

TOBACCO INDUSTRY RESEARCH COMMITTEE

CONFIDENTIAL REPORT

TOBACCO INDUSTRY RESEARCH COMMITTEE MEETING

OCTOBER 19, 1954

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Attendance

Timothy V. Hartnett, Chairman  
Joseph F. Cullman, Jr., Treasurer  
Paul M. Hahn  
Emery M. Lewis  
Albert Clay  
Paul D. Goddard  
John M. Berry (for John W. Jones)  
W. T. Reed, Jr.  
William J. Halley (for Herbert A. Kent)  
Edward A. Darr  
J. B. Hutson

The American Tobacco Company, Inc.  
Brown & Williamson Tobacco Corp.  
Burley Auction Warehouse Association  
Burley Stabilization Corporation  
Burley Tobacco Growers Cooperative Assoc.  
Larus & Brother Company, Inc.  
P. Lorillard Company, Inc.  
R. J. Reynolds Tobacco Company  
Tobacco Associates, Inc.

Freeman J. Daniels  
John Vance Hewitt

Perkins, Daniels & Perkins  
Conboy, Hewitt, O'Brien & Boardman

Dr. Clarence Cook Little

Scientific Director, SAB

John W. Hill  
Richard W. Darrow  
Carl Thompson

Hill and Knowlton, Inc.  
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W. T. Hoyt, Executive Secretary

1. Mr. Hartnett opened the meeting and covered briefly happenings since he became Chairman of the Committee.
2. Doctor Little was introduced. He traced the history of the Scientific Advisory Board from the time of its inception to date, described the problems it had faced and its present viewpoint. He declared that both he and the members of the Board were aware of the attacks which had been made on tobacco for over 200 years, and wished to build a foundation of research sufficiently strong to arrest continuing or future attacks. He cited the need for studying the effects of tobacco on the cardiovascular system, as he is informed that attacks are being readied on this score.

Doctor Little spent considerable time in describing the master plan of the research program which the Scientific Advisory Board has adopted. This included a description of the need for freedom of action and individuality for Scientific Advisory Board members yet the need for having them collectively work as a unit. He enumerated the six research grants which have been approved to date for a total of \$80,400.00; the one project which

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the Advisory Board has originated to study autopsies in approximately one dozen hospitals estimated at \$55,000.00, and explained that it would take a few weeks to better define this particular work. He covered those applications which have been tentatively approved, approximating \$75,000.00, but which require further investigation by members of the Advisory Board.

He expressed great satisfaction with the fine liaison between the Industry Technical Committee and the Scientific Advisory Board.

He spent considerable time detailing all phases of the master plan of operation and concluded by referring to the need for and hope that he will soon have a full-time assistant to integrate the many details of the program which, as he explained, must necessarily be a long-range one. He stated that negotiations currently underway indicate that this may be settled soon.

Doctor Little asked to be excused from the meeting after answering various questions by the members of the Committee.

3. Mr. Hartnett explained the situation with regard to the Edward R. Murrow contemplated program on his "See It Now" show. He told of the cooperation we had provided to Mr. Murrow and his staff, and the reasons for our cooperating for the program rather than opposing it.

Mr. Hartnett, Mr. Hahn and Mr. Hill commented on meetings which had been held with Mr. Elmer Bobst, having to do with the writing of a well-balanced piece on tobacco use and health.

4. An executive committee requested by the Chairman was appointed and unanimously approved, composed of Messrs. Hahn, McComas and Kent.

5. At the request of Mr. Hartnett, a budget committee was appointed and unanimously approved, consisting of Messrs. Darr, Kent, McComas and Cullman (Treasurer). Ex officio members of this committee are Messrs. Hartnett and Hill. The budget committee was asked to consider requirements for 1955.

6. Mr. Hartnett explained the need for having specific assurance from the Committee that the research program would be of long duration. The following informal statement was approved as being the sense of the meeting:

"RESOLVED, that the Tobacco Industry Research Committee approves the adoption of a continuing program of long-range scientific research on tobacco and health."

7. A report on public relations was rendered by Messrs. Hill, Darrow and Thompson, and the matter of public relations policy was discussed and reviewed since its inception in December. Consideration was given to changes which have occurred since then, and it was the sense of the meeting that a more affirmative policy of information be pursued.

It was deemed desirable that the Committee, from time to time, keep in contact with the U. S. Public Health Department and particularly with the agencies thereof working on the cancer problem, as well as with other state bodies and voluntary associations that are interested in or affected by scientific phases of the problem of smoking and health.

8. It was decided to hold regular quarterly meetings of the TIRC.

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