



Associated Press

The Surgeon General's panel reports to newsmen in Washington: 'I would tell a youngster . . . I would tell an adult'

'Cigarette Smoking Is a Health Hazard . . .'

No one can accuse the United States Government of hastily judging the cigarette-smoking habits of its citizens. Long after other governments, Denmark and Great Britain among them, and a score of domestic agencies, such as the American Cancer Society and state medical societies, had indicted smoking as a health hazard, the U.S. withheld the full weight of its authority from the anti-smoking campaign. But when the U.S. finally moved last weekend, with the release of a 387-page report entitled simply "Smoking and Health," the impact was instantly apparent on individual and industry alike.

The official judgment came early Saturday morning—in the new State Department Auditorium in Washington. There the government sealed off 125 reporters and the ten members of the Surgeon General's Advisory Committee on Smoking and Health from the rest of the world and offered a three-hour exegesis on the 150,000-word report—the product of fourteen months of laborious analysis and writing. All the talk only amplified the one paramount judgment, suitably set off in bold-face type in the report:

"Cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action."

Since heavy cigarette smoking had been repeatedly indicted as a cause or contributing factor in lung cancer, heart disease, and other ailments, the committee's verdict was not surprising; what demanded attention, however, was its call for remedies. These were not spelled out by the report, and Surgeon General Luther L. Terry nervously tried to avoid them, mindful of the fact that smoking supports an \$8 billion-a-year industry (box, page 49). When pressed, he ticked off four possible government remedies: an educational campaign;

labels on cigarette packs stating the ingredients; stamped warnings about the health hazard on packs, and restrictions on advertising copy.

For the cigarette smoker there was not a whiff of real comfort to be found in the report. One of the committee members, Harvard organic chemist Dr. Louis F. Fieser, volunteered: "I still smoke Larks, the cigarette with the activated charcoal filter." But the report dismissed filters curtly. Nor could it foresee much chance for the development of a cancer-free cigarette.

The normally mild Terry—who two months ago switched from cigarettes to a pipe—put the entire matter in its most straightforward human terms. "Speaking as a doctor," he said, "I would tell a youngster not to begin smoking. I would tell an adult smoker to stop smoking—and if he persisted in smoking, I would advise him that he was running a health risk in doing so."

Both Terry and the report were careful to distinguish cigarette smoking from cigar and pipe smoking. The figures

showed the latter habits had "little significance compared to cigarettes" as a health hazard. Focusing on cigarettes, the report declared:

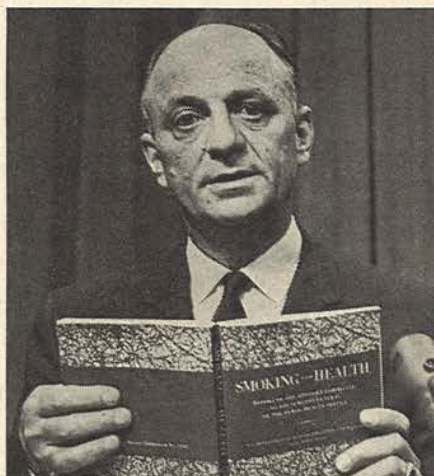
►Smoking is "causally" related to lung cancer in men, outweighing all other factors, including air pollution, in this disease, which claimed 41,000 Americans in 1962. (Although information of the effects of smoking on lung cancer in women is less extensive than for men, the evidence "points" in the same direction.) The report also noted that the lung-cancer risk increases with the number of cigarettes smoked, and that it is reduced when a smoker stops.

►Cigarette smoking is one of the most important causes of chronic bronchitis in the U.S., and "increases the risk of dying" from this disease. In addition, smoking is related to pulmonary emphysema (a degeneration of the air sacs in the lung which can be fatal), but has not yet been shown to be a cause. Nevertheless, the report said, "the importance of cigarette smoking as a cause of chronic bronchopulmonary disease is much greater than that of atmospheric pollution or occupational exposure."

►Cigarettes are a "significant factor in the causation" of cancer of the larynx in men (2,100 deaths in 1962).

►Cigarette smoking is associated with a 70 per cent greater risk of heart attacks in men—the nation's No. 1 killer (577,000 deaths in 1962). But, the report cautioned, "it is not clear that the association has causal significance." In this connection, it noted the strong evidence linking high blood pressure, elevated levels of cholesterol in the blood, and obesity to coronaries. But the panel said it is "more prudent to assume that the established association between cigarette smoking and coronary disease has causative meaning than to suspend judgment until no uncertainty remains."

►Women who smoke cigarettes during



Associated Press

Terry: 'Of national concern'

pregnancy tend to deliver underweight, or premature, infants, but as yet there is no evidence that such infants are less healthy than the babies of non-smokers.

As evidence of its thoroughness, the report included studies of the role smoking may play in accidents. It noted that 18 per cent of deaths from fires occurred because of careless smoking.

