

Reminder to PDS for reply
2/29/68

Open

United States Senate

WASHINGTON, D.C.

January 25, 1968

Mr. Joseph E. Cullman III
Chairman of the Board and Chief Executive Officer
Philip Morris Inc.
100 Park Avenue
New York, New York 10017

Dear Mr. Cullman:

As you know, discussions have been going on between our staffs and representatives of the industry regarding further self-regulation of cigarette advertising. You know, too, that we have been especially concerned about cigarette advertising on sports events which appeal to young people.

These discussions are proceeding, but we write to you now because, as we understand it, a special opportunity for increased self-regulation exists at the moment. We are told that within the next few days your company as well as the industry generally will be deciding whether to enter into or renew advertising contracts on telecasts of football games, and of other programs as well.

We would be interested to know of your advertising plans for the coming year in regard to programs of interest to young people. One major cigarette company has already advised us that it does not intend to continue its advertising of professional football telecasts. We think this example is a salutary step, which we hope some of the other firms might follow. In addition, in examining some of the figures of audience composition for other kinds of programming, we find that there are many programs on which cigarette advertising appears which are

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watched by millions of children under twenty-one. The under-21 audience of some of the programs exceeded 10 million. We hope, therefore, that in addition to reconsidering your position with regard to advertising on sports events that you would also give serious consideration to discontinuing advertising on programs with a substantial youthful viewing audience. The appeal of cigarette advertising to young people could also be minimized if you were to consider decreasing the overall volume of your advertising. We trust that the discussions now going on will be productive. In the meantime we urge your consideration of these suggestions. We, of course, would be pleased to consider any suggestions you may make to meet the problem which we all know exists.

With best wishes.

Sincerely,



Warren G. Magnuson, U.S.S.



Robert F. Kennedy, U.S.S.

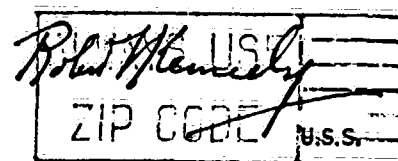
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United States Senate

COMMITTEE ON
LABOR AND PUBLIC WELFARE

OFFICIAL BUSINESS



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