

THE TULANE UNIVERSITY OF LOUISIANA

New Orleans 12

School of Medicine

Department of Surgery
1215 Poydras Avenue

July 3, 1953

Dear Doctor Fishbein:

Thank you for your letter of June 10 and for the data which you have sent me on smoking. I am indeed grateful to you.

I have thought considerably about some research on the relationship of smoking to cancer and believe that in addition to that which we are now doing as far as the clinical study of determining the frequency of excessive smoking among our patients with cancer of the lower respiratory tract that a similar experiment to that which Evarts Graham is conducting would be worth while. Of course, it would be a long-range experiment, but I think it would be productive of something constructive. As you know, Evarts has shown that tar obtained from smoking of cigarettes by a robot when applied to the epithelial surfaces of animals will over a two-year period produce cancer in about forty per cent of instances. Apparently, it is not the nicotine, because in the residue from which nicotine has been removed, the carcinogenic factor is present.

It seems to me that it would be worth while to repeat a similar experiment, but using a number of variables: 1) the influence of filters on the carcinogenic agent and 2) an attempt to determine if there is any particular factor in the residue which exerts a carcinogenic effect. I have no doubt that the question of carcinogenesis in tobacco can be whipped, but I think it is very wise that Lorillard are taking the initiative in trying to find out just what the factor is so that it might be eliminated.

If you think the Lorillard Company would be interested in a project which I think would take at least two or three years, because Evarts has shown that no results are obtained in less than a year and it is only after a year and longer that the carcinogenic effect of the tobacco residue, I should be very happy to draw up such a plan and submit it to you.

Thank you again for your letter and kind regards to you and Mrs. Fishbein from Isabel and me.

Sincerely yours,

Alton Ochsner, M.D.

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July 9, 1953

Morris Fishbein, M.D.
5543 Blackstone Avenue
Chicago 37, Illinois

Dear Doctor Fishbein:

We have before us your very interesting letters of July 3rd, 6th, 7th, and 8th. Permit us to reply to same in the following chronological order.

July 3rd - We were delighted to learn that Dr. Friedell's article appears in the July 4th issue of the Journal of the American Medical Association and appreciate very much receipt of the clipping which you were kind enough to send us from the Chicago Daily News. We feel that it is very significant that the Daily News saw fit to write a feature article on Dr. Friedell's paper. We are looking forward to receiving 10,000 reprints of the article in question as soon as they become available.

July 6th - Mr. Halley, Mr. James, and myself appreciate your thoughtfulness in sending copies of the July 4th issue of the Journal of the American Medical Association. We feel that the article is very well presented.

We have read with a great deal of interest the report rendered by Dr. Walter Wolman entitled "A Study of Cigarettes, Cigarette Smoke, and Filters" which appears in the same issue. In connection with this report you may be interested in knowing that Brand "A" is Viceroy, Brand "B" is Kent, and Brand "C" is Parliament. We feel that the data given in the report in question is for the most part factually correct. However, we are unable to agree completely with some of Dr. Wolman's interpretations of this data. It is interesting to note the following sentence in the next to last paragraph of Dr. Wolman's report, namely, "The filter of Brand B 'Kent' is the most effective in removing nicotine and tars from the main stream smoke." Of course, we, ourselves, were already aware of this superiority but it is gratifying to observe that Dr. Wolman has drawn the same conclusion. Dr. Wolman calls attention to the fact that filters on all three brands have been modified. This is correct but we wish to state for your personal information that the filter on Kents has not been intentionally changed for at least a ---

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Dr. Morris Fishbein

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July 9, 1953

July 7th - Thank you very much for sending us a copy of Dr. Ochsner's interesting letter dated July 3rd. We would like to postpone a decision on this project until we have an opportunity of discussing it with you before you sail for Europe on August 12th. (We presume you are sailing for Europe on August 12th as indicated in your letter to us of July 6th, although in your letter to us of July 7th you indicate a sailing date of August 3rd.) Our reason for requesting a delay in reaching a decision in the matter is due to the fact that we are financially supporting and personally assisting your friend, Dr. Anthony Lanza, and his group in a very similar project.

We will be very pleased to have another carton of Kents delivered to your home each week. We trust that you have been receiving the two cartons regularly as per arrangements made some time ago.

July 8th - We were very pleased to learn that Dr. Friedell has accepted an invitation to talk before the International College of Surgeons in New York City between September 13th and 16th on the subject of tobacco smoke and circulation. We will be more than delighted to attend the meeting at which he speaks and to see the demonstration. Before you sail for Europe, Mr. Gruber and the writer will discuss with you the possibility of ethically acquiring publicity of Kents at this meeting.

