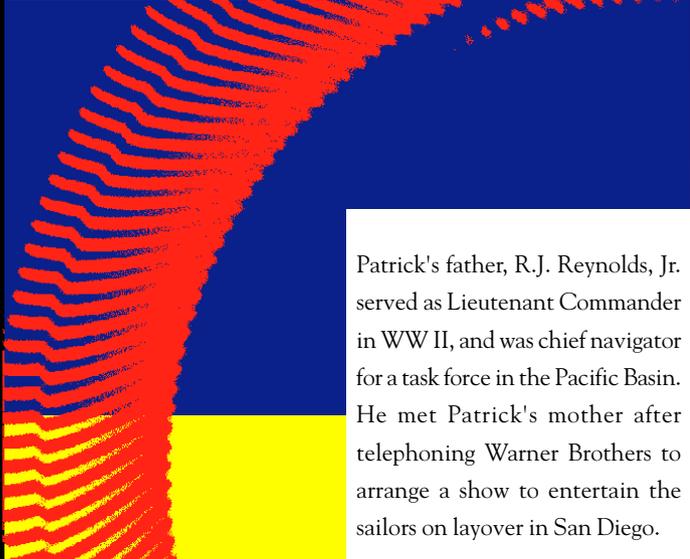
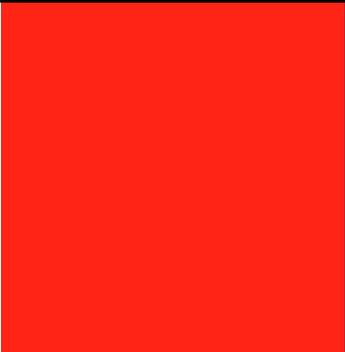
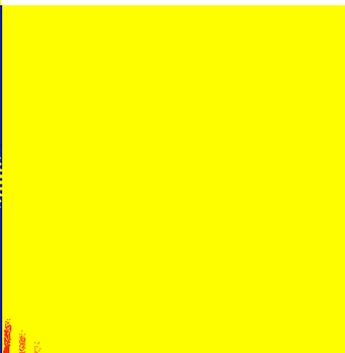
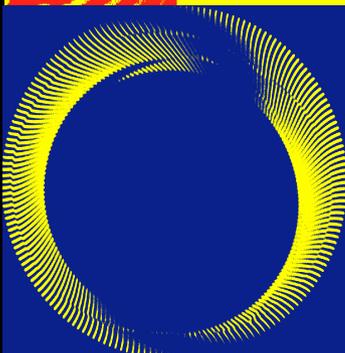
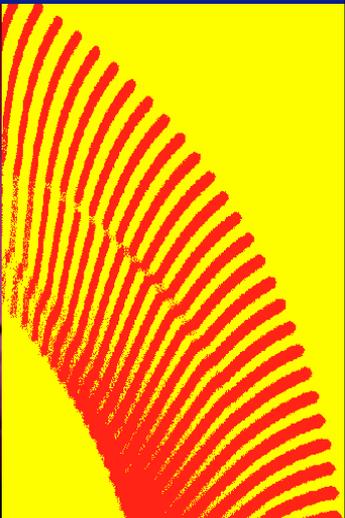




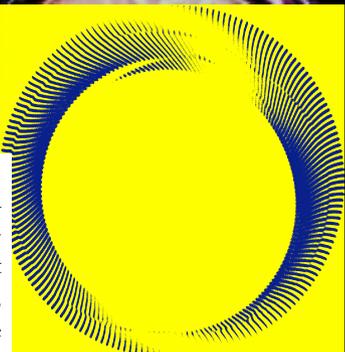
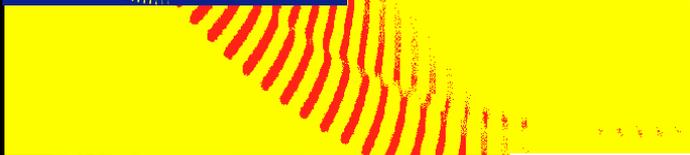
R.J. Reynolds, Patrick's grandfather, founded the tobacco company in 1875, and began manufacturing Camel cigarettes in 1913. He died in 1918, when his oldest son, R.J. Reynolds, Jr. ("Dick") was only twelve years old.



Patrick's father, R.J. Reynolds, Jr. served as Lieutenant Commander in WW II, and was chief navigator for a task force in the Pacific Basin. He met Patrick's mother after telephoning Warner Brothers to arrange a show to entertain the sailors on layover in San Diego.



Marianne O'Brien Reynolds, Patrick's mother, in 1946, newly married to R.J. Reynolds, Jr. who named one of his yachts the "Scarlet O'Hara" after her.



The facade of R.J. Reynolds' estate REYNOLDA, in Winston-Salem, NC, built on 1,000 acres from 1912-1917, designed by architect Charles Barton Keen. It included the 50-room manor house shown here, servants' house, power plant, school, church, telephone system, greenhouse, barns, stables, blacksmith shop, a smokehouse-all following an English village pattern-plus a separate village for Negro employees.

