

Complete vindication of our position

R.J. Reynolds Tobacco Company

The Commission's vote is 3 to 2 ~~for~~ ⁱⁿ ~~favor~~ ^{of} ~~us~~ ^{the} ~~company~~ ^{position} ~~we~~ ^{we} ~~are~~ ^{are} ~~pleased~~ ^{pleased} ~~and~~ ^{and} ~~feel~~ ^{feel} ~~vindicated~~ ^{vindicated} ~~that~~ ^{that} ~~our~~ ^{our} ~~position~~ ^{position} ~~has~~ ^{has} ~~been~~ ^{been} ~~correct~~ ^{correct} -- ~~that~~ ^{that} ~~while~~ ^{while} ~~youth~~ ^{youth} ~~may~~ ^{may} ~~recognize~~ ^{recognize} ~~Joe~~ ^{Joe} ~~Camel~~ ^{Camel}, ~~the~~ ^{the} ~~character~~ ^{character} ~~has~~ ^{has} ~~not~~ ^{not} ~~caused~~ ^{caused} ~~them~~ ^{them} ~~to~~ ^{to} ~~start~~ ^{start} ~~smoking~~ ^{smoking}

Statement on FTC Confirmation of Vote Closing their Joe Camel Investigation

June 7, 1994

forwarded

particularly gratified
extremely grateful
that you (pick up for
3 months)

R.J. Reynolds Tobacco Company has been advised by the Federal Trade Commission that it "has closed the investigation" of the Joe Camel matter. Clearly, we are pleased and feel vindicated that our position has been correct -- that while youth may recognize Joe Camel, the character has not caused them to start smoking.

We believe it is significant that ~~at least three~~ ^{the} commissioners made their decision based on the law and the facts despite enormous pressure from antismoking advocates and the media to do otherwise. We have long felt that when examined with an unbiased eye, the facts simply do not support accusations that the company intentionally set out to attract youth, or that the campaign had some unique appeal to kids.

that effect on young people.

after an extensive review of those of pgs of documents, the commissioners over period of time they decided...

made bond and
decide joint of
and not "inhibition"
on others
considered
circumstances
and honorably
appearing
"statements" of some
claims of some
in field of advertising
to submit the magnificent self
case presented
for bill. to the committee of documents