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Distribution: General

THE TOBACCO INDUSTRY DOCUMENTS

**What they are, what they tell us,
and how to search them**
A practical manual



World Health Organization
Regional Office for the Eastern Mediterranean
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THE TOBACCO INDUSTRY DOCUMENTS: AN INTRODUCTION

What the documents are and where they came from

This section tells the story of how a powerful industry was forced by US courts to reveal its innermost secret documents, documents that explain what nine tobacco companies knew, when they knew it, and what they concealed from the public about their dangerous product.

In 1998, six million once secret documents, over 35 million pages, became available to the public. The documents came from the national and international offices of seven US cigarette manufacturers and two affiliated organizations: Philip Morris Incorporated, R.J. Reynolds Tobacco Company, Brown & Williamson Tobacco Corporation, British American Tobacco Industries, Lorillard Tobacco Company, the American Tobacco Company, the Liggett Group, the Tobacco Institute and the Center for Tobacco Research. The documents were written by company scientists, consultants, lawyers and top executives; and also by outside companies doing business with the tobacco industry, such as public relations, advertising and law firms and research laboratories. The documents include letters, memos, telexes, emails and research reports; strategic, political and organizational plans; organizational charts, lists of consultants, invoices and

copies of checks paid; testimony in courts and before legislatures; advertising, marketing, media and public relations strategies; and several other categories.

How did this treasure come about? Under the US legal system when an individual, called the plaintiff (person, organization or government), brings a lawsuit against another individual, called the defendant, each may request to see the other's internal documents relating to the case. This procedure is known as pre-trial discovery. If one or the other side refuses to provide the requested documents, the court judge will decide which must be turned over.

Over the past decade there have been dozens of lawsuits brought by or on behalf of smokers in different state courts against US tobacco manufacturers. The allegations stated that the tobacco companies were negligent by making a dangerous product; that they knew tobacco was dangerous but failed to warn the public, and even denied the danger; that they increased the potency of nicotine in cigarettes while denying that nicotine was addictive; and that they deliberately marketed to children under the legal age for smoking. Beginning in 1994, a number of states sued the tobacco industry both for fraud—hiding from the public what the companies knew about their product—and to recover what it cost those states to care for sick and dying smokers. The lawsuit brought by the State of Mississippi became famous in the movie *The Insider*.

In the course of these trials, tobacco industry documents were “discovered”. The State of Minnesota,

for instance demanded all documents related to over a dozen categories, including:

- ?? smoking and health, “light” and “safer” cigarettes
- ?? company research on the properties and effects of nicotine and addiction
- ?? company research on how to deliver potent levels of nicotine to the smoker
- ?? research on other ingredients, both naturally occurring in and added to tobacco
- ?? tobacco industry advertising, marketing or promotion of cigarettes
- ?? industry studies on the sociology or psychology of smokers
- ?? destruction and disposal of secret documents by the tobacco companies

The tobacco industry did not give up these documents without a struggle, and it took a decision by the US Supreme Court to permit their entry in the trial. The companies tried to hide their documents behind the judicial concept of “attorney–client privilege” but the courts ruled that this was merely an attempt to hide evidence of crime and fraud. Only about 2000 documents were actually used by the state in the trial—some of the most potent ones, to be sure—so how were the millions of documents finally released to the public? Here is how.

In 1998 the tobacco companies settled their lawsuit with the State of Minnesota. With no determination of guilt or innocence the companies agreed to pay a large sum of money to the state, and agreed further to make

public all the documents that had been discovered. Within a few months, all the other suing US states and the industry concluded a similar master settlement agreement: the states agreed not to sue the tobacco industry—though private individuals still could—and the industry promised to pay a large sum of money (some of it to fund a national anti-smoking campaign) and to release and maintain all the documents discovered in trials up to 1999. In addition, any new documents discovered in future trials in US courts would be released to the public and maintained by the industry, up until 2010.

Copies of these documents are now kept in two warehouses, one in Minnesota and the other in Guildford, UK. While most of the Minnesota collection is also available on the internet, documents from the British American Tobacco Company stored in England are not, except for a small subset used in the Minnesota trial, and a few small collections copied from Guildford by tobacco-control groups, and put on to web sites.

Although the documents come only from companies doing business in the US, many reflect the worldwide plans, strategies and activities of these multinational corporations. Copies of letters, memos, telexes, emails, and reports from subsidiary companies and offices overseas were sent back to the home-offices in the US, both in English and in other languages. Particularly interesting are the letters and memos discussing global and local plans to counteract tobacco-control forces, and ways to confuse the public about the

evidence showing the great damage tobacco does to health.

What the documents tell us

This section summarizes the major findings in the documents discovered during the Minnesota trial. Key quotes for each section are provided along with the Bates number citation that identifies each document (see page 30 for further explanation of the Bates number).

1. Smoking and health, “light” and “safer” cigarettes

The largest group of documents include those dealing with the effects tobacco has on health. Here we learnt how the tobacco industry’s own research with animals showed the cancer-causing effects of tobacco. We learnt that industry scientists knew or strongly suspected as early as the 1950s that smoke caused disease. More important, we learnt from the documents how the industry tried to destroy the evidence of these findings: by shipping incriminating documents to company offices overseas, where they might not be found by US plaintiffs and courts (see below, item 7), and by closing down company laboratories that did this kind of research and firing the scientists. Tobacco research by outside scientists more often than not tended to excuse tobacco as a direct cause of ill-health. We also learnt how the tobacco companies, through their law firms and the Tobacco Institute, hired scientific consultants and journalists (who often did not reveal their links to the industry) to write articles and to testify

before government committees, denying that cigarette smoking was a cause of disease in smokers, or that tobacco smoke harmed non-smokers exposed to the fumes.

The tobacco companies and their information and public relations agencies also staged scientific conferences in which their consultants could “keep the controversy alive” (an often repeated quotation) about smoking and health. “Keeping the controversy alive” was especially important in the matter of passive smoke, also known as environmental tobacco smoke.

If smoking harms only the smoker, the industry can, and does, defend itself in court by saying it is a matter of individual choice. But if it could be proved that smokers’ smoke harms non-smokers (children included), then bans on smoking in public would be sure to follow; and this would be very bad for business. The documents richly detail how the companies denied or obscured the solid evidence of the harm environmental tobacco smoke causes—including evidence from their own laboratories.

The documents also revealed that the cigarette companies knew decades ago that so-called “light” cigarettes, which promised less tar and nicotine in response to smokers’ worries about health, were in fact being smoked more often and more intensely by smokers to compensate for the lower nicotine. The companies knew about this compensation, yet deliberately advertised these cigarettes in ways that suggested healthiness. Cigarettes labelled as “light” or “mild” were also marketed as a way to discourage

smokers from quitting. Women were a particular target for “light” and “mild”, especially when delivered as “slim” or “thin” cigarettes (which concentrate nicotine and cancer-causing chemicals in the smoke).

Key quotations from the documents on smoking and health

?? For a given condensate [“tar”] delivery, a lower circumference [“thin”] cigarette can be expected to deliver a higher NNK [nitrosamine, a cancer-causing chemical] than a higher circumference cigarette.

British American Tobacco senior scientist, 1988

Bates no. 402383318/3319

?? Obviously evidence accumulated to indict cigarette smoke as a health hazard is overwhelming. However, the evidence challenging that indictment is scant.

