

MD File
November 28, 1967

Messrs. Harrington
Old
White

I attended a meeting yesterday at The Tobacco Institute. All general counsel were present, as well as Mr. Reeves and two of his associates, Mr. Krash, Mr. Wald, Mr. Forsyth, Mr. Topol and Senator Clements. The following topics were discussed:

1. Commercials Re: Smoking being an adult custom.
Mr. Reeves stated that he had with him print ads and tapes for radio and television announcements. He stated that he recommended strongly the use of television in order to deliver the message and that he thought the vehicle for delivering the message should be persons who young people admire and respect. He had in mind the Monkees, Bill Bradley, Dick Clark of the American Bandstand show and perhaps personalities such as David McCallum, the Supremes, John Unitas, Carl Yazstremski and the World's Surfing Champion.

Both American's counsel and I stated that we understood, although it was not explicitly stated, that the chief executives had in mind print messages only. American stated that it was opposed to the use of television.

Reynold's counsel stated that it does not want any part of "youth heroes" to deliver the message and that it would not participate except on the basis of an industry budget. In other words, it would not devote any of its advertising time to delivering the message.

Reeves repeated that he thought television should be used since children do not read papers, among other reasons.

Senator Clements expressed his belief that we could run into trouble on the Hill by use of youth heroes and there was some discussion of the fact that our adversaries might assume that such heroes were paid to make the announcement (as they would be) and then might seek out to obtain an expression of their real opinion on smoking and health. In other words, there might be a boomerang.

The matter was left for final determination by

the chief executives at a meeting to be held next Wednesday or Thursday at The Institute (December 5 or 6). I am to inform Mr. Yeaman which date is preferable.

In the interim Reeves will prepare print and taped messages with or without youth heroes. He will not make any references to the pros and cons of the health issue, nor will he refer to the number of new smokers per day.

I suggest that if Mr. White has any suggested copy for consideration for use in print ads, it be available for the meeting of the executives.

Reeves will circulate his copy, including a print ad, in advance of next week's meeting.

2. A copy of an article in True magazine for January 1968 written by Stanley Frank was circulated. A copy is attached.

3. Senator Clements reported on his and Governor Meyner's meeting with the Senate Commerce Committee's staff and made no comments inconsistent with my recent memo on this subject and my discussion with Governor Meyner. It appears that the Senate staff, reflecting the Chairman's views, are looking to the actual number of youth in television audiences and the mere volume of advertising, it being their opinion that the industry is overexposed.

4. Federal Trade Commission "Tar" and Nicotine Data. I have circulated a separate memo on this subject and the Public Relations Release (read to Mr. Provost) had a pretty good reception in the New York press this morning.

5. FTC Data. You will recall that we have had a problem in having the FTC give to The Institute the underlying data in the survey it conducted for its July Report to the Congress. It was decided that Mr. Austern should start legal proceedings to compel them to produce this data under the Public Disclosure Act as soon as he sees fit. Hopefully we will be able to show that the FTC did not use the data except as it fitted into the Commission's Report. HEW has supplied a vast majority of its data and Mr. Austern believes we should be able to make good use of it.

6. FTC Testing Data. The request will be made of the FTC for its data on the number of puffs per brand which it did not report in its release yesterday, as well as its values on testing the monitor cigarettes.

7. Chemosol. Some time ago the industry sent a

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a protocol to the Chemosol people suggesting that Hazelton Laboratory conduct an independent check of Chemosol. It was never accepted and we recently received from Dr. Hudson's group what purported to be a check of his data by another laboratory which bears out his conclusions. The inference is that the Chemosol group wants to know if we are ready to go ahead and confer with them or perhaps ready to resolve any open questions on the scene at High Tor. I will talk to Dr. Bates tomorrow in Washington but subject to his and your reactions, I would strongly advise that we should not recede from the proposition which was made initially.

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