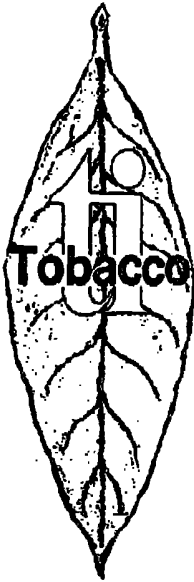


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Tobacco Institute Newsletter

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LEADERSHIP OF TOBACCO AGRICULTURE gathered in Raleigh for the annual meeting of the Tobacco Growers' Information Committee and heard feature speaker and Lorillard President Curt Judge declare that "despite everything that has happened, this is a healthy, viable industry, and we will be buying tobacco from you, your children when they grow it, and your grandchildren when they grow it!"

Sounding a similar optimistic note, incoming Tobacco Associates President Joe Williams said President Nixon's "floating dollar" and import surtax decrees "should be very helpful" to U.S. agriculture in general and tobacco in particular.

And Tobacco Tax Council President Bill O'Flaherty showed film footage of TV and radio coverage in New York of his organization's publicity on the cigarette bootlegging problem which helped turn public opinion against a proposed New York state cigarette tax increase.

IN THE MAGAZINES: Free-Lancer Lucy Eisenberg writes about "The Politics of Cancer" in the November Harper's: "There are a number of puzzling aspects about cancer. How is it, for instance, that such various agents as age, cigarette smoke, and viruses all 'cause' the same disease?"... Barbara Yuncker writes in November's Good Housekeeping that "a study of lung cancer deaths in Australia has added new evidence that air pollution plays a role."...And the November Seventeen has a two-page layout by Anne De Saint Phalle called "Beating the Cigarette Habit" with the subhead, "If you are now a smoker, reading this article may be the first step toward freedom from a dangerous 'addiction'."

IN THE PAPERS: The Woonsocket (R.I.) Call said tobacco growers' subsidies should "better be spent for heart and cancer research and, yes, for feeding and clothing the poor and indigent."...Parade, the 10-million circulation Sunday supplement, armed with a file of Tobacco Institute information, gave the greatest exposure yet to the myth that cigarette wrappers are redeemable for medical appliances.

...The Salt Lake Deseret News ran a reader's letter which said Sen. Moss is "obsessed with the idea he will single-handedly destroy the tobacco industry...This man collects a salary five times mine; and the major involvement we get out of him in the Senate is to reword the warning on cigarette packages."...The Colorado Springs Sun said a physician-researcher reported to the American Association of Automotive Medicine that "heavy smoking seems to have nothing to do with causing automobile accidents, but may be a factor in whether the accident victim recovers."...

The Salem (Ore.) Journal looked at teen-age smoking and said "we're hooking still another generation on the killer weeds." ...The Lorain (Ohio) Journal called this "the creeping tragedy of our times." ...The Buffalo (N.Y.) News said smoking "is abnormal."...San Francisco Examiner said Smoke Watchers International, Inc., a company which sells franchises to help people quit smoking, has reportedly agreed to pay \$55,000 to settle a lawsuit that had charged the firm with unfair business practices... AP reported that Chemfilt Corp. of North Tarrytown, N.Y., will market in New Jersey a liquid called "Benzo-X" to be applied to cigarettes to remove up to 70 percent of benzo-a-pyrene from the smoke--a compound described by the firm, AP said, as "the most dangerous cancer-causing agent in cigarette smoke."

...Newsday, the big Long Island suburban paper, reported on the current industry-Federal Trade Commission negotiations on methods of display of the Surgeon General's warning in cigarette ads. The story quoted Allen Brauningger, FTC staff attorney: "...We have completely different interests in this thing, and we're pretty far apart...I don't know what will happen."...The Evansville (Ind.) Press quoted a Veterans Administration physician to the effect that the lettuce leaf cigarette is a hazard to health... An editorial in the Charleston (S.C.) News & Courier noted a recent warning by B&W's Bob Pittman that all advertising is, as the paper said, "threatened with being regulated out of existence... The cigarette industry cannot fight this threat by itself. Where is the help it needs from other businesses?"

FOOTNOTE: The New York Times reported that Robert Strickman obtained a patent on the Strickman filter (U.S. Pat. No. 3618618). According to the Times the patent is assigned to the Robert L. Strickman Foundation, which

(continued on page 4)

Washington, D.C. Evening Star, 11/11/71**WASHINGTON CLOSE-UP****Cancer Enters the Political Arena**

By JUDITH RANDAL

Ordinarily the American Cancer Society maintains a rather low profile except in the spring when it uses a seminar for science writers and other publicity techniques as a springboard for its annual fund drive.

In the last few weeks, however, the ACS has announced no fewer than three major new undertakings: A screening program for the early detection of breast cancer; another to meet the special needs of the poor and disadvantaged, and a third to assess environmental and occupational hazards that increase the general risk of cancer.

All these objectives are, of course, eminently worthwhile. But when one considers the struggle now taking place in Congress with regard to cancer research, one cannot help feeling that there is more to the timing of these announcements than sheer coincidence.

