

October 29, 1985

Ms. Lori Coleman
P.O. Box 42
Apex, NC 27502

Dear Ms. Coleman:

Thank you for your letter of September 17. We apologize for the delay in responding.

Our company does not approve of young people smoking. We believe that adults, however, should be permitted to make their own decision whether or not to smoke. We also believe that until scientific research can establish what really causes the diseases with which smoking has been statistically associated, it would be unfair to advocate any law prohibiting the sale of cigarettes.

We in tobacco regard ours as an honorable trade, bringing to people everywhere the simple pleasure of a product that has a long and respectable history behind it. Tobacco was the first business enterprise in America--begun soon after the settlement of Jamestown in 1607--and has contributed materially to the nation's growth and welfare since.

Enclosed are copies of ads we recently ran as part of our public issues campaign on youth smoking. These ads were run in several youth publications such as Teen and Seventeen magazines, and we have received many favorable responses from young people.

We appreciate your taking the time to write.

Sincerely,

MGA:kde/Enclosures

P.S. Any questions concerning the warning labels should be directed to:

The Tobacco Institute
1875 I Street, Northwest, Suite 800
Washington, DC 20006

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