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Dr. Hans Selye began a research program entitled "Stress and Relief from Stress" in April of 1969 under joint funding by the Canadian and American tobacco industries. The American support was provided as a three-year Special Project of the Council for Tobacco Research with an annual payment of \$50,000.00. The Ad Hoc Committee of the Canadian industry has made equal support payments during this period.

Dr. Selye has recently written to CTR (see enclosed) requesting a commitment for a continuation of this research program for an additional three years. He is anxious for an early consideration of his proposed research program to assure continuation of his trained staff.

I am advised that the Canadian industry is in favor of continuing its support of Dr. Selye's research program for an additional three-year period. On that basis I recommend an equal commitment by the American industry as a CTR Special Project. Dr. Selye was recently described in the enclosed article which appeared in Fortune magazine as "the world's top authority on stress".

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I would appreciate your early consideration and decision in regard to the funding of Dr. Selye's proposed continuation of his research program.

Sincerely,


David R. Hardy

DRH:sh
Encl.
cc: Alexander Holtzman, Esq.