

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

Tom Hoyt

Dick Darrow

Background Discussions with
Publishers and Editors

7/8/54

~~John W. Hill~~
Carl Thompson

As soon as possible, we want to arrange background discussions with important editors and publishers in the New York area. The purpose will be to give them a better understanding of the TIRC and its objectives and to seek a more balanced presentation of the subject of smoking and health in their publications.

Realizing that Dr. Little will not be available to do any of this until after the meeting on July 19, we would like to proceed to seek dates for Mr. Hartnett, Mr. McComas and Mr. Hahn. Incidentally, we have in mind that Dr. Little should be in on all discussions with Time Inc. or Reader's Digest.

Would you please tell Mr. Hartnett, Mr. McComas and Mr. Hahn of our desire to set up such confidential background discussions with publications like the NEW YORK TIMES, the NEW YORK HERALD TRIBUNE, BUSINESS WEEK, NEWSWEEK, Scripps-Howard and others. Would you ask them what lunch-time dates they might have available to meet with the publishers or top editors of some of these publications.

With the open dates in mind, we will then make the approaches to the newspaper and magazine groups.

RWD

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