

December 28, 1953

NOTES ON MINUTES OF THE TOBACCO INDUSTRY RESEARCH COMMITTEE
MEETING -- December 28, 1953

Those taking part in the meeting at the Plaza Hotel were: Paul M. Hahn, President, American Tobacco Company; Joseph F. Cullman, Jr., Chairman of the Board and President, Benson & Hedges; Timothy V. Hartnett, President, Brown & Williamson; Herbert A. Kent, Chairman, P. Lorillard Company; O. Parker McComas, President, Philip Morris & Company, Ltd., Inc.; E. A. Darr, President, R. J. Reynolds Tobacco Company; J. W. Peterson, President, U. S. Tobacco Company and John B. Hutson, President, Tobacco Associates Inc., an organization of tobacco growers groups; John W. Hill, B. C. Goss and R. W. Darrow of Hill and Knowlton, Inc.

Decisions reached and information offered at the informal meeting covered the following subjects:

Proposed Program

The proposed program dated December 24, 1953, was reviewed and accepted in general by all present. This included agreement with the urgency of getting such a program under way immediately.

It was agreed that the official name of the committee will be Tobacco Industry Research Committee.

Headquarters, for the present, will be Room 5400, Empire State Building.

Mr. Hahn was chosen temporary chairman to serve for an indefinite period, with Mr. Peterson as vice chairman and Mr. Cullman as treasurer.

Several of the company heads believe it will be necessary ultimately to name an executive director for the Committee but, for the present, this function, as well as that of secretary to the committee, will be filled by Hill and Knowlton, Inc.

Research Section of Proposed Program

There was general agreement that the research functions as outlined in the proposed program should be implemented immediately by beginning the search for a qualified research

director of national reputation who, in turn, would recommend on the membership of the Research Advisory Board. The company heads will call on their research directors' advisory committee to get together and suggest additional names to that of Dr. Harold Stewart of the National Cancer Institute.

Public Statement

It was decided that a frank statement of the cigarette manufacturers' position on the recent lung cancer publicity should be released at the earliest date possible. It was agreed that only through advertising could such a statement be assured high visibility, full quotation and freedom from adulteration with negative information. A one-time saturation program of cities, 25,000 or more in population throughout the U. S., using full-page-less-one-column space, was determined upon. A budget of \$250,000 to cover all space and production was allocated.

It was agreed that Hill and Knowlton, Inc. should make its own decision on an advertising agency with which it can work compatibly, whether it be Fuller and Smith and Ross or some other agency which serves none of the participating companies.

Copies of a proposed statement, dated December 26, were found generally acceptable and a revised version dated December 28 was approved with minor changes.

Copy of statement as finally approved is attached. The Committee advised Hill and Knowlton, Inc. that it would not be necessary to obtain further clearance of the statement from research directors or others. Proofs of the advertisement are to be circulated among members of the Committee. However, all details, including approval, are to be handled so as to get the advertisement into morning and afternoon newspapers of Monday, January 4, 1954.

Full publicity coverage will be given by Counsel, release being scheduled for AM's of January 4.

The Committee members are to advise individually the quantity of reprints of the advertisement they will require for distribution through employees, dealers, distributors, etc. They also are to advise where the reprints are to be delivered.

Financial Matters

It was decided that all companies should send their contributions covering estimated 1954 requirements of the Committee to Mr. Cullman, acting as agent for the Committee in collecting and disbursing funds. He will set up an account at a New York bank, probably the National City Bank. Companies will contribute one-quarter cent per 1,000 cigarettes, based on their own estimates of 1953 sales volume.

The companies represented are expected to contribute more than enough funds to cover the program as tentatively estimated by Mr. Hill. This would include advertising expenditures, salaries for research director and assistant as well as fee, per diem and out-of-pocket expenses of Hill and Knowlton, Inc. These estimates provided for at least three full-time staff members from Hill and Knowlton, Inc. and one-quarter or more of the time of Publicity department members, Washington Office and others.

Public Opinion Poll

There was some question over the amount of help which would be provided at this time by a public opinion poll. Hill and Knowlton, Inc. was asked to study this question further before asking for final determination by the Committee.

White Paper

The Committee will not offer a white paper and digest of current available expert opinion in connection with the advertisement on January 4. However, such a white paper will be pressed to completion at the earliest date possible for distribution to the press and others.

Advertising Agencies

It was suggested that as soon as possible, representatives of Hill and Knowlton, Inc. interview appropriate individuals at the various advertising agencies of the Committee members. The agencies will contribute background information and suggestions, as well as opening their tobacco information files to Hill and Knowlton, Inc. When we contact the Ted Bates Agency, we should see Frank Kimball, who is said to be in almost as close touch with cancer research as Dr. Clark of the Estey Company.

Additional Members

Present members of the Committee will approach Liggett and Meyers and smaller non-participating companies, as well as a representative of the association which represents the smaller producers. However, the advertisement and program will go ahead whether or not these companies join. Mr. Hutson also will approach other growers organizations, including the Burley Cooperative Producers Association. Paper manufacturers will not be approached until later.

Additional Suggestions

1. Develop a question and answer booklet based on the January 4 statement for the guidance of salesmen and others in handling the questions they receive. This would be in addition to distribution of ad reprints.
2. Publicity coverage to be as complete as we can make it.
3. A good news break should be obtained when the research director is named and other stories will result from getting that program under way. Urgency of action is enhanced by statements like that by Mr. Winchell last night to the effect, "The next thing heard about lung cancer will be from the floor of the Congress".

There is rumor that the President will ask for a significant increase in funds for cancer research, perhaps focusing more direct attention on the allegations against smoking.



Richard W. Darrow

RWD/rc