

MAN/HILL/TIRC 1954
"WHITE PAPER"

Exhibit 6

May 3, 1954

Mr. Hill
JWH file
HK47

TO: TOBACCO INDUSTRY RESEARCH COMMITTEE

RE: Report on TIRC booklet, "A Scientific Perspective on the Cigarette Controversy"

The booklet, "A Scientific Perspective on the Cigarette Controversy," was released April 14, 205,000 copies being printed. It was sent to 176,800 doctors, general practitioners and specialists. It also was sent to the deans of medical and dental colleges. The booklet and the covering press release went to a press distribution of 15,000. Included were editors of daily and weekly newspapers, consumer magazines, veterans magazines and medical and dental journals, news syndicate managers, business editors, editorial writers, science writers, radio and TV commentators, news columnists and members of Congress.

Several days in advance of the release date every doctor and publisher who had given permission for quotes in the booklet received copies with a letter thanking them for their courtesy. One of these doctors, Edouard D. Gagnon, M.D., M.S., F.R.C.S., replied as follows: "... A perusal of this report and especially of the paragraph that concerns me has impressed me as being a non-biased statement of facts. ..."

✓ One week after the press mailing a letter, over the signature of the Chairman, O. Parker McComas, went to 114 key publishers and media heads calling their attention to the booklet. Following are several typical replies to the Chairman's letter:

"... I have read it with interest and have had it read by the heads of our Radio and Television News Departments as well as the head of the ABC Continuity Acceptance Department." - Robert E. Kintner, President, American Broadcasting Company

✓ "... I have been a cigarette smoker for some forty-five years and I am still a pretty healthy specimen - despite the fact that I have had to listen to a lot of scare talk about cigarette smoking. What I believe the general public needs and wants is more light and not so much heat." - Roger E. Ferger, President & Publisher, The Cincinnati Enquirer

"Many thanks for sending me a copy of 'A Scientific Perspective on the Cigarette Controversy.' I shall look forward to future material as it is issued." - Roger Dakin, Editor, Collier's

"Thank you on behalf of Mr. Robert H. Reed, our editor, for your letter of April 14 and for the brochure titled 'A Scientific Perspective on the Cigarette Controversy' which accompanied it. We know only too well of the many unproven charges that have been made against the use of cigarettes. We shall, therefore, read this brochure with a great deal of interest." - J. T. Bingham, Associate Editor, Country Gentleman

TINY 0001792

"This will acknowledge your letter of April 14 with its enclosures, which I am sharing with my associates." - Arthur Hays Sulzberger, Publisher, The New York Times

PUBLICITY PLACEMENT

The Publicity Department of Hill & Knowlton, Inc. sent the booklet and release a week in advance of release to the news magazines. Several days in advance, key press, network, wire services and columnist contacts were alerted by phone and in person. The booklet was hand delivered to newspaper desks and tobacco trade publications in the New York area. Hill & Knowlton, Inc. field offices in Los Angeles, Chicago, Cleveland, Pittsburgh and Washington, D.C. alerted local press, radio and TV to the story. Our Los Angeles field office made special placement to dailies, radio and TV stations in West Coast states.

PUBLICITY RESULTS

Substantial stories of several hundred words each were used by Associated Press, United Press, International News Service and Dow-Jones wires.

All New York dailies, Business Week, Newsweek, Printer's Ink, Advertising Age, and Editor & Publisher carried stories. At this writing, Time is planning a story in its next issue. The Sunday N.Y. Daily News (circulation 3,800,000) gave feature treatment to the booklet on their editorial page, devoting the major part of the page to comment and a cartoon.

AP radio news teletype sent the story to approximately 1,400 radio stations. Henry Gladstone did a piece on it for his Mutual syndicated business news program. Max Roby also used it on his KNX (Los Angeles) CBS Pacific Coast news program.

The story was carried by hundreds of papers and radio stations throughout the country. The Washington, D.C. Evening Star, the Cleveland News and the Chicago American carried special staff-written stories developed with the help of Hill & Knowlton, Inc. field offices.

Because clipping services are always several weeks behind, only a representative sampling can be shown with this report. Photostats of some of the news stories and editorials are attached.

Hill & Knowlton, Inc.

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Coverage of Medical Meetings - With the cooperation of the AMA, the American Cancer Society, the New York Medical Society and industry people, close check is kept on medical meetings. A calendar of coming events having to do with tobacco and health is being maintained. The important ones are personally covered through New York staff or field offices and reports are being sent to the TIRC, its Scientific Advisory Board and Industry Technical Committee. Where possible, abstracts or texts of important papers are obtained for TIRC distribution.

Foreign Surveys - As proposed in the January 15 program, and approved by the Main Committee, surveys on the cigarette controversy have been conducted in European countries. Reports have been made on Switzerland, Belgium and the Netherlands, and detailed reports are in preparation on France and England.

Hill and Knowlton, Inc. overseas associates will continue to watch developments in these countries, particularly in Great Britain, where the government has taken an official position.

Correspondence and Callers - A large volume of public relations correspondence, which at times has topped over 100 letters a week, continues from lay press, trade press and the industry. Individual letters have been sent to a large number of doctors who wrote detailed comments on the "Scientific Perspective" booklet. Personal and phone calls of the same type are increasing.

In keeping with the objectives outlined on page one of this memorandum, the following recommendations are presented:

Reserve Fund - It is suggested that when the present fund of \$500,000 for research is exhausted, or before, the Committee give consideration to setting up a substantially larger reserve fund for research over a period of two or three years. This will keep before the public a more accurate view of the magnitude of the job the industry has undertaken, and the sincerity of its purpose.

Releases - As developments warrant, and subject to approval of the Scientific Advisory Board, information on the work of the Board should be released to the public. Three such announcements have been made. As grants are made the essential facts of each should be released to the press. It seems probable that the Advisory Board will come forth with some new and intriguing ideas for fields of research. Dr. Little would be the logical spokesman for the Board in connection with such reports or any other statements to be made to the press, on the air, or before groups. Various opportunities for television appearances for Dr. Little will be explored.

Results of medical statistical research to be authorized by the TIRC should provide valuable information bearing upon tobacco use and health. It should be in order, subject to clearance in each case with the TIRC, to release some of this information to the press.

Science Writers Tour - As soon as enough grants are operating, a tour of some of the most significant research projects should be arranged for science writers. This would be similar to the project conducted by the American Cancer Society in April, when 30 some top science writers were taken on a tour of the principal laboratories engaged in cancer research. Much good publicity resulted for the Cancer Society and its funds drive.

Background Memo and Booklet on TIRC and its Advisory Board - A brief editorial memo giving the facts about TIRC and its medical board is proposed as a follow-up to the press conference. This would be distributed to special press such as science writers, medical press and organizations; also to columnists, editorial writers and Sunday editors.

The material in this editorial memo could be developed into a dignified and effective booklet for wider public distribution to doctors, etc., as a follow-up to the "Scientific Perspective" booklet which was issued in April.

Editorial Contact Project - A program of informal contacts is being developed to enable Dr. Little to better inform important elements of the publishing field, and scientific and editorial writers, regarding the constructive aims and policies of the Tobacco Industry Research Committee and its Scientific Advisory Board. This activity will be centered in the important publishing center of New York.

In addition, public relations staff members should visit publishers, editorial writers and commentators in other principal cities.

Editorial Research - Continued emphasis should be given to editorial research. In the January 15 program, two lines of inquiry were suggested: (a) smoking habits of long-lived distinguished public leaders; and (b) human ills erroneously attributed to tobacco over the centuries. The second subject has been found more marketable and has received the placement emphasis thus far.

In addition, research should be carried forth on (c) current scientific opinion holding that no case has been proved against tobacco; (d) the many theories about cancer causes; and (e) the psychology of how the public is carried away by over-simplified reading of scientific experiments.

All the material resulting from this research would be made available to interested writers for magazines, newspapers, columns, radio and television. None of this would be for sponsorship or release by TIRC.

TINY 0001798

May 3, 1954

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SAMPLE NEWS COVERAGE

01138749

Cigaret Controversy

Tobacco Industry's "White Paper" Counters Smoking-Cancer Tie-in

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—The beleaguered tobacco industry today delivers its first official counter-blow against charges that its products may contribute to the incidence of cancer.

The ammunition is contained in a "white paper" prepared by the Tobacco Industry Research Committee. This document contends that accusations of a direct relationship between the increase in lung cancer cases and the rise in cigaret smoking have not been proved.

The committee represents all major cigaret makers in the U. S. except Liggett & Myers. It was organized last January to investigate charges by some medical authorities that tars from cigaret tobacco may be responsible for the growing prevalence of cancer, particularly lung cancer.

The 18-page "white paper" bristles with statements from medical men that there is "no proof establishing that cigaret smoking is a cause of lung cancer." All told, it contains 27 separate quotations from speeches, reports or studies by cancer authorities. They range over three decades, from a 1923 article in the British Medical Journal to a March, 1954, statement from Dr. William F. Riehoff, Jr., pioneer lung surgeon of Johns Hopkins University, Baltimore.

A Partial View

The committee acknowledges that its listing of views on the controversial subject doesn't cover the entire body of scientific opinion, although the booklet's title is "A Scientific Perspective on the Cigaret Controversy."

The industry's counter-attack centers on a few key points. Briefly, the arguments fall into four main categories: That the evidence available to date is inconclusive; that the apparent increase in lung cancer reflects improved diagnosis of the condition in the past 20 years; that experiments on inducing cancer in mice cannot be correlated with lung cancer in humans, and that an important consideration in the increase in lung

cancer is that it's disease of older age groups and the U. S. life span is steadily lengthening.

Dr. W. C. Hueper of the National Cancer Institute, Dr. Walter B. Martin, president of the American Medical Association, and authorities from the Damon Runyon Fund are among those cited as refusing to accept as a fact any relationship between smoking and lung cancer.

One authority, Dr. John R. Heller, director of the National Cancer Institute, is quoted as stating that lung cancer has increased "severalfold" among men in the past, but there has been no corresponding increase among women, even among heavy women smokers. A British report is cited, showing that out of 108 women suffering from lung cancer, 40 were non-smokers.

Charges Repeated

The industry committee was established following widespread publicity about the findings of Dr. Evarts T. Graham, Dr. Ernest L. Wynder and Dr. Alton Ochsner. These physicians conducted experiments and studies which indicated a relationship between lung cancer and smoking. Dr. Graham, now with the Washington University School of Medicine, repeated his charges linking smoking and cancer last Sunday in Chicago, when he stated that a study of 684 proven cases of lung cancer showed all but 1.3% of the total were smokers. Dr. Graham added that it takes over half the lifetime of a mouse for a cancer to be produced by painting cigaret smoke tar on its back. He claimed this roughly coincides with findings that contend it takes 30 to 35 years of smoking to produce cancer in humans.

Dr. Graham charges that lung cancer has increased 800% in the U. S. in the past 25 years while in England it has risen 1,500%. Dr. E. Cuyler Hammond, head of statistical research for the American Cancer Society, takes a slightly more conservative view, claiming that since 1930 lung cancer has risen by 411%.

