

Liggett & Myers Tobacco Company

Liggett

Memorandum

To: Mr. J. H. Greer  
From: R. L. Kersey  
Subject: Research Liaison Committee Meeting, December 11, 1975

Date: 12-15-75

The meeting of the Research Liaison Committee was held at the Council for Tobacco Research in New York on December 11. All committee members were present. The main points discussed at the meeting are as follows:

1. The agreed date for the Harvard site visit is March 4, 1976.
2. The advisory group is getting projects on the "non-smoker" issue and have projected what they consider to be an urgent project which is to measure carbon monoxide, nicotine, and particulate matter in air. They handed out a draft of a proposal of a research project, which amounts to a contract with the Stanford Research Institute, to develop a machine capable of making very accurate measurements of these materials in air. A copy of the proposal is attached for your information.
3. We discussed the "Response Analysis Project." A copy of which is attached. It was moved and passed that the Response Analyses Project be pursued with modifications to each members satisfaction. It was pointed out that some suggestions and objections have already been submitted by one company's market research group. I have asked Mr. Dick Behrman to review the proposal and to give me his comments or suggestions.
4. It was suggested that both the Stanford Project and the Response Analysis Project be expensed through "Account Special Four."
5. Dr. Gardner and Dr. Hockett, who are working on recommendations for the next behavioral research seminar, report that they will strive to have their recommendations made firm by March, 1976.

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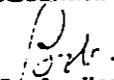
Mr. J. H. Greer

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6. Dr. Bill Kloepfer requested and received permission to work on the development of a brochure which would amount to a documentation of the total industries research effort. It would, in effect, be an exposition as to how the industry is responding.
7. The next meeting date for the Research Liaison Committee was set for 2:30 p.m., March 25, 1976 at the LaFonte Plaza in Washington, D. C.

RESEARCH DEPARTMENT

  
R. L. Kersey

RLK:mdn

Enclosures

CC: Mr. A. E. Sloat (W/O Encl.)

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