

Lorillard

ARTHUR J. STEVENS
SENIOR VICE PRESIDENT-GENERAL COUNSEL
(212) 545-3400

JAN 24 1996

11/24

January 22, 1996

Daniel L. Jaffe, Esq.
Association of National Advertisers, Inc.
700 11th Street, NW
Suite 650
Washington, DC 20001

Dear Dan:

FDA Docket 95N-0253
Proposed Regulations Restricting the
Advertising of Cigarettes

Many thanks for furnishing me with the copy of the ANA's Comments in the captioned proceeding. Needless to say, we at Lorillard very much appreciate the Association's interest in the matter, applaud the position taken in its Comments, and thank those responsible for having undertaken and completed the filing. It is obviously an important matter with broad implications, and the voice of the ANA will be helpful.

Regards and Best Wishes,



Arthur J. Stevens

AJS:fp

cc: Burt Neuborne, Esq.

bc: A.W. Spears
M.L. Orlowsky
J.R. Cherry
✓ S.D. Chilcote
S. Wilson, Esq.
D.H. Remes, Esq.

LORILLARD, INC.
One Park Avenue, New York, N.Y. 10016-5895

TI11340207