



Arthur D. Little, Inc.
RESEARCH · ENGINEERING · MANAGEMENT CONSULTING

ACORN PARK
CAMBRIDGE, MASSACHUSETTS 02140
617 864-5770

April 24, 1968

David R. Hardy, Esq.
Shook, Hardy, Ottman, Mitchell and Bacon
915 Grand Avenue
Kansas City, Missouri 64106

Dear Mr. Hardy: 1-6308

This proposal has been prepared as a result of a meeting held in New York on April 17, and attended by Miss Brown and Messrs. Decker, Holtzman, Jacob, Shinn and yourself. It summarizes the scope of proposed work related to our draft of "Current Status of Epidemiological Studies of Smoking and Health" submitted to you in July, 1967 and, with some updating and editing, reprinted in February, 1968.

SCOPE

We would expect to perform the following tasks:

Task A. Development of a more appropriate format for this report.

In cooperation with yourself, members of the Ad Hoc Committee, and others that you might designate, we will develop a new format for reporting the status of epidemiological studies of smoking and health. The new format should satisfy the following criteria:

- (a) Arrangement and cross-classification of our reviews of relevant literature for maximum accessibility by the Committee and by legal counsel. Its purpose will be to provide a comprehensive background for possible future preparation of Briefs, position statements, and answers to questions in this area as covered in the previous report.
- (b) The format will be arranged to provide maximum aid in the preparation of responses to new research results that might be published in the future.

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Arthur D. Little, Inc.

April 24, 1968

-2-

David R. Hardy, Esq.
Shook, Hardy, Ottman, Mitchell and Bacon

(c) The format will lend itself to continuous updating without the cumulative addition of mere bulk. It should be possible to remove certain pages as the updating process proceeds and to replace them with updated pages.

Task B. Recasting of the current draft in the new format and updating to May, 1968.

We will begin upon approval of this project to completely update this report including relevant material that becomes available until May, 1968. This updating would include a thorough review of the following:

- (1) The Health Consequence of Smoking, the 1967 Surgeon General's report on smoking and health.
- (2) 1967 Cumulation-Bibliography of Smoking and Health.
- (3) 1967 Directory of On-Going Research in Smoking and Health.
- (4) Smoking and Health Bibliographical Bulletin.

As soon as general agreement has been reached concerning the new format, we will re-cast the current draft, together with all updated material into this format and publish the basic report.

Task C. Continuous updating from June, 1968.

We will continue the process of updating this report on a regular basis. Periodic revisions of the basic report will be made through the issuance of replacement and/or supplementary pages. The rate of such replacement-page issuance will depend somewhat upon the rate at which published material becomes available, but we shall issue accumulated supplementations at least quarterly.

COST AND DURATION

We estimate that Tasks A and B together will require a budget for professional services of \$71,700 (exclusive of expenses). It is more difficult to estimate the budget requirement for Task C because of unknown variations in the

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April 24, 1968

-3-

David R. Hardy, Esq.
Shook, Hardy, Ottman, Mitchell and Bacon

volume and importance of material as yet unpublished. However our best estimate at this time is that the professional service budget for Task C will not exceed \$15,000 per quarter (exclusive of expenses). Expenses such as for travel, communications, and report production will be invoiced at their cost to us in addition to the professional service charges and shown as a separate item on our invoices. Past experience on comparable studies indicates that these expenses will approximate 10% of the professional service budget. Our charges for professional services are based upon the actual time devoted to your project by our personnel. Invoices will be submitted monthly and are payable upon receipt.

The completion date for Task A depends to a great extent upon the course of our discussions with the Ad Hoc Committee and others. We would expect to complete Task B, however, within six months of your approval of the format. Task C would be initiated upon approval of the format; it would, in part, overlap Task B.

STAFF RESPONSIBILITY

Based on present staff schedules, I will be in charge of the program here working in close association with Dr. Charles Kensler, and associated with me will be other staff members with backgrounds particularly appropriate for this study. We understand that we should look to you and Mr. Jacob for general direction and policy decisions.

GENERAL PROVISIONS

Our work for clients is conducted on a confidential basis and we will treat information developed hereunder in accordance with our established professional standards.

It is understood that neither party will use the name of the other for advertising or promotional purposes without prior permission in writing. Reports resulting from this assignment become your property; however, our authorization in writing is required if our reports are reproduced in whole or in part for use outside your organization.

LIG-27657

LG 2019382

Arthur D. Little, Inc.

April 24, 1968

-4-

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Our agreement may be terminated upon thirty days' written notice by either party or within such lesser time as we may find necessary to conclude the work currently under way and summarize our findings for you.

ACCEPTANCE

For the purpose of staff scheduling, this proposal is made subject to acceptance within 30 days. If you wish us to consider an extension of this acceptance period, will you please advise us in writing.

We look forward with great interest to working with you on this project and will devote our best efforts to accomplishing the program outlined under SCOPE. If this proposal is acceptable, will you please sign and return the enclosed copy as authorization for us to proceed with the work.

Very truly yours,



Irwin Miller

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Letter in duplicate

Approved for Arthur D. Little, Inc.

Accepted for Shook, Hardy, Ottman,
Mitchell and Bacon

ORIGINAL SIGNED BY
ROBERT A. BITTENBENDER
By CONTRACTING OFFICER

By _____

Authorized Contracting Officer

Title _____

Date _____

cc: Edwin J. Jacob, Esq.
Forsyth, Decker and Murray
51 West 51st Street
New York, New York

Frederick P. Haas
Liggett & Myers Tobacco Co., Inc.
630 Fifth Avenue
New York, New York 10020

LG-27658

LG 2019383

Arthur D. Little, Inc.

