

LOF ELACKMAN

NINTH DRAFT S H BOOKLET

COMMENTS RE 9TH DRAFT

ASSUME MY LETTER FEB 27 REC'D. IF NOT COULD READ OVER PHONE  
TO RECORDING DEVICE? ADDITIONAL COMMENTS FOLLOW RE NINTH DRAFT.

P. 1 PARA 4

WHAT EMINENT SCIENTIST SAID RELATIONSHIP "ENTIRELY" DUE TO  
OTHER FACTORS? IF YOU CAN'T NAME SOME "REALLY EMINENT"  
SCIENTISTS THE ARGUMENT IS WEAK.

P. 1 PARA 5

20 M RESEARCH. HOW MUCH DIRECTLY TO RESOLVE "THE CONTROVERSY,"  
AS DEFINED IN PARA 2? HAVING SPENT ALL THIS MONEY, WHAT INDUSTRY  
SPONSORED RESEARCH FINDINGS NEGATE THE STATISTICAL FINDINGS?

P. 2

DEFENSE STATISTICS ARGUMENTS WEAK AND UNCONVINCING.

P. 2 PARA 4

FIVE SMOKERS DIE OF HEART DISEASE FOR EVERY SMOKER FROM LUNG  
DISEASE.

SO WHAT?

P. 2 PARA 5

"CORONARY HEART DISEASE ALONE" COULD SUSPECT OTHERS NOT MENTIONED?  
WHY "ALLEGEDLY GIVEN UP SMOKING"? DO YOU ENDORSE THIS STUDY OR  
NOT? PICKING OUT TWO STUDIES HARDLY PUTS THE ISSUE INTO CLEARER  
PERSPECTIVE. CERTAINLY DOESN'T SUGGEST NO ATTEMPT TO "JOIN  
THE CONTROVERSY"

P. 5 SUMMING UP

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TO CONSUMER DEMAND." THE CONSUMER DEMAND IS CAUSED BY S H  
CONCERN.

CP. 8

BELIEVE SMOKERS COMPENSATE BY HAVING HIGH HAEMOGLOBIN COUNT,  
SO AVAILABLE OXYGEN CARRYING CAPACITY NOT AS LOW AS INDICATED  
BY PER CENT COHB.  
CHECK FACTS?

P. 9

DISTINCTION BETWEEN DRUGS AND HABITUATION TOO SUBTLE FOR  
COMPREHENSION. COMPARE WITH WHAT WAS SAID PARA 1 P. 14.

P. 10

INSERT CAUSE ANNOYANCE TO "SOME" NON-SMOKERS. HOW CLEARLY  
ESTABLISHED IS IMPAIRED MENTAL ABILITY IN CHILDREN AND DO YOU  
REALLY HAVE TO SAY IT?

P. 11

"PERHAPS WE HAVE NEVER REALLY CONSIDERED THE QUESTION"  
INSULTS THE INTELLIGENCE. WHY WRITE THE BOOKLET IF YOU THINK  
EMPLOYEES HAVEN'T HAD THIS ON THEIR MINDS? THIS SECTION VERY  
WEAK. SUMMARY P. 14 FAR BETTER WORDED.

P. 13

WOULD YOUNG AGREE WITH THE WAY HIS WORDS ARE USED? SURELY  
HE MEANT THAT SMOKING RELATED DISEASES ALSO ASSOCIATED WITH  
OTHER FACTORS AND NO ONE KNOWS THEIR PROPORTIONATE CONTRIBUTIONS.  
STILL THINK THE 5-1/2 MIN. IS NONSENSE. STATISTICALLY  
VALID PERHAPS FOR A POPULATION, BUT NOT APPLICABLE TO AN  
INDIVIDUAL.

P. 14

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YOU HAVEN'T ANSWERED THE QUESTION, BUT EVERYONE KNOWS THE ANSWER: S H.

GENERAL COMMENTS:

CHECK WHOLE DOCUMENT FOR CONSISTENCY WITH SUMMARY P. 14. HOWEVER WOULD PREFER TO SAY THAT "DESPITE SCIENTIFIC AND MEDICAL CONTROVERSY OVER THE MECHANISMS BY WHICH SMOKING MAY AFFECT HEALTH THE INDUSTRY HAS..."

REPETITIVE USE OF THE WORD "STATISTICAL" AS A PERJORATIVE BECOMES TIRESOME AND SUSPECT. DITTO FOR "EMOTIVE" OR "EMOTIONAL." CAUSATION AND PROOF DENIED REPEATEDLY. "METHINKS THOU DOST PROTEST TOO MUCH" BETTER TO PUT THE ISSUE INTO PERSPECTIVE ONCE, AND THEN DEMONSTRATE THE RESPONSIBLE ACTIONS TAKEN AS A CONSEQUENCE.

NINTH DRAFT MORE CANDID BUT OF COURSE WEAKENS THE DENIAL OF CAUSATION.

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