



The Evolving Cigarette

The American Blend

The American blend includes three different types of tobacco with varying nicotine content. Virginia tobacco, also known as bright tobacco, has a moderate amount of nicotine relative to burley and oriental tobacco which are used in the American blend.



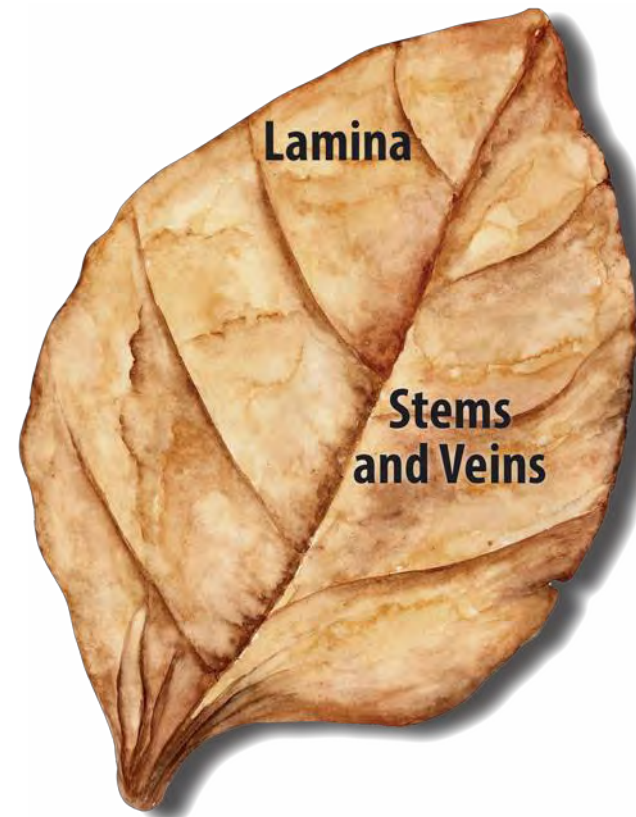
The American Blend

- Virginia tobacco is flue cured. Flue curing involves the use of heat which turns the green leaves to a bright (hence the name) golden brown color.
- Burley tobacco has a higher amount of nicotine, but can be hard to inhale unless mixed with other tobaccos. Burley tobacco is typically air cured.
- Oriental tobacco also referred to as Turkish tobacco is low in nicotine content and is added to the American blend because of its flavor characteristics. Oriental tobacco is sun cured.

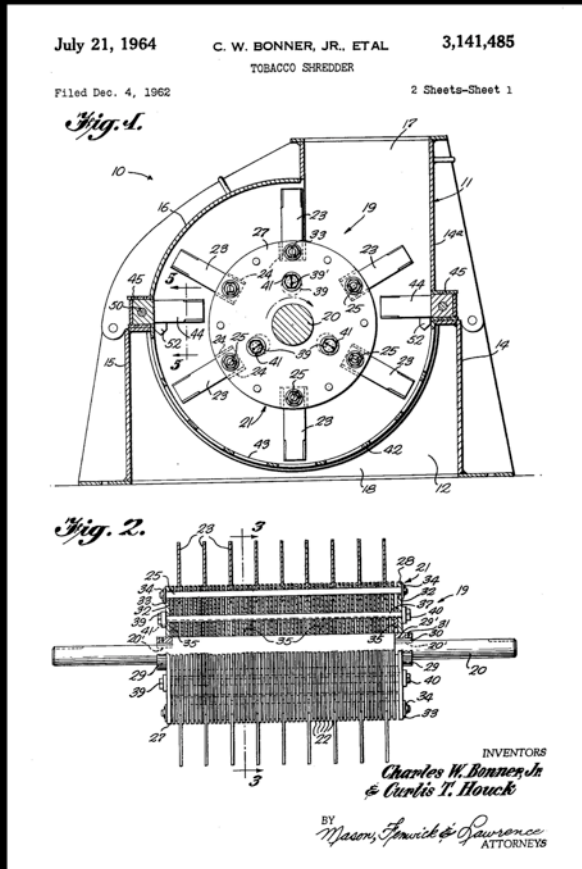


Threshing and Aging

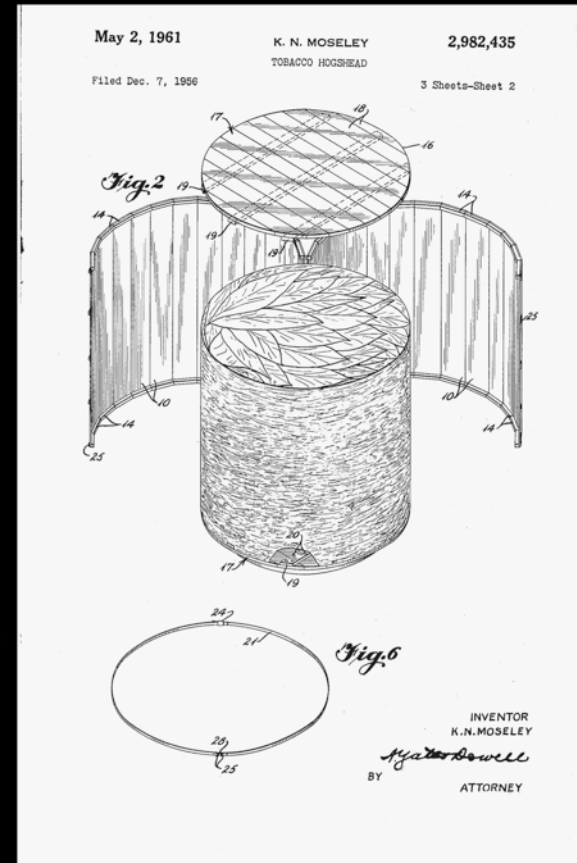
After curing, the dried tobacco leaves are sent to the threshing processing plant also referred to as the stemmery, where the ribs and veins from the leaf are separated from the leaf or lamina. The stems are used in the manufacturing of reconstituted tobacco sheet. Sugar and other additives are often added to the lamina, which is packed into bales, called hogsheads, for aging. The highly controlled aging process lasts for several months to enhance smoking characteristics before the material is processed into cigarettes. The process controls for pests as well as heat and moisture to prevent mold.



