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.

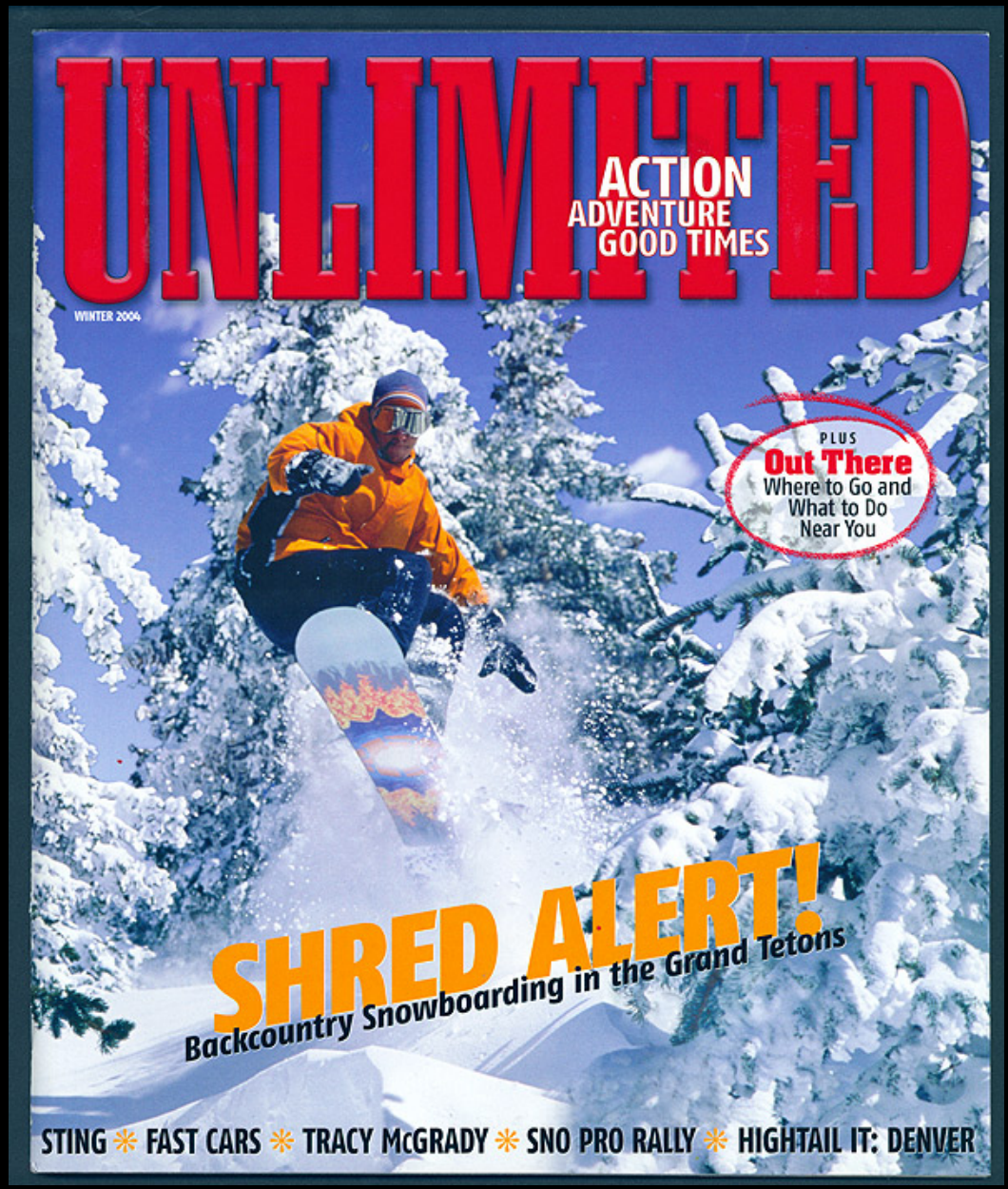
They get names through sign ups for contests, at events, mailing lists, subscription lists, membership lists, etc.

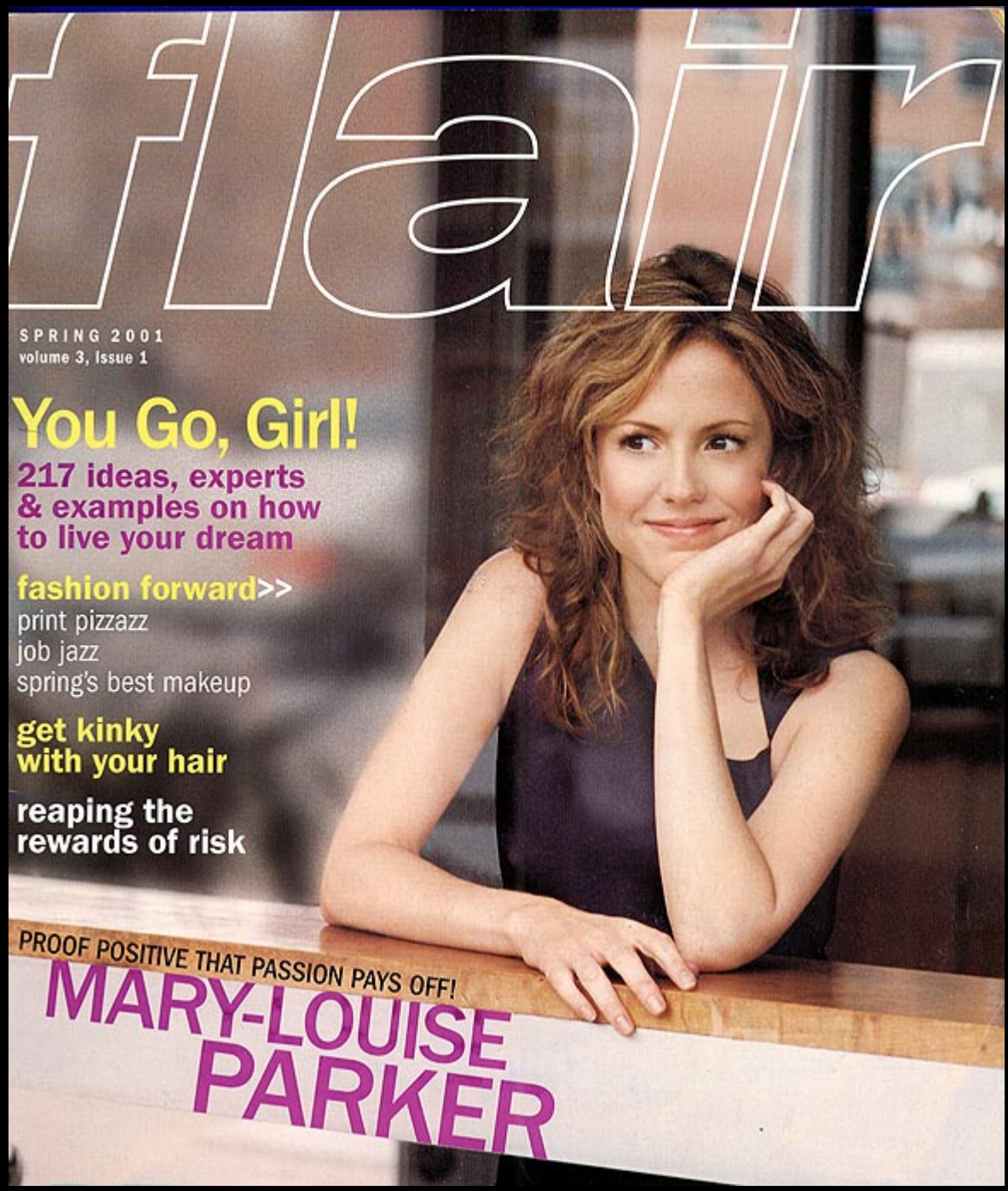
They send individuals a wide variety of materials aimed at keeping them smoking and keeping them smoking specific brands.

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

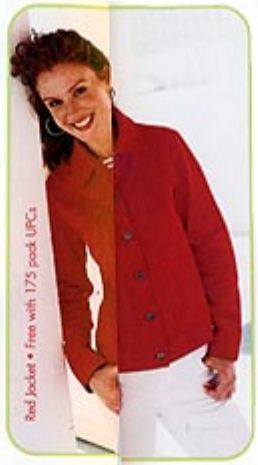
Smoker's Rights & You.
The Government is preventing you from smoking in some of your favorite places. You don't like it. We don't either. So, who you gonna call? The Smokers' Rights Action Line. We have answers to problems smokers
face in bars, restaurants, the workplace, or just about anywhere.
So start taking action.
Call 1-800-333-8683.
Hey, it's still a free country. It's your choice to light up.
CAMEL
Genuine Taste

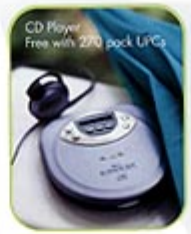

UNLIMITED
ACTION
ADVENTURE
GOOD TIMES
WINTER 2006
PLUS
Out There
Where to Go and
What to Do
Near You
SHRED ALERT!
Backcountry Snowboarding in the Grand Tetons
STING * FAST CARS * TRACY McGRADY * SNO PRO RALLY * HIGHTAIL IT: DENVER


flair
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 ON THE HOUSE
SPADES SLAM
Thank you for visiting www.spadesslam.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@spadesslam.com or call 1-800-811-6961 to voice your opinion.
Yours truly,
The KOOL People
SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.
KOOL
PLAY ON THE HOUSE
YOUR CUSTOM SPADES TIN HAS ARRIVED!
THANKS. WE HOPE YOU ENJOY IT.
PRESORTED STANDARD US POSTAGE PAID MASCOUTAH, IL PERMIT NO. 677
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.

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.
Parliament
summer
SURGEON GENERAL'S WARNING: Cigarette Smoke Contains Carbon Monoxide.
will be floppin' your way.
Gift Certificates





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

* Free product coupon offer void 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.

Marlboro

CAMEL
CASH
CAMEL
LIGHTS
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.

