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STATE HISTORICAL SOCIETY
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Memo to: Mr. John W. Hill
From: Bud Littin
Subject: Conversation points for June 10 PR meeting.

Date: June 10, 1954

Copies: Goss
Hoyt
Darrow
Doherty
Battersby
Haller-White

Following are notes on some things which we are not covering formally in our report and recommendations. Thought you might like to have a run-down on them for the meeting:

SAB Session for Science Writers - Science writers have asked for a special session on the SAB. Dr. Little has expressed a desire to get some points across to them specially. Why not have the SAB invite the science writers up after their July meeting for an informal session? Refreshments might be served. This would also give us an opportunity for a positive story which could nail down accusations which might come out of the AMA meetings the latter part of June.

Dr. Cameron's June 9 Press Club Talk - You might want to read the attached TWX from Carl Thompson. We should give each of them copies of TRUE Magazine, and at this point you could call their attention to the use we made of TRUE at the Press Club.

Reader's Digest - You might want to give them a report on this. Will Yolen reported yesterday that they plan to run the biggest promotion yet on their forthcoming anti-cigarette piece.

Roy Norr Newsletter - You might fill them in on this development. The letter is attached.

Ochsner-Fox Movietone Newsreel - This one and a half minute clip was cut from the fourteen minute film Drew Pearson made. A Fox editor admitted this to us when we were in their studio screening it. This was released last Friday for TV news use. They wanted us to provide a doctor or a tobacco company man on the same clip. We told them we could not do this, but we pointed out to them the factual errors in Dr. Ochsner's presentation.

Ochsner-Hollywood Movie - At Johnnie Ducas' suggestion, I called Adolphe Wenland who says that a vicious, 26-minute, anti-cigarette movie has just been made by an independent producer. This features Ochsner performing a lung operation and the dialogue suggests that is the fate of the cigarette smoker. He says that a St. Louis temperance organization has indicated interest in buying the film for distribution through civic clubs. We are obtaining a print of this film.

The film idea proposed in our report and recommendations might be expanded as an answer to this problem. I don't know whether we could do it, but maybe a film on the history of tobacco, emphasizing the attacks which have been made against smoking, should be produced and offered to civic clubs, tv, etc.

Bud
B.R.L.

cb
attachments