? DEATH AT A  
LOWER PRICE?

212746891

2/28/93 11 3 14  
CITY OF PORTLAND  
OREGON

People:

While Margaret was a smoker, and would have been interested in winning your sweepstakes, she can't.

She died 2/28/93 of lung cancer brought on by cigarette smoking.

You'll have to find someone else to smoke her share.

Will Newman II  
Personal Representative  
Estate of Margaret Newman  
P.O. Box 1106  
Canby, Oregon 97013-1106  
(503) 266-9682

2044934776

**OREGON: WHILE  
MARGARET WAS A SMOKER,  
AND WOULD HAVE BEEN  
INTERESTED IN WINNING  
YOUR SWEEPSTAKES, SHE  
CAN'T. SHE DIED 2/28/93  
OF LUNG CANCER BROUGHT  
ON BY CIGARETTE SMOKING.  
YOU'LL HAVE TO FIND  
SOMEONE ELSE TO SMOKE  
HER SHARE.**

6-15-81

This is to let you know that you can never  
get to know my father, John Roden, my  
father - He died from emphysema  
because of smoking most of his life -  
My mother, Mary Roden, who passed away  
four months prior to my dad, and  
incidentally never smoked - had the lungs  
of a smoker because of living with her  
most of his life.

I will never send literature like  
this to me again - I don't think I  
have to be any clearer on my stand  
against smoking - I lost my Mom + Dad  
largely due to it -

---

You have my permission to use  
this in your Advertising  
Program  
Marie Lorrato  
1486 Tamboreson Ave  
B-14 11461

1486 TAMBORESON AVE  
B-14 11461

**NEW YORK:**

**THIS IS TO LET YOU KNOW THAT  
YOU CAN NEVER GET TO KNOW  
MY FATHER ANY BETTER—HE  
DIED FROM EMPHYSEMA  
BECAUSE OF SMOKING MOST OF  
HIS LIFE. MY MOTHER, WHO  
PASSED AWAY FOUR MONTHS  
PRIOR TO MY DAD, AND NEVER  
SMOKED, HAD THE LUNGS OF A  
SMOKER BECAUSE OF LIVING  
WITH HIM ALL HER LIFE. DON'T  
EVER SEND LITERATURE LIKE  
THIS TO ME AGAIN...YOU HAVE  
MY PERMISSION TO USE THIS IN  
YOUR ADVERTISING PROGRAM.**

San Antonio Tex  
Aug. 17, 1973

Dear Sir

I will be delighted to tell you  
about my daughter Sue Loy.  
She lost her life to Lung Cancer  
at the age of 40. Caused from  
smoking

thanks to Cig. Co.  
This my ~~daughter~~ who will  
not wish to push smoking.

Hope you think  
again before you send  
out such letters. you don't  
know how you hurt some  
one who has lost a loved one  
a grieving mother

Lulae Lanner  
1210 Darnice  
S.A. T. 78210

TEXAS:

I WILL BE DELIGHTED TO TELL  
YOU ABOUT MY  
DAUGHTER...SHE LOST HER  
LIFE TO LUNG CANCER AT THE  
AGE OF 40. CAUSED FROM  
SMOKING...HOPE YOU THINK  
AGAIN BEFORE YOU SEND OUT  
SUCH A LETTER. YOU DON'T  
KNOW HOW YOU HURT SOME  
ONE WHO HAS LOST A LOVED  
ONE. A GRIEVING MOTHER

PO Box 7241  
Kankakee, IL 60902



PRESORT  
FIRST CLASS MAIL  
U.S. POSTAGE  
PAID  
DOWNERS GROVE, IL  
60515  
PERMIT NO. 163

Return to sender

because if you he is

Deceased

Dead

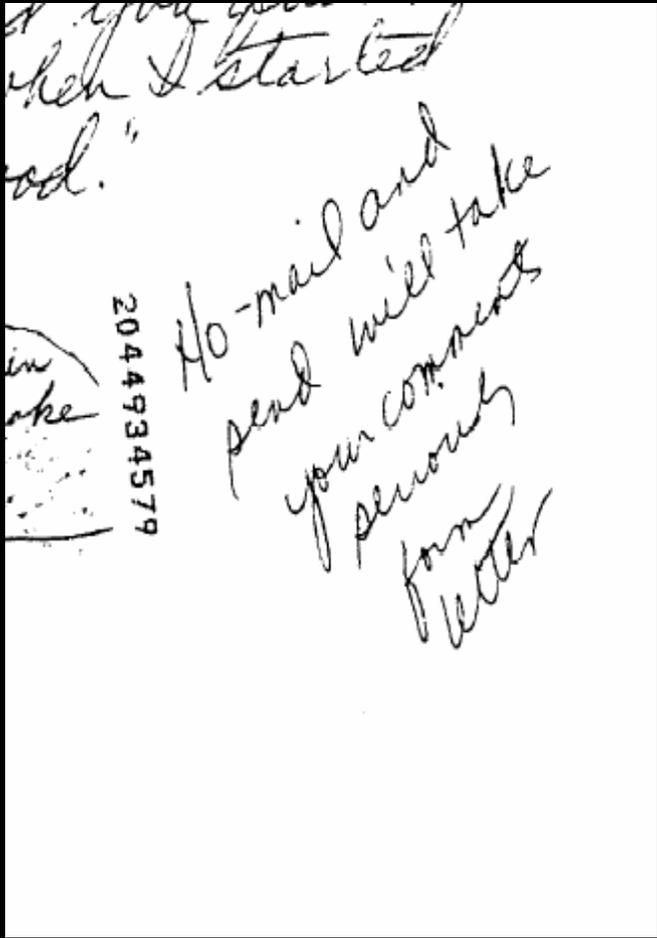
5200200537036785

Mr. William C. Grill  
801 E. Armour  
Kansas City, MO 64109

*Grill*

64109-2346 21





**“NO-MAIL AND SEND WE’LL  
TAKE YOUR COMMENTS  
SERIOUSLY FORM LETTER”**



September 12, 1988

DRAFT

Mrs. Edith Sage  
2 Maple Circle

Please accept our condolences on hearing from you the news of your husband's death.

We firmly believe that cigarettes have been unfairly blamed as a cause of human disease. The proposition that cigarettes are at fault has been so widely accepted as fact by so many otherwise responsible people, and the evidence to the contrary has been so uniformly disregarded, that we cannot blame the public for accepting the proposition as fact.

Despite all the research going on, the simple and unfortunate fact is that scientists do not know the cause or causes of the chronic diseases reported to be associated with smoking. The answers to the many unanswered smoking and

[Enc.] Jo F. Spack  
Manager, Public Information  
Tobacco Business Department

JFS/jed

81821 2992

**1,200 A DAY:**

**WHAT IF ALL OF THEIR  
FAMILIES SENT LETTERS?**