© Lorillard 2003.

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.

MIXX
'04 CD/CD-ROM
Pop this CD/CD - ROM into your computer or stereo for the complete audio/visual interaction.
To get the latest info on KOOL MIXX, call 877 - 604 - KOOL (5665).
For the total KOOL MIXX experience, check out
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 KOOL MIXX Special Edition Packs.
Available for a limited time only.
KOOL
FILTER KINGS
CELEBRATE THE
SOUNDTRACK TO THE STREETS

Trinkets & Trash

- Online surveillance system and archive of tobacco products and tobacco industry marketing materials

- 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
- 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

4/25/97

*BYNCXXT ******** 3-DIGIT 601
27378470470051034

27378470411 72607 700510 242282
Claudine McCarthy
115 David Dr
Bensenville, IL 60106-3411

Claudine McCarthy passed away on 1/18/97.
She was 58 years old.

Willis J. McCarthy
Husband

52412 5535

Removal of Name.

P.O. Box 834039
Richardson, TX 75083-4039 Pt. died thanks to you!
Thanks a bunch Killer!!!

PRSRT STD
U.S. POSTAGE
PAID
R.J. REYNOLDS
TOBACCO CO.

CHANGE SERVICE REQUESTED

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

#32547365380313B2#

ID#325473653 803138 R6-00

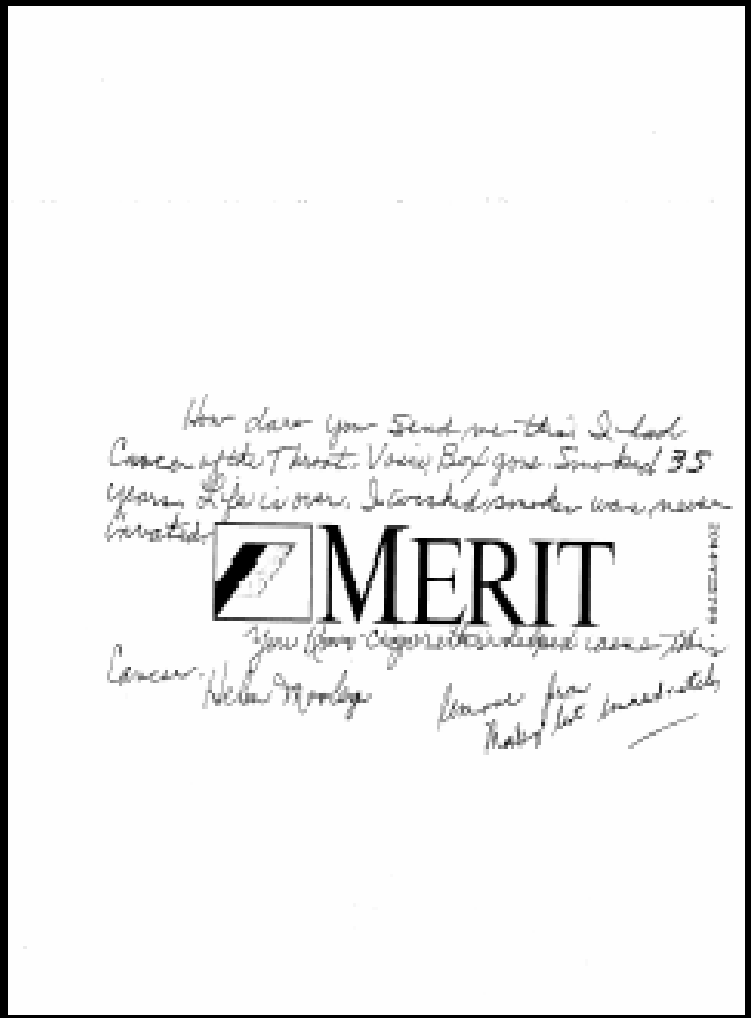
RUTH ROAMES C003
700 E REDLANDS BLVD # 269 P000
REDLANDS CA 92373-6109

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

522285 8516

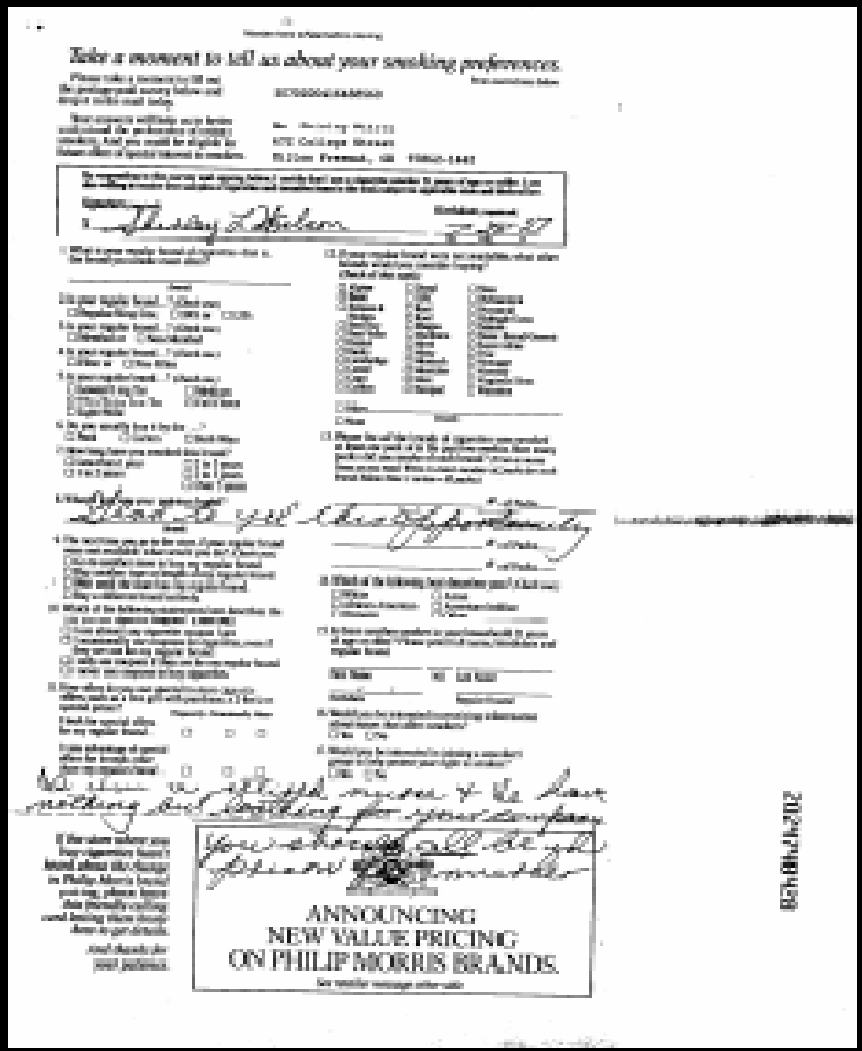
<u>Louisiana:</u> Since you are so interested in statistics, you have one less smoker in the world. I am sure that is not very important to you; after all, I am just one person. However, it is extremely important to me...I have spent the last two months in absolute agony while trying to quit... I think it is unforgivable what you are doing to your fellow human beings.



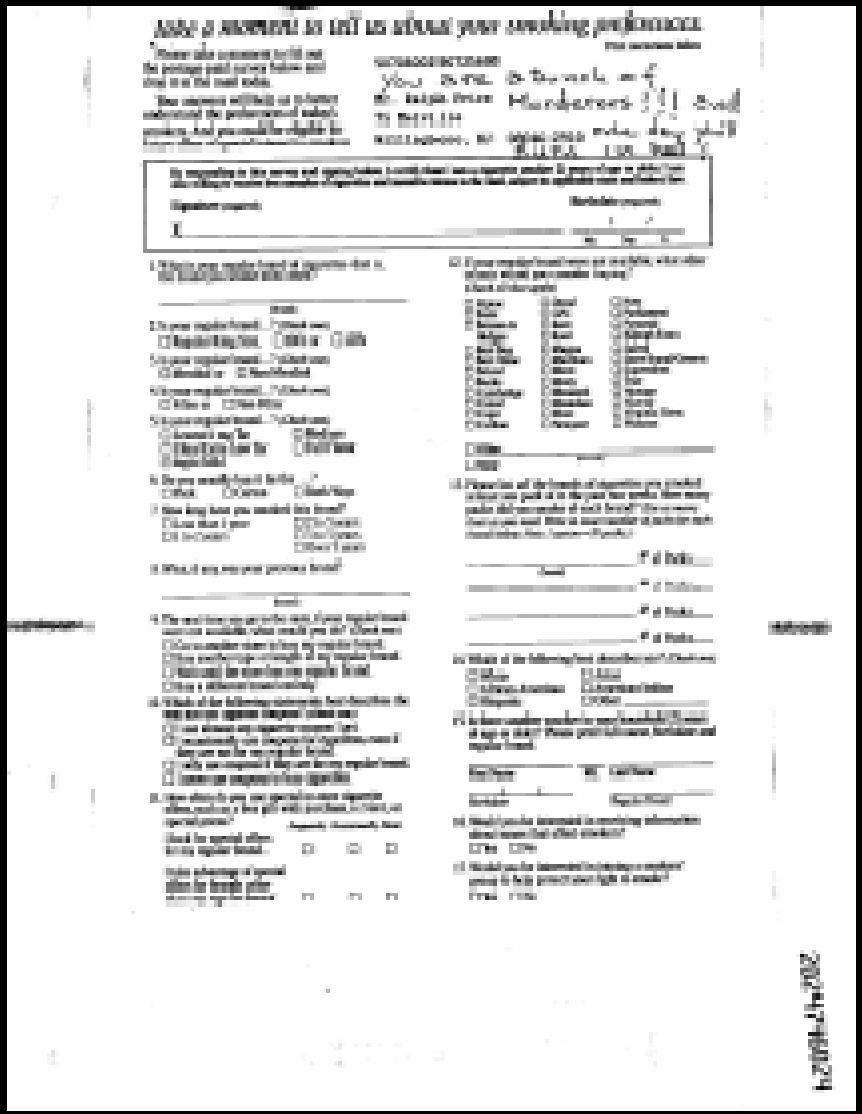
Anywhere, USA:
How dare you send me this. I had cancer of the throat. Voice box gone...Life is over. I wished smokes was never invented. You know cigarettes caused this cancer.