R.J. Reynolds senior scientist, 1962

Bates no. 504822823/2846

?? [T]he three representatives of the British companies accepted that smoking was the direct cause of a number of diseases. They shared the opinion held by the British medical establishment that a consistent statistical association between one risk factor and a disease was sufficient to be able to assume causality.

Philip Morris senior scientist, 1977

Bates no. 1003727234/7235

?? Communication [:] All work in this area should be directed towards providing consumer reassurance about cigarettes and the smoking habit. This can be provided in different ways, e.g. by claimed low deliveries, by the perception of low deliveries and by the perception of “mildness.” Furthermore, advertising for low delivery or traditional brands should be constructed in ways so as not to provoke anxiety about health, but to alleviate it, and to enable the smoker to feel reassured about the habit and confident in maintaining it over time. [emphasis in original]

British American Tobacco, 1977

Bates no. 100427792/7800

2. The properties and effects of nicotine and research on addiction

Without any doubt, the tobacco scientists knew that nicotine was addictive; that the main reason people smoked and had a hard time quitting was because of addiction; and that the impact of nicotine could be boosted by getting it to the brain more quickly through additions of certain chemicals to the cigarette. The documents also reveal the tobacco industry’s strategy to deny to the public that nicotine was addictive. The most famous instance of denial came when seven chief executive officers of US tobacco companies each swore to a committee of the US Congress that nicotine was not addictive.

Key quotations from the documents on nicotine and addiction

?? Think of the cigarette pack as a storage container for a day's supply of nicotine.... Think of the cigarette as a dispenser for a dose unit of nicotine.

Philip Morris chemist, 1972

Bates no. 2046787966/7982

?? Smokers are nicotine addicts.

Senior British American Tobacco scientist, 1961

Bates no. 3010833862/3865

?? Very few consumers are aware of the effects of nicotine, i.e., its addictive nature and that nicotine is a poison.

Brown & Williamson, 1978

Bates no. 665043966

?? [T]he entire matter of addiction is the most potent weapon a prosecuting attorney can have in a lung cancer/cigarette case. We can't defend continued smoking as "free choice" if the person was "addicted."

Tobacco Institute executive, 1980

Bates no. TIMN0097164/7165

3. Research on how to deliver potent levels of nicotine to the smoker

The documents have revealed that Philip Morris discovered nearly 30 years ago that adding alkaline

ammonia compounds lowered the acidity of the smoke, which in turn changed the chemical structure of nicotine to allow it to reach the brain faster, a nearly instant “hit” of the drug, something the tobacco chemists call “impact”. The process is similar to that of free-basing cocaine for rapid and more powerful effect. The immense global popularity of Philip Morris’s Marlboro cigarettes may be due to this “ammonia technology”, one quickly copied by the other cigarette companies. British American Tobacco conducted secret breeding experiments of a new tobacco plant yielding twice the amount of nicotine as conventional tobacco. Other manipulations included adding chemicals to the tobacco to speed the absorption of nicotine in the lungs, manipulating the blend of tobacco, and adding nicotine to the filter or the tobacco.

Key quotations from the documents on delivery of nicotine

?? Methods which may be used to increase smoke pH and/or nicotine “kick” include: (1) increasing the amount of (strong) burley in the blend, (2) reduction of casing sugar used on the burley and/or blend, (3) use of alkaline additives, usually ammonia compounds, to the blend, (4) addition of nicotine to the blend, (5) removal of acids from the blend, (6) special filter systems to remove acids from or add alkaline materials to the smoke.

R.J. Reynolds senior scientist, 1973
Bates no. 502193199/3228

4. Research on other ingredients added to tobacco

Cigarettes are not merely tobacco leaves rolled up in paper. The modern cigarette is a most highly engineered product. In addition to the four thousand naturally occurring chemicals in tobacco (over one hundred of which are known to be cancer-causing), the documents on tobacco research done by the industry reveal a phenomenal effort to add various other chemicals, without ever informing the public. Even a bar of chocolate has a complete list of ingredients on its label, natural and added; but not so cigarettes. (The additives are legal! The European Union permits over 600 chemicals to be added in the manufacture of tobacco products.) We learnt from the documents that the tobacco companies used chemicals to increase the addictiveness of nicotine, chemicals to disguise the harsh taste of nicotine, chemicals to widen the lung passages for faster absorption of the smoke, chemicals mask the taste, chemicals to add “flavour” and sweetness. Sugar, cocoa, liquorice and chocolate especially appeal to young people. To make smoke less objectionable to non-smokers, chemicals are added to mask smell, irritability and visibility of the smoke.

Additives to food and medicines are closely screened by government authorities to be sure they are not poisonous, but not so with tobacco. Some of the additives include chemicals that damage the liver or are suspected of being cancer-causing. The additional dangers when so many chemicals act in combination has never been tested.

Key quotations from the documents on other ingredients added to tobacco

?? [U]se the FLITE technology to inject various flavors into the blend. These flavors would be new and unconventional.... Two flavors which were discussed as options were Root Beer and Brazilian Fruit Juice, both of which tend to appeal to the younger generation while being rejected by their parents.

British American Tobacco, anonymous, no date
Bates no. 400649145/9146

?? Subject: Odor Modification of Sidestream Smoke [:].... I have compiled a list of representative odor types for consideration. Needless to say, this is hardly exhaustive.... These are listed below with brief odor descriptions. 1. Ethyl 3-methylvalerate (apple-walnut) 2. p-Anisaldehyde (fruity-cherry) 3. Vanillin (sweet, vanilla) 4. Anethole (anise, licorice), 5. Limonane (fragrant, lemon) 6. Phenethylalcohol (floral, rose), 7. Acetylpyrazine (popcorn, nutty), 8. beta-Caryophyllene (fragrant, spicy) 9. Patchouli alcohol (fragrant, woody, musk) 10. Cadrol (cedar) 11. Futanol (sweet, fresh bread).... Cigarettes treated with each of the above at several levels of application will be prepared.

Philip Morris chemist, 1988
Bates no. 2001300448

5. Advertising, marketing and promotion of cigarettes

Tobacco companies and their public relations firms have always insisted that advertising does not cause non-smokers to take up the habit, but tries to get those already smoking to switch brands. And the companies deny vigorously that they ever market to children. The documents reveal the complete opposite to be true. The marketing experts in the tobacco companies knew the essential arithmetic: current smokers quit or die; therefore new smokers are always needed. Since the majority of adult smokers begin in their teenage years, this is the group that had to be targeted by advertising and promotions. Lately the tobacco companies have created “children shouldn’t smoke until they are adults” campaigns around the world; of course without ever mentioning the health reasons for not smoking. Internal company documents show these campaigns to be a public relations effort to deflect the severe criticism against the industry for such successful promotions as those using the Joe Camel character, which hooked millions of teenagers on smoking. Also, the companies believe that such campaigns will lessen the number of laws restricting sales and marketing to young people.

The documents confirm that women are especially targeted for cigarette marketing around the world because at the moment they tend to smoke less than men. The documents show how tobacco marketing uses images of liberation, equality (“You’ve come a long way baby” is one slogan used), slimness, health, vigour and good times to appeal to women, especially with

cigarettes identified as “women’s” brands. (Marlboro was once a “woman’s” cigarette! This shows how the industry can use advertising to create any image they please.) The manufacturers of “thin” or “slim” women’s cigarettes marketed to women understood that per unit of tobacco such cigarettes delivered a higher concentration of nicotine.

