

ALLSTATE LIFE INSURANCE COMPANY

ALLSTATE PLAZA

NORTHBROOK, ILLINOIS 60062

File

ROBERT S. SEILER

VICE PRESIDENT, SECRETARY

GENERAL COUNSEL

312 291-5766

September 10, 1979

Mr. Horace R. Kornegay
President
Tobacco Institute
1776 K Street, N. W.
Washington, DC 20006

Dear Mr. Kornegay:

It was a pleasure meeting with you, and Messrs. Cook, Henderson, Panza and Mills last Thursday to discuss Allstate Life's Healthy American Plan advertising campaign. We understand your interest in our non-smokers' discount and hope that, having viewed a rough-cut of our TV commercial, you will agree it is not an attack on tobacco and does not really constitute a threat to your industry. The mere presence of the four words "because I don't smoke" in a thirty-second commercial can hardly constitute an attack on tobacco.

While in your offices, Mr. Kornegay, I picked up a copy of the August issue of The Tobacco Observer and later noted with some interest the two-page advertisement entitled "A word to smokers" and "A word to non-smokers". (I had noticed similar ads in other magazines, but they had slipped my mind.) In the context of that institutional advertisement, Allstate Life's campaign can hardly be said to be "anti-smoking" or "anti-smokers".

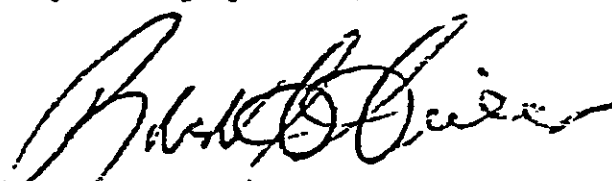
Your advertisement makes the point that smokers and non-smokers must make sensible accommodations to one another. Your slogan "Freedom of choice is the best choice" also interests me. While Mr. Mills told me that the Tobacco Institute itself is not interested in any boycott or other action against Sears or Allstate because of the advertising of our Healthy American Plan, it appears to us that any action of that sort by your members or others in the tobacco industry is completely contradictory to the Tobacco Institute's own advertisements. Such action may well

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be viewed by non-smokers as an effort to deprive them of the benefits of their own choice not to smoke. That would hardly fit the slogan "Freedom of choice is the best choice". We hope you will do all you can to convince the people in the tobacco industry that any attempt to censor or restrain Allstate Life's advertisements or sale of its Healthy American Plan would, in the long run, be contrary to their own best interests.

Very truly yours,



ROBERT S. SEILER

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