

December 22, 1953

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

LETTER OF TRANSMITTAL TO MANUFACTURERS

Hill

On December 15 at a meeting with heads of a group of cigarette manufacturing companies, Hill and Knowlton, Inc. was asked to develop suggestions for dealing with the public relations problem confronting the industry as a result of widely publicized assertions by a few medical research men regarding ~~the~~ ^{alleged} link between cigarette smoking and lung cancer.

¹ Following that meeting, the firm has been engaged in intensive study of the problem. Research directors and other representatives of leading companies have been interviewed and all immediately available material on the subject has been read, including newspaper and magazine articles, company statements, and various reports of medical research organizations.

On the basis of these preliminary studies, the firm developed certain proposals for immediate action.

These proposals were submitted for review and discussion to a group of public relations representatives ^{of cigarette companies} available in New York at a meeting on December 23.

The attached recommendations include comments and suggestions made and agreed on at that meeting, and represent the unanimous views of the companies' public relations representatives and of Hill and Knowlton, Inc.

HILL AND KNOWLTON, INC.