

THE TOBACCO INSTITUTE

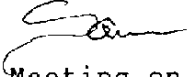
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SAMUEL D. CHILCOTE, JR.
President

March 4, 1988

MEMORANDUM

TO: John Kochevar, Chairman, State Activities Policy
Committee
Guy Smith IV, Chairman, Communications Committee
Ms. Taylor and Mr. Nelson, Philip Morris
Messrs. Ainsworth and Ogburn, RJR
Ms. Ridgway and Messrs. Toti and Cherry, Lorillard
Messrs. Conforti and Hager, American
Ms. Jova, L&M
Mss. Moran and Stuntz and Messrs. Cannell, Dyer, Kloepfer,
Lewis, Mozingo, Payne, Sparber, Woodson, The Tobacco
Institute
Messrs. Rupp and Temko, Covington & Burling

FROM: Samuel D. Chilcote, Jr. 

RE: Results of the Industry Meeting on Downunder

At the March 2 session on Downunder, the following question was discussed: "Should it be the industry's policy to support accommodation of smokers and nonsmokers at this time, a policy which could involve separation?" The majority view held that such a shift in industry policy should not be adopted.

It was agreed that the industry should develop a suitable alternative strategy to meet agreed upon goals of improving the social acceptability of smokers and ensure that smokers have adequate places to enjoy tobacco products in public settings.

To reach that objective, I have asked that Messrs. Ogburn, Smith, Mozingo and Sparber convene to develop such a strategy. The group has scheduled an initial meeting at The Tobacco Institute on March 7 at 10:00 a.m.

As you will recall from my February 18 memorandum on this subject, there is a deadline of Tuesday, March 8 for your comments on the minutes of the meeting. The minutes are attached.

Enclosures

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