# Rebel With a Cause

The Grandson of RJ Reynolds Chooses to Turn Against the Tobacco Industry

By Patrick Reynolds

The phone call came as a sad surprise. It was the secretary of the elderly Winston-Salem attorney who represented my half-brother, Josh, or Richard Joshua Reynolds III, as he sometimes preferred to be known. The woman, whom I did not know, was calling to let me know that Josh had passed away the day before. Although I knew Josh was deeply and irreversibly ill, I hadn't expected to lose him so soon. We had been close, and I had wanted to see him one last time to say goodbye. A deep sadness flooded over me as I hung up the phone.

It seems incredible, but on that day I was still unaware that my half-brother died from end-stage emphysema, caused by his lifelong smoking of the RJR-owned Camel and Winston brands. Josh had told me about a year before, "Patrick, I have a very serious heart condition. My doctors say I only have a year or so to live." He said nothing about having emphysema.

Saddened, I had suspected that his cigarette addiction might have caused his heart disease, but at that point I did not confirm it by calling his doctors. Certainly I would not upset my eldest brother by asking him; one had better not even think such thoughts in his presence.

The last time I had visited Josh, it was on a very sad occasion — the funeral services of Marie, Josh's wife of 30 years, and a dear friend of mine. Like Josh, she was a lifelong smoker. She died of ovarian cancer. I found Josh in deep mourning over Marie, lying in the same hospital where his wife had just died. He was so ill that he could not attend Marie's funeral services. Instead, he sent a video crew to the overflowing church so that he could later view the proceedings.

My brother had an oxygen tube running from behind both ears under his nose; at times, he had to wear a full oxygen mask. He was only rarely able to speak or move; it was an ordeal for him even to lift a fork to his mouth. Instead of speaking, he wrote short notes for the stream of visitors who came from his wife's funeral services.

I extended my stay a week to be near Josh. Even though he couldn't speak, he conveyed a lot of love and caring to me. As I said goodbye on my last day with him, he managed to smile warmly and made a hand gesture indicating everything was alright.

But after that, he never answered my calls or letters,

and would not send word to let me come visit. He remained hospitalized in intensive care for five months and died less than a month after returning home. He was only 60 years old.

Josh and I had a warm friendship so his behavior at the end of his life puzzled me. Why did he cut off communication with me? Josh and I had never once argued over my smoke free advocacy career. Years earlier, he had expressed some mild disagreement with my work but then had never mentioned his feelings again. As a friendly poke in the ribs, I sometimes sent him copies of the newspaper clippings of my lectures but I did this infrequently as I did not wish to provoke him. My secret hope was that he would see the light and at least privately agree with me. He never did. At least he quit smoking in 1992, although we never spoke a word about it. Once he told me, "I'm glad to see you succeeding in your career, Patrick, because you're my brother. But I don't agree with what you're doing. Just keep me out of the press — do you have any idea how many people already write me, asking for money? I hate it."

Perhaps my brother was fearful of a media circus if someone leaked to reporters that R.J. Reynolds III was dying from smoking. I would never have subjected him to that while he lived. Josh's refusal to let me visit during his last six months might have been brought on by his considerable pride — and possible deep shame and anger — about the products which were killing him. He never did admit to me that he had emphysema, or that smoking was the cause of his illness.

When my grandfather, R.J. Reynolds, founder of the tobacco company, passed away in 1918, it escaped public notice that his death may have been caused by the very product which made his original fortune. He had died at 67 of cancer of the pancreas, after a lifetime of chewing tobacco. Studies have linked this illness to the chewing tobacco habit. Snuff tobacco, or "plug," was R.J. Reynolds' first product, and the product which had made his own father the wealthiest planter in his county.

Almost fifty years later, in December, 1964, R.J.'s eldest son, Richard Joshua Reynolds, Jr., died from emphysema caused by smoking. My father's cigarette addiction went unmentioned by the press as the cause. Perhaps this

was out of respect. Naturally the Reynolds family, while they knew the cause, said nothing to the media.

Three decades later, however, in July, 1994, when my eldest brother Josh died from end-stage emphysema caused by his cigarette addiction, the story that R.J. Reynolds III had died from smoking was picked up by the international media. This Reynolds family member could no longer remain silent. To allow a window of time for myself and my family to grieve, I gave the story to the Associated Press two weeks after he died.

Smoking has also caused the deaths of other Reynolds family members, and sadly, may increase its toll on my immediate family in coming years. Is it any wonder, then, that I would turn my back on the tobacco industry, and devote my life to the goal of a smoke free society? To be sure, my father's and brother's deaths are a primary motivating force in my campaign. But in 1986, I had an epiphany. The full story of that, and how I came to dedicate my life to fighting tobacco, can be found in the included section titled, *Speaking Out*. I have placed the story of my own personal awakening at the very end of the family history, so that it may be considered in context of all that went before.

