Hardy
Smith
Custern
Ramm
Yeaman
Kornegay

Jerry Chapman
Hetsko
P.M. (c) Lester Pollack
L.P.H.
Kloepfer

Decker - T.A. + Heart
Kinsler -
CBM re Oppositions - Lark
Peters
memo re A.N.
Ann Mtg questions
write FTC re #4, #5
T.A. Bill asks 10 days

April 8

T.V.

Tues. 21 - Open
Tues. 22 - Dixon
Ca Soc, Amer Heart - some p.m.
Baker, Williams

15 - Members
16 HEW ~~[illegible]~~ (SG)
17 FCC
18 Terry Perry Hudson - sometime - { position for Cullman ??s for Congress to ask
21 omit (Heart, Ca?) (Chemosol)
22 F.T.C. (Rand-Dixon)
23 us

file - Notes Gen Counsel Mtg S

Gehrig - Dept SG.
Horne
Endecott

Tues 15 - Congressmen
16 - HEW or FTC
17 - FTC or HEW
18 - Terry, Barkaf, Lewis January

Statisticians
Brownlee Sterling (Morbidity)
Cederloff Huff (st)
Katz Eleanor McDonald (st?) - up for grant
Saiger Sawyer (st) ← morbidity Study etc

Thoracic Surgeons
Lyman Brewer (L.A.) - st
Carr
Langston
Burford - not ready - promised

3 x 45 M - 105 M
+ 322,000 more on hr prop
+ 28 M ap projects
$480,500
120. - overhead OSHA
600,500

Exp Path.
Rigdon
Irv. Zeidman (U. Pitts)

Clinical Path
Somers (SAB)
Doris Herman (st.)

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Path. (cont'd)
Ober
+ other possibs.
Russell Fisher (Ed Cook)
Heuper (Alex) - st.
Lees - poss. st.

Chest Specialists
Jeffrey Brinkman - U. Mich
ready Edwin R. Levine - Chic. - (emphysema)
Rosenblatt
Rappaport - emph & bronchitis
John Wyatt (Canada - emph) - st.

Heart & Cardiovascular
Maurice Campbell - Eng
Wm Evans "
Travis Windsor - L.A. Live
Bernard Gertler - N.Y. - Live
Ray Rosenman - S.F. Live
(works with Friedman
type A non-sm ↑ Type B sm)
W.G. Leaman Live

Internal Medicine
Thos. Brem

Psycho Sematics - Personality
Dr Bernice Sachs - st

Pharmacology
J Harold Burn - Eng. new - Oxford
(st.)

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Ronald Okin - st.
Chas. Hine - no final st as yet

Chemists
Arthur Furst - live
Geo Wright - not use

An. Researchers
Rigdon
Cecile Leucht. (st)
Lucio Severi - Perugia (st)
Fred Homburger - st (?)

Hockett
Little
Rhoda Barnes ? (German - autopsy study

1965 - H - 8 live med 1964 - H - 6
S - 18 live " S -
more ready this time

Medical Summation
overall state of know + gaps in pr
- Somers ?

AMA
Ira Singer (wiser to hold for Smate)

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O 4/8

4.

NHR & EC to see Endicott with Heubner

Huebner - microbiology group -
who in chem. & smkg machines
accompany him. (Senkus)

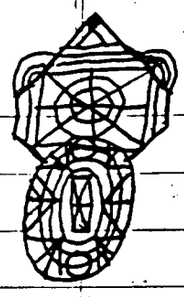
#4 on Agenda

Staggers has asked NAB to testify
Nat Newsp Inst. has offered coop
4A.
AAdv Agencies - Bell not reached yet -
ANA - Weil
Am Adv Fed;
Mag Pub Assn
ANPA Assn

So, unless EC say no.

#5. Marketing or Psychology
1-st. from Sylan Kaplan,
psychologist - cig adv not a
signif factor in leading young to smoke
Live: psychologist re motivation
of young people to smoke - same concl
Eugene Levitt, Ph.D. Indiana U. Med. Chool
Wm Cressy: testified last time
Vernon Fryberger, Chr, Dept Adv
Northwestern Univ.
Dr Jerome Cohen, Economist, NYU
- not ready for House.

4/8 5



9 Beatty

10 - Milton Fleischer

"Tar" and Nicotine W?

on label & in adv. — bills

statistical invalidity of FTC procedure
paucity sample sizes
decimals, etc.
(Arkin a possib.)

Procedures of FTC
Resnick

Info. Storage & Retrieval

On 4/4 Clark (EVP 3iii) proposed new formula.
46,750 per mo
561,000 per yr,
less non-chargable items which would reduce cost to
$506,000 per yr
Prep of indices, Veroxy docs, etc & sp projects at
3-4,000 per mo.
300-450 docs per mo
500 mens computer time

neg for bal yr
~~commit thru may~~
~~mo by mo until then~~
consultation to see we have complete system.

F.C.C. (Abe)

Rule Making - filed motion to extend comments to 7 July & replies by Aug 7. Looks promising.

Fairness Doctrine case - Gov't brief in opposition filed last week. Urge ct to withhold dec until decs in Red Lion & companion case.

Horace re mtg broadcasters
NBC - local man (Kenney)
recs not testify
NAB will testify.
going to ask members of Comm & later Congressmen.

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