

February 7, 1963

Mr. W. T. Hoyt  
Tobacco Industry Research Committee  
150 East 42nd Street  
New York 17, N. Y.

Dear Mr. Hoyt:

Following the welcome visit of yourself and Mr. Little to the office on January 4, we gave careful study to your invitation to join TIRC. In reviewing the position we were particularly aware of the importance to the industry of the study presently being made by the Surgeon General's Committee and of the importance to all of us of the manner in which the industry deals with that Committee. We all clearly have a duty to be sure that the Surgeon General's Committee receives all available information, particularly since it is clear that they will be pounded with information which does not rise above the level of propaganda.

Before your visit, we had established a relationship with the Committee which we are satisfied will result in advantages to all in the industry and in that connection have arranged to present to the Committee a report which will reflect the results of a very large body of work done for us over a long period of years by the A. E. Little organization and our own people at Durham. Things having not as far along as they have, we have concluded for the present we will not accept your invitation. We believe that our absence from your ranks does not in any way weaken the strength or authority of what you do on behalf of the fine companies in your membership. Being as objective as I can, I sincerely believe that our own contribution to the problem mentioned above will help the general cause and is perhaps more advantageously presented to the Committee as the result of one concentrated effort by a company which was looking for answers.

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I want to emphasize how much we appreciated your raising this suggestion and to assure you that the result was arrived at reluctantly, valuing as we do our general relationship to the other members of the industry.

Yours sincerely,

F. ... Moran

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FHM:md

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