Threshing and Aging



Tobacco
threshing
machine
patent



Tobacco
"hogshead"
storage
and aging
patent

Cigarette Automation

Early Cigarette Production

The first mention of cigarettes in the United States was around 1863. Early cigarettes were typically made of a single blend of oriental tobacco with sugar and additives to retain moisture for hand rolling. In the mid-nineteenth century tobacco companies began to establish cigarette factories employing mostly immigrant women at low wages to hand roll cigarettes. A fast roller could make up to 2,000 cigarettes a day or about 4 cigarettes per minute.



By the 1870s hundreds of hand rolled cigarette makers had opened shop along the eastern seaboard including plants in Durham, North Carolina, Richmond, Virginia, Baltimore, Maryland, New York City and Rochester, New York.



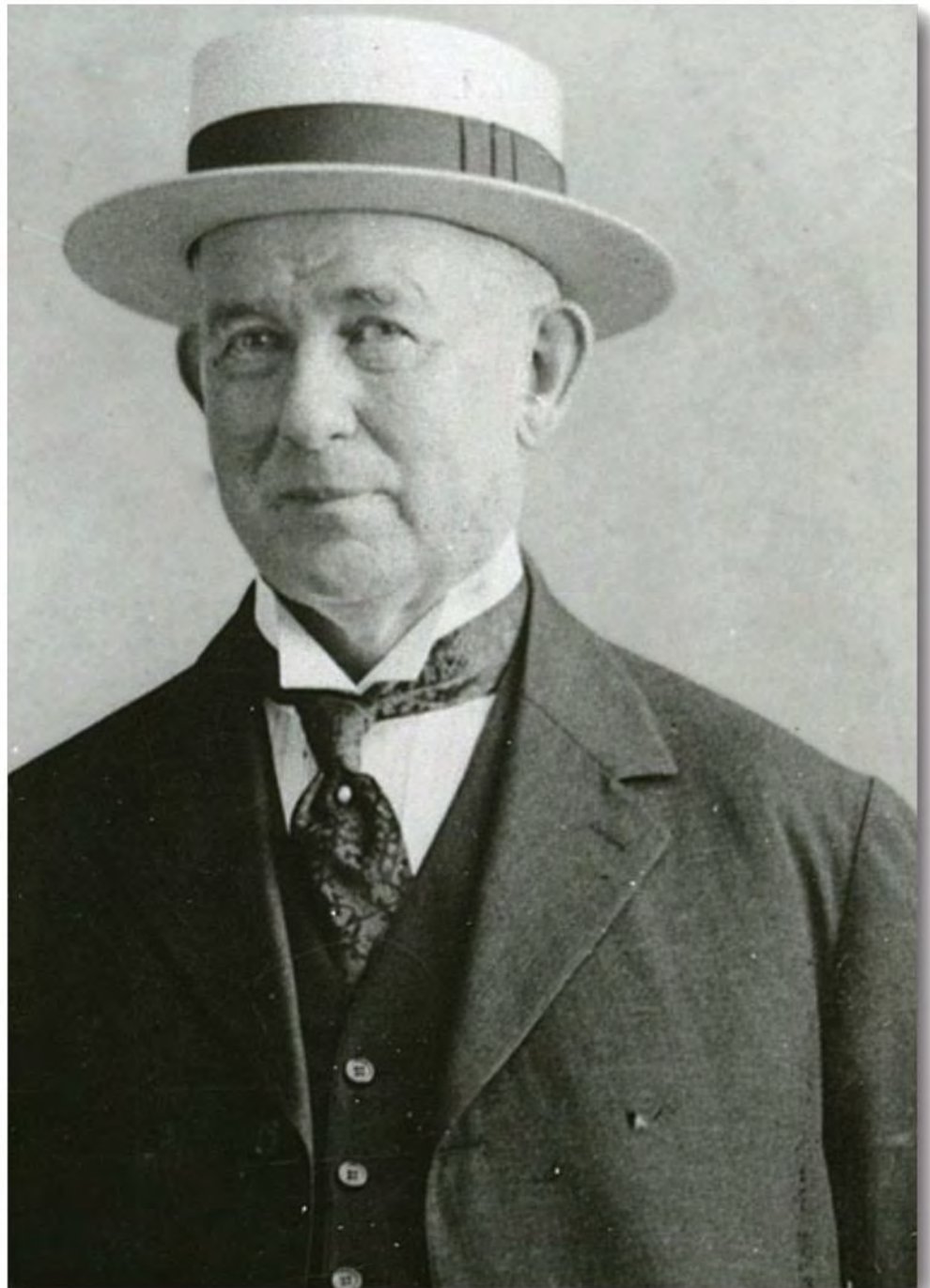
Popular 1880 Duke brands

*Until the mid-1880s
cigarettes were sold in
paper-wrapped
bundles.
Old Gold, by the
Peerless Co., Rochester,
NY*



1876, James Buchanan Duke “Duke of Durham”

James Buchanan “Buck” Duke grew up in the family business, Washington Duke, Sons & Co. Tobacco. As cigarettes became more and more popular Duke hired 125 experienced hand-rollers and a factory manager from New York. By 1883 the workers could roll up to 250,000 cigarettes a day.



