

January 15, 1954

PROGRESS REPORT

I. ADVERTISING

The Committee statement, entitled "A Frank Statement to Cigarette Smokers," appeared in 448 newspapers, reaching a circulation of 43,245,000 in 258 cities. This included, with very few exceptions, all cities of 50,000 or more population, plus all plant or headquarters cities of Committee members. Total cost for newspaper space will be approximately \$244,304. Cost of three press publications (EDITOR AND PUBLISHER, PUBLISHERS' AUXILIARY AND AMERICAN PRESS) will be approximately \$2,113. Production costs will add \$3,040 to this.

In addition to the above cost covered in the \$250,000 appropriation, a cost of \$4,213 was incurred to transmit by telegram the revised list of sponsors and the prescribed change in headline.

On authorization by the Chairman, 11 tobacco industry publications were added to the list and received the same two-page version of the advertisement which appeared in the press publications. Total cost of space and preparation for this will be approximately \$3,606.

This will make the total advertising expenditure, not including reprints, \$257,276.

To date 200,000 reprints of the advertisement have been ordered by the companies.

Additional Advertising Solicitation

The question of extending the advertising to appear in a variety of additional publications was suggested, in some instances by Committee members and, in others, by direct solicitation from the publications. These included the food and drug trades; the negro and labor press as well as the foreign language press; and the news weeklies -- Time, Newsweek, and U. S. News.

It is our recommendation that no further advertisement be placed using the original statement, and that the above suggested groups of publications be carefully considered in relation to any subsequent plans for new advertisements. The circulation of all the above groups, with the possible exception of the foreign language press, can be considered to have been reached in large measure by the original daily newspaper advertising.

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II. REQUEST FOR REPRINTS FROM N.A.T.D.

Mr. Kolodny of the National Association of Tobacco Distributors has indicated he is willing to distribute the statement advertisement to 1,000,000 tobacco dealers throughout the country.

In tabloid size, production of 1,000,000 reprints would cost about \$3,000.

III. PRESS RELEASE AND PRESS COVERAGE

The press release announcing formation of the Committee was given national distribution and was widely covered by newspaper, radio, TV and the magazines.

Typical clippings of this coverage have been sent to Committee members.

Editorial comment was most favorable, with editorials still being received from all over the country.

IV. INFORMATION AND CORRESPONDENCE

During the first week after appearance of the ad, we handled many personal and telephone calls, including professional men offering services, crackpots and others. These were in addition to the many inquiries from the networks and the press.

During the first two weeks after the appearance of the ad, over 1,000 telegrams and letters were received at Hill and Knowlton offices. A preliminary analysis indicates that objective or pro-tobacco comments run better than two to one.

V. MEETING OF COMPANY RESEARCH DIRECTORS

Chairman Hahn called a meeting of Research Directors of the tobacco companies on Thursday, January 7. A report on this meeting will be presented to the Tobacco Industry Research Committee.

VI. "WHITE PAPER"

A draft of the "White Paper" was submitted to the Research Directors Advisory Committee and suggestions from these officials are being coordinated into a revised draft for final clearance.

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VII. CALLS ON ADVERTISING AGENCIES

Messrs. Hill, Goss and Littin have called on senior executives of the principal advertising agencies to obtain their suggestions and comments. In addition, a meeting of the Research Directors of advertising agencies was called to discuss the matter of a poll and depth survey.

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