

THE TOBACCO INSTITUTE

1875 I STREET, NORTHWEST
WASHINGTON, DC 20006
202/457-4800 • 800/424-9878

WILLIAM KLOEPFER, JR.
Senior Vice President-
Public Relations
202/457-4861

October 20, 1983

MEMORANDUM

TO: MEMBERS OF THE COMMUNICATIONS COMMITTEE
MEMBERS OF THE COMMITTEE OF COUNSEL

FROM: WILLIAM KLOEPFER, JR.

The attached copy of a current survey is for your information only. It is predictable that responses will be used in promotional materials to our detriment.

K

mss

Enclosure

cc: TI Senior Staff

1005060476