

PLAINTIFF'S
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CONFIDENTIAL

Mr. C. H. Goldsmith

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H. Wakeham

Hilton Head Meeting of the Cigaret Company Research Directors
February 14-16, 1968, or Some Thoughts on Cooperative Research
in the Tobacco Industry

When the smoking and health question became critical in the 1950's, the tobacco industry took two steps to meet the situation. First, it adopted the "vigorous denial" approach: "the statistical evidence is biased," "nothing is proven," "animal experiments don't tell us what happens in humans." At the same time, the industry set up the Tobacco Industry Research Committee to sponsor medical research on cancer. The industry hoped in this way to demonstrate its concern for the cancer problem and to discover by research, if possible, the truth about smoking and health. No efforts were spared to make TIRC a completely objective, independent agency whose results would be believed by the public and the scientific community to be free of bias.

These actions were no doubt effective, at least at first, in assuring the public (as well as the industry people themselves) that the industry was coping with the problem; but they failed to deal effectively with the basic scientific aspects of the problem. At the same time the constant activity of the anti-cigaret people in the form of newspaper publicity, magazine articles, governmental actions, and lately the Surgeon General's Committee Report and the "warning label" have built up out of all sensible proportion the health risk of cigaret smoking. Certainly it would be hard to find a person in the United States today who would say that cigaret smoking is healthful. To the contrary, most everyone believes that smoking involves more or less serious risk to health, albeit a risk most smokers are willing to take for the pleasures of smoking.

Meanwhile the industry, continuing its policy of "vigorous denial," finds itself in the role of the "bad boy" in opposition to the forces ostensibly dedicated to the welfare of the people: Federal agencies like F.T.C., N.I.H., P.H.S., and U.S.D.A.; cancer research institutes like Sloan-Kettering and Roswell Park; public supported health organizations like American Cancer Society, American Heart Association, etc. This image encourages the anti-cigaret zealots and publicity seekers (politicians, etc.) to use the cigaret industry as a convenient whipping boy, which only makes the image, if anything, worse in the mind of the public. To this the industry has essentially replied merely by repeating the vigorous denial: "experimental proof is still lacking," "the statistics are poorly obtained and in any event not to be trusted," "no one knows the cause of cancer so how can it be cigarettes,"

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"the claims against cigaret smoking are grossly exaggerated," and anyway why pick on us when there are so many other more frequent causes of death than lung cancer? Of this the public can only say like Hamlet's Queen Mother, "The lady doth protest too much."

The loud cries of the anti-cigaret zealots have now convinced so many of the uninformed masses that cigarettes are harmful that the voice of the moderates is stifled throughout the land. The situation has gotten to the point that the moderates, most physicians, and other scientific professionals will not speak out on the subject even in behalf of scientific truth because they are fearful of public criticism and professional ostracism. We have it on good authority, for example, that many scientists and physicians believe that Dr. Carl C. Selzer committed professional suicide in his courageous attack in J.A.M.A. on the anti-cigaret "establishment" and its allegations that smoking causes coronary heart disease. Dr. Joseph Berkson and Professor K. Alexander Brownlee and others who formerly spoke up in behalf of scientific objectivity have been strangely silent during the past few years.

Fortunately, despite this loss of credibility on the part of industry, smoking goes on essentially unabated, although the increasing popularity of filters and acceptability of low delivery brands indicate people are worrying about the problem. The popular and stock market reaction to Strickman clearly demonstrates public concern, and one may expect per capita participation in smoking to decrease as the current anti-smoking propaganda campaign begins to take effect.

What steps has the industry taken to combat this deterioration of its image over the past fifteen years? It established the Tobacco Industry Research Committee (now The Council for Tobacco Research - U.S.A.) which, although it may initially have had a public relations benefit, has, in this writer's opinion, given little positive support to the "vigorous denial" approach nor has it given respectability to the industry's posture of objectivity. It has produced few if any objective and newsworthy findings to controvert the allegations of the anti-cigaret zealots. The same negative conclusion might be made of the A.M.A. Tobacco and Health research program, although it is too early to evaluate its results in any depth.

Somewhere between the "vigorous denial" and the open admission of allegations must lie an area in which the industry can find an image of credibility and objectivity in the minds of knowing people. Somewhere between no research and a massive effort to find the cause of cancer there must be an area of scientific endeavor which will give the industry a solid basis on which to stand. Somehow or other it must be possible to establish a group of industry supported scientists, respected by their peers even in the anti-cigaret scientific community, who can raise a voice in favor of scientific truth that will be heard.

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The writer believes that the basis for this kind of a scientific endeavor lies in a cigaret industry cooperative research organization. Such an organization might be called the Cigaret Research Institute. Its membership would be open to all cigaret manufacturers. Its purpose and objectives would be to asserble, generate, and evaluate scientific information about tobacco, cigarets, cigaret components, smoking behavior, etc. of common interest to the members and to make such information available to the member companies and for such further use as the members may deem appropriate. In time it might be expected that the Cigaret Research Institute would carry out a broad enough and sound enough program to establish the scientific fact needed to put the smoking and health problem into proper perspective.

