

# Tobacco Industry Documents

"On May 12, 1994, an unsolicited box of what appeared to be tobacco company documents was delivered to Professor Stanton Glantz...The documents in the box dated from the early 1950's to the early 1980's. They consisted primarily of confidential internal memoranda related to B&W and BAT. Many of the documents contained internal discussions of the tobacco industry's public relations and legal strategies over the years, and they were often labelled 'confidential' or 'privileged.' The return address on the box was simply 'Mr Butts'."

So starts *The Cigarette Papers*, the first report chronicling the release of previously secret tobacco industry documents. Public release of these documents clearly illustrated their power in exposing tobacco industry corporate behaviour, and they profoundly influenced public opinion.

Following the release of the BAT documents and as a result of litigation and legal settlement agreements in the USA, documents introduced through legal discovery have had to be made publicly available by the tobacco industry in physical depositories in Minneapolis, USA and Guildford, UK.

As a result of the 1998 Master Settlement Agreement between 46 states and the tobacco industry, the documents of the Minnesota Depository are to be duplicated online via searchable websites maintained by each of the companies.

"Our work in Senegal resulted in a new advertising decree which reversed a total advertising ban."

Philip Morris, 1986

**40**  
million  
pages  
of once secret  
internal tobacco  
industry  
documents are  
now in the public  
domain

"Work to develop a system by which Philip Morris can measure trends on the issue of Smoking and Islam. Identify Islamic religious leader who oppose interpretations of the Quran which would ban the use of tobacco and encourage support for these leaders."

Philip Morris, 1987

"A law prohibiting tobacco advertising was passed in Ecuador but, after a mobilization of journalists from throughout Latin America and numerous international organizations, it was vetoed by the President."

Philip Morris, 1986

"Asia is now the priority target for the world anti-tobacco movement. We should remember that as U.S. cigarette exports to Asia account for close to 70% of our volume and 97% of our profits... The implications for our business...should this league be successful, are significant."

Philip Morris, 1989

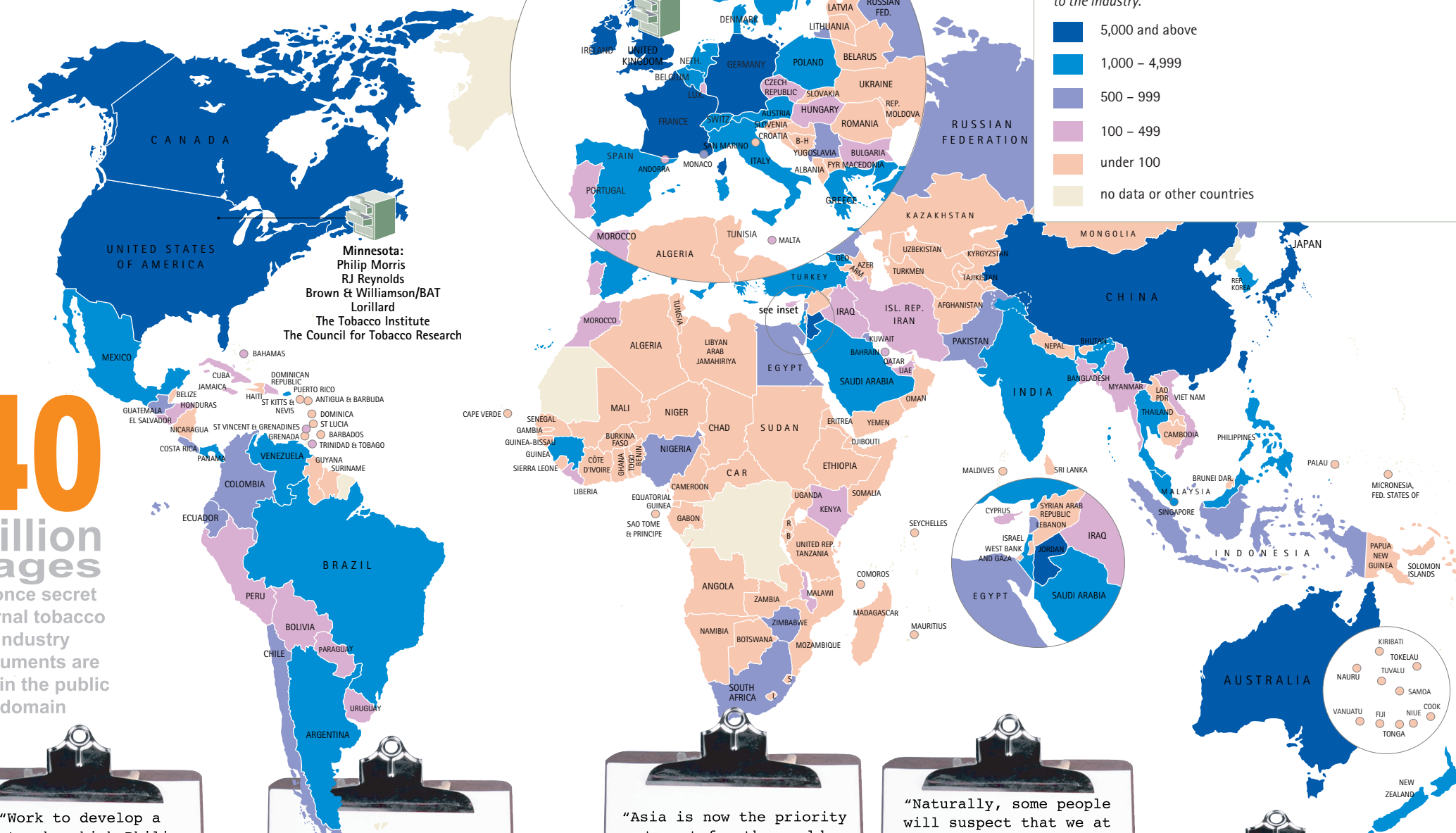
"Naturally, some people will suspect that we at the Tobacco Institute have spent so long fighting the cigarette controversy that we have become a little paranoid. But let me assure you that paranoia is justified. They are out there; they are out to get us."

Tobacco Institute,  
USA, 1979

"document retention policy."

BAT's description of the policy under which thousands of incriminating documents were destroyed.

Australia, 2002



## Legacy website

Number of documents relating to each country found on the Legacy website of tobacco industry documents 2002

The higher the figure, the more important the country is to the industry.