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THE TOBACCO INSTITUTE, INC.

1776 K STREET, NORTHWEST  
WASHINGTON, D. C. 20006

296-8434

HORACE R. KORNEGAY  
PRESIDENT & EXECUTIVE DIRECTOR

April 25, 1972

MEMORANDUM

TO: Thomas F. Ahrensfield H. Thomas Austern  
H. C. Roemer David R. Hardy  
DeBaun Bryant Alfred S. Forsyth  
Frederick P. Haas Abe Krash  
Arthur J. Stevens Alexander Holtzman  
Mr. W. Brooks George Cyril F. Hetsko

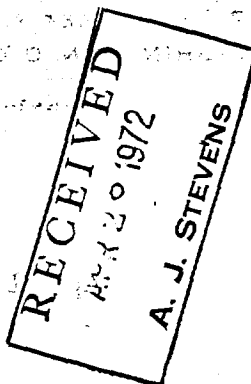
FROM: Horace R. Kornegay

As a result of the FTC Release relative to the latest "tar" and nicotine tests, the question has arisen as to the date to be used in advertising, that is to say, whether it should be March or April, '72. The matter has been checked with Mr. Brauninger of the Commission and the proper date to be used in advertising is Apr., '72.

HRK:pc

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THE TOBACCO INSTITUTE, INC.



MEMORANDUM

TO: Thomas F. Whitcomb, E. Thomas Whitcomb  
FROM: Edward J. Kennedy  
SUBJECT: Alexander Holtzman  
Re: Alexander Holtzman  
Enclosed for Mr. Whitcomb are two copies of a letterhead memorandum dated and captioned as above, which was prepared by Mr. Kennedy on April 17, 1972. The matter has been reviewed with the Chairman of the Commission and the report data to be used in advertising is set forth in the report.

As a result of the TIO release relative to the letterhead memorandum dated and captioned as above, the question has arisen as to whether the data to be used in advertising, that is to say, the data which is set forth in the report, is correct. The matter has been reviewed with the Chairman of the Commission and the report data to be used in advertising is set forth in the report.

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