## The Beginning

The first recorded land purchases by the Reynolds family were around 1810, in Patrick County, Virginia. Exactly at what point the Reynolds family arrived from their native Ireland is unknown, but it is known that they were tobacco farmers for at least three generations.

Hardin Reynolds and his brother got the idea as youths to manufacture the family tobacco crop into crude twist, or chewing tobacco. Hardin and his brother would then peddle it and barter other products around the region. Following the deaths of his father and brother, Hardin became the sole owner of a thousand-acre estate and a thriving tobacco business.

Hardin's son, R.J. Reynolds, was born in 1850 and grew up on his parents' plantation and chewing tobacco factory.

## The Rise of R.J. Reynolds

In 1875, R.J. sold his interest in his family's plantation to his father. At age 25, he used this money to found the R.J. Reynolds Tobacco Company in Winston, NC., which had the advantage of having a railroad stop and a plentiful supply of workers. R.J.'s "little red factory" became one of dozens of competing tobacco manufacturing operations in the town. His principal product was chewing tobacco, which R.J. himself had used habitually since boyhood.

R.J. was a colorful personality. He had his own moonshine operation in the hills, and drank more, bet more and laughed louder than any man at local cockfights. By the 1880s R.J. could be seen around Winston-Salem squiring divorcees and factory workers alike. He named several brands of chewing tobacco after his mistresses. At age 53, R.J. married Miss Kathryn Smith. His business was

becoming an empire, and he was ready to settle down.

In spite of R.J.'s success, he had to contend with a serious rival. Buck Duke, of the American Tobacco Trust, controlled the U.S. tobacco monopoly. It would be an understatement to say that Duke's stranglehold on the US tobacco industry had severely impeded R.J.'s ability to grow. R.J. lobbied heavily and pushed hard for passage of the Sherman Anti-Trust Act. When it passed, the tobacco monopoly was broken up, and R.J.R. was free to introduce Camels in 1913.

R.J. rolled out the first nationally coordinated advertising campaign and product launch. The same full-page ad appeared in dozens of newspapers across the country, and a second and third ad on succeeding days. The combination of aggressive advertising, competitive pricing (10 cents per pack vs. 15 cents for the dominant cigarette brands of the day), and tobacco blending made marketing history. Camels' market share increased rapidly. Its many ad campaigns, some targeting women, helped fuel the explosive growth of the cigarette industry.

One story has it that R.J. delayed the introduction of Camels because he feared that the cigarette *paper* might cause disease. Only when his brothers reassured him that they had tested the new cigarettes in several cities, and found there were no health problems, did R.J. agree to roll out Camels. R.J. did not foresee that the products he sold and helped popularize would go on to kill hundreds of millions of people around the world.

R.J.'s business triumphs and his joy with his wife and children were achingly brief. By 1918, he had pancreatic cancer, perhaps caused by the product on which his fortune was based. Just a few months after moving into Reynolda House, the vast Winston-Salem estate that had been Kathryn's pet project for years, Richard Joshua Reynolds died. He would never have the chance to raise his four children or bring his sons along in the family business.

## Gilded Youth

R.J. Reynolds, Jr., my father and eldest child of R.J., began smoking Camels as a teenager in the 1920s. Tobacco and alcohol went hand in hand for the gilded youth of the age of F. Scott Fitzgerald. By day, he financed Broadway shows from his too-generous \$50,000 per year allowance, and obsessively, passionately flew the latest biplanes. He had a pilot's license signed by Orville Wright. By night, he squired showgirls into posh speakeasies, where the notables of New York's cafe society mixed with underworld gangsters in an easy alliance.

Having a Camel in his hand came as naturally as drinking gin and tonics; and besides, wasn't it what people expected of R.J. Reynolds, Jr.?

But he didn't do what some back home in North Carolina expected of him. He only worked at the R.J. Reynolds Tobacco Company briefly as a boy, on the factory floor at a cigarette machine. R.J., Jr.'s real passion was the sea. He had luxury quarters installed in a tramp freighter and used the ship to supplement his income by hauling tobacco.

In 1932, while ashore along the African coast, R.J., Jr. got word that his younger brother Smith had died. When the telegram arrived, R.J., Jr. was chained to a tree, his way of detoxifying after a drinking binge. Arriving home from Africa, R.J., Jr.'s playboy period came to an abrupt end: his brother's famous wife, the Broadway star Libby Holman, was being indicted for murder and a sensational national scandal erupted around Smith's tumultuous marriage and death. While alone in their bedroom, Smith had been shot through the head. It was either a suicide or a murder, and at the inquest, she claimed amnesia. While Libby was exonerated, the mystery of Smith's death has never been solved.

