



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:

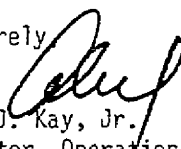
1. Present awards to individuals and organizations who refused tobacco industry support, including advertisements.
2. Urge national sports organizations and athletes to renounce tobacco sponsorship.
3. Back legislative efforts aimed at the tobacco industry.

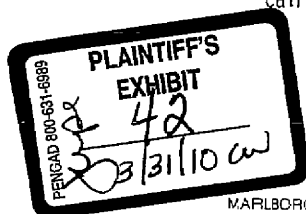
Further long-term efforts were addressed, all directed toward effecting the demise of our industry.

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



MARLBORO BENSON & HEDGES MERIT VIRGINIA SLIMS PARLIAMENT LIGHTS SARATOGA CAMBRIDGE ALPINE MULTIFILTER

3990089095

Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/yphw0181>

2023799804

3990089095

**NATIONAL INTERAGENCY
COUNCIL ON
SMOKING AND HEALTH**

**A Voluntary Association of National
Agencies and Organizations to Combat
Smoking as a Health Hazard**

OFFICERS

William Griffiths, Ph.D. Chairman
Edwin B. Fisher, Jr., Ph.D., Vice-Chairman
Joseph W. Sokolowski, Jr., M.D.,
Secretary-Treasurer

EXECUTIVE STAFF

Allan C. Erickson

MEMBERS

American Academy of Pediatrics
American Alliance for Health, Physical
Education, Recreation and Dance
American Association for Respiratory
Therapy
American Cancer Society
American College of Chest Physicians
American College Health Association
American College of Radiology
American College of Surgeons
American Dental Association
American Heart Association
American Hospital Association
American Lung Association
American Medical Student Association
American Pharmaceutical Association
American Public Health Association
American School Health Association
Association of State and Territorial
Health Officers
Boys Clubs of America
March of Dimes Birth Defects Foundation
National Board of Young Women's
Christian Association
National Congress of Parents and
Teachers
National Jogging Association
National League for Nursing
National Medical Association
National Student Nurses' Association
The Society of Surgical Oncology, Inc.
U. S. Department of Defense
U. S. Department of Education
U. S. Department of Health and
Human Services
Office on Smoking and Health
Public Health Service
U. S. Veterans Administration
YMCA of the U.S.A.

MEMBERS-AT-LARGE

Daniel Horn, Ph.D.
Luther L. Terry, M.D.
Donald C. Kent, M.D.

HONORARY LIFE MEMBERS

Emerson Foote
Walter James
Keith Thwaites
Roger Schmidt
Lloyd Arnold, Ed.D.
William Anderson, M.D.

2023799805