

60-100-100

Creative Rationale of Proposed Advertising

Campaign for the Tobacco Industry

July, 1977

T25831

COR TI 4475

Rationale

The purpose of this campaign is to fulfill the industry's responsibility for a free, full and informed discussion of the smoking and health controversy.

Today that discussion is threatened by active campaigns of repression directed against smokers, by long-standing and growing misunderstandings and outright distortions of fact, and by a nearly total lack of understanding of the industry's activities in the public interest and specifically in the field of research.

The campaigns of repression now being mounted against the industry and against smokers are national in character, and require a national response.

They threaten not merely the freedom of choice of the smoker, but ultimately the freedom of choice at all.

The special difficulty that the industry faces in making this point is that it is easily misperceived or subject to distortion as special pleading for itself and for its customers.

What is required first is that the industry establish some position of credibility as a concerned and responsible group acting in the public interest.

That position is readily available and quickly demonstrated in the industry's 23-year support of independent research.

With knowledge of the industry's support of research, and its responsible conduct in this area, the fair-minded reader is

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in a far better position to weigh carefully and objectively the calls for repression.

Far more important over the long term is the fact that this research is itself endangered, as independent research has always been endangered, by a climate of repression. In addition, this research is specifically endangered by the assumptive nature of the attacks which lead many to believe that everything is known, and that further research is no longer needed.

If we are to mitigate the danger of these most serious threats to continued research, and accomplish our objective of informed discussion of smoking and health, several facts must be stated clearly:

1. The industry has steadily supported independent research over more than 20 years, and continues to do so;
2. There is a vast gulf between this world of research--a careful, precise searching for facts--and the sweeping oversimplifications and downright distortions commonly heard and readily accepted;
3. This research is itself endangered by, among other things, the shifting of publicly-contributed funds to campaigns of repression, by the overall climate of repression, and by the "know-everything" nature of the attacks which tend to discourage potential research talent from entering the field;
4. That this research is truly in the interests of all since--a fact neglected, distorted and all but lost in the calls for repression--these diseases continue to affect nonsmoker as

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well as smoker and existed long before smoking began.

5. Finally, to state the obvious in a context of believability, that the endangering of the freedom of choice of some is, ultimately, the endangering of the freedom of choice of all.

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(COPY FOR OUTLINE OVER OLD AD)

Published January 4, 1954.

(BODY COPY, RIGHT HAND PAGE)

The statement on the left was made 23 years ago.

That was 10 years before the first Surgeon General's report on smoking and health.

We cite it today solely to call attention to a pledge we made then of "aid and assistance to the research effort into all phases of smoking and health."

Shortly afterward, the research effort we committed ourselves to was begun.

Today it is called the Council for Tobacco Research.

So far it has funded some \$40,000,000 in research by independent scientists in laboratories and universities around the world.

An additional \$20,000,000 has been provided through the American Medical Association's Education and Research Foundation and others for their own independent investigations.

One such sizeable grant is a recently extended one for \$5,000,000 to researchers at a major medical school for a comprehensive, multi-disciplinary approach to the problem. Still other grants have been made by individual companies.

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It is a substantial program -- a far larger program in this field than those of all major private health organizations combined.

The program continues, as it must. It is a search far too important to neglect, a search for all the facts about diseases that afflicted mankind long before smoking began and which still affect smoker and nonsmoker.

We know that money isn't everything of course. "It isn't more money we need," said one prominent researcher, "It's a bright idea."

But bright ideas do come, sooner or later, to dedicated scientists who continue to search for them. And in the meantime, much good is being accomplished.

Today there is a very real danger to this research. It comes from those who, for whatever reasons, are convinced that they already know the whole truth and see little of value in research that may not support their preconceived notions.

In place of research into the nature of, and possible prevention for, these diseases, these committed anti-smoking groups call for repressive measures, both legal and social, against the more than fifty million Americans who continue to enjoy smoking as others have for more than 300 years.

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We think the attempt will fail. We think the American public, having heard similar charges leveled against a bewildering array of familiar and long-accepted products, has a much sounder perspective of them, and on the need for freedom of choice, than was possible 23 years ago.