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

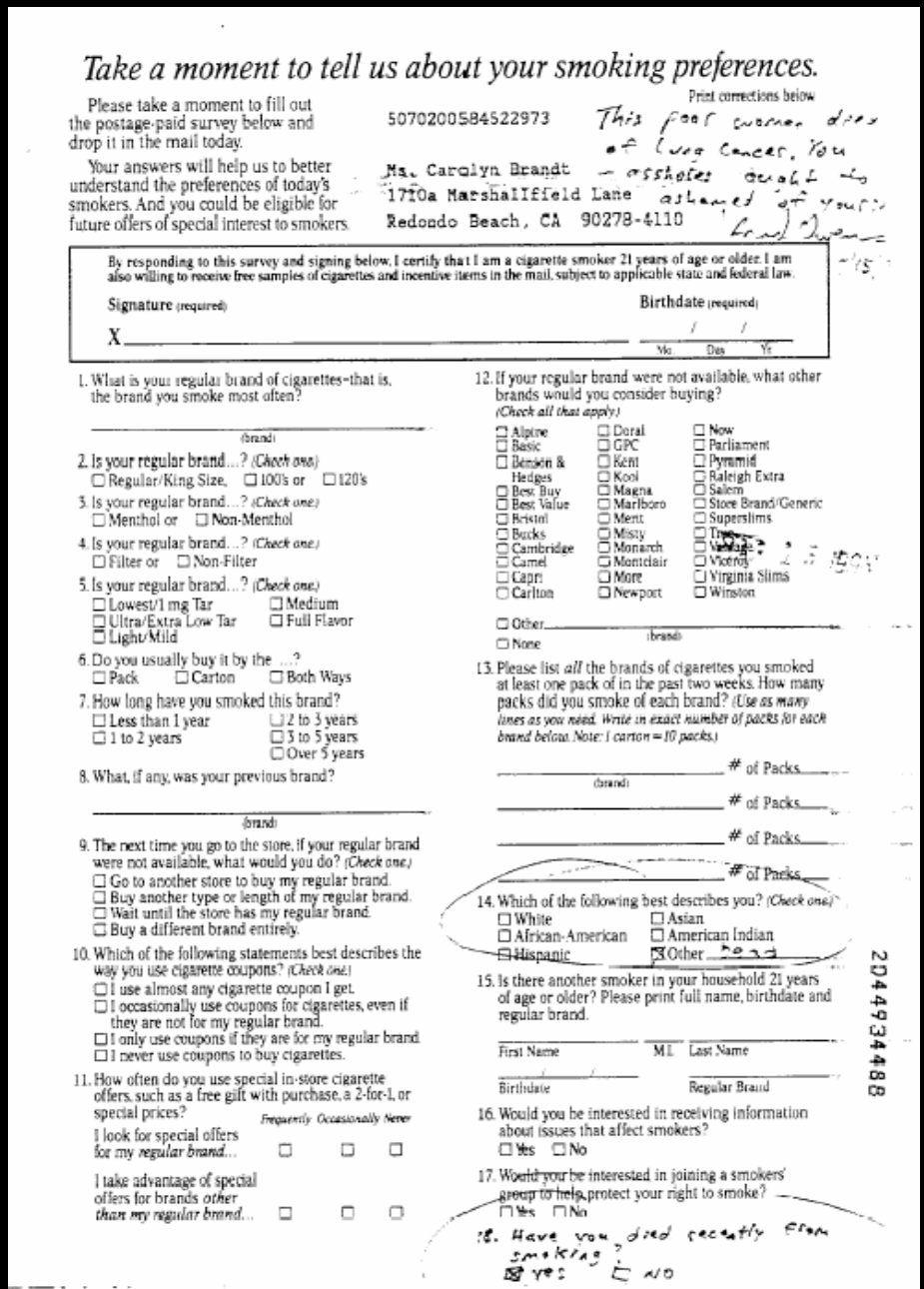
20247247550



Oregon:
I am a retired nurse and I have nothing but loathing for your company. You should all be in prison for murder.



New Jersey:
You are a bunch of murderers!



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.

Print corrections below

5070200584522973

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

This poor woman dies of lung cancer. You - assholes ought to ashamed of yours[illegible]

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) ___/___/___ 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	☐ Kool	☐ Raleigh Extra
☐ Best Value	☐ Magna	☐ Salem
☐ Bristol	☐ Marlboro	☐ Store Brand/Generic
☐ Bucks	☐ Merit	☐ Superslims
☐ Cambridge	☐ Misty	☐ Tareyton
☐ Camel	☐ Monarch	☐ Vantage
☐ Capri	☐ Montclair	☐ Victory
☐ Carlton	☐ More	☐ Virginia Slims
	☐ Newport	☐ Winston

☐ 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 head

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

First Name M.I. 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

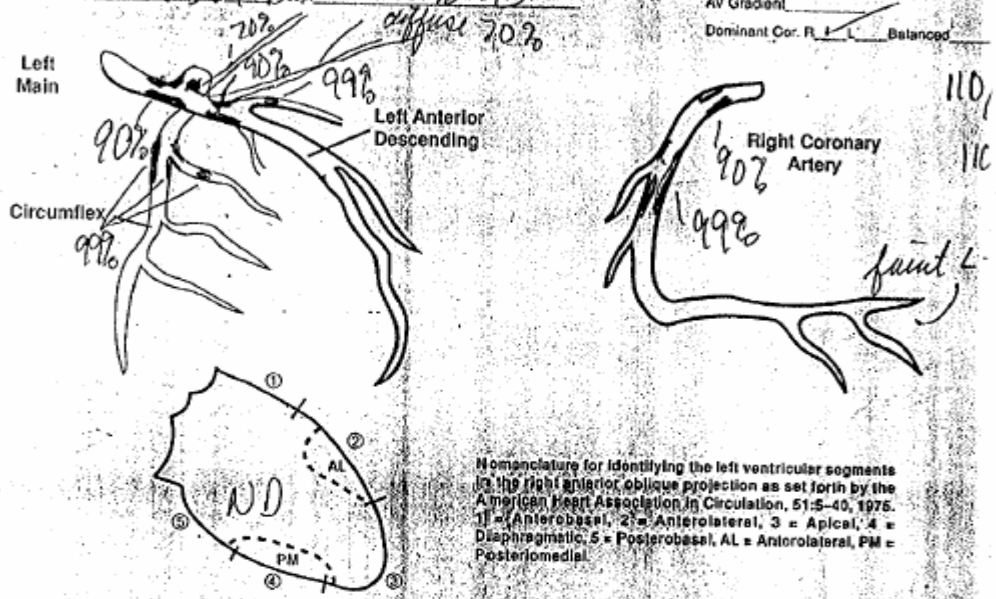
2044934488

California: This poor woman died of lung cancer...You should be ashamed of yourselves.

DATE please remove Bill from your mailing list. Dolores Avon soon to be widowed

Name AVON, WILLIAM Cath. Date 2/22/00
ID# 1390364-6 Desp. BMC

Matt Wong, M.D.
LVEDP
AV Gradient
Dominant Cor. R ✓ L Balanced



Nomenclature for identifying the left ventricular segments in 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 = Posteriomedial.

LOC: 1ONE
RM: 1063-01
AD: 01/30/00
00000)1390364-6-03 DOB: 07/06/26 AGE: 73Y M
AVON, WILLIAM H.
ATTENDING DR: HUFF, JOHN E. M.D.

