

QUOTATION

ON THE ENDURING POWER OF LEVERS

Archimedes, Third Century B.C.E.

Give me somewhere to stand, and I will move the earth.

Ross Millhiser, President of Phillip Morris USA, 1983 C.E.

[Millhiser] also defended his company against accusations that its products were dangerous. Around 1983, Victor J. DeNoble, a Phillip Morris scientist, told of approaching Mr. Millhiser to warn him about the growing evidence of the dangers of nicotine, according to an article in *The Richmond Times-Dispatch* in 1996.

“He said, ‘Let me ask you one stinking question,’” Mr. DeNoble told *The Times-Dispatch*. “‘Why should I risk a billion-dollar business on rats pushing a lever to get nicotine?’”

From: Martin, D. (2003, December 12). Ross R. Millhiser, 83, Marketer of Cigarettes for Phillip Morris. [Obituary]. *The New York Times*, p. A33. DeNoble and his colleague, Paul Mele, both summarily fired by Mr. Millhiser, were honored for their scientific contributions with a symposium on nicotine psychopharmacology sponsored by the Division of Psychopharmacology and Substance Abuse at the August 2005 meeting of the American Psychological Association (www.apa.org/divisions/div28/index.html).

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