



March 17, 1994

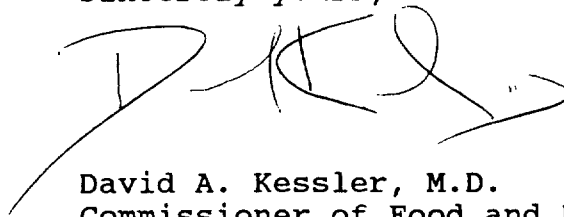
William I. Campbell
President and Chief Executive Officer
Phillip Morris, U.S.A.
120 Park Avenue,
New York, NY 10017

Dear Mr. Campbell:

I read with great interest your March 7 letter that appeared in the March 15 issue of the New York Times, concerning the amount of nicotine in various brands of your cigarettes. Your statement that your company sets the amounts of nicotine goes to the heart of the issue raised in our recent letter to the Coalition on Smoking OR Health. What requires further development is the manner in which manufacturers establish nicotine levels and how that relates to the regulatory status of the product.

We believe the best way for us to gain an accurate understanding of your processes would be, as a first step, for FDA representatives to meet with members of your research, scientific, technical, and production staffs and to review relevant information. We are prepared to do this immediately. Please let me know how we may make arrangements for such visits.

Sincerely yours,



David A. Kessler, M.D.
Commissioner of Food and Drugs