

December 22, 1953

A FRANK STATEMENT TO THE PUBLIC
BY THE MAKERS OF CIGARETTES

STATE HISTORICAL SOCIETY
OF WISCONSIN
Archives Division

The manufacturers of cigarettes accept, among their basic responsibilities, the protection of people's health.

We hold this responsibility paramount to every other consideration in the conduct of our business.

For this reason, we are disturbed by recent widely publicized reports of certain medical studies linking cigarette smoking with lung cancer.

All medical research is in the public interest and none of it can ever be lightly dismissed or disregarded. But it would be unfortunate for the public to reach hasty conclusions on the basis of inconclusive research findings.

Many recent reports in the news have dealt only with the work of one group of research workers. They have ignored completely other authorities of equal scientific standing who assert the lack of any proof that cigarette smoking causes cancer.

Careful and conscientious examination of all medical studies reveals no general agreement regarding the cause of lung cancer. There are many possible causes.

There is no clear and accepted evidence that cigarette smoking is one of these causes.

Medical science has no greater challenge than to track down the real causes of this disease.

The problem is one of deep concern to us. We are anxious to have it solved regardless of any implications it may have for our industry.

Should cigarette smoking be proven as a cause of the disease, ways and means must and would be found to isolate and remove the damaging elements.

Meanwhile, we pledge our aid to the research effort. As individual companies we have long worked with the medical profession.

Now, we are launching a joint program supported by adequate funds to be devoted to fostering medical research into the causes of cancer. This research will be conducted by medical institutions already selected for their unquestioned scientific standing.

We believe it to be an obligation on the part of everyone to cooperate with this great work, if only to the extent of getting periodic medical examinations. By this means, the doctors will be helped in their efforts to identify the cause of cancer beyond all doubt.

This statement is being issued because we believe the people are entitled to know where we stand on a problem of such vital concern to the health of the nation. They are entitled to know that so far in all of the vast realm of medical research, there is no positive proof that cigarette smoking is the cause of cancer or any other serious human ailment.

THE CIGARETTE RESEARCH AND
INFORMATION COMMITTEE

(Names of companies to be listed)