

After ¹⁶ years and millions of dollars of scientific research...

THE QUESTION ABOUT SMOKING AND HEALTH IS STILL A QUESTION.

Since 1954, 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, this massive effort has not proved any causal relationship between cigarette smoking and any disease — including lung cancer, coronary heart disease, or emphysema, *the diseases in question are extremely complex and nobody has established what causes them. Numerous factors are being studied and*

What has been learned is this: ~~establishing any kind of cause-effect relationship is much more complex than originally thought.~~ Many scientists believe that years of more exhaustive investigation may be required to clear up what is indeed now a muddy picture.

Who Sponsored the Research

Some people
~~There are those who believe that voluntary health associations~~ *agencies* 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 — the major portion of this scientific inquiry continues to be financed by the people who know the most about cigarettes and have the greatest desire to learn the truth...the tobacco industry.

And they have set about this task in the most objective and scientific way possible.

No Strings Attached

In the interest of absolute objectivity, the ~~Tobacco Industry~~ established two ~~totally independent~~ *scientifically* research efforts with ~~totally independent~~ *distinct* funding.

In 1954, the industry established 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 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, whether favorable or unfavorable. As of this year, CTR has made grants totaling over 17 million dollars.

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to AMA-

In 1964, the Tobacco Industry made a commitment of an additional 18 million dollars for independent research. This time to ERF, the Educational Research Foundation, which is the research arm for independent research 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.

AMA'S
The Educational Research Foundation has awarded 157 grants to 69 medical and research institutions. (See listing below).

35
The combined commitment by the Tobacco Industry for these projects presently amounts to over 4 million dollars. That's more than the expenditure of any government department...and millions more than the research expenditure of all the voluntary health associations combined.

What they found

The findings of research studies funded by the Council for Tobacco Research have already resulted in publication of 825 scientific papers in professional literature. Those sponsored by the Educational Research Association have resulted in the publication of 280 reports.

1106 reports in all. And what is the general conclusion? There's still a lot more to be learned. Because there is ~~still no concrete evidence to support a~~ causal relationship between smoking and diseases of any kind. The question of smoking and health is still an open question.

The findings are not secret

and scientific

All the above reports have been published in the leading medical journals throughout the world.

In addition, the Council has established the world's largest library of documents concerning smoking and health. These documents are available to scientists and doctors who are interested in learning more about the scientific truths on the smoking and health issue.

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.

That is why the tobacco industry is ^{supporting} instituting more scientific research, ^{about} than any other organization, governmental or private.

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