

April 30, 1998  
"Cuckoo" TV :30

ANNCR(VO): Washington has gone cuckoo again...

Instead of doing something about youth smoking, Washington wants to:

ANNCR(VO) & TITLECARDS:

Raise half a trillion dollars in new taxes.  
Source: Wall Street Journal, April 10, 1998.

Spend billions on federal programs.  
Source: Washington Post, February 3, 1998.

Create 17 new government bureaucracies.  
Source: Morgan Stanley, April 9, 1998.

ANNCR(VO): What about youth smoking?

Washington wants to raise the price of cigarettes so high there'll be a black market in cigarettes with unregulated access to kids...  
Source: Salomon Smith Barney, April 8, 1998; Sanford Bernstein, April 3, 1998; Morgan Stanley, April 9, 1998; Wall Street Journal, April 3, 1998.

New taxes...

New spending...

And a black market...

Call 1 800-343-3222.

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Phillip Morris Incorporated • R.J. Reynolds Tobacco Company  
Brown & Williamson Tobacco Corporation  
Lorillard Tobacco Company • United States Tobacco Company  
www.tobaccoresolution.com

ANNCR(VO): What is Washington thinking?

Exhibit 26

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