As the prevalence of smoking decreases in the developed world, the planning and strategy documents of the multinational tobacco companies show their eagerness to expand profits by vigorous marketing in other parts of the world, especially where restrictions are fewer and the population less aware of the risks.

Key quotations from the documents on advertising and marketing

?? [T]he 1982–83 round of [tax-induced] price increases caused two million adults to quit smoking and prevented 600 000 teenagers from starting to smoke.... [W]e were hit disproportionately hard. We don’t need that to happen again.

Philip Morris senior evaluation specialist, 1987
Bates no. 2022216179/6180

?? To ensure increased and longer-term growth for CAMEL FILTER, the brand must increase its share penetration among the 14–24 age group.

R.J. Reynolds marketing analyst, 1975
Bates no. 505775557

- ?? [T]he base of our business is the high school student.
Lorillard memo on sale of Newport cigarettes, 1978
Bates no. 03537131/7132
- ?? KOOL's stake in the 16-25 year old [black] population segment is such that the value of this audience should be accurately weighted and reflected in current media programs.
Brown & Williamson marketing analyst, 1973
Bates no. 170052238/2240
- ?? Smoking behaviour of women differs from that of men ... [they are] more highly motivated to smoke.... [T]hey find it harder to stop smoking.... [W]omen are more neurotic than men and more likely to need to smoke in stressful situations, presumably because they are less well able to deal with stress.... Given that women are more neurotic than men it seems reasonable to assume that they will react more strongly to smoking and health pressures.... There may be a case for launching a female oriented cigarette with relatively high deliveries of nicotine....
British American Tobacco senior scientist, 1976
Bates no.650015623/5655
- ?? We should not be depressed simply because the total free world market appears to be declining. Within the total market, there are areas of strong

growth, particularly in Asia and Africa.... It is an exciting prospect.

British American Tobacco chairman, 1990

Bates no. 502619006/9029

6. The sociology and psychology of smokers

The tobacco industry knows its customers better than any business in the world. Each year thousands of researchers with advanced degrees in marketing, psychology, sociology and interviewing do research on which people are more likely to smoke, why they continue to smoke, which ones are likely to quit smoking and how to induce them not to, and how people respond to advertising. The documents show the close attention the industry pays to social and economic class, racial character, age and sex, level of education, patterns of smoking, and many other subcategories. Research by a Canadian company even tried to predict which schoolchildren would become future smokers!

Key quotation from the documents on the sociology and psychology of smokers

?? FUBYAS [First Usual Brand young Adult Smokers] social groups spectrum ... today's social groups music clothes cars drinks ... goody goodies.... rockers party parties punkers burnouts ... live at the edge ... cigarette trends would start with rockers or punkers.

R.J. Reynolds marketing research, 1984

Bates no. 502762721/2726

7. Destruction, disposal or alteration of secret documents

Some of the most secret industry documents, released by the court in Minnesota, reveal the extent to which the tobacco industry suppressed their own research that showed the ill-effects of smoking, both from direct smoking and from exposure to smoke of non-smokers. The main reason for suppression was to avoid discovery of the research or other incriminating documents in any possible lawsuit.

Key quotations from the documents on destruction and disposal of secret documents

?? Ship all documents to Cologne [Philip Morris office in Germany].... Keep in Cologne.... Okay to phone & telex (these will be destroyed).... If important letters or documents have to be sent, please send to home—I will act on them and destroy [emphases in original].

Hand-written note from the files of the director of research at Philip Morris, probably 1970s
Bates no. 1000130803

?? Invalidation of Some Reports in the Research Department.... We do not foresee any difficulty...to remove certain reports from Research files. Once it becomes clear that such action is necessary for the successful defense of our present and future suits, we will promptly remove all such reports from our files.... As an alternative to invalidation, we can

have the authors rewrite those sections of the reports which appear objectionable.

R.J. Reynolds attorney, 1969

Bates no. 500284499

8. The web of deceit and deceitful practice

None of the categories of “discovery” is explicitly labelled deceit, bribery, smuggling or dirty tricks. Yet even though some incriminating documents were destroyed (“invalidated”) and others may have been concealed from the courts, what were turned over amply reveal the incredible range of corporate malfeasance. This includes: evidence of political “dirty tricks”; use of carefully staged scientific conferences to “keep the controversy alive”; use of secretly paid consultants and journalists to cast doubt on the ill-effects of tobacco; trying to rewrite the rules of standard epidemiological science; casting doubt on national and international scientific agencies; conspiracy and collusion by the multinational companies to retard measures for tobacco control; undermining of and spying on international organizations such as WHO and anti-tobacco non-governmental organizations; setting up or subsidizing pro-tobacco organizations that appear to be acting independently (such as smokers’ associations, scientific groups, restaurant and hotel associations, agricultural and tobacco grower associations, among others); bribery; and even involvement in smuggling.

Key quotations on these subjects may be found in published reports listed in Annex 1 to this manual,

“Publications based on research into tobacco industry documents”.

Why are these documents important?

This section reveals the continuing value of these documents to journalists, public health workers, government officials, ordinary citizens. With so much already revealed, what further benefits can we gain from the documents?

Because they have already convinced several juries in US lawsuits that the tobacco companies were negligent and deceitful, they will continue to be used in new lawsuits, both in the US and other nations. They can continue to influence the public by exposing previously secret documents in newspapers, magazines, television, even movies (recall the film *The insider*). They are used to show governments what the tobacco companies know about their products, and tried to hide, and so can lead to legislation to reduce the harm tobacco causes. Examples include bans on public smoking, requirements for more graphic warning labels and a listing of ingredients, bans or restrictions on advertising and promotion. The massive treasure of documents have made it possible for WHO and all 191 member states to negotiate the Framework Convention on Tobacco Control (FCTC), an international treaty to regulate the tobacco industry and its products in a uniform way. For more information on the FCTC, go to the WHO Tobacco Free Initiative (TFI) internet web site: www.tobacco.who.int.

KEY INTERNET ADDRESSES (URLs) FOR ACCESSING THE DOCUMENTS

With a fast modem or high-speed line, anyone can readily research the documents from several web sites. Here is a list of the ones most often used.

www.tobaccoarchives.com

www.tobaccoresolution.com

Two tobacco industry web sites which provide direct links to the individual companies; each is also directly accessible.

www.pmdocs.com (Philip Morris)

The largest and easiest site to work with.

www.rjrtdocs.com (R.J. Reynolds)

Complex instructions but rewarding to search.

www.bwdocs.aalatg.com (Brown & Williamson and American Tobacco)

Some British American Tobacco documents may also be found here. A difficult site to search, with complicated instructions.

www.lorillarddocs.com (Lorillard)

Similar to Philip Morris.

www.tobaccoinstitute.com (Tobacco Institute)

Similar to Philip Morris.

www.ctr-usa.org/ctr (Council for Tobacco Research)

Limited to research reports.

www.cdc.gov/tobacco/industrydocs/index.htm (US Centers for Disease Control)

Direct links to the tobacco industry web sites, along with explanatory material about the documents.

<http://legacy.library.ucsf.edu> (University of California San Francisco)

All documents now on company controlled web sites through 1999 are posted, with later ones being added over time.

www.tobaccodocuments.org (a private nongovernmental organization)

The site has nearly all the documents appearing on company controlled web sites up to 1999, plus an important cache of “attorney-client privilege” formerly secret documents known as the Bliley set (after the then chairman of the US House of Representatives Committee on Commerce, Tom Bliley, who subpoenaed them), previously only available with difficulty through the US Congress Committee on Commerce. Searching on one site has the advantage of only using a single form of search term, but this site may be difficult to work with at first. The site undergoes regular updating and revision. In case of difficulty, try www.tobaccodocuments.com.