The advisory committee, whose ranks included four other smokers besides Fieser, indicated that it had searched hard for something favorable to say about smoking. But it decided that such purported benefits as maintenance of intestinal regularity, appetite suppression, and weight control "are comparatively inconsequential in a medical sense." It did concede there might be "significant beneficial effects [such as relaxation] in the area of mental health." However, it despaired of measuring them.

In its exhaustive survey, the committee carefully buried the argument that the evidence linking cigarettes to lung cancer is "largely statistical." Although it gave full attention to the 36 studies which have shown increased disease risks among smokers, the committee cited the importance of evidence obtained in the laboratory and autopsy room to bolster its conclusions. Of these, the most interesting finding pinpointed seven substances in tobacco smoke, chemically known as polycyclic hydrocarbons, as possible cancer-causing agents. Moreover, the committee found, the total tar content of tobacco smoke is an even more potent cause of cancer.

What's Up Front: All of this is of direct importance to the effort to produce a safe cigarette. Filter-tips now constitute 55 per cent of American cigarette sales, but the committee, according to Assistant Surgeon General James M. Hundley, "felt there was not enough evidence to make a judgment that filters do any good."

In effect, it was a suspended sentence: filters have not been in wide use for a sufficient length of time to show whether they reduce the health hazard of smoking.

There was no doubting the over-all verdict; the only proven safeguard, said the panel, is to give up smoking. The report defined smoking as an "habituation" rather than an addiction, noting that, although smokers develop a psychological dependence on tobacco, they do not become physically dependent on it as do the users of morphine or heroin. This definition of smoking as a habit carried no implication that the habit may be broken easily. The report noted that measures to counter the psychological drive to smoke—including psychoanalysis, group psychotherapy, and anti-smoking campaigns which play upon the fear of illness—seem to be most effective.

The sum total of all the words and figures in the report caused a series of shock waves—heightened by the secrecy that surrounded the committee during the months it was amassing its evidence against smoking. Early sections of the report (price: \$1.25) started running off the presses of the Government Printing Office last December, with Linotypes and presses manned by personnel cleared for top-secret documents. The White House received some of the first of the 8,000 in the initial press run. By last Saturday noon, one copy had been delivered to every member of Congress. Early this week, the report was to go to key medical men and—when more could be run off—the Public Health Service said it would send a copy to each of the nation's 200,000 practicing physicians.

The repercussions of the report, which will probably become a best seller,

were immediately felt throughout the nation. Representatives of the tobacco industry had been permitted in the auditorium with newsmen. By afternoon they had their press releases ready and delivered to news media. "This report is not the final chapter," said George V. Allen, the spokesman of the Tobacco Institute. "I endorse [the call] ... for more research." So did Howard Cullman, president of the Tobacco Merchant's Association and a director of Philip Morris, who added: "We don't accept the idea that there are any harmful agents in tobacco."

The three television networks, which get the bulk of cigarette advertising dollars, said they would re-examine their standards in light of the report; the tobacco men have been invited to meet with network executives in Miami later this month to discuss the whole problem of TV smoking ads. On Madi-

Tobacco's Big Puff In the Economy

The Surgeon General's indictment of smoking as a health hazard last week shakes an \$8 billion industry and a major segment of the nation's economy. The following figures show what's at stake:

The Habit: Americans last year puffed away 523 billion cigarettes, an increase of nearly 3 per cent over 1962. The nation's 80 million smokers also consumed 7.2 billion cigars and cigarillos (most in 40 years) and others chewed 65 million pounds of chewing tobacco.

The Industry: Some 750,000 farmers in 21 states—the major ones in the South—annually grow 2.3 billion pounds of tobacco, worth \$1.3 billion. The output, according to the U.S. Department of Agriculture, makes tobacco the nation's fifth largest cash crop. Some 96,000 people turn out tobacco products, although automation is gradually reducing the number. The investment in equipment and net assets of publicly owned tobacco companies comes to \$3 billion. Exports of tobacco leaves and cigarettes in 1963 brought in \$510 million.

Fringe Business: The tobacco industry buys flax for cigarette paper from farmers in South Dakota, Minnesota, and Texas and wraps its yearly output of cigarettes in 71 million pounds of aluminum foil, 35 million pounds of cellophane, and 27 billion printed packs. Cigarettes



Newsweek—Arnold Newman

An American habit

and other forms of tobacco are distributed by 4,500 wholesalers and 1.5 million retail outlets, ranging from tobacco stores to the vending machine in the corner gas station. More than 3 million persons are directly involved in the manufacture and distribution of tobacco.

Advertising: To keep cigarette sales at new highs, the tobacco companies spend \$150 million a year on Madison Avenue. More than half the expenditure is for network TV ads.

Taxes: A total of nearly \$3.3 billion was collected last year in tobacco excise taxes—\$2.1 billion by the Federal government, \$1.1 billion by the various states, and \$50 million by local governments.

son Avenue, most admen said they were "studying" the report, which had been released on a Saturday to avoid immediate repercussions on Wall Street.

