

## Tobacco Companies Deny Targeting Kids, But They Forgot To Shred the Evidence.

"Younger adult smokers are critical to RJR's long-term performance and profitability. Therefore, RJR should make a substantial long-term commitment of manpower and money dedicated to younger adult smoker programs."

— 1984 secret Marketing Report produced shortly before launch of the Camel campaign.

"We must sell the use of tobacco in the mouth and appeal to young people we hope to start a fad."

— United States Tobacco Co., from minutes of Snuff and Chewing Tobacco Research-Manufacturing-Marketing Meeting, January 23, 1966.

"Evidence is now available to indicate that the 14- to 18-year-old group is an increasing segment of the smoking population. RJR-T must soon establish a successful new brand in this market if our position in the industry is to be maintained over the long term."

— Planned Assumptions and Forecast for the period 1977-1986 for RJR Tobacco Co., stamped "secret," March 15, 1976.



From Joe Camel to the Skoal Bandit to the Marlboro Man — evidence shows that tobacco companies continue to target ads and promotions to kids. Each year, these companies pocket \$200 million from sales to children while they addict a whole new generation of customers.

Tell your elected officials and candidates to support restrictions on tobacco marketing to children, including the new Food and Drug Administration rule.

**Tobacco vs. Kids. Where America draws the line.**

### CAMPAIGN for TOBACCO-FREE Kids

To learn more, call 1-800-284-KIDS.

Contributions may be mailed to the National Center for Tobacco-Free Kids,  
1707 L Street, NW, Suite 800, Washington, DC 20036

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