

ex Janet Brown
11/15/78
NY

STATEMENT CONCERNING THE ORIGIN AND
PURPOSE OF THE TOBACCO INDUSTRY RESEARCH
COMMITTEE AND ITS PROPOSED FUNCTIONS

The responsible chief officers of nine of the cigarette and tobacco products manufacturing companies in America, and five organizations of growers of leaf tobacco and tobacco warehouse associations have formed the Tobacco Industry Research Committee in the interest of the public as well as of the industry to meet the challenge raised by widely publicized reports in the press, purporting to link tobacco smoking with the cause of lung cancer.

To avoid possible confusion and misunderstanding concerning the origin, purpose and function of this Committee, the Committee makes the following statement.

I

Events Justifying Formation of Committee

The formation of the Committee was prompted by the appearance of certain publications claiming an established relationship between cigarette smoking and lung cancer.

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Typical of these reports is an article appearing in the Journal of the American Medical Association (143 JAMA 329, May 27, 1950) wherein Drs. E. L. Wynder and E. A. Graham reported that applications of cigarette tars to the backs of mice had produced skin cancers.

In an address before the Annual Fall Clinical Conference of the Kansas City Southwest Clinical Society, held in Kansas City, Missouri on September 28, 1953, Dr. Alton Ochsner said: "This unprecedented increase in the incidence of bronchogenic cancer, we are convinced, is due to the carcinogenic effect of cigarette smoking" (Kansas City Medical Journal, Vol. XXIX, No. 6, November-December, 1953 at p. 6).

At a recent meeting of the Greater New York Dental Association, these same doctors reiterated charges, based on statistical and other analyses, that cigarettes contain a cancer producing factor.

These assertions, and others to the same effect, have been given extensive publicity in magazines of national circulation, such as Time (November 30, 1953), Life (December 21, 1953), and Readers' Digest

(December 1953), and in countless national, regional and local newspapers.

Examination of all recent reports and publications, however, reveals that many factors, such as various types of air pollution, as well as tobacco smoke have been suspected as causes of lung cancer. Although much has been written concerning the incidence of lung cancer, there is still a dearth of authoritative findings on the subject. It is safe to say that no persuasive and definitive conclusion respecting the cause of this disease, or the relation of smoking thereto, has been established.

In the light of the foregoing agitation and in the absence of authoritative findings, there is a responsibility on the part of the management of the tobacco manufacturers and others engaged in the tobacco industry to aid in the final determination of this controversy. It is the earnest wish of the industry to encourage competent scientific authority to find ultimate facts which will dispel the present confusion and to communicate authoritative factual information on the subject to the public.

II

Plan of Action

The Committee announced in a full page advertisement appearing in 448 newspapers circulated throughout the United States on Monday, January 4, 1954 that it would meet the challenge of these reports. The signing members of the Tobacco Industry Research Committee pledged to support by financial aid, in addition to that already contributed by individual companies, research under the charge and direction of a scientist of unimpeachable integrity and national repute. To guide and advise in this field, scientists disinterested in the cigarette industry and of recognized ability and professional standing in medicine, education and associated sciences will be invited to act as an advisory board.

This statement was subscribed to by the following companies, which now make up the Committee:

The American Tobacco Company, Inc.
By Paul M. Hahn, President

Benson & Hedges
By Joseph F. Cullman, Jr., President

Bright Belt Warehouse Association
By F. S. Royster, President

Brown & Williamson Tobacco Corporation
By Timothy V. Hartnett, President

Burley Auction Warehouse Association
By Albert Clay, President

Burley Tobacco Growers Cooperative Association
By John W. Jones, President

Larus & Brother Company, Inc.
By W. T. Reed, Jr., President

P. Lorillard & Co.
By Herbert A. Kent, Chairman

Maryland Tobacco Growers Association
By Samuel C. Linton, General Manager

Philip Morris & Co., Ltd., Inc.
By O. Parker McComas, President

R. J. Reynolds Tobacco Company
By E. A. Darr, President

Stephano Brothers, Inc.
By C. S. Stephano, S.D., Director of Research

Tobacco Associates, Inc., an organization of
flue-cured tobacco growers
By J. B. Hutson, President

United States Tobacco Company
By J. W. Peterson, President

III

Formation of the Committee

Mr. Paul M. Hahn, President of The American
Tobacco Company, on December 10 and 11, 1953 took the

initial steps in the formation of the Committee in
a telegram sent to the following people:

Mr. Joseph F. Cullman, Jr., President,
Benson & Hedges

Mr. E. A. Darr, President,
R. J. Reynolds Tobacco Company

Mr. B. F. Few, President,
Liggett & Myers Tobacco Company

Mr. William J. Halley, President,
P. Lorillard Company

Mr. Timothy V. Hartnett, President,
Brown & Williamson Tobacco Corporation

Mr. J. B. Hutson, President,
Tobacco Associates, Inc.

Mr. O. Parker McComas, President,
Philip Morris & Co., Ltd., Inc.

Mr. J. Whitney Peterson, President,
United States Tobacco Company

Mr. Hahn suggested that these heads of the
leading tobacco units meet to consider some action in
response to these published reports.

Thereafter, those invited with one exception*
met on December 14 and 15, 1953 and December 28, 1953
in New York City.

* Liggett & Myers Tobacco Company

At these meetings the conclusion was reached that the tobacco industry must take public action to meet these widely publicized claims. The Committee was formed and the firm of Hill & Knowlton, Inc. of 350 Fifth Avenue, New York, New York, was engaged to assist the Committee in effectuating its purpose.

The officers of the Committee selected were Paul M. Hahn, Chairman, J. Whitney Peterson, Vice Chairman, Joseph F. Cullman, Jr., Treasurer, and Wilson T. Hoyt of Hill & Knowlton, Inc., Secretary. It was the expressed intention of the Committee to have the chairmanship of the Committee rotated every three months. It was agreed that expenses for the Committee's activities, including expenditures for research, the advertising, the employment of Hill & Knowlton and other similar expenses, would be defrayed by donations from the member firms based on their volume of business and by contributions to be agreed upon by other members. Arrangements were then perfected for insertion of the advertisement referred to in the newspapers throughout the country.

The Bright Belt Warehouse Association, the Burley Auction Warehouse Association, the Burley Tobacco Growers Cooperative Association, Larus & Brother Company, Inc., the Maryland Tobacco Growers Association, and Stephano Brothers, Inc. were invited to join with the original group and became members of the Committee.

IV

Limit of Powers

The purposes and objectives of the Committee are to aid and assist research into tobacco use and health, and particularly into the alleged relationship between the use of tobacco and lung cancer, and to make available to the public factual information on this subject. It is the considered judgment of the Committee that its activities shall be confined to the purposes set forth above, and that it is in nowise to be considered or to operate as a trade association or to participate in any activity, or give consideration to any matters, affecting the business conduct or activities of its members, and that its

activities in every respect shall conform to law and all decrees or judgments of courts affecting or relating to the tobacco industry. To this end the Committee is proceeding under the advice of legal counsel selected from among the counsel or nominees of its members.

TOBACCO INDUSTRY RESEARCH COMMITTEE

Paul M. Hahn
Chairman

Dated: New York, New York

January 25, 1954