Since 1930, the per capita consumption of cigarets in this country has jumped from 1,365 to 3,561.

In 1953, it's estimated, 22,000 Americans—18,400 men and 3,600 women—died of lung cancer.

The American Cancer Society's Dr. Hammond notes there has been a steady increase in pollution of the air in the U. S. in the past 25 years, because of increased consumption of motor fuel, the use of oil burners and soot and fumes from coal furnaces. Any one of these factors must be considered in analyzing inhalants that might be involved in an increase in lung cancer, he explains.

TOBACCO INDUSTRY DENIES CANCER TIE

Statement Quotes Experts as
Holding No Proof Exists as
to Causative Factor

The Tobacco Industry Research Committee made public here yesterday a list of "quotations and statements authorized by thirty-six distinguished cancer authorities" denying that there was any proof establishing a link between smoking and lung cancer. The committee is the spokesman for leading tobacco manufacturers and associations of tobacco growers.

The list, entitled "A Scientific Perspective on the Cigarette Controversy," was published because, as a result of the "sensational nature of statements about tobacco, many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities," the committee said.

The booklet begins with an introduction signed by the Tobacco Industry Research Committee, 350 Fifth Avenue. The committee is represented by Hill & Knowlton, Inc., public relations counselors, at the Empire State Building address.

Cancer Institute Quoted

"These other authorities find no proof establishing that cigarette smoking is a cause of lung cancer," the introduction says. "Especially significant is the stand taken by the National Cancer Institute of the United States Government. In a report published in April, 1953, the N. C. I. says:

"Aside from the statistical significance and apparent realness of these associations there remains the question of whether smoking is etiologically [etiology is the science of causes of diseases] related to lung cancer. Considerations are presented which lead to the conclusion that the etiologic significance of these associations remains unestablished."

Then follow quotations from scientific reports and also from newspaper articles, including one from The New York Times, questioning the published reports that cancer and smoking may be linked. Authorities cited include British and Canadian research experts as well as researchers from leading American universities, the president-elect of the American Medical Association and officials of cancer organizations.

According to the committee, the following were selected as typical of opinions expressed in the listing:

Dr. W. C. Heuper, National Cancer Institute:

"It may be concluded that the existing evidence neither proves nor strongly indicates that tobacco smoking and especially cigarette smoking represent a major or even predominating causal factor in the production of cancers of the respiratory tract and are the main reason for the phenomenal increase of pulmonary tumors during recent decades. If excessive smoking actually plays a role in the production of lung cancer, it seems to be a minor one, if judged from the evidence on hand."

Dr. Max Cutler, cancer surgeon, Chicago:

"I feel strongly that the blanket statements which appeared in the press that there is a direct and causative relation between smoking of cigarettes, and the number of cigarettes smoked, to cancer of the lung is an absolutely unwarranted conclusion."

Dr. R. H. Rigdon, director of the Laboratory of Experimental Pathology, University of Texas:

"In summary it may be said that in our opinion the data available today do not justify the conclusions that the increase in the frequency of cancer of the lung is the result of cigarette smoking."

Dr. E. D. Gagnon, Notre Dame Hospital, Montreal:

"Etiological factors discussed in [medical] literature are so numerous and so contradictory that it is impossible for us to be sure of one etiologic factor. Many statistical analyses have tended to incriminate tobacco (especially as cigarettes) but there are just as many analyses that negate such an etiology."

Dr. William F. Reinhoff Jr., Johns Hopkins University:

"Excesses in eating, drinking or smoking may have a harmful effect on the general body metabolism, but to say that cigarette smoking causes cancer would indeed be premature. There has to my knowledge, up to this time, (March, 1954) been no factual proof whatever produced to support the loose, unscientific and irresponsible statements that are continuously appearing in newspapers and magazines."

Dr. Walter B. Martin, president-elect of the American Medical Association, in a television interview:

"I do not think the evidence is convincing enough to establish as a positive fact that cigarette smoking is necessarily the cause of cancer of the lung."

Cancer Society Statement

Meanwhile, the American Cancer Society declared that "our position" on the matter was expressed on March 17 in San Francisco after a meeting of the board of directors of the society. The conclusions of this statement are:

"The American Cancer Society's position on the question of a possible cause-effect relationship between cigarette smoking and lung cancer is:

"1. The evidence to date justifies suspicion that cigarette smoking does, to a degree as yet undetermined, increase the likelihood of developing cancer of the lung.

"2. That available evidence does not constitute irrefutable proof that cigarette smoking is wholly or chiefly or partly responsible for lung cancer.

"3. That the evidence at hand calls for extension of statistical and laboratory studies designed to confirm or deny a causal relationship between cigarette smoking and lung cancer.

"4. That the society is committed to furthering such intensified investigation as its resources will permit."

Tobacco Probers Doubt Cancer Link

Report Says Many Scientists Deny That Cigaretts Are Factor in Disease

By SHELDON BINN,
Staff Writer.

The tobacco industry today sought to dispel the smoke surrounding the question of lung cancer and cigarettes by issuing a report showing there is a large body of reputable scientific opinion which denies any link exists between the two.

The report was published by the Tobacco Industry Research Committee which represents the major tobacco growers and manufacturers.

Citing the wide publicity given to recent statements linking tobacco and cancer, the committee declared that "many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities."

Many Theories Studied.

The pamphlet stated that "it is in the interest of science and the public that these other views be brought to public attention" and that for that purpose the industry chose to publish the report.

The committee hastened to add that the views presented do not represent the entire body of scientific opinion, pointing out that dozens of theories are being studied all over the world in attempts to solve the mystery of lung cancer.

The tobacco men reaffirmed that they "accept an interest in people's health as basic responsibility and paramount to every other consideration in their business."

The committee said it is studying a program of research grants to study the whole question of smoking and health.

Can't Be Used For Ads.

The 18-page booklet contains quotations and statements authorized by 36 cancer authorities. The booklet warns that no part of it may be "reproduced for any advertising or trade purpose."

A number of the statements appearing in the report have been publicized previously in newspaper and magazine articles.

Typical is the declaration of Dr. W. C. Hueper, chief of the cancerigenic studies section of the National Cancer Institute at Bethesda, Md.

"It may be concluded," he said, "that the existing evidence neither proves nor strongly indicates that tobacco smoking and especially cigaret smoking represent a major or even predominating casual factor in the production of cancers of the respiratory tract and are the main reasons for the phenomenal increase of pulmonary tumors during recent decades. If excessive smoking actually plays a role in the production of lung cancer, it seems to be a minor one, if judged from the evidence on hand."

'Don't Scare the Public.'

Prof. R. D. Passey, director of cancer research at England's University of Leeds said: "It may be that a proportion of lung cancers in man are induced by tobacco smoke; at the moment we do not know, but let us be sure of our evidence before we scare the public."

Other authorities quoted similarly in the report include physicians and researchers at American and Canadian universities, a leading life insurance company and the president-elect of the American Medical Assn.

01138752

THE NEW YORK TIMES
New York, New York
April 15, 1954

Advertising and Marketing News

01138753

Publication yesterday of the Tobacco Industry Research Committee's "white paper" quoting cancer authorities as denying any link between smoking and lung cancer apparently failed to convince the industry itself that any theme other than health was the best in advertising. The apparent reason is that the public responds to this theme.

Cigarette advertising still holds to the thesis that the product is best sold from a health standpoint, and no word of any reversal is forthcoming from the directorial chambers. At yesterday's annual meeting of stockholders of Benson & Hedges, a subsidiary of Philip Morris & Co., Ltd., Inc., Joseph F. Cullman Jr., president and chairman, said that sales of Parliament, a filter-tip, were substantially better than in the first quarter of 1953 in units and dollars. The king-size Parliament has achieved national distribution, and large-space newspaper and magazine advertising is about to start. The L. & M. and Kent filter-tip cigarettes also are said to be doing well. Both use health themes in their advertising.

CINCINNATI POST
Cincinnati, Ohio
April 14, 1954



*The World
and You*

—BY JOE ASTON—

The Tobacco Side

TOBACCO PEOPLE officially entered the cancer debate with a research committee "interim" report quoting "36 distinguished authorities" . . . All 36 said there is no concrete evidence of a link between smoking and lung cancer . . . "RECENT SENSATIONAL statements have been made about tobacco," the report said. "The extent to which these statements have been questioned by other authorities is not known to many laymen and even physicians" . . . ANOTHER REPORT will be issued after conclusion of a basic cancer research to be undertaken by the industry under direction of a "prominent scientist," it was stated . . . MUCH MORE RESEARCH is needed to establish the causes of lung cancer, or any other kind of cancer, the report contended . . . TYPICAL COMMENT by one of the "36 distinguished authorities" was that of Dr. Clarence Cook Little, director of the Roscoe B. Jackson Memorial Laboratory, Bar Harbor, Me.: "If smoke in the lungs were a sure-fire cause of cancer, we'd all have had it long ago."

01138753A

Tobacco Research Group Denies Proof of Cancer

The Tobacco Industry Research Committee formed by most cigarette makers and associations of tobacco growers published a pamphlet yesterday which combines for the first time many statements made recently by noted doctors and cancer research authorities denying that there is any proof establishing a link between smoking and lung cancer.

It contains quotations and statement authorized by 36 cancer specialists.

"Some doctors have gone on record as accepting the views that cigarette smoking is in some way linked with lung cancer, but other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice."

Because of the sensational nature of statements about tobacco many laymen and even physicians, are unaware of the extent to which these statements have been questioned by other authorities, it stated.

"The Tobacco Industry Research Committee does not suggest that these views represent the entire body of scientific opinion on the subject. Researchers the world over are studying dozens of theories in attempts to solve the mystery of lung cancer."

"No serious medical research, even though its results are inconclusive, should be disregarded or lightly dismissed. The important thing is to recognize the urgent need to explore every scientific avenue which could lead to discovery of the cause of lung cancer."

NEW YORK DAILY MIRROR
April 14, 1954

JOURNAL OF COMMERCE
April 14, 1954

Rebut Cancer, Tobacco Link

The Tobacco Industry Research Committee quoted 36 cancer authorities Tuesday as denying there is any proof of a link between smoking and lung cancer.

The committee, representing tobacco manufacturers and trade associations, released a 24-page booklet titled: "A Scientific Perspective on the Cigarette Controversy," covering the statements of the cancer experts.

SAYING THAT SOME doctors have gone on record as accepting the view that cigarette smoking "is in some way linked with lung cancer," the committee added:

"But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice."

The committee said the "important thing" is to recognize the urgent need to explore every scientific avenue which could lead to the discovery of the cause of lung cancer.

THE BOOKLET CITED the April, 1953, statement of the National Cancer Institute of the Federal Government, contending the institute challenged the significance of "reported association between the rise in lung cancer and the increase in cigarette smoking."

01138754 A

Experts Deny Cigaret Link To Cancer

NEW YORK POST
April 14, 1954

Contending that no proof had been established of a link between cigaret smoking and lung cancer, the Tobacco Industry Research Committee today cited statements of 36 "distinguished cancer authorities" in support of its argument.

