

Tobacco Industry Fake Grass Roots Campaign

This is a copy of a mass mailing by Brown and Williamson that was received May 12 and provided to Public Citizen. The mailing contains exaggerated and inaccurate claims about price increases in tobacco products and pre-printed, addressed and stamped postcards to U.S. Senators (see below) in an effort to simulate a grass-roots campaign. Not only does the mailing contain overblown price claims, the mailing ignores the fact that price increases have a significant deterrent effect on smoking rates, particularly for younger smokers who have less disposable income. Furthermore, the mailing ignores the real reason Big Tobacco is worried about national legislation. They fear the special legal protections contained in the McCain Bill, S.1415, will be removed by an amendment on the Senate floor.

The Telegram:

P.O. Box 880381
El Paso, TX 88588-0381

**WESTERN
UNION**

1380814

**ATTENTION SMOKERS:
SPEAK NOW OR FOREVER HOLD YOUR WALLETS OPEN.**

Dear Friend:

And forever get used to paying \$50 — and up — for a carton of your favorite cigarettes. The reason? Congress is about to vote on a bill that would impose a huge tax on American smokers.

The bill's proponents theorize that huge tax increases on cigarettes will curtail kids from smoking.

In fact, higher prices are unlikely to deter underage smokers. And adult smokers, like you, will foot the bill. In the near future, your carton of cigarettes could cost you a whopping \$50, and that's only the beginning. This tax, in effect, could result in forcing an additional \$1,500 a year cost down your throat.

Now is the time to stop it. Make your wishes known. Use the enclosed postage-paid cards to contact your U.S. Senators and Representatives and tell them to VOTE NO to higher cigarette taxes! Be sure to mail the cards today.

Sincerely,



Nick Brookes
Chairman and CEO
Brown & Williamson Tobacco Corporation

P.S. Good and mad? Want to do more? Return the B&W postcard to us for more information on how, together, we can protect the rights of Americans who choose to smoke without going broke.

The Pre-Addressed Postcards to Senators:

RETURN ADDRESS

1380814



THE HON. ELEANOR NORTON HOLMES
U.S. HOUSE OF REPRESENTATIVES
1425 LONGWORTH HOUSE OFFICE BUILDING
WASHINGTON DC 20515

USA20

Dear Elected Official,

I strongly oppose the bill now before Congress that would raise cigarette taxes. I urge you as my elected representative to



VOTE NO TO ANY INCREASE IN CIGARETTE TAXES.

Name _____

Street _____

City/State/Zip _____ Phone (____) _____

My Signature _____

Comments _____

