

HILL AND KNOWLTON, INC.
EMPIRE STATE BUILDING
NEW YORK 1, N. Y.

Memo to: John W. Hill
From: W. T. Hoyt
Subject:

Date: February 15, 1954

Copies:

Attached is a copy of the letter reporting on the activities of the Tobacco Industry Research Committee. This incorporates the changes made by Mr. Hahn.

We have prepared one for each of the sponsors. They are being sent in bulk to Mr. Hahn today for his signature.

jr
enc.

W. T. H.
JH

February 15, 1954

Mr. Timothy V. Hartnett, President
Brown and Williamson Tobacco Corp.
1600 West Hill Street
Louisville 1, Kentucky

Dear Mr. Hartnett:

I thought you would like to be informed of the progress on the more important projects of the Tobacco Industry Research Committee.

A draft of the proposed White Paper entitled "A Scientific Perspective on the Cigarette Controversy" has been completed by Hill and Knowlton, Inc. and has been cleared with members of the Industry Technical Committee. However, publication has been delayed because the Legal Committee wished to investigate thoroughly the legal questions involved in publication of excerpts from a great number of scientific and medical journals.

It is hoped that the Legal Committee's report will be received in the next day or so.

The proposed survey of smoking habits discussed at our last meeting is about ready for submission to the Legal Committee before it comes to this Committee for final approval. Various leading research organizations have been interviewed and the one organization most highly recommended by the research experts of our advertising agencies, as well as by independent authorities in the research field, Alfred Politz, Inc., has been asked to prepare a definitive proposal with regard to scope of the survey, geographical areas, nature of the questionnaire, time and costs, for consideration by you at your next meeting.

The survey of publicity and opinion on the health problem in foreign countries is also under way through the facilities of foreign associates of Hill and Knowlton, Inc. Already a comprehensive article in a leading Belgian popular journal dealing with all aspects of the controversy has been transmitted to our headquarters. A translation will be sent you in the near future.

Meanwhile, members of our Industry Technical Committee have met with Chicago University authorities to discuss another candidate for the position of Research Director.

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

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February 15, 1954

Another report on each of these matters will be furnished you in the near future, either by letter or orally at our next meeting, if developments are such as to require it.

Sincerely yours

Paul M. Hahn
Chairman

jr