The statements are quoted in a booklet entitled "A Scientific Perspective on the Cigaret Controversy" published by the committee, 350 Fifth Av., spokesman for leading tobacco manufacturers and growers associations.

The committee said the booklet was published to counteract the "sensational nature" of statements about tobacco and lung cancer among many laymen and some physicians, who, the organization asserted, were unaware of the extent to which these allegations "had been questioned by other authorities."

01138755

Cigarette-Cancer Tie Questioned

Statements by thirty-six cancer authorities who have found no proof establishing cigarette smoking as a cause of lung cancer were published yesterday in a booklet entitled "A Scientific Perspective on the Cigarette Controversy," issued by the Tobacco Industry Research Committee.

The committee, representing tobacco manufacturers and growers, with headquarters in the Empire State Building, was organized in January to support research into tobacco use and health.

In publishing the twenty-four-page booklet, it said, it "does not suggest that these views represent the entire body of scientific opinion on the subject," but has found that because of statements authorities linking smoking and cancer "many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities."

Declaring that "at least count there were more than 850 cancer research grants active in the United States alone, any one of which might produce evidence to unlock the secrets of lung cancer," the committee said, "The important thing is to recognize the urgent need to explore every scientific avenue which could lead to discovery of the cause of lung cancer."

THE NEW YORK HERALD TRIBUNE
April 14, 1954

01138755 A

Tobacco Group Issues Abstract On Smoking

WITH American cigaret manufacturers spending millions of dollars annually in newspaper space, publishers these days have more than a casual interest in the outcome of the current controversy of whether smoking is related to lung cancer.

If medical research now being conducted should prove a relationship, you can expect cigaret sales to plummet followed by cigaret lineage.

Even now, with no positive proof of any relationship established between smoking and lung cancer, there has already been a national decline in cigaret use. The U. S. Department of Agriculture reported several weeks ago that cigaret consumption in the U. S. dropped two per cent in 1953—the year when the cancer talk started.

In New York City this week, the Tobacco Industry Research Committee, representing most leading tobacco manufacturers and associations of tobacco growers, issued a new compendium, "A Scientific Perspective on the Cigaret Controversy." Its over-all finding: Many noted doctors and cancer research authorities deny that there is any proof establishing a link between smoking and lung cancer.

The compendium contains quotations and statements authorized by 36 distinguished cancer authorities. The Committee has pledged financial aid and assistance to a research effort into all phases of tobacco use and health and is now engaged in careful development of a program of research grants to be made to recognized medical and scientific institutions (E&P, Jan. 9, page 26).

Intensive Research

"No activity in all the vast field of medical research is being carried on more intensively, in so many areas and at such cost as the efforts to track down the causes and cure of cancer," says the introduction to the compendium.

"With the whole world anxiously waiting for some word of success, any reported identification of a cause of cancer arouses immediate and wide public interest.

"This has happened in the past year with the advancement of a theory by a number of research doctors that cigaret smoking is in some way linked with lung cancer.

"Some doctors have gone on record as accepting these views. But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the

laboratory experiments with mice.

"Among basic questions raised is how much of the apparent rise in lung cancer is real and how much is due to better diagnosis or other reasons.

"These other authorities find no proof establishing that cigaret smoking is a cause of lung cancer."

The compendium declares that because of the sensational nature of statements about tobacco "many laymen and even physicians, are unaware of the extent to which these statements have been questioned by other authorities." It adds:

"The Tobacco Industry Research Committee does not suggest that these views represent the entire body of scientific opinion on the subject. Researchers the world over are studying dozens of theories in attempts to solve the mystery of lung cancer.

"No serious medical research, even though its results are inconclusive, should be disregarded or lightly dismissed. The important thing is to recognize the urgent need to explore every scientific avenue which could lead to discovery of the cause of lung cancer."

Cites Statement

The 24-page booklet cites the April 1953 statement of the National Cancer Institute of the Federal Government, which challenged the significance of reported association between rise in lung cancer and the increase in cigaret smoking. The statement of the Government authority was as follows:

"Aside from the statistical sig-

nificance and apparent realness of these associations there remains the question of whether smoking is etiologically related to lung cancer. Considerations are presented which lead to the conclusion that the etiological (Etiology: the science of causes of diseases) significance of these associations remains unestablished."

British, Canadian Experts

The other authorities quoted in the study included British and Canadian research experts as well as the professors and doctors from leading Eastern, Southwestern, Far Western universities, the president-elect of the American Medical Association, and officials of leading cancer organizations.

The booklet contains numerous research findings, most of them of recent date but some of them dating back as far as 1923. With regard to the earlier quotations, in each case the author in 1954 has given his approval to the restatement of his position.

BUSINESS WEEK • Apr. 17, 1954

Cigarette "White Paper": The tobacco industry has blasted back at claims that there is a connection between lung cancer and cigarettes (BW—Dec. 5 '53, p58). Its 18-page document presents an assortment of medical statements that there is no proof of such a connection.

01138756

01138756 A

Tobacco Industry Research Group Denies Cancer Link

Denials that there is a link between cigarette smoking and lung cancer are contained in a compendium just issued by the Tobacco Industry Research Committee which represents most leading tobacco manufacturers and associations of tobacco growers. The bulletin, published for the committee by Hill and Knowlton, Empire State Bldg., New York, contains quotations and statements authorized by 36 cancer authorities.

In the introduction to the compendium, the committee calls attention to recent theories advanced that cigarette smoking is in some way linked with lung cancer. Although some doctors have accepted these views, the introduction says, other medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice which led to the suggestion that smoking is a factor in lung cancer.

The booklet cites a statement of the National Cancer Institute which challenges the significance of the association between rise in lung cancer and the increase in cigarette smoking. Other authorities quoted in the study include British and Canadian research experts as well as scientists and doctors from universities, the president-elect of the American Medical Association, and officials of leading cancer organizations.

The theory that the sharp rise in lung cancer in this country was compatible with the greatly increased use of tobacco has been suggested by many medical men in recent years, including Evarts A. Graham, Washington University, St. Louis, and Alton Ochsner, Ochsner Clinic, New Orleans. Two weeks ago, Graham said in a University of Chicago Round Table radio broadcast that cigarette smoking is the most important cause of cancer of the lung at the present time. He cited a study of 684 cases of lung cancer which showed that 1.3% of the patients were nonsmokers, while 68% smoked more than one pack of cigarettes per day. Over 80% had smoked for more than 30 years, he said.

TIRC sets cancer report

The tobacco industry last week promised more advertising and promotion while seeking means to up sales and to stop the lung-cancer scare.

Parker McComas, president, Philip Morris & Co., said the Tobacco Industry Research Committee, which he heads, will present a report about the middle of this month showing that there are two sides to the cancer controversy. He predicts that cigarettes will not be affected sales-wise by the scare this year. Several industry sources noted a halt in slipping sales during March.

Joseph Kolodny, managing director, National Assn. of Tobacco Distributors, urged the 16,000,000 Americans directly or indirectly associated with the industry to combat the "unfounded hysteria." He cited statistics at NATD's annual conclave in Chicago to show more facts are needed before the damaging "loose talk" could be taken seriously by smokers.

"Recent months have seen a definite improvement in cigarette advertising and we welcome the stress on quality of product, rather than health," said Eric Calamia, managing director, Retail Tobacco Dealers of America. Introduction of new brands and filter tips in 1953 created a merchandising problem at the retail level that's just beginning to be licked, he believes. The related problems of new king-sizes and filter tips, the cancer scare and retail marketing can be met by: (1) Better advertising, (2) Mass displays and new display racks, (3) Unfair practices acts, (4) Better salesmanship.

01138758

Five Doctors Question Cigaret-Cancer Theory

BY SEVERINO P. SEVERINO

Several noted doctors today denied that a scientific link between cigaret smoking and lung cancer has been established.

Their statements were in contradiction to medical experts who have emphasized that smoking is a factor in the increased incidence of lung cancer throughout the United States.

The statements of doctors denying the cigaret factor were made for a new compendium issued by the Tobacco Industry Research Committee representing leading tobacco manufacturers and associations of tobacco growers.

The doctors wrote:

DR. W. C. HUEPER, National Cancer Institute—"It may be concluded that the existing evidence neither proves nor strongly indicates that tobacco smoking and especially cigaret smoking represent a major or even predominating casual factor in the production of cancers of the respiratory tract and are the main

reason for the phenomenal increase of pulmonary tumors . . ."

DR. MAX CUTLER, Chicago Cancer Surgeon—"I feel strongly that the blanket statements which appeared in the press that there is a direct and causative relation between smoking of cigarets, and the number of cigarets smoked, to cancer of the lung is an absolutely unwarranted conclusion."

DR. R. H. RIGDON, University of Texas Pathologist—"The data available today do not justify the conclusions that the increase in the frequency of cancer of the lung is the result of cigaret smoking. The statement that cancer of the lung has actually increased in frequency is in our opinion open to question."

DR. E. D. GAGNON, Notre Dame Hospital, Montreal—"Many statistical analyses have tended to incriminate tobacco, but there are just as many analyses that negate such a cause."

DR. WILLIAM F. REINHOF, Johns Hopkins Surgeon—"Excesses in eating, drinking or smok-

ing may have a harmful effect on the general body metabolism, but to say that cigaret smoking causes lung cancer would indeed be premature. There has to my knowledge, up to this time, been no factual proof whatever produced to support the loose unscientific and irresponsible statements that are continuously being made."

CINCINNATI INQUIRER
Cincinnati, Ohio
April 14, 1954

CLEVELAND PLAIN DEALER
Cleveland, Ohio
April 14, 1954

TOBACCO MEN HIT AT CANCER LINK

Industry Issues Denials by
Eminent Medics

NEW YORK, April 13—AP—
The tobacco industry today hit
back again at recently expressed
medical views linking lung cancer
with cigarette smoking.

The industry published a pamphlet in which a number of doctors and cancer researchers were quoted as denying that there is any proof of such a link.

Title of the pamphlet was "A Scientific Perspective on the Cigarette Controversy." It contained statements from 36 medical men and scientists.

Issued by Tobacco Growers

The publication was issued by the tobacco industry research committee, recently set up by leading tobacco growers' associations and manufacturers. It has projected a sweeping program of financial aid and assistance to medical and scientific institutions studying the effects of tobacco on health.

In an introduction to the various statements of doctors and researchers quoted, the pamphlet said in part:

"Any reported identification of a cause of cancer arouses immediate and wide public interest.

"This has happened in the past year with the advancement of a theory by a number of research doctors that cigarette smoking

is in some way linked with lung cancer.

"Some doctors have gone on record as accepting these views. But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice.

"These other authorities find no proof establishing that cigarette smoking is a cause of lung cancer."

CANCER CAUSE

Is Put In Dispute

By Tobacco Men. Holding
Lung Type Not Traced
To Use Of Cigarettes

NEW YORK, April 13 (UP)—
The tobacco industry charged today "sensational" statements linking smoking and lung cancer had given a one-sided picture of the relationship of cigarettes and health and called for exhaustive research to establish the basic cause of the disease.