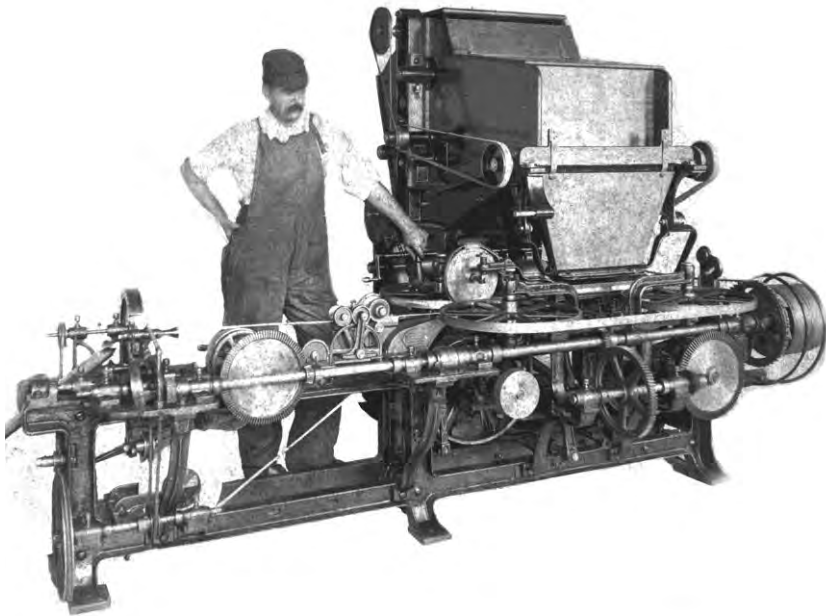
1850s First Cigarette Factories

In 1850 Baron Josef Huppmann established the Ferme cigarette factory in St. Petersburg, Russia. Subsequently, in 1872, he opened another factory in Dresden, Germany. In 1856 Robert Gloag opened the first cigarette factory in London selling a brand called Sweet Threes. A few years later, another Londoner, Philip Morris, began hand-making custom cigarettes and sold them to the carriage trade. In 1868 the Bedrossian Brothers opened a cigarette factory in New York City. Their brands such as Non Plus Ultra, Petite Canons, No Name 10s, and Neapolitans, were made from blended Virginia and oriental tobaccos.



Robert Gloag

1880 - Cigarette Machine



In 1880, the Allen and Ginter Tobacco Company offered a \$75,000 prize for the invention of a machine capable of automating cigarette production. A young inventor James Bonsack won the contest by inventing a machine that could produce 120,000 cigarettes in 10 hours or about 200 per minute, 50x faster than hand rolling.

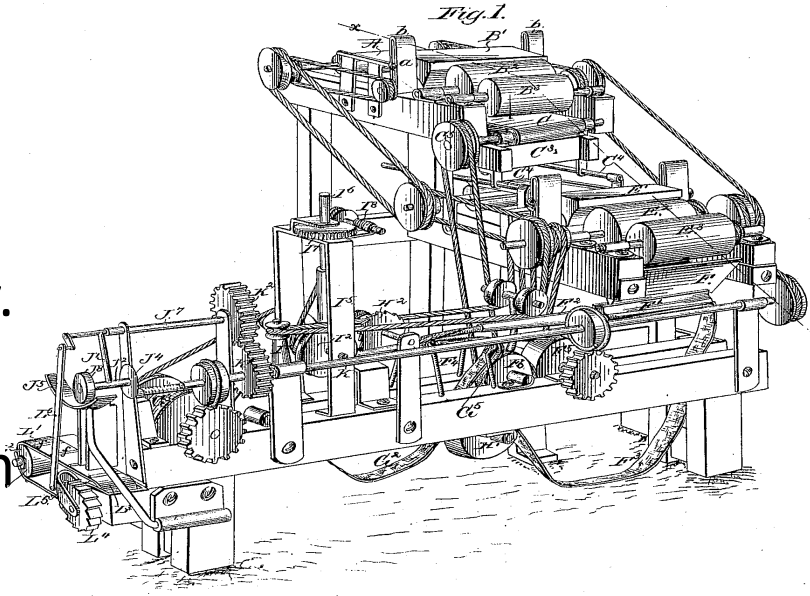
The machines broke down often which discouraged companies from buying them.

1884 Duke's Deal and the American Tobacco Company

In 1884, the Duke Company took a chance on the imperfect Bonsack machine. They leased and installed two of the machines in their Durham factory.

The Bonsack Machine Company sent a mechanic, William T. O'Brien, to Durham to maintain and refine the apparatus.

O'Brien and James B. Duke improved the machinery to such a point that the cost to make a cigarette was 25% percent below the competition.



The belief that consumers would continue to prefer hand-rolled cigarettes added to the stigma against the precision uniformity of machine-rolled smokes. Most major cigarette makers rejected the Bonsack machine almost immediately.

An American Tobacco Monopoly

- 1890s -1911 A Duke Monopoly American Tobacco Company
- With automation the Duke company grew rapidly absorbing four rival companies: W. S. Kimball, Allen & Ginter, Kinney Bros. and Goodwin.
- Within two decades, under the umbrella of his American Tobacco Company, Duke-led corporations controlled almost four-fifths of all tobacco product market shares in cigarettes, plug tobacco, smoking tobacco, and snuff produced in the United States.
- The American Tobacco Company became one of the first giant holding companies in American history. With the Sherman Anti-Trust Act, American Tobacco would catch the eye of government regulators.