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In brief, despite its tax-exempt status which precludes political activity, the ACS is engaged in a massive lobbying effort which, for an organization of its type, is unusual and may be illegal.

More money for cancer research is not the issue. President Nixon has asked for and Congress has authorized expenditure of an extra \$100 million for this purpose, and the National Cancer Institute is already putting the money to work. Rather, the issue is whether NCI shall henceforth lead an existence for all practical purposes divorced from the rest of the medical research establishment which, like cancer programs, are presently under the National Institutes of Health.

The ACS started the ball rolling in 1970 when a panel of people with long-standing close ties to the society urged creation of a separate cancer conquest agency. The recom-

mendation was made to Sen. Ralph Yarborough, D-Tex., then head of the Senate Labor and Public Welfare Committee and its subcommittee on health, now chaired by Sen. Edward M. Kennedy, D-Mass.

When Yarborough lost his bid for re-election, Kennedy reintroduced the measure in the 92d Congress. After a "compromise" maneuver in which he allowed the Nixon administration to take the credit, the bill went before the Senate on July 7 and was passed, 78-1.

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This lopsidedness had less to do with the merits of the Kennedy-Nixon bill than with the disinclination of any senator except Gaylord Nelson, D-Wis., to appear to be casting a vote "for cancer."

In fact, Nelson dislikes cancer as much as the next man, but was the only legislator to heed the warnings of a vast majority of scientists. These have testified repeatedly that no single line of research can solve the problem alone, and that isolation of the cancer fight from the mainstream of biomedical effort not only will probably slow it down, but also will weaken the other elements of NIH from which promising leads would likely come.

(In the last month two such advances have materialized -- one from the National Institute of Allergy and Infectious Diseases and the other from the National Institute of Mental Health whose laboratory is at NIH. Both institutes face substantial budgetary cuts.)

Here things stood until the matter was taken up by the House subcommittee on health and environment chaired by Rep. Paul G. Rogers, D-Fla. After extensive hearings this unit decided to prepare a bill of its own that would keep cancer research more closely tied to NIH, and put the direc-

tors of institutes concerned with the nation's other major killers, heart disease and stroke, on an equal footing with NCI's head. The measure was reported out of the House Commerce Committee a week ago and a House vote is expected this month.

In the meantime, however, Representatives had been subjected to intense lobbying pressure from adherents to the ACS point of view. Every member of the Rogers' subcommittee, for example, saw an advertisement supporting the Senate bill and signed by ACS President Marvin H. Polard, M.D., in his hometown newspaper. The ad featured a reprint of an emotional column by beloved adviser Ann Landers and included the names and addresses of target congressmen. In addition, a different ad was run in The Washington Star, Washington Post and the New York Times, all of which had editorially opposed the Senate bill and all of which are read on Capitol Hill.

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The cancer society says that while its president signed the ads, the more than \$50,000 cost was met by an "independent committee" of concerned citizens. This is objectively true, but a technicality, since most of these people have ACS ties. At the bottom of the ad, for instance, was listed the Albert and Mary Lasker Foundation, also a tax-exempt organization. Mrs. Lasker has been a strong behind-the-scenes backer of the Senate bill and is an honorary chairman of the ACS.

All of which says that cancer control, which everyone is for, is far less the issue than politics. Some people may want to reflect next spring, when asked to "fight cancer with a checkup and a check", on what \$50,000 could have bought in the way of care and research instead of advertising space.

is using royalties earned from two Canadian cigarette companies to "reimburse Columbia University for nearly \$400,000 incurred in promoting and testing the filters. The balance due the university is about \$180,000."

WALTER CRONKITE, dean of U.S. tv news commentators, hopped on the Paris-N.Y. leg of new Chinese UN delegate Chiao's flight, took films of the delegations' inflight activities, sat down with Chiao, who was smoking, and lit a cigarette himself. Narrating the sequence on CBS News, Cronkite said:

"We talked of many, rather common, everyday things. For instance, smoking and its possible relation to cancer. Chinese doctors also seem to divide on the issue, and this clearly gives comfort to the heavy-smoking Chinese diplomats."

THOMAS WHITESIDE, chronicler of legislative aspects of the smoking-health controversy, has put three of his previous New Yorker and New Republic articles between hard covers with a bit of new material and published a book this month called "Selling Death" (Liveright, New York, 150 pp., \$5.95).

The fourth leaf bears the simple inscription, "To Michael Pertschuk." He is staff chief of the Senate Commerce Committee which twice has handled cigarette legislation since the '64 Surgeon General's report.

The new material consists of texts of letters--Whiteside to the Commissioner of Food and Drugs last March, urging him to regulate cigarettes under the Federal Hazardous Substances Act; a reply from a lesser official which said Congress hadn't intended tobacco to be covered by that law (but if it were "the dangers associated with tobacco would seem to indicate banning as the proper course"); and Whiteside's appeal, again to the FDA commissioner, stating as a "reasonable estimate" that 3,750 persons had died in the U.S. of smoke-induced lung cancer during the exchange of letters.

The book--with a jacket design very similar to the Lucky Strike trademark--includes excerpts from the 1971 Surgeon General's report. It's the first time they've appeared in print--the government has only put forth a typescript version to date.

