

~~We have not seen the British document, but reports on~~
~~it indicate that it~~ represents no new science. It is no
more than a composite of ^{plenary} opinions and recommendations frequently
expressed in the United States.

As the Industry in the United States has pointed out repeatedly, many eminent scientists are of the view that cigarette smoking has not been scientifically established as causing the diseases or conditions in human beings which are claimed to be associated with cigarette smoking, and they are further of the view that there is no ingredient or ingredients as found in cigarette smoke which has been shown to produce or be capable of producing any of the diseases or conditions in human beings claimed to be associated with cigarette smoking.

It is quite apparent from medical testimony in the course of Congressional hearings over the years that whether "tar" or nicotine has any effect whatever on well-being is an unanswered question. At present, there is no way scientifically to determine how they might be important, if at all, to whom, to what extent or in what amounts.

The Industry has, nevertheless, been aware of the concerns that have been raised by some quarters in the minds of some smokers about "tar" and nicotine levels. In response to this interest, the Industry makes available in the market

place cigarettes covering a wide range of "tar" and nicotine content so that the smoker may select a cigarette in accordance with his own wishes, regardless of his reasons for his conclusion.

Furthermore, information on "tar" and nicotine levels of specific cigarette brands has been provided by our government through a testing program begun with industry cooperation five years ago. And in 1970, the Federal Trade Commission accepted a ^{program} plan advanced by U.S. cigarette manufacturers to include these test results in all cigarette advertising, which is being done.

Ad. Specimen

(3)

Queried about the Report, Horace R. Kornegay, President of the Tobacco Institute, said "We have not seen the British document, but reports on it indicate that it is no more than a composite of opinions and recommendations frequently expressed in the United States." Kornegay said that "the British Committee's opinions if carefully examined recite no research done by the Committee nor any scientific proof of its assertions. Indeed, the British report refers to no new scientific proof relating to the relation of cigarette smoking to human health."

"It is worth noting," said Kornegay, "that manufacturers of cigarettes in the United States have for some years now made available to the smoking public cigarettes having lower tar and nicotine than any presently available in England. Smokers in the U. S. have the opportunity to choose cigarettes with tar/nicotine content in accordance with their own wishes, regardless of their reasons.

He also called attention to the fact that the British Committee's recommendation both for testing tar and nicotine content of all cigarettes and publicizing that information has been an accomplished fact in the United States for

some years

He referred to the testing for tar and nicotine content of all cigarettes by the Federal Trade Commission and the publication of those figures *by the Commission & its advertising to the public.*

Kornegay said that "the American manufacturers voluntarily furnish that information to the American smoking public as the British Committee wishes to require in England."

Kornegay dismissed the British report as containing no new science and called attention to the fact that the English recommendations for determination of tar and nicotine content of cigarettes and its publication have been accomplished in the United States some time ago, and that cigarettes having a very wide range of tar and nicotine content are available to the American public as they may choose.

As the industry in the United States has pointed out repeatedly, many eminent scientists are of the view that cigarette smoking has not been scientifically established as causing the diseases or conditions in human beings which are claimed to be associated with cigarette smoking, and they are further of the view that there is no ingredient or ingredients as found in cigarette smoke which has been shown to produce or be capable of producing any of the diseases or conditions in human beings claimed to be associated with cigarette smoking.

(4)

Contingent

Contrary to the reports, it is our information that British tobacco company experts were called upon to assist the committee with technical advice regarding "tar" and nicotine in tobacco, and there is no implication that their participation extended to the health or medical matters set forth in the committee's report.

* * *

We are informed that the Minister made specific reference to the matter of the role of the tobacco company members of the committee, and that he indicated it had nothing to do with the medical or health areas of the committee's considerations.

* * *

Gallaher's, a major British cigarette manufacturer which is American-owned, has provided us with a copy of its response on this matter. Their statement speaks for itself, and I have no reason to believe the other British companies would take any significantly different position.

5

We have not seen the British document, but reports on it indicate that it is no more than a composite of opinions and recommendations frequently expressed in the United States.

