

**(B&W) PROTECTED BY MINNESOTA TOBACCO LITIGATION PROTECTIVE ORDER**

February 17, 1972

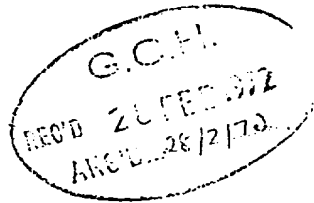
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Dear Gwynn:

The "One Way to Quit" TV show on the Canadian Broadcasting Corporation 10 PM February 15th was a disaster.

A full hour of which there was at least 55 minutes of anti-smoking propaganda. Leo will probably be sending you some of the reviews and press clippings. We were led down the garden path by the assurances of the producer Larry Gosnell. For example it was 50 minutes before anyone appeared on the screen to present an industry position. In the first 50 minutes there were almost a score of MDs and research scientists from the anti-smoking fraternity starting with your Dr Fletcher and including Auerbach and other people from the Roswall Park Institute in Buffalo. There were agonizing scenes of emphysema, lung cancer and laryngectomy cases.

After Paul Paré made his comments they cut quickly to a Dr Rock who gave a sort of rebuttal of Paré's comments. Dr Sheldon Somers then came on and immediately following him they cut in another anti-smoking doctor who contradicted Sheldon. But there were no cut-ins after the many statements made in the earlier part of the program by the 12 or 14 anti-smoking doctors who appeared.

We had a black and white video-tape recording in Montreal on February 16th in the morning and had planned to show it to Peter Macadam before he returned to London. However due to airport strikes etc. he had to leave early and drive to Burlington, Vermont where I believe he flew to New York and then London. There was not enough time for him to see the show. However we have made arrangements for a print to be run off and hopefully it will be shipped to you as soon as available for your viewing and records.

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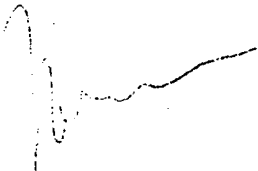
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As I think I mentioned in an earlier note (because Dr Fletcher and entertainer Jack Hawkins of the UK are included in the program as well as some London scenes with brand identification of No. 6 and Cadets) CBC might try to sell the film to BBC and it could appear in UK.

During the past day we learned that CBC is likely to be sued by an asbestos company because the company claims damages were suffered in the presentation of a program "Dirty Air". "Dirty Air" was a Gosnell production also, and part of a pollution series he is doing. So it now appears that we were wrong about Gosnell in the first place.

Best personal wishes,



Norman A. Dann

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