

## MEDICINE

# Urge Tobacco Control

Dr. Alton Ochsner urges Federal control of tobacco in book warning of dangers from smoking. Suggests ten-point program to help in quitting.

► TOBACCO SHOULD be put under the same kind of Federal regulations that now protect consumers of alcoholic beverages and drugs. And the tobacco industry should support efforts to have this done.

So declares Dr. Alton Ochsner, New Orleans surgeon and lung cancer specialist, in "Smoking and Cancer: A Doctor's Report." (See p. 332.)

Death from lung cancer at about the age of 55, if you have not died earlier from something else, is only one of the risks of tobacco smoking, Dr. Ochsner points out.

Quadruple amputation, that is amputation of both hands and both feet, or perhaps both legs and both arms, is another risk to the heavy smoker which Dr. Ochsner warns of.

Here are others: Death from heart disease. Death from a circulatory ailment. Death from an apoplectic stroke due to cerebral hemorrhage. Blindness from nicotine amblyopia.

"There are even indications that if you are a man, you may become impotent; if a woman, sterile," Dr. Ochsner states.

Loss of sense of taste and smell, nervousness and irritability, bad digestion, asthma, and diseases of the nose, throat and voice box are still other results of heavy smoking.

Dr. Ochsner thinks there should be no tobacco smoking at all. Moderate and light smoking, he points out, are only slightly less dangerous than heavy smoking.

He does not, however, urge complete Federal prohibition of tobacco, like the alcoholic beverage prohibition of the 1920's. But he thinks cigarettes should be properly labelled, as alcoholic beverages and drugs are, so that the smoker will have the "information about the active poisons in tobacco to which he is entitled."

Cigarette advertising, he says, should warn smokers against the dangers of tobacco abuse, as alcoholic beverage advertising warns drinkers.

Testimonial advertising should be outlawed completely by the industry, he advises.

The industry, he further advises, should do all it can to discourage the use of cigarette dispensing machines, to protect children. He calls the machines "one-armed addiction pushers which, in effect, abrogate state and local laws against the sale of cigarettes to minors."

Dr. Ochsner does not think much of the tobacco industry's professed determination to learn the truth about smoking and health through support of research. Its program of research, he points out, includes areas already sufficiently investigated and leaves out the "critical" ones having to do

with how to make smoking less of a lung cancer and heart death threat.

Further measure of the industry's interest in the relation of smoking to health may be seen, Dr. Ochsner points out, in the fact that this \$5,500,000,000 a year business appropriated \$500,000 for the first year of research support.

Finally, Dr. Ochsner does not think the measures he suggests are going to "ruin" the cigarette industry.

"Not," he states, "as long as there are smokers who will deliberately suffer quadruple amputation, rather than heed the warning to quit smoking—or else."

A ten-point program to help you stop smoking is given by Dr. Ochsner:

1. "Stop smoking abruptly, completely and permanently." Tapering off is harder, leads to relapses which in turn cause feelings of frustration, humiliation and guilt.

2. "Know why you smoke." Most of the

reasons smokers give, that it quiets their nerves, relieves fatigue, makes them feel more grown up or more at ease socially, are not sound ones.

3. "Build up your resolution."

4. "Burn your bridges to the habit." That means throwing away all the ash trays, lighters and so on, as well as the half empty pack of cigarettes, the pipes, holders and cigars.

5. "Time your break." It may be easier to start your no-smoking future when you have a cold or other illness that lessens your appetite for tobacco, or when you are away from home and your usual smoking companions.

6. "Disregard the brief withdrawal symptoms." After the first 36 hours you will begin to feel better.

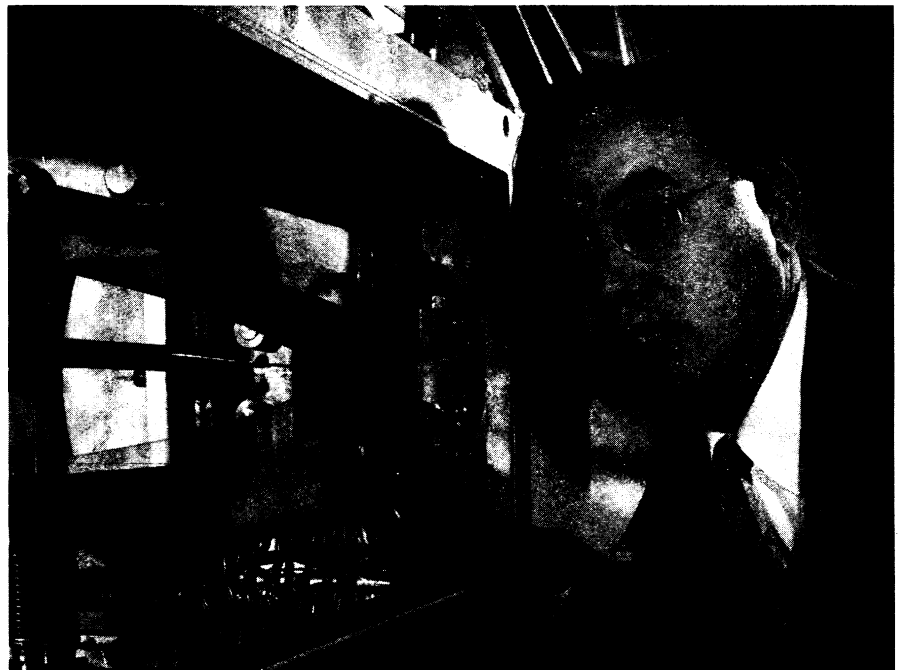
7. "Adopt substitute habits." Reach for a candy, fruit, drink of water, or take a walk instead of a smoke.

8. "Psychologize yourself."

9. "Count your blessings and proclaim them." The blessings are the better spirits, energy and appetite and lessened coughing and sniffing.

10. "Help others to free themselves." Smokers spread their addiction like measles, often unconsciously, but the improved health and self-discipline of the ex-smoker is catching, too.

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**ELEVEN TIMES SOUND'S SPEED**—Dr. Henry T. Nagamatsu, research fellow at the California Institute of Technology, is shown here at the test section of a new hypersonic wind tunnel in which air speeds 11 times that of sound have been achieved. The tunnel, built under an Army Ordnance Corps contract, is used for fundamental research in the hypersonic region. The side of the test section has been removed to show a model in place (left center of the section) and the thin slot ahead of it through which the air expands into the test section and is accelerated. An object moving at Mach 11 through the atmosphere at sea level, where the speed of sound, Mach 1, is about 760 miles an hour, would be traveling 8,360 mph.