The industry's research committee issued a booklet containing previously published statements by 36 cancer authorities doubting or denying contentions by other cancer experts that tobacco causes lung cancer.

The earliest, written in 1923, said there were irritants in tobacco but none that would produce tumors. The most recent, dated last March 16, said much more research must be done before causes of lung cancer or any other kind of cancer can be established.

The tobacco committee, formed in January to combat mounting charges about cigarettes, is made up of nearly every major cigarette manufacturer and organizations representing growers and tobacco auctioneers.

Among those quoted by the committee was the National Cancer Institute of the U. S. government, which said in a 1953 report that the cause of lung cancer had not been established. Several of the institute's scientists also were cited.

Others quoted were the Damon Runyon Fund, which called for more research; and Chicago cancer surgeon Dr. Max Cutler, who said a few sensitive persons may develop lung cancer partly because of smoking but that to accept the conclusion of a direct relationship in all cases was "unscientific and hazardous."

"If smoke in the lungs were a sure-fire cause of cancer, we'd all have had it long ago," the report quoted Dr. Clarence Cook Little, director of the Roscoe B. Jackson memorial laboratory, Bar Harbor, Maine.

The report cited experts at the University of Texas school of medicine, the Metropolitan Life Insurance Co. and British authorities. Nearly all agreed no conclusions could be reached until an absolute cause for lung cancer had been established.

The report was described by an industry spokesman as "interim," pending announcement of the choice of a prominent scientist to supervise basic cancer research to be financed by the industry. No date has been set for his selection.

At the last count, the committee said, there were more than 850 cancer research grants in the United States alone.

01138760

01138760A

Tobacco industry hits cancer talk

NEW YORK, April 13.—(UP)—The tobacco industry charged today "sensational" statements linking smoking and lung cancer have given a one-sided picture of the relationship of cigarettes and health and called for exhaustive research to establish the basic cause of the disease.

The Tobacco Industry Research Committee issued a booklet containing previously published statements by 36 cancer authorities doubting or denying claims by other cancer experts that tobacco causes lung cancer.

10138761

LOS ANGELES DAILY NEWS
Los Angeles, California
April 14, 1954

Deny Tobacco Linked to Cancer

NEW YORK, Apr. 14.—(UP) In a roundup of previously published statements going back to 1923, the committee outlined its contention that much more research must be done before causes of lung cancer or any other kind of cancer can be reliably established.

The report, it said, was issued because a result of the "sensational nature of statements about tobacco, many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities."

Among those quoted in the report are spokesmen at the National Cancer Institute of the U. S. Government, the Damon Runyon Fund, the Metropolitan Life Insurance Co. and the University of Texas School of Medicine.

CLEVELAND PRESS
Cleveland, Ohio
April 14, 1954

01138761 A

Cancer Disputed by 36 Experts

No link between smoking and lung cancer has been proved, according to 36 specialists.

They are quoted in a compendium published today by the Tobacco Industry Research Committee.

The introduction to the compendium, entitled "A Scientific Perspective on the Cigarette Controversy," points out that, in the past year, a number of researchers have advanced a theory that cigarette smoking is in some way linked with lung cancer.

It continued:

"Some doctors have gone on record as accepting these views. But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice.

"Among basic questions raised is how much of the apparent rise in lung cancer is real and how much is due to better diagnosis or other reasons. These other authorities find no proof establishing that cigarette smoking is a cause of cancer.

FINANCING RESEARCH

The Tobacco Industry Research committee represents most leading tobacco manufacturers and associations of tobacco growers. It has pledged financial aid for research in all phases of tobacco use and health.

The committee is now engaged in careful development of a program of research grants to be made to recognized medical and scientific institutions, its statement said.

One of the doctors quoted in the compendium is Dr. Max Cutler of Chicago. His statement:

'FALLACIOUS' OPINIONS

"I feel strongly that the blanket statements and conclusions which have appeared in the press, that there is a direct and causative relation between smoking of cigarettes, and the

number of cigarettes smoked, to cancer of the lung are absolutely unwarranted.

"Medical literature has numerous examples of such fallacious conclusions which have been proved to be wrong in the light of subsequent experience. This whole question of cause and effect deducted on a statistical basis is subject to the greatest fallacies.

"One way I like to emphasize it is to say that simply because one finds bullfrogs after a rain does not mean that it rained bullfrogs."

AMA HEAD QUOTED

The compendium also quotes a statement of Dr. Walter B. Martin, president-elect of the American Medical Assn., in a television interview last December:

"I do not think the evidence is convincing enough to establish as a positive fact that cigarette smoking is necessarily the cause of cancer of the lung."

SO THEY SAY

Moscow radio to Russian children about what it says American boys and girls are taught in school:

"Attempts are made to impress on American boys and girls the idea that war is inevitable. Even in learning the alphabet, the first letters the American school-child reads are 'A' for atomic, and 'B' for bomb."

A Nobel Peace Prize winner, Dr. Albert Schweitzer, stating that scientists should tell the people the "terrible truth" about the hydrogen bomb:

"That would impress people . . . and make them realize the danger in which we find ourselves."

A New York judge, suspending a sentence on a 58-year-old grandmother who clubbed her husband to death with the leg of a chair:

"All the jails in the world could not inflict any more punishment on her than she has endured all through her married life."

J. Robert Oppenheimer, suspended from his Atomic Energy Commission post on charges of past association with Communist groups, in a 1949 letter to the late Sen. McMahon (D-Conn.):

"It would be foolish to suppose that a young man sympathetic to and associated with Communists in his student days would by that fact alone become disloyal and a potential traitor."

A 71-year-old Texas landlord, after killing a health department inspector who posted a condemnation placard on the landlord's home:

"The only reason I didn't kill the other two was because I couldn't get to them."

The tobacco industry, issuing a report containing statements by 36 "distinguished cancer authorities" denying there is concrete evidence of a link between smoking and lung cancer:

"If smoke in the lungs were a sure-fire cause of cancer, we'd all have had it long ago."

Former President Harry S. Truman, critical of any chief executive who would let Congress run over him:

"Any president who sits idly by and lets Congress run over him gets what he deserves."

01138762 A

PHILADELPHIA INQUIRER
Philadelphia, Pennsylvania
April 14, 1954

Tobacco Groups Hit Cancer Fear

NEW YORK, April 13 (UP).—The tobacco industry charged today "sensational" statements linking smoking and lung cancer had given a one-sided picture of the relationship of cigarets and health and called for exhaustive research to establish the basic cause of the disease.

The tobacco industry's Research Committee issued a booklet containing previously published statements by 36 cancer authorities doubting or denying contentions by other cancer experts that tobacco caused lung cancer.

RESEARCH STRESSED

The earliest, written in 1923, said there were irritants in tobacco but none that would produce tumors. The most recent, dated last March 16, said much more research must be done before causes of lung cancer or any other kind of cancer could be established.

The tobacco committee, formed in January to combat mounting charges about cigarets, is made up of nearly every major cigaret manufacturer and organizations representing growers and tobacco auctioneers.

Among those quoted by the committee was the National Cancer Institute of the U. S. Government, which said in a 1953 report that the cause of lung cancer had not been established. Several of the institute's scientists also were cited.

CALLED INCONCLUSIVE

Others quoted were the Damon Runyon Fund, which called for more research, and Dr. Max Cutler, Chicago cancer surgeon, who said a few sensitive persons may develop lung cancer partly because of smoking, but that to accept the conclusion of a direct relationship in all cases is "unscientific and hazardous."

"If smoke in the lungs were a sure-fire cause of cancer, we'd all have had it long ago," the report quoted Dr. Clarence Cook Little, director of the Roscoe B. Jackson Memorial Laboratory, Bar Harbor, Me.

The report cited experts at the University of Texas School of Medicine, the Metropolitan Life Insurance Co. and British authorities. Nearly all those quoted agreed that no conclusions could be reached until an absolute cause for lung cancer had been established.

CHICAGO JOURNAL
Chicago, Illinois
April 1, 1954

Tobacco Industry Will Find Cigarettes Not Guilty on Lung Cancer

The chairman of a tobacco industry committee appointed to study the link between lung cancer and cigarettes hinted today the industry would find itself not guilty.

Parker McCormack, president of Philip Morris & Co., said the committee would release a report about April 15 showing "as much or more disbelief than belief" in the theory that cigarette smoking causes lung malignancies.

George Weissman, vice president of Philip Morris, said the cigarette industry would "stop business tomorrow" if it thought its product was harming smokers.

Both men spoke at the annual convention of the National Association of Tobacco Distributors.

Weissman said "medical propaganda is being directed against the cigarette industry by a small number of doctors and large number of magazines and newspapers."

01138763

01138763 A

WASHINGTON POST
TIMES-HERALD
Washington, D.C.
April 14, 1954

Tobacco Unit Flays Cancer, Smoking Tie

NEW YORK, April 13 (AP).—The tobacco industry hit back again at recently expressed medical views linking lung cancer with cigarette smoking.

A pamphlet in which a number of doctors and cancer researchers were quoted as denying there is any proof of such a link was issued by the Tobacco Industry Research Committee, recently set up by leading tobacco growers' associations and manufacturers. It contained statements from 36 scientists.

In an introduction, referring to the recent "advancement of a theory by a number of research doctors that cigarette smoking is in some way linked with lung cancer," the pamphlet said in part:

"Some doctors have gone on

record as accepting these views. But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice.

"Among basic questions raised is how much of the apparent rise in lung cancer is real and how much is due to better diagnosis or other reasons.

"These other authorities find no proof establishing that cigarette smoking is a cause of lung cancer."

Among those quoted were Dr. W. C. Hueper of the Na-

tional Cancer Institute, Dr. Max Cutler of Chicago, Dr. R. H. Rigdon of the University of Texas, Dr. E. D. Gagnon of Montreal and Dr. William F. Reinhoff, Jr., of Johns Hopkins University.

A number of the statements previously had been made public.

Report Disagrees With Theory Linking Smoking and Cancer

When the tobacco industry was stung by charges last year that their product was linked to cancer of the lung, it formed a group known as the Tobacco Industry Research Committee to look into the charges.

Today, the first word from that committee was released in the form of a booklet, entitled "A Scientific Perspective on the Cigarette Controversy."

The committee went into medical literature and contacted up to 36 cancer authorities, then set down in their booklet what the doctors had to say. All disagree with the 1953 report that there is a relation between smoking and the rise in lung cancer—at least after examining the evidence now in hand.

Some of the remarks included those of doctors in the Washington area:

Dr. W. C. Hueper, National Cancer Institute: "It may be concluded that the existing evidence neither proves nor strongly indicates that tobacco-smoking and especially cigarette-smoking represents a major or even predominating casual factor in the production of cancers of the respiratory tract and are the main reason for the phenomenal increase of pulmonary (lung) tumors during recent decades.

If excessive smoking actually plays a role in the production of lung cancer, it seems to be a minor one, if judged from the evidence at hand."

Dr. Jonathan L. Hartwell, National Cancer Institute: "It would be dangerous to conclude that man is resistant or susceptible to a given carcinogen (cancer causing agent) merely on the basis of experiments with a single species of laboratory animal."

