

THE TOBACCO INSTITUTE

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WILLIAM KLOEPFER, JR.
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November 9, 1981

Ms. Anne Shank-Volk
President
CNBAM
34 Nebraska Union
1400 R Street
Lincoln, NE 68588

Dear Ms. Shank-Volk:

Your October 20 letter reached me for response. We very much appreciate your statement of the importance of college newspapers.

On the other hand, The Tobacco Institute itself is not a participant in the development of advertising policies by our individual member companies. The voluntary restraint which they have exercised for about 18 years was a matter of agreement among them.

Accordingly I am taking the liberty of forwarding your letter to the individual cigarette manufacturing companies and I am sorry circumstances do not permit a direct response from The Institute itself.

Cordially,


William Kloefer, Jr.

WKjr:mss

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