### A Passage to Adulthood

Within two months of arriving home for Libby's inquest, R.J., Jr. moved back to Winston Salem and married. He entered Democratic politics and was easily elected Mayor of Winston-Salem. R.J. Jr.'s first wife, Blitz, was from a well-to-do Winston-Salem family. She bore him four sons, R.J. Reynolds III, John, Zack, and Will. He built a vast estate in the foothills of North Carolina which he called Devotion, after his love for Blitz.

By World War II, his marriage was faltering and his hopes for a career in Congress had been thwarted by local party officials. R.J., Jr. enlisted in the Navy and left to fight in the Pacific. In Winston Salem — local gossips said he did it just to get away from Blitz.

My father's second wife, Marianne, who was my mother, was a beautiful movie starlet under contract to Warner Brothers when she met my father in 1944. Within a year, R.J., Jr. filed for divorce from his first wife and in 1945, he paid a \$9 million divorce settlement, the largest in U.S. history at that time. He married Marianne the day after his divorce became final. Blitz was a smoker. She never remarried and died of colon cancer when she was 52. Her death may have been smoking-related.

As for my father, his disappointments in his stymied political career, his failed first marriage, and the war had taken their toll. He was dispirited, and when he came home from the war, he was ready to test the old adage that living well is the best revenge. During this time, my parents lived lavishly on a 200 foot yacht, a nine mile long island (Sapelo) which he owned off the Georgia coast, two floors of Beekman Place in Manhattan, and a mansion which took up five lots on Biscayne Bay in Miami Beach. He would never return to live in Winston-Salem, and he paid little attention to his four older sons. R.J., Jr. and Marianne had two sons: my brother Michael was born in 1947, and I was born in '48.

My mother laughed when she told me the story of how she took up smoking in 1944. She thought it would please my father, but when R.J., Jr. first saw her smoking, he said, "That's a dirty, filthy, disgusting habit. Put that cigarette out right now!" By then, she was already addicted and continued to smoke, as did my father. In the late 60s and throughout the 70s, cigarette in hand, she would urge me to quit smoking. Smoking probably hastened my mother's



## SMOKING FACTS

- ❖ *Smoking is the single most preventable cause of death and disease in the world today. Cigarettes cause more deaths than cocaine, auto accidents, AIDS, alcohol, heroin, fire, suicide and homicide combined.*
- ❖ *The costs to our society include over 420,000 lives lost every year in the U.S.— over 1200 each day — and \$50 billion annually in lost productivity and increased health care costs.*
- ❖ *Worldwide, the toll exacted by tobacco use is two to three million deaths each year. Of the world's 1.2 billion smokers, the World Health Organization estimates that 500 million of them will die because of smoking. This means that 9 percent of people now alive will die from cigarettes.*
- ❖ *Sixty percent of smokers start by the age of 14, and 90 percent of smokers are firmly addicted before reaching age 19.*
- ❖ *Former Surgeon General C. Everett Koop alerted the nation that nicotine is "addictive like heroin or cocaine." Yet tobacco companies have been spending \$5 billion annually on advertising, or over \$15 annually for every man, woman, and child in the country.*
- ❖ *Several nations have passed a ban on cigarette advertising. But in the US, Congress has legislated no significant changes in this area for 30 years.*
- ❖ *More than 30 percent of coronary heart disease cases are attributable to cigarette smoking.*
- ❖ *More than 30 percent of all annual cancer deaths are attributable to smoking. 86% of lung cancer is caused by smoking, and lung cancer is now the leading cancer killer in women as well as men.*
- ❖ *Smoking is responsible for one quarter of all deaths caused by fire.*
- ❖ *Involuntary smoking is a cause of death and disease, including lung cancer, in healthy non-smokers.*
- ❖ *More than 80 percent of chronic obstructive lung diseases, including emphysema and chronic bronchitis, are attributable to smoking.*



## THE KEY TO THE FIGHT AGAINST TOBACCO: CAMPAIGN FINANCE REFORM

An Opinion from Patrick Reynolds

Who exactly is to blame for the tobacco problem? It's easy to point to the tobacco companies, whose billions spent annually on brilliant, manipulative, deceptive advertisements have helped influence millions of teenagers and children to smoke. The CEOs of tobacco companies are another obvious call: they testified under oath that they did not believe nicotine to be addictive. The tobacco companies' attorneys point to smokers and insist that they brought disease on themselves by "choosing" to continue to smoke. It's easy to become disgusted with the industry's abuses of freedom of speech, in ads proclaiming that smoking is a matter of choice, even in the face of Dr. Koop's report finding that nicotine was as addictive as heroin. It would be easy to lay the blame on both Democrats and Republicans: both parties, while in the majority in Congress, have done next to nothing.

