

October 23, 1967

INFORMATIONAL MEMORANDUM

- SUBJECT: 1. Letter to New York Times from Dr. Diehl of American Cancer Society
2. New Smoking and Health Newsletter
3. Ad Age Article on ACS "no advertising" Resolution

1. Attached is a copy of a letter to the editor of the New York Times from Dr. Harold Diehl, Vice President of the American Cancer Society. Dr. Diehl is highly critical of a speech by Paul Smith earlier this month, and the advertisement by The Tobacco Institute, reprinting the Barron's editorial.

2. Also attached is the September-October issue of the "Smoking and Health Newsletter" of the National Interagency Council on Smoking and Health. All items will be of interest, but two stand out: the summary of the World Conference on Smoking and Health (pp. 1-3) and "Airline Policies on Free Cigarettes," (p. 3).

3. Also attached is a copy of an article in Advertising Age on the ACS resolution to end "all cigarette advertising in all media." The last two paragraphs report that the Society is changing the resolution as it is sent out to district offices "to make it clear that only 'some broadcasters' are involved in banning cigaret commercials and that they are not 'influential broadcasters.'"

cc: Senator Clements  
General Counsel  
Ad Hoc Committee  
Company Public Relations Representatives  
Chief Executives

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