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CONFIDENTIAL MEMORANDUM

STATE HISTORICAL SOCIETY  
OF WISCONSIN  
Archives Division

SUBJECT: Tobacco Industry Research Committee Information  
Activities, August and September, 1954.

The following is a summary of recent major public relations projects for the Tobacco Industry Research Committee covering August through September. In addition, assistance was given to various news and feature writers in response to inquiries.

Conferences with Publishers

Conferences with several major publishing groups in New York City were planned and carried out for Dr. Clarence Cook Little, Scientific Director, and Timothy V. Hartnett, Chairman.

Sessions were held with the following:

New York Times: Arthur Hays Sulzberger, president and publisher; Charles Merz, editor; Turner Catledge, managing editor; Julius Ochs Adler, vice-president and general manager; Lester Markel, Sunday editor; Orvil E. Dryfoos, assistant to the publisher; Robert K. Plumb, science writer; Luther Huston, Washington Bureau and Dr. Matthew Rosenschein (an M.D. Like Mr. Dryfoos, he is a son-in-law of Mr. Sulzberger).

New York Herald Tribune: Mrs. Helen Rogers Reid, chairman of the board; Geoffrey Parsons, former chief editorial writer, now retired into a consulting capacity; Luke Carroll, news editor; Earl Ubell, science editor.

Scripps-Howard Newspapers: Jack Howard, president.

Hearst Consolidated Publications, Inc.: William Randolph Hearst, Jr., president and publisher; Richard E. Berlin, president of the Hearst Corporation (the magazine corporation); Glen Neville, editor, New York Daily Mirror; Frank Coniff, chief editorial writer, New York Journal American, and assistant to Mr. Hearst; Seymour Berkson, general manager, International News Service; Sam Day, managing editor, New York Journal American.

Luce Publications: Roy E. Larsen, president.

At each conference Dr. Little outlined the scientific approach being developed by him and the Scientific Advisory Board and made clear the freedom of action given the Board and research grantees. Mr. Hartnett explained the industry's long-range intention to support a research program devoted primarily to the public interest.

Each session resulted in interested questions and lengthy discussion, both of the industry's problem and of the scientific soundness of the Tobacco Industry Research Committee approach. Constructive suggestions were made

on the approach to the public information program. There was also expression on the part of the publisher-participants that the sessions had been most helpful in clarifying the Tobacco Industry Research Committee program.

#### Edward R. Murrow Television Show

Continued assistance has been given to the staff of the proposed "See It Now" program being developed for presentation later in the fall, the exact date not yet set.

A conference was held with Edward R. Murrow, Fred Friendly, his producer, and Arthur D. Morse, researcher and writer, at the Tobacco Industry Research Committee offices in the Empire State Building. Mr. Hartnett and Dr. Little were in attendance, in addition to representatives of Hill and Knowlton, Inc. At this conference Mr. Murrow made clear his intention to follow through on the program and indicated the only possibility of his discarding it would be the finding that the material collected was not suitable for telling a good story through the medium of television. The Murrow staff emphasized the intention to present a coldly objective program with every effort made to tell the story as it stands today, with special effort toward balanced perspective and concrete steps to show that the facts still are not established and must be sought by scientific means such as the research activities the Tobacco Industry Research Committee will support. Mr. Murrow was assured of continued cooperation from the Tobacco Industry Research Committee to the extent possible under the scope of the TIRC program.

In fulfillment of this assurance, Mr. Morse was assisted in visiting the Jackson Memorial Laboratory at Bar Harbor, and in interviewing Dr. Paul Kotin, University of Southern California, Los Angeles. Included also was the filming of a sequence of Dr. Kotin in his laboratory in California. Arrangements were also completed for the shooting of separate sequences with Dr. Little and Mr. Hartnett early in October.

#### Magazine Articles and Writers

In addition to routine contacts or conferences, the result of which are not yet certain, the following can be reported:

Investor's Reader: Personal conferences were held and material supplied to Miss Anne Holden, staff writer for the Investor's Reader, publication of Merrill Lynch, Pierce, Fenner & Beane. The article appeared in the September 8, issue and although primarily devoted to financial analysis of the companies, its references to the activities of the Tobacco Industry Research Committee were well balanced.