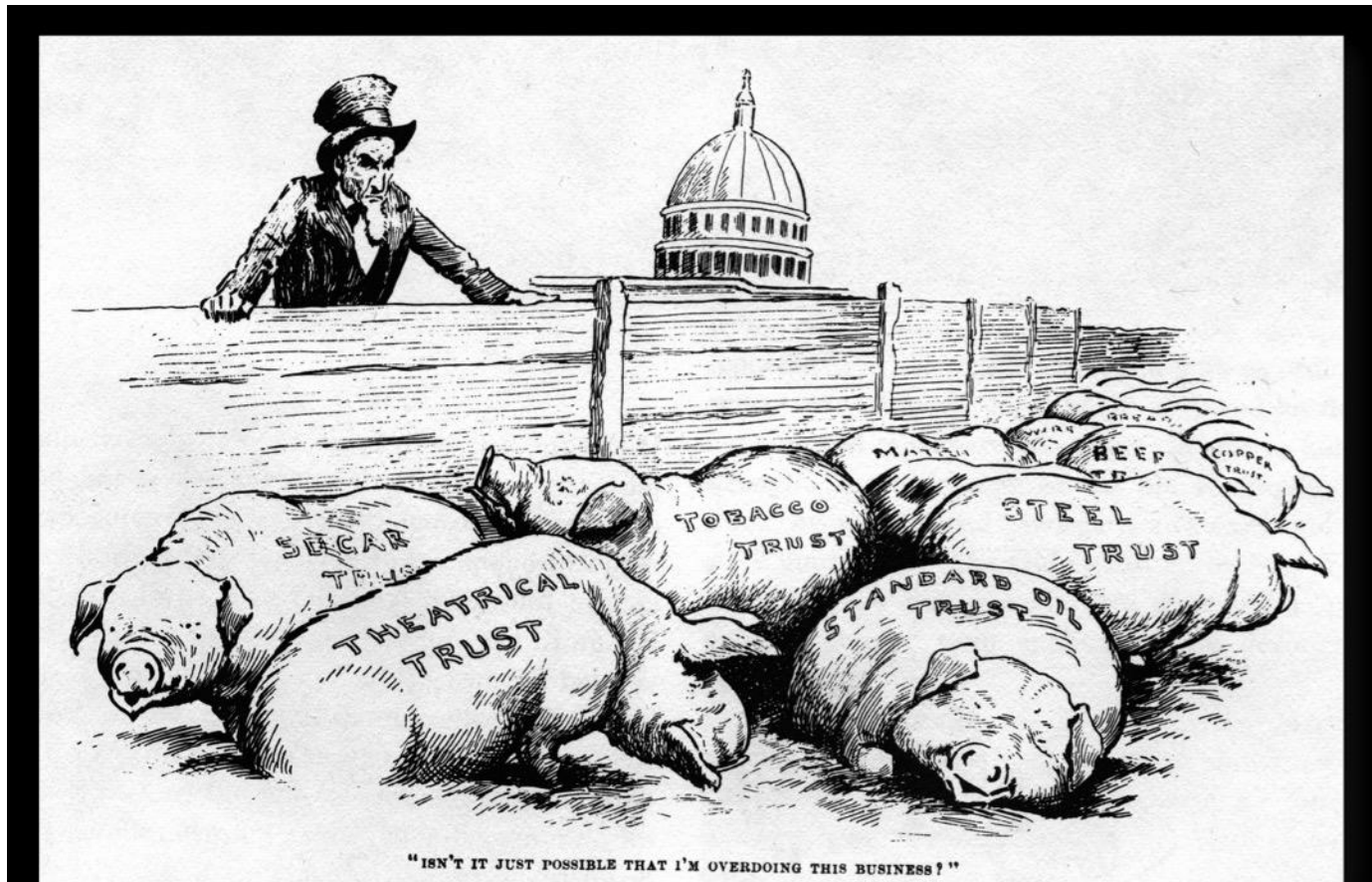


Reidsville Plant, American Tobacco Company, Reidsville, North Carolina



American Tobacco - Anti-Trust

1908 American Tobacco - Anti-Trust: The Department of Justice filed suit against American Tobacco for violations of the Sherman Anti-Trust Act. In 1911 American was found in violation of the Act.



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New-York Tribune.

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STEEL TRUST MEETS CUTS OF REPUBLIC COMPANY

With its Allies Will Slash Prices
of All Competitive Products
on June 1.

THORNE BACKS UP CHARGES

Asserts That George W. Perkins
Statement in 1907 Caused
Run Upon His Trust
Company

The United States Steel Corporation has made the answer to the defense of the Republic Iron and Steel Company when it was told that it was not the price of steel that was cut, but the price of the Republic's products. It is asserted that the Republic's products were cut, and the Republic's products were cut, and the Republic's products were cut.

The hearing at which the defense was made was held at the New York City Court, and the Republic's products were cut, and the Republic's products were cut, and the Republic's products were cut.

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AMERICAN TOBACCO COMPANY FOUND GUILTY UNDER LIBERAL INTERPRETATION OF SHERMAN LAW

SOME OF THE PROMINENT DIRECTORS OF THE AMERICAN TOBACCO COMPANY
THOMAS F. BEAN
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United States Supreme Court Declares It a Monopoly and Combination in Restraint of Trade. DISSOLUTION OF TRUST ORDERED

Chief Justice White, Giving the Opinion, Reaffirms the
"Rule of Reason" Applied to Standard Oil—Hearst
Dissents Again—Case Sent Back to Circuit Court.

(From The Times Bureau.)
Washington, May 29.—The Supreme Court, by a unanimous decision, today pronounced the American Tobacco Company and all its elements composing it, both corporate and individual, to be a combination in restraint of trade within the prohibition of the Sherman anti-trust law, and ordered its disintegration.

The Court remands the case to the Circuit Court with instructions to hear the parties for the purpose of dissolving the combination and creating a new condition which shall be in harmony with and not repugnant to the law.

