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THE WHITE HOUSE

WASHINGTON

October 18, 1974

MR. PRESIDENT:

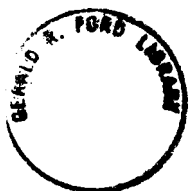
Your letter to Dr. Rhoads, Chairman of the National Cancer Advisory Board, requesting him to provide you a report on the scientific basis for regulating the tar and nicotine content of cigarettes, was released today. Tomorrow you are visiting two tobacco states -- South Carolina and Kentucky. Bill Timmons and Bill Barody feel that it is essential to send the enclosed three letters to Senators Cook and Helms and Congressman Satterfield in order to allay their concerns about proposed Administration action which would negatively effect the tobacco industry.

These letters seem to leave Cap Weinberger out on a limb. However, Cap has made it clear to the concerned Senators and Congressman that the views he expressed were his own personal views and did not represent an Administration position. Further, Barody feels that you should sign these letters tonight and have Timmons notify the Senators and Congressman of your action before your trip tomorrow and before they respond prematurely to the release of your letter to Dr. Rhoads. Barody and Timmons are concerned they will have a negative reaction to the letter unless we take this action.

Ken Cole has no objection to your signing these letters, however, he feels that an option would be to have Roy Ash sign them on your behalf in order to keep the issue one step from you. Barody and Timmons feel this is an acceptable course but would prefer a letter from you.

Your letter to Dr. Rhoads is at Tab A.

Jerry Jones
Don Rumsfeld asked
me to send this over.



THE WHITE HOUSE

WASHINGTON

October 4, 1974

MEMORANDUM FOR THE PRESIDENT

FROM: William E. Timmons *BT*

SUBJECT: Administration Position on
Tobacco Industry Legislation

BACKGROUND

As you know, there has been and is continuing controversy about legislation regulating tar and nicotine levels in cigarettes. Despite charges leveled at the tobacco industry by various activists, scientific proof concerning the effectiveness of tar and nicotine level reductions has been conspicuously lacking.

Reflecting in part this dispute over hard evidence, this type of legislation has previously been considered and rejected by the Congress, as recently as 1971.

During this summer there were discussions within the Administration concerning possible Administration advocacy of such legislation. After considerable internal debate and consultation, a decision was reached not to recommend any legislation concerning the Surgeon General's report on smoking and health. This policy of not recommending such legislation has been followed over the past few years.

Responding to inquiries, we informed both the tobacco industry and numerous Members of Congress that the Administration would have no legislative recommendations.

Unfortunately, Secretary Weinberger, in transmitting the Surgeon General's report to the Congress, stated that "this Department... recommends to the Congress that it consider legislation... set(ing) maximum permissible levels of hazardous ingredients in cigarettes."



The Secretary's letter was widely publicized and provoked a strong reaction from Members of Congress, especially those from tobacco producing areas. In response to inquiries from several Members, the Secretary stated that the position taken in his letter represented his own personal view.

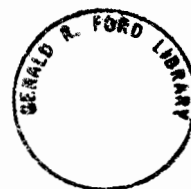
ACTION

We received letters from Members criticizing the Secretary's position and requesting clarification of our stand. Although Tom Korologos sent letters acknowledging the inquiries, no substantive response was ever made to them. I have recently received a number of calls following up these concerns. Thus, this question requires resolution from you.

I recommend that the attached letters be sent to Senator Helms, Senator Cook and to Representative Satterfield over your signature, or as an alternative (though less desirable from the Members' point of view), over Roy Ash's signature.

I have had discussions with Bill Baroody concerning this and, after his conversations with representatives of the industry, he approves my memorandum and concurs with my recommendations.

- WR 7. Approve letters over President's signature.
- _____ Approve letters over Roy Ash's signature.
- _____ Disapprove.
- _____ Other.





OCTOBER 18, 1974

Office of the White House Press Secretary

THE WHITE HOUSE

TEXT OF A LETTER FROM THE PRESIDENT
TO DR. JONATHAN E. RHOADS, CHAIRMAN,
NATIONAL CANCER ADVISORY BOARD

October 18, 1974

Dear Dr. Rhoads:

I have received and reviewed a preliminary copy of the 1974 annual report of the National Cancer Advisory Board.

In several places, the Board's report recommends Federal regulation of the tar and nicotine content of cigarettes. The report does not, however, provide an assessment of the scientific evidence at hand which should provide the basis for such regulation.

In order that all concerned may be fully informed, I would like to request that the National Cancer Advisory Board review the existing scientific evidence on an urgent basis and provide me with an assessment of the extent to which there exists a scientific basis for responsible regulation of cigarettes.

I recognize that all questions of regulation necessarily involve a certain amount of reasonable disagreement as well as the exercise of sound judgment. Nevertheless, it is critically important that our judgments be soundly based so that we may proceed with the greatest amount of wisdom.

I know I can count on the National Cancer Advisory Board to provide me with scientific advice on this important matter of public concern. I would greatly appreciate the Board's assessment by December 1, 1974.

Sincerely,

GERALD R. FORD

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