

October 1960 American Cancer Society approved resolution calling for a Presidential Commission to study tobacco and health question.

October 1961 ACS board of directors accepted a report from Tobacco-Cancer Committee recommending: a) That ACS support federal legislation for "tar" and nicotine labeling under Food and Drug Administration; b) That ACS seek to release for publication correspondence on tobacco that had been sent to President Kennedy and Secretary of Health, Education and Welfare Ribicoff.

May 23, 1962 At Washington press conference, President Kennedy was asked whether he and his advisors agreed with reported findings about tobacco and health, and what, if anything, the government should do about them.

June 7, 1962 Surgeon General Terry announced he would appoint an expert advisory committee "to study the evidence, evaluate it and make whatever recommendations may be appropriate."

July 25, 1962 Terry issued a statement about the expert committee to be chosen, phases of the study, procedure and staff. He said it would cover not only tobacco, but all other factors that might be involved.

Oct. 28, 1962 Terry announced appointment of 10 scientists to his Advisory Committee on Smoking and Health.

Nov. 11, 1962 The Public Health Service listed committee members, staff members and observers from other agencies.

June 19, 1963 George Allen announces some major cigarette manufacturers have decided to discontinue cigarette advertising and promotion on college campuses.

Aug. 13, 1963 Terry announced Dr. Eugene H. Guthrie, chief, division of chronic diseases, USPHS, will be the replacement staff director of Surgeon General's Advisory Committee on Smoking and Health.

Dec. 4, 1963 House of Delegates, American Medical Association, adopted report from AMA Board of Trustees for tobacco-health research program to be conducted by AMA's Education and Research Foundation.

Jan. 11, 1964 Report of Surgeon General's Advisory Committee on Smoking and Health issued.

Jan. 18, 1964 FTC announced initiation of proceeding of regulations in advertising and labeling of cigarettes. Public hearing scheduled for March 16, 1964.

Feb. 7, 1964 The AMA announced its Education and Research Foundation had accepted an offer of \$10 million from six tobacco companies for support of studies on relationship of smoking and disease.

Mar. 16, 1964 The Federal Trade Commission began hearings on its proposal to require health warnings on cigarette packages and in cigarette advertising.

Apr. 27, 1964 The Cigarette Advertising Code, subscribed to by the nation's cigarette manufacturers, was announced.

June 8, 1964 . Appointment of Robert Meyner as Administrator of Cigarette Advertising Code announced.

June 23, 1964 Terry, before House Committee on Interstate and Foreign Commerce Committee, said "we are establishing" a National Clearinghouse on Smoking and Health. His request for \$1.9 million for the unit was subsequently rejected by Congress but requested again in 1965.

June 23, 1964 House Commerce Committee began hearings on 10 bills related to the advertising and labeling of cigarettes.

June 24, 1964 FTC rules that cigarettes will have to carry a warning label, effective Jan. 1, 1965. A corollary order requiring similar warnings in cigarette advertisements will be effective July 1, 1965.

June 24, 1964 AMA House of Delegates adopted a resolution calling cigarette smoking a serious health hazard.

July 13, 1964 Formation of the National Interagency Council on Smoking and Health was announced. Members include some 16 national agencies and organizations in the fields of health and education, including Public Health Service.

Aug. 20, 1964 FTC agrees to postpone effective of its cigarette package labeling requirement to July 1, 1965 to coincide with its advertising requirement.

Nov. 21, 1964 Emerson Foote, former advertising agency executive, elected chairman of National Interagency Council on Smoking and Health, effective Dec. 1, 1964.

Dec. 9, 1964 President's Commission on Heart Disease, Cancer and Stroke issues report endorsing findings of Surgeon General's Advisory Committee.

Dec. 11, 1964 Emerson Foote announces National Interagency Council on Smoking and Health will meet Jan. 11, 1965, to report "significant new information" on smoking and health.

Dec. 16, 1964 Robert Meyner announces the Cigarette Advertising Code will become effective Jan. 1, 1965.

Jan. 11, 1965 NIC meeting held in Washington with considerable press attention.

Jan. 25, 1965 President Johnson's budget for fiscal 1966, proposes \$2 million for establishment of a "National Clearinghouse for Smoking and Health."

Feb. 8, 1965 The British Government banned cigarette advertising on Britain's one commercial channel.

Mar. 3, 1965 Sen. Warren Magnuson, chairman of Senate Commerce Committee, announced hearings on proposed legislation to regulate cigarette labeling and advertising to be held March 22-25 and 29-30.

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