A period of six months, with discretion to extend that term by six days, is allowed to accomplish the disintegration, during which the defendants are enjoined from doing anything to strengthen or extend the combination.

The Circuit Court is instructed, if such disintegration shall not have been accomplished within the period allowed, either to prohibit by injunction the movement of the products of the combination in interstate or foreign commerce or to put the combination in the hands of a receiver.

The Supreme Court reverses the Circuit Court to the extent of including within its mandate the United Cigar Stores Company, the British-American Tobacco Company and its subsidiaries, and it rejects the decree of the lower court and instructs it to follow the interpretation of the law laid down by the Supreme Court.

Associate Justice Harlan Dissents on Two Points.
Justice Harlan, while subscribing to so much of the decision as pronounces the American Tobacco Company and its component parts a combination in violation of the law, dissents from the reasoning of the majority of the court, submits an opinion along lines similar to his dissenting opinion in the Standard Oil case, and especially condemns the delegation to the lower court of discretion "to ascertain whether new conditions cannot be created in harmony with the law."

The Attorney General says of the decision: "It is scarcely to be conceived that this vast combination could possibly have been decreed by the Supreme Court. The opinion, however, gives a new history of the case and the evidence, and discusses the construction of the anti-trust act and the remedy to be applied. In interpreting the Sherman anti-trust law, the court emphatically reaffirms its opinion that the statute must be construed by the rule of reason. It points out that the literal construction insisted on by Justice Harlan in the Standard Oil case and reaffirmed in this case would render the Sherman act inoperative, and that the application of the law which has enabled the court to find the American Tobacco Company and all its subsidiary corporations combinations in violation of the statute."

"The Letter Which Killed" the Spirit of the Law.
The court refers to the literal interpretation as "the letter which killed," and goes on to say:

"We say of the letter, because, while seeking by a narrow rule of the letter to include things which it is deemed would otherwise be excluded, the contention really destroys the great purpose of the act, since it renders it impossible to apply the law in a multitude of wrongful acts which would come within the scope of its remedial purpose by reason to a reasonable construction, although they would not be within its reach by a too narrow and unreasoning adherence to the strict letter of the law. This must be the case, unless it be possible to reason to say that, for the purpose of including one class of acts which would not otherwise be included, a literal construction, although it would conflict with reason, must be applied, and for the purpose of including other acts which would not otherwise be embraced, a reasonable construction must be rejected."

The court points out that such obscurity and resulting uncertainty are not only an absurdity because of the interpretation it has given to the law in the Standard Oil case. It reaffirms with great emphasis its assertion that the decision in that case was in no way in conflict with its own earlier interpretations of the Sherman law, and then declares that the soundness of the rule that the statute should receive a reasonable construction the court shall further mature as the law develops see no reason to doubt.

Correctness of Rule of Reason Emphatically Reaffirmed.
The opinion continues:

The opinion continues: "The necessity for not departing in this case from the standard of the rule of reason, which is universal in its application, is so plainly required in order to give effect to the remedial purposes which the act under consideration contemplates, and to prevent that act from destroying all liberty of contract and all substantial rights of trade, and thus causing the act to be at war with itself by annihilating the fundamental right of freedom to trade which, on the very face of the act, it was enacted to preserve, is illustrated by the record before us. In truth, the plain demonstration which this record gives of the injury which would arise from and the promotion of the wrongs which the statute was intended to guard against which would result in giving to the statute a narrow, unreasoning and unheard of construction, as illustrated by the record before us, if possible serves to strengthen our conviction as to the correctness of the rule of construction, the rule of reason, which was applied in the Standard Oil case, the application of which rule to the statute we now, in the most unequivocal terms, re-express and reaffirm."

Tobacco Case Established Beyond Doubt.
The court, applying this reasoning to the evidence in the Tobacco case, declares the conclusion of wrongful purpose and illegal combination to be overwhelmingly established, because the first organization was instituted by a former trade war, because immediately thereafter were committed which clearly established the intent to achieve monopoly, because the methods of building up the combination manifested a "conscious wronging," because the entry of others into the tobacco trade was effectively blocked by the acquisition of control, because of the expenditure of millions of dollars to purchase patents, and because of the expenditure of millions of dollars to purchase patents, and because of the expenditure of millions of dollars to purchase patents.

TO INVESTIGATE DOTY

Governor Dis Appoints Charles N. Bulger, of Oswego.

Albany, N. Y., June 29.—Governor Throop today issued an order to the State Department of Agriculture to investigate the case of Charles N. Bulger, of Oswego, who was appointed to the position of State Commissioner of Agriculture.

The investigation is being conducted by the State Department of Agriculture, and the results will be reported to the Governor.

Indianapolis Auto Race

Special Bulletin Service

The NEW-YORK TRIBUNE will describe fully the progress of the Indianapolis Auto Race throughout the day at the Polo-Harford Auto Co.'s show room, 36th Street & Broadway.

NO "ADS" ON OMNIBUSES

Supreme Court Upholds New York City Ordinance

Washington, May 29.—An advertising sign which was placed on the side of an omnibus in New York City, was held to be in violation of the city ordinance prohibiting such signs.

SURGOONS WORK IN DARK

Performing Operation in Hospital When Lights Go Out

Washington, May 29.—A hospital in New York City, where a surgical operation was being performed, was plunged into darkness when the lights went out.

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Dug Out Unconscious After Scaffold Had Collapsed Above Them.

London, May 29.—A boy and a girl were buried under a pile of beams and bricks when a scaffold collapsed above them in a building in London.

TEN WORKMEN INJURED

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Librettist of "Pinafore" and "Mikado" Meets Death in Strange Manner.

