

A Frank Statement to Cigarette Smokers

RECENT REPORTS on experiments with mice 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 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 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 other aspects of modern life. Indeed the validity of the statistics themselves is questioned by 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.

We always have and always will cooperate closely with those 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 to 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 into all phases of tobacco use and health. 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. This group will be known as TOBACCO INDUSTRY RESEARCH COMMITTEE.

3. In charge of the research activities of the Committee will be a scientist of unimpeachable integrity and national repute. In addition there will be an Advisory Board of scientists distinguished in the cigarette industry. A group of distinguished ones from medicine, science, and education will be invited to serve on this Board. These scientists will advise the Committee on its research activities.

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.

TOBACCO INDUSTRY RESEARCH COMMITTEE

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Why we're dropping The New York Times

Last week the Times said it would accept cigarette ads only if they contain (1) a health caution notice, and (2) "tar" and nicotine figures. We don't go along with this.

We offered to take our ads off TV and radio because of the claim that those media unavoidably reach large numbers of children.

We did not take that action because we agree with anticigarette crusaders (including The New York Times) who would like to blame cigarettes for the thousand and one ills that flesh is heir to.

Sure there are statistics associating lung cancer and cigarettes. There are statistics associating lung cancer with divorce, and even with lack of sleep. But no scientist has produced clinical or biological proof that cigarettes cause the diseases they are accused of causing. After fifteen years of trying, nobody has induced lung cancer in animals with cigarette smoke.

We believe the anticigarette theory is a bum rap. And each time the Congress of the United States has held Hearings on the cigarette controversy, distinguished, independent scientists have gone to Washington to say so.

Therefore, we are not going to knuckle under to the Times or anybody else who tries to force us to accept a theory which, in the opinion of men who should know, is half-baked.

In 1884, the New York Times said:
"The decadence of Spain began when the Spaniards adopted cigarettes and if this pernicious practice obtains among adult Americans the ruin of the Republic is close at hand."

We think the New York Times was wrong in 1884. We think it is wrong in 1969.



The American Tobacco Company
A DIVISION OF AMERICAN BRANDS, INC.

Second-Hand Smoke: The Myth and The Reality.

Many non-smokers are annoyed by cigarette smoke. This is a reality that's been with us for a long time.

Lately, however, many non-smokers have come to believe that cigarette smoke in the air can actually cause disease.

But, in fact, there is little evidence—and certainly nothing which proves scientifically—that cigarette smoke causes disease in non-smokers.

We know this statement may seem biased. But it is supported by findings and views of independent scientists—including some of the tobacco industry's biggest critics.

Lawrence Garfinkel of the American Cancer Society, for example, Mr. Garfinkel, who is the Society's chief statistician, published a study in 1981 covering over 175,000 people, and reported that "passive smoking" had "very little, if any" effect on lung cancer rates among non-smokers.

You may have seen reports stating that in the course of an evening, a non-smoker could breathe in an amount of smoke equivalent to several cigarettes or more.

But a scientific study by the Harvard School of Public Health, conducted in various public places, found that non-smokers might inhale anywhere *from 1/1000th to 1/100th of one filter cigarette per hour*. At that rate, it would take you at least 4 days to inhale the equivalent of a single cigarette.

Often our own concerns about our health can take an unproven claim and magnify it out of all proportion; so, what begins as a misconception turns into a frightening myth.

Is "second-hand smoke" one of these myths? We hope the information we've offered will help you sort out some of the realities.

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R.J. Reynolds Tobacco Company

A word to smokers (about people who build walls)

It's no secret that there are some folks these days who are trying to build walls between smokers and nonsmokers.

The theory behind all this is that some smokers annoy nonsmokers and, of course, that can happen.

But if you want to get an idea of the ridiculous lengths that some of the wall-builders would like to go to, you have only to consider this: In one state alone, it was estimated that the first year's cost of administering and enforcing a proposed anti-smoking law and building the physical walls required was nearly \$250,000,000.

The proposal was, of course, defeated — for the plain fact is the one you have observed in your own daily life, that the overwhelming majority of smokers and nonsmokers get along very well and don't need or want to be separated.

This infuriates the wall-builders. Since they cannot have their own way in a world of free choice, they would like to eliminate that world by government fiat, by rules and regulations that would tell you where, and with whom, you may work, eat, play and shop. And the enormous burden that would place on all of us, in higher taxes and costs, does not bother them.