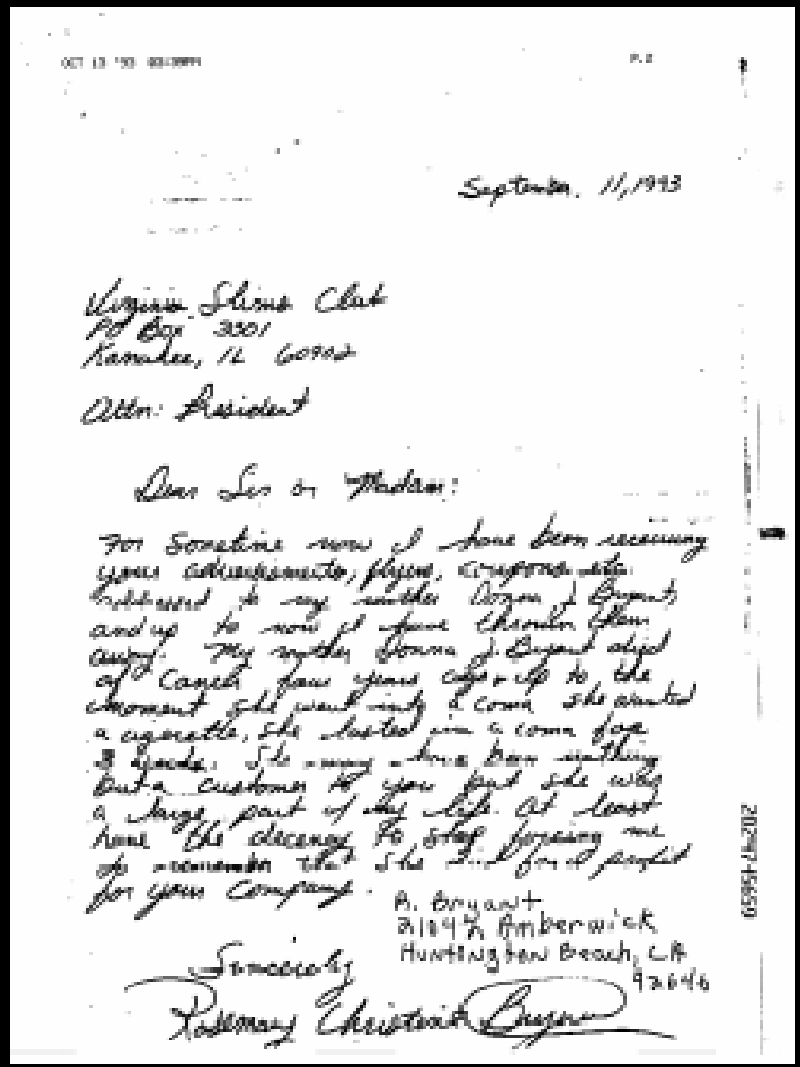
BAPTIST MEDICAL CENTER OF OKLAHOMA

INTEGRIS Health

PROGRESS REPORT

52286 5661

82680 (12/



September 11, 1993

Virginia Slims Club
PO Box 3301
Kanakee, IL 60902

Attn: President

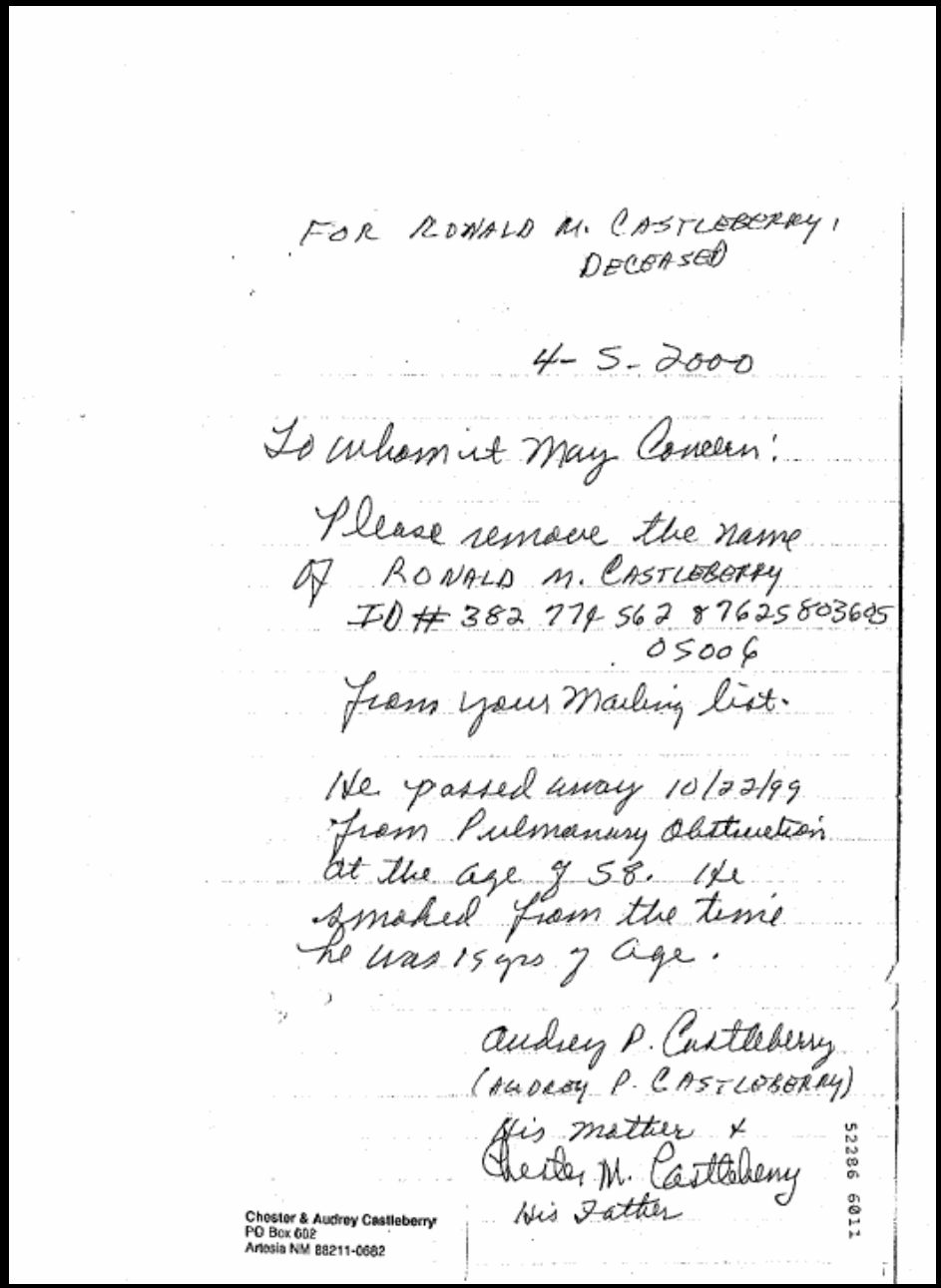
Dear Sir or Madam:

For sometime now I have been receiving your advertisements, flyers, coupons etc. addressed to my mother Donna J. Bryant and up to now I have thrown them away. My mother Donna 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 large part of my life. At least have the decency to stop forcing me to remember that she died for a profit for your company.

R. Bryant
21042 Amberwick
Huntington Beach, CA
92646

Sincerely
Rosemary Christine 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.



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 8762580360S
05006
from your Mailing list.

He 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

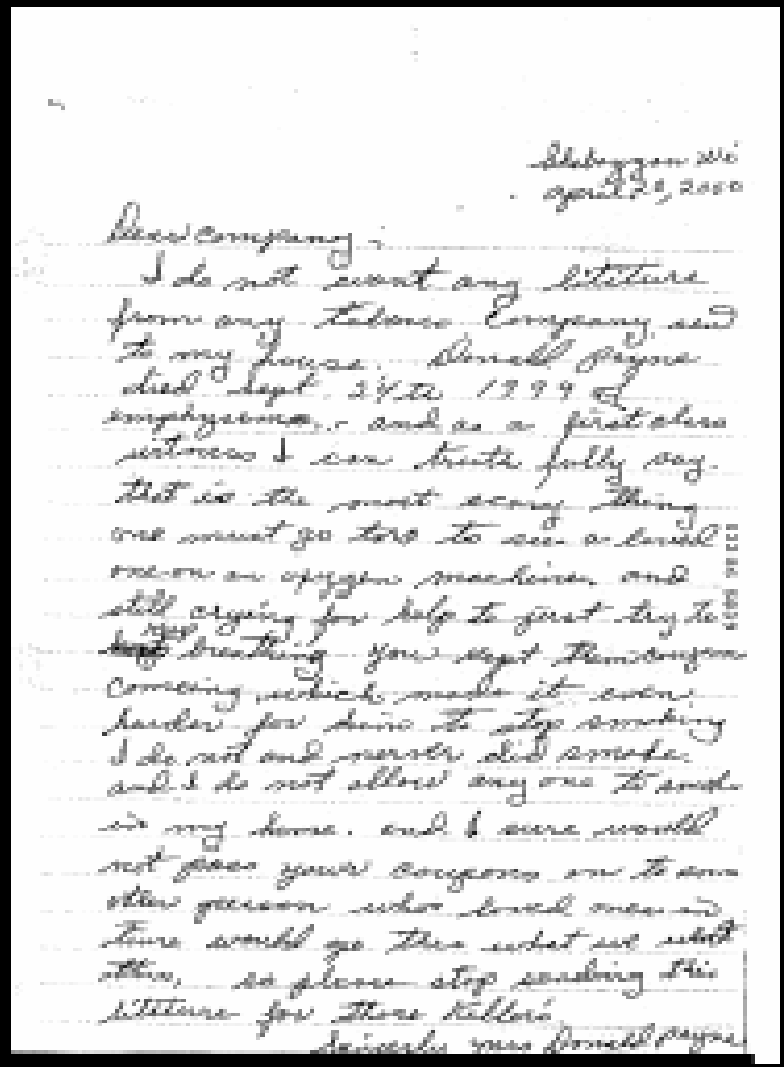
Chester & Audrey Castleberry
PO Box 602
Artesia NM 88211-0602

52286 6011

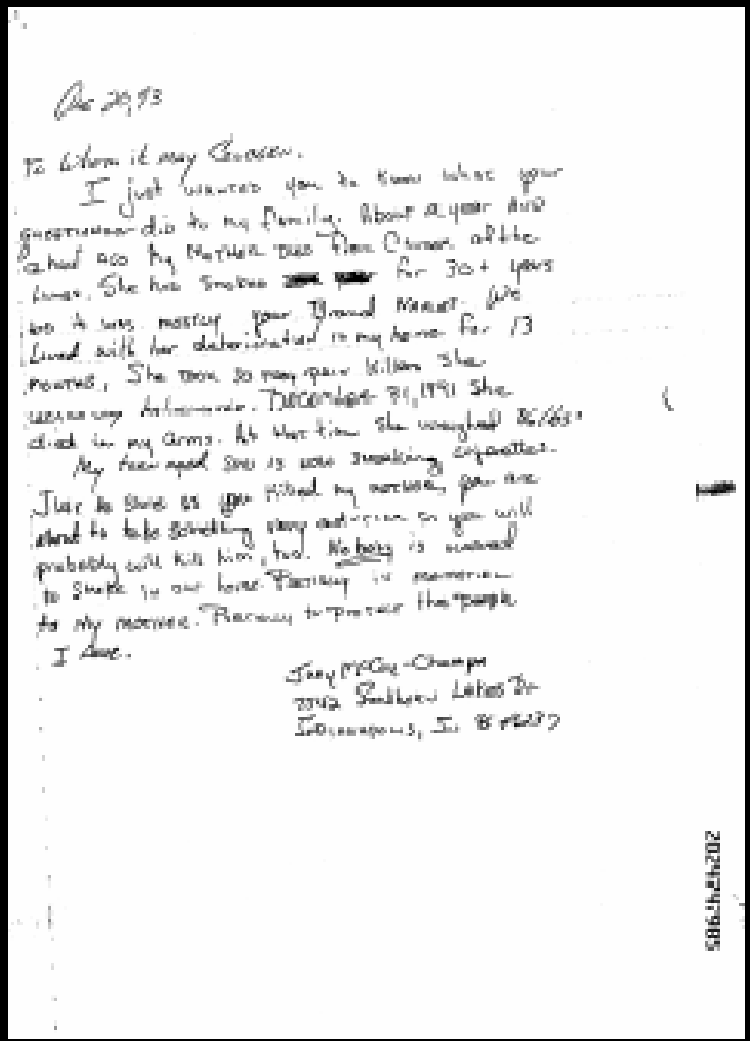
New Mexico:
Please remove the name of Ronald Castleberry from your mailing list. He passed away October 22 from pulmonary obstruction at the age of 58. He smoked from the time he was 15 years of age.

