

CONFIDENTIAL

July 19, 1956

CONFERENCES WITH LIFE AND  
READER'S DIGEST, JULY 17-18, 1956

MEMORANDUM TO: Mr. Timothy V. Hartnett

This memorandum will summarize our contacts with LIFE staff members on July 17, and DeWitt Wallace, editor of THE READER'S DIGEST, on July 18. Participants on behalf of TIRC were Dr. Little and Messrs. Hartnett and Darrow.

LIFE Contact

This was a luncheon-meeting initiated at the invitation of Mr. Robert T. Elson, Deputy Managing Editor of LIFE.

Those attending for LIFE were: Mr. Elson; Albert L. Furth, assistant to the editor-in-chief; George Hunt, assistant managing editor; Warren Young, science editor; Ed Kern, science writer; Hugh Sidey and Miss Alix Witteborg, science researchers.

In extending the original invitation, Mr. Elson stated an interest in having LIFE'S science staff gain a fuller appreciation of Dr. Little's personal views on the subject of cancer generally, particularly his estimate of the importance of factors within the individual as opposed to external stimuli.

At the luncheon, which was conducted in a friendly and congenial atmosphere, Mr. Elson asked Mr. Hartnett to open the discussion by outlining the thinking behind the formation of TIRC and describing its organizational set-up. A number of interested questions were prompted by Mr. Hartnett's description of TIRC policies. Particular note was taken of the freedom of action given the SAB, as well as grantees.

Dr. Little then covered a number of aspects of the broad subject of cancer in a brief talk along much the same lines as his presentation at the last meeting of the TIRC on February 14, 1956.

He pointed out the importance to the public of receiving a balanced presentation of all the facts and underscored the need for editorial responsibility in handling stories that rouse unwarranted fears.

1005039058

Questions from those present indicated an active interest in what Dr. Little had to say. While their schedules did not permit as much discussion as might have been desired by several of the LIFE staff members, it was pointed out that Dr. Little would be happy to talk further on those items of special interest to them at a later date of their choosing.

Arrangements were made to send along certain materials of interest to the LIFE staff members. A visit to TIRC and Hill and Knowlton, Inc., by some of the editors and writers is to be arranged at an early date. This will provide an opportunity for up-dating on the scope and nature of information available and provide further knowledge of how TIRC and SAB operate. An opportunity of the LIFE staffers to meet Dr. Hockett will be provided on the occasion of that visit.

#### READER'S DIGEST Contact

This was an afternoon meeting at the READER'S DIGEST headquarters offices near Pleasantville with DeWitt Wallace, editor, and James Monahan, senior editor and Lois Mattox Miller, roving editor, attending for the publication and Dr. Little, Mr. Hartnett and Mr. Darrow for TIRC.

This was a most pleasant and congenial discussion.

Mr. Wallace said that through Mr. Monahan and Mrs. Miller he had a good understanding of TIRC and what it was doing but would welcome knowing more about it.

Mr. Hartnett briefly outlined the background of TIRC, discussed some of the problems in organizing an industry approach to the question and made clear the open-minded approach that had been adopted.

Dr. Little stressed importance of the public not being stampeded into undue fears and the great responsibility held by major publications to keep the public adequately informed so that they would not tend to over-simplify the problem and expect a "push-button answer" to problems so complex as cancer and heart disease.

Mr. Monahan expressed the belief that the Scientific Advisory Board and Dr. Little had thoroughly dissipated any skepticism about the sincerity of the TIRC program and the industry's support of it. He commented that a phenomenally good job had been done in getting the research program under way so quickly on such a sound basis.

1005039059

Both he and Mrs. Miller indicated considerable knowledge of TIRC but said they wanted to be even more closely kept up to date in the future. They also asked to be alerted on all materials of significance dealing with any aspect of tobacco and health. Copies of the June, 1956, issue of CANCER RESEARCH, including an article by Dr. Kotin; CANCER NEWS, including the American Cancer Society story on environmental cancer, and a recent Armour Research bulletin, including a report on air pollution research, were given to Mr. Monahan as samples of the recent literature of interest.

The recent Robert Buck article "Why an Airline Pilot Quit Smoking" was discussed with Mr. Wallace. He expressed surprise that their Research Department had not caught the error which referred to 900 people involved in tests as "airmen" when they were actually college students.

Both Mr. Monahan and Mrs. Miller expressed interest in visiting TIRC and Hill and Knowlton, Inc., offices to gain a better knowledge of data and services available which might be helpful to them on future assignments. Mr. Wallace said they would be happy to talk further any time we felt it was warranted.

Hill and Knowlton, Inc.

1005039060