

THE TOBACCO INSTITUTE, INC.

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WILLIAM KLOFFER, JR.  
Senior Vice President

April 21, 1972

Mr. Richard C. Ockerbloom  
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~~Boston Globe~~  
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Dear Mr. Ockerbloom:

Dick Johnston at Brown & Williamson tells me he recently chatted with you about the smoking-health question, and he suggests we might be helpful to you by providing certain information. I propose to do that with this letter.

Our organization represents the major domestic cigarette manufacturers in areas of their common interests with government, the communications media and the general public. We do not, of course, represent the companies in any way with respect to product promotion or marketing activities. However, during the period of The Globe's present cigarette advertising policy, certain major changes have occurred in the character of non-competitive aspects of that advertising, as a result of joint deliberations of the member companies of The Tobacco Institute. They are worth noting here.

1. Toward the end of 1970, the companies submitted to the Federal Trade Commission a proposal to display, in uniform manner, the "tar" and nicotine content of the advertised brand in each advertisement for that brand. Perhaps you are familiar with this, and a glance at any current cigarette ad will suffice. FTC announced its approval of this voluntary effort to use cigarette advertising to provide information in which some consumers obviously are interested.

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2. Last April, The Institute member companies announced their voluntary agreement to depict the side panels of packages of advertised brands in all advertisements in such a way as to display legibly the health warning notice required by Congress to appear on the packs, though not so required in advertising. In this case, FTC subsequently sought a more prominent display of the warning language.
3. As a result, The Institute, on behalf of its members, ~~negotiated during the balance of 1971 with FTC, as requested by that agency, and on March 30, 1972, the Commission announced a new agreement with each company providing for a more conspicuous display of the warning in each advertisement. Advertisements complying with these agreements will begin to appear in the near future.~~
4. As you know, the industry has recently completed its first full year of marketing activity in the absence of broadcast advertising. The cigarette companies first indicated their desire to terminate broadcast advertising voluntarily, in a joint announcement in ~~July, 1969. A major consideration was the increasing~~ extent to which cigarette advertising messages were inescapably reaching minor children uniquely via the broadcast media, contrary to the spirit, if not the letter, of the cigarette companies' voluntary advertising code.

The enclosed news release provides authentic survey comparisons for industry-wide media expenditures in 1970, the last year of broadcasting, and 1971, and may be of interest to you. It is also worth noting that cigarette unit sales increased by nearly three percent in 1971--if anything at a slightly higher rate than in other recent years. This fact lends support to a belief long expressed by our industry: that cigarette advertising is the basis for viable brand competition among smokers, and that its presence or absence in any medium neither increases nor decreases the number of smokers.

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Let me conclude by identifying certain other documents enclosed, pertaining to the industry's view in the smoking-health controversy, and the reasons for it. This view is set forth in some detail in the booklet, "The Cigarette Controversy." Please be assured that any of the documentation of the contents is available to you for the asking. As you will see, we neither declare nor imply that cigarette smoking is harmless for every individual. To do so, in our opinion, would be to commit the same error constantly made by those who insist that the case against cigarettes has been closed. Neither extreme position is justifiable in light of present scientific knowledge, and we believe the scientific research commitment on the part of the cigarette companies is making a steady contribution toward resolution of the controversy.

The other three documents are "background" statements, carefully researched by our staff, dealing with particular aspects of the controversy and distributed in recent months to various media.

I hope you will find this communication responsive to your expressed interest. We will be happy to attempt to answer any additional questions you may have. If you or your associates would see any advantage in personal briefings in Boston by appropriate members of our staff, I am sure we can arrange them.

Cordially,

William Kloepper, Jr.

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