

as corrected
by Committee
Dec 28, 1953
H. H. Poye

December 26, 1953

A FRANK STATEMENT TO THE PUBLIC
BY THE MAKERS OF CIGARETTES

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

Recent reports on experiments with animals have given wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings.

Although conducted by doctors of ~~unquestioned~~ professional standing these experiments are not regarded as conclusive in the field of cancer research. However, we do not believe that any serious medical research, even though its results are inconclusive should be disregarded or lightly dismissed.

At the same time, we feel it is in the public interest to call attention to the fact that ~~some~~ ^{eminent doctors and research} scientists have publicly questioned the claimed significance of these experiments.* Distinguished authorities point out:

1. That medical research of recent years indicates many possible causes of lung cancer.
2. That there is no agreement among the authorities regarding what the cause is.
3. That there is no proof that cigarette smoking is one of the causes.
4. That statistics purporting to link cigarette smoking with the disease could apply with equal force to any one of ~~many~~ ^{many} other aspects of modern life. Indeed the validity of the statistics themselves are questioned by ~~many~~ ^{numerous} scientists.

We accept an interest in people's health as a basic responsibility, paramount to every other consideration in our business.

We believe the products we make are not injurious to health.

~~Science has no proof to the contrary.~~

~~We will never produce and market a product shown to be the cause of any serious human ailment.~~ We always have and always will cooperate closely with the ^{those} ~~Governmental authorities~~ whose task it is to safeguard the public health.

For more than 300 years tobacco has given solace, relaxation and enjoyment to mankind. At one time or another during those years critics have held it responsible for practically every disease of the human body. One by one these charges have been abandoned for lack of evidence.

Regardless of the record of the past, the fact that cigarette smoking today should even be suspected as a cause of a serious disease is a matter of deep concern for us.

Many people have asked us what we are doing to meet the public's concern aroused by the recent reports. Here is the answer:

1. We are pledging aid and assistance to the research effort ~~designed having as its purpose the aim to track down the cause of lung cancer, one of the most baffling problems confronting medical research.~~ ^{into all phases of tobacco use} This joint financial aid will of course be in addition to what is already being contributed by individual companies.

2. For this purpose we are establishing a joint industry group consisting initially of the undersigned ~~companies~~. This group will be known as the Tobacco Research Committee.

3. In charge of the research activities of the Committee will be a scientist of unimpeachable integrity and national reputation, ~~not to be selected~~. In addition there will be an Advisory Board of scientists disinterested in the cigarette industry. A group of distinguished men from medicine, science and education will be invited to serve on this

Board. These scientists will advise the Committee regarding the most effective ways the industry can help medical research ~~to identify the cause of lung cancer beyond doubt.~~

~~4. The Committee will undertake to keep the public informed of such facts as may be developed relating to cigarette smoking and health and other pertinent matters.~~

This statement is being issued because we believe the people are entitled to know where we stand on this matter and what we intend to do about it.

Industry
THE TOBACCO RESEARCH COMMITTEE
Sponsors 1
(Names of companies to be listed)

* Write for summary of medical and scientific reports on this subject.