DOCUMENT COLLECTIONS

Since the documents first became available in 1998, a international network of researchers has grown. The researchers include academics, physicians, journalists, nongovernmental organization staff, independent tobacco-control activists, lawyers, government officials, insurance company staff and others. The researchers exchange documents and helpful advice via email lists such as www.doctalk@smokescreen.org.

Over time many researchers have created “collections” of documents usually centred around a specific interest, such as advertising and marketing to children, or the research the tobacco companies did on nicotine and addiction. Many of these collections are being published in medical and public health journals. The following is a partial list of internet sites where individual collections may be found and searched; some collections are still private and inaccessible.

www.tobaccodocuments.org

This document search site also features several collections.

www.ash.org.uk/papers

A set of papers on a wide range of tobacco issues, posted by the UK group Action on Smoking and Health.

roswell.tobaccodocuments.org

Advertising and media, children and youth.

www.tobacco.org/Documents/documents.html

Also contains numerous links to many court cases, scientific reports, testimony before the US Congress, and other hard-to-find information.

stic.neu.edu/Libraries.html

This site lists every tobacco court case brought in the US by state.

www.hlth.gov.bc.ca/guildford/index.html

The Canadian province of British Columbia sent investigators to the British American Tobacco document warehouse in Guildford, UK; they brought back remarkable material related to Canada, but with much else for other countries.

www.cctc.ca

The Canadian Council for Tobacco Control, a nongovernmental organization, also has a searchable collection from Guildford; also found at www.ncth.ca/Guildford.nsf.

www.smokescreen.org/list/det.cfm?listid=66

A researcher at the American Lung Association has turned up nearly 500 documents covering all topics, the “best of the best”.

www.library.ucsf.edu/tobacco/mangini/report

Coughlin PJ, Janecek FJ. A review of R.J. Reynolds’ internal documents produced in Mangini vs. R.J. Reynolds Tobacco Company, civil number 939359—the case that rid California

and the American landscape of “Joe Camel”. February 1998. The University of California San Francisco has other collections on this site.

www.no-smoke.org

The American Nonsmokers’ Rights Foundation presents documents on a range of topics such as how Philip Morris set up a “smokers’ rights” organization, and why the tobacco industry prefers “ventilation” in restaurants and bars over outright bans on public smoking).

SEARCHING THE DOCUMENTS

The Philip Morris document face sheet and the 4B index

Let us begin with a worked example¹ at Philip Morris’s site, probably the easiest site to work with, and the company with the most documents on the internet. You may read this section or follow along on your computer. Go to www.pmdocs.com. Enter in the search bar the name “hirschhorn,b”², and click on “proceed with search” at the bottom of the “please read” advisory page that comes up. You will see this result, three lists describing the contents of three documents. Here is the first list.

¹ Because the archives are continually being added to, users’ results may differ from those printed here.

² Here and below, the inverted commas should be omitted when typing the search term in the search window.

Search Results: 4 document(s) match your query for
hirschhorn,b.

1. DOCUMENT ID: 2063427399
MASTER ID:
OTHER NUMBER:
DOCUMENT DATE: 19980121
PRIMARY TYPE: MEMO, MEMORANDUM
OTHER TYPE: REPT, REPORT, OTHER
PERSON AUTHOR: HIRSCHHORN,B
PERSON RECIPIENT: BARRY,AM
PERSON COPIED:
PERSON MENTIONED:
PERSON ATTENDED:
PERSON NOTED:
ORG AUTHOR: DIVISION OF FAMILY HEALTH; MN DEPT OF
HEALTH
ORG RECIPIENT
ORG COPIED:
ORG MENTIONED: DHS; FDA, FOOD AND DRUG
ADMINISTRATION; LEAGUE OF MN CITIES; MN DEPT OF HEALTH
ORG ATTENDED:
ORG NOTED:
PHYSICAL ATTACHMENT 1:
PHYSICAL ATTACHMENT 2:
CHARACTERISTICS:
FILENAME:
SITE: N848
AREA: GOVT AFFAIRS/MILFORD OH

TITLE: BRIEF Q AND A ON EVALUATION OF LAW OF MINNESOTA
970000, CHAPTER 227 ("TOBACCO YOUTH ACCESS LAW")

OLD BRAND:

PRIMARY BRAND:

MENTIONED BRAND:

PAGE COUNT: 1

REQUEST NO:

DATE LOADED: 20011026

LITIGATION USAGE: FEDA/PRODUCED

The items running down the left side of the page are known as the 4B index; "4B" coming from that paragraph in the Minnesota court order specifying how the tobacco companies had to identify the contents of the documents. These indexes were recorded by clerks, legal assistants and lawyers who read each document. They are organized differently in each industry web site.

Only those index items appearing on the face sheet will produce any results when entered into the search bar. If "Hirschhorn" appears inside the document but was not recorded by the clerk; or if the country China was mentioned in the text but not considered an index term, you will not find the document this way.

The first index term is the most important, the document ID, a number called the Bates number. Every page of the some 36 million pages in the warehouses and on the web received a unique number stamped on it by a Bates hand stamping instrument; the numbers are sequential within each document. Every single copy of the same document receives its own set of numbers. The

same document copied to other tobacco companies gets its own unique numbers. When you are ready to see the document you must click on this number: 2063427399.

If a document is only one page long, it receives one number (the second document in the example found for "hirschhorn,b" is numbered 2062978915); if it has more than one page, the first and last numbers are given (the third document above with two pages is listed as 2062982864/2865). One can thus see how many pages any document contains. The first page Bates number itself can be entered as a search term. You will not find the document if you enter the Bates number for the second or subsequent pages. It is important here to emphasize that each tobacco company has different rules for searching because they use different search software (Philip Morris, Tobacco Institute and Lorillard tend to be more alike, using the same Alta Vista software). For instance, on the Philip Morris web site, you can enter 2063427399 to get the first document. On R.J. Reynolds' site, you have to type in a range, even if the document is only one page long: For instance, you must type 517759040-9040; just 517759040 will not work.

The second index item, MASTER ID, is of great interest because if you enter as a search term the first Bates number listed there (2062978892/8915) from the first document) you often find other documents related in theme or content to the main document, and these are often just as interesting or more so than the original. Many times the other documents are attachments

mentioned in the first document but are not indexed under the key word being searched.

It is also important to notice how the indices were entered by the clerks. For instance “international” is usually abbreviated to “intl”; and “institution” to “inst”. Searching on “institution” might not yield any document but “inst” would. Also, many items are entered as acronyms, the first letters of each word used to make a new word. For instance: First Usual Brand Young Adult Smokers is often found in a title of a marketing plan as FUBYAS. The companies also used code names for many of their projects, and the code names might vary: “Operation Whitecoat”, “Whitecoat Operation” and “Project Whitecoat” refer to the recruitment of scientists as friendly witnesses on smoking and health.

