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4-0002058262002 09/19/81 ICS IRMBNGZ CSP CGAB
1 3123488427 MGM TDBN CHICAGO IL 09-19 1223A EST

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THIS MAILGRAM IS A CONFIRMATION COPY OF THE FOLLOWING MESSAGE:

3123488427 MGM TDBN CHICAGO IL 237 09-19 1223A EST
ZIP
DON EDWARDS
US. HOUSE OF REPRESENTATIVES
WASHINGTON DC 20515
COPY OF MESSAGE SENT TO WILLIAM PALEY, CHAIRMAN CBS

DOC (DOCTORS OUGHT TO CARE), A NATIONAL NON-PROFIT ORGANIZATION OF OVER 1,000 HEALTH PROFESSIONALS AND PARENTS FOUNDED IN 1977, WISHES TO REMIND CBS THAT SATURDAY'S TELEVISIONING OF THE MARLBORO CUP INVITATIONAL HANDICAP RACE WITH FREQUENT MENTION OF THE PHILIP MORRIS COMPANY MARLBORO CIGARETTE BRAND NAME CLEARLY AND SPECIFICALLY VIOLATES THE PUBLIC HEALTH CIGARETTE SMOKING ACT OF 1969, WHICH PROHIBITS CIGARETTE PROMOTION OVER THE PUBLIC AIR WAVES. THE EVOLUTION OF THIS EVENT FROM "THE CUP" IN 1977 TO "THE MARLBORO CUP," A 1-1/2 HOUR COMMERCIAL TODAY COMPLETE WITH JINGLE, IS A DISHONEST ACT ON THE PART OF BOTH CBS AND THE PHILIP MORRIS COMPANY. SUCH COLLUSION MAKES A MOCKERY OF ATTEMPTS BY HEALTH PROFESSIONALS TO CONTAIN THE ENORMOUS HEALTH COSTS DUE TO CIGARETTES AND TO DEGLAMORIZE CIGARETTE SMOKING TO YOUNG VIEWERS. WE WILL ACTIVELY PURSUE THIS MATTER WITH THE FCC, CONGRESS, AND YOUR OTHER SPONSORS. ALTHOUGH NO DOUBT IT, COULD CBS HAVE BEEN DUPED BY A CIGARETTE COMPANY ANXIOUS TO GET BACK ON TELEVISION VIA "LEGITIMATE" SPORTS CONTESTS?

CC: IRA J KURZBAN, ESQ., MIAMI, FL
LEGAL COUNCIL, DOC

JOHN RICHARDS, JR, M.D. MARTINEZ, GEORGIA
VICE PRESIDENT, DOC

HONORABLE DON EDWARDS U.S. HOUSE OF REPRESENTATIVES
CHAIRMAN, FCC

PRESIDENT, ACTION ON CHILDREN'S TELEVISION

CITY DESK, CHICAGO SUN-TIMES

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