

## RESEARCH URGED ON SAFE TOBACCO

State Health Chief Calls for  
Wider Effort to Remove  
Perils From Smoking

By DAVID BIRD

New York State's Health Commissioner called yesterday for stepped up research to make the cigarette habit "safe if we have to have it, and I believe we do."

The Commissioner, Dr. Hollis S. Ingraham, pointed to the state's research efforts in the laboratory with animals and at a special 17-acre tobacco field near Hamburg, N. Y., a village near Buffalo, to find ways of growing less dangerous tobacco.

However, he said, no one has found the answer. He called for more Federal funds for research and also for more help from cigarette companies, which he said had cooperated to "a very limited extent."

He said more research should be pressed "to look for the particular agents that are noxious and try to find ways of getting them out of tobacco or try to find ways of growing tobacco or otherwise detoxifying it and making the habit safe."

Dr. Ingraham called cigarettes the "most serious known lethal agent today."

"There is no other agent," he added, "whether it is bullets or germs or viruses that is killing anything like as many Americans as the cigarette is."

But, he noted, the attempts to bring this message home have been markedly unsuccessful. One of the problems, he said, is that the effects of smoking are long delayed and it is difficult to reach young people when they form the smoking habit.

"If you tell a teen-ager not to smoke because he'll have emphysema or heart trouble at 50 he doesn't care," Dr. Ingraham said. "He thinks that any old duffer should be pushed out of the picture by then, anyway."

Dr. Ingraham appeared yesterday on the WNBC-TV Direct Line program. He expanded on his remarks in an interview later.

### Comments on Ads

Asked to comment on industry assertions that cigarette advertising has been altered to appeal only to adults, Dr. Ingraham said:

"Yes, but they're very attractive adults . . . and very young. There are very few old geezers."

Dr. Ingraham said one reason that anticigarette campaigns had had little effect was that smoking is "an addiction and we haven't been very successful so far in treating any addictions."

He noted that while cigarette smoking, while more deadly, "does not destroy the psyche so it doesn't have the deadening effect of alcohol" or opium. "But it is nevertheless an addicting habit," he said.

Dr. Ingraham said he would not favor legislation to outlaw smoking, because it would be impossible to ban something that is used by half the country's adults.

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