

Liggett & Myers Tobacco Company



Memorandum

Date: April 3, 1981

To: Bob Kersey

From: Don Mott

Subject: _____

K. v. and Joe Greer have asked me to condense the attached "Memorandum to Committee of Counsel" with regard to additives. I have done so as follows:

We are not aware of any substantial scientific evidence that the cigarette flavorings currently used in Liggett & Myers Tobacco Company's cigarettes present any hazard to health. Many of our flavorings have been used for decades. The finest tobaccos have always been the essence of our cigarettes and flavorings merely fine tune the taste.

Occasionally, new flavorings are used in the continuing effort to refine the taste qualities of our cigarettes. However, before doing so, we carefully evaluate information regarding any new flavoring proposed to be added including the review of published scientific literature.

The above is written purely from the viewpoint of a brief, concise explanation of what I believe we would like to say to the media if asked. However, I would appreciate your critique as to whether my statements are accurate from your point of view.

Once you have commented, I will forward this proposal on to Joe Greer and K. v. for final approval for use if I need it at some point in the future. Thanks for your assistance.

DM:bdc

Attachment

*Don,
From our point of view,
your statements are accurate.
Bob*