It is not the truth we need to fear, or those who search for it, but those who tell us they already have it all, and we need look no further.

The Tobacco Institute

1776 K Street, N.W., Washington, D. C.

For a free copy of "The Cigarette Controversy," write Horace Kornegay, President, The Tobacco Institute, at the address above.

This message is presented in the belief that full, free and informed discussion of the smoking and health controversy is in the public interest, and in the conviction that the controversy must be resolved by scientific research.

(Warning notice in box)

T 25837

COR TI 4481

Titles for ad # 2: This is the way scientists talk about smoking and health.

1. "Correlation between balance of specific chromosomes and expression of malignancy in hamster cells"
2. "The effect of smoking on mood change."
3. "A method for the purification of milligram quantities of stable human phosphatidylcholine cholesterol acyltransferase."
4. "WNG Antiproteinase: A potential defense against emphysema development."
5. "Stimulation by cigarette smoke of glutathione peroxidase system enzyme activities in rat lung."
6. "Cigarette smoking and longevity in the elderly."

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COR TI 4482

This is the way scientists talk about smoking and health.

These are titles of articles published in scientific journals on the subject of smoking and health.

Each is based on factual data and carefully controlled experiments and studies, and each has added some specific bit of knowledge to the general store.

We cite them to dramatize a single point: the great gulf that separates the way scientists talk, carefully, precisely, specifically, and the easy oversimplifications and downright distortions of some antismoking groups and individuals.

Hundreds of studies like these have been completed. More are underway. For more than 20 years, the tobacco industry has supported studies like these by providing funds to independent investigators and laboratories around the world.

Taken together, this steadily accumulating research helps provide clues to a fuller understanding of the nature of these diseases which are, after all, far older than even the 300-year history of tobacco and which still strike both smoker and nonsmoker.

Today such research is in danger from those who seem to believe that all the facts are in, that all the truth is known, and that research is no longer needed. Following their convictions, they divert public and private monies from research to campaigns of repression and in attacking the freedom of choice of the smoker, attack the freedom of all.

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But the truth is that the only hope of finding the nature and prevention of these diseases and some day, perhaps, effective treatment for them, lies in the careful and thoughtful and dedicated work of the scientists.

Mark Twain said it all when he said, "It's not so much the things we don't know that gets us into trouble; it's the things we do know that ain't so."

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Titles for ad # 3: 12 things scientists would like to know about smoking and health.

1. Behavioral effects of nicotine and piperidine.
2. Synergistic effects of polycyclic hydrocarbons and nitrosamines in pulmonary carcinogenesis. Potential repressions of metabolic activation of nitrosamines.
3. Effect of nicotine and cigarette smoke on secretin secretion.
4. The mediation of inflammatory injury of tissue.
5. The genetic defect in Alpha-1-antitrypsin deficient patients.
6. Cigarette smoke effects on certain aspects of rat lung metabolism.
7. The inheritance of determinants of the smoking habit.
8. Characteristics of smokers and nonsmokers.
9. Role of Leucoproteases in the genesis of emphysema.
10. Activation of developmental genes in neoplastic transformation.
11. Clue to cancer risk: Biologic markers.
12. Possible genetic determinants of chemical carcinogenesis.

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12 things scientists would like to know about smoking and health

These are 12 titles of scientific projects which were underway at the beginning of this year. They are a sampling of the kind of research now going on in the field of smoking and health, funded largely by the U.S. government and the tobacco industry.

The titles themselves indicate the enormous difference between this, the world of scientific search for facts about smoking, and the world of sweeping oversimplifications that are frequently heard from some of the more "anti" of the antismoking groups and individuals.

The scientists live in a world of precise measurements, of careful calculations, of a determined search for the truth. Their goal is to find the real nature of diseases which, after all, were around long before smoking began, and which still affect both smoker and nonsmoker.

At the opposite pole from these dedicated scientists are those antismokers who try to persuade us that they already know all the facts and that what is needed now are repressive measures against the more than fifty million smokers of the country.

