Feb 7 '68
A.T.C.

Hetsko
Yeaman
Hardy
Haas
Ramm
Smith
Grant (2 p.m.)

Post Office Truck matter. Sen Irwin's speech on Senate Floor yesterday. T.A. says data on which 100,000 doctors is based is full of holes. 2nd or 3rd P.O. Man formerly with C&B. 5,000 checks ≠ 64% non-response. followed up on 258 of non-responders. no data as to when stopped, whether began again, T.A. trying to get it from Elmo Roper as to its failings.

CC to Gen Counsel

ASR.

≠

14th at T.I. — re Earl's plans to meet SG in Sen. Morton's office, Include P.L. on 19 or 20th.

CALL

KENSLER should accept with proviso — no admission cgs are harmful. Try to find substances & remove them but no concession.

≠

Sc Dirs Mtg — no composite report planned. Each to report separately to our Con:

Topol not to draft scientific reports. Topol's instructions come from Counsel.

Memo - not to meet or rpt. to mktg, PR, etc. Leg & Lit problems require counsel's decisions. Freedom to act & recommend, but not to dictate policy in these areas, or to initiate research.

Maggy ltr - Morton furious, says Hurly - all Reps on Comm & 2 Dems. PL pledged Kennedy - this led to ltr.

TOOTBALL

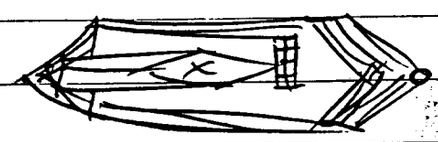
Maggy wanted $75,000 more than last year - put in cigs to help justify. M heard to tell people no Arg. and couldn't get Leg thru House this year.

3

If can't reach some understanding before next year — perhaps this wld fortify opposition

If going to preempt FTC next year, will be expected to give more next year. Tar & nic labeling & perhaps max tar & nicotine. (Pertschuk's attitude on latter).

Pertschuk reported that they want no TV before 10 p.m. except news.



Hardy

Dr. Carl Seltzer: consultant to law firm — 18 mos — $30,000 — $36,0[illegible]

$1,500 month.

$2,000. for Cong St.

counting on AMA to take 2 add articles.

On various programs — 2 in Israel. Paris. San F — Amer College of Cardiology. Amer Heart Assn — has been

Source for further US Feb. 7, '68

Dr Paine, Seattle.

Has detailed data on 105,000 WW II vets taken over 20 years ago. (V.A.), He thinks anthropomorphic data dictates CHD – not smoking. 65 measurements. Needs 65,000 to get IBM punch cards so can fit with VA data. Bring data down to date & find connection with CHD. Goes to SAB 3/2. Hockett interested

FOOTBALL

2 Football leagues called on Earl today – concerned if 25% of revenues from football come from tobacco. Maggy wants pro team in Seattle. They can help in our legislative problems; can get media help.

Maggy no ltr again – to NFL, AFL.

RTR = 2 min = NFL = same =

LG 2015285

5.

Brownlee ⊕ ltr. to Ed Cook.
Decline in raises. Resigned — U of Ch
accepted. Retiring June. Univ
worried over NIH grants & therefore
glad??
CC to Earle.

Dr. Chas Larsen, pathologist, Tacoma Gen Hosp.
expert on asbestosis. Sees asbestos
fibers in l.c. patients. Doesn't agree
with Auerbach. Past Pres Amer Soc Pathologists
Wants to: examine lungs (removed or at autopsy)
(a) Auerbach's precanc
changes.
(b) asbestos presence
(c) " in air poll
(d) check out taxi vs controls

SAB? If not, Sp Project?

$39,000.- + 28% overhead
If Sp Proj, — I'll need OK fr
HM

16.

Twins → Inst. for Living (HARTFOR
(Resnikoff & Honeyman)
re Cederloff Study.

NO.

$76,000 + $43,000.

Berkeley no increase

A.M.A. —

P.M. - continue - same period - same rate or better

B&W - renew on same terms

HM - 3 yrs, same

Lor. - same amt, not less than 3 yrs

~~$400,000 our share $35 more~~

If 2 yrs only & situation worsens, they can back off. People are mortal. Blasy same in charge - what if something happens to him. Matter on floor

7.

On other hand, SF convention turns out to be a fiasco - then they have security & we are stuck for 5 years.

37 3 yrs grants now / - funded

PM + B+W → strong on 5 yrs
RJR - ? - ~~[illegible]~~ same terms.

Division in 1964 - on then share of mkt

35
25
4 x 10

now = 200,000 at 2,000,000 x 5 (10

if 8.5% we save 30,000 yr x 5 or 150 3

if 15,000,000 at 3 yrs 141,000 or 180 save

1967
RJR 32
ATC 23
B+14 14.3
PM 12.4 up
Lor 9.8
L+M 8.5

RJR will work with any figure

5,000,000
.085
25,000,000
400,000
3,425,000

141,000
2,000,000
.085
10,000,000
160,000
170,000

LG 2015288