But I am most interested in looking at a little examined, underlying cause of the tobacco problem: our government's present system of allowing the special interests to influence, and even buy, the votes of our elected officials with campaign contributions. New studies show that public officials who receive big tobacco's contributions are several times more likely to vote the way the tobacco industry wants them to. The tobacco industry spends more on lobbyists, deceptive political advertising and political contributions than any other special interest in the nation. In 1997, they gave \$30 million to Congress alone, and they were the largest giver in the '96 election.

For the past three decades, the US Congress has done nothing to limit tobacco advertising, nothing to substantially raise the Federal cigarette tax, nothing to pass a Federal workplace smoking law, and nothing to stop our children from easily buying cigarettes much of the time. US cigarette taxes shamefully remain the second lowest in the world, after Spain.

In contrast, state legislatures have been more progressive, and local governments even more so. In recent years, state and local governments have passed hundreds of laws governing second hand smoke, enacted laws limiting youth access, and increased tobacco taxes. Why the disparity?

Of all the special interest groups influencing Congress, Big Tobacco is by far one of the largest and most persistent. Perhaps more striking though is the recent shift in Big Tobacco's political giving. Formerly, the tobacco industry gave a little over half of its contributions to conservatives, and a bit under half to liberals. Today, around 80% of Big Tobacco's largesse goes to Republicans. Five of the top ten GOP donors in the '96 election were tobacco companies. Philip Morris, the largest contributor of soft money, gave \$2 million to Republicans and \$419,164 to Democrats in 1997-1998. R.J. Reynolds contributed \$1.1 million in soft money during the same time period – \$1 million of that money went to Republicans.

Have tobacco companies suddenly recognized a philosophical unity with Republicans (and vice versa)? A joint desire to protect the public's consumer choices from interference by big government? Unlikely. It is simply tit for tat on a grand scale – corporations *give* more to Republicans because experience has shown them that they will *get* more in return. Since the tobacco industry began tilting its dollars towards Republicans, examples of Republican "favors" abound:

- The Republican version of the Congressional tobacco bill (sponsored by John McCain, R-Arizona) would have granted immunity from further lawsuits to big tobacco and asked for \$390 billion in damages. In contrast, the Democrats' bill did not grant immunity and asked for \$690 billion.
- The paltry amount of the cigarette tax increase – 15 cents compared to President Clinton's initial request for a \$2 per pack increase – was a direct result of Republican pressure. In addition, Republicans Newt Gingrich and Trent Lott inserted a clause that would have allowed the tobacco companies to deduct the tax (a \$50 billion giveaway) until the Republican dominated Congress was embarrassed into repealing it.
- Former Presidential candidate Bob Dole said to ABC's Katie Couric that he didn't think nicotine was so addictive and that "milk is bad for you, too."
- Senate Republican John McCain sponsored both the tobacco bill and the campaign finance reform bill. However, Senate Majority Leader Trent Lott (R-Miss) and other pro-tobacco leaders killed the tobacco bill on the Senate floor, after tobacco giants Philip Morris and Brown & Williamson deemed the bill unacceptable. Other Republican members filibustered on more than one occasion to block McCain's campaign finance reform bill, which would have worked to the disadvantage of Big Tobacco and other Republican donors.
- Senator Lauch Faircloth (R-North Carolina) added to a federal spending bill a provision to allocate \$10 million in federal funding for tobacco export promotions.
- Dennis Hastert (R-Illinois), the new Speaker of the House, was one of the most vocal defenders of the tobacco industry in the 1994 hearings before the House Subcommittee on Health and the Environment, at which the CEOs of the tobacco industry repeatedly lied.
- A recent editorial in *Roll Call* points out the irony in Republicans' emphasis on the seriousness of perjury in the Clinton impeachment trial. Several Republican members of the House Judiciary Committee pointed out that any CEO who had committed such a crime would be fired. They seem to have a short memory regarding the CEOs who testified under oath that smoking was not linked to health problems and that nicotine was not addictive.
- One of the most disturbing recent developments comes from Florida, where innovative anti-smoking campaigns had achieved a substantial reduction in teen smoking. The Florida house voted to scrap the program after Republican leadership expressed skepticism about the program's effectiveness. A recent editorial in the Fort Lauderdale Sun-Sentinel expressed concern about Governor Jeb Bush's wavering in his support of legislation to reduce teen smoking.

The most certain way to reduce excessive corporate power over our elected officials is to pass strong campaign finance reform. Not only is campaign reform our best hope for more honest government, but it is also our best hope for bringing the tobacco industry to heel. With big tobacco's megabucks banished from the political process, Congress would far more readily pass a Federal workplace smoking law, tobacco taxes equal to those elsewhere in the world, stronger enforcement of sales-to-minors laws, and much called-for limits on tobacco advertising. (The recent "Master Settlement Agreement" signed by 46 Attorneys General calls for all tobacco billboards in the US to be taken down by April 22, 1999, but countertop displays, for which tobacco companies pay convenience stores up to \$40 per month, will continue to deceive youth into thinking tobacco is a popular product.

