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THE AMERICAN TOBACCO COMPANY
150 EAST 42ND STREET, NEW YORK 17, N.Y.

OFFICE OF THE PRESIDENT

February 5, 1958

Mr. John W. Hill
Hill and Knowlton, Inc.
150 East 42nd Street
New York 17, New York

Dear Mr. Hill:

I have studied the questionnaire which you gave me and others last Friday in an effort to determine the views of the directors of the Tobacco Institute on certain important questions of policy to which answers are needed in order to formulate the public relations policies of the Institute.

As I expect to be away for the balance of February, I am writing this letter to give you my views without delay on the questions you have raised.

1. What is the area of activities for the Institute and what are its major objectives?

In my opinion, the Institute's major area of activity and major objective should be:

To defend the tobacco industry against attacks from whatsoever source on tobacco as an alleged health hazard, including efforts to impose labelling requirements on tobacco products based directly or indirectly on the charge that tobacco is a hazard to health.

2. What is the Institute's position on the health charges against tobacco use?

Broadly speaking, it is my view that the Institute's position on the health charges against tobacco should

Mr. John W. Hill

-2-

February 5, 1958

be that in the present state of scientific evidence these charges are unfounded. (This is elaborated in answers to later questions.)

3. Should the Institute initiate frontal attacks on the American Cancer Society and the Sloan-Kettering Institute for anti-cigarette campaigns and, if so, what should be the line of attack?

If "frontal attacks" means an impugment of the motives of the American Cancer Society and the Sloan-Kettering Institute, it is my view that the Institute should not engage in such tactics. I feel that public opinion would be on the side of these "public service" institutions, that such attacks would be resented, and that the Institute - composed as it is of commercial interests - would be on the losing end of the argument.

The Institute's position on such anti-cigarette campaigns should, I believe, be "on the merits"; in other words, by exposing the flaws in the charges, and presenting contradictory evidence.

4. What will be the Institute's position toward official sources originating anti-cigarette reports? The Surgeon General? The National Cancer Institute? State Health Departments?

The Institute's position toward official sources originating anti-cigarette reports should, in my opinion, be the same as in "3". However, on the assumption that official sources should not have prejudices and pre-conceived views, the Institute should endeavor to maintain co-operative relations with them and furnish them with all available evidence and analyses before adverse official positions are formulated and announced.

5. Should the Institute take a public position on specific news stories involving smoking, such as the British Medical Association

Mr. John W. Hill

-3-

February 5, 1958

pamphlet issued this week? If so, would these be compatible with the position of the Tobacco Industry Research Committee and the Scientific Advisory Board? Would they be coordinated?

The Institute should be prepared to take a position on specific news stories involving tobacco. Decision should be made, based on the circumstances, by the Institute, the TIRC and Public Relations Counsel, acting in co-ordination, whether the response to a particular story should be issued by the Institute, the TIRC, or the SAB - or perhaps by all.

In the present state of the evidence, the position of the Institute should be compatible with that of the TIRC and SAB to the same degree of compatibility as is represented by the publication "Tobacco and Health."

By way of simplification of the foregoing -

- (a) The position of the SAB, to date, is that "Science does not yet know the answer to the question whether tobacco is a health hazard; further research is needed." (In recent weeks, Dr. Little has countenanced and participated in a somewhat more affirmative approach; basically however this remains the official SAB attitude.)
- (b) The position of the TIRC is more affirmative, in the direction of disputing the validity of the charges made; but nevertheless limited and restrained by its association with SAB, which is a part of TIRC.
- (c) The position of the Tobacco Information Committee, representing the interests that support TIRC but not speaking for TIRC as such, is an affirmative presentation of material which rebuts and discredits the charges. (This is exemplified in its publication "Tobacco and Health." It is anticipated that this function

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

Mr. John W. Hill

-4-

February 5, 1958

will be taken over by the Institute.) In my opinion this is the position that should be taken by the Institute.

6. Should the Institute have a policy regarding moderation in smoking for responding to requests on this matter?

In my view the policy of the Institute regarding queries as to moderation in smoking should be that we believe that smoking is not harmful to normal individuals; that overindulgence and excess in anything may be harmful; that what is overindulgence or excess varies with the particular individual, who should be guided by the advice of his physician.

7. What is to be the Institute's position on such specific matters as labelling contents of cigarettes, putting on warning labels, adding punitive taxes to discourage consumption?

Matters such as labelling contents of cigarettes, putting on warning labels, adding punitive taxes to discourage consumption, all arise out of the charges that tobacco is a health hazard.

The Institute's position on all such matters should be that it has not been proved that tobacco is a health hazard; that its use is a universal pleasure and relaxation; that many hundreds of thousands of people depend on it for their livelihood; and that any step in the direction of discouraging consumption of tobacco is unjustified and harmful.

8. What will be the Institute's position in regard to national and state and municipal tobacco taxes?

The industry has an organization operating in the field of national, state and municipal tobacco taxes. Any entry by the Institute into this field would be a duplication of effort and expense, and would re-

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

Mr. John W. Hill

-5-

February 5, 1958

quire substantial additions to its budget. In my opinion the Institute as such should stay out of this field.

As I will be unable to participate in any discussion of these questions during this month, I would appreciate it if Mr. Bowden, Vice President of this Company, and Mr. Hitchcock of counsel, be invited to represent this Company in my place at any policy meetings held during that time.

Sincerely,



Paul M. Hahn
President

copies to:

Mr. Bowman Gray, President, R. J. Reynolds Tobacco Co.
Mr. Francis H. Horan, Vice President, Liggett & Myers
Tobacco Co.
Mr. Joseph Cullman III, President, Philip Morris, Inc.
Mr. Lewis Gruber, President, P. Lorillard Co.
Mr. J. Whitney Peterson, President, United States
Tobacco Company
Mr. Emery A. Lewis, President, Brown and Williamson
Tobacco Company
Mr. T. V. Hartnett, Chairman, Tobacco Industry Research
Committee