

December 22, 1953

DRAFT OF RECOMMENDATIONS FOR  
CIGARETTE MANUFACTURERS

STATE HISTORICAL SOCIETY  
OF WISCONSIN  
Archives Division

Because of the serious nature of the attacks on cigarettes and the vast publicity given them over the air and in the daily press and in magazines of the widest circulation, a hysteria of fear appears to be developing throughout the country.

There is no evidence that this adverse publicity is abating or will soon abate. A check among magazines indicates that other large circulation periodicals are planning articles on the subject. Among these are Woman's Home Companion, Cosmopolitan and Reader's Digest.

This publicity has given rise to a situation which makes it imperative for the cigarette makers to inform the public regarding the facts. A large majority of the industry has decided upon joint action.

This decision needs to be implemented promptly by selection of a Chairman and Treasurer for the group and adoption of mutually satisfactory fiscal procedures.

The following recommendations are submitted for consideration by the Committee:

1. Name of Committee. The following name is submitted for the Committee: Cigarette Research and Information Committee. It is believed that the word "Research" is needed in the name to give weight and added credence to the Committee's statements. However, the word cannot be used unless the industry is prepared to back it up with genuine joint research action and support. The research to be sponsored by the Committee would be of two kinds, namely (a) medical research to be financed jointly and (b) editorial and statistical research in all phases of the cigarette problem to be carried on through public relations counsel.

2. Headquarters of Committee. Headquarters of the Committee should be established at 5400 Empire State Building, the offices of Hill and Knowlton, Inc.

3. Research Fund. An adequate joint fund should be set up for medical research into all aspects of the problem of cigarettes and public health, particularly into the causes of lung cancer.

4. Public statement by cigarette makers. The first public statement of the Committee should be designed to clarify the problem and to reassure the public that the industry stands first and foremost on the side of protecting the public health.

This statement should be:

- a. placed as an advertisement in leading newspapers and in leading news magazines;
- b. distributed widely as news, and to employees, stockholders, distributors, tobacco growers, dealers, suppliers, public officials, national and community leaders and other groups.

(Draft of suggested copy of statement is attached)

5. Research Sub-Committee. A scientific research sub-committee should be set up by the top Committee to be composed of Research Directors of member companies for the purpose of:

- a. reviewing scientific materials assembled by public relations counsel for public information;
- b. advising on the proper and effective use of the Cigarette Research and Information Committee's research fund.

6. Continuing Public Relations Research. There should be set up at the headquarters of the Committee, a continuing research project to collect, coordinate and disseminate (where practical) all available information on various medical research activities bearing on every phase of cigarettes and health.

Initially, this project would cover such subjects as:

- a. Research into statistics to show incidence of cigarette smoking and lung cancer geographically, rural and urban, male and female, and age groups, and development of articles on these findings.
  - b. Research of lung cancer and cigarette consumption statistics in certain other countries, including England and France. Hill and Knowlton, Inc. is prepared to handle this assignment, if desired, through its associated public relations firms in England and on the Continent.
7. Public Opinion Poll. A national survey of public opinion is needed to determine attitudes toward cigarettes and tobacco held by (a) the medical profession; and (b) the public at large. On the basis of this poll it will be possible to develop a more intelligent continuing program of public information and education.
8. Information Activities. Public relations counsel should provide accurate and up-to-date information about cigarette smoking and health to:
- a. press, radio, television, magazines;
  - b. appropriate Committees of Congress, interested government officials and Congressmen and Senators from tobacco states;
  - c. tobacco growing groups and officials of various states.
9. Materials for company distribution. Public relations counsel should develop materials for possible distribution by individual companies to employees, stockholders, distributors and others.
10. Assistance to public health. The Committee should offer its assistance and cooperation to organizations in any campaigns to encourage more frequent physical examinations.
11. White Paper. The Committee should distribute as soon as possible a scientific White Paper digesting current available opinion of authorities on cigarette smoking and lung cancer.

12. Historical research. The Committee should research and issue a historical background study on the number of human ills attributed to tobacco over the centuries.