

Crusade for Research

Last week in an address before the annual convention of the Retail Tobacco Dealers of America in New York, George V. Allen, president of the Tobacco Institute, offered members of the industry some very valuable guidelines as to attitude and approach in this difficult period when they and their products are under heavy assault.

The text of Mr. Allen's address appears on page 30, this issue. For emphasis, "TOBACCO" is herewith drawing attention to some of Mr. Allen's sage counsel, which could profit the industry's friends and all those interested in fair play.

"Certainly, research on smoking must continue, but so must research along all other possible avenues. We cannot afford to ignore any clue. We must avoid the easy acceptance of a simple answer no matter how often it is repeated.

"For those of us who are in the industry, who believe in the integrity of our position, there is work to be done. We must be certain that our position is known and understood. And there is considerable misunderstanding of our position. It should be apparent, but where it is not we must say that tobacco people are vitally interested in learning the full scientific facts about these health problems.

"We must explain that we have a double interest in this matter:

"First, as human beings, we are interested in the health of our fellow man.

"Second, we have a natural interest in the future welfare of our industry—and of the industry's customers.

"We are vitally interested in getting the facts that will provide answers to questions about smoking and health. We also want full knowledge about the causes of those diseases with which smoking has been statistically associated.

"What more can we do? We must equip ourselves with the known facts so that we can contribute knowledge and understanding which, in the long run, will outlive the "simple" answers. We must make certain that those who propose restrictions against tobacco are aware of all the available facts, not just some of them.

"In a way, we have a crusade. It should be a crusade neither for nor against tobacco. It is a crusade for research in the agricultural stations, the scientific laboratories and the great hospitals and medical centers of the nation.

"I am confident that the scientific community which discovered the secrets of the atom and is now exploring the outermost reaches of space will be able to solve these human health problems."

Tobacco

WEEK OF OCTOBER 18, 1963

TGIC Speaker to Relate Tobacco Industry Needs

RALEIGH, N.C.—The fifth annual meeting of the Tobacco Growers Information Committee will be held here November 4, with President Robert C. Edwards of Clemson College as the speaker. He will discuss needs of the tobacco industry in both the United States and abroad.

Dr. Edwards was one of the sponsoring leaders of an agri-business tour of Europe last summer by farmers of the Carolinas. They conferred with tobacco dealers and manufacturers in England and Common Market countries.

The committee was organized in 1958 to serve as a clearing house of scientific data on the tobacco-health controversy for farm and warehouse leaders.

Officers and directors of the organization represent more than 40 farm groups in the nation's 21 principal tobacco growing states. William H. W. Anderson is secretary-treasurer of the committee, whose offices are in Greensboro.—HAD.

Tobacco Tops List of Cuban Exports to Spain

MIAMI, FLA.—The largest Cuban items for export to Spain are leaf and manufactured tobacco.

Reliable sources of Madrid report that Cuba is contemplating the placing of orders for chemical and pharmaceutical products in Spain to be paid with Cuban leaf and manufactured tobacco and sugar. It is also reported that negotiations were initiated a few months ago when a commercial mission from Cuba visited Madrid. The sale of chemical products was rejected on account of the opposition of the United States to the sale of these products to Cuba.

Reynolds Tobacco Co. to Exhibit at Trade Fair

WASHINGTON, D.C.—The R. J. Reynolds Tobacco Company is among exhibitors scheduled to participate in the U.S. trade exhibition scheduled for the Somali Trade Fair at Mogadiscio, the Commerce Department has announced.—SAND.

Tobacco-Health Theories Still Disputed, Allen Says

The President of The Tobacco Institute, Inc., said last week in New York that "people sometimes forget that there are some good reasons why the theories about smoking and health problems are in dispute, and are often questioned by responsible scientists."

George V. Allen, former director of the United States Information Agency, the Institute President, said that the "original theory about smoking and lung cancer—the theory that smoke was a direct contact carcinogen—has virtually been abandoned. Other theories about how smoking might be involved are still theories, to be investigated."

(The text of Mr. Allen's address appears on page 30.—Ed.)

