

**R022D**

*The documents in this case are **Bates # 2048778017 (19960400), #2048778013 (19960400), #2048778015 (19960400), #2048778005 (19960500), and #2048758253 (19960508).** The writer is responding to the receipt of a book on the history of the American tobacco industry.*

**Author:** Joseph Cullman III, President of PM from 1958 – 1967. In addition he served PM as Executive Vice President and Senior Marketing Executive in the 1950's, Chairman from 1968 – 1972, Chairman of the Executive Committee from 1979 – 1985 and on the Board of Directors from 1964 – 1985. **Addressee:** Richard Kluger, popular author of both fiction and non-fiction. His book *Ashes to Ashes: America's Hundred Year Cigarette War, the Public Health, and the Unabashed Triumph of Philip Morris* is the book referenced in the above documents.

In a period when the tobacco industry sees itself as under attack from a multitude of quarters, author Richard Kluger sends PM's President Joseph Cullman III a copy of his book, *Ashes to Ashes*. The book is a comprehensive historical and social critique of the American tobacco industry in the 20<sup>th</sup> century, including "... accounts of the rise of Philip Morris and of management's role in its success." Mr. Cullman thanks Mr. Kruger for sending the book, which he allows is well researched and well told. Most of the letter is a defense of Philip Morris and its management and the actions they took "...to conduct...business ethically and responsibly."