In times past, such people were called "know-nothings." Today they might better be called "know-everythings."

But common sense tells us that they do not "know everything." Scientists search for facts precisely because they do not yet have those facts.

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And common sense tells us that in trying to damage and limit the freedom of choice of smokers, they damage and limit the freedom and choice of all of us.

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T 25843

COR TI 4487

Titles for ad # 4: 7 things scientists know for sure about smoking and health:

1. Protection by nicotine from behavioral disruption caused by reticular formation stimulation in the rat.
2. Antibodies to collagen in patients with emphysema.
3. Smoking habits and pain tolerance.
4. Smoking, weight change and age.
5. Metabolic activities of plasma membrane and caveolae of pulmonary endothelial cells.
6. Influence of smoking and nicotine on cerebral blood flow and metabolic fate of oxygen in man.
7. Influence of nicotine on the blood flow of resting skeletal muscle and and of the digits in normal subjects.

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7 things scientists know for sure about smoking and health.

These are titles of articles published in scientific journals concerning experiments or studies in the field of smoking and health.

If the work has been done properly, then it can be duplicated by other scientists and the same results obtained. In the world of science, that's what makes a fact, a fact.

It is painstakingly precise work, detailed and time-consuming, and it proceeds at its own pace. We can speak with some knowledge of this research. For more than 20 years the tobacco industry has provided funds for large amounts of it, far more than all major private health organizations combined.

Today there are those who threaten the continuation of this work. In place of research, the findings of which may not always agree with their preconceived prejudices, they call for repressive measures against the over 50 million smokers of the country.

One answer to such people is that when they threaten the freedom of choice of some of us, they threaten the freedom of choice of all of us, including themselves.

But a better answer is in the titles above. New facts, new pieces of information we didn't have before, are being discovered. We do know things today that we didn't know 20, 10, even 2 years ago.

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And the steady accumulation of such knowledge is our best hope of finding the nature and possible prevention of diseases which, when all is said and done, were with us long before smoking began and still strike both smoker and nonsmoker.

We have nothing to fear from those who search for the truth. We have a great deal to fear from those who would repress it.

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COR TI 4490

Ad 75
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"It ain't so much the things we don't know that get us in trouble;
it's the things we do know that ain't so."

--Mark Twain

The list of things we "know that ain't so" about smoking
and health is nearly endless:

Do you "know" for instance, that smokers' lungs get
black from "tar" in cigarettes? It ain't so -- according to testimony
before a congressional hearing. "It is not possible," said one expert
witness, "grossly or microscopically, or in any other way known to
me, to distinguish between the lung of a smoker or a nonsmoker."

Do you "know" that an experiment on dogs proved that
smoking causes lung cancer? It ain't so -- according to scientists
who studied the material. "Twelve dogs out of 86 get cancer" was,
in essence, what the headlines said. After careful study, two leading
scientific journals refused to publish the findings and when they finally
were published, the number of dogs had been reduced to 2, and even
as to these there was doubt.

We do not cite these examples to prove anything, but to
set the record straight.

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For 23 years, the tobacco industry has provided funds for honest scientific research into smoking and health, in amounts greater than all major private health organizations combined. Much useful knowledge has come from that research.

But today Mark Twain's prediction about what "gets us in trouble" is coming true.

Today there are, among the more "anti" of antismoking groups and individuals, those who, relying on public acceptance of what they "know that ain't so," urge campaigns of repressive measures against the over 50 million smokers of the country.

In doing so, they threaten the freedom of choice of all by threatening the freedom of choice of some.

More important, by shifting publicly-contributed money away from continued research and into their campaigns of repression, they may well be endangering the health of all of us.

There will always be those who "know everything." They are the modern-day versions of the "know-nothings" of our past.

But the plain fact is that they do not "know everything." We clearly do not know all there is to know about the diseases that the scientists are investigating, diseases which, when all is said and done, were with us long before smoking began, and which still strike both smoker and nonsmoker.

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We can hope for answers from the steady accumulation of scientific knowledge. We can hope for nothing from those who claim to have all the answers.

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