Signed, his mother and his father

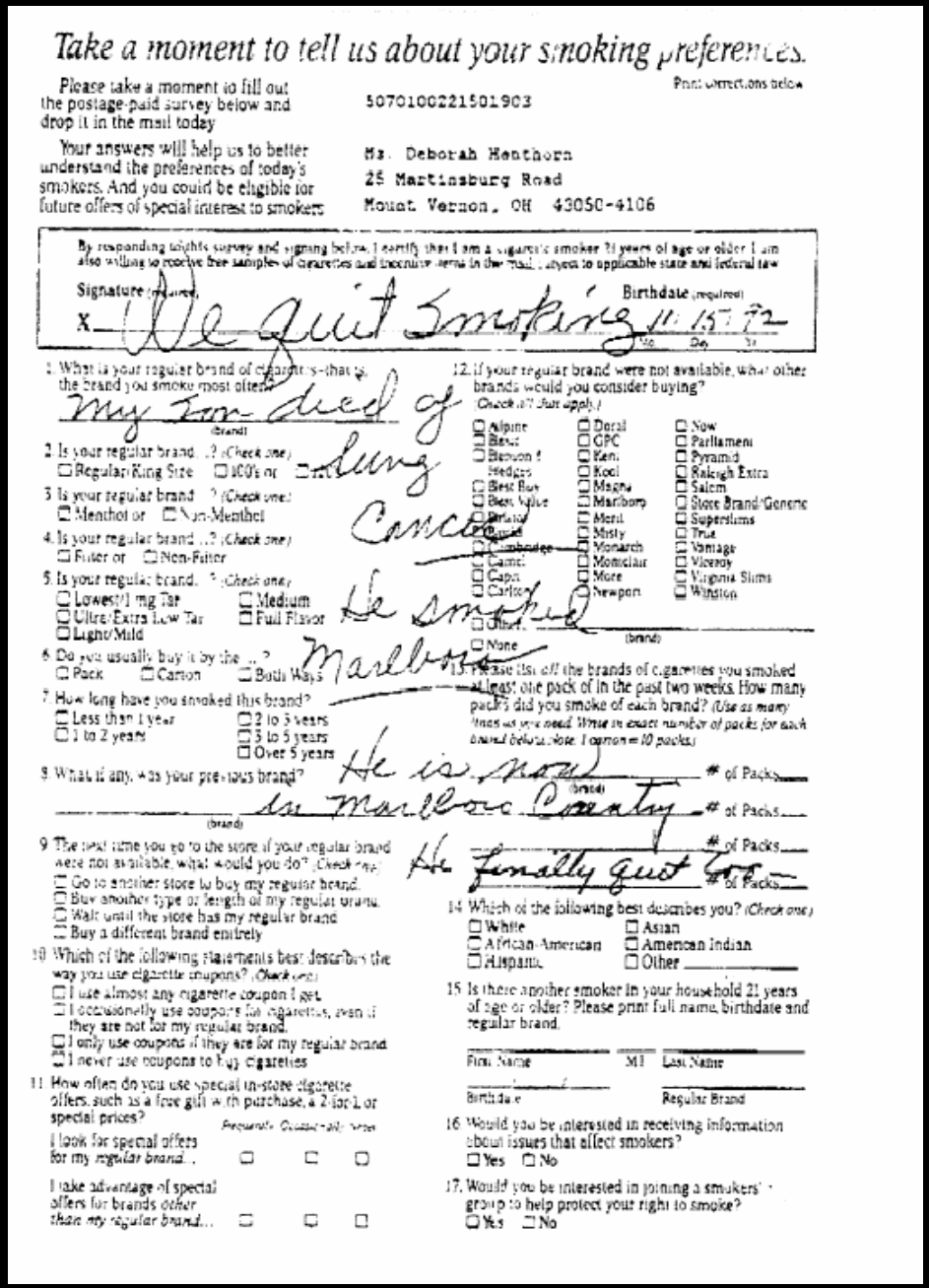
Wisconsin:
I do not want any literature sent to my house. Donald died Sept 24th of emphysema, and as a first class witness I can truthfully say that is the most scary thing one must go through to see a loved one on a machine and still crying for help just to try to keep breathing. You kept the coupons coming which made it even harder for him to stop smoking...Please stop sending the literature for these killers.


Sheboygan Wi
April 20, 2000

Dear Company:
I do not want any literature from any Tobacco Company sent to my house. Donald Payne died Sept 24th 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 breathing. You kept them 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 pass your coupons on to some other person who loved one in turn would go thru what we what then, so please stop sending this literature for those killers.
Sincerely yours Donald Payne



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.



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

Print corrections below

5070100221501903

Ms. Deborah Henthorn
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)
X We quit Smoking

Birthdate (required)
11 15 72
Mo Day Yr

1. What is your regular brand of cigarettes—that is, the brand you smoke most often? My Son died of
(Brand)

2. Is your regular brand ...? (Check one)
☐ Regular/King Size ☐ 100's or ☐ Lung

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

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 He smoked

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

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 He is now

8. What if any, was your previous brand?
(brand) 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 He Finally quit too
☐ 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	☐ Kool	☐ Raleigh Extra
☐ Best Value	☐ Magna	☐ Salem
☐ Carlton	☐ Marlboro	☐ Store Brand/Generic
☐ Cambridge	☐ Merit	☐ Superslims
☐ Camel	☐ Misty	☐ True
☐ Capri	☐ Monarch	☐ Vantage
☐ Carlton	☐ Montclair	☐ Viceroy
☐ Other (brand)	☐ More	☐ Virginia Slims
☐ None	☐ 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/above. 1 carton = 10 packs.)