(Dr. Evarts A. Graham of St. Louis has been able to induce skin cancer on mice by application of cigarette tars.)

Quoting Dr. William F. Reinhoff of Johns Hopkins Hospital, the booklet states:

"Excesses in eating, drinking or smoking may have a harmful effect on the general body metabolism, but to say that cigarette-smoking causes lung cancer would indeed be premature. There has, to my knowledge, up to this time, March, 1954, been no factual proof whatever produced to support the loose unscientific and irresponsible statements that are continuously appearing in newspapers and magazines."

The committee further states it is now engaged "in careful development of a program of research grants to be made to recognized medical and scientific institutions" for studies of all phases of tobacco use and health.

A note in the booklet says also that no part of the "document" may be reproduced for any advertising or trade purposes.

EVENING STAR
Washington, D.C.
April 14, 1954

01138764A

DALLAS MORNING NEWS
Dallas, Texas
April 14, 1954

Tobacco Firms Ask New Cancer Studies

NEW YORK (UP).—The tobacco industry charged Tuesday "sensational" statements linking smoking and lung cancer have given a one-sided picture of the relationship of cigarettes and health and called for exhaustive research to establish the basic cause of the disease.

The tobacco industry research committee issued a booklet containing previously published statements by thirty-six cancer authorities doubting or denying claims by other cancer experts that tobacco causes lung cancer.

The earliest, written in 1923, said there were irritants in tobacco but none that would produce tumors. The most recent, dated last March 16, said much more research must be done before causes of lung cancer or any other kind of cancer can be established.

The tobacco committee, formed in January to combat mounting charges about cigarettes, is made up of nearly every major cigarette manufacturer and organizations

representing growers and tobacco auctioneers.

Among those quoted by the committee was the National Cancer Institute of the United States Government, which said in a 1953 report that the cause of lung cancer had not been established. Several of the institute's scientists also were cited.

Others quoted were the Damon Runyon Fund, which called for more research, and Chicago Cancer Surgeon Dr. Max Cutler, who said a few sensitive persons may develop lung cancer partly because of smoking but that to accept the conclusion of a direct relationship in all cases is "unscientific and hazardous."

"If smoke in the lungs were a sure-fire cause of cancer, we'd all have had it long ago," the report quoted Dr. Clarence Cook Little, director of the Roscoe B. Jackson Memorial Laboratory, Bar Harbor, Maine.

The report cited experts at the University of Texas School of Medicine, the Metropolitan Life Insurance Company and British authorities. Nearly all those quoted agreed that no conclusions could be reached until an absolute cause for lung cancer has been established.

The report was described by an industry spokesman as an "interim" statement, pending announcement of the choice of a prominent scientist to supervise basic cancer research to be financed by the industry. That scientist will decide how the industry's cancer-research money is to be spent. No date has been set for his selection.

At the last count, the committee said, there were more than 850 cancer research grants in the United States alone, "any one of which might produce evidence to unlock the secrets of lung cancer."

01138765

APRIL 16, 1954

Tobacco men deny cancer-smoking link

Tobacco Industry Research Committee this week issues a scientific report denying proof of a link between smoking and lung cancer.

Going on the offensive for the first time, TIRC introduces a compendium of statements by 36 cancer authorities, more than 30 saying that as yet no proof exists that smoking causes lung cancer. TIRC, including all major cigarette makers except Liggett & Myers (Chesterfield), announced its formation with an ad January 4, which stated TIRC's purpose: To conduct research into all phases of tobacco use and its effects on health.

The new report re-states TIRC's support of such research but the committee's agency, Fuller & Smith & Ross, says no ad is in prospect. TIRC, in fact, takes care of this with a note in the compendium: "No part of this document may be reproduced for any advertising or trade purpose."

Improved public relations was urged at the tobacco industry's recent meeting in Chicago, and the new report reflects this concern. Painstakingly documented, the compendium makes its point on the lung-cancer controversy. But it also says that TIRC "does not suggest that these views represent the entire body of scientific opinion on the subject."

For example Dr. Herman E. Hilleboe, president-elect, American Public Health Assn., stated this week: "Well designed and scientifically executed studies leave little doubt that a definite association exists between cigarette smoking and

lung cancer."

Meanwhile, a Minnesota poll conducted by the Minneapolis Star and Tribune should make the industry happy. Majority of those queried said the smoking-cancer link isn't proved. And those who smoke are more certain of this than are those who don't.

Cancer talk isn't scaring smokers much in San Jose, Calif., either. Survey figures released by San Jose Mercury & News show that the percentage of both men and women smokers there increased slightly from January 1953 to January 1954.

Another sign that smokers are to some extent shedding the cancer scare comes from American Tobacco. March sales of the company are estimated to be substantially higher than for the same month in 1953. American expects dollar sales for the first quarter to come close to those for 1953, although the first 2 months of this year were behind 1953. The company, only top one without a filter, once again says it has a filter-tip smoke in the works and gave the impression it might be nearing the market. P. Lorillard, which has the regular-size Kent filter, is considering introduction of a new king-size filter.

01138766

Advertising Age, April 19, 1954

Tobacco Group Asks More Research into Cigaret-Cancer Link

NEW YORK, April 14—Further research is the only way to prove or disprove any possible link between lung cancer and cigaret smoking.

This conclusion is indicated in a compendium released today by the Tobacco Industry Research Committee, formed to represent most leading tobacco manufacturers and tobacco growers (AA, Jan. 4).

The group is pledged to give financial aid and assistance to research into all phases of the effect of tobacco use upon health. The committee is now engaged in the development of a program of research grants to recognized medical and scientific institutions.

■ The compendium, containing quotations and statements authorized by 36 distinguished cancer authorities, is designed to thwart

the cancer scare on the grounds that there is not sufficient proof to draw a conclusion that cigaret smoking is a contributing factor to lung cancer.

"No serious medical research, even though its results are inconclusive, should be disregarded or lightly dismissed," the 24-page booklet says. "The important thing is to recognize the urgent need to explore every scientific avenue which could lead to the discovery of the cause of lung cancer."

■ The committee consists of Paul M. Hahn, president of the American Tobacco Co.; Joseph F. Cullman Jr., president of Benson & Hedges; Timothy V. Hartnett, president of Brown & Williamson Tobacco Corp.; Herbert A. Kent, chairman of P. Lorillard Co.; O. Parker McComas, president of Philip Morris & Co.; E. A. Darr, president of R. J. Reynolds Tobacco Co.; J. B. Hutson, president of Tobacco Associates Inc., and J. W. Peterson, president of U. S. Tobacco Co.

01138766 A

Tobacco Firms Ask New Cancer Studies

NEW YORK (UP).—The tobacco industry charged Tuesday "sensational" statements linking smoking and lung cancer have given a one-sided picture of the relationship of cigarettes and health and called for exhaustive research to establish the basic cause of the disease.

The tobacco industry research committee issued a booklet containing previously published statements by thirty-six cancer authorities doubting or denying claims by other cancer experts that tobacco causes lung cancer.

The earliest, written in 1923, said there were irritants in tobacco but none that would produce tumors. The most recent, dated last March 16, said much more research must be done before causes of lung cancer or any other kind of cancer can be established.

The tobacco committee, formed in January to combat mounting charges about cigarettes, is made up of nearly every major cigarette manufacturer and organizations

representing growers and tobacco auctioneers.

Among those quoted by the committee was the National Cancer Institute of the United States Government, which said in a 1953 report that the cause of lung cancer had not been established. Several of the institute's scientists also were cited.

Others quoted were the Damon Runyon Fund, which called for more research, and Chicago Cancer Surgeon Dr. Max Cutler, who said a few sensitive persons may develop lung cancer partly because of smoking but that to accept the conclusion of a direct relationship in all cases is "unscientific and hazardous."

"If smoke in the lungs were a sure-fire cause of cancer, we'd all have had it long ago," the report quoted Dr. Clarence Cook Little, director of the Roscoe B. Jackson Memorial Laboratory, Bar Harbor, Maine.

The report cited experts at the University of Texas School of Medicine, the Metropolitan Life Insurance Company and British authorities. Nearly all those quoted agreed that no conclusions could be reached until an absolute cause for lung cancer has been established.

The report was described by an industry spokesman as an "interim" statement, pending announcement of the choice of a prominent scientist to supervise basic cancer research to be financed by the industry. That scientist will decide how the industry's cancer-research money is to be spent. No date has been set for his selection.

At the last count, the committee said, there were more than 850 cancer research grants in the United States alone, "any one of which might produce evidence to unlock the secrets of lung cancer."

April 19, 1954

HEALTH EXPERTS SPURN ANTI-CIGARETTE CLAIMS

Research Cited By Trade Group

Industry Unit Issues Data on Scientific Program—Physicians Offer Views.

There is no proof of a connection between smoking and cancer, despite recent unsubstantiated claims to that effect.

This rejection of irresponsible assertions regarding the use of tobacco was published last Wednesday by the recently-organized Tobacco Industry Research Committee, in the form of a number of statements by leading physicians and scientists engaged in research on cancer.

The industry group's publication, entitled "A Scientific Perspective on the Cigarette Controversy," presented quotations and statements authorized by 36 distinguished experts in the field of cancer study. The 24-page document was widely publicized by the major media of public information.

It was explained by the Tobacco Industry Research Committee—which represents most of the leading tobacco manufacturers and tobacco growers' associations—that the trade group has pledged financial support of research into every phase of tobacco use and health.

At present, it was disclosed, the committee is developing a program of research grants to be issued to recognized medical and scientific institutions for

the carrying on of the specified studies.

In the introduction to "A Scientific Perspective on the Cigarette Controversy," the Tobacco Industry Research Committee pointed out that "No activity in all the vast field of medical research is being carried on more intensively, in so many areas and at such cost as the efforts to track down the causes and cure of cancer.

"With the whole world anxiously waiting for some word of success, any reported identification of a cause of cancer arouses immediate and wide public interest. This has happened in the past year with the advancement of a theory by a number of research doctors that cigarette smoking is in some way linked with lung cancer."

"Some doctors," the introduction continued, "have gone on record as accepting these views. But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice."

"Among basic questions raised is how much of the apparent rise in lung cancer is real and how much is due to better diagnosis or other reasons. These other authorities find no proof establishing that cigarette smoking is a cause of lung cancer."

The document declared that because of the sensational nature of statements about tobacco "many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities." It added that "It is in the interest of science and of the public that these other views be brought to public attention, and it is for that purpose that this compendium is being published."

"The Tobacco Industry Research Committee does not suggest that these views represent the entire body of scientific opinion on the subject," it was noted. "Researchers the world over are studying dozens of theories in attempts to solve the mystery of lung cancer...."

"No serious medical research, even though its results are inconclusive, should be disregarded or lightly dismissed. The important thing is to recognize the urgent need to explore every scientific avenue which could lead to discovery of the cause of lung cancer."

