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relations consultants. Indeed, the lawyers stopped central nervous system research proposals, screened out "dangerous project" proposals, and funded "special projects" designed for litigation purposes.

3. AMA/ERF Studies

In late 1963, shortly before the first Surgeon General's Report was issued, the industry and AMA agreed to fund research concerning smoking and health. Plaintiffs will argue that this was intended to silence the AMA's voice in the smoking and health area, to obtain the AMA's support in opposing the Federal Cigarette Labeling and Advertising Act, and to reassure the smoking public and mollify Congress that the AMA was studying the problem of smoking and health.

In fact, the AMA frittered away the money. The industry's scientific directors and others at the individual tobacco companies criticized the AMA research on the basis that "not more than 50 percent of the program was relevant to smoking," with "only 2 percent . . . allotted to carcinogenesis." Moreover, approximately "one-half of the grant money has been allotted to the five universities with which the committee members are directly associated."

After a decade, the AMA terminated the AMA/ERF project, and stated that the relationship had "blackened" the AMA's image. The industry struck back, stridently criticizing the final report of the AMA/ERF.