

THE TOBACCO INSTITUTE

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August 2, 1989

Mr. B. Oglesby
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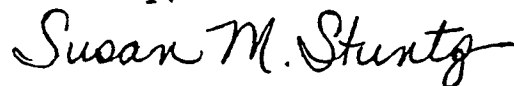
Dear B.:

Per our discussion yesterday, I have enclosed for your review:

- o The prototype accommodation program, first proposed by Philip Morris and known as "Operation Downunder."
- o Two follow-up memoranda concerning "Downunder."
- o Results from several Institute public opinion polls -- "Enough is Enough" in December 1988; a hospitality poll in late 1987; two airline polls, one for the Airline Pilots Assn. in April 1987, one for TI in 1985. All continue to point to widespread public support for accommodation.
- o The Institute's Comprehensive Public Smoking Program, presented to and approved by the Executive Committee in June 1988.

I hope these materials are helpful. I'll be glad to discuss them with you, and to answer any other questions you might have, once you've had a chance to review them.

Sincerely,



Susan M. Stuntz

Enclosures

cc: Samuel D. Chilcote, Jr.

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