I have not as yet set a specific date for a trip to Chicago the latter part of this month since it seems to me that there is some question as to whether or not Drs. Friedell and Hoffman have progressed far enough in their work since your last report to make such a trip worthwhile. Likewise I have received no recent word from the Armour Foundation which would indicate that they have progressed very far either. However, a trip is still on the agenda and I will let you know as soon as possible if and when a specific date is set.

With kindest personal regards, we wish to remain

Very truly yours,

P. LORILLARD COMPANY

H. B. Parmele, Ph.D.
Director of Research

HBP:mgl

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PHONE MIDWAY 3-8844



CABLE ADDRESS: MEDITOR

MORRIS FISHBEIN, M.D.
5543 BLACKSTONE AVENUE
CHICAGO 37, ILLINOIS

July 14, 1953

Dr. H. B. Parmele
P. Lorillard Company
119 West 40th Street
New York, New York

Dear Doctor Parmele:

I very much appreciate your letter of July 9.

Regarding your first paragraph: Doctor Friedell is attempting to increase his order for reprints from 5000 to 10,000. If he has any difficulty, we will obtain permission for you to have reprints made yourself. I think it would be well to attach a card to the reprints stating that the work was subsidized by P. Lorillard Company and that the filtered cigarette used was Kent.

Second paragraph: I sent you yesterday two reprints of each of Doctor Wolman's articles. I have been in discussion with him and he tells me that the D brand was Lucky Strike.

I agree with you that there is no advantage in having a discussion with Doctor Ochsner until some future date. I will be in New York August 5 through August 11 and I am sure that we can have some talks then.

Thank you for arranging to send Kents which are developing, as nearly as I can tell, increased popularity with everyone who has a chance to try them. I have had information from a good many people and I have made two observations myself on the fact that a so-called cigarette cough disappears when people who have it change to Kents. I have in mind a survey type of investigation using contacts directly with nose and throat specialists who could be supplied with a carton of Kents who could be asked to switch some person with a pronounced cigarette cough to Kents. This I would be sure would be eminently successful in developing evidence along the right line. I would like to talk this over with you when I see you. Actually, the first survey made with Phillip Morris about 15 or 20 years ago was done under the leadership of Dr. Wendell Phillips who is now dead. He secured the cooperation of twenty otolaryngologists in making the study. Each of them switched five persons.

I will be in further communication about Doctor Friedell's address to the International College of Surgeons. The date is the 17th of September and there is to be a symposium on blood

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August 14, 1953

Dr. Morris Fishbein
Hotel Claridge
London England

Dear Doctor Fishbein:

Mr. Halley has asked me to send you the enclosed clipping from Advertising Age, August 3, 1953. The article covered in this clipping is taken from Dr. Wolman's report in the J.A.M.A. of July 4, 1953. The title of the clipping "Filter Tips Don't Filter Much, A.M.A. Cigaret Research Discloses" indicates the damage Dr. Wolman's questionable conclusions can do. Mr. Halley is considerably exercised about the situation, but I do not know what we can do about it. Perhaps you may have some idea in the matter. It certainly illustrates the need of an edited press release such as we will have for Dr. Friedell's September talk. However, a similar precaution does not apply against a printed report such as Dr. Wolman's. It is certainly a shame that Dr. Wolman drew what in your and our opinion are incorrect conclusions. Since the harm has already been done, we doubt that anything can be gained by correspondence with Dr. Wolman or the editorial staff of the J.A.M.A. However, any comments which you may have in the matter will be appreciated.

We hope that you had a pleasant voyage and both you and Mrs. Fishbein are enjoying your sojourn in London.

Very truly yours,

P. LORILLARD COMPANY

H. B. Parmale, Ph.D.
Director of Research

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Encl.

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P. Lorillard Company
INCORPORATED

TOBACCO-CIGARETTES-CIGARS

OLD GOLD BRANCH

111 FIRST ST.

JERSEY CITY 2, N. J.

NEW YORK OFFICE
112 W. 40TH ST.

January 10, 1954

Dr. Morris Fishbein
5543 Blackstone Avenue
Chicago 37, Illinois

Dear Dr. Fishbein:

In line with good business practices, we believe that we should have a Letter of Agreement between you and ourselves, covering experimental work and your personal guidance of same during the present year of 1954.

The arrangement this year is quite similar to that of 1953 except perhaps that it is even simpler. In other words, we are appropriating \$50,000 for the year to be paid to you monthly in the amount of \$4,166.66. It is our understanding that the actual work to be done in 1954 will consist, first, of winding up any loose ends of the Friedell work, second, completion and publication as quickly as possible of the stomach studies, leaving the greater part of both time and money to be devoted to an investigation of cough and throat irritation with particular reference to the improvement anticipated in connection with the use of our Kent Cigarettes.

remaining for an initial portion of work to be done

In closing, we are sending you two copies of this letter in order that you may retain one and sign and return the other for our files.