COINCIDENTALLY, LIVERIGHT, the publisher, was described by the Washington Star as a subsidiary of the New Republic, in a story disclosing a suit by the publisher to regain a \$12,000 advance from two Washington columnists for a book they were supposed to write called "Who Can Beat Nixon in '72." The Star said the publisher wrote the columnists last December that "Liveright is operating on a very, very slender budget and we need every dime we can get..."

The Clearinghouse on Smoking and Health sent out a revised edition of its booklet, "Facts: Smoking and Health"...made mention of the Auerbach "smoking-dog study, but no mention of lung cancer. It just said the dogs developed lung "tumors."...CSH also published a 144-page study of "Teenage Smoking," formalizing previous reports that Clearinghouse surveys show it is rising. One finding: Teen smoking in homes with one parent is 23.8 percent; in homes with both parents it's 13.4 percent. The reason: "Obscure."

Air Force Times noted that Air Force medics are urging restriction of smoking in base hospitals to designated areas and initiation of the "Five-Day Plan" to quit smoking at all base hospitals. The paper said a recent survey showed 70% of enlisted personnel and 50% of officers smoke.

✓ Dr. Vernon M. Smith, of U. of Maryland's Med. School, said, "There is certainly far more harm in a couple of aspirin than in a couple of cigarettes." He said he found aspirin can cause intestinal bleeding and labeled it "a dangerous drug."

✓ DEPARTMENT OF AGRICULTURE noted in its "Tobacco Situation Report" last summer that cigarette consumption was up, and anti-cigarette tv broadcasting was down. UPI interpreted this as a cause-and-effect assessment. Its story read, "The department said the main reason" for consumption upturn was the drop in anti-smoking spots. National Interagency Council on Smoking and Health read the report the same way, announced in its newsletter that it has sent a letter to all broadcasters urging them to step up the spot exposure.

NATIONAL AGRICULTURAL CHEMICAL ASSN. advised in its newsletter:

"Having pest problems and don't want to use chemicals?...For sucking and chewing insects use cigarette butts. All you have to do is marinate the butts in water overnight, then pour the marinade over the infested plants the next morning."

TI STAFF ON ITS FEET: Kornegay speech to the annual convention in Chicago of the National Licensed Beverage Assn., Nov. 9 and briefing with Kastenbaum and Panzer to New Orleans media Nov. 17; Dryden, speech to Burley Tobacco Advisory Board, Shelbyville, Ky., Oct. 29; Ehringhaus, speech to the annual meeting of the Kentucky Farm Bureau Federation, Nov. 11; Kloefer-Kastenbaum-Panzer, briefing of the media in Hartford, Nov. 4; Kloefer-Huebner-Barr, ditto in Tulsa, Nov. 9 and Oklahoma City, Nov. 10.

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Publishers Weekly described Whiteside's book as "muckraking in absolute terms, hot reading for the anti-cigarette cohorts, a turn-off for others. Whiteside doesn't help his own credibility or cause..."

A RHODE ISLAND LABOR UNION protested a smoking ban imposed in a veterans' hospital canteen. The union, representing non-professional employees at the hospital, wrote the R.I. Congressional delegation that hospital professionals can go to their offices to relax and smoke while non-professionals "no longer have a place to retire to, to relax and smoke."

Sen. Humphrey, (D-Minn.), gave the Fourth Annual Harold S. Diehl Lecture at the American Public Health Assn. annual meeting, and said: "This nation remains in debt to this great man ((Dr. Diehl)) for his intensive efforts in the American Cancer Society to focus public attention on the health hazards of cigarette smoking." He went on to say that it was Diehl's inspiration which made him quit cigarettes years ago and that he is personally indebted to him for that.

✓ COMPANION PIECES on sugar intake and coronary heart disease appeared in the journal Atherosclerosis. One author, Ansel Keys, said the cause-and-effect theory "is not supportable by acceptable clinical, epidemiological, theoretical or experimental evidence...A statistical association between two variables may be interesting but by itself is no proof of cause and effect."

The other author, A.R.P. Walker, laid down the "requirements of evidence" to "incriminate sugar:" 1)"Precise knowledge of sugar intake;" 2)"Precise data" on CHD in the populations studied; 3)"Evidence...that unequivocally demonstrates" that reduced sugar intake reduces CHD; 4)"Response of experimental animals;" 5)"The metabolic mechanisms" of sugar intake.

✓ Two British researchers published a paper in Lancet suggesting that quitting cigarette smoking is undesirable for peptic ulcer patients, might lead to an increase in gastric secretion.

✓ AMERICAN HEART ASSOCIATION published a "Report of Ad Hoc Committee on Cigarette Smoking and Cardiovascular Diseases." Opening sentences: "The 1970 Ad Hoc Committee on Smoking and Cardiovascular Diseases has reviewed the scientific literature which has appeared since the last report of this Committee in 1963. Previous observations that cigarette smoking contributes significantly to...coronary heart disease, have been further confirmed and supported by additional epidemiological and anatomical evidence."

At this point a footnote reveals that "the scientific literature" is the 1969 HEW report on the Health Consequences of Smoking.