Because the clerks are human and worked under time-pressure from the court, they often made mistakes in entering the indexes, including the misspelling of names. If you are searching for a memorandum and enter the term “memorandum” you should realize that there may be more than two dozen ways this term was entered (moemorandum, mamorandum, memo, memeo, mo, memorandum, etc.), each variant producing another set of documents. A trick to remember here is using “wild cards”—adding two asterixes after the first three letters of the term: “mem**”; this will return (among others) “memo”, “memeo”, etc. This is also called a truncated search. (Other industry sites have different rules for using wildcards; consult the “help” link on each.) Additional search tips for documents are provided

in the following pages. Be sure to read the instruction pages that are linked in each tobacco company site. Note, for instance, that R.J. Reynolds provides a “terms look-up” feature that gives all the possible variant spellings of a term or name, if that term or name is listed that way on some document.

The next item, the TYPE of document, is useful to search for directly,. The choices include memorandum, letter, note, report, publication, article, plan, e-mail, telex (which also includes e-mail), budget, and many others; each with their abbreviations; “invoice” and “pay request” often yield cancelled cheques paid out to someone such as a consultant; diary, calendar and datebook give schedules of travel and meetings. (R.J. Reynolds has 129 “type” categories, not all the same as Philip Morris.)

Entering just “hirschhorn” in the initial search window yields 87 documents, many referring to scientific publications with Hirschhorn as an author. But if you wanted to know about letters a person (p) named Hirschhorn may have written you would enter “pauthor:hirschhorn & letter” and come up with only four documents. A person receiving a letter would be pipient:(person’s name) & letter; a person copied on a letter would be pcopyied:(person’s name) & letter; a person mentioned in a letter would be pmentioned:(person’s name) & letter.

One useful type of document is the organizational chart, abbreviated “orch”. If you find a Philip Morris employee who has written an important memo and

want to know his/her position in the company, you would search for “(person’s name) & orch”. This search can be refined to find the person’s position in the year of the memo, as shown below.

Among the more useful index terms below the names of persons and organizations are the title and the “area” or Philip Morris office where the document was originally filed. Very useful is the CHARACTERISTICS term, under which one finds “marginalia” or “handwritten” or “confidential” or “attorney work product”, which are terms you might want to search for to find secret or revealing comments; what someone has written on the side of his or her copy of a document is often as important as the document itself. Documents not in English are classified under CHARACTERISTICS as well (“flge” for foreign language German, “flfr” for foreign language French, etc.).

DATE LOADED refers to when the document was first placed by Philip Morris on the web site, and LITIGATION USAGE refers to the lawsuit under which the document was discovered. (Abbreviations are explained under the Advanced Searching link below the search bar.)

The Philip Morris instructions—the links are under the search bar—do not always tell you all the details you need to know. You will find below some of the unwritten rules one learns only by trial and error—how names are to be entered, for example. Each company site has its own peculiarities one learns by doing, or by asking experienced researchers.

What the Philip Morris search instructions do not tell you

If you know the name and first initial you must enter it with a comma following the family name, NO space before the initial, and NO full stop after the initial.

Search Results 4 document(s) match your query for
hirschhorn,b

The comma must be there, or else you get the nonsense response of hundreds of thousands matches. If you leave a space after the comma, you get the same nonsense response.

Search Results 224 431 document(s) match your query for
hirschhorn b

Search Results 224 431 document(s) match your query for
hirschhorn, b

You cannot use the person's full first name, initial(s) only.

Search Results 0 document(s) match your query for
hirschhorn,bert

Sometimes Bert Hirschhorn signed himself with his full first name, Norbert, and you could get additional documents that way.

Search Results 1 document(s) match your query for
hirschhorn,n

In any search term, you must use either all lowercase, or ALL UPPERCASE, no mixture.

Search Results 0 document(s) match your query for
Hirschhorn,B

Search Results 4 document(s) match your query for
HIRSCHHORN,B

Search Results 4 document(s) match your query for
hirschhorn,b

You may not know the person's first initial; or, only the last name is used in the indexes. In the 87 documents matched for "hirschhorn" we find a mixture of different persons all named hirschhorn (hirschhorn,l and hirschhorn,e and hirschhorn id, etc.). You might have to examine each face sheet or document to see if it is the hirschhorn you are looking for. Beware, sometimes a person with two first initials (hirschhorn,id) might be listed just as hirschhorn,i on some documents.

Search Results 87 document(s) match your query for
hirschhorn

If you link two terms, two names say, you must use the ampersand (&), or the lower case word and but not the upper case word AND, or else you get a nonsense response.

Search Results 281 447 document(s) match your query for
hirschhorn AND barry

Search Results 2 document(s) match your query for
hirschhorn & barry

Search Results 2 document(s) match your query for
hirschhorn and barry

Spelling variations of Arabic names. Recall that English transcriptions of Arabic names vary, both in the documents themselves, and in the indexing. Imagine we are searching for Mohammed Al Khatib. Here are the variations we find for a total of 41 documents:

Search Results 14 document(s) match your query for alkhatib

Search Results 17 document(s) match your query for khatib

Search Results 6 document(s) match your query for khatib,ma

Search Results 2 document(s) match your query for khatib,m

Search Results 2 document(s) match your query for khatib,a

ARE ALL THE DOCUMENTS IMPORTANT?

We estimate that there are nearly 40 million pages, over 5 million documents, available in the warehouses and on the internet. By some estimates, up to one-third of these are just plain junk: blank covers of reports and file folders, old newspaper articles, copies of scientific publications, lunch menus, etc. Multiple identical copies of the same document also clutter the search; but here be careful: some copies have interesting handwritten notes by the person receiving the copy, and some only look identical but are interesting successive drafts of the same letter or paper. Even newspaper articles may have some

handwritten comments in the margin—look under the index CHARACTERISTICS to alert you to handwritten notes or marginalia.

PRINTING OR BOOKMARKING DOCUMENTS

It is necessary to save important documents as evidence of your search, and for documentation. Philip Morris, Tobacco Institute and Lorillard allow you to bookmark the pages (in Internet Explorer the term is “favorites”) on your computer: once the document is on the screen, click on “View all pages” and have your browser save the page (in Internet Explorer you can give the page a name; otherwise keep a written record of what document the Bates number refers to). These three sites also allow documents to be downloaded in PDF format, which is extremely useful for reading poorly printed pages and handwriting; PDF is also the best way to print clearer copies of the documents, and you can download Adobe Acrobat Reader for free (www.adobe.com/products/acrobat/readstep.html). The files can be saved on your computer. R.J. Reynolds also offers the PDF format, and a file can be saved to your computer or printed or bookmarked. It is safest to both print and save electronically if you wish to secure the documents because some important documents seem to have been removed from the companies’ web sites. It is therefore critical that you record the date on which you accessed the document. Note: For the Brown &

Williamson/American Tobacco web site you should only use the browsers Netscape Communicator version 4.7 or later, or Internet Explorer version 5.x (The site requires Java to be enabled, something that is not automatically installed in Explorer 6). Most of the Brown & Williamson documents are available and better accessible at www.tobaccodocuments.org

Documents may be obtained from the Minnesota Depository by request via fax or email (fax: +1 612 378 2796; Mndepot@aol.com) but you must specify the full range of Bates numbers.

DOCUMENTS IN THE UK

While the warehouse in Minneapolis, Minnesota, is managed by a neutral legal services firm, the British American Tobacco depository in Guildford, UK, is managed directly by the company. It is not surprising, then, that access to documents is much harder in Guildford. Most Minnesota-stored documents are also posted on the internet. Less than 2% of the 8 million pages of British American Tobacco documents at Guildford are copied both to the Minnesota warehouse and to the internet. Therefore to see the full range of British American Tobacco documents one must make an appointment with British American Tobacco, well in advance, to visit the Guildford warehouse; and it takes up to three months to get copies from Guildford. Annex 2 gives the full details on how to find and retrieve documents from Guildford.

