

Private & Confidential

R.J.Reynolds Tobacco Company  
Winston-Salem, NC 27102

F.G. Colby  
Associate Director of Scientific Issues  
Research Department



January 10, 1980

Mr. Wilfried Dembach  
R.J.REYNOLDS TOBACCO GMBH  
Geschäftsleitung  
Postfach 100558  
5000 Cologne 1  
Germany

RE: Verband Research on  
Smoking Motivation  
by Bergler

Dear Wilfried:

After returning from vacation I found the RJR internal memorandum by Mr. Thies of December 12, 1979, on the presentation by Prof. Bergler on smoking motivation, given in Hamburg.

While I am, of course, aware of the monograph by Bergler on cigarette advertising and cigarette consumption, I was, until now, not aware that the Verband has commissioned any, obviously costly, research on that topic. We have checked our files and have not found any prior mentioning of such Verband research, and I also have similarly "checked my memory" and have drawn a similar blank.

This is obviously a sensitive topic and, in my judgment, it falls under the subjects where there should be some input from Winston-Salem, before any commitments by RJR are made.

Sincerely,

  
Frank G. Colby

FCC/ks

cc: B.F.P.  
S.B.W.  
E.J.J.

*talked to SBW abt it*

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