"STOP CANCER" DRIVE SUPPRESSES SCIENTIFIC NEWS LINKING DISEASE TO WELL-ADVERTISED CIGARETTES

New Evidence on Tobacco—Killed or Buried..... p 3

TENNY-FIVE million Americans heard Walter Winchell announce in his broadcast on the night of July 13 that a Mrs Kvetanj of Mont Clare, Penna., had won the Damon Runyon Fund cancer slogan prize, a house and lot worth $40,000.

The winning slogan: "Arrest Cancer. It's Wanted for Murder."

Winchell has been the leading spirit in raising the fund, which will reach a million dollars or more.

As cancer deaths have increased, the nation has become aware that there has not been enough research, enough medical scientific investigations to provide checks, if not a cure.

City, state and national government appropriations have been small. The Winchell-sponsored fund has won the approval of the whole nation.

Tobacco Money Pays Press and Radio

In the same month in which Winchell told 25,000,000 that cancer is a killer, the American Institute of Homeopathy met in annual convention at Swampscott, Mass., and heard, among other reports, one giving the latest scientific findings which show—not for the first time—that the use of cigarettes, cigars and pipe tobacco have a direct relation to the increase of cancer.

Since 52% of the American adult population of the nation now smokes (Gallup poll 12/20/44) this would have been startling news to at least 52% of the readers of the newspaper press, and to Winchell's 25 million.

Winchell is not sponsored by a tobacco company, but every one of the radio networks owes a good share of its financial stability and its profits to the makers of Luckies, Camels, Chesterfields, Old Golds, Philip Morris and Raleighs, and apparently no radio station will permit the facts to become known. Neither will the press.

Cancer Cases Increase With Cigaret Sale

There are, of course, a few exceptions in the newspapers. Immediately after the adjournment of the Institute of Homeopathy convention, the Dayton Daily News had its staff writer, Herbert A Shaw (who merits a Pulitzer prize for this and other work) interview Dr J D Varney, one of the physicians reading papers on the relation of the use of tobacco to cancer and heart diseases. Shaw's article appeared July 11, and the following are the most noteworthy paragraphs:

"If Dr J D Varney . . . had his way, the nation's cigarette manufacturers would have to close up shop. . . ."

"I found [the doctor said] that since the advent of cigarette smoking and the practice of inhaling, the two affictions noted above (certain types of cancer and heart trouble) have increased about 1000%. There's no doubt in my mind that the cigarette is to blame."

"Dr Varney pointed to a report carried in the July 144 issue of the American Medical Assn Journal regarding an experiment. . . ."

"As to cancer of the lungs caused by nicotine, Dr Varney points to another report, carried in recent issues of 'The Diseases of the Chest.' In this report a New Orleans chest surgeon wrote that cancer of the lungs is one of the most frequent and important primary lesions, secondary to cancer of the stomach in autopsy findings. He pointed out that rejected inhalations of tobacco smoke produce chronic irritation and the incidence of bronchial cancer directly parallels the increase in cigarette sales."

"Aside from cancer and heart disease, Dr Varney has another theory on the harmful results of cigarette smoking as it applies directly to prospective mothers."

"I've noted that the newborn baby whose mother has been smoking during pregnancy is very fretful after birth. I believe this is directly due to the
fact that the baby is being broken of the cigarette habit. I don’t know that the nicotine poison forced into the unborn baby’s blood stream by a cigarette smoking mother is the direct cause of many still births but it certainly does give the baby a bad start in life.”

**Campaign Omits Tobacco Cancer Facts**

The publication of such news items as the foregoing by a commercial newspaper—which takes tobacco advertising—is something rare in a discussing the possibility of getting Cancer From Smoking.” Dr Wm Rienhoff of Johns Hopkins, addressing a medical symposium at the University of Buffalo, discussed the possibility of an increase in lung cancer among women due to the fact that smoking among women has been increasing for 20 years.

But, generally speaking, the U. American Cancer Society by Dr Alton Ochsner of New Orleans. The meeting was held at Duke University, an institution which owns its existence to the use of tobacco.