LET US CONDUCT A SEARCH

This section comes courtesy of Pascal Diethelm, president of the nongovernmental anti-smoking organization, OxyGenève, based in Geneva, Switzerland.

We will use the Philip Morris site for this example as it is the least difficult to navigate.

1. Searching for a name

Suppose we suspect that a Swedish academic called Ragnar Rylander worked for Philip Morris, and we would like to see what documents are available relating to him. To find all documents that refer to him, we type:

rylander

in the Search box and click on the SEARCH button or press Enter. Note that the search query must be all lowercase or all uppercase to be correctly processed. We get:

Search Results 16 485 document(s) match your query for
rylander

Note that the number of matches may increase with time as more documents keep being added.

2. Refining the name search

As Rylander is not a very common name and as this is a fairly large number of matches, we make the assumption that most of these documents relate to one person named Rylander who had a prominent role within Philip Morris. We can check this assumption by browsing down the list of documents. We see that all the first documents relate to a “RYLANDER,R”. To further verify the assumption, we can refine the search by submitting the following search query:

```
"rylander,r"
```

(We can use the quotes around the name or not, but crucial is the absence of a space after the comma, and no period after the initial.)

We get:

```
Search Results 13 849 document(s) match your query for  
"rylander,r"
```

This is still a very large number, thus reinforcing considerably our assumption. In the above 13 849 documents, we have eliminated all the Rylanders whose first initial is not R. We may still have a few unwanted matches (if there were a Robert Rylander for instance) but much fewer than before. On the other hand, we may have lost a number of positive matches, since cases exist of documents relating to Ragnar Rylander that are

indexed on the last name only, RYLANDER (or rylander), without the initial.

3. Getting distribution of number of documents over time

Over 13 000 is still a very large set of documents to deal with; this is not easily manageable. We are interested in the distribution of these documents over time. Here we introduce a useful search tool known as the wild card. Two asterisks (**) following three or more characters will find all words that begin with the characters selected. Suppose we are interested both in the term “China” (2510 documents) and “Chinese” (2367 documents). If we enter “chin**” (or chin**) we get 6051 documents (the extra number is due to persons named Chinn). Since dates are give as yyymmdd (20010613 = 13 June 2001), we also use the two asterixes to get a range of dates.

4. Separate search queries

We issue four separate search queries:

```
rylander and ddate:196**
```

(ddate = date of the document)

```
Search Results 93 document(s) match your query for rylander  
and ddate:196**
```

```
rylander and ddate:197**
```

Search Results 4050 document(s) match your query for rylander and ddate:197**

rylander and ddate:198**

Search Results 9612 document(s) match your query for rylander and ddate:198**

rylander and ddate:199**

Search Results 2623 document(s) match your query for rylander and ddate:199**

The `ddate:196**` expression requires that the document date start with 196, i.e. that the document is from the 1960s, since all dates are represented as strings of the form `yyyymmdd`. Based on the above results, we get the following table showing the number of “rylander” matches per decade:

1960s	1970s	1980s	1990s
93	4050	9612	2623

We deduce that the majority of available documents belong to the 1980s, which corresponds to the most intensive period of Rylander’s activity within Philip Morris, and perhaps the best documented decade.

5. Searching by date

We can refine the search to a year, a month, a date range, or a specific date, as follows:

rylander and ddate:1991**

Search Results 337 document(s) match your query for
rylander and ddate:1991**

rylander and ddate:199108**

Search Results 25 document(s) match your query for rylander
and ddate:199108**

rylander and [ddatev:19910815-19910831]

(Here we are using the Philip Morris convention for finding documents within a range of dates.)

Search Results 8 document(s) match your query for rylander
and [ddatev:19910815-19910831]

rylander and ddate:19910830

Search Results 1 document(s) match your query for rylander
and ddate:19910830

We have retrieved successively the documents associated with Rylander in 1991, in August 1991, in the

second half of August 1991 (note the square brackets and keyword ddatev), and on 30 August 1991.

6. Bates numbers

Let's look at the document that meets our last search query. We see that it is a letter dated 30 August 1991. Inspecting the document record, we see the value 2023533682 in the Document id field. Each page in the Philip Morris document base is numbered with a Bates number, which is stamped on the document, usually on the lower right margin. Consecutive pages are stamped with consecutive Bates numbers. The document identification number (ID) of a single-page document is simply its Bates number. The ID of a multipage document has the format nnnnnnnnnn/mmmm, where nnnnnnnnnn is the Bates number of the first page and mmmm is the last four digits of the Bates number of the last page. Groups of related documents which are in a given range of Bates numbers are also identified in this way. Bates numbers were assigned to documents in the order they appeared in physical folders and files, starting with the document at the top. This means often that related documents have Bates numbers that are consecutive or close to each other, since it is likely they were in the same folder. To see the document we must click on this ID number.

Going back to the letter of 30 August, we see that it refers to an enclosure which provides a summary of different projects. When we looked at the list of documents associated with Rylander, we did not find a

document that could correspond to this enclosure. We may simply try to type the next Bates number and see what happens.

2023533683

We get:

Search Results 1 document(s) match your query for
2023533683

Our hunch was right! The document that we get corresponds exactly to the enclosure referred to in the letter. We see that the document record mentions no author and only attributes it to year 1990 (date 19900000 means that only the year is known—similarly date 19000800 would mean that the date is known only up to the month). Looking at the document, we see it that it corresponds exactly to the expected enclosure and it was signed “RR”, Ragnar Rylander’s initials.

7. Retrieving all documents belonging to a master document

We could have arrived at the enclosure through a different approach. Looking at the document record for the letter of 30 August, we see in the Master id field the value 2023533682/3688 which is a range of Bates numbers. This tells us that the document we retrieved (the letter) belongs to a group of documents that are closely related to each other and form one master

document. We can copy this Master id value on the screen and paste it in the search field:

2023533682/3688

We get:

Search Results 3 document(s) match your query for
2023533682/3688

The master document consists of three documents, the letter of August 30, the enclosed two-page report and an editorial written by Rylander for Archives of environmental health.

8. Retrieving documents belonging to the same file

Going back to the record associated with the letter of August 30, we observe that the Filename field contains the value 2023533458/2023533693/MISSING. We may be interested to know what was in this file. We copy the value of the Filename field on the screen and paste it in the search field:

2023533458/2023533693/MISSING

(You may omit "MISSING".)

Search Results 16 document(s) match your query for
2023533458/2023533693/MISSING

These documents are not strictly speaking missing, but should have been associated with the 19910830 file. The 16 documents include payments, invoices and reports over the year, and so offer another rich line of research.

9. Searching on author's name

Among the over 16 000 documents that we get when we search on rylander, we are interested in the documents of which he is the author. We issue the following search query:

```
pauthor:rylander
```

```
Search Results 1928 document(s) match your query for  
pauthor:rylander
```

Note that the keyword `pauthor` indicates that the search value is restricted to the Person author field. If we had been dealing with an organization, we would have used the keyword `oauthor` to restrict the search to the Org author field, while keyword `author` searches both the Person author and the Org author fields. For more information on fields and keywords used to search them, click on the Search Fields link below the search box.