There follows a list of industry-wide research problems to which the Cigaret Industry Institute could address itself immediately:

1. What is the smoking behavior of the cigaret consuming public, and how is this related to the actual smoke exposure of the smoking public (as opposed to the potential exposure based on F.T.C. tar test method)?
2. Development of information on the relation of smoke composition to the conditions and/or method of smoke generation leading to the improved definition of smoking conditions and/or machines which simulate human smoking.
3. Determination of the precursors of compounds in smoke, particularly of those which might be deemed hazardous to health.
4. Development of improved and accepted standard analytical procedures of common interest.
5. Compilation of data on tobacco composition as related to other characteristics and conditions of growth beyond that now being done in the cooperative crop development program in the experimental stations.
6. Determination of information relative to agricultural residues in tobacco and smoke.

These studies will provide a background for two other broad studies which the tobacco industry may some day wish to initiate:

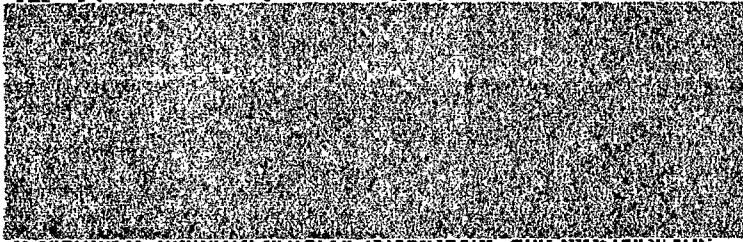
- A. A review of epidemiological evidence relating human ailments to environmental and behavioral factors with the aim of revealing other areas which can be investigated to find to what

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- B. ~~in complete quantitative~~ in physiologic and morphologic effects of whole smoke, smoke fractions, and/or smoke components on various animal systems.

There are probably other areas in which a cooperative program would be beneficial, but the above listing will suffice for the moment. Let us review some advantages of the proposed Cigaret Research Institute.

1. Our major technical problems are common to all cigaret companies and are of such a magnitude and complexity that the large effort required is beyond the research resources of any single company. Under these circumstances, a concerted action is better and more effective than individual action. It overcomes the disadvantage of duplication, and increases greatly the over-all quantity of information available to all companies. Furthermore, the strength in numbers working on common objectives is more effective in dealing with our scientific critics.
2. An industry research institute would provide a basis for technical cooperation with other agencies such as government, research foundations, public supported associations, etc., which would find it awkward to deal with one single company as a representative of the industry. Relations of this type in the legal, political, and public relations field are being handled by The Tobacco Institute, etc., but no such mechanism is available for technical liaison and communication.
3. The Research Institute could have an apparatus which would anticipate and prepare information for countering anti-cigaret propaganda blasts of a scientific nature.
4. The Research Institute would provide a mechanism for carrying out contract research and for investigating areas of interest to the entire industry which are brought in by outside agencies and inventors. Of course, it would have to be recognized that the Institute management would have to guard against needless diversion of the effort due to outside idea investigation and attempts by others

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to use the Institute for propaganda or public relations purposes. The Institute should limit itself to basic technologies applicable to broad industry programs.

In its organization the Institute would require a capable director, familiar with the problems of the industry and yet of sufficient scientific stature to command the respect of the non-tobacco scientific profession. It would require an efficient central research facility. Some of the work of the Institute could be done by parceling out cooperative activities to the various company research laboratories in those instances where the company laboratories are uniquely qualified, both in terms of manpower and equipment, to carry on certain types of work. Other areas of investigation could be contracted out to suitable research institutes, universities, and similar organizations. It is not visualized that the Institute would make grants for academic type research, and in this respect it should be emphasized that the Institute program should be considered as complementary to rather than equal to or replacing existing programs in other tobacco industry supported agencies.

A most difficult aspect of the Institute would be the control of information generated by the Institute. One approach might be that all of the information obtained by it should be restricted to the research departments of the member companies, on whom would then be placed the responsibility for the proper use of the information. Since the company research groups are generally under the company managements, they would be expected to be sufficiently sensitive to the propriety of releasing information which would undermine and possibly destroy the benefits of the Cigaret Research Institute to the industry as a whole.

Finally, let it be said that this proposal is in essence the more effective organization of activities already underway on an ad hoc basis. The research directors of the several cigaret companies now meet to discuss and solve common problems. Examples are the formation of the Tobacco Institute Testing Laboratory, the investigation of Chemosol, the evaluation of smoking machine prototypes for The Council of Tobacco Research, the study of smoking patterns for selection of a standard butt length, etc.

All of these activities have been cooperatively carried out, utilizing both internal and external resources, and under the supervision of one or another of the company research directors. To a greater or lesser extent these activities have interfered with the company directed goals of the respective research departments. It is time an effective industry-wide technical organization be considered to handle these and other important technical matters. To be sure there would be problems in this as in any other organization, but none which could not be solved by capable leadership.

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The cigaret industry cannot help but benefit in the long run from the execution and publication of properly designed and performed researches which lead to the revelation of truth, whatever it may be. Our present situation stems from lack of knowledge rather than from an overabundance. If we had available better or more certain knowledge of any existing or potential health hazard from cigaret smoking, we would have a greater likelihood of modifying cigalets in a manner to reduce the hazard and to preserve the benefits of smoking and our business. If, on the other hand, good researches reveal new truths, negating previous conclusions regarding the hazards of cigaret smoking, eventually these truths will silence our critics and again benefit the industry. The one way in which we can in the long run do ourselves the greatest harm is to fail to learn all we can about our products and our business, to fail to do the researches necessary to meet the technical challenge the industry now faces.

J. H. W. [signature]

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