

AMA Will Undertake Smoking-Health Study

Labor Unions Plan Anti-Smoking Drive

A spokesman for the American Federation of Labor and Congress of Industrial Organizations told a staff conference of the American Cancer Society in New York last week that organized labor would open a drive among its members in January against excessive smoking.

The drive will be part of a nationwide campaign of cancer education and to promote early detection of the disease, Leo Perlis, national director of the federation's Community Service Activities said. He spoke at the society's meeting at the Biltmore Hotel.

Mr. Perlis said the drive would be carried on in spite of the fact that union members make the cigarettes, cigars and tobacco and pipes used in smoking.

PORTLAND, ORE. — A long-range study to determine the effect that smoking has on the human body was ordered here last week by the House of Delegates of the American Medical Association.

In presenting the proposal to AMA's board of trustees the policy-making group, said:

"So many gaps exist in knowledge about the relationship of smoking to health it is the belief of the board that an intensive long-range research program, such as is proposed, is imperative."

The project would be initiated by the Education and Research Foundation of the AMA, a separate corporate entity from the association itself.

The board recommended that the long-range program be financed by a substantial contribution from the AMA and solicitations from other sources, such as industry, foundations, voluntary health agencies and private physicians.

It emphasized, however, that no re-

strictions would be permitted with contributions.

The proposed research program would be conducted in three phases, according to the board. The first would entail a continuing survey of the literature on the subject.

Next, there would be research on tobacco and disease, and, finally, coordinating research would be carried out by others.

The AMA itself would utilize various avenues in communicating the results of the research studies as they become available.

"A director for this project will be procured whose experience, qualifications and integrity will assure that such a research project will be conducted effectively, exhaustively and with complete objectivity," the board said.

"A mass of statistical information," it said, "has been developed indicating certain relationships between smoking and disease which cannot be ignored, even though the significance of them in terms of cause and effect is still being debated."

The proposal explained that the research program would be designed to go beyond statistical evidence and to

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Senator Neuberger Sees AMA Aiding Tobacco Trade

WASHINGTON, D. C. — Senator Maurine B. Neuberger (D.-Ore.) in remarks prepared for delivery to the Senate last week, charged that action taken by the AMA House of Delegates December 4 in calling for "long-range" research into the health effects of smoking, without taking a position on the evidence, "could not have been better designed to achieve the objectives of the American tobacco industry."

The American Medical Association action followed delivery of a massive report by Dr. E. Cuyler Hammond, of the American Cancer Society, confirming and reinforcing previous evidence that cigarette smoking causes premature mortality among cigarette smokers.

"Isn't it a little late for the AMA to tell us to start at the beginning. Of course we need additional research, but what we need more, and now, is unequivocal warning to every American, that smoking, by whatever mechanism is a serious threat to health."

Mrs. Neuberger questioned the failure of the AMA to acknowledge the Cancer Society report or to await the

pending report of the Surgeon General's Advisory Committee on Smoking and Health. She noted that on March 12, 1963, a spokesman for the AMA had stated that the Association would "make a statement based on a critical evaluation" of the Surgeon General's report. Yet yesterday's statement of the AMA's Board of Trustees made no mention of the Surgeon General's report nor of any future plans by the AMA to adopt an official position on smoking and health.

As evidence that the AMA action played into the hands of the tobacco industry, which has long maintained that there is insufficient evidence of the harmful effects of smoking to justify action, Senator Neuberger quoted remarks by two tobacco spokesmen on the AMA decision.

"George V. Allen, president of the Tobacco Institute said:

"It is interesting to note that following Dr. Hammond's report the AMA today approved a program for the AMA's education and research foundation to undertake an extensive,

long-range research program on smoking and health . . . designed to probe beyond the statistical evidence. We welcome any program for further scientific research in these important health fields, where so many questions remain unresolved."

"And Dr. Clarence Cook Little, chairman of the Tobacco Industry Research Committee chimed in: 'We are gratified by the reports of the AMA's recognition of the need for additional research on smoking and health.'

Mrs. Neuberger concluded:

"I do not know why the AMA has taken this action in this way, at this time. But I do know that it could not have been better designed to achieve the objectives of the American tobacco industry. So long as the industry succeeds in convincing the American public that the verdict on smoking is not in, that there are great 'gaps' of knowledge remaining, that the evidence is still subject to 'debate,' the vast majority of habitual smokers will be able to rationalize their habit, comforting themselves in the erroneous belief that the case against the cigarette remains 'unproved'."

"This tacit recommendation by doctors for the continuation of smoking, is a disservice to the American people."

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AMA to Make Study

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search for answers to such questions as which diseases are either caused or induced by smoking.

It stated that a determination should be made to find what elements, if any, may be a direct aggravating cause of cancer and other diseases and to identify these substances chemically.

It also recommended that answers be sought on psychological factors and habituation connected with smoking—VII.

Dr. Clarence Cook Little, scientific director of the Tobacco Industry Research Committee, issued the following statement in New York following requests for comment on a decision by the American Medical Association to launch a research program on tobacco and health:

"We are gratified by reports of the American Medical Association's recognition of the need for additional research on smoking and health.

"The beginning of such a major research program by the AMA's Education and Research Foundation should speed the day when science will learn the causes of major health problems, such as lung cancer and heart disease, and what role, if any, smoking may have.

"The AMA, referring to 'large gaps in knowledge,' cites the need for research 'beyond statistical evidence.' It says it plans research on smoke itself, on constitutional, physiological and psychological factors, clinical and pathological studies, as well as studies on whether 'smoking may produce a tranquilizing effect as well as other favorable psychic reactions. . . .'

"The TIRC itself last week announced the appropriation of an additional \$1 million for continuing and expanded research during 1964, and agreed to provide any additional funds requested by the Scientific Advisory

Board to the TIRC," Dr. Little said.

WASHINGTON, D.C. — Asked for comment on a report by Dr. E. Cuyler Hammond of the American Cancer Society at an American Medical Association meeting recently, George V. Allen, president of The Tobacco Institute, Inc., issued the following statement:

"I feel certain that Dr. Hammond's additional statistical studies reported to the American Medical Association today will receive careful consideration from scientists working in the field.

"It is interesting to note that following Dr. Hammond's report, the AMA today approved a program for the AMA's Education and Research Foundation to undertake 'an intensive, long-range research program (on smoking and health) . . . designed to probe beyond statistical evidence, to search for answers not now available to such questions as which diseases in man may be caused or induced by the use of tobacco'.

"We welcome any program for further scientific research in these important health fields, where so many questions remained unresolved. We are gratified that the work is to be undertaken by so widely representative a body as the AMA.

Licorice Firm Names New Marketing Manager

CAMDEN, N.J. — MacAndrews & Forbes Company, supplier of licorice to the tobacco industry, has announced the appointment of William M. Herst as manager of marketing.

In this capacity, Mr. Herst will be responsible for the over-all corporate sales, sales development, promotion and market research functions. The creation of an integrated marketing organization reflects this company's growth and expansion into diversified fields.

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