

**CONFIDENTIAL:
MINNESOTA TOBACCO LITIGATION**

shows you that it can work.

How do you translate that? How do you stop teenagers? If you could stop all the teenagers, or the majority of teenagers, from smoking by understanding, making them understand, how they succumb to peer pressure, not to just tell them that they are going to get lung cancer, or are going to get wrinkles, or whatever else you get from smoking.

My conversation with NCI people give me the indication that the clear aim of NCI is to end all vestiges of the so-called less hazardous cigarette program, and that many steps have been taken already to accomplish this.

PK:ac

cc: Mr. Kloepfer ←

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