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Librettist of "Pinafore" and "Mikado" Meets Death in Strange Manner.

London, May 29.—Sir William Schwenke Gilbert, the librettist of the operas "Pinafore" and "Mikado," died in a lake in London.

BRIBERY ATTEMPTED IN WIRELESS TRIAL

Henry A. Wise So Announces After All Five Defendants Are Found Guilty.

London, May 29.—Henry A. Wise, the librettist of the operas "Pinafore" and "Mikado," was found guilty of bribery in a wireless trial.

JAIL SENTENCES IMPOSED

Opposing Release on Bail, United States Attorney Declares Lawyer Tried to Reach Him and Jury

London, May 29.—The United States Attorney has imposed jail sentences on five defendants in a wireless trial.

DAUGHTER'S EFFORT FUTILE

Patrons Writer, Taking a Plunge in Water on His Grounds, May Have Had Syncope Attack.

WHOLE NUMBER 18,773.

TOBACCO TRUST'S PLAN MADE PUBLIC

Parent Company Will
Be Split Into Three
Corporations.

"MELON" CUTTING
PROVIDED FOR

Surplus of \$70,000,000 Which
May Be Distributed as Divi-
dends Among Common
Stockholders of American
Tobacco Company—Dis-
integration Scheme.

(Special to The Times-Dispatch.)
New York, October 11.—Official an-
nouncement was made from the head-
quarters of the Tobacco Trust that
its plan for dissolution and reorgani-
zation under the decree of the Su-
preme Court would be submitted Mon-
day morning to the United States Cir-
cuit Court for approval. This does
not necessarily mean that the plan
will be approved by the Circuit Court.
Even if it is approved the govern-
ment, through the Department of Jus-
tice, has the right to appeal.

Then, again, the 600,000 independent
tobacco dealers in the United States
have intervened by petition to see to
it that the dissolution proposed is ac-
tual and that there is nothing lurk-
ing in the plan that would give the
same men and interests continued con-
trol of the tobacco business under an-
other guise.

Louis D. Brandeis, of Boston, one
of the most successful antitrust law-
yers in the United States, has charge
of the case for the independents.

The principal feature in the plan is
the issuance of new securities by sub-
sidiaries and a "melon" cutting for
common stockholders.

The plan provides for the splitting
of the American Tobacco Company
into three corporations—one to be
American Tobacco Company, a new

American Tobacco Break-up

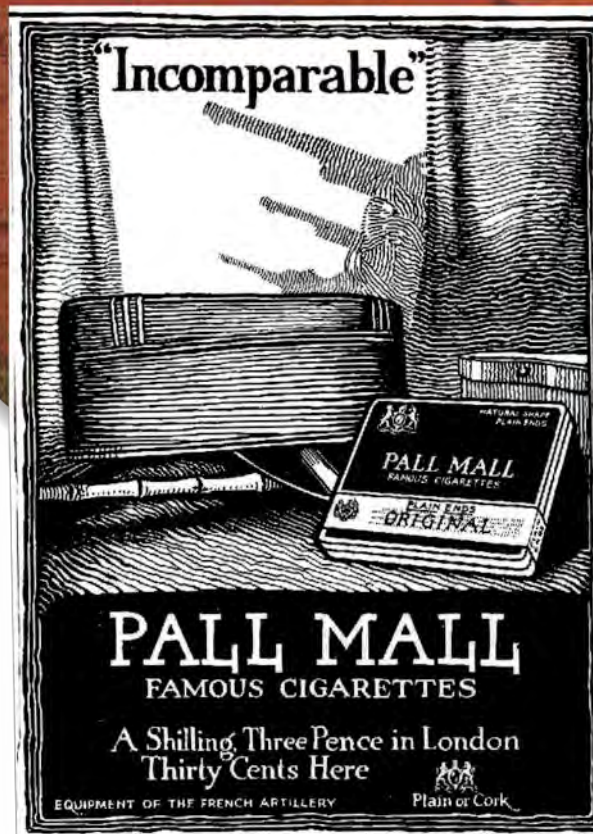
1911 American Tobacco Co. Break-up

The Supreme Court extended the finding of guilt and remanded the matter to a federal circuit court in New York, with instructions to dissolve the Trust.

Rebirth of Competition

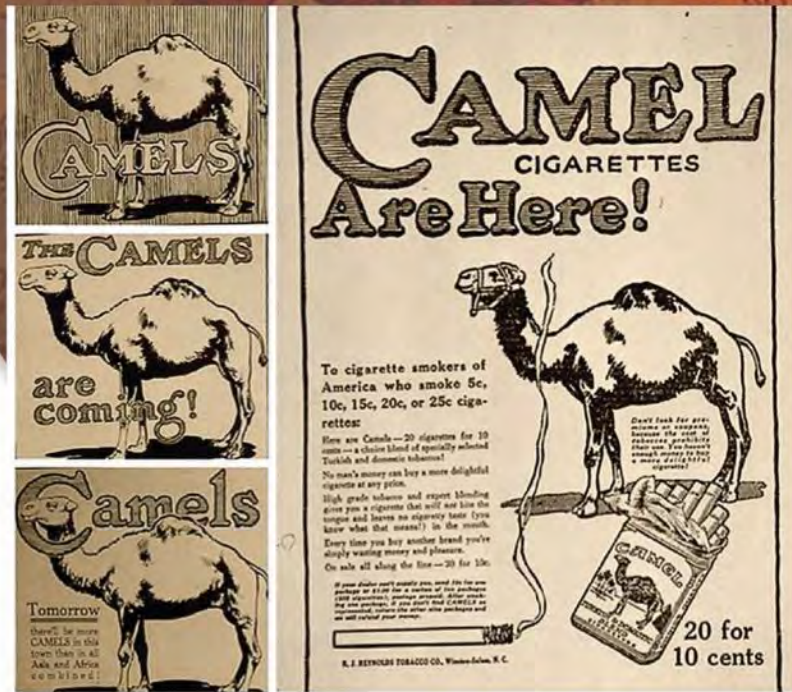
In October of 1911 the American Tobacco Company Trust was dissolved and broken into several competing companies including: American Tobacco Company, Liggett and Myers Tobacco Company, R.J. Reynolds Tobacco Company, and P. Lorillard Company.

