

Ford
328 South 15th Street
Phila. Pa. 19102
July 19th., 1970.

The Tobacco Institute, Inc.,
1776 K Street, N. W.,
Washington, D. C. 20006

Att: Mr. Joseph F. Cullman, III
Chairman of the Executive Committee

Dear Mr. Cullman:

On May 4th of this year the Philadelphia Inquirer displayed a full page advertisement featuring an exchange of two letters from your organization to The American Cancer Society, and their one reply to your two.

I was amazed at the amount of frankness in these letters, and this has prompted me to write your office in order to receive some additional information on this subject.

First of all, let me identify myself. My name is Frank J. O'Hare and I reside at the above address. I am employed at 15th and Sansom St., and my employer is Eglin's of Philadelphia. Eglin's is in the parking garage business, and my duties include parking cars, cashier, assistant manager, and whatever other duties arise during the day.

It goes without saying that I am exposed to heavy concentrations of carbon monoxide fumes 10 to 14 hours a day, six days a week. I also smoke a pack of Pall Mall unfiltered cigarettes per day, and at the age of 54, I should be considered a candidate for lung cancer.

On Friday, July the 10th, I was given a once-a-year general check-up by my doctor, and was told by him there is no lung trouble showing up, the health is excellent, and to change none of my habits.

2015015828

Now then, since I have been in this business for 25 years, I have had the opportunity to observe the habits of many thousands of people as they pass through the various garages I've worked in, plus the habits of my friends and acquaintances.

There are two types of smokers. The ones who smoke in a relaxed manner, and the ones who have to have a smoke continuously. These are the nervous smokers, and when they light a match, they do not wait until the match head has slowly simmered down to a mellow flame, but instead, in their haste, they inhale the fumes of the sulphur from the head of the match. Have you ever tried this?

A simple experiment for you to try in your own kitchen; put a pot of cold water on top of your kitchen range, and light it with a match. If the pot is made of enamel, you shall see some black stains on your pot which you would not believe.

I am neither a doctor, technician, or advisor on the use or non-use of tobacco. But I do see the coughs and colds which ensue to these nervous smokers, and I maintain that it is the lowly match which is at the bottom of many respiratory ailments.

In all these years since the lung cancer scare erupted into the journals, nowhere have I seen or heard of any reference to the match. Is it perhaps a sacred cow? Is there a match company cartel which perhaps finances research away from the direction of the match? Who, if anyone, has considered this approach?

If the tip of a lighted and puffed-on cigarette approaches the temperature of 1,500 degrees, what is the temperature of the match tip at it's highest?

Thank you for reading this, and I should appreciate hearing from your organization shortly.

Sincerely,

Frank J. O'Hare