The New York Times on Oct. 3, 1946, carried a large news item under this heading: “Scientists Discuss the Possibility of Getting Cancer From Smoking.” Dr Wm Rienhoff of Johns Hopkins, addressing a medical symposium at the University of Buffalo, discussed the possibility of an increase in lung cancer among women due to the fact that smoking among women has been increasing for 20 years.

The Times must also be credited with publishing (12/23/44) an item (2½ inches) saying the Northwestern Mutual Life Insurance Co believes the shortage of cigarettes in wartime may lengthen human lives. The firm reported that “‘long-term studies of large groups of policy-holders . . . had shown 20 to 100% rises in death rates among heavy smokers in the 50 to 50 year age brackets as compared with nonsmokers.”

But, generally speaking, the U. S. News Press has suppressed at least 90% of the news items in which tobacco, and especially the use of cigarettes, have been mentioned unfavorably. In the Aug. 1946 issue of Reader’s Digest, Howard Engel pointed out that although the death rate from cancer is increasing and the use of cigarettes is increasing, “the anti-cancer campaign makes no mention of this fact: there is new scientific evidence which indicates that tobacco may be a cause of widespread, terrible forms of cancer.”

**U. S. Press Whitewashes Tobacco**

In addition to the suppression of news adversely affecting tobacco, the press also obscures its tobacco advertising in other ways.

It is always possible to find one, or a dozen, doctors who will accept a commission to write an article saying that tobacco is harmless. It is even possible to get certain medical schools to issue reports which the cigarette manufacturers are glad to see reprinted in the lay press. There are also news items and feature articles intended to whitewash the matter. Here are a few samples:

New York Times. In its May 18, 1947 Sunday magazine it carried a glowing tribute to tobacco by staff writer W B Hayward. Title: “Why We Smoke—We Like It.” Inserted in this article was a boxed item pretending to give the other side of the story. It contained three quotations, one from Ben Johnson, a poem by Philip Frenau, and a cockeyed piece written by Tobias Venner in 1620. Nothing of new medical research on cancer and heart diseases, of course.

The Times (10/28/43) also ran: “Body Dissipates Nicotine. Some Factor Alters the Blood.” The Virginia Tobacco Report.” While the Times does not suppress all tobacco items through it expresses most of its words about Com. Trade Commission fraud orders against tobacco firms, and others—it frequently reminds the manufacturers it is in business for money by publishing items such as the above.

Time. The color page ad in Time brings in $8000 each. Students of journalism could write theses on Standard Oil, American Tobacco, and other ads and Time’s reporting of the Standard “treason” charge by Senator (now President) Truman, and medical reports on cigarettes. Recently Time has been running numerous pieces in favor of tobacco. Sample: “A Pleasant Smoke. A sacred creed of most doctors—that smoking is bad for diseased hearts—was disputed by Dr Robit I. Levy and a group of colleagues at Columbia’s College of Physicians and Surgeons. Dr. Levy’s group found that patients with various heart diseases who smoked two cigarettes in succession show no harmful effects . . . Dr. Levy’s conclusion: moderate smoking is all right for many heart patients. . . But path with such diseases as congestive heart failure, active rheumatic heart disease and acute heart damage, should let tobacco alone.”

**Find Doctors To Approve Cigarettes**

Newsweek. Under the heading “Smoke, Drink, and Get Well” this magazine (12/25/46) also was able to find a doctor on the side of tobacco and alcohol. Newsweek reports: “The Dangers of a Bighorn while smoking was recommended for smokers suffering from heart disease by a prominent health specialist last week. Dr Wm D Stroud, professor of cardiology at the Graduate School of Medicine U of Penn, made the recommendation . . .”

**Glamour.** This is one of the many publications whose chief function is to publish ads for cosmetics, clothes, and other items for young women. The tobacco industry, having almost reached the saturation point of male smoking, the first is somewhat limited because there is an age level, of course, below which, of market. The fact remains, however, that the trend toward disk jockey shows, and such advertising as the American Tobacco Co just started on the Intercollegiate Network, indicates that the business believes at least part of its potential is among the younger people.”