We have seen how the tobacco industry's contributions influence Congress, and with strong campaign finance reform in place, there would be little incentive left to further delay or water down long overdue laws further regulating Big Tobacco. One parting note: in recent years, Republicans have raised twice as much from the special interests as the Democrats. This gives Democrats incentive to pass campaign finance reform, and gives Republicans motivation to filibuster against it. In this advocate's view, as long as Republicans remain in the majority, laws billed as regulating the tobacco industry will continue to be watered down by Republicans. In short, business will continue as usual.

death. She was never able to give up her cigarette addiction, even though she suffered two heart attacks. She died in 1985 from a stomach aneurysm.

### Dear Dad, I Want to Meet You

My parents' marriage lasted only seven years; I was just three when they were divorced. The day after his divorce from my mother, Marianne, became final, R.J., Jr. married his third wife, Muriel. After that I didn't see my father for six years. Longing to see him, I wrote my father a letter in care of Sapelo Island, Georgia. It read, "Dear Dad, I want to meet you. Where are you? Love, me, Patrick." At the time, he and Muriel were sailing in the South Pacific. My letter was forwarded seven times, but it was always one port too late. When he finally received the letter, my father was amazed that it had not been lost. He was touched and sent word that he would like my brother Mike and me to visit him.

Of course we were extremely excited that my father wanted to meet us. But at the last minute, a telegram came saying he had been taken ill with asthma. He postponed our visit by 8 weeks — the hot summer months dragged by. I turned my attention to learning how to sail because I thought he would approve.

Finally, one of his Piedmont Airlines planes picked us up and brought Mike and me to the small mountain cabin retreat where he was staying with Muriel in North Carolina. When the big moment came at last, and they showed us into the room where our father was, we found him lying down on a sofa, exercising his lungs with sand bags on his chest. I asked, "Dad, what's wrong?"

"I have asthma, son," he replied. The sandbags were intended to strengthen his diaphragm.

By 1960, R.J., Jr. had been diagnosed with emphysema; I only saw him five more times before his death. He divorced Muriel in 1962. She died, sadly, from smoking-caused lung cancer.

As he always had in the past, the day after his divorce became final, my father remarried. This fourth and final time, it was to a German Doctor of Philosophy, Annemarie Schmidt. They had met at a clinic in Bad Hartzburg where he had gone for a cure. He promised his new wife that he would quit smoking. At the time, he was living on his private island estate, Sapelo. When Annemarie discovered that her husband was bribing a "loyal" servant to slip him cigarettes, she summarily fired the entire household staff.

### R.J. Reynolds, Jr.'s Last Months

During his last six months, my father spurned all visitors and contact with the outside world. He even refused to see his own sons. R.J. Reynolds, Jr. died in mid-December, 1964, of emphysema caused by a lifetime of smoking the Camels and later Winstons, which were the source of his wealth. No journalist at the time mentioned this and naturally, no family member called attention to the cause of his death.

I had just arrived home from my Connecticut Prep

School, Hotchkiss, excited to be starting a long dreamed about Christmas vacation. My mother greeted me at our New York City apartment door with the news that my father had died in Switzerland. I was newly 16, the youngest of R.J., Jr.'s six sons, and I didn't cry. After all, I had hardly known him. I shut down emotionally; the tears would only come many years later. My mother bought us all tickets for Switzerland, and Mike and I had an awkward meeting with his widow, Annemarie, whom we had never met. We were shown our father's grave; he had already been buried. Annemarie never smoked and is today in good health. She lives in the village Emmetten, Switzerland, overlooking Lake Lucerne.

### Aunt Nancy

My father's sister, Nancy Reynolds Bagley Verney, also a child of founding patriarch R.J. Reynolds, died from smoking in early 1985. Aunt Nancy had one lung removed due to lung cancer, and she died from emphysema in the other lung. I visited Aunt Nancy at her Connecticut estate shortly before she died. She had to carry an oxygen bottle with her by that time; of course, I avoided calling attention to it. As we slowly ascended the few steps to the front door of the Greenwich Yacht Club to have lunch, I remember what an ordeal every step was for her. After each step, she stopped, out of breath, and uttered a loud, guttural moan, attempting to clear her lungs.

She had quit smoking by then but I was still a smoker. As I dragged on a Winston after lunch, she asked me, "When do you think you'll quit smoking, Patrick?"

"Soon," I replied. "It's a pretty tough one for me. I've tried so many times." She nodded none too sympathetically and then changed the subject.

About six months later, Aunt Nancy passed away; I would quit my own smoking habit in March, and first speak out against smoking the following year, in July of 1986.

