

November 20, 1962

Mr. Blount:

As you know, I cannot get enthusiastic about the kind of advertising that has been suggested for the industry, mostly because in the litigations much stress has been laid upon colorless advertising.

Yet, I have begun to think that if possible we must take some effective steps. This occurred to me as a suggestion that you might wish to lay before your brethren at the December meeting of the Institute:

In half page advertisements in the newspapers, the Institute would say this: You have read a great many newspaper pieces which must have made you think that a great deal of experimental work has been done and that there is a great deal of information available about tobacco and health. This is not so. What writers, usually untrained laymen, sometimes call "the mounting evidence" is misleading. The evidence does not mount. In the last ten years there have been very few significant happenings, this in spite of endless thrashing of old straw. The Institute has prepared a brief description of the situation, understandable by any intelligent layman. Write us for a copy.

The booklet mentioned in the advertisement would be written in cool terms, would mention the mice but would also mention Professor Green's experiments with saturation of human lung tissue and our own experiments keeping mice in a smoky atmosphere all their lives. The unexplained things like the difference between lung cancer cases in New Orleans and Birmingham, Alabama, or between cities and rural districts, or between England and the United States, or the South African setting, all of these would be mentioned.

I should think the booklet would benefit from a really catchy title. It is very hard to get people to read a document, particularly the kind of people this would be aimed at.

While this booklet would be our response to inquiries from readers of the advertisement, it could have, I would think, a profitable circulation among opinion makers, such as the editorial man who wrote the Pittsburgh editorial, the medical-administrative group, Washington administrators, clergy, educators, etc., etc.

The publication "Tobacco and Health" does not do what the above described pamphlet would do.

F. H. H.

*Walt*