

# THE TOBACCO INSTITUTE

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SAMUEL D. CHILCOTE, JR.  
President

January 27, 1983

*file*

Mr. I.W. Hughes  
Chairman & Chief Executive Officer  
Brown & Williamson Tobacco Corp.  
1600 West Hill Street  
Louisville, Kentucky 40232

Received  
JAN 31 1983  
Dr. I. W. Hughes

Dear Wally:

As part of our overall effort to counter John Banzhaf's latest attempt to ban smoking on airlines (see attached press release), we would like your help.

Our hope is that each chief executive officer of a major domestic airline receive several letters from chief executives of our member companies.

Two sample letters are attached, each to be regarded simply as guides.

Letters based on the sample marked "A" should be sent to airlines which have already been targeted by Mr. Banzhaf. Letters based on sample "B" should be sent to those which have not been approached by him. Lists with the necessary mailing information are also included.

Please instruct your staff to provide blind carbon copies and any responses you might receive to The Institute so that we might be better prepared in our follow-up.

Thank you for your help.

Sincerely,



Samuel D. Chilcote, Jr.

SDC:sm

Attachments

cc: TI Senior Staff

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