10. Searching on author's name and document type

These 1928 documents are still a lot, and it is quite a chore to inspect each of them. Among these documents are many articles and reports that may not interest us in

the first round, so let us concentrate on the really meaningful stuff, the correspondence between Rylander and Philip Morris—all letters, memos and telex of which he is the author (telex also includes email).

```
pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex)
```

Search Results 880 document(s) match your query for
pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex)

Note the use of the and and or logical connectives and the parentheses to treat an expression as one logical entity. This is still a lot of documents, so we might restrict ourselves to a specific year.

```
pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**
```

Search Results 39 document(s) match your query for
pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**

Now 39 is a manageable number of documents and we can look at each one individually.

11. Obtaining all the correspondence

We are not only interested in only one direction of Rylander's correspondence with Philip Morris, but we

would also like to see the answers he got from them. Still restricting ourselves to year 1983, we enhance the previous search query as follows:

```
(pauthor:rylander or precipient:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**
```

Search Results 101 document(s) match your query for (pauthor:rylander or precipient:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**

12. What Philip Morris says about Rylander internally

Suppose we are curious to learn what Philip Morris or the industry said internally about Rylander. One way to have some clues is to get the correspondence in which his name is mentioned, but of which he was neither the author nor the recipient, and which was not copied to him. This is getting tricky, but it works:

```
pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**
```

Search Results 52 document(s) match your query for pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**

Browsing down the list of document records, one see that many of them deal with organizing visits of

Rylander to INBIFO, the biological research laboratory in Cologne owned by Philip Morris. If we are not interested in these documents, we can try to eliminate them by excluding from the 52 retrieved documents all those which have the visit keyword in their Title field, simply by appending and not title:visit to the previous search query:

```
pmentioned:rylander and not(pauthor:rylander or  
precipient:rylander or pcopied:rylander) and (ptype:letter or  
ptype:memo or ptype:telex) and ddate:1983** and not title:visit
```

```
Search Results 32 document(s) match your query for  
pmentioned:rylander and not (pauthor:rylander or  
precipient:rylander or pcopied:rylander) and (ptype:letter or  
ptype:memo or ptype:telex) and ddate:1983** and not title:visit
```

Among the 32 we find at least a couple that are of great interest. Document 2022208744/8745 is a memo from T. Osdene that gives the list of consultants who were “currently being utilized by the Directorate of Research and Extramural Studies”, among which Rylander is listed as a “consultant for us since 1970”. Document 2015032703/2704 is a letter from Arthur Stevens, vice-president and general counsel of Lorillard, proposing to his counterparts in the other tobacco companies the agenda for the meeting of the Committee of Counsel—the all-powerful body that supervised industry-wide research activities.

13. Referring to people by their first names

Sometimes in confidential notes, or hand-written minutes, or friendly personal letters, only the first name is given. The clerks who indexed these either wrote just the first name: RAGNAR or XXRAGNAR. The record for document 1002947837 retrieved in the previous search contains in the Person mentioned field xxragnar. As Ragnar is not an very usual name, and as Rylander was very well known in Philip Morris, one can suspect that many documents refer to him simply as Ragnar. Let's try the following search:

xxragnar and not person:rylander

(That is, nowhere on the index sheet does the name rylander appear.)

Search Results 81 document(s) match your query for xxragnar and not person:rylander

ragnar and not person:rylander

Search Results 101 document(s) match your query for ragnar and not person:rylander

We include the additional condition on the Person field in order to retrieve only those documents which we have not obtained when searching for rylander. The first document retrieved (2029218455/8456) is extremely interesting: it is a discussion of the ideal smoke, which,

ironically, lists all the defects of the current cigarettes, in particular their toxicity. Clearly the Ragnar mentioned in this document is Ragnar Rylander.

14. Finding the position of a person in the Philip Morris hierarchy

It is often difficult to know what is the exact title and position of a person within Philip Morris. A good way to situate a person is to get an organizational chart. For example, if we want to know the position of T. Osdene in 1983, we issue the query:

```
ptype:orch and ddate:1983**
```

Search Results 219 document(s) match your query for
ptype:orch and ddate:1983**

That is a lot. We know from the search in Paragraph 12 above (Bates no. 2022208744/8745) that Osdene is connected with research. Let's refine the search:

```
ptype:orch and ddate:1983** and title:research
```

Search Results 16 document(s) match your query for
ptype:orch and ddate:1983** and title:research

Much better! Browsing down the list of document records, we come across document 1000083459/3460, entitled Research and Development Department. The

organizational chart in the document shows that T. Osdene is director of research and extramural activities and reports to M.A. Hausermann, vice-president, research and development.

Summary table

Search query	Comment
rylander	Searches all fields for the name rylander
rylander,r	Searches all field for the name rylander followed by first initial r
rylander and ddate:199**	Searches all fields for the name rylander, restricting the searches to documents issued during the 1990s
rylander and ddate:1991**	Searches all fields for the name rylander, restricting the searches to documents issued during 1991
rylander and ddate:199108**	Searches all fields for the name rylander, restricting the searches to documents issued in August 1991
rylander and ddate:19910830	Searches all fields for the name rylander, restricting the searches to documents issued on 30 August 1991

Search query	Comment
rylander and [ddatev:19910815- 19910831]	Searches all fields for the name rylander, restricting the Searches to documents issued during the second half of August 1991
2023533683	Searches all fields for a specific Bates number
2023533682/3688	Searches all documents related to a master document whose Bates number range is known
2023533458/2023533 4583693/MISSING	Searches all documents in a given file
pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex)	Searches all letters, memos and telexes of which rylander is the author
pauthor:rylander and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**	Searches all letters, memos and telexes of which rylander is the author which were issued in 1983
(pauthor:rylander or precipient:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**	Searches all correspondence to or from rylander in 1983

Search query	Comment
pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983**	Searches all correspondence in 1983 that mentions rylander but is not addressed to him or not coming from him
pmentioned:rylander and not (pauthor:rylander or precipient:rylander or pcopied:rylander) and (ptype:letter or ptype:memo or ptype:telex) and ddate:1983** and not title:visit	Same as previous query, but excluding documents that have the word visit in their title
xxragnar and not person:rylander	Searches all documents that refer to ragnar but not to rylander, i.e. documents that refer to Rylander by his first name only
ptype:orch and ddate:1983**	Searches all organizational charts produced in 1983
ptype:orch and ddate:1983** and title:research	Searches all organizational charts produced in 1983 with the word research in their title

Annex 1
PUBLICATIONS BASED ON RESEARCH INTO
TOBACCO INDUSTRY DOCUMENTS

In published journals

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13. Symposium—tobacco regulation: the convergence of law, medicine & public health. William Mitchell law review, 1999, 25:373–761.
14. Ong EK, Glantz SA. Tobacco industry efforts subverting International Agency for Research on Cancer’s second-hand smoke study. Lancet, 2000, 355(9211):1253–9.
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cancercontrol.cancer.gov/tcrb/monographs/13

On the internet (a partial listing)

A. www.ash.org.uk

Click on “Tobacco industry” on left bar, then on “ASH Documents.”

Tobacco explained: the truth about the tobacco industry in its own words

Trust us—we’re the tobacco industry

Danger! PR in the playground. Tobacco industry youth smoking initiatives

Project Whitecoat: how Philip Morris bought up scientists and waged war on the truth

BAT and smuggling

BAT and women

B. tobacco.who.int/page.cfm?sid=58

WHO inquiry: tobacco company strategies to undermine tobacco control activities at the World Health Organization

C. www.icij.org/investigate

The International Consortium of Investigative Journalists presented remarkable evidence from the tobacco industry documents of the companies' complicity in cigarette smuggling in many regions of the world.

