

MEMORANDUM

TO: Mr. Horan

September 25, 1963

FROM: JRB

Messrs. Allen and Tomko chaired a meeting yesterday attended by Miss Brown and Mr. Natsko for American; and Messrs. Cooke, Ramm, Jacob of Reynolds; Yeaman from Brown & Williamson; Russell for P. Lorillard; Smith of Philip Morris and Bartels for Liggett & Myers. The meeting was held to discuss the reaction of the industry to the Surgeon General's Advisory Committee report.

It is understood that drafts of parts of the report are now being circulated within the Committee and that the final report may be expected about the turn of the year. While nothing definite is yet known as to the content of the report, Mr. Allen did state that the Kiplinger prediction had been overly harsh, and had antagonized both the Department of Agriculture and the Surgeon General by implying that the scientific opinion of the committee condemned cigarette smoking but that the report might be changed by higher-ups before issuance.

LG 2006231

The meeting was of the opinion that the industry would best be served by a cooperative rather than by individual company reaction to the report. Mr. Tomko reported that the public relations representatives wanted to take some action before the report to shore up the industry's image. They were in favor of preparing comments for consideration by individual companies at this time and also of circulating materials to tobacco wholesalers and dealers. The opinion was that it would serve no purpose to draft statements to a report, the contents of which were unknown. It was also felt that such comments to the report would be discoverable and could be damaging in future litigation. It was also recommended that no general statement of the industry position be circulated in advance of the report as it would only antagonize the medical and scientific communities.

Mr. Ramm suggested the best preparation for the report would be the continued work of the Ad Hoc Committee with the assistance of Messrs. Little and Hockett in preparation of a detailed narrative of the medical and scientific research supporting the industry's position in the fields of emphysema, bronchitis, heart disease and premature births. Mr. Allen

will be in touch with Messrs. Little and Hockett in the preparation of such a statement and will be working with the Committee.

The mechanics of the issuance of the report were discussed. Mr. Allen will take steps to learn whether any prior notice of the actual date will be given and whether it can be arranged that the report be issued on a Friday after the closing of the stock exchanges so that the weekend may be used to study the report. It was felt that immediately upon the issuance of the report Mr. Allen should issue a statement thanking the committee for its time and efforts and promising prompt study of the report. Immediate substantive comment on the report could lead to the unfavorable inference that the industry either had prior knowledge of its content or that the report was being brushed off without thorough study.

Mr. Allen's speech of September 23 before the National Association of State Agricultural Commissioners and the pamphlet "Some Frank Words on Smoking" will be distributed to the tobacco dealers. Both have been reviewed and approved by the Ad Hoc Committee. Efforts will be made to have Mr. Allen's speech read into the Congressional record. It was suggested that the

speech also be distributed to the Public Relations Society of America and to a group of management executives either through a Business Week or Forbes mailing list. Action will be taken on such further distribution at a later time after Mr. Tomke contacts the public relations representatives to see what further action they wish to take.

J.R.B.