

FROM: R. M. Gibb

TO: Mr. W. J. Harris

November 29, 1976

Rather than comment directly on your "Position on Smoking" I have written "Another Position on Smoking." In doing so I had the benefit of your work, which made it easier for me. I don't have the ability to conceive a public relations campaign. My contribution was simply an attempt to portray smoking as I think it may be reasonably viewed from outside the industry. I happen to think that whatever is done must seem to have credibility in the face of any reasonable views held by society at large.

I understand Michel Descoteaux is organizing a meeting at Tony's request so I'm sending my effort along to him and N. Pérusse.

RMG

enclosure

cc Messrs. A.I. Kalhok
M. Descoteaux
N. Pérusse

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