Certainly no one, including smokers, can properly object to the common sense rules of, for instance, banning smoking in crowded elevators, poorly ventilated spaces or, indeed, in any place where it is clearly inappropriate. And individual managers in their own interest should see to the mutual comfort of their smoking and nonsmoking patrons. It is only when the long arm, and notoriously insensitive hands, of government regulators start making these private arrangements for us that we all, smoker and nonsmoker alike, begin to lose our freedom of choice.

In the long run, the wall-builders must fail, and the walls will come tumbling down — if not to the sound of a trumpet, then at least to the slower but surer music of common decency and courtesy practiced on both sides of them.

THE TOBACCO INSTITUTE
1775 K St., N.W. Washington, D.C. 20005
Freedom of choice
is the best choice.



A word to smokers (about working together)

Whether you're a billboard painter or just, as you obviously are, a reader of magazines, you've discovered that there's a difference between nonsmokers and anti-smokers.

We all work with nonsmokers -- and they work with us. Roughly 60% of the people around us are nonsmokers, and 40% of them are smokers -- so we have to work together. And, like our sign painters, we do. Anti-smokers are a breed apart. They don't want us to work together with nonsmokers. And they go to some extreme lengths to see that we don't.

Two examples:

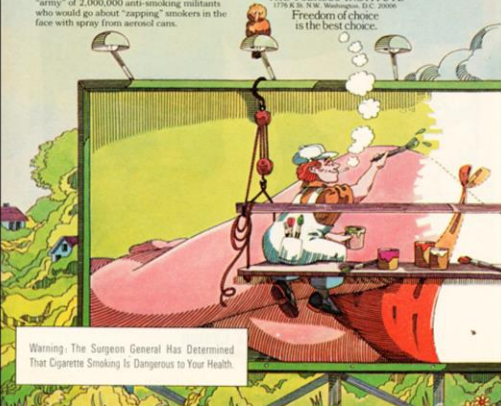
1. A nationally known TV and film star was prevented from performing by a band of anti-smokers threatening violence because the star frequently smoked on stage. The occasion was a benefit to raise funds for handicapped children.
2. The executive director of one anti-smoking group announced plans to build an "army" of 2,000,000 anti-smoking militants who would go about "zapping" smokers in the face with spray from aerosol cans.

"You don't know what a rewarding feeling it is," he is quoted as saying, "the first time you spray a smoker in the face. It's hard to work yourself up to the first spray. It takes guts. But once you've broken the ice, it's easy. And you feel exhilarated."

Such people clearly do not represent the nonsmokers we all know and work with. They would not last long in any working environment where people must cooperate to get the job done. And we doubt very much that the "zappers" will find 2,000,000 others to go along with them. Americans just don't think that way.

Such anti-smokers are not only anti-smoking. They're giving themselves the reputation of being anti-individualism, anti-freedom of choice, anti-everything that does not agree with their special prejudices. And in that they're as much a threat to nonsmokers as they are to smokers.

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

A word to nonsmokers

(about smokers)

A great jazz musician once said of his art, "If you don't understand it, I can't explain it."

That's the way it is with smoking.

If you've never smoked, it just looks puzzling—the whole ritual of lighting, puffing. What's the point?

There's really no way to explain it.

We've all heard from the people who think the 60 million American smokers ought to be, like you, nonsmokers. But even those people know there's something going on that smokers like.

Maybe that's the key to the whole tobacco thing from the beginning. It's a small ritual that welcomes strangers, provides companionship in solitude, fills "empty" time, marks the significance of certain occasions and expresses personal style.

For some people. And by personal choice, not for you. That's the way it ought to be. Whether your preference is carrot juice or bottled water, beach buggies or foreign cars, tobacco smoking or chewing gum or none of the above. Personal style.

What we're saying is that, like jazz or chamber music, some people like it and some don't.

And most of you nonsmokers understand that. It would be a dull world if everybody liked the same things.

The trouble is that some people (anti-smokers, as distinguished from nonsmokers) don't like those who march to the sound of the different drummer, and want to harass smokers and, if possible, to separate them from your company in just about everything.