	# 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

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

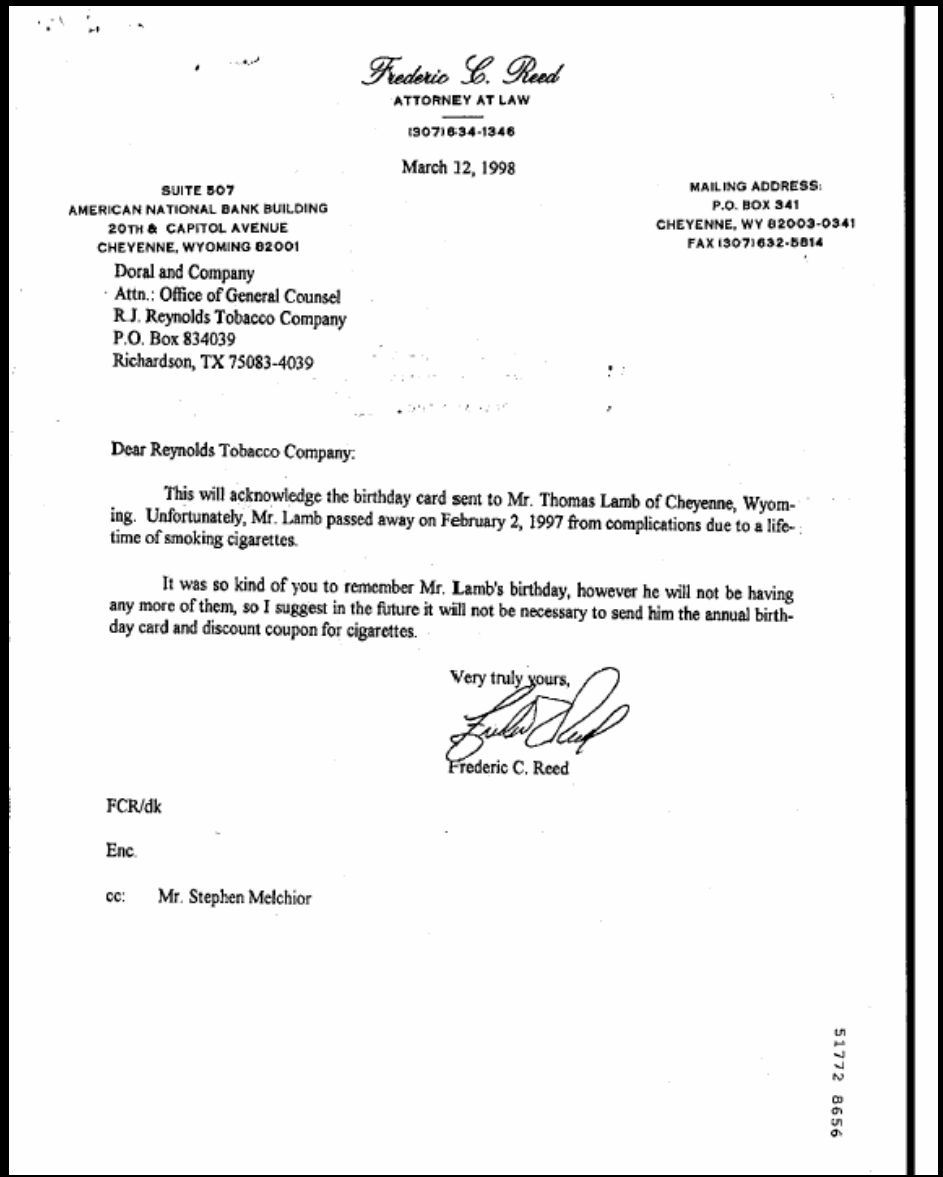
First Name MI Last Name

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
(307)634-1346

March 12, 1998

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

MAILING ADDRESS:
P.O. BOX 341
CHEYENNE, WY 82003-0341
FAX (307)632-5814

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

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

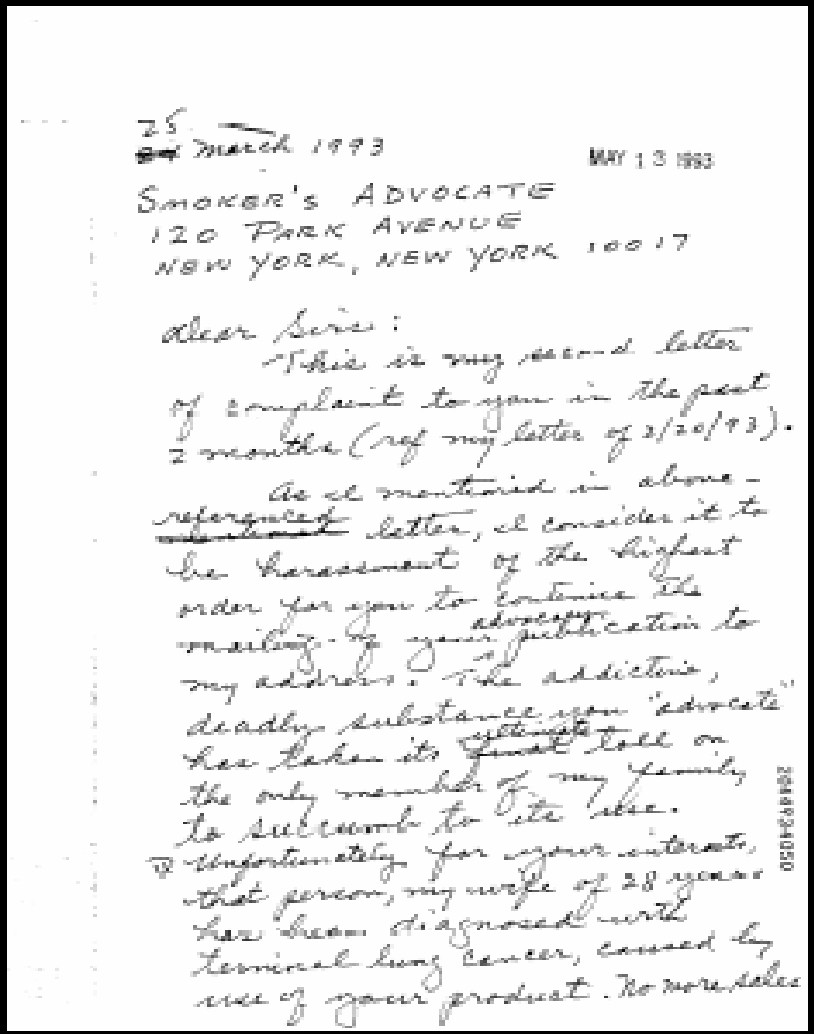
FCR/dk

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 March 1993

MAY 13 1993

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

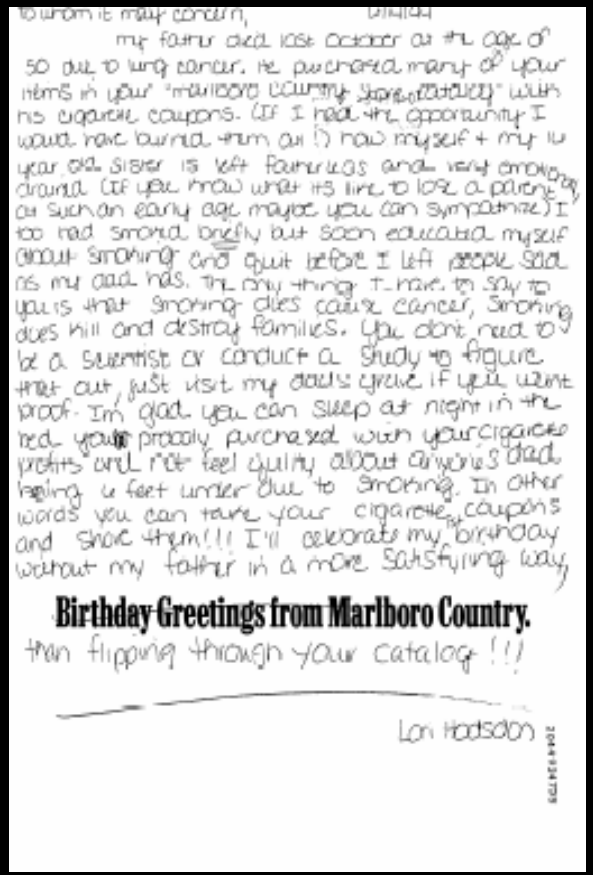
Dear Sirs:

This is my second letter of complaint to you in the past 2 months (ref my letter of 3/20/93).

As I mentioned in above-referenced letter, I consider it to be harassment of the highest order for you to continue the mailing of your advocacy publication to my address. The addictive, deadly substance you "advocate" has taken its ultimate toll on the only member of my family to succumb to its use.

Unfortunately for your interests, that person, my wife of 28 years has been diagnosed with terminal lung cancer, caused by use of your product. No more sales

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.


To whom it may concern,

my father died last October at the age of 50 due to lung cancer. He purchased many of your items in your "Marlboro Country Store Catalog" with his cigarette coupons. (If I had the opportunity I would have burned them all!) now myself + my 16 year old sister is left fatherless and very emotionally drained (If you know what its like to lose a parent at such an early age maybe you can sympathize) I too had smoked briefly but soon educated myself about smoking and quit before I left people sad as my dad has. The only thing I have to say to you is that smoking does cause cancer, smoking does kill and destroy families. You don't need to be a scientist or conduct a study to figure that out, just visit my dad's grave if you want proof. I'm glad you can sleep at night in the bed you probably purchased with your cigarette profits and not feel guilty about anyone's dad being 6 feet under due to smoking. In other words you can take your cigarette coupons and shove them!!! I'll celebrate my birthday without my father in a more satisfying way,

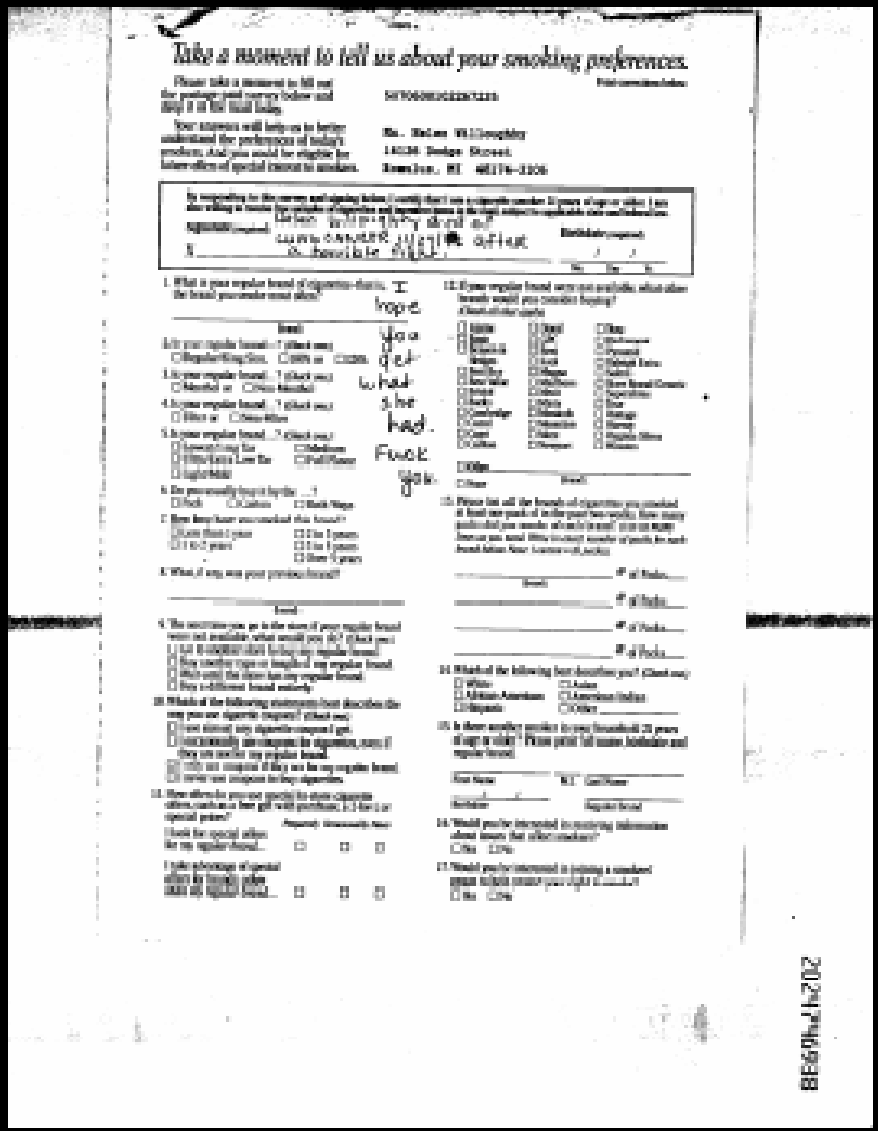
Birthday Greetings from Marlboro Country.

than flipping through your catalog!!!

Lori Hodsdon

<u>From Somewhere, USA:</u>

My father died last October at the age of 50 due to lung cancer. He purchased many of your items in your "Marlboro Country Store Catalog" with his cigarette coupons...Now myself and my 16 year old sister are left fatherless...The only thing I have to say to you is that smoking does cause cancer, smoking does kill and destroy families. You don't need to be a scientist or conduct a study to figure that out, just visit my Dad's grave if you want proof.



Take a moment to tell us about your smoking preferences.

Helen died of lung cancer November 27 after a horrible fight. I hope you get what she had.

