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TO: Frederick P. Haas, Esq.  
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The enclosed letter from Dr. Sterling represents a revival of some of his earlier recommendations for an "across the board" survey of the cigarette controversy. His observations are probably worth your review but Dave and I do not believe we should do other at this time than simply pass the letter along without recommendation. We are, of course, interested in any reactions which you may have.

Our immediate problem is to reply to Dr. Sterling fairly soon. Our present suggestion is that we tell him, unless you direct to the contrary, that his proposal requires much time and thought and that we should explore it and other ideas with him during the summer. The enclosed letter is actually an outgrowth of earlier discussions which we had with Sterling concerning the advisability of asking for the Hammond data. We would, of course, get him to focus on this as a problem if we knew that obtaining that data was to become an industry objective.

WILLIAM W. SHINN

WWS/r  
Enclosure

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