Very truly yours,

P. LORILLARD COMPANY

H. B. Parmele

H. B. Parmele, Ph.D.
Director of Research

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Morris Fishbein
Morris Fishbein, M.D.

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P. Lorillard Company
INCORPORATED

TOBACCO-CIGARETTES-CIGARS

OLD GOLD BRANCH

111 FIRST ST.

JERSEY CITY 2, N. J.

NEW YORK OFFICE
119 W. 40TH ST.

January 28, 1954

Morris Fishbein, M. D.
5543 Blackstone Avenue
Chicago 37, Illinois

Dear Dr. Fishbein:

On January 10th we wrote you a very simple letter of agreement to cover experimental clinical work to be done in our behalf during the year of 1954. In line with decisions reached at our conference in New York on January 27th, we will appreciate it very much if you will return to us your copy of our January 10th letter so that we can destroy it along with the duplicate which you have already signed and returned. In other words, we will attempt herewith to write another letter of agreement to supersede the first one.

It is understood that during the calendar year of 1954, the P. Lorillard Company will pay you \$25,000 in equal monthly installments which amount to \$2,083.33. This remuneration covers such things as your personal guidance of the clinical experimental work to be undertaken during the year, your advice on medical advertising copy, your abstract service on medical reports appearing in the literature relative to tobacco usage, your work on the book on the medical aspects of tobacco, etc.

It is further understood and agreed that the stomach acidity studies being conducted at the Hektoen Institute will continue until June 1st, 1954, by which time sufficient data will have been acquired to warrant a complete and detailed publication in a reputable scientific journal, with a preliminary report having appeared earlier. To complete this stomach work, you have informed us that \$2,500 per month will be required, for a total of \$12,500 from January through May. Therefore for the first five months of this year we would propose to send you \$4,583.33 from which you can transmit \$2,500 each month to the Hektoen Institute. After this arrangement is finished, you will then presumably receive only the \$2,083.33 per month as above mentioned.

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Dr. Morris Fishbein

- 2 -

January 23, 1954

Since our contemplated work on cough and throat irritation and the anticipated improvement to be brought about by the smoking of Kent Cigarettes is to be done by separate individuals, not in the family so to speak, it would seem advisable that sub-contracts be written for each individual investigator as such investigators are lined up to do the work. Actually out of our budgeted appropriation of \$50,000 for this medical work in 1954, there are only \$12,500 left for the throat studies. This will be enough to get started, but we may need to appropriate additional amounts depending upon the number of individual investigators that can be lined up under this sub-contract arrangement.

The above arrangements are a little complicated, but we trust that we have made ourselves clear; and if such arrangements sound reasonable and are agreeable to you, we will appreciate it very much if you will affix your signature to the two copies herewith enclosed returning one to us for our files.

Very truly yours,

P. LORILLARD COMPANY

H B Parmele

H. B. Parmele, Ph. D.
Director of Research

HBP:mgl

I agree to the above:

Morris Fishbein MD
Morris Fishbein, M. D.



00620629



END TELEGRÁFICO:
"MOBALCOR"

TELEPHONE:
57-1818

COPACABANA PALACE HOTEL

RIO DE JANEIRO

May 3, 1954.

Dear Dr. Parmele: I have just heard from Miss Wist the excellent news about the signing of the contract by Waldbott and also about the interesting letter from Dr. Myerson and the facts brought out in his paper. Perhaps you may want to order some reprints through Myerson when his paper is published.

Thank you for the information about the Viceroy as it will help me to answer the questions that come to me. I may throw a note about this trade name into my forthcoming book.

We had a nice note for Mrs. Fishbein today from Mrs. Parmele.

Miss Wist sent me a copy of the page she sent to you with the names of those who are being asked for the Board and the Committee of the Foundation. I imagine it would be desirable for the Board to meet on the morning of May 25 at 10.00 and to conclude by noon when we could all have luncheon. Then the Committee could meet in the afternoon at which time you and I and such other members of the Board as might be thought desirable could meet with the Committee. If you wish I can send you suggestions for an agenda for the scientific advisory committee giving them a report on current research and getting their suggestions for other research and educational projects.

I have spent some time on this trip with Dr. Edward J. McCormick, president of the American Medical Association. He retires in June. I am quite sure he would be happy to join either the board or the scientific advisory committee. However, that is entirely up to you. Perhaps the question of enlargement of either the board or the committee can be taken up later. Perhaps ~~there~~ there should be one committee, the one we have now — on research, and another on education. This could also be discussed later.

