Mtgs of Counsel

Jan 23 '69 T.I.

Earle	Ad
Bill	Paul & Abe
Horace	Henry
T.A. + 2	FPH
Jerry	Hardy
Fred Pangs	

Touched 60 non Tobacco Cong + several on the H & S Committees (not known friends or opponents).

Many not conscious of fact preemptions expire.

Possibility of reg'n in 50 states is a telling point.

T.I. thinks we should introduce simple extension — permanent preemption. Seems like only way we all can proceed as one.

Horace — finds lack of knowledge & little thought given to it

Van Deerlin (D, Calif) definitely v. FTC getting into adv.

Small # insisted we get off air (how? how enforce?)

Many see impact of FCC.

John Moss has written Congressmen re his bill. — asks co-sponsors

like Ed Bowlen Bill Fitz Ryan

- stronger caution
- max length cys
- preemp. removed

Had 42 sponsors last year

Moss: limit hours.

Satterfield is going to introduce bill re §315 FCC Act as not applicable to mid advertising.

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Red Lion & case to be argued in April. If Court grants cert., arg next term.

F.C.C.: Rossell Hyde leaving. Even if we win in Court, and get our preemption extended, F.C.C. could order no adv before 10, etc, or # commercials in a given span of time.

Legislation taking us off would, of course, solve that problem.

5 points

1. Broader caution
2. T/N labeling + in all adv
3. Long cigs
4. Other agents
5. Preemption

All agreed to Earle's rec.

Sterling - rpt by 2/1 re unsound stat studies in past — because of methodology

38/
3/1/90
08/
528
157

Dr. Barger - Harv - 25,000 + 15%
Dec '68 heart & coronary arteries
— stress, emotional
— hypertension

Don + Greer

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House

Judge Prior - succeeded Horace
Turnin (R.I.) -
Rep. +1 Dems +1
Composition 20D 15R now

Hastings NY
Thompson Ga

Senate ration 11-8 instead of 12-7
4 lost (Dems)
Bartlett
Brewster
Monroney
Fauscher
new Tydings - no gtees - close to Bobby K
Spong
Moruse
Reps: Morton succeeded Baker (Tenn)
Goodell (N.Y.)

Dr Rollins

Truth in St

Endicott's report to Cohen:

Milt - 6th?
morn 4th & 11th no good for Endicott

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How maintain confidentiality of material Company furnish?

On methodology, shouldn't all Research Directors be consulted + not just several as in Task Force?

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