

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

*File*

Memo to: Mr. John W. Hill ✓  
From: Carl Thompson  
Subject: Ochsner book

**CONFIDENTIAL**

Date: October 7, 19  
Copies: Darrow  
Hoyt  
White

You doubtless saw the Roy Norr letter quoting from the manuscript of the Dr. Alton Ochsner book attacking tobacco. I asked Will Yolen to check on present publication plans. Yolen reports:

Julian Messner Company will publish the Ochsner book on November 8. The preface to the book is by Dr. Evarts Graham. It will sell for \$2.00 and a "large" but unspecified printing is planned. It's title is "Smoking and Cancer." Publisher would not indicate how much promotion or advertising would be given the book. We hope to have a copy by October 20, or thereabouts.

I am strongly of the opinion that this is the sort of information we should make immediately available to the TIRC, and our company public relations list.

cbs

*CT*  
C.T.



*Shouldn't we be prepared with a counter statement?*

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