The booklet cites the April 1953 report of the National Cancer Institute of the federal government, which challenged the significance of reported association between rise in lung cancer and the increase in cigarette smoking. The statement of the government authority was as follows:

"Aside from the statistical significance and apparent realness of these associations there remains the question of whether smoking is etiologically related to lung cancer. Considerations are presented which lead to the conclusion that the etiological (etiology: the science of causes of diseases) significance of these associations remains unestablished."

The other authorities quoted in the study included British and Canadian research experts as well as professors and doctors from leading universities, the president-elect of the American Medical Association and officials of leading cancer organizations. Typical of opinions expressed in the compendium were:

Dr. W. C. Hueper, National Cancer Institute:

"It may be concluded that the existing evidence neither proves nor strongly indicates that tobacco smoking and especially cigarette smoking represent a major or even predominating causal factor in the production of cancers of the respiratory tract and are the main reason for the phenomenal increase of pulmonary tumors during recent decades. If excessive smoking actually plays a role in the production of lung cancer, it seems to be a minor one, if judged from the evidence on hand."

Dr. Max Cutler, international cancer surgeon, Chicago:

"I feel strongly that the blanket statements which appeared in the press that there is a direct and causative relation between smoking of cigarettes, and the number of cigarettes smoked, to cancer of the lung is an absolutely unwarranted conclusion."

Dr. R. H. Rigdon, director of the Laboratory of Experimental Pathology, of the University of Texas:

"In summary it may be said that in our opinion the data available today do not justify the conclusions that the increase in the frequency of cancer of the lung is the result of cigarette smoking. The statement that carcinoma of the bronchus has actually increased in frequency is in our opinion open to question. Furthermore, adequate studies are not now available on the frequency of cigarette smoking in the population. These factors would be necessary in establishing a causal relationship between smoking and cancer of the lung."

Dr. E. D. Gagnon, Notre Dame Hospital, Montreal:

"Etiological factors discussed in (medical) literature are so numerous and so contradictory that it is impossible for us to be sure of one etiological factor. Many statistical analyses have tended to incriminate tobacco (esp. as cigarettes) but there are just as many analyses that negate such an etiology."

Dr. William F. Reinhold, Jr., Baltimore surgeon, Johns Hopkins University:

"Excesses in eating, drinking or smoking may have a harmful effect on the general body metabolism, but to say that cigarette smoking causes lung cancer would indeed be premature. There has to my knowledge, up to this time, March, 1954, been no factual proof whatever produced to support the loose unscientific and irresponsible statements that are continuously appearing in newspapers and magazines."

THE TOBACCO LEAF for April 17, 1954

36 Distinguished Specialists Assert There Is No Proof That Smoking Can Cause Lung Cancer

The Tobacco Industry Research Committee has made public a list of quotations and statements authorized by 36 distinguished cancer authorities denying that there is any proof establishing a link between smoking and lung cancer. The committee is the spokesman for leading tobacco manufacturers and associations of tobacco growers.

The list, entitled "A Scientific Perspective on the Cigarette Controversy," was published because, as a result of the sensational nature of statements about tobacco, many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities.

The booklet begins with an introduction signed by the Tobacco Industry Research Committee, 350 Fifth Avenue. The committee is represented by Hill & Knowlton, Inc., public relations counselors, at the Empire State Building address.

"These other authorities find no proof establishing that cigarette smoking is a cause of lung cancer," the introduction says. "Especially significant is the stand taken by the National Cancer Institute of the United States Government. In a report published in April, 1953, the N. C. I. says:

"'Aside from the statistical significance and apparent realness of these associations there remains the question of whether smoking is etiologically (etiology is the science of causes of diseases) related to lung cancer. Considerations are presented which lead to the conclusion that the etiological significance of these associations remains unestablished.'"

Then follow quotations from scientific reports and newspaper articles, questioning the published reports that cancer and smoking may be linked. Authorities cited include British and Canadian research experts as well as researchers from leading American universities, the president-elect of the American Medical Association and officials of cancer organizations.

Opinions of Specialists Quoted

According to the committee, the following were selected as typical of opinions expressed in the listing:

Dr. W. C. Heuper, National Cancer Institute:

The existing evidence neither proves nor strongly indicates that tobacco smoking and especially cigarette smoking represent a major or even predominating causal factor in the production of cancers of the respiratory tract and are the main reason for the phenomenal increase of pulmonary tumors during recent decades. If excessive smoking actually plays a role in the production of lung cancer, it seems to be a minor one, if judged from the evidence on hand."

Dr. Max Cutler, cancer surgeon, Chicago:

"I feel strongly that the blanket statements which appeared in the press that there is a direct and causative relation between smoking of cigarettes, and the number of cigarettes smoked, to cancer of the lung is an absolutely unwarranted conclusion."

Dr. R. H. Rigdon, director the Laboratory of Experimental Pathology, University of Texas:

"In summary it may be said that in our opinion the data available today do not justify the conclusions that the increase in the frequency of cancer of the lung is the result of cigarette smoking."

Dr. E. D. Gagnon, Notre Dame Hospital, Montreal:

"Etiological (disease producing) factors discussed in (medical) literature are so numerous and so contradictory that it is impossible for us to be sure of one etiological factor. Many statistical analyses have tended to incriminate tobacco (especially as cigarettes) but there are just as many analyses that negate such an etiology."

Dr. William F. Reinhoff, Jr., Johns Hopkins University:

"Excesses in eating, drinking or smoking may have a harmful effect on the general body metabolism, but to say that cigarette smoking causes cancer would indeed be premature. There has to my knowledge, up to this time (March, 1954), been no factual proof whatever produced to support the loose, unscientific and irresponsible statements that are continuously appearing in newspapers and magazines."

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COLORADO SPRINGS FREE PRESS
Colorado Springs, Colorado
April 14, 1954

Tobacco Industry Fights 'Biased' Cancer Charges

NEW YORK, April 13 (UP)—
The tobacco industry charged
Tuesday "sensational" state-
ments linking smoking and
lung cancer have given a one-
sided picture of the relationship
of cigarets and health and called
for exhaustive research to estab-
lish the basic cause of the dis-
ease.

The Tobacco Industry Research
Committee issued a booklet con-
taining previously published
statements by cancer authorities
doubting or denying claims by
other cancer experts that tobac-
co causes lung cancer.

The earliest, written in 1923,
said there were irritants in to-
bacco but none that could pro-
duce tumors. The most recent,
dated last March 16, said much
more research must be done be-
fore causes of lung cancer or any
other kind of cancer can be
established.

The tobacco committee, formed
in January to combat mounting
charges about cigarets, is made
up of nearly every major cigaret
manufacturer and organizations
representing growers and tobacco
auctioneers.

Among those quoted by the
committee was the national can-
cer institute of the U. S. govern-
ment, which said in a 1953 re-
port that the cause of lung can-
cer had not been established.
Several of the institute's scien-
tists also were cited.

ALLENTOWN DAILY NEWS DIGEST
Allentown, Pennsylvania
April 15, 1954

evidence Declared Lacking Cigarettes Cause Of Lung Cancer

NEW YORK (NNS) — The
tobacco industry has pub-
lished statements by 36 cancer
authorities to show that there
was little evidence to support
the theory that cigarettes caused
lung cancer.

The tobacco industry research
committee charged that "sensa-
tional" statements linking lung
cancer to cigarettes had given a
one-sided picture of the whole
thing.

It asked the committee to
wait for the results of research
to come in before reaching any
conclusions.

The statements were printed
in a booklet which cited state-
ments dating from 1923 on that
although there were irritants in
tobacco there were none that
would produce tumors.

The tobacco industry has
launched a research program of
its own.

MILFORD NEWS
Milford, Massachusetts
April 14, 1954

No Proof Smoking Causes Cancer

NEW YORK—Many noted doctors
and cancer research authorities de-
ny that there is any proof establish-
ing a link between smoking and
lung cancer, according to a new
compendium, "A Scientific Perspec-
tive on the Cigarette Controversy."
The compendium, containing quo-
tations and statements authorized
by 36 distinguished cancer author-
ities, was issued by the Tobacco In-
dustry Research Committee, repre-

senting most leading tobacco manu-
facturers and association of tobac-
co growers.

The Tobacco Industry Research
Committee has pledged financial aid
and assistance to a research effort
into all phases of tobacco use and
health. The Committee is now en-
gaged in careful development of a
program of research grants to be
made to recognized medical and
scientific institutions.

011387696

Tobacco Institute Speaks on Cancer

Booklet Issued in Cigarette
Controversy

NEW YORK.—Some noted doctors and cancer research authorities deny that there is proof establishing link between smoking and lung cancer, according to a new compendium, "A Scientific Perspective on the Cigarette Controversy," published here today.

The compendium, containing quotations and statements authorized by 36 distinguished cancer authorities, was issued by the Tobacco Industry Research Committee, representing most leading tobacco manufacturers and associations of tobacco growers.

The Tobacco Industry Research Committee has pledged financial aid and assistance to a research effort into all phases of tobacco use and health. The Committee is now engaged in careful development of a program of research grants to be made to recognized medical and scientific institutions.

Seek Cancer Cause

"No activity in all the vast field of medical research is being carried on more intensively, in so many areas and at such cost as the efforts to track down the causes and cure of cancer," says the introduction to the compendium.

"With the whole world anxiously waiting for some word of success, any reported identification of a cause of cancer arouses immediate and wide public interest.

"This has happened in the past year with the advancement of a theory by a number of research doctors that cigarette smoking is in some way linked with lung cancer.

"Some doctors have gone on record as accepting these views. But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and

the laboratory experiments with mice.

Basic Questions Raised

"Among basic questions raised is how much of the apparent rise in lung cancer is real and how much is due to better diagnosis or other reasons.

"These other authorities find no proof establishing that cigarette smoking is a cause of lung cancer."

The compendium declares that because of the sensational nature of statements about tobacco "many laymen and even physicians, are unaware of the extent to which these statements have been questioned by other authorities." It adds:

"The Tobacco Industry Research Committee does not suggest that these views represent the entire body of scientific opinion on the subject. Researchers the world over are studying dozens of theories in attempts to solve the mystery of lung cancer.

"No serious medical research, even though its results are inconclusive, should be disregarded or lightly dismissed. The important thing is to recognize the urgent need to explore every scientific avenue which could lead to discovery of the cause of lung cancer."

The 24-page booklet cites the April 1953 statement of the National Cancer Institute of the Federal Government, which challenged the significance of reported association between rise in lung cancer and the increase in cigarette smoking.

PORTLAND PRESS-HERALD
Portland, Maine
April 14, 1954

U. S. Tobacco Industry Answers Charges Linking Cancer, Smoking

NEW YORK, April 13 (UP)—The tobacco industry charged today "sensational" statements linking smoking and lung cancers have given a one-sided picture of the relationship of cigarettes and health and called for exhaustive research to establish the basic cause of the disease.

The Tobacco Industry Research Committee issued a booklet containing previously published statements by 36 cancer authorities doubting or denying claims by other cancer experts that tobacco causes lung cancer.

The earliest, written in 1923, said there were irritants in tobacco but none that would produce tumors. The most recent, dated last March 16, said much more research must be done before causes of lung cancer or any other kind of cancer can be established.