Tobacco companies linked to criminal organizations in lucrative cigarette smuggling

Major tobacco multinational implicated in cigarette smuggling, tax evasion, documents show

Annex 2
BACKGROUND AND OVERVIEW OF THE
BRITISH AMERICAN TOBACCO INDEX TO
DOCUMENTS PRODUCED TO THE GUILDFORD
DEPOSITORY

This section was prepared by Monique Muggli, independent
consultant, Minneapolis, Minnesota, US.

In August 1994, the Minnesota Attorney-General and Blue Cross Blue Shield of Minnesota filed a lawsuit against the tobacco industry claiming that the industry violated state antitrust and fraud statutes. On 8 May 1998 the tobacco companies announced a settlement with the State of Minnesota and Blue Cross Blue Shield of Minnesota. The settlement required the tobacco companies to provide public access to millions of pages of internal tobacco industry scientific, marketing and advertising reports, memos and letters. British American Tobacco was required to provide public access to its approximate eight million internal documents produced during the Minnesota litigation in a depository located outside London, UK, in Guildford, Surrey.

The British American Tobacco Index, which catalogues and organizes the documents housed at the Guildford depository, includes several fields used to characterize file folders containing documents. There are primarily three fields that are useful for general searching: the owner of a file folder; the user of a file folder; and the title of a file folder. Unfortunately, information contained within an actual document cannot

be searched as only the file folder names have been indexed. For example, one cannot search for the title or author of a specific document, only the title, user or owner of a file folder containing documents.

Laptops, notebooks, and mobile phones are allowed in the depository. Scanning and photocopying equipment are prohibited. There are cameras in both public search areas, as well as a one-way mirror dividing the search rooms from depository staff.

Scheduling time at the Guildford depository

Requests for admission to the depository should be faxed to Ms Melanie Thomas at the British American Tobacco legal department.

British American Tobacco
Globe House
4 Temple Place
London WC2R 2PG
UK

Telephone: +44 20 7845 1482

Fax: +44 20 7395 0241

Every effort should be made to schedule time far in advance as only two groups are allowed into the depository at any time. Prior to your arrival at the depository, an additional fax must be sent with the names of all persons seeking to use the depository. Failure to send a list of names will jeopardize your admittance to the depository.

Accommodation and transportation

There are three options for lodging during a Guildford depository visit: Guildford, Woking or London. Staying in Guildford or Woking allows for a short taxi ride (15 minutes from Woking and less than 10 minutes from Guildford) and is less expensive. To view hotels and price ranges for each place, consult, for example, the following websites:

Guildford: www.guildfordborough.co.uk

Woking: www.woking.gov.uk

If staying in London, a Southwest Trains service from Waterloo Station to Woking Station runs throughout the day. Once at Woking Station, a 15-minute taxi ride will bring you to the depository.

The British American Tobacco depository is located in the Slyfield Industrial Estate and it is the first British American Tobacco building on the left. Be sure to tell your taxi driver this information. After gaining entrance, one stores everything but a personal computer on the ground floor. There are two work rooms on the first floor, each with only two workstation computers. There are video cameras in all four corners of each room, and an office between the rooms with one-way mirrors for BAT staff to watch the researchers. One uses the BAT computers to search the index; on finding something of interest one fills out requests for particular boxes and file, and await the staff to bring the requested boxes.

Searching the British American Tobacco Index

The database consists of the following fields:

Field name as it appears on the database	Definition
G_BOX_NO	Box number
FILE_NUMBER	File number
FIRST_PAGE	First page appearing in file folder
LAST_PAGE	Last page appearing in file folder
TITLE	Title of file folder
START_DATE	Beginning date of file folder
END_DATE	Ending date of file folder
OWNER	Original owner of the file folder within the company (or sometimes outside the company)
FILE_USER	Original user of the file folder
PROJECTS	Project title of the file folder
REPORTS	Report title of the file folder
INDEX	Refers to production of documents, e.g. REV1 refers to a first review
FORMAT	Refers to the format of the material

After turning the computer and monitor on.
 Open the folder entitled "Concordance".
 Select the option "Bat Index Files".

Open "Depositoryv2.0".

Simple search

Select SEARCH on the tool bar or push the F2 key on the keyboard.

Type in the text that you want to search (e.g., if you want to see all files containing the text "nicotine", type nicotine [without quote marks] in the search field.)

Advanced search

Select SEARCH on tool bar.

Select FORM SEARCH or push the F4 key on the keyboard.

A box entitled "Query by Example" appears with a grid containing several options. This query allows the user to limit one's search by including or excluding particular text and fields. For example, if the user wanted to search for files owned by a particular scientist that contained only documents relating to nicotine research, the following string of keywords would be used:

WHERE TO LOOK= "OWNER full text"

HOW TO LOOK= "EQ Begins with"

LOOK FOR= "name of BAT scientist", e.g. "Boyse"

for Dr Sharon Boyse

CONNECTOR= "and"

WHERE TO LOOK= "TITLE full text"

HOW TO LOOK= "CO Contains"

LOOK FOR= "Nicotine"

This series of search terms translates into the following: Search for all files owned by Sharon Boyse that contain the word “nicotine” in the title. Alternatively, changing the CONNECTOR term to “or” would produce a search of all files owned by Sharon Boyse regardless of whether the term “nicotine” is in the title. Changing the CONNECTOR term to “not” would produce a search of all files owned by Sharon Boyse that do not include the term “nicotine” in the title.

There are other options for the CONNECTOR term such as “adjacent”, “near”, “adjacent 5”, “near 5”, “adjacent 25” “near 25”. These terms refer to the proximity of the characters of terms being searched. For example, the user can search for all files containing the words “nicotine” and “manipulation” anywhere near or adjacent to each other or within 5 to 25 characters to each other.

The SEARCH and FORM SEARCH options will be the operations used most. The depository staff are willing to answer any questions the user may have in operating the database.

Search strategies

The most fruitful search technique is to develop, at least partially, a list of people within British American Tobacco that you might be interested in prior to your arrival at the depository and search through their files. In addition, files are often named by region or country (for example, South America or Lebanon) or organization (for example, META—Middle Eastern

Tobacco Association). Searching by market region and organization is a good way to review the documents. Be aware, however, that you will not find everything there is to find about “Lebanon” by looking in files named as such. A more complete method of searching for documents on “Lebanon” is to develop a list of British American Tobacco personnel working within the region and searching those individual’s files.

After the search term is entered

After the search term is entered, the database will show the number of occurrences and the number of documents that contain the search term. Our example of searching for all files owned by “Boyse” that contains the word “nicotine” in the title resulted in 21 occurrences in 10 files, meaning that in 10 files, “Boyse” and “nicotine” were found 21 times.

Ordering files to review

After your search is complete, files can be ordered for review by filling out a file request form, which requires the BOX NUMBER and FILE NUMBER retrieved from searching the British American Tobacco Index. The depository staff will process the request form and bring a box containing the files ordered.

Ordering photocopies

Photocopies are ordered by filling out a copy request form, which requires the BOX NUMBER, FILE NUMBER and PAGE RANGE of the documents to be

copied. At the end of your stay at the British American Tobacco depository, you will be asked where you want the photocopies and invoice to be sent. Ask about the estimated length of time necessary for British American Tobacco to copy and courier your requested documents. Currently, the average length of time for this process is three months.