From the Anti-Bacs, the reaction was equally predictable: statements of approval were released by, among other groups, the American Cancer Society and the American Heart Association. The American Medical Association, which only a few weeks ago had voted to start a long-term research program on how smoking affects health (a move which heartened the tobacco men, since it seemed to diminish the importance of existing statistical and laboratory evidence), shifted ground slightly. The new AMA study, said president Dr. Edward R. Annis, will "try to find and ... eliminate whatever elements in smoke may induce disease."

Although Terry was hazy on just what the Public Health Service would do next to implement its committee's verdict, at least one senator was ready to put the issue before Congress this week. Sen. Maurine Neuberger of Oregon announced she would introduce two bills to give the government new powers to curb smoking. Congress, however, may not be moved. House Agriculture chairman Harold D. Cooley of North Carolina, the nation's leading tobacco state, predicted flatly that legislation to restrict smoking "would not have a chance."

Initial Reaction: Though the behavior and habits of 80 million American smokers are obviously impossible to predict, no one expects cigarette smoking to disappear as a result of the report. The U.S. Federal government doesn't have the power—or even the inclination—to ban sales of cigarettes (as it did the sale of cranberries during the big scare in 1959). And although tobacco stocks no doubt will dip and cigarette sales drop in the initial public reaction to the report, there is every reason to believe the industry will survive, as the British industry did after the equally strong Royal College of Physicians report in 1962.

If America's smoking habits do change eventually, it will be a result of a kind of long-term campaign of attrition. Cigarettes, after all, are a relatively new social habit. Smoking may become socially unacceptable to young people, instead of the mark of sophistication it seems to be today.

At the same time, awareness of the hazards of smoking may increase the apprehension of adult smokers and the efforts of family physicians to help their patients stop. The government can distribute millions of warning posters and booklets; only the smoker can decide what to do about them. "This is a problem of national concern," Surgeon General Terry said last week. "What happens now will depend on the national reaction."



Newsweek—Bernard Gotfryd

'TWTWTW's' Ames and Frost: A baby's rattle not a bludgeon

'TW3', U.S.A.

"The show should speak for the personal against the public. People should feel confident that the show is honest even when it seems against its own interests to be so. It must attack what is currently ludicrous and pernicious. And it must have an attitude, a point of view, a basis of moral values. The basis may be as inconspicuous as the back side of the moon, but it must be there."

According to David Frost, this was the credo that was for "That Was The Week That Was," also known as "TWTWTW," also known as "TW3." An irreverent English weekly news summary, it captured an audience of 13 million and made its principal commentator, the fresh-faced 24-year-old Frost, a national figure in his own country.

Brought to the U.S. by Broadway producer Leland Hayward, the American version of "TW3" made its network debut over NBC last week. The title, the format, and the theme music (though not the lyrics) sung by blond Nancy Ames were the same, but the bite revealed an urgent need of orthodontics. From the amiably hopeful opening line—"Washington is skeptical about Barry Goldwater's sore foot" because "he was seen running both ways"—to a kindergarten-ish final song about the cashiered Senate Majority Secretary, Bobby Baker, "TW3" fell on its grinning face trying to show it was only kidding.

Flu or Flo: In sum, though, the show was only kidding itself. One can pass off as opening-night gremlins the painful uncoordination of band and singers, the clumsy meter of the lyrics, and even emcee Elliot Reid's reference to the President as "LJB." What will not wash in the softest suds is the program's almost total lack of its own proclaimed "attitude, a point of view, a basis of moral values." One example

does nicely. Smiling brightly, David Frost announced: "Lord Hume spent two days in bed with flu; or, if you wish, Lord Home spent two days in bed with Flo." Funny enough, but more to do with phonetics than with morals. Indeed, just one more pointless gag.

It was this sniggering fakery, this abandonment of point for the quick and easy joke, that made the American premiere of "TW3" such an embarrassment. Many of the "targets" were sitting ducks long since abandoned by the stalest nightclub comedians—Taylor and Burton, the ten-best-dressed list, trading stamps.

Too Outspoken: There were indications before the program went on the air that the American "TW3" would be only a baby's rattle compared with the bludgeon of the British version, which was last month thrown off the air by the BBC for being too outspoken for an election year.

At the same time that Mort Werner, NBC's programming vice president, was bragging last week that "there would be no editing of this show by clients," he was laying off half his bets: "The underlying theme will be comedy," he said, "making fun of the lives we lead ... This is an entertainment show." Even Hayward, who bought the foreign rights from the BBC last year and has labored vigorously to get the show on American screens, was now being cautious: "I certainly hope and intend that we will use politics," he said, and then added "not so much the issues as the people involved."

Even in its first week, the program has offered up its first sacrifice to the people-vs.-issues principle. Frost's main contribution to the premiere was an annotated hodgepodge of actual statements by Senator Goldwater. It was spiked in the last days before airtime for fear of "libel."

And now we return you to Jack Paar.

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