And the further trouble is that even the tolerant nonsmokers, and that's most of you, are honestly annoyed by the occasional sniff of tobacco smoke that's a little too pervasive.

It annoys us smokers equally. But it would be a shame if we allowed a tiny handful of intolerant anti-smokers, and a small group of discourteous smokers, to break up the enjoyable harmony we find in each other's personal style.

Maybe if we ignore them both, they'll go away and leave the rest of us to go on playing together.

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Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

A word to smokers

(about nonsmokers and anti-smokers)

In the expressive jargon of jazz, a lot of folks are "into" segregation these days—for smokers.

If you've ridden any planes lately, you've found yourself banished to the back of them, last to be served, last to leave.

Here on the ground there's a sudden sprouting of "No Smoking" signs. And if, by mistake, you happen to light up in the wrong place, you get a sharp reminder, annoyed frown or cold shoulder.

When that happens, it's easy to get the feeling you're being picked on, and made to feel like a social outcast.

But there's another side to this.

In Seattle some time ago, two restaurants tried segregation—an area for nonsmokers.

After a month, one had served 9,389 meals in the smoking side, and only 21 in the nonsmoker side. In the other, of 17,421 customers, only 23 asked to be segregated from the smokers.

The point is that most nonsmokers think smokers are O.K. and they like to be around us—when the choice is left up to them.

So take heart.

That doesn't mean that the tiny minority of anti-smokers are going to go away. They won't. Some of them have very sensible reasons for objecting. Smoke bothers them. And a discourteous smoker bothers them as much as he bothers us smokers. And then there are people, perfectly rational about everything else, who turn kind of paranoid when a smoker approaches.

We don't know what to do about these anti-smokers any more than you do—except to treat them all with the courtesy and kindness we deserve from them.

It works with our friends, the nonsmokers; it may also work with the anti-smokers.

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is the best choice.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

HERE'S WHAT'S NOW BEING SAID ABOUT OTHER PEOPLE'S CIGARETTE SMOKE.



The collage includes the following headlines:

- Scientist disputes findings of cancer risk to nonsmokers
- Smoking Test Fights Past Work
- Others' cigaret smoke may not hike cancer risk
- FROM CIGARETTES
- 2nd-Hand Smoke Risk Discounted
- Study Downplays Nonsmoker Risk
- Passive-smoking research disputed
- Effect of smoking on others doubted
- Non-smoker cancer 'risk' questioned
- New study contradicts non-smokers' risk

Several months ago, headlines around the world trumpeted alarming news. A Japanese study was claiming that non-smoking wives of smokers had a higher risk of lung cancer because of their husbands' tobacco smoke. That scared a lot of people and understandably so, if this claim was the last word.

But now new headlines have appeared. First, because several apparent errors are reported to have been found in the Japanese study—raising serious questions about it.

Second, because Lawrence Garfinkel, the statistical director of the American Cancer Society who is opposed to smoking, published a report covering 17 years and nearly 200,000 people in which he indicated that "second-hand" smoke has insignificant effect on lung cancer rates in nonsmokers.

For more information on this important public issue, write Scientific Division, The Tobacco Institute, 1875 I St., N.W., Washington, D.C. 20006.

**BEFORE YOU BELIEVE HALF THE STORY,
GET THE WHOLE STORY**

Answers to the most asked questions about cigarettes.

QUESTION

3

**DOES CIGARETTE
ADVERTISING
CAUSE KIDS
TO START
SMOKING?**



"Advertising certainly is not the culprit." That's how a Director of the U.S. Office on Smoking & Health answered the question.

If advertising doesn't cause kids to smoke, what does?

There are no pat answers. Research by experts indicates peer pressure is important, as well as many other complex psychological, cultural, and socioeconomic factors. There may be as many reasons why as there are kids who do.

While cigarette industry sales are increasing, fewer teenagers are smoking. For example, the American Cancer Society reports that among young women, smoking has decreased 17 percent since 1974.

We think that's good because we don't think kids should smoke. Smoking is an adult custom based on mature and informed judgment. That's right, adults, not children.

If you'd like more information, write for our booklet, "Answers to the most asked questions about cigarettes." Address: The Tobacco Institute, Suite B31, 1875 Eye Street, Northwest, Washington, D.C. 20006.

We offer it in the belief that full and free discussion of these important public issues is in the public interest.

