

Lorillard

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DR. A. W. SPEARS
EXECUTIVE VICE PRESIDENT
OPERATIONS & RESEARCH
IB101 373-8778

July 15, 1980

MESSRS. BOWLING
HOLTZMAN
PEPPLES
SHINN
JACOB
TUCKER
HENSON
MS. BROWN

Pursuant to my letter of July 7 in which I included a draft proposal entitled "Considerations Relating to Environmental Tobacco Smoke and the Non-smoker", I attach cost estimates for Items 1-4 or that which is referred to as the preliminary work in the draft. The cost estimates as prepared by Dr. Murray Senkus are based on the assumptions that are set forth in the attachment and reflect a one year activity at the indicated support level. You may also note that Murray has noted some possibilities for the principal investigator.

The final phase of the original proposal involving the clinical study has not been estimated in that it would require an estimation of the number of individuals involved in the study and how it would be structured. In my own mind, I believe another \$150,000 would be a reasonable estimate. However, this would require that the laboratory that does the preliminary work would be used for the analysis of the urine samples in the clinical study.

I believe this carries the proposal to the point of development agreed to in our last discussion.

Sincerely,



A. W. Spears

Attachment

AWS/hsh

A DIVISION OF LOEWS THEATRES, INC
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