

*Lorillard*  
MEMORANDUM

RECEIVED DEC 11 1995

December 4, 1995

TO: New York Office and Field Sales Personnel  
FROM: Dr. A.W. Spears *AW*  
RE: FDA Proposal to Regulate Cigarettes

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The process of the Federal Food and Drug Administration's proposal to regulate cigarettes has advanced to that stage at which public commentary is invited. So far the percentage of comments opposing the proposal is encouraging, but we expect anti-tobacco groups to engineer a large letter writing campaign soon.

This is to invite employees and their friends and families to consider writing to the FDA to add their voices in opposition to this latest political assault against our Industry. We believe your comments can make a difference. Any such letter should be in the author's own words and on the author's own stationery, and need not be reviewed by supervisors or anyone else in the Company. For your information, an overview of arguments against the FDA proposal is enclosed.

Sending a copy of your letter to your senators and representative in Washington will add strength to your arguments.

For your convenience, the FDA's mailing address is enclosed, as well as a list of senators, by state, and the address of the United States Senate. The mailing address of the U.S. House of Representatives is also provided, but you'll have to supply the name of your own congressman.

If you decide to participate, you should write the letter, place a copy of each in an envelope and address the envelopes using the addresses provided. The letters will need to be mailed well in advance of Christmas, so you need to act quickly.

Questions regarding any of the above can be directed to the Legal Department. Thank you for your attention to this important matter.

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