

After millions of dollars and over 20 years of research:

THE QUESTION ABOUT SMOKING AND HEALTH
IS STILL A QUESTION.

For the past two decades, hundreds of scientists have performed thousands of experiments and written millions of words in a dedicated effort to explore the question of smoking and health.

Result. So far, in spite of this massive effort, there are eminent scientists who question whether any causal relationship has been proved between cigarette smoking and human disease -- including lung cancer, coronary heart disease, or emphysema. They believe that years more of exhaustive investigation will be required to clear up what is indeed now a muddy picture.

What has been learned is this: establishing ~~the~~ cause-and-effect relationship, which has^F been claimed to exist by government agencies and other groups, is much more complex than originally thought. In fact, even those who claim a cause-and-effect relationship has been proved, admit that no particular ingredient, as it occurs in cigarette smoke, has been demonstrated as the cause of *any particular disease.*

Who Sponsored the Research

There are those who believe that voluntary health associations have provided the money for most of this research. Others think it was strictly a project of the various U.S. Government departments.

It is true that both have been . . . and continue to be . . . active in this field. But -- a major portion of this scientific inquiry has been financed by the people who know the most about cigarettes and have a great desire to learn the truth . . . the Tobacco Industry.

And the industry has committed itself to this task in the most objective and scientific way possible.

No Strings Attached

In the interest of absolute objectivity, the Tobacco Industry has supported two totally independent research efforts with completely non-restrictive funding.

In 1954, the industry established what is now known as CTR, the Council for Tobacco Research-USA, to provide financial support for research by independent scientists into all phases of tobacco use and health. Completely autonomous, CTR's research activity is directed by a board of ten scientists and physicians who retain their affiliations with their respective universities and institutions. This board has full authority and responsibility for policy, development and direction of the research effort. Each researcher receiving a grant has complete freedom to publish the results of his work, whatever the results may be. As of this year, CTR has made grants totaling over 17 million dollars.

In 1964, the Tobacco Industry made a commitment for additional independent research that now amounts to 18 million dollars. This commitment was made to AMA-ERF, the Education and Research Foundation, which is a research arm of the American Medical Association. The ERF, like the CTR, makes grants for scientific research with complete freedom and autonomy.

What they did

As of June 1970, the Council for Tobacco Research alone has awarded 389 separate grants to 189 medical schools, hospitals and institutions in this country and five other countries. These institutions are listed below.

The Education and Research Foundation has awarded 157 grants to the 69 medical and research institutions listed below.

The combined commitment by the Tobacco Industry for these projects presently amounts to over 35 million dollars. For the latest full year fiscal 1969, ^{for example,} the ~~present rate of the~~ Tobacco Industry's commitment ^{in the area of} is more than any government department . . . and millions more than the research expenditure reported for the same period of all the voluntary health associations combined.

on smoking + health

What they found

The findings of research studies funded in whole or in part by CTR have already resulted in publication of 826 scientific papers in professional literature. Those sponsored by the Education and Research ~~Association~~ ^{Foundation} have resulted in the publication of 280 reports.

1106 reports in all. Through this work much valuable data has been produced about lung cancer, heart disease, chronic respiratory ailments and other diseases. However, ~~they also show that~~ there's still a lot more to be learned. ~~Because there is still no concrete proof of a causal relationship between smoking and human diseases~~ the question of smoking and health is still an open question.

The findings are not secret

All the above reports have been published in medical journals in the United States and other parts of the world.

In addition, for scientific reference, the CTR has established one of the world's largest library^{ies} of documents concerning smoking and health. These documents are made available to scientists and doctors interested in pursuing the scientific truths on the smoking and health issue.

#

should go forward
The work ~~must go on~~

From the beginning, the Tobacco Industry has believed that the American people deserve objective, scientific answers, ~~to the controversial questions on smoking and health.~~

With this same objective in mind, the Tobacco Industry stands ready today to make new commitments for additional valid scientific research that offers to shed light on new facets of ~~this important question.~~ *smoking and health.*

(logo)

For further information, we invite you to read "The Cigarette Controversy". Write to:
The Tobacco Institute
1776 K Street, NW
Washington, DC 20006

CTR
awarded grants to these institutions
(LIST 189 INSTITUTIONS)

ERF
awarded grants to these institutions
(LIST 69 ERF INSTITUTIONS)

eminent
→ there are ~~some~~ ~~scientists~~ ^{eminent} scientists who believe that the ^{question} ~~topic~~ of smoking and health is an open one and that research ~~work~~ in this area must go forward.