Speaking at the 31st annual convention of the Retail Tobacco Dealers of America, Mr. Allen outlined the following as some of the reasons why theories about smoking are questioned:

"1. The case against smoking still rests largely on statistical studies, whose meanings are questioned by many lead-

ing medical statisticians.

"2. Intensive clinical and laboratory research has failed to provide verification necessary to show a cause and effect role for smoking.

"3. Among scientists studying these problems, there is growing interest in the possible role of constitutional and genetic factors.

"4. Inhalation of tobacco smoke by laboratory animals in many experiments over the years has consistently failed to produce lung cancer.

"5. Some other things, such as viruses in combination with other factors, *have* produced lung cancer in experimental animals.

"6. Extensive chemical tests have failed to specify any substance, as found in cigarette smoke, that accounts for lung cancer.

"7. Non-smokers, including infants, sometimes get lung cancer.

"8. Lung cancer rates are consistently higher among city dwellers than
(Continued on page 28)

Old Belt Sales Sag

DANVILLE, VA.—The continued drought is hampering tobacco selling in the Old Belt. Sales are below normal for this time of year largely because there has been no damp season since the market opened, and tobacco hanging in the curing barns is too brittle to be handled. This condition, plus the low quality level of this year's crop, has resulted this week in one fourth of all tobacco offered here going to the Stabilization Corporation. For four successive days, an increased quota of leaf sold here went to the pool. The season's sales now stand at 14,206,602 pounds sold for \$8,579,-

227.43, an average of \$60.39.

The week's average was \$59.83, with quality and the state of the offered tobacco controlling prices day to day.

The Department of Agriculture estimates that this year's flue-cured crop will run to 1,309 million pounds and that average production of flue-cured is 1,129 million against 1,408 million produced last year.

The growers are taking this year's situation with good grace. Most of them realize that this is "one of those years" when a succession of adverse conditions have prevailed.—TETLEY.

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Ioanes Cites Changing Trends

(Continued from page 17)

We have many problems in the tobacco industry.

There is the competition of other producing areas. Burley production is on the upgrade in such countries as Greece, Italy, the Rhodesias-Nyasaland, Mexico, Brazil, and Japan. Other countries, especially in Latin-America — are laying plans to increase their burley crops. Dark tobaccos are getting competition from Nyasaland, Italy, Brazil, Colombia, Paraguay, and the Dominican Republic. Italy and Madagascar are growing tobacco somewhat similar to Maryland tobacco.

Aside from our troubles in the European Economic Community, we must face the fact that duty rates, in general, are high — and seem to be going higher. Preferential duty rates like the 21.6 cent per pound preference which the United Kingdom gives Rhodesia, Nyasaland, and other Commonwealth producing countries helps them compete with us. Greece and Turkey get preferential treatment on their tobacco going into the Common Market. And there are many nontariff barriers — bi-

lateral trade agreements, special trade associations, license and foreign exchange requirements, mixing regulations, and others.

There are shifts in tobacco tastes. There is the health angle, which is under discussion abroad as well as at home.

But let's count our blessings again.

There is the factor of economic growth.

There is the world-wide shift to high-quality cigarettes—particularly to cigarettes containing American tobaccos.

There is our very vigorous market development work.

There is the fact that American tobacco is the "standard" tobacco of the world.

When you add them all up, we have some real pluses on our side. I believe that in the long run the pluses will outweigh the minuses. Both the United States tobacco trade and the United States government are dedicated to the job of maintaining and expanding exports of American leaf. I think that exports can and will be expanded.

Health Theories Still in Dispute

(Continued from page 9)

among country dwellers, even when smoking patterns are taken into account.

"9. Lung cancer rates also vary widely from country to country, and from city to city, with no apparent relation to smoking habits.

"10. Studies here and abroad show major differences in lung cancer rates among people living in different economic and social conditions.

"11. Some scientists believe there is a relationship between the reported rise in the number of lung cancer cases and the decline in mortality from other lung ailments.

"12. Much of the reported increase in primary lung cancer—which accounts for slightly over one per cent of all deaths yearly in the U.S.—is doubtless due to survival of people to older ages, to better diagnoses, and other medical advances.

