



CABLE ADDRESS:
POW HATTAN

PRESS RELEASE

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York 3, N.Y.

November 26, 1953

Paul M. Hahn, President of The American Tobacco Company, took issue today with what he called loose talk on the subject of smoking in relation to lung cancer. Stating that the public should be reassured on the subject of smoking and health, he pointed out that no one has yet proved that lung cancer in any human being is directly traceable to tobacco or to its products in any form.

Mr. Hahn's statement, the first of its kind by any American cigarette manufacturer, was made in answer to inquiries as to what the company is doing to meet the apparent concern of smokers about the effects of cigarette smoking on health.

Mr. Hahn's statement was as follows:

"Believing as we do that cigarette smoking is not injurious to health, I feel that a statement of reassurance to the public should be made.

"What the public wants to know about is whether it is true that smoking has been proved to contribute to the incidence of lung cancer. The fact, of course, is that it has not been so proved.

"With all respect to the sincerity of those who have been working in the field of lung cancer research, there has been much loose talk on the subject as reported in the press during recent months. Tobacco is enjoyed by so many millions of people that it is only natural that this kind of comment should create public controversy and therefore result in considerable publicity.

"The public is entitled to know the facts. They can be stated briefly, unmistakably, and confidently:

- "1. Undoubtedly lung cancer is now more common than it was one or two decades ago; also undoubtedly cigarette smoking has increased, as have other habits and conditions of modern life. But that does not prove that cigarette smoking produces or contributes to lung cancer.
- "2. With all the research being conducted in this field, no one has yet proved that lung cancer in any human being is directly traceable to tobacco or to its products in any form.
- "3. Authorities themselves differ widely. For every expert who blames tobacco for the increase in respiratory disease there are others who speak with at least equal authority, who say that there

is no evidence to show that tobacco is the cause.

"(a) There are scientists who are convinced that the growth of cigarette smoking and the increase of lung cancer are grounds for suspecting a link. On the other hand, there are many scientists who report that the statistics which are supposed to show a link between the rise in lung cancer and the increased use of cigarettes are faulty, unreliable, and often-times meaningless.

"(b) There are a few scientists who report that by using a high concentration of cigarette smoke - entirely different from the smoke which a person draws from a cigarette - and painting it on the skins of mice, they have produced skin cancers on the mice. On the other hand, there are many more scientists of high repute who have made similar experiments and have reported that no cancers were produced. Moreover all scientists agree that there is no known relation between skin cancers on mice and lung cancers in humans.

"(c) There are scientists who point to the possibility that numerous other causes may be

responsible for the increase in lung cancer. For example, only a few weeks ago it was authoritatively reported to a group of scientists meeting in New York that polluted air over large cities may be the major cause of the increase in this disease.

"Now I realize that anyone in the tobacco business making these remarks runs the risk of being accused of being commercially minded. On this score let me make two other observations:

- "1. At one time or another within the past 350 years practically every known disease of the human body has been ascribed to the use of tobacco. One by one these charges have been abandoned for lack of evidence.
- "2. The American Tobacco Company is working at and supporting scientific research of a fundamental nature in this field, within its own laboratory and in independent institutions. It is our policy, within the limit of avoiding duplication of research, to extend our cooperation to projects where we believe that the researchers are approaching and will approach the subject without prejudice and without

preconceived opinions on the problem to be investigated.

"All this represents an intelligent, objective approach to a subject that otherwise is susceptible to more or less sensational exploitation. We are confident that long-range, impartial investigation and other objective research will confirm the view that neither tobacco nor its products contribute to the incidence of lung cancer. We wish the public to know these facts so that they themselves may be informed and also be in a position to deal intelligently with the subject when misinformation comes to their attention."

American Tobacco Hits "Loose Talk" Linking Cancer, Cigaret Smoking

By a WALL STREET JOURNAL Staff Reporter

NEW YORK—Paul M. Hahn, president of American Tobacco Co., attacked "loose talk" but the possibility that lung cancer is caused by cigaret smoking.

Mr. Hahn's statement, the first of its kind by a U. S. cigaret manufacturer, emphasizes that no proof has yet been produced that cancer is traceable to smoking. Scien-

New York Journal-American
Fri., Nov. 27, 1953—

Scientists Differ: Deny Tobacco Link to Cancer

Paul M. Hahn, president of the American Tobacco Co., says it has not been proved that lung cancer in any human being is "directly traceable to its products in any statement yes-

said:
"A few scientists by using a high magnifying glass and painting a picture of a person, they are in a position to make a statement that has been proved to be true."
"I believe as we do that cigarette smoking is not injurious to health, I feel that a statement of reassurance to the public should be made. What the public wants to know about is whether it is true that smoking has been proved to contribute to the incidence of lung cancer. The fact, of course, is that it has not been so proved."
"With all respect to the sincerity of those who have been working in the field of lung cancer research, there has been much loose talk on the subject as reported in the press during recent months."