COMBAT CHARGES

The tobacco committee, formed in January to combat mounting charges about cigarettes, is made up of nearly every major cigarette manufacturer and organizations representing growers and tobacco auctioneers.

Among those quoted by the committee was the National Cancer

Institute of the U. S. Government, which said in a 1953 report that the cause of lung cancer had not been established. Several of the institute's scientists also were cited.

Others quoted were the Damon Runyon Fund, which called for more research; and Chicago cancer surgeon Dr. Max Cutler, who said a few sensitive persons may develop lung cancer partly because of smoking but that to accept the conclusion of a direct relationship in all cases is "unscientific and hazardous." "If smoke in the lungs were a sure-fire cause of cancer, we'd all have had it long ago," the report quoted Dr. Clarence Cook Little, director of the Rosco B. Jackson Memorial Laboratory, Bar Harbor, Me.

The report cited experts at the University of Texas School of Medicine, the Metropolitan Life Insurance Company and British authorities. Nearly all those quoted agreed that no con-

clusions could be reached until an absolute cause for lung cancer has been established.

The report was described by an industry spokesman as an "interim" statement, pending announcement of the choice of a prominent scientist to supervise basic cancer research to be financed by the industry. That scientist will decide how the industry's cancer-research money is to be spent. No date has been set for his selection.

At the last count, the committee said, there were more than 850 cancer research grants in the United States alone, "any one of which might produce evidence to unlock the secrets of lung cancer."

GREENSBURG TRIBUNE
Greensburg, Pennsylvania
April 14, 1954

DENY TOBACCO CANCER LINK

NEW YORK (UP)—The tobacco industry has issued an "interim" report containing statements by 36 distinguished cancer authorities denying there is concrete evidence of a link between smoking and lung cancer.

The industry's research committee issued the report Tuesday. The report, it said, was issued because a result of the "sensational nature of statements about tobacco, many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities."

The industry committee said another report would be issued after conclusion of basic cancer research to be undertaken by the industry. A prominent scientist will be chosen to direct the research, the committee said.

TARRYTOWN NEWS
Tarrytown, New York
April 19, 1954

Tobacco Role Topic In Lung Cancer Talk

WHITE PLAINS—

"The Place of Tobacco in the Etiology of Lung Cancer" will be the subject under discussion at the April meeting of the Westchester Medical Society tomorrow evening at the New York Hospital-Westchester Division. The meeting was arranged in conjunction with the Westchester Cancer Committee.

Dr. Ernest L. Wynder of the Sloan-Kettering Institute for Cancer Research will be the speaker.

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UNION CITY HUDSON DISPATCH
Union City, New Jersey
April 15, 1954

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Tobacco Industry Raps Cancer Charge Pamphlet Denies Proof of Link to Smoking

NEW YORK, Apr. 14 (AP)—The tobacco industry yesterday hit back again at recently expressed medical views linking lung cancer with cigarette smoking.

The industry published a pamphlet in which a number of doctors and cancer researchers were quoted as denying that there is any proof of such a link.

Title of the pamphlet was "A Scientific Perspective on the Cigarette Controversy." It contained statements from 36 medical men and scientists.

The publication was issued by Tobacco Industry Research Committee, recently set up by leading tobacco growers' associations and manufacturers. It has projected a sweeping program of financial aid and assistance to medical and scientific institutions studying the effects of tobacco on health.

In an introduction to the various statements of doctors and researchers, the pamphlet said in part:

"Any reported identification of a cause of cancer arouses immediate and wide public interest.

"This has happened in the past year with the advancement of a theory by a number of research doctors that cigarette smoking is in some way linked with lung cancer.

"Some doctors have gone on record as accepting these views. But other distinguished medical authorities and research scientists have questioned the validity of both the statistical methods and the laboratory experiments with mice.

"Among basic questions raised is how much of the apparent rise in lung cancer is real and how much is due to better diagnosis or other reasons.

"These other authorities find no proof establishing that cigarette smoking is a cause of lung cancer"

TEMPLE TELEGRAM
Temple, Texas
April 15, 1954

Tobacco Industry Calls For More Cancer Research

NEW YORK, April 14—UP—The tobacco industry charged Tuesday "sensational" statements linking smoking and lung cancer have given a one-sided picture of the relationship of cigarettes and health and called for exhaustive research to establish the basic cause of the disease.

The tobacco industry research committee issued a booklet containing previously published statements by 36 cancer authorities doubting or denying claims by other cancer experts that tobacco causes lung cancer.

The earliest, written in 1923, said there were irritants in tobacco but none that would produce tumors. The most recent, dated last March 16, said much more research must be done before causes of lung cancer or any other kind of cancer can be established.

The tobacco committee, formed in January to combat mounting charges about cigarettes, is made up of nearly every major cigaret manufacturer and organizations representing growers and tobacco auctioneers.

BOSTON GLOBE
Boston, Massachusetts
April 14, 1954

Booklet Quotes Experts Who Doubt Tobacco-Cancer Link

Many noted doctors and research authorities deny there is any proof of a link between smoking and lung cancer, according to a new booklet, "A Scientific Perspective on the Cigarette Controversy," published here yesterday.

The booklet, containing statements authorized by 36 distinguished cancer authorities, was issued by the Tobacco Industry Research Committee, representing leading tobacco manufacturers and associations of tobacco growers.

The Tobacco Industry Research Committee has pledged financial aid and assistance to a research effort on all phases of tobacco use and health. The committee is now engaged in careful development of a program of research grants to be made to recognize medical and scientific institutions.

The 24-page booklet cites the April, 1953, statement of the National Cancer Institute of the Federal Government, which challenged the significance of reported association between rise in lung cancer and the increase in cigarette smoking.

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Radio Reports, Inc.

220 EAST 42nd STREET

NEW YORK 17, N. Y.

MURRAY Hill 7-6638

Special for

HILL AND KNOWLTON, INC.

April 13, 1954

TOBACCO RESEARCH GROUP OFFER AUTHORITATIVE OPINION ON
CANCER-SMOKING QUESTION

Henry Gladstone, Today's Business, at 7:15 P.M. over
WOR (N.Y.):

"The tobacco Industry Research Committee has put out a scientific prospectus on the cigarette controversy, in which many noted doctors and cancer research authorities deny there is any proof establishing a link between smoking and lung cancer."

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Radio Reports, Inc.

220 EAST 42nd STREET

NEW YORK 17, N. Y.

MURRAY Hill 7-6658

Special for

HILL AND KNOWLTON, INC.

April 13, 1954

TOBACCO INDUSTRY ISSUES BOOKLET ON CANCER-SMOKING PROBLEMS

Max Roby at 11:00 P.M. over KNX (Los Angeles, Calif.):
+ CBS Pac. Coast network.

"The tobacco industry charged today that sensational statements linking smoking and lung cancer have given a one-sided picture of the relationship of cigarettes and health and called for exhaustive research to establish the basic cause of the disease.

"The Tobacco Industry Research Committee issued a booklet today containing various statements by 36 cancer authorities doubting or denying claims by other cancer experts that tobacco causes lung cancer. Quoted a U. S. government report which said that the cause of lung cancer has not been definitely established."

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Radio Reports, Inc.

220 EAST 42nd STREET

NEW YORK 17, N. Y.

MURRAY Hill 7-6638

Special for

April 15, 1954

PRESENTS TOBACCO INDUSTRY'S SIDE OF SMOKING-CANCER QUESTION

The Pattees, Floyd and Betty, at 9:00 A.M. over WHYN (Springfield and Holyoke, Mass.):

FLOYD: "I think it's very timely now to give the other side of the picture which certainly disturbed and seriously disturbed a very important industry. And that is this matter of smoking...

The Tobacco Industry Research Committee has just released a... thorough report...in answer to these various charges. And I think it's only fair that so much publicity has been given the other side of the picture that we perhaps should present also what they have to say.

"Now the Tobacco Industry Research Committee accept an interest in people's health as a basic responsibility and paramount to every other consideration in their business. That, of course, is a very important thought on their part. They are not, at least so they say, not just selfishly interested in their own, in furthering their own end. They do accept anything pertaining to the public health as a matter of the industry's responsibility. They say the important thing to recognize is the urgent need to explore every scientific avenue which could lead to the discovery of the cause of lung cancer. And the Tobacco Industry Research Committee has pledged its aid and assistance to the research efforts into all phases of the tobacco users' health. Joint effort, of course, will be in addition to that already being contributed by individual companies.

"So they've already gone into this thing, and they have come up with a few facts which are certainly worth of repetition. One is the statement by the government, a 24-page booklet, which says aside from the statistical significance and apparent realness of these associates, there remains the question of whether smoking is etiologically related

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to lung cancer. Considerations are presented which lead to a conclusion that the etiological significance of these associations remains unestablished."

BETTY: "Now I don't want to treat this subject lightly or..."

FLOYD: "Well I don't want to either, but you can boil it all down to 'Nothing has been proved.'"...

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SELECTED EDITORIALS

01138777

DO CIGARETS CAUSE LUNG CANCER?

Some respectable medical people in the United States and Great Britain are convinced that the answer to the above question is Yes, cigarettes are often the cause of cancer of the lung.



The assertion—given wide publicity by us newspapers, which are often accused of suppressing items our advertisers might not like—has caused some alarm, and some small shrinkage in total U. S. consumption of cigarettes.

We don't personally know anybody who has even cut down on cigarettes recently, except for Lent, but understand that some Americans here and there have quit smoking entirely in fear of lung cancer.

What's the straight dope on this question, anyway?

Or is there any straight dope on it?

The Tobacco Industry Research Committee has just got out a most interesting booklet entitled "A Scientific Perspective on the Cigarette Controversy." The publication is a roundup of quotations from eminent cancer researchers, statisticians and specialists.

It doesn't give the tobacco industry any the worst of the deal, of course. But at least the people quoted are authorities in their fields, such as Drs. W. C. Hueper and A. G. Gilliam of the National Cancer Institute, Radiotherapy Director D. W. Smithers of Britain's Royal Cancer Hospital, the Metropolitan Life Insurance Co.'s statistical staff, and President-elect Walter B. Martin of the American Medical Association.

None of the statements in the book was solicited by the Tobacco Industry Research Committee. They were picked up from medical reports, newspapers, radio or TV interviews, and other independent sources.

The statements of all these people can be boiled down pretty much to this: that cigarettes may cause lung cancer, but that there is as yet not nearly enough scientific evidence on hand to prove a case against them.

True, lung cancer in city areas of both the United States and England has increased greatly in the last 25 years. But methods of detecting lung cancer have also improved greatly in the same period—meaning the "lung cancer increase" may be much more apparent than real.

Yes—No— There is also this intriguing fact:
But—Maybe Many more women smoke today than 25 years ago; yet far more men than women always did contract lung cancer, and this is still true.

Again, lung cancer seldom attacks persons under 40 years of age. It's one of the so-called old-age diseases. As pointed out by Dr. Milton B. Rosenblatt of New York Medical College, "the span of life has steadily increased . . . There are now four times as many people, age 65 or over in the U. S., as there were in 1900."