Harper's: An article being prepared by Leonard Engel for Harper's magazine was re-scheduled from the November to the December issue. Mr. Engel continued to use TIRC as a source of information and,

near the completion of his writing, was put in touch with Dr. Kotin, at Mr. Engel's request, for information concerning proved carcinogens in air pollutants. Engel's article will not be solely a defense against the cigarette attacks, but will attempt to analyze the charges in the light of the widely prevalent skepticism concerning the extent to which cigarette smoking can be implicated. On balance it should lend weight to the industry's contention that there is no proof of the charges and that there are many other factors that enter strongly into the increasing incidence of lung cancer.

Current Medical Digest: As a result of distribution by Hill and Knowlton, Inc. of Dr. W. C. Hueper's talk at Sao Paulo, a condensation appears as the lead article in the October issue of Current Medical Digest, which came off the press at the end of September. The Williams and Wilkins Company, Baltimore publishers of the magazine, says that the publication reaches the 123,000 doctors in the country under 65 years of age who are in active practice.

Special conferences were also held with Jules Billard and W. C. Bryant, U.S. News and World Report; Art King, TV Age; Marguerite Clark, Newsweek; Lawrence Anderson, American Press.

#### Newspaper Writers

Washington Post: A feature story by Nate Haseltine using long excerpts from paper by Dr. Hueper, which was supplied him in personal contact through Hill and Knowlton, Inc., Washington office.

International News Service: The Sunday feature story distributed in mid-August by International News Service science writer Jack Geiger was developed primarily from the Hueper talk.

Associated Press: Through Pete Arthur, feature editor and Alton Blakeslee, science editor, material has been supplied for the basis of an Associated Press feature story, or series, on the development of the Tobacco Industry Research Committee. Two sessions with Dr. Little were set up for Mr. Blakeslee to get more background for the article. The piece awaits a news peg before being completed and sent out.

New York Post & Post-Hall Syndicate: At the request of Columnist Sylvia Porter, considerable material was rounded up and made available concerning Internal Revenue Service figures on cigarette manufacture and removals. Miss Porter was also referred to Harry S. Wootten for further industry information which she desired concerning cigarette sales outlook.

#### Science Writers

Personal contacts with science writers for general purposes as well as for specific assignments were expanded. Included in personal contacts were: Alton Blakeslee, Associated Press; Jack Geiger, International News

Service; Robert Plumb, New York Times; Earl Ubell, New York Herald Tribune; Roland Berg, Look Magazine; Marguerite Clark, Newsweek.

In addition, a number of writers were interviewed for research reports, looking toward possible magazine articles.

C. B. Colby, free lance popularizer of science, was retained for research and possible writing of article concerning all the hazards of modern life which people are cautioned against and leading to the conclusion that in spite of all the health scares, "You Still Live Longer."

Robert T. Miller, an experienced researcher, writer and public relations man, was assigned a research report on the wide range of things common today which are suspect as carcinogens. A tentative agreement was reached with another writer to popularize the technical Hueper paper but this has been postponed.

Special conference was held with Pat McGrady, science editor of the American Cancer Society, who has been critical of some of the material issued for the Tobacco Industry Research Committee, specifically the "Scientific Perspective" and Dr. Hueper's paper. Mr. McGrady was informed of the great precautions taken prior to the preparation and distribution of both of these. His objections were also checked informally with other science writers and there appears to be little agreement with Mr. McGrady's position that these materials should not have been issued.

#### Material Issued

An announcement of Dr. Julius Comroe's addition to the Scientific Advisory Board was released to the press on August 19.

Two other releases were prepared for and are awaiting clearance by Dr. Little and the Scientific Advisory Board. They deal with the statement of policy on research grants and a news announcement on the issuing of the first grants.

Three statements by Dr. Little that could be used in the event a press comment is needed were prepared and are being cleared with the Scientific Advisory Board.

The booklet "Editorial Comment on Tobacco and Health" was distributed widely to press and information leaders. Some strategic use of this material has already been noted, both in the press and on the radio or TV.

#### Mailing and Lists

A special mailing was made to selected papers in tobacco areas in 16 states. This included a letter informing the editors of material available concerning the Tobacco Industry Research Committee, a copy of the

"Editorial Comment" booklet and the "Scientific Perspective." These same papers will be included in future distribution of releases and background material.

Special lists were also prepared on radio commentators throughout the country who have been noticed as devoting more than passing attention to the tobacco and health issue.

Hill and Knowlton, Inc.

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