

April 8, 1988

John F. Banzhaf III
Action on Smoking and Health
2013 H St. N. W.
Washington D.C. 20006

Dear Mr. Banzhaf:

R. J. *Bernal's* Nebiscos *action* against the company that produced the Northwest Air Lines add and the Tobacco Institutes adds against Northwest Air Lines makes *me very* angry. If they can use their economic muscle we should too. Would it be possible and legal for ASH to start a boycott. A chain postcard asking every member to ask (write) postcard to ten acquaintances smokers and non-smokers. The card would point out that R.J. Bernal Nebisco's action and disregard for the 350,000 people who each year have their life terminated prematurely because they smoke and the living who live less healthy lives. Ask all R.J. Bernal's Product smokers and non-smokers to switch to other brands.