### My Story

Tragically and ironically, the Reynolds family history is full of smoking caused deaths. My grandfather, founding patriarch R.J. Reynolds, had had four children, all of whom smoked. Of these, two definitely died from smoking — first R.J. Jr., and then Nancy. A third, Mary, died of stomach cancer in her 40s, which may have been linked to her cigarette smoking. The patriarch himself died from cancer of the pancreas, which may have been caused by his addiction to chewing tobacco.

In the third generation, Aunt Nancy's daughter, Jane, died in 1988 from lung cancer caused by her cigarette addiction. The death of my eldest brother Josh (R.J. Reynolds III) was caused by smoking. Josh's wife Marie smoked, and died of ovarian cancer. Josh's full brother Will (my half-brother) smokes a pipe and is an occasional cigarette smoker. He lives in Winston-Salem, and has told me he has emphysema.

I'm closer these days to my brother Mike, who has been a lifelong smoker. But I mention quitting to Mike

no more than three times per year, because I believe that nagging loved ones backfires and keeps them smoking. If necessary, I can be a pest about second hand smoke, however!

For years I didn't consciously connect smoking with my memory of my father, sick and frail with emphysema. When I was in high school, I wanted what every high school boy wants – to look older, to be cool, to hang out with the older kids, to attract girls. So I started smoking myself at 16. My father and mother both smoked, all of my older brothers smoked — and, after all, it was the family business. It must be okay, I thought. Also my mother didn't want me to smoke, and that made it very attractive indeed.

Cigarettes killed my father, but still I started smoking. I tried to end my tobacco addiction some 11 times over the years but failed repeatedly. I got into numerous programs, which included acupuncture, hypnosis, nicotine replacement, gradual withdrawal and even counter-conditioning at the Schick Center. Finally, I managed to quit successfully in 1985. What aided me most – supplemented by all I had learned from these programs — was a single realization. First, I became aware I had a pattern: after being smoke free for a few weeks, months, or even years, every time I went back to my habit, it would directly result from getting an out-of-control desire for a cigarette – even though the urge to smoke had otherwise disappeared. These surprise nicotine attacks would come during moments negative stress or positive stress – while out with friends or on vacation, for example. Second, I realized that if I waited just five minutes, and did my deep breathing to relax, as most cessation programs advocate, that the “out-of-control” urge would disappear. I knew my pattern: if I took just one, I would definitely go back to smoking.

## Speaking Out

About a year later, in March of 1986, I accepted an invitation from Larry Miller, a wealthy political contributor and friend, to go to Washington DC. It was an exclusive tour of the capitol for about 40 wealthy Republican donors and their families.

Robert Packwood of Oregon came to address our group. Since he was heading up the tax reform committee at that time, I asked him, “What about cigarette taxes? I've often thought they should be higher.” He looked at me incredulously and said, “You're from the RJ Reynolds family and you want to *raise* cigarette taxes?” “I've always thought it would be a good idea,” I replied.

“You know, Mr. Reynolds, there's a vote on that issue this afternoon. There's a sunset clause on the Federal cigarette tax, and unless we get the vote, it will drop from 16 cents a pack back to the old 8 cent level. The tobacco company presidents are all in town to lobby for it. Why don't you come down and testify in favor of keeping the 16 cent tax, before our committee this afternoon?”

I was stunned – he wanted me to testify. It was in *that* moment, in that chance encounter, that I realized that I could make a difference on the tobacco issue, if I ever

spoke out publicly. I'd always had a low opinion of the tobacco industry, and often thought tobacco advertising should be banned. But I never thought of speaking out publicly about it. Realizing I would need to speak to my family first, I politely declined Packwood's offer.

I went home to Los Angeles to consider this new course. I didn't know much about tobacco issues, since no descendant of RJ Reynolds had worked in a position of importance at RJR for decades. So I contacted the American Lung Association, and began to learn more. The more I learned, the more disturbed and angry I became. My memories of my dying father came back to me, and I realized how deep my sadness was over my father's absence from my life.

## Facing My Family

In 1986, my closest family members were my brothers, Mike, Josh, and Will. So before speaking out publicly, I went to see each of them. I remember the look of shock on Will's face when he said, “You're gonna do *what?*” They were all concerned that I might be an embarrassment to the family, or that the price of the stock they held in R.J. Reynolds would go down. I had divested all my own RJR stock back in 1979, because I was uncomfortable making money from something I knew caused mass addiction and death, decimating families in the process. At that time, however, I did not foresee that I would become a public advocate on this issue.

I rarely hear from Will these days; sadly, it's likely he's ill because of his emphysema. My brother Mike and I get along just fine. He admits to being a little miffed and nervous when I first started my campaign. But I think that both Will and Mike realize I've brought honor to the Reynolds family name. Today, Mike, at least, is proud of me.

When I finally spoke out publicly for the first time on July 18, 1986, my testimony was picked up by the national media. After that I was besieged with requests for speaking engagements and news interviews. As I was catapulted overnight into a position of leadership, I began to answer the call in earnest. I championed cigarette tax increases before State Legislatures and in press conferences in Florida, California, Colorado, New York and Arizona, and testified again before Congress to get smoking off planes. I campaigned in favor of dozens of secondhand smoke ordinances, which by the late 80s were sweeping the nation.

