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May 23, 1964

Messrs. Ramm, Hetsko, Haas, Russell, Smith,  
Yeamin, Austern and Wald.

Gentlemen:

At our meeting in Washington on May 7, 1964, a decision was reached to proceed, on a preliminary basis, with a public opinion survey which we hoped would establish that there is a very high level of public awareness concerning the health issue involving cigarette smoking. It was contemplated that the results of this survey would be used as a basis for testimony at a Congressional hearing.

Subsequently, Herbert Dym of Covington & Burling, Bill Ross of Wald, Harkrader & Rockefeller, and my associate, Richard Sobol, made a trip to Michigan State University and to the University of Chicago to discuss the survey and related problems with the two marketing experts we had previously retained. I am informed that both of these experts strongly urged that a survey be taken. On Monday, May 18, Henry Ramm telephoned me and expressed concern over possible adverse use of such a survey by the FTC or other persons. I assured Mr. Ramm that I would not proceed with the survey until I received further instructions from counsel representing the six companies, and I immediately issued instructions to that effect.

I asked Mr. Sobol to prepare a background memorandum concerning the survey, which is enclosed herewith. A copy of

LG 2006318

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Messrs. Ramm, Hetsko, Haas, Russell, Smith,  
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Page 2  
May 23, 1964

the proposed questionnaire is also enclosed. I am informed that if the results of the survey are to be available for use prior to the end of June, we must notify the research organization of our decision by May 27 or May 28.

My personal regards.

Sincerely,

Abe Krash

Enclosures

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