If you wanted to be mean about it, you could grab that statistic and blame the increase in lung cancer on the American medical profession's tremendous successes in stepping up the average life expectancy. We haven't heard that theory advanced yet, but one never knows.

Or, as Dr. Max Cutler, noted Chicago cancer surgeon, puts it: "This whole question of cause and effect deducted on a statistical basis is subject to the greatest fallacies . . . simply because one finds bullfrogs after a rain does not mean that it rained bullfrogs."

The long and the short of it seems to be that, while this latest charge against the cigarette is not yet disproved, it is certainly not proved.

Scientific research apparently has a long, weary way to go before anybody can say Yes or No to this question about cigarettes without fear of successful contradiction.

So we imagine that, until definite proof is forthcoming, most cigarette smokers will go on smoking, and about the normal number of youngsters will start smoking each year.

The Case Is Not Decided If so, these folks will at least have some 350 years of human experience to back them up. That's how long tobacco has been in use. During those 3½ centuries, it has been blamed off and on for dozens of human ills. "Proof" that it causes any of these has turned out to be about as dubious as the "proof" now available that cigarettes cause lung cancer.

Maybe they do; maybe they don't. At this stage of the argument, you pay your money and you take your choice. Got a cigarette on ya, bub?



WORCESTER GAZETTE
Worcester, Massachusetts
April 15, 1954

WELLINGTON NEWS
Wellington, Kansas
April 16, 1954

Cigarettes and Cancer-- The Industry's View

THE TOBACCO INDUSTRY Research Committee has taken its first step in its own research program into a reported link between cigarette smoking and lung cancer.

It has hired a New York advertising agency to round up quotations and statements authorized by 36 "distinguished cancer authorities." These opinions have been assembled in a 24-page compendium. They purport to give the other side of the case—the view of other distinguished medical authorities and research scientists who challenge the finding that "a definite causal relation exists between heavy, prolonged cigarette smoking and cancer of the lung."

There are, of course, many doctors and scientists who feel there is not yet proof that excessive cigarette smoking contributes to lung cancer.

But what has aroused public concern is a series of findings by eminent surgeons and research scientists, based on extensive case study in America and Europe, that such a relationship does exist.

The statements in the industry's compendium, taken together, have the effect of implying that there is nothing for the smoker to worry about.

Some of the statements are sensible. Some are misleading. Others are completely ridiculous. Throughout most of them runs a generous sprinkling of obscure medical terms that can only succeed in confusing the ordinary smoker.

The entire compendium looks like a smoke screen designed to cloud the issue and keep people smoking as much as ever.

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SALT LAKE CITY TELEGRAM
Salt Lake City, Utah
April 15, 1954

Lung Cancer And Smoking

Some of the first fright over the possible connection between cigarette smoking and lung cancer has diminished in recent weeks. But that possibility is still there although no definite connection has yet been established.

That sums up the position of the American Cancer Society as to the cause-effect relationship as of this time.

Here is what the ACS, in an official summary, says:

1. That evidence to date justifies the suspicion that cigarette smoking, does to a degree as yet undetermined, increase the likelihood of developing cancer of the lung.

2. That available evidence does not constitute irrefutable proof that cigarette smoking is wholly or chiefly or partly responsible for lung cancer.

3. That the evidence on hand calls for extension of statistical and laboratory studies designed to confirm or deny a casual relationship between cigarette smoking and lung cancer.

4. That the Society is committed to furthering such intensified investigation as its resources will permit.

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Rigging the Research

Last January when most damaging evidence, was being produced linking tobacco with lung cancer, the tobacco industry announced it would launch a research program of its own. "We accept an interest in people's health as a basic responsibility, paramount to every other consideration in our business," the tobacco people said.

On that basis—health as the paramount consideration—research into the effects of tobacco is always welcome, from whatever source it comes.

But is health the paramount concern?

This week the nation's editors have received an attractive 18-page expensively-printed pamphlet from an organization known as the "Tobacco Industry Research Committee." The committee declares

that it is "now engaged in careful development of a program of research grants." And then it goes on to list 16 pages of materials from various sources purporting to show that tobacco does NOT cause lung cancer in the first place and that lung cancer isn't so very important anyway because only 18,300 Americans died of it in 1950 while 321,000 died of heart or blood vessel disease.

In other words, the research program is being set up but the conclusions have already been reached. The public may judge for itself the likelihood of an adverse report being made by this group. Also whether the health of the public or the continued sale of cigarets is the "paramount consideration" of the Tobacco Industry Research Committee.

MERCHANTVILLE NEWS
Merchantville, New Jersey
April 15, 1954

REPORT ON CIGARETTES FINDS LACK OF EVIDENCE

You would read the report of the Tobacco Industry Research Committee with mixed emotions—or a mixture of apprehension and optimism, if you're a cigarette smoker.

The cigarette makers' researchers' complete report will not reach average readers of newspapers, because of its length. Opponents to the use of tobacco, however, must concede that it names enough "unconvinced" reliable authorities to defend the committee against a charge of reporting only what could point to acquittal of the cigarette on the charge of causing lung cancer.

There are about forty authorities quoted and most of them mention "lack of conclusive evidence," the "small percentage of lung cancer, compared with a total"; "that no case has proved smoking was the cause." If the smoker who had been alarmed by the publicity on the smoking-cancer subject is not relieved by the report the optimist will be influenced to dismiss concern; especially since he has always wondered if smoking could affect the heart, but was willing to gamble that it wouldn't affect his.

Assuming that cigarette manufacturers wouldn't remain in a proven killing business, the report, if what was expected, seems to give them a clean bill.

What remains is the fact easily accepted by the non-smoker, and stubbornly rejected by the smoker, that cigarette smoking may be a greater danger to society in the loss of self control than a possible cause of cancer. We can hope that we may never dismiss our great-grandparents' code of morals as we have discarded their common opinion of cigarette smoking.

It is well, from the economic viewpoint, that the tobacco researchers have not condemned the cigarette as a hazard to health. An appalling number would be added to the unemployed by liquidation of the business. Somewhere we would have to find a substitute for the cigarette tax now contributing to education.

It is well, also, that the researchers are guarding our health. A visitor from Mars would hardly go back home and recommend the adoption of some of our common habits. Among the stories he'd tell to raise a laugh would be the one about a fellow he met who always kept his overshoes handy but who smoked two packs of cigarettes every day.

MOLINE DISPATCH
Moline, Illinois
April 13, 1954

Cigaret Industry Finding No Cancer

The Tobacco Industry Research Committee has published its first — to our knowledge — release on its preliminary findings on the touchy subject of the relationship between lung cancer and smoking.

The committee was formed by major tobacco companies early this year when two medical researchers announced their experiments have established such a relationship.

The 18-page Committee publication is a round-up by direct quotation of opinions of various medical and research people in the United States and England. An introduction says, in part:

"... the position of the group comprising the Tobacco Industry Research Committee is that they accept an interest in people's health as a basic responsibility and paramount to every other consideration in their business.

"In that spirit, it is believed that no serious medical research, even though its results are inconclusive, should be disregarded or lightly dismissed. The important thing is to recognize the urgent need to explore every scientific avenue which could lead to discovery of the cause of lung cancer.

"The Tobacco Industry Research Committee has pledged its aid and assistance to the research effort into all phases of tobacco use and health."

★ ★ ★

The Committee is performing a laudatory public service if it carries through these fine intentions.

But we are struck by two rather odd omissions in its publication. First, in opinions quoted from 27 medical and research sources, not one of the opinions is unfavorable to cigaret smoking. The closest any of the opinions get to damning cigarets is suggesting that cigaret-caused cancer remains to be proved. Most of the sources quoted are reputable and distinguished scientists, but there are others of equal reputation, not quoted, who are less optimistic about cigarets.

Second, the American Cancer Society is mentioned nowhere in the booklet, although the National Cancer Institute, a federal agency, is mentioned several times, and the Damon Runyon Fund a limited, semi-private organization, is quoted once. The ACS is the only recognized nation-wide organization which solicits funds and distributes them for research. It has not, to our knowledge, expressed an opinion on the cigaret-cancer issue, but it is conducting a long-range test on the smoking habits of lung cancer victims.

★ ★ ★

Is the tobacco group seeking the facts, however they might affect its business? Or is it operating on the assumption that cigarets do not cause cancer and building up a case to prove it?

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BISMARCK TRIBUNE
Bismarck, North Dakota
April 16, 1954

Cigarettes and Atom Bombs

Somewhere in the commotion created by recent public statements about tobacco smoking and lung cancer is the glimmer of a key to the temper of American people in our time.

Neither recollection nor research has come up with any similar situation in modern times where a few cautiously-worded laboratory theories have touched off such a widespread reaction. The cancer statements made frantic hypochondriacs out of many of the tobacco consuming public. Sales of tobacco products dropped and sales of filters and holders and other devices which might cut tobacco smoke to nothing but clean air have boomed.

This is something new. In other days the ideas of a few experts could not produce such an effect. Harmful possibilities in alcohol are just as apparent as possible harm in cigarettes. But when the law halted the flow of liquor 30 years ago people not only kept on drinking but resorted to much more dangerous substitutes.

Maybe it is because this is the world of the a-bomb and h-bomb and c-bomb — but it seems that the stature of the scientist has increased in recent years. People pay closer attention to what he has to say. When a few scientists offered their tentative opinions about tobacco and cancer, the tobacco industry countered by setting up its own research center — more scientists. When these men made their first report this week there were not just one or two but 36 medical and scientific opinions included.

It also appears cancer has taken the place that "plague" held in me-

ieval Europe, so that all of John Doe's medical uncertainties and worries concentrate on the one disease. Cancer is one of the dwindling number of diseases that have not yielded completely to man's mastery.

Much of the concern, we suspect, arises from the fact we are increasingly becoming a nation of worriers over our future. World events are regularly adding to our uncertainty — world events that are far out of the control of the individual. But when we take a look at the little roll of tobacco we have lived with so long and suspect that it, too, may be a threat to the future, we break into a cold sweat.

YOUNGSTOWN VINDICATOR TELEGRAM
Youngstown, Ohio
April 16, 1954

On with the Research

The Tobacco Industry Research Committee, in its 18-page report on the cigarette controversy tries to make sure everybody understands that not all scientists believe smoking and lung cancer are linked.

The committee says that because of wide publicity about experiments in which cigarette tars were reported to induce cancer in mice "many laymen and even physicians are unaware of the extent to which these statements have been questioned by other authorities."

It is true that no conclusive proof has been put forward linking cancer and cigarettes. Responsible publications and scientists have noted this fact repeatedly.

"A Scientific Perspective on the Cigarette Controversy" cites 36 cancer authorities who doubt or deny any connection between smoking and lung cancer, or who question that lung cancer has actually increased. The tobacco industry is entitled to report this side—although it's been told before.

With the "perspective" established, the public can settle back to await results of the research. The industry's own project, the report noted, is making research grants to "recognized medical and scientific institutions." This should result in an impartial report, but as a double check the public will look also to the studies being conducted by the American Cancer Society and by the U.S. Public Health Service.

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