

Confidential for Members

PR No. 35-63

INFORMATIONAL MEMORANDUM

December 6, 1963

- Re: 1. <sup>x</sup>Life Magazine Plans Article on Tobacco Industry  
2. AFL-CIO Plans Campaign Against Smoking  
3. Senator Neuberger Attacks A.M.A. Research Project  
4. National Educational Television Program

1. Life magazine is planning a major article on tobacco industry, to be published following the report of the Surgeon General's Advisory Committee. Alix Kerr, assistant editor of Life, is developing material for the article and plans to contact individual cigarette manufacturers. The story is expected to cover the Committee's report, product research activities and the economic importance of the industry.

Life wants to learn what the cigarette companies are doing in the area of product research and hopes to take pictures in company research laboratories. Also, Life wants to shoot pictures of cigarette manufacturing, as well as other aspects of the industry.

2. The AFL-CIO will open a drive among its members next month against "excessive smoking," according to Leo Perlis, national director of the AFL-CIO's Community Service Activities. Mr. Perlis told a staff conference of the American Cancer Society in New York December 5 that the drive will be part of a nation-wide campaign of cancer education and to promote early detection of the disease.

"Mr. Perlis said the drive would be carried out in spite of the fact that union members make the cigarettes, cigars and tobacco and pipes used in smoking," The New York Times reported today.

3. Senator Maurine B. Neuberger (D.-Ore.), in a Senate speech, today attacked the American Medical Association's forthcoming program of research on tobacco and health (see PR No. 33-63, December 3, 1963). She also attacked the A.M.A.'s failure to take a stand on the new Hammond paper. The lack of such a stand, she said, "could not have been better designed to achieve the objectives of the American tobacco industry."

Referring to the research program, Senator Neuberger said, according to United Press International: "Isn't it a little late for the A.M.A. to tell us to start at the beginning?...Of course we need additional research, but what we need more, and now, is unequivocal warning to every American that smoking, by whatever mechanism, is a serious threat to health."

4. National Educational Television and Radio Center (some 76 stations) is gathering material for a half-hour program on the implications of the report by the Surgeon General's Advisory Committee. Madeline Angott, associate producer, and other staff members, are contacting various companies and the Tobacco Institute.

They are seeking information on the industry's attitude toward the forthcoming Committee report and possible restrictions, on product research and advertising objectives.

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