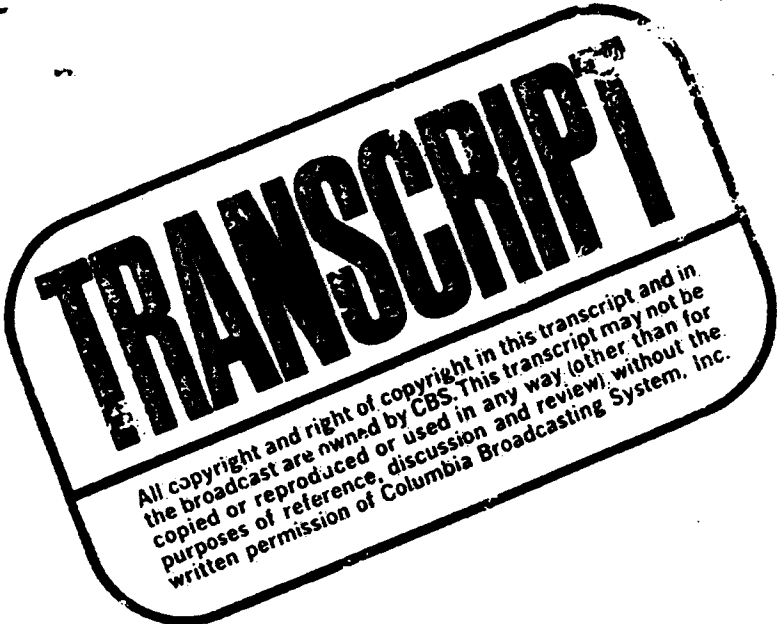


Smaller  
Babies



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when we have an excess deaths of 200,000 to 300,000 a year, when there is all this evidence, which you don't feel is conclusive-- what is the reason for promoting its use when it might cause cancer, heart disease and so forth?

MR. CULLMAN: Well, I'd have to answer that in this way, Mr. Mintz. There are a great many people in the United States and all over the world who enjoy smoking, who find it satisfies a very important human need. We think those people are entitled to the best possible product we can produce. That is essentially our job.

MINTZ: Now embryos don't have much choice; fetuses don't. They don't like to smoke. The British Medical Research Council did a study of all the 17,000 babies born in a single week in the United Kingdom, as you doubtless know. The Council found that those babies born to mothers who smoked during pregnancy were in significantly higher proportion small, weighing under five and a half pounds approximately, than the babies born to mothers who did not smoke, and there was a higher rate of stillbirths and of deaths within 28 days of birth. My question is, in view of this study, which is the largest and the most elaborate of its kind ever made, is it right to promote smoking among women with Virginia Slims and the other brands especially marketed for them with no warning as to the danger to the embryo that may exist?

MR. CULLMAN: Well, you are reading that question because it is a complicated question.

MINTZ: Yes, it is.

MR. CULLMAN: I would say that I did read that report, and I concluded from that report that it's true that babies born from women

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who smoke are smaller, but they are just as healthy as the babies born to women who do not smoke. Some women would prefer having smaller babies--

MINTZ: What about the higher rate of death?

MR. CULLMAN: I'm not familiar with that.

UBELL: Mr. Cullman, every book on pharmacology identifies nicotine as a drug, and with regard to the use of any drug it makes little difference, as far as its pharmacological definition is concerned, whether you inject it, inhale it, sniff it, or take it by mouth. Now, under the laws of this country, a manufacturer of a drug has the duty and obligation to prove that it is safe, not only to prove that it's safe, but to prove that it's efficacious, namely, that it does what it is supposed to do. If indeed cigarettes are drugs, within the meaning of the pharmacological terms if not the legal terms, isn't it incumbent upon the cigarette companies to prove without exception that cigarettes are safe, and not to simply say-- prove that it's dangerous?

MR. CULLMAN: Well, I think, Mr. Ubell, in this case your premise is wrong. I merely have to refer to the Surgeon General's Advisory Committee report; that report stated categorically that cigarettes are not addictive.

UBELL: I didn't say that they were addictive. I said that nicotine is a drug, within the meaning of a term of drug, meaning a chemical--

MR. CULLMAN: It's more important for the industry to take the word of the Surgeon General's committee; they said that cigarettes are not addictive.