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STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

April 15, 1954

Mr. Alfred F. Bowden
The American Tobacco Company, Inc.
111 Fifth Avenue
New York 3, New York

Dear Mr. Bowden:

Some time ago you alerted us to watch an outfit known as Smokers Anonymous. Your Advertising Department had reported that a Chicago agency-- Leo P. Bott, Jr.--planned to launch a national advertising campaign promoting this organization. Since you called this to our attention we have been making several checks and can report the following:

Smokers Anonymous was organized several years ago by W. R. Offutt, who registered the name. Offutt has tied the idea into a package to sell a "treatment." This is a patented cure in pill form which causes nausea when taken and tobacco then used. He has cancer which he claims he got from smoking and recently had an operation.

Offutt engaged Leo P. Bott, Jr. to handle advertising. Bott, however, tells a Chicago contact of ours that he has thrown the account out because they did not get paid.

Another Chicago contact reports the Bott Company is a one-man mail-order company, operating on a very legitimate basis. This source also reported that Bott had resigned the Smokers Anonymous account.

Another source in Louisville advises us that Mr. Winfield R. Offutt, Sr. lives at Puritan Apartments, Apt. #512, Louisville, Kentucky. Some years ago, while in Mexico City, he developed throat trouble. Mexican specialists examined him and found no real trouble. Upon his return to the United States he went to Mayo Clinic where they diagnosed cancer of the throat and he was given radium treatments which failed to cure him. Two operations have since been performed -- in the first his larynx was removed, and in the second a part of the jaw. He is reported as headed for a third operation.

I am attaching samples of his mailing pieces.

Very sincerely yours,

John W. Hill