NEW YORK WORLD-TELEGRAM
AND SUN
FRIDAY, NOVEMBER 27, 1953

Cigaret Maker Hits 'Loose Talk' on Cancer

Paul M. Hahn, president of the American Tobacco Co., says there has been much loose talk on the subject of smoking in relation to lung cancer.

He said yesterday that nobody has proved that lung cancer in any human being is directly traceable to tobacco or to its products in any form. In a written statement, which he said was intended to reassure the public, he de-

clared:
"What the public wants to know about is whether it is true that smoking has been proved to contribute to the incidence of lung cancer. The fact, of course, is that it has not been so proved."
"With all respect to the sincerity of those who have been working in the field of lung cancer research, there has been much loose talk on the subject as reported in the press during recent months."

Mr. Hahn said that many statisticians regarded the statistics about lung cancer and smoking as "faulty," that the scientists who have produced cancer in laboratory animals with tobacco smoke had not used normal smoking concentrations of tobacco smoke and that many attributed lung cancer to other causes, to polluted air over cities, for instance, rather than to smoking.

The New York Times

FRIDAY, NOVEMBER 27, 1953.

CIGARETTE CONCERN SCOUTS CANCER LINK

No public reply to the surgeons group has been made. But much cigarette advertising has reflected the industry's concern. Cigarette makers have assured users that their products are safe.

Mr. Hahn's statement said:
"Believing as we do that cigarette smoking is not injurious to health, I feel that a statement of reassurance to the public should be made. What the public wants to know about is whether it is true that smoking has been proved to contribute to the incidence of lung cancer. The fact, of course, is that it has not been so proved."
"With all respect to the sincerity of those who have been working in the field of lung cancer research, there has been much loose talk on the subject as reported in the press during recent months."

Offers 'Facts' in Case

"The public is entitled to know the facts. They can be stated briefly, unmistakably and confidently:

"1. Undoubtedly lung cancer is now more common than it was one or two decades ago; also undoubtedly cigarette smoking has increased, as have other habits and conditions of modern life. But that does not prove that cigarette smoking produces or contributes to lung cancer."

"2. With all the research being conducted in this field, no one has yet proved that lung cancer in any human being is directly traceable to tobacco or to its products in any form."

"3. Authorities themselves differ widely. For every expert who blames tobacco for the increase in respiratory disease there are others who speak with at least equal authority who say that there is no evidence to show that tobacco is the cause."

Mr. Hahn said that many statisticians regarded the statistics about lung cancer and smoking as "faulty," that the scientists who have produced cancer in laboratory animals with tobacco smoke had not used normal smoking concentrations of tobacco smoke and that many attributed lung cancer to other causes, to polluted air over cities, for instance, rather than to smoking.

Mr. Hahn said that the American Tobacco Company, which makes Lucky Strike cigarettes, was supporting scientific research in many independent institutions and that "we are confident that long-range, impartial investigation and other objective research will confirm the view that neither tobacco nor its products contribute to the incidence of lung cancer."

NEW YORK HERALD TRIBUNE FRIDAY, NOVEMBER 27, 1953 Tobacco Head Assails 'Loose Talk' on Cancer

Paul M. Hahn, president of the American Tobacco Co., said yesterday that "no one has yet proved that lung cancer in any human being is directly traceable to tobacco or to its products in any form."

Mr. Hahn issued a statement from his office at 111 Fifth Ave., taking issue with what he called "loose talk" on the subject of smoking in relation to lung cancer, and saying that he felt "a statement of reassurance to the public should be made."

"Undoubtedly," Mr. Hahn said, "lung cancer is now more common than it was one or two decades ago; also undoubtedly cigarette smoking has increased, as have other habits and conditions of modern life. But that does not prove that cigarette smoking produces or contributes to lung cancer."

THE BOSTON DAILY GLOBE FRIDAY, NOVEMBER 27, 1953 Hahn Says No Proof Shown Lung Cancer Caused by Tobacco

NEW YORK Nov. 26.—Paul M. Hahn, president of the American Tobacco Company, said today that lung cancer in any human being is not directly traceable to tobacco or to its products in any form.

Mr. Hahn issued a statement in relation to lung cancer, which he said was intended to reassure the public.

Mr. Hahn also took the occasion to observe that within the last 350 years at one time or another virtually every known disease of the human body had been ascribed to the use of tobacco. One by one these charges have been abandoned for lack of evidence.

Breaks Industry's Silence

Mr. Hahn's statement broke a spell of silence that had seized cigarette company spokesmen recently. For five years, sporadic reports that lung cancer and smoking are related have appeared in scientific literature. These have received wide publicity. Two months ago, at the annual meeting of the American College of Surgeons, leading surgeons challenged tobacco companies to prove or disprove the suggestions that cigarette smoking was conducive to cancer.