

bl cc Messrs. Darlow  
Hoyt  
Thompson

STATE DEPARTMENT  
OF WISCONSIN  
Archives Division

*Handwritten notes:*  
~~In Hill~~  
Fine stuff  
with articles  
& memos  
others  
could see  
this  
letter

November 10, 1964

*Handwritten signature:* BCS

Mr. T. J. Ross  
495 Lexington Avenue  
New York, New York

Dear Tommy:

Thank you for your note. I have always admired your many accomplish-  
ments and now I can add to them the fact that you are a classical scholar.  
I think your question is very apt, and I quite agree with you.

I did not like the Ochsner reviews, but I knew of no way to keep him from  
writing a book or to keep the papers from reviewing it. But I did like the  
fact the vast majority of the press articles I have seen on the Ochsner book  
were blanketed in headline and in story by the announcement of the Scientif-  
ic Advisory Board's research program. Typical was the New York Times  
headline, which read, "\$2,000 granted to study smoking."

*Handwritten note:* mention  
of your  
charges

As for Dr. Ochsner, it seems to me that the industry, through one of the  
companies or a stockholder in one of the companies, has grounds for a  
substantial libel suit on the basis of the first sentence in his book, which  
says: "Cigarettes cause cancer."

Such a suit would give the companies a peg on which to hang an attack upon  
Ochsner and his ilk in making irresponsible and panicky statements under  
the cloak of "scientific authority." You and I know that the statement made  
by Dr. Ochsner cannot be proven, but would give the industry the opportu-  
nity to expose the hollowness of the charges.

I talked with George Whiteside this morning and he said he had already given  
this possibility some thought, and that his mind is open on it. I believe he  
thinks there might be some legal justification for such an action. However,  
I gather that, insofar as your client is concerned, he would not make any  
move in the absence of Paul Hain.

cont'd

Dick Darrow and Tom Hoyt are in Louisville today, and I hope that out of their visit will come some useful developments. If so, I will keep you advised.

Carl Thompson will be in Atlantic City next week, where both Dr. Ochsner and Dr. Risenhoff will be making talks. There may be some fireworks if Dr. Ochsner pops off on his favorite subject.

For your confidential information, I am attaching a copy of an advance proof of a Harper's Magazine piece by Leonard Engel, who called on the Tobacco Industry Research Committee as a source of factual material.

Kindest personal regards.

Very sincerely yours,

John W. Hill

jwh/sw  
enc.

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