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March 25, 1954

Mr. Joseph F. Cullman, Jr., Chairman
Benson & Hedges
600 Fifth Avenue
New York 20, New York

Dear Mr. Cullman:

Following the meeting of the Tobacco Industry Research Committee on March 15, a Memorandum was drawn up for Dr. Tannenbaum outlining in detail the objectives, budget, administrative assistance, advisory staff and duties of the Research Director. This resume was cleared and approved by Messrs. Kent, McComas and myself, as well as the Law Committee. It was presented to Dr. Tannenbaum on Thursday, March 18 as agreed so that, as you will recall, he could review it and give us his decision by Monday, March 22.

We have now heard from Dr. Tannenbaum and he has not accepted the position of Research Director as offered to him.

It was the decision of the Tobacco Industry Research Committee at the March 15 meeting that, in such an event, we should proceed immediately with the formation of the Advisory Board or at least its nucleus. I have, therefore, today requested the Industry Technical Committee to work up a suggested list of names with the assistance of Hill and Knowlton, Inc. for an Advisory Board. Mr. McComas and I attended that Committee's meeting this morning, which was devoted to that purpose. Names that are thus chosen will be submitted to the Subcommittee of Messrs. McComas, Hutson and Kent, who were designated by the Tobacco Industry Research Committee to be responsible for final selections, after which invitations will be issued.

We shall keep you advised as progress is made.

Sincerely,

Paul M. Hahn
Chairman

Jr

ABOVE LETTER SENT TO EACH OF THE SPONSORS OF THE TIRC.