

January 25, 1991

Mr. Paul Ondulich  
President  
Club 65  
P.O. Box 172  
Trafford, PA 15085

Dear Mr. Ondulich:

Philip Morris Chairman and Chief Executive Office Hamish Maxwell has shared with me your thoughtful letter.

Philip Morris believes that when adults choose to smoke, or to use any other consumer product, they should do so in full awareness of the potential risks. Where smoking is concerned, we believe that adults are aware of the potential risks. Warning labels have appeared on cigarette packaging since 1966, and on all cigarette advertisements since 1971.

As you point out, it is impossible to live in an antiseptic, "risk-free" environment. The important thing is to evaluate the potential risks of the choices we face, and then to make an informed choice.

Tobacco has always been a controversial product and most likely will remain one. But it is also true that more than 55 million adult Americans choose to smoke. We do not expect that a small but vocal minority of anti-smoking activists will change the enjoyment millions of adults derive from the simple pleasures of smoking.

Sincerely,

John R. Nelson

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