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Attention DR. HUGHES, MESSRS. ALAR, SANDEFUR, Department CORPORATE AFFAIRS
BLOTT, BUTLER, MIDDLETON, CHRISTENSEN, PEPPLES, SACHS, FREEDMAN
Copies T. HUMBER, M. BATEMAN Subject L&M Lawsuit

P R E S S Q U E R Y

Publication ADWEEK - Midwest
Reporter/Editor Fran Brock (312) 467-6500
Received by Mark Ahearn Time 1:45 P.M. Date 7/9/84
Deadline for response Already handled

Describe the storyline, list the questions and proposed answers, and summarize handling, including clearances.

Ms. Brock requested information regarding L&M lawsuit. I provided the approved prepared response.

Reporter then requested clarification of 'generic cigarette' vs. 'private label cigarette' and asked to be notified when further announcements regarding genetics were made.

J. M. A.

RECEIVED
JUL 10 1984
JOHN ALAR

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