**Bookburning U. S. A.**

The power which $50,000,000 worth of total advertising by an industry exerts in the press extends all the way to the book review press. Two examples:

The YMAC published “Tobacco & Health,” sent it to the newspapers. In FACT, asked YMAC Press for a report. James Rentmuler replied only PM reviewed the book. Months later Sales Manager W H Davies informed In Fact that Scholastic, The Churchman and some religious publications reviewed the book, but not one commercial newspaper.

Dr Jesse M. Gehman of Paterson, N. J. published a comprehensive study on the subject (572 pp), “Smoke Over America.” Dr Gehman informed In Fact: “Some only big publications received the book, among them large newspapers, the so-called free press. None reviewed it.”

**Old News: No Names**

MAIN item in In Fact’s June 16 issue was exposé of hundreds of firms violating food and drug laws. Biggest names in industry were named. It was pointed out that at least 99% of the U. S. Press suppresses this news.

Apparently stung by these disclosures, Roy Howard’s United Press July 5 ran about 5 paragraphs of In Fact’s big story, repeating the charge that many Americans are eating food defiled by rats, mice and insects. N. Y. Herald Tribune frontpaged news July 6.

But: not one name was used. Concerns such as A&P Stores, Heinz, Borden, Cudahy, Safeway, Swift, Kroger, etc. are advertisers. The press continues to suppress the real news.

**Another Blockade**

JULY 7 Senator Murray placed in the Congressional Record a demand for the enactment of the Matl Health Insurance Act of 1947. He gave these facts:

1. On an average 2 persons out of every 3 need help to meet the cost of serious illness.

2. About 97,000,000 people in the U. S. need help to meet the cost.

3. In the course of a year there are approximately 22,000,000 disabling illnesses.

4. The theory of hidden cost of permanent disability, wage loss to workers and costs to business totaled in 1943 no less than 15 billions.

5. Only about 5,500,000 Americans (2½%) were covered by comprehensive medical care plans in 1945. . . .

A combination of reactionary doctors, aided by the manufacturers of drugs, and especially the patent medicine gub, is blocking every effort at medical relief for the nation.

**Signs of the Times**

WHENEVER U. S. press is criticized, the New York Times is always used in rebuttal. In fact, the Times, although the first to hit the test, is better than most papers. Because it is influential it frequently does more damage, especially to labor. “Times Wars on
is out to get a majority of women. Glamour hired Dr. Henry C Link to write an article (Jan '46) saying that smoking cigarettes is one of the most innocent of all bad habits.

School Paper - The Progressive, a periodical published by H. S. M. Harding, entitled "Tobacco and Health," claims that smoking cigarettes is harmful. The editor, J. H. Morgan, editor, Journal of the National Education Assn, wrote this piece weekly (1/20/46): "This article...is itself something of a fraud. It is full of misstatements...Enclosed herewith is a statement entitled 'Cigarettes Smoking Causes Lung Cancer,' which will appear in the NERA Journal for Feb. 1. The facts in this statement show a 100% increase in lung cancer paralleling an increase amount of 500% increase in the use of cigarettes.

Tide. Leading magazine of advertising trade published (1/11/46) reproduction of a big ad by the Atlantic Mutual Co showing a burning cigarette and blaming cigarettes for a vast number of fires and the lives of many lives. A Tider reader thought this kind of advertising "ill-advised," suggested including a bottle of whiskey in the ad "because inebriated smokers are no doubt responsible for a proportion of the fires.

Pathfinder. The Sunday edition of the newspaper (newspaper and magazine) is nothing new, but documentary evidence is quite scarce.

Here is an instance where a magazine threw out a small, perhaps $35, advertisement in order to retain the full page ads of the big cigar firm. The little man thrown out had offered a cure for cigarettes. The advertising manager of Pathfinder wrote to his ad agency: "We regret to advise that we are receiving the White Cross Co order here, with the picture of the advertisement which we were forced to discontinue acceptance of all 'tobacco cure' advertisements because of pressure from our subscribers and large advertisers. By eliminating such types of advertising to which these groups object, we believe we will enhance Pathfinder's brand of an advertising medium generally for all other advertisers, including perhaps some of your own other clients."