Evidently the British committee has foregone any temptation to recommend ~~maximum marketable~~ ^{a level of permissible level on} "tar" and nicotine levels and should be commended for this. Congressional hearings on a proposal to prohibit sales of cigarettes over a certain level were held in this country early this year and demonstrated no scientific basis for such a move.

It is quite apparent from that hearing record that whether "tar" or nicotine has any effect whatever on well-being is an unanswered question. At present, there is no way scientifically to determine how they might be important, if at all, to whom, to what extent or in what amounts.

On the other hand, information on "tar" and nicotine levels of specific cigarette brands has been provided by our government through a testing program begun with industry cooperation five years ago. And in 1970, the Federal Trade Commission accepted a plan advanced by U. S. cigarette manufacturers to include these test results in all cigarette advertising.

*no new research in this field is
even starting*

As the Industry in the United States has pointed out repeatedly, many eminent scientists are of the view that cigarette smoking has not been scientifically established as causing the diseases or conditions in human beings which are claimed to be associated with cigarette smoking, and they are further of the view that there is no ingredient or ingredients as found in cigarette smoke which has been shown to produce or be capable of producing any of the diseases or conditions in human beings claimed to be associated with cigarette smoking.

The Industry has, nevertheless, been aware of the concerns that have been raised by some quarters in the minds of some smokers about "tar" and nicotine levels. In response to this interest, the Industry makes available in the market place cigarettes covering a wide range of "tar" and nicotine content so that the smoker may select a cigarette in accordance with his own wishes, regardless of his reasons for his conclusion.

Secret
original
copy - let
to let?

C. C. - 24 May '72

CONFIDENTIAL

6

Horace R. Kornegay, President of The Tobacco Institute, took issue with the statement made _____ by the British Secretary of State for Social Services based on a committee report made to the Secretary. The statement and report relate to the publication in Britain of cigarette "tar" and nicotine information. Kornegay also said that, notwithstanding any inferences to the contrary, at least three British cigarette companies do not concur in the statements and recommendations other than to indicate a willingness to publish "tar" and nicotine information in advertising. Kornegay commented on behalf of the following domestic cigarette manufacturers:

(List)

"Any inference," he said, "that British manufacturers have conceded any alleged impact ^{of smoking} on health in this report is erroneous. Two major British cigarette manufacturers, we are informed, have disassociated themselves from scientific conclusions asserted by the report as has the British-American Tobacco Company, a world-wide manufacturer headquartered in Britain."

Kornegay said that, "the British committee's opinions, if carefully examined, recite no research done by the committee nor any scientific proof of its assertions." "No report of the opinion^s of this committee," said Kornegay, "can change the scientific facts."

"The question of smoking and health is an open one," Kornegay stated. "This is the view of many eminent scientists as most recently demonstrated by the statements of scientific investigators from such fields as pharmacology, biology, pathology, chemistry, biochemistry and cardiology ^{presented} during hearings held in February of this year before the U.S. Senate Subcommittee for Consumers."

Kornegay emphasized that the British Committee report, "*was none of the characteristics of* [has the earmarks of a political, not] a scientific document." He stated further that, "it adds nothing to a solution of the complex smoking and health controversy."

Referring to the recommendations of _____ that "tar" and nicotine figures be made available to the British public, Kornegay pointed out that, "while U.S. cigarette manufacturers have acceded to requests to publish 'tar' and nicotine information with their advertising, they have emphatically denied that in so doing they accept or endorse any conclusion that 'tar' and nicotine in cigarette smoke has any known health significance."

Kornegay stated that, "many scientists would disagree strongly with the apparent health significance attributed to 'tar' and nicotine in the British report."

"Whether 'tar' or nicotine has any affect whatever on well-being is an unanswered question," said Kornegay, "nor is there any present way scientifically to determine how they might be important if at all, to whom, to what extent, or in what amounts."

"Eminent scientists," he continued, "have repeatedly emphasized that there has been a consistent failure to show that any ingredient or group of ingredients as found in cigarette smoke can produce any disease of man."

"This failure supports their opinion that cigarette smoking has not been established to be the cause of any human ailment," concluded Kornegay.

PD

repech