American Tobacco Co.



1899 Pall Mall

R. J. Reynolds Tobacco Co.



CAMEL
CIGARETTES
Are Here!

To cigarette smokers of America who smoke 5c, 10c, 15c, 20c, or 25c cigarettes:

Here are Camels—20 cigarettes for 10 cents—a choice blend of specially selected Turkish and domestic tobaccos!

No man's money can buy a more delightful cigarette at any price.

High grade tobacco and expert blending give you a cigarette that will not bite the tongue and leave no cigarette taste. You know what that means! In the mouth.

Every time you buy another brand you're simply wasting money and pleasure.

On sale all along the line—20 for 10c.

If your dealer won't supply you, send for the one package or 10 for a number of the following: 10c, 15c, 20c, 25c. They are everywhere. If you don't find CAMELS at once, send us the name of your dealer and we will return your money.

Don't look for any money or savings because the cost of tobacco prohibits that. You haven't enough money to buy a more delightful cigarette!

20 for 10 cents

R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

1913 Camel

Liggett and Myers Tobacco Co.

EL PASO HERALD



"like a juicy steak when you're hungry!"

"I remember times I thought I could eat nails—I was so hungry! You do, too! Then you punished a thick, juicy, tender sirloin and leaned back—satisfied! That's the thing CHESTERFIELDS do for your smoking—they satisfy! Take it from me, they're more than just 'smokers.' CHESTERFIELD Cigarettes satisfy—like a man's need. They lay over any other cigarette you ever put a light to.

"I've smoked 'em all. And when I tell you CHESTERFIELDS are the best ever—that their full, pleasing taste satisfies—I know what I'm talking about."

Yes, CHESTERFIELDS do satisfy—because it's the way the high-grade tobacco is blended! In the soft, full package—20 for 10c. Any dealer will introduce you. Today, a dime and the word "CHESTERFIELDS" will bring across 20 cigarettes that do the one thing you have always wished a cigarette would do—satisfy!

Liggett & Myers Tobacco Co.

Chesterfield
The Cigarette that SATISFIES

20 for 10c



1896 Chesterfield

P. Lorillard Co.



1884 - Old Gold

1926 Lorillard recreated the Old Gold brand with the slogan "Not a cough in a carload"



1902 Philip Morris Comes to American

In 1902 Philip Morris, opened his first shop in the United States.

A transplant from London he sold, among other brands, the Marlboro cigarette for ladies.

Philip Morris was a minor cigarette industry player in those days, but is the largest cigarette manufacturer in America today.



Brown & Williamson

In 1984, George Brown and Robert Williamson founded the Brown & Williamson (B&W) Company which specialized in the sale of chewing and pipe tobacco. In 1927, British-American Tobacco Industries PLC, purchased B&W and relocated the company to Louisville, Kentucky.

In 2004, B&W was acquired by R.J. Reynolds.

Anti-Trust Concerns

Even though cigarette companies claim to be fierce competitors, there have been instances when they have worked together illegally to protect their profits. In 1946, the Supreme Court upheld a conviction for price fixing by cigarette makers. In 1953, cigarette makers developed and executed an over four decades long public relations effort to protect cigarette sales threatened by mounting concerns about the health risks of smoking. In 2006 a federal judge ruled that the tobacco companies actions had violated the Racketeer Influenced and Corrupt Organizations Act.

Modern Cigarette Manufacturing

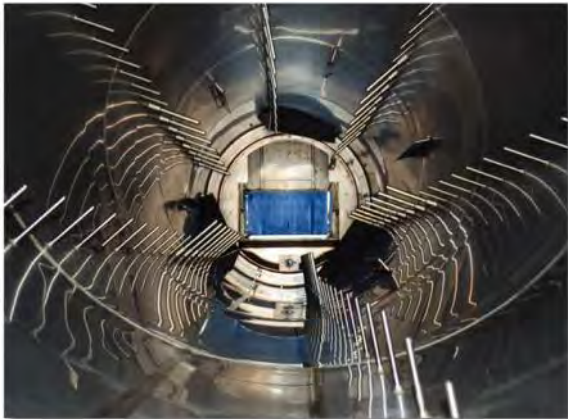


- Current cigarette making equipment can produce more than 20,000 cigarettes per minute, 100 times more than the original Bonsack machine.
- A number of major industrial suppliers such as Siemens, Aiger Engineering Tobacco Co., Kimberly Clark, Hauni, Eastman Chemical, Garbuio Dickinson, 3M, Molins and others develop new mechanical equipment and advanced materials for the cigarette companies.

The Engineered Cigarette



Cigarette companies continue to perfect their ability to make more cigarettes with greater precision and at lower prices. There has been no end to improvements in the engineering and efficiency of modern cigarette making.



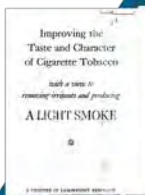
The Modern Cigarette: Engineered for Addiction



Blending to Optimize Nicotine

Tobacco companies have developed sophisticated R&D programs to maximize nicotine delivery focusing on tobacco blending, the use of additives, and engineering.

Blending for Nicotine Delivery



1935 Early Nicotine Manipulation

A 1935 American Tobacco Company document noted that the "removal of nicotine produces an emasculated cigarette, some of those very qualities which give a cigarette character and appeal."