My best wishes to all.

Sincerely,

Harold Fishbein

91150294



DIRECCIÓN TELEGRÁFICA
RITZ HOTEL, MADRID
TELÉFONO 21 26 27

*Hotel Ritz
Paseo del Prado
Madrid*

August 27, 1954.

Dear Dr. Parmele:- We have just arrived in Madrid where I was glad to get your nice letter of August 16. I have written to Dr. Friedell about the desirability of reworking the first paper and adding new material, and I have suggested that I put it on the program of the International College of Surgeons which will meet in Geneva in May. Then it can be published in the Journal of the International College of Surgeons of which I am consultant editor. I found in Lisbon a complete disinterest in the relationship of tobacco to lung cancer and they do not put much faith in the statistical approach to the problem. I noticed in Newsweek a statement to the effect that American statisticians expect shortly also to challenge the statistics.

The annual report of the British Empire Cancer Campaign just issued makes the following statement:

"On the question of tobacco smoking and cancer of the lung the Campaign was actively promoting investigations. No conclusive results were yet available as to the presence of any known carcinogen in tobacco smoke, though it seemed that there was none of an activity comparable with coal tar. So far no suitable method had been devised for inducing lung cancer in animals. In spite of the urgency of this problem, the experimental work

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was, from its nature, bound to take many months."

In the British Medical Journal of July 10 a writer ~~Mr. P. K. K.~~ Hill has seriously challenged the interpretation of statistics collected by Bradford and Doll. The most significant paragraph follows:

"In short, a smoker is no more liable to die of cancer than a non-smoker. A smoker is more liable to get his cancer in the lungs, but he gets the compensation that he is less liable than the non-smoker to get it elsewhere."

Another writer says:

(Table IV shows) "Non-smoking is associated with a greater mortality from all cancers than moderate smoking. Do Dr. Doll and Professor Bradford Hill regard these figures as statistically significant? If they do it is an important observation. It would indeed be a tragedy if, as a result of the fine work that has gone into this problem, many moderate smokers transfer themselves in to the category of non-smokers associated with a higher death rate from cancer. "

I am collecting other interesting items from medical periodicals picked up while I travel. They will be included in the next batch of bibliography.

Please let me know what you hear from Dr. Peerless. When I get home I can begin the assembling of data on the nose and throat for the paper on that subject.

With my best wishes to all of you,

Sincerely,

Wm. H. Hill

01150251



October 12, 1955

Morris Fishbein, M. D.
5451 South Shore Drive
Chicago 15, Illinois

Dear Dr. Fishbein:

We note from your letter to us of October 10th that you expect to be in New York City at the Waldorf on October 14th, 17th and 18th. October 14th will be the most convenient day for the writer to drop by for a short visit, so if agreeable with you, we would like to suggest an appointment at 2 o'clock this coming Friday.

It was thoughtful of you to write us on September 30th relative to the successful progress which Dr. Pearlman is encountering in his approach to the T.I.R.C. We hope that the main committee of this group will act favorably on Dr. Pearlman's proposal since, like you, we are convinced that the project is very much worth while.

We have forgotten whether or not we informed you earlier, but in case we neglected to do so, we wish to state that the Dental Branch of the University of Texas' Medical School finally turned us down on the very interesting project which we described to you at an earlier date. This action was taken by the Dean of the College, a Dr. Olson. Naturally we are quite disappointed at this turn of events, and Dr. Olson's reason was the usual one, namely, that they do not like to carry on investigations sponsored by only one member of an industry.

In connection with your letter to us of September 28th, permit us to state that the proof of your article as it will appear in the Journal of the International College of Surgeons is now in the hands of our advertising agency, Young and Rubicam. They intend to take it to Washington, D. C., to show to the Federal Trade Commission, in order to get their permission for general mailing of reprints. Consequently, there may be a short delay in learning how many reprints we will want of your very excellent article. If it is decided to make wide use of these reprints, we think that your idea of having Pearlman and Myerson case reports available is a good one, and they should be printed up in a neat and impressive manner. However, if this arrangement comes to pass, we will expect you of course to get approval in writing from both Dr. Myerson and Dr. Pearlman. 01146937

It was thoughtful of you to send us the page taken from the British Medical Journal indicating how duMaurier Cigarettes advertise in this particular publication.

Morris Fishbein, M. D.

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October 12, 1955

Your suggestion that we make a contribution to the Hall of Fame of the International College of Surgeons will be taken up at a suitable time a little later.

We are looking forward to seeing you at 2 o'clock this coming Friday afternoon.

Very truly yours,

P. LORILLARD COMPANY

H. B. Parmale, Ph.D.
Vice President

HEP:ics

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