Over the course of working on these various political campaigns, I became increasingly knowledgeable about and deeply devoted to the fight against tobacco. In Los Angeles in 1989, I founded The Foundation for a Smokefree America.

## A Promise and a Vision

The principal work to which I devote myself today is speaking before universities, medical conferences and youth groups. We have also just released a new video for middle schools. My work will also continue to include

championing tough new regulations on tobacco. This work, I believe, has helped me finally come to terms with my heritage as a member of the Reynolds family. I'm committed to continuing and furthering this cause for the rest of my life.

When my grandfather, R.J. Reynolds, began manufacturing cigarettes at the turn of the century, he was not aware that smoking causes lung disease, heart disease and cancer. Now that we positively know this, I've chosen to fight for a smoke free society.

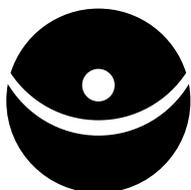
I believe there will come a time in the 21<sup>st</sup> century when the very few people left smoking will each put out their last cigarettes. Tobacco will be so inaccessible to children – and so expensive — that they will not become addicted.

Finally, smoking will be no more. We *will* have a world free of tobacco. One day millions of children won't be grieving for years because of a parent's premature death caused by smoking. No more cancer, no more heart disease, no more lung disease caused by tobacco. The day of a tobacco-free world is coming, and that's a promise. Our children will see this in their lifetime. This is part of our legacy to them.

I call upon the men and women of the medical community to join me as fellow crusaders against tobacco. Many of you are already engaged in this fight, intervening with your patients to help overcome their tobacco addiction and live in better health. Many physicians have realized the unique role that they have in educating communities about tobacco. Working together, we really can make the vision of a smoke free world a reality.

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*A grandson of the founder of the R.J. Reynolds Tobacco Company, **PATRICK REYNOLDS** has been named "one of the nation's most influential advocates of a smoke free America" by former Surgeon General C. Everett Koop. Mr. Reynolds' appearances in the press and before Congress have made him a nationally known champion of a tobacco-free society. Since first speaking out publicly in 1986, he has testified before Congress and numerous State and municipal legislatures in support of cigarette tax increases and stronger smoking laws. He also testified in favor of legislation banning vending machines and tobacco advertising, and on a Congressional panel to help bring about the present in-flight smoking ban. In 1989, Little, Brown published a family biography he authored, "The Gilded Leaf." In the same year, he founded the Foundation for a Smokefree America, in Los Angeles. His group's Internet site is [www.tobaccofree.org](http://www.tobaccofree.org).*



## Approaching the Problem of Teen Smoking

Tobacco companies claim that they do not advertise to children. But the tobacco industry needs to recruit 4,200 new smokers every day to replace the 3,000 who are lucky enough to quit and the 1,200 unlucky enough to die. Who are these new recruits? They are our children. It is estimated that every day, 3,000 teens start smoking.

In October 1998, the Center for Disease Control (CDC) released a study showing that the number of American teens taking up smoking as a daily habit jumped 73 percent between 1988 and 1996. The Joe Camel campaign made its debut in 1988, and the CDC suggests that tobacco ads like Joe Camel and the Marlboro Man are partly to blame for this huge increase. Smoking by stars in TV and films were also cited in the study as a cause. The CDC study concluded that the most effective way of preventing youth tobacco use and helping adolescents quit is a comprehensive program that includes:

- Reducing youth access
- Increasing tobacco prices
- Conducting prevention programs in schools
- Regulating tobacco products and advertising
- Decreasing tobacco use by parents and other influential role models

### A Possible Additional Cause of the Rise in Teen Smoking

In his new video of a live talk to 2,000 middle school youths, Patrick Reynolds addresses what he feels is a previously unidentified cause of the huge increase in teen smoking. The findings of a 1994 marketing study by the Coca Cola Company (*Time*, May 30, 1994) showed that large numbers of today's teens suffer from anxiety about the future, and have a keen sense of diminished expectations. It occurred to Mr. Reynolds that because of this, many teens may be prone to take increased risks, in the face of an uncertain tomorrow. In his new video, Mr. Reynolds fully addresses the two primary accepted causes of the recent huge increase in teen smoking — tobacco ad campaigns targeting youths, and smoking in movies and TV. But he also devotes a unique new section of his video to inspiring youths to believe more strongly in the future. He reasons that if teens have a stronger outlook about the future, they will be more motivated to take care of their health. He concludes this part of his talk by urging the audience to stay tobacco-free, drug-free and alcohol-free, and points out that students will need their health in the "great and amazing times ahead." Additional information on the video and teen smoking can be found at [www.tobaccofree.org](http://www.tobaccofree.org).