

CONFIDENTIAL REPORT ON MEETING JANUARY 18, 1954

TOBACCO INDUSTRY RESEARCH COMMITTEE (TIRC)

THIS DOCUMENT SUBJECT TO AUG. 20,
1985 NON-DISSEMINATION ORDER
IN ROGERS AND DUKE CASES.

Attendance

Paul M. Hahn, Chairman
J. Whitney Peterson, Vice Chairman
Joseph F. Cullman, Jr., Treasurer
F. S. Royster
Timothy V. Hartnett
John M. Berry (for John W. Jones)
William T. Reed, Jr.
Herbert A. Kent
Samuel C. Linton
O. Parker McComas
Edward A. Darr
C. S. Stephano
George W. Whiteside
John Vance Hewitt
Leighton H. Coleman
John W. Hill
Bert C. Goss
Richard W. Darrow
Basil R. Littin
W. T. Hoyt

The American Tobacco Company, Inc.
U. S. Tobacco Co.
Benson & Hedges
Bright Belt Warehouse Association
Brown & Williamson Tobacco Corp.
Burley Tobacco Growers Coop. Assoc.
Larus & Brothers Company, Inc.
P. Lorillard Company
Maryland Tobacco Growers Association
Philip Morris & Co. Ltd., Inc.
R. J. Reynolds Tobacco Company
Stephano Brothers, Inc.
Chadbourne, Parke, Whiteside, Wolff & Brophy
Conboy, Hewitt, O'Brien & Boardman
Davis, Polk, Wardwell, Sunderland & Kiendl
Hill and Knowlton
" " "
" " "
" " "
Executive Secretary



Not Present

Albert Clay Burley Auction Warehouse Association

1. Mr. Hahn, Chairman, opened the meeting with a review of events to date for the new members of the Committee and read pertinent excerpts from the recommended program.
2. The formation of a Law Committee was announced, composed of the following.

Messrs. Whiteside, Chairman	Chadbourne, Parke, Whiteside, Wolff & Brophy
Hewitt	Conboy, Hewitt, O'Brien & Boardman
Coleman	Davis, Polk, Wardwell, Sunderland & Kiendl
Wadlinger	Foulkrod, Porter & Wadlinger
Daniels	Perkins, Daniels & Perkins

Associate counsel who are to be kept informed of actions taken:

John M. Berry	Burley Tobacco Growers Coop. Assoc.
William C. Clay, Jr.	Burley Auction Warehouse Association
W. T. Joyner	Joyner & Howison
M. Wallace Moncure	Moncure & Cabell

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It was explained that four of these men headquartered in New York while the fifth, Mr. Wadlinger, was nearby in Philadelphia. Having the members so close together permits easy consultation and prompt action when needed.

3. W. T. Hoyt was introduced. It was explained he would serve as Executive Secretary for the Tobacco Industry Research Committee.

4. Mr. Cullman, Treasurer, reported on finances of the Tobacco Industry Research Committee and explained that signatures of the Chairman, Vice Chairman and Treasurer are required on all expenditures. Statements submitted are on file with the Treasurer.

A subcommittee composed of Messrs. Cullman, Darr and Hutson was appointed to seek contributions and work out a basis for financial participation from non-manufacturing members of the Committee.

Messrs. Darr, Kent and Hartnett were appointed to invite the paper manufacturing companies to participate in the TIRC.

5. Mr. Goss summarized Public Relations activities to date. He described the distribution of the statement advertisement, and its cost, as well as coverage of the announcement by newspapers, radio, TV and magazines. It was resolved to refrain from any further use of the original statement in paid advertising.

6. Mr. Hahn read a report of the meeting held by the Company Research Directors, hereafter to be known as the Industry Technical Committee. Mr. Hahn outlined efforts thus far to retain a Scientific Research Director and appointed a subcommittee composed of Messrs. Hahn, Kent, McComas and Peterson to negotiate a contract with a scientist of the qualifications described in the statement, with the aid and assistance of the Chairman and Vice Chairman of the Industry Technical Committee.

Candidates for a Scientific Research Director will be screened by the Industry Technical Committee. The importance of speed in this matter was emphasized.

Mr. Goss covered the subject of a "White Paper" containing statements by medical authorities which is being put in final form for clearance by the Industry Technical Committee. This document will be made available, as soon as possible, to all people seeking information on the subject.

7. Mr. Kolodny, President of the National Association of Tobacco Distributors, had made known to some members of the Committee his intention to have some speaker at the coming convention of his organization to discuss the widely circularized claims concerning cigarette smoking and health, which occasioned the recent publication by this Committee. It was the sense of the meeting that the Committee could have no connection with the proceedings of Mr. Kolodny's convention, but that the members of the

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Industry Technical Committee would be free on their own responsibility to make any suggestion of names that they might desire to Mr. Kolodny, as a matter of courtesy to him and in reply to his request.

Mr. Kolodny had made the suggestion to effectuate the distribution of a million reprints of the Committee's advertisement through the agency of his organization. It was considered that this was not an appropriate activity for the Committee and that the instrumentalities that were suggested to be employed were not appropriate.

8. The following program projects were discussed and treated as follows.

- a. Committee Information Service -- Hill and Knowlton will make available to the Committee such information as they may gather that is pertinent to the Committee's objectives.

Hill and Knowlton is also to handle correspondence and inquiries from the press, public educators, etc., concerning the present status of the activities of the Committee and to release only such matters in response to such inquiries as shall be determined and formulated by the Committee from time to time.

- b. A survey of smoking habits to be conducted by a standard recognized research organization specializing in this field was discussed and approved at a cost not to exceed \$50,000, and subject to clearance by the Law Committee.
- c. Research of a medical nature -- both laboratory and statistical. Was held in abeyance pending the appointment of a Scientific Research Director. All present agreed this type of research should be conducted by placing grants with organizations having adequate facilities rather than undertake establishing a new laboratory or equipment for that purpose.
- d. Editorial research -- was approved and will be carried out by Hill and Knowlton.
- e. Hill and Knowlton will, through associates in Europe, ascertain the situation concerning smoking in various countries in the world and its relation to the problem under study by the Committee.
- f. The Committee's attention was brought to the fact that many requests have been made for the Committee to supply speakers for numerous discussion programs of various organizations and medical associations. It was deemed inappropriate for the Committee or any of its

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members or research directors or staff members to make any such appearances as suggested. If there be available any scientists of repute and responsibility, qualified to present the present state of scientific research on the subject of the Committee's interest, it was suggested that their names and availability be made a matter of record, with the understanding that none of such persons shall be sponsored by the Committee as speakers on its behalf to represent its views.

9. It was suggested that, in view of the fact that the Committee's activities were to be limited to those necessary to achieve its purposes as set out in the advertisement of January 4, 1954, the Law Committee prepare a statement clearly defining the origins, purposes and proposed functions of the TIRC.

10. The proposed agreement between the Committee and Hill and Knowlton was approved and Mr. Hahn was authorized to sign it, subject to legal approval.

The accounting firm of Lybrand, Ross Bros. & Montgomery has volunteered to contribute its services as auditors on a public service basis, which was accepted.

Mr. Hartnett felt that further arrangements should be made for funds which the Scientific Research Director would have available for grants and moved that all present be prepared to provide 50% of the amount currently subscribed on call. This was approved with the result that the total present budget figure is \$1,200,000.