"13. Studies in the United States, Canada, and England indicate that

lung cancer rates are nearing a peak and may level off or even decline."

Mr. Allen said that "research on smoking must continue, but so must research along all other possible avenues. We cannot afford to ignore any clue. We must avoid the easy acceptance of a simple answer no matter how often it is repeated."

The Tobacco Institute is composed of major United States manufacturers of cigarettes, smoking tobacco and other tobacco products. Its principal purposes are to promote a better understanding of the tobacco industry.

Mr. Allen's address was delivered at the New York Tobacco Table luncheon during the convention of the Retail Tobacco Dealers of America. Malcolm L. Fleischer, managing director of the RTDA, praised Mr. Allen for, "... the tact, integrity and skill that he has brought to the job of representing the United States tobacco industry."

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What the Industry Should Know About Smoking and Health Theories

By George V. Allen*

President, The Tobacco Institute

These are troubled times for tobacco. You read about it in your newspapers at least once a week, as do your customers. For those of us who work in the industry, it is important to keep sight of our own basic objectives—while we continue to seek broader public understanding of our goals and objectives.

What are these basic attitudes and policies?

1. We believe the tobacco industry exists to meet a well-established consumer demand for products that bring pleasure and relaxation to a large number of people in this country and abroad. No one is more aware of this fact than those of you who sell tobacco products to the public.

2. We recognize that there are questions about smoking and health, and about the causes of certain diseases with which smoking has been associated largely through statistics. The causes of lung cancer and heart disease are in dispute among scientists.

3. We are convinced that scientific research will discover the answers to these questions.

4. We consider that smoking is, and should continue to be, a custom for adults.

Duty Lies in Continuing Program

Those are some of our convictions. We owe it to our industry and to the public to carry on a continuous program of informing the general public of these attitudes and policies. Many of you, and your organization, have done a good deal of work in this area, and I know you can be counted on to keep it up.

We also owe it to our industry and to the public to encourage further medical research to resolve the unanswered questions in this field. We must also continue to remind our

fellow citizens that the tobacco industry has long been a productive contributor to the American economy. This may be a familiar story to many of you. However, I hope you will forgive me if I set forth a few basic facts about our industry.

Tobacco Is Fifth Largest Cash Crop

Tobacco, of course, begins on the farm. Some 750,000 farm families in 21 states grow tobacco. Last year they received more than \$1.3 billion for their tobacco crops. Tobacco is this nation's fifth largest cash crop, and last year ranked third in dollar value among our agricultural exports. The United States is the world's largest producer and exporter of tobacco leaf and cigarettes.

Over 22 per cent of the world's output of cigarettes in 1962 was manufactured in this country. Forty-two per cent of the free world's exports of tobacco last year came from the United States. About 28 per cent of the tobacco leaf (in pounds) sold last year in free world markets came from the U.S. Our share of the world leaf market has been going down, as you may know, because of increasing production and competition from other tobacco-growing countries. Also, our volume was down last year.

In the United States, there are about 578 plants, big and small, in 30 states that manufacture tobacco products. These plants, the wholesalers and you who sell tobacco products, and the companies which supply goods and services to the industry, employ millions. Overall, it is estimated that some 17 million people depend on tobacco for all or part of their livelihood.

And all of these people have an important stake in the tobacco business, as you well know.

In addition, tobacco products last year provided some \$3.2 billion in taxes to federal, state and local governments. This is nearly 40 times the normal yearly budget of the United Nations. (Each time I come to New York City,

I am reminded of how stringent cigarette taxes have become in some areas.)

The story of tobacco is much the same around the world, because tobacco is grown, and taxed, on all continents—in nearly 100 countries. Tobacco products are manufactured in 110 countries.

No one knows for sure how many people use tobacco around the world. But we do know that men and women in virtually all of the 120 countries on the globe enjoy tobacco. You may recall that when Gov. Rockefeller's son was lost in West New Guinea three years ago, the most feasible means the Dutch authorities had to encourage the local inhabitants to aid in the search was to offer them tobacco.