And that in matters of adult social customs, the vast majority of fair-minded Americans honor individual freedom of choice.

Answers to
the most asked
questions
about
cigarettes.

**WEIGH BOTH SIDES
BEFORE YOU TAKE SIDES.**



"IS THIS A SMOKING OR NO SMOKING STREET?"

There are those who are trying to prohibit smoking virtually everywhere. On planes. On trains. On busses. In restaurants. Yes, even on city streets.

At certain times, and in certain places, someone else's cigarette may indeed annoy you. But a courteous request and out goes the annoyance.

It simply comes down to this; a smoker should certainly respect the rights of those non-smokers around him.

And shouldn't the non-smokers do the same?

THE TOBACCO INSTITUTE
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WASHINGTON, D.C. 20005
Get Names Please send no more
information on smoking.
NAME _____
ADDRESS _____
CITY _____ ST. _____ ZIP _____



Ridiculous? It could happen. And here. Right now law makers are being urged to prohibit smoking in all sorts of public places. Including streets! Imagine.

We believe smoking is a pleasure to be enjoyed at certain times and places. The problem is certain non-smokers are working to have all the places to themselves.

And somehow that doesn't seem fair. Does it?

For more information, please write:
THE TOBACCO INSTITUTE
1776 K STREET, N.W.
WASHINGTON, D.C. 20006

If you don't want to quit smoking or drinking, shouldn't you at least replace the vitamins you may be losing?

A lot of people smoke. Many drink alcohol, too. Despite the health hazards, they may enjoy smoking and drinking so much, they don't plan to stop. If that's your case, consider what may be happening to the vitamins in your body.

Smoking may rob your body of Vitamin C. Recent scientific evidence has proved that blood plasma levels of Vitamin C in smokers may be up to 39% less than in non-smokers. If you smoke 20 or more cigarettes a day, the Vitamin C reduction can climb to 49%.

Drinking may rob you of vitamins, too.

Many people ranging from alcoholics to those who may be classified as heavy, regular or even so-called "social drinkers" can have poor diets because alcohol preempts normal food intake. The result may be lowered protein, mineral and vitamin levels. Also, chronic drinking can reduce the storage capacity of vitamins in the liver, particularly folic acid. When alcohol damage to the liver occurs, the liver has difficulty performing its normal function of absorbing vitamins from food, particularly vitamin B₁ and folic acid.

When the liver doesn't work properly, repair of damaged tissues becomes difficult for the body and your B-complex vitamin storage starts to get depleted.

You may come up short on vitamins.

It's very possible to compound a vitamin loss by continually depleting your body's "warehouse" of vitamins. After a while, loss of your body's extra supply can turn into a vitamin shortage. Once your levels are depleted, noticeable symptoms can result.

You may lose your appetite and then body weight. You could experience adverse psychological symptoms. Irritability, sleeplessness or constant drowsiness can occur.

What are some of the important functions of vitamins?

Vitamins are essential for life and good health. Their primary function is to produce chemical reactions within the body that, in turn, convert food into energy and build body tissues.

Of course, specific vitamins are responsible for performing different tasks in the body. For example: folic acid plays a key role in the development of red blood cells. It also helps your intestinal tract maintain itself. Studies have shown this is the most commonly deficient vitamin in heavy drinkers.

Vitamins B₁, B₆, B₁₂, and niacin help your body in many ways. They maintain the heart and nervous system. They help build new body tissues and help keep skin, teeth and gums healthy among others.

Vitamin C is essential for healthy gums and bones, strong body cells and blood vessels, faster wound healing and the prevention of scurvy.

Other reasons to need vitamins. As you can see, vitamins are not only important—they're essential. What's more, if you eat poorly, take birth control pills, or happen to be sick, you may not be getting all the vitamins you should.

Since vitamins are essential for good health, know how to get them.

There are a variety of ways to make sure you get enough vitamins. First, eat a balanced diet. Today many foods are vitamin enriched or fortified, so look at the nutritional labels of the foods you buy. Just to be sure, you can take vitamin supplements daily.

There are a number of different formulations including multiple vitamins and B-complex with C, as well as supplements of individual vitamins.

Vitamin Information Service, Hoffmann-La Roche Inc., Nutley, New Jersey 07110.



Your health is our concern.

ROCHE 1968

