

*B&W*

**BROWN & WILKINSON TOBACCO CORPORATION**

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*file  
Bourne*

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November 23, 1977

TO: MESSRS. AHRENSFELD  
CROHN  
GREER ✓  
HENSON  
HOLTZMAN  
ROEMER  
STEVENS

As we discussed at lunch on Monday, I am enclosing the following items:

1. The letter to the President dated November 22 regarding Dr. Bourne's address.
2. The proposed letter to employees which Mr. Nielsen has reviewed and approved insofar as California political law is concerned.

*EP*

ERNEST PEPPLES

/dlt

Enclosures

115542  
LIG- 115545

Suggested Industry Response to Bourne Statement

Dr. Peter Bourne's statement to the American Cancer Society (Ad-Hoc Committee on Tobacco and Smoking Research) indicated a positive posture toward the tobacco industry in at least one corner of the Administration. It's in stark contrast to the negative danger signals flashing from Mr. Califano's corner and many other places in the federal government. The following thoughts expressed by Dr. Bourne suggest that rather than enlarging the adversary relation between government and the tobacco industry, some alignment of attitude may be possible:

"We should try to work more closely with those who would be most threatened. . . Within the tobacco industry itself, there must be some who would help and seek help from us. . . The research of that industry would be of great value to us. . ." *Deal as a group* *we research as a group*

- Question*
1. It has been proposed that a letter be sent to President Carter acknowledging on behalf of the cigarette manufacturers the "objective approach" with which the President and Bourne appear to view the smoking and health controversy. *thus limit options*
  2. The letter further would state that the industry would like to talk with Dr. Bourne to see how the tobacco industry might help the Administration. Perhaps it could supply its best information and understanding with respect to the controversy over public smoking-- such as measurements on carbon monoxide (CO) and other sidestream particles and constituents. Perhaps it could present some views as expressed by Aviado and others concerning other allegations against smoking. *(would enc. CO. try to get this info) subjects done etc.*
  3. Attached is the letter draft which reflects the discussions after the initial draft was telecopied to each of you.
- Na*

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