In our own country, about 80 million people use tobacco products—well over half the adult population. That, in brief, indicates tobacco's social and economic importance.

It is important that people keep these facts in mind today, when newspapers, magazines, and public discussions are full of material dealing with tobacco and health. And the fact is, it is up to you and me to remind them. This is not to suggest that the tobacco industry is entitled to some kind of special privilege. Not at all.

I do believe that the industry is entitled to an objective hearing. In many instances, I am afraid we are not getting it. You can help to see that we do. Those of us who work with tobacco share with the millions who use tobacco products a concern over questions raised about cigarettes and health.

We are also concerned about some of the information that is being circulated about the tobacco industry and its products. I believe it is time to examine the theories and the facts. What are the facts as we see them?

As you may know, for some time various organizations and individuals have been conducting or proposing campaigns against cigarette smoking. By sheer repetition, they are now seeking to give the impression of "mounting evidence" that smoking is responsible for various health problems, even though the causes of those problems remain in dispute among scientists.

* A speech before the Retail Tobacco Dealers of America, New York City, October 11, 1963.

Actually, while there have been many resolutions and repeated articles and stories about smoking and health in the recent past, the scientific situation remains largely as it was, my scientific advisers inform me. In view of this, it seems to me there ought to be a respite from theories, resolutions and emotional statements for a time at least, so that scientists can objectively evaluate what is known and what is not known. Perhaps then the scientists can determine the areas of research that must be undertaken and work together to solve these health problems.

Unless this happens, there is some danger of losing sight of what ought to be the basic objective of all concerned. That objective should be to expedite the research still necessary to find out what actually causes the diseases in question, and what role, if any, tobacco may play. It is easy to paint a black picture around tobacco. All one has to do is discard that which does not suit one's theory.

Wide Literature on Tobacco and Health

The literature on tobacco and health contains such a wide variety of fiction and non-fiction, fact and opinion, that it is difficult, at best, to determine what the facts really are.

However, when one considers all of the available research, one finds that much of it does not fit the theory as presented by those who regard smoking as a serious health hazard. It is natural that the headlines usually go to those who suggest a possible answer to health problems, or who present a new theory, or who make a charge.

However, a chorus of loud voices saying that tobacco is "guilty" is no substitute for research. The position of the tobacco industry, on the other hand, does not generally make much news. We do not presume to know the answers to questions about smoking and health. Nor do we presume to know the causes of the diseases with which smoking has been associated.

On the other hand, there are certain things we do know: We do know that the theories regarding possible causes of lung cancer and heart disease are in dispute among scientists.

We do know that the original theory about smoking and lung cancer—the theory that smoke was a direct, contact carcinogen—has virtually been abandoned. Other theories about how smoking might be involved are still theories, to be investigated.

We do know that in laboratories around the world scientists are investigating many possible factors in lung cancer and heart disease, in addition to smoking. These include viruses, pre-

vious lung infections, diet, stress and strain, environmental and occupational pollutants, and many others.

Some Forget Why Theories are Disputed

We also know, and people sometimes forget, that there are some good reasons why the theories about smoking and health problems are in dispute, and are often questioned by responsible scientists. You may be interested in some of these reasons:

1. The case against smoking still rests largely on statistical studies, whose meanings are questioned by many leading medical statisticians.

2. Intensive clinical and laboratory research has failed to provide the verification necessary to show a cause and effect role for smoking.

3. Among scientists studying these problems, there is growing interest in the possible role of constitutional and genetic factors. They want to know why some people, both smokers and non-smokers, get these diseases while others do not.

4. Inhalation of tobacco smoke by laboratory animals in many experiments over the years has consistently failed to produce lung cancer.

5. Some other things, such as viruses in combination with other factors, have produced lung cancer in experimental animals.

6. Extensive chemical tests have failed to specify any substance, as found in cigarette smoke, that accounts for lung cancer.

7. Non-smokers, including infants, sometimes get lung cancer. The vast majority of smokers—even heavy smokers—never get the disease.

