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CARL THOMPSON  
*Vice President*

August 21, 1964

Mr. David Hardy  
Shook, Hardy, Ottman, Mitchell & Bacon  
915 Grand Avenue  
Kansas City, Missouri

Dear Dave:

In accordance with our earlier discussions, we are enclosing a dummy of a proposed pamphlet giving the testimony of Alan Donnahoe before the House Committee on Interstate and Foreign Commerce.

As you requested, copies are also being sent to other members of your group. It is our understanding that comments and suggestions will be given to you and then passed along.

As you know, the issuance of such a pamphlet by the Tobacco Institute grew out of discussions among ourselves and with counsel of the six companies. Originally, consideration was given to one publication that would present all of the scientific testimony from the hearings. In our discussions with you and Alex Holtzman, it was decided to propose three pamphlets, as outlined below:

1. The Donnahoe testimony -- to be mailed to the medical and scientific community, and on a broad basis to opinion leaders, the press, tobacco industry suppliers, etc.
2. Testimony of the ten (or as many as available) doctors and scientists -- to be mailed primarily to the medical and scientific community, with some selected distribution among opinion leaders, lay people and the press.
3. A leaflet for mass distribution dealing with the "FTC's Grab for Power," which would cite editorial and organizational opposition to the FTC proposal and would use excerpts from the testimony at the hearings. This would be aimed at opinion leaders, the business community, and the general public.

The recommendation for three pamphlets instead of one was based on the following reasons:

1. The testimony of Donnahoe plus the ten doctors would be too bulky for one pamphlet.

LG 2006311

Mr. David Hardy  
August 21, 1964  
Page 2

. Donahoe's testimony should be sent separately, and not along with the doctors' testimony in a publication sent to the medical and scientific community, since he's not a doctor or research scientist.

. Separate publication of Donahoe will enable the Institute to distribute this to a broad audience, since it is easy reading, as well as to the medical and scientific community.

Alex Holtzman reports that Mr. Donahoe has seen, approved and corrected the attached copy containing his testimony.

Work is proceeding on the other pamphlets and the text for the doctors' pamphlet will be sent to you shortly in typescript.

Sincerely,



Carl Thompson

CT:sdd  
Enclosure

cc: Janet Brown  
Edward Cooke  
Frederick Haas ✓  
Alexander Holtzman  
Edwin Jacob  
John Russell  
Stanley Temko  
George V. Allen  
Edward H. DeHart

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