FRANCES FLYNN

Frances Flynn is responsible for organizing and maintaining two major document centers at Arthur D. Little. Her responsibility includes monitoring and controlling these centers, as well as performing literature searches for members of our staff.

She is currently participating in the conversion of the Management Sciences Library from the Dewey Decimal to the Library of Congress classification and in the planning of a computer-produced book catalog of its holdings.

A recent assignment for a long established trade and text book publisher was the design of a document control and retrieval system for its records of authors, contracts, copyrights, book reviews, and production information.

During the summer of 1965, Miss Flynn participated in the Project Intrex Planning Conference, an M.I.T. study group looking at problems of information transfer in M.I.T. libraries of the 1970's.

Before joining Arthur D. Little in 1963, Miss Flynn was Assistant to the Publications Officer at M.I.T. Lincoln Laboratory. Miss Flynn is a member of the Special Libraries Association, and the American Society of Information Science.

She has an S.M. degree from Simmons College Graduate School of Library Science, and during the summer of 1966 attended a graduate course there in Machine Applications to Libraries.

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IRWIN MILLER

Dr. Miller is a member of the Management Sciences Division of Arthur D. Little, Inc. He received the B.A. in Mathematics and Physics from Alfred University, the M.S. in Mathematics from Purdue University, and the Ph.D. in Statistics from the Virginia Polytechnic Institute.

Before joining Arthur D. Little, Inc., Dr. Miller was Professor of Statistics at Arizona State University where he had a broad background of private consulting experience in statistics, applied mathematics, and related fields. His professional background includes work in reliability of missile systems at Redstone Arsenal, design and analysis of industrial experiments at United States Steel's Applied Research Laboratories, development and implementation of methods for measuring reliability, installation of quality-control systems, and development of probabilistic models in areas such as weapons effectiveness, solar mirrors and marketing.

Since joining Arthur D. Little, Inc., Dr. Miller has participated in statistical stock-market studies, constructed models of banking, developed methods for numerical measurement of flavor, and directed the calculations and analysis of data relating to rocket engines. In addition, he has designed and analyzed the results of several extensive experiments conducted by the U. S. Navy.

Other work has included research in problems of statistical inference as applied to continuous stochastic processes, in sampling survey techniques for highway research, and in the philosophy of statistics. This research has resulted in publications in the Journal of the Royal Statistical Society, the Journal of Applied Physics, the American Statistician, etc. In addition, he is the co-author of three books, Manual of Experimental Statistics (1960), Algebra and Trigonometry (1962) and Probability and Statistics for Engineers (1965); all published by Prentice Hall, Inc., and the author of a Primer on Economic Statistics to be published by Random House in 1968.

Dr. Miller is Adjunct Professor of Statistics at Boston University. He is a member of Sigma Xi, the Institute of Mathematical Statistics, the Biometrics Society, and the American Statistical Association. He was President of the Pittsburgh chapter of the latter association in 1958, and is currently a member of the executive committee of the Section on Training.

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EMILIO C. VENEZIAN

Dr. Venezian joined the staff of Arthur D. Little, Inc. in 1961. Since that time he has been engaged in a diversity of projects dealing with epidemiology, the design and analysis of control systems, storage and retrieval of information, and economic problems in the fuel industry. His work has included the development of mathematical models of information retrieval systems and of large-scale computer systems. His epidemiological work has dealt with mathematical models of patterns of infection and with development of disease subsequent to infection.

Dr. Venezian received his B.Eng. in Chemical Engineering from McGill University in 1958. He continued his studies and received his doctorate at California Institute of Technology, specializing in the field of turbulent heat transfer. He is an associate member of the Operations Research Society of America, the Engineering Institute of Canada, and of Sigma Xi.

LIG-27661

LG 2019386

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HARRY B. WISSMANN

Mr. Wissmann, a Vice-President of Arthur D. Little, Inc., was educated in economics at Illinois (A.B., 1928) and Harvard, and in business administration at Harvard (M.B.A., 1931). He has been with the company since 1931. He has worked intimately with ADL's laboratory-related research scientists.

At Arthur D. Little, Mr. Wissmann has participated in, or been responsible for planning and initiating the company's entry into research in several new fields, including nutritional and biological research, and industrial operations research, which he headed 1949-1959. He has also participated in planning research programs with a number of clients in several industries.

Mr. Wissmann's primary recent work has been health-related. His experience in such work includes responsibility for the following assignments:

Working with Massachusetts Blue Cross to develop long-term planning.

Study of drug abuse policy and law enforcement for the President's Commission on Law Enforcement.

An epidemiologically-related review and analysis of the literature of smoking and health, initially in 1962-63, for presentation to the Surgeon-General's Committee. He is now updating this.

Analyses, for the Pharmaceutical Manufacturers' Association, in 1961 and again currently, of economic, social and medical aspects of the drug industry, for presentation to governmental bodies.

Two quite different operations-research-oriented analyses of some major elements of drug marketing, for two different major drug companies.

Mr. Wissmann has worked actively on such assignments with university scholars in medicine, public health, biology, biochemistry, biophysics, and technology, social psychology, sociology, and economics. He was a charter member of the Institute of Food Technologists. He is a member of the American Economic Association, Operations Research Society of America, and Institute for Management Sciences.

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LG 2019387