8. Lung cancer rates are consistently higher among city dwellers than among country dwellers, even when smoking patterns are taken into account.

9. Lung cancer rates also vary widely from country to country, and from city to city, with no apparent relation to smoking habits.

10. Studies here and abroad show major differences in lung cancer rates among people living in different economic and social conditions. These differences are not accounted for by smoking patterns.

11. Some scientists believe there is a relationship between the reported rise in the number of lung cancer cases and the decline in mortality from other lung ailments. Lung cancers often arise around old lung scars caused by earlier lung ailments, such as tuberculosis.

12. Much of the reported increase in primary lung cancer—which accounts for slightly over one per cent of all deaths yearly in the U.S.—is doubtless

due to survival of people to older ages, to better diagnoses, and other medical advances.

13. Studies in the United States, Canada, and England indicate that lung cancer rates are nearing a peak and may level off or even decline. In contrast, smoking continues to increase in these countries.

These are some of the many reasons why questions regarding smoking and health are still in dispute among scientists, and why further intensive research is needed.

Certainly, research on smoking must continue, but so must research along all other possible avenues. We cannot afford to ignore any clue. We must avoid the easy acceptance of a simple answer no matter how often it is repeated.

For those of us who are in the industry, who believe in the integrity of our position, there is work to be done. We must be certain that our position is known and understood. And there is considerable misunderstanding of our position today. It should be apparent, but where it is not we must say, that tobacco people are vitally interested in learning the full scientific facts about these health problems.

We must explain that we have a double interest in this matter:

First, as human beings, we are interested in the health of our fellow man.

Second, we have a natural interest in the future welfare of our industry—and of the industry's customers.

We are vitally interested in getting the facts that will provide answers to questions about smoking and health. We also want full knowledge about the causes of those diseases with which smoking has been statistically associated.

What More Can We Do?

What more can we do? We must equip ourselves with the known facts so that we can contribute knowledge and understanding, which in the long run will outlive the "simple" answers. We must make certain that those who propose restrictions against tobacco are aware of all the available facts, not just some of them.

In a way, we have a crusade. It should be a crusade neither for nor against tobacco. It is a crusade for research—in the agricultural stations, the scientific laboratories, and the great hospitals and medical centers of the nation. I am confident that the scientific community which discovered the secrets of the atom and is now exploring the outer-most reaches of space will be able to solve these human health problems.

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Health Verdict Near

WASHINGTON, D.C.—A report to the nation before the end of the year is expected from the scientific jury sitting in judgment on the possible link, if any, between smoking and health, reports at the week-end indicated. The report could come at any time.

Reports are that drafts of the Advisory Committee on Smoking and Health conclusions, or portions of its judgments, are already in private government circulation, though spokesmen for the panel insist that the final report has not yet been formulated. The report may be made public next month.

While there is great interest in what the findings will be, there could be some disappointments when they are revealed, it is said. Understanding is that the verdict will be restricted to the validity or invalidity of reported links between smoking and health.

Present purpose is not to suggest legislation or action.

Nearly a year ago, in November, 1962, the panel held its first meeting, devoted mostly to organization. Members of the committee did not get down to brass tacks until early this year. Since then, however, panel members are said to have been working night and day. Individually, they are pledged to secrecy.

While there have been charges of politically instigated delays, there is no evidence of political or other interference in the jury's deliberations. Spokesmen for the panel say there has been none. One said there had not been a single inquiry from any Congressman, to his knowledge, as to what the findings might be.

The panel was selected from nominations by health agencies, Federal units and the tobacco industry.—HAD.

Tobacco Leaf Sale To Iraq Announced

WASHINGTON, D. C.—Agriculture Department has concluded a P.L. 48 sale of 3.3 million pounds of tobacco at \$2,513,000 with Iraq, as part of general purchase agreement involving a number of commodities.

The department announced about the same time, an authorization to Pakistan for purchase of \$2.5 million worth of tobacco from this country, amounting to about 1,200 metric tons, leaf basis, but with tobacco products authorized to be included. Shipments on this latter contract may be made up to June 30, 1964, it was stated.—SAND.

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