Fuck you.

Michigan:
Helen died of lung cancer November 27 after a horrible fight. I hope you get what she had.

MERIT AWARDS

she can't quit!

You Interferers

Her lungs are Shot!

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

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.

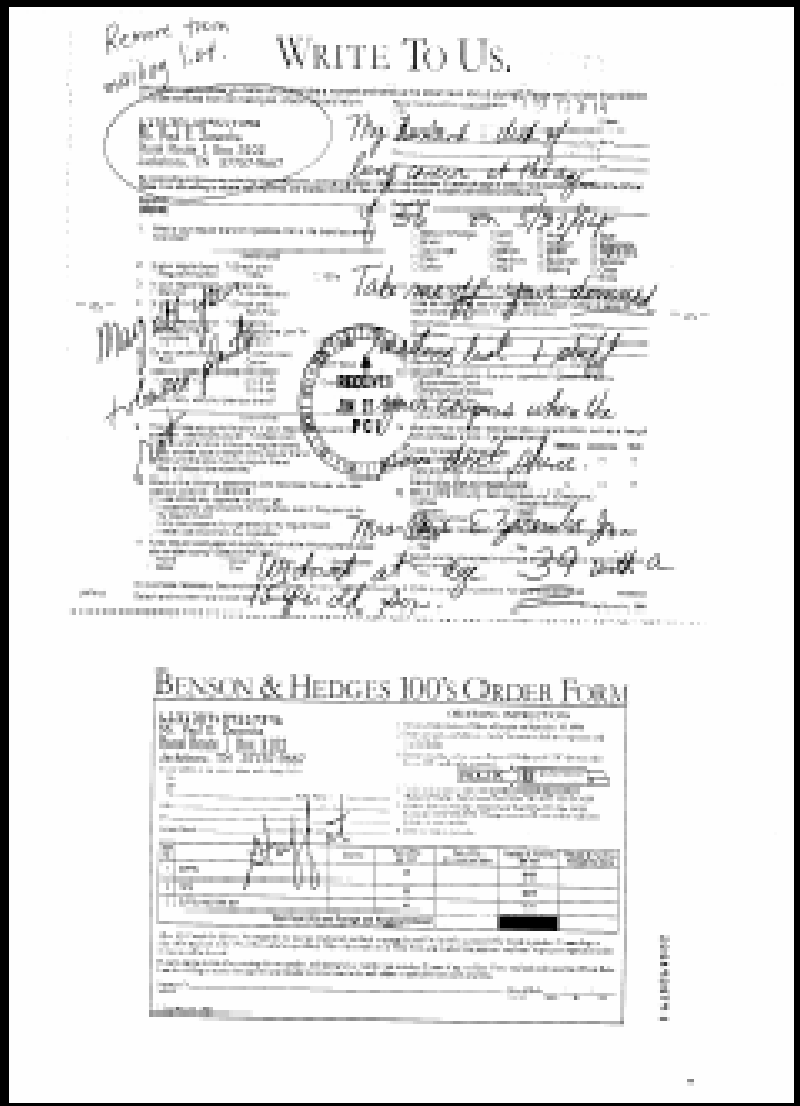
There's the unique Merit Picnic Backpack: small enough to sling over your shoulder, yet it carries everything you need to set up a picnic for two. Or choose the Merit Umbrella, with its distinctive canopy design. Or the soft, comfortable 100% wool Merit Blanket. You can also order all three.

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,

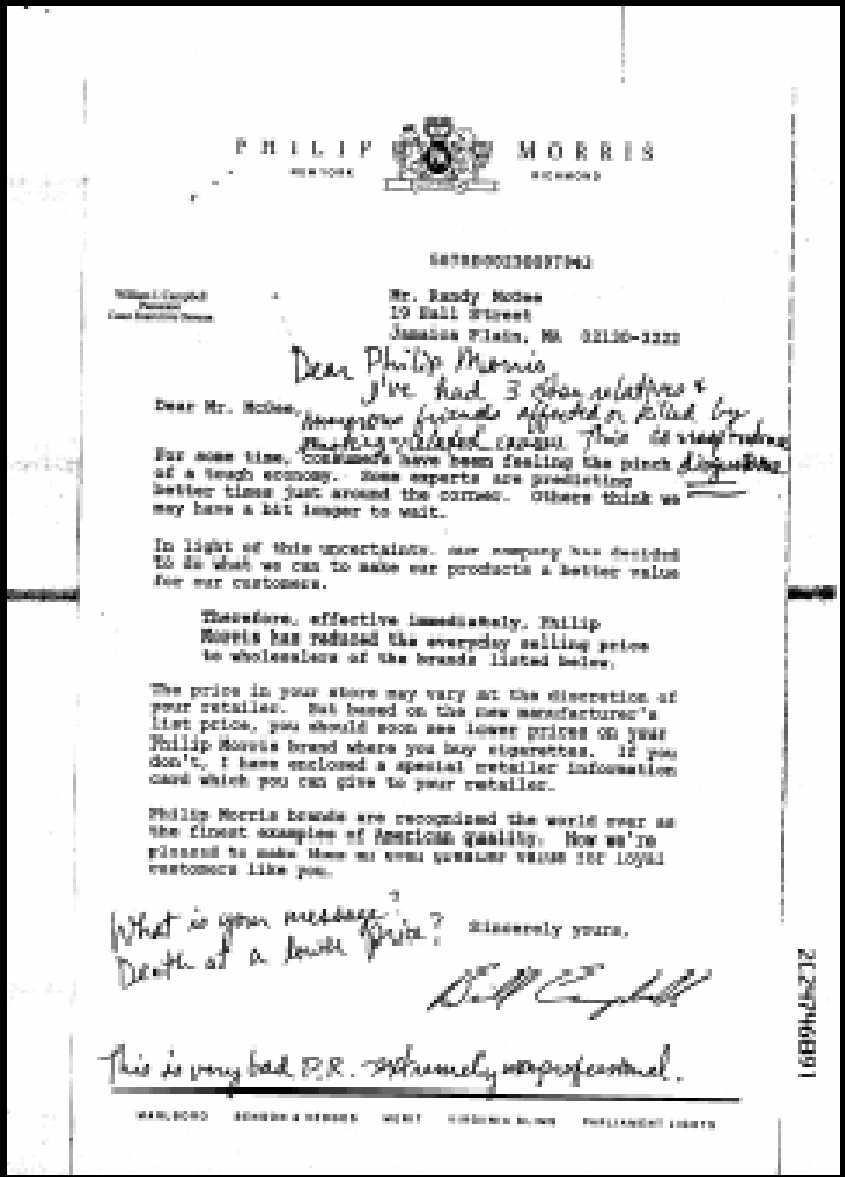
Norma Smith



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

Mr. Randy McGee
19 Hall Street
Jamaica Plain, MA 02130-3222

Dear Philip Morris
I've had 3 close relatives & numerous friends affected or killed by smoking-related causes. This is very [illegible] disgusting.

Dear Mr. McGee,

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 at a lower price?

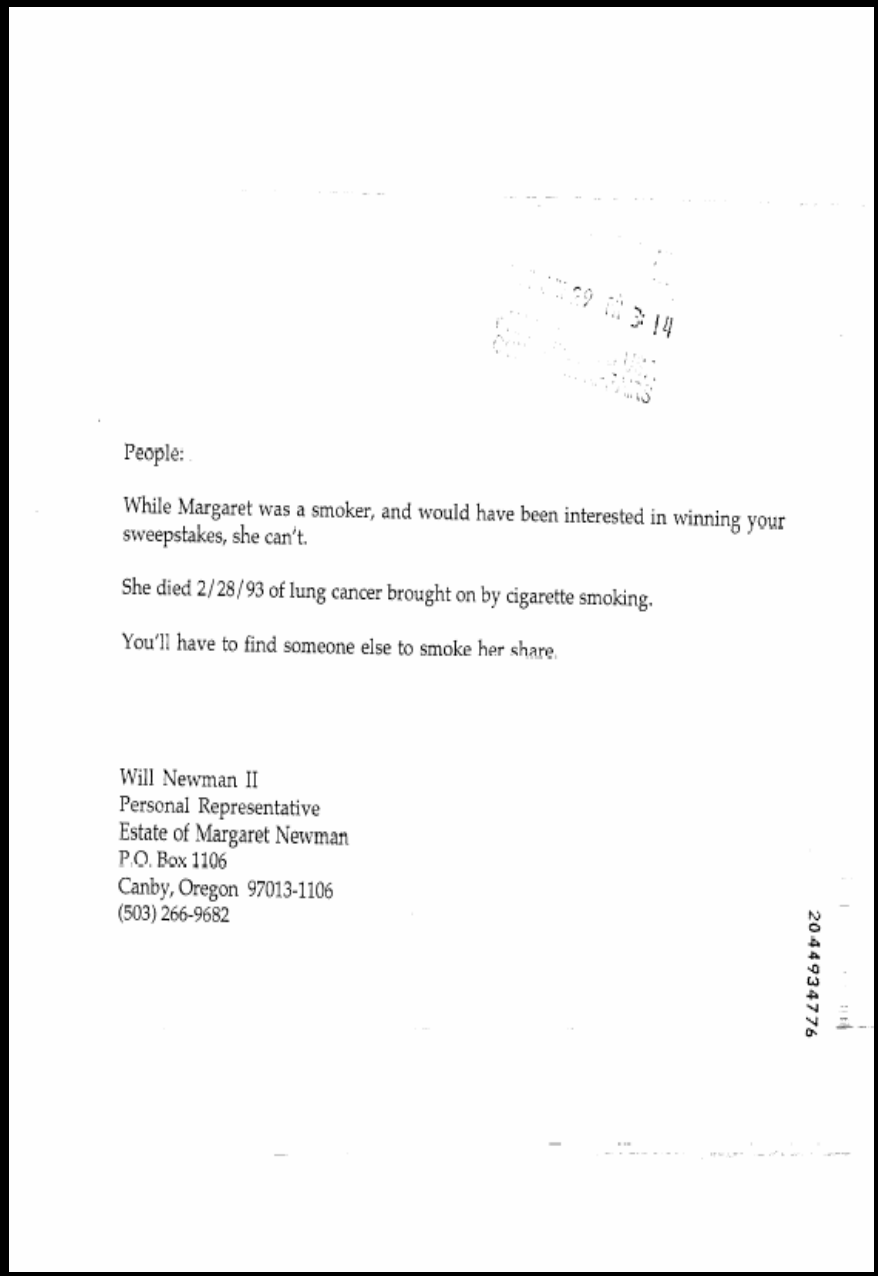
Sincerely yours,

This is very bad P.R. extremely unprofessional.

MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PHILLIPMORRIS LIGHTS

2124746891

Massachusetts:
This correspondence <u>disgusts</u> me. What is your message? Death at a lower price?



People:

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

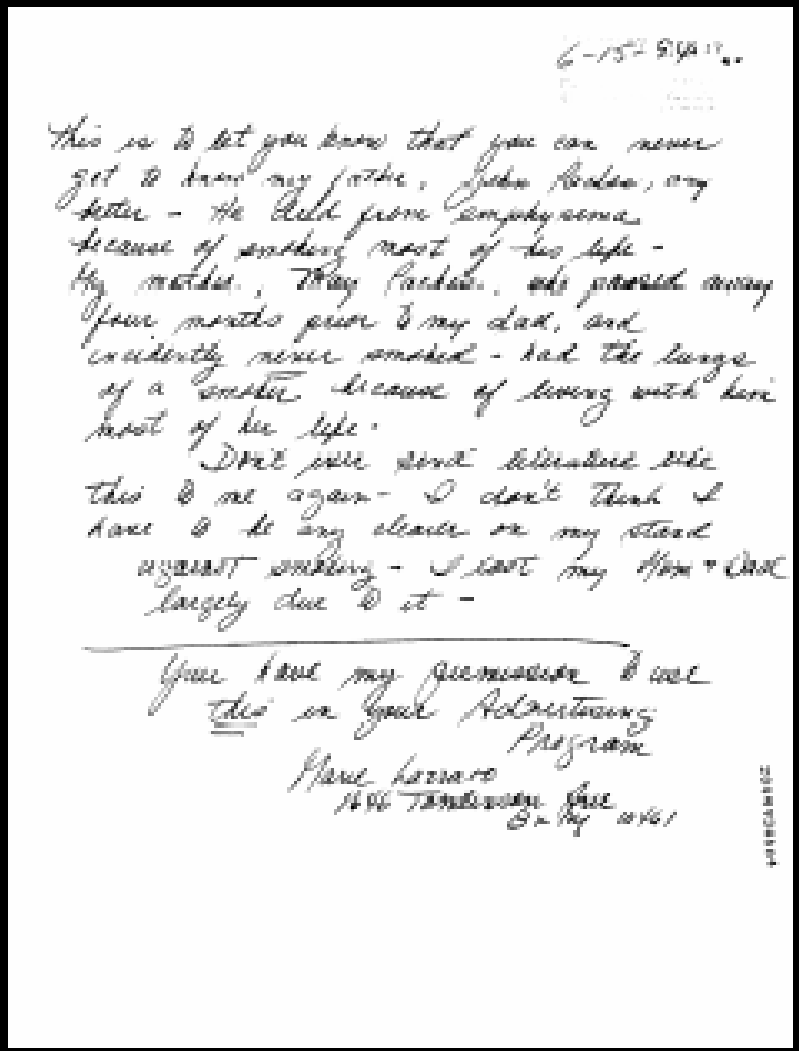
She died 2/28/93 of lung cancer brought on by cigarette smoking.

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

20449247?6

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-[illegible]

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

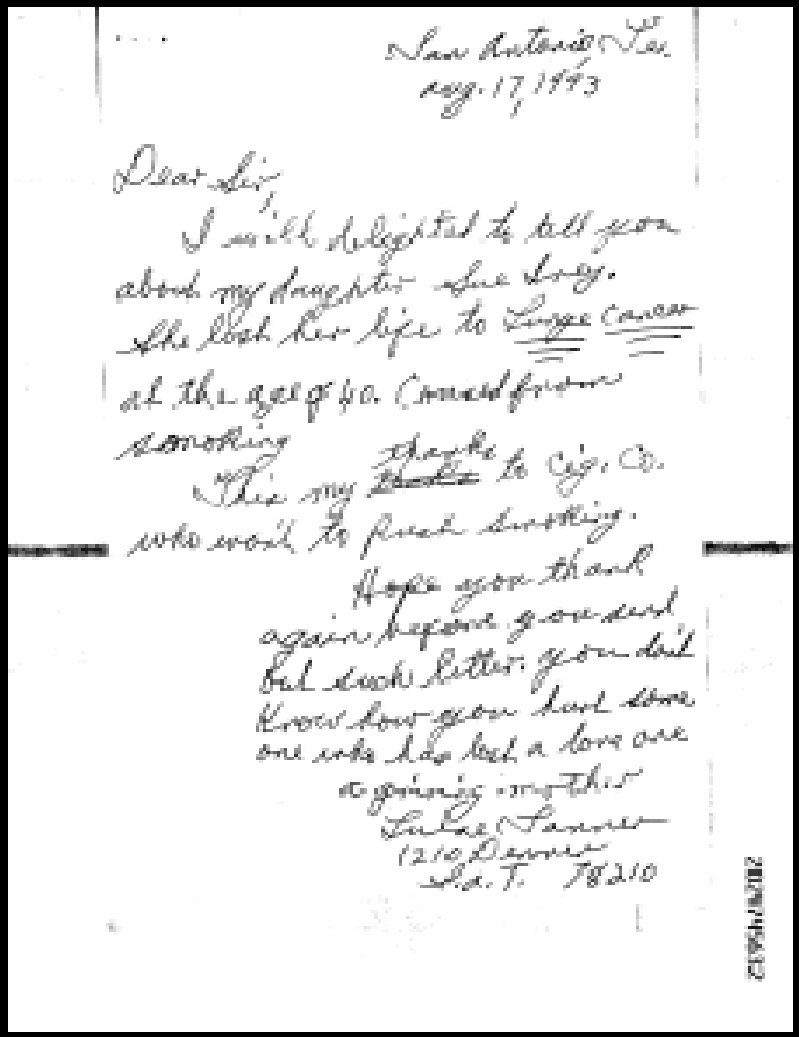
Don't ever send literature like this to me again - I don't think I have to be any clearer on my stand against smoking - I lost my Mom + Dad largely due to it -

You have my permission to use this in your Advertising Program

Marie Lazzaro
[illegible] Tomlinson Ave
Bx Ny 10461

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 ***<u>THIS</u>*** in your advertising program.



San Antonio Tex.
Aug. 17, 1993

Dear Sir,
I will delighted to tell you about my daughter Sue Ivey. She lost her life to Lunge cancer at the age of 40. Caused from smoking
This my thanks to Cig. Co. who won't to push smoking.
Hope you thank again before you send out such letter. You don't know how you hurt some one who has lost a love one
a grieving mother
Lulae Tanner
1210 Denver
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

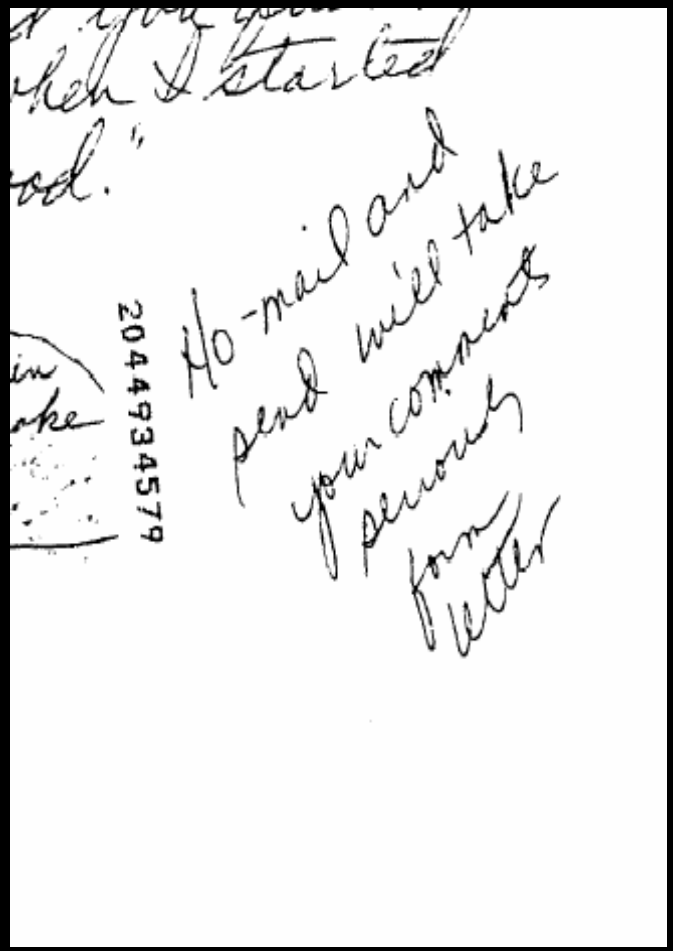
PRESORT
FIRST CLASS MAIL
U.S. POSTAGE
PAID
DOWNERS GROVE, IL
60515
PERMIT NO. 163

Return to Sender
because I have been
Deceased dead

5200200537036785

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

64109-2346 21



"No-Mail and send we'll take your comments seriously form letter"

R.J. Reynolds Tobacco USA
Winston-Salem, N.C. 27102
(919) 741-5500

RJR

September 12, 1989 DRAFT

Mrs. Edith Hays
2 Abbey 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

(Mrs.) Jo F. Spach
Manager, Public Information
Public Relations Department

JFS/jmd

91301 1592

1,200 A Day:

What if all of their families sent letters?