

B&W

For file strip file

BROWN & WILLIAMSON TOBACCO CORPORATION

1000 West Hill Street Louisville Kentucky 40202

ERNEST PEPPLES
VICE PRESIDENT
AND GENERAL COUNSEL



February 21, 1978

Mr. Horace Kornegay
The Tobacco Institute, Inc.
1776 K Street, N.W.
Suite 1200 Montgomery Building
Washington, D.C. 20006

Dear Horace:

As Jack Kelly may have reported to you, Ed Grefe and I believe it would be valuable to have Woodward & McDowell and their pollster, Lance Tarrance, discuss the California program at Boca Raton.

The industry is getting professional advice to avoid the confrontation issues of smoker's health and nonsmoker's health. Instead Woodward & McDowell are saying stick exclusively to a campaign built around arrest, expensive walls, added tax costs, fines, forced segregation and adult choice and democracy of the market place. It would be instructive to have all of us listen carefully to better understand the direction being taken in California and perhaps also to pick up a few pointers for the Institute's own programs.

Jack McDowell said either he or Dick Woodward could come to Boca Raton but not both because the campaign planning and launch need to be escalated and require one of them to be present in California. I believe Lance indicated he could be present at any time during the winter meeting period. Jack Kelly probably has followed up on all this already but I thought I would drop you a note anyway.

My best regards.

Cordially,

Ernie Pepples

EP/dlt

cc: Messrs. Grefe, ~~Stevens~~, Greer, Crohn and Dowdell

89694377