

Lorillard

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January 25, 1984

Mr. Terry Burns,
Executive Director
National Association of
Tobacco Distributors
630 Third Avenue
New York, NY 10017

Dear Terry:

You will recognize the attachment from the December, 1983 issue of NATD Distributor.

Although we think we understand the views expressed, and the reasons perceived by the NATD for their articulation, both Curt Judge and I are concerned that the Association chose to have them stated in terms which strongly suggest violations of law by the manufacturers.

Lorillard has long been a leader in advocating and practicing cooperation with all elements of the Industry in defending the sale and use of tobacco products against unwarranted attacks by those who would seek to destroy the business. I think you will agree that the strength of that necessary coalition could be weakened when the activities of one sector of the business are inaccurately and unfairly characterized by another as unlawful.

I respectfully suggest that there are more responsible and less provocative methods and forums for airing business differences between and among the segments of the Industry - and I trust you will receive these observations in the same positive and constructive sense in which they are offered.

Sincerely yours,

AJS/pm
Attachment

Arthur J. Stevens

cc: Mr. C.H. Judge

bc: Mr. J.R. Cherry