

June 16, 1966

Messrs. Harrington
Old

A meeting of the General Counsel and the Ad Hoc Committee was held yesterday and I should like to inform you as briefly as possible of the matters discussed and their status:

Council for Tobacco Research

Some time ago Dr. Bates suggested the name of Dr. Ray P. Dawson as a likely candidate to work on the level of Dr. Hockett at CTR. Discussions were held with Dr. Dawson, which have broken down, and Dr. Dawson is going to Rutgers University and will be unavailable.

As you know, Mr. Hartnett has for some time been pretty much an absentee chairman of CTR and was prevailed upon a year or so ago to continue for the time being. It was the consensus of all concerned that CTR needs better organization and leadership and more manpower in order to get the job done, particularly in view of the fact that the Special Projects now being supervised by CTR have created an additional load which the present personnel are incapable of handling. It was the consensus that two steps should be taken subject to approval by management of the companies which support CTR's programs: (1) a replacement for Mr. Hartnett should be obtained at the earliest convenience, preferably a person who is scientifically oriented. This person would be expected to be "on the scene" from day to day and to give direction to the work of CTR; (2) CTR is drastically in need of several persons, scientifically trained, who could take over much of the work Dr. Hockett now does and leave him free to visit on-going projects, N.I.H.

Subject to your approval, which you could note in the margin if you will, I can ask Dr. Kensler and Dr. Bates for any suggestions in either category.

It was also suggested that we might consult Ward Howell and Associates (headhunters in the vernacular) who might give us professional assistance in finding the person we want (possibly a medical school dean).

Symposium

As you know, there has been a suggestion that the industry underwrite the cost of a symposium on smoking and health to be held under the auspices of the University of California in Barcelona, Spain some time early next year. The purpose of the symposium would be to bring together persons expert in the field of statistics, animal experimentation, cancer generally, heart disease, chronic non-specific respiratory diseases and constitutional and behavioral problems and to have them openly

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discuss the type of research which should be carried forward. It is the thought that such a symposium might be helpful to us in Congressional hearings which undoubtedly would be forthcoming.

As you know, I have had considerable reservations about such a symposium because persons on both sides of the issue can speak and we can hope for nothing better than a standoff. It is a fact, however, that a number of the persons who would be asked to attend would probably be unavailable to the industry as witnesses since they jealously guard their scientific independence. Such persons would be expected to attend such a symposium to air their views. Additional questions were raised as to having such a gathering in Spain rather than here but Dr. Farber of the University of California believes that by having it in Spain he could more easily enlist participation of experts from abroad and get a more controlled press coverage.

After lengthy discussion in which the principal opposition came from the American Tobacco Company and Liggett & Myers, it was decided to let the Ad Hoc Committee consult with Dr. Farber to assure the best possible panel of participants. This list together with a draft of invitation would then be submitted to General Counsel. At that time, if any one company were to decide not to participate in the expense (possibly \$150,000), chances are that the support for the symposium would be cancelled by all, although this is not certain. Furthermore after the invitations have gone out and replies have been received, we all reserve the right once again to decide not to participate.

I acceded to this procedure but still have some reservations as to whether this is the best method to help lay a basis for our case before the Congress next year.

National Association of Broadcasters

Apparently Mr. Bell of the NAB and his staff are preparing guidelines for television advertising. Whether it will have a separate screening staff remains to be seen. Mr. Bell has requested whatever information we could afford him with regard to tar and nicotine and its meaningfulness. This material is being assembled by the Ad Hoc Committee. The NAB apparently feels that since a company resigned from the Code, it must take action and it is a fair assumption that it does not feel that it can act solely with regard to Lorillard.

Publications

Senator Clements informed us that he has learned that Lloyd Mallon, who he says wrote an article "The Safes Cigarette" in the November 1965 issue of Science and Mechanics, has a manuscript for a booklet entitled "It is Safe to Smoke" to be published by Hawthorne Book Company. He stated that the Tobacco Institute declined to have anything to do with this project

since it fosters certain brands.

I do not know anything about Mallon. In keeping with our past practice it is certainly improper to furnish any writer with published materials although I am sure Governor Meyner could take strong action if he found any company had participated in the preparation of such an article designed to be used by the company for promotional purposes.

Special Projects

General Counsel approved the request of CTR to expend certain sums on various special projects which CTR thinks are promising. These include a study of enzyme block mechanism (bladder cancer) at Deaconess Hospital in Boston - an interim of support without further commitments; biological experiments at the University of Wisconsin designed to test the biological activity of certain food extracts on test animals; a small additional grant to Dr. Sprunt of the University of Tennessee.

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cc: Dr. W. W. Bates

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