(Edited by 200 words)

-Fortune. The height, or perhaps depth, of journalistic venality, however, was reached by Luce's Fortune magazine (9/5/35) when it reported on "Alcohol and Tobacco," two of its chief susturers. It concluded (page 38) that the "sum total of our knowledge of the evil of smoking does not add up to much more than a zero." This, of course, adds up to one of the great falsehoods of our time.
Va had found that rate subjected to tobacco smoke lived as long as "non-smokers." This gave the Chi News a chance to headline "Nicotine Loses and Wins."

Most papers didn't use the Mayo item. VarnDevanter used it on WOR-Mutual. In FACT has been informed by Dr. Sharding that his experiments were made with reference to night flying. They also apply to driving. (An abstract appears in "Federation Proceedings," Feb '46.)

5. American Heart Assn. A member of the College of Physicians & Surgeons sends In FACT a reprint of the April 1945 issue of the association's publication, "The Effect of Smoking Tobacco on the Cardiovascular System," written by Dr. Roth of the Mayo Clinic. This article lists many of the authorities of the 20th Century who have investigated the effects of tobacco on all forms of heart troubles.

6. Dr. Martin Gumpert. Writing in "Tomorrow," May issue, this authority confesses that a year earlier, although aware of "possibly harmful consequences," he smoked 2 packs a day. He stopped on July 17, 1948 when he suffered a heart attack. "For a physician it is not possible to make excuses for continuing to smoke after such an occurrence," he states. He also confesses that most doctors' attitudes toward tobacco are based on their own smoking habits. Rather than science. (Thousands of doctors are advertised as endorsing Camels.)

Finally, Dr. Gumpert quotes the latest scientific data: "There undoubtedly exists a close relationship between the smoking habit and disturbances of the circulatory system, including the heart."

EDITORIAL POSTSCRIPT

IT DOESN'T matter what the subject is, you cannot get the facts in the American newspaper or magazine press.

Ask your president, your health (as the foregoing item on tobacco well illustrates), or your security (as our reports of the landlords' lobby showed), or your general welfare (as most of In FACT's items for more than 7 years have pointed out).

There are good newspapers—and we name them. There are great men in Congress—and we name them too. But, there are also agents of the NAM, the electric light interests, the 8 big banks, and 800 lobbyists who in Congress work to make profits for the corporations, and to rob you.

We name them. Few publications do. No one has done as much as this newsletter—we say this as a matter of measurable fact.

The biggest issue of our time is the attempt of the few to rule America. FDR said so and fought the enemy. Republicans like Sen. Aiken, Democrats like Sen. Murray, are united on this. But even when they make an issue in Congress, the press suppresses the news. The magazines are no better. The radio is controlled by the same people.

For more than a year, in all my spare time, I have been collecting important material for a book. Book publishing still maintains some freedom. All this evidence is new (except two or three documents for the appendix which are from In FACT). The book will startle you, and if you will help circulate it, it will startle America.

I hope to finish the book this week, and to give you the details on this page, next week.

G S

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AGENDA of church section of Nat'l Assn of Manufacturers which tries to ensnare all U.S. employers in big business "free enterprise" plan. Head of NAM church propaganda branch is Jasper E. Crane, DuPont vice president.

Los Angeles Times, one of the bitterest anti-labor, reactionary papers in the nation, ran two big editorial columns denouncing workers. July 2 it backed up its view by quoting a Dr. Dan Gilbert. Gilbert was exposed by John Ray Carlson. He is an associate of Walter S. Steele, who signed the Hitler propaganda book imported by Nazi agents Viereck, Gilbert, quoted by the Winrod-GLK-Smith-native fascist group, is now used as an authority by the LA Times to attack leading Methodists.

PREMIUMS

LORDS OF THE PRESS, the 16 men who own and control our newspapers, make public opinion, fool most of the people most of the time. This book gives the documentary evidence, exposes the American press, names them, names their which the Commission on Freedom of the Press did not although it confirmed every indictment in this book against the most powerful group in the U.S. New printing, $3 edition.

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