



# PHILIP MORRIS

U.S.A.

P.O. BOX 26603, RICHMOND, VIRGINIA 23261 TELEPHONE (804) 274-2000

December 17, 1984

Mr. Andrew J. Butler  
Commercial Group Vice President  
2020 Dow Center  
Midland, Michigan 48640

Dear Andrew:

In our October 23 meeting, you strongly suggested that we need to keep the lines of communication open in anticipation that there will be other occasions requiring a clear dialogue concerning the marketing of Nicorette. I was particularly encouraged that Dave Sharrock attended the meeting, and it was stressed that Dow was not anti-cigarette industry and would carefully conduct its Nicorette programs with the intent of directing its effort toward those smokers who must or want to quit.

In what we consider to be an extremely alarming development, we have just learned that Dow is supporting the National Interagency Council on Smoking and Health (NICSH). According to our information, Dow has given a \$25,000 grant to help NICSH with its newsletter expense. NICSH (membership list attached) is a group who are committed to achieving a "Smoke-Free Society by the year 2000". At a November meeting, NICSH members contemplated campaigns to:

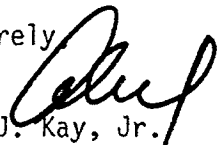
1. Present awards to individuals and organizations who refused tobacco industry support, including advertisements.
2. Urge national sports organizations and athletes to renounce tobacco sponsorship.
3. Back legislative efforts aimed at the tobacco industry.

Further long-term efforts were addressed, all directed toward effecting the demise of our industry.

Normally, when one funds a cause or group, it is in agreement with the fundamental aims of that organization. Therefore, we are extremely concerned with the action taken by Dow in this case, especially, in view of the reassurances offered at our October meeting.

I would appreciate hearing from you in the near future so that we can address this matter.

Sincerely

  
Alex J. Kay, Jr.  
Director, Operations Support

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