1935, American Tobacco Company



"Cigarette smoke should contain as little as possible (preferably at the zero level) of the polycyclic hydrocarbons, should possess satisfactory flavor to please the consumer, and should contain sufficient nicotine to supply the necessary requirements of the smoker with respect to this compound (nicotine)."

1959, Dr. Alan Rodgman, Analytics Chemist,
R.J. Reynolds Tobacco Company

The nicotine delivery of a cigarette is carefully engineered into the product "we can regulate fairly precisely the nicotine and sugar levels (in tobacco) to almost any desired level management might require."

1963, R.B. Griffith, Brown & Williamson Director of Research

"In a sense, the tobacco industry may be thought of as being a specialized, highly ritualized, and stylized segment of the pharmaceutical industry. Tobacco products contain and deliver nicotine, a potent drug with a variety of physiological effects."

1972, Claude Teague, Assistant Director,
R.J. Reynolds Tobacco Company



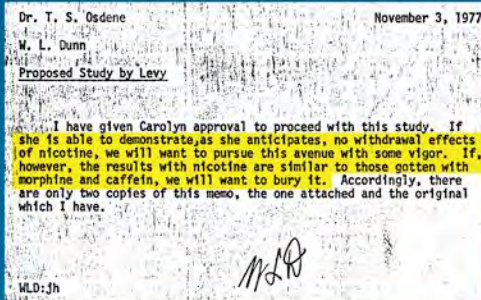
"...without the chemical compound (nicotine) the cigarette market would collapse, Phillip Morris would collapse, and we'd all lose our jobs and our consulting fees."

1977, William Dunn,
Director Smoker Psychology Program, Philip Morris

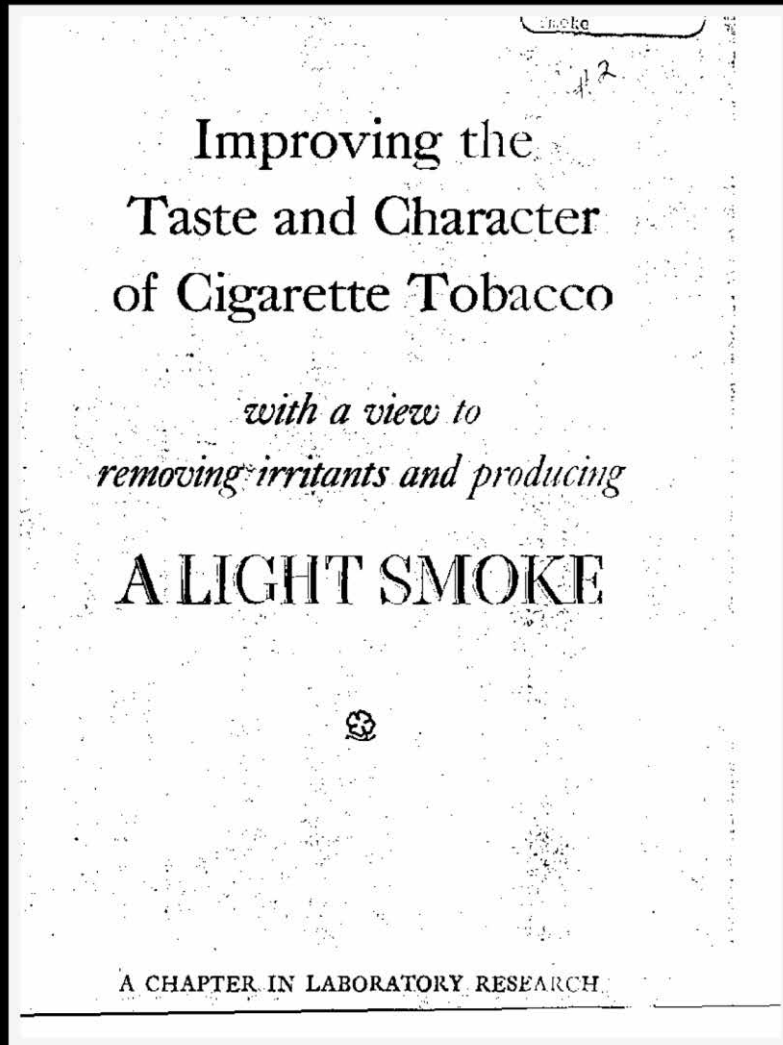
Industry Denials



While publicly downplaying the role of nicotine in cigarette design, inside the companies the role of nicotine in cigarette design was front and center.



Blending for Nicotine Delivery



Early Nicotine Manipulation

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1972, Claude Teague, Assistant Director of Research, R.J. Reynolds Tobacco Company



“...a cigarette with substantially lowered nicotine could not deliver the smoking satisfaction to sustain consumer purchase.”

1980, Richard Smith, Group Brand Manager,
New Products, Lorillard Tobacco Company

Industry Denials

While publicly downplaying the role of nicotine in cigarette design, inside the companies the role of nicotine in cigarette design was front and center.



Dr. T. S. Osdene

November 3, 1977

W. L. Dunn

Proposed Study by Levy

I have given Carolyn approval to proceed with this study. If she is able to demonstrate, as she anticipates, no withdrawal effects of nicotine, we will want to pursue this avenue with some vigor. If, however, the results with nicotine are similar to those gotten with morphine and caffeine, we will want to bury it. Accordingly, there are only two copies of this memo, the one attached and the original which I have.

WLD

WLD:jh



Man-Made Tobacco

Reconstituted (man-made) tobacco, also known as homogenized tobacco, is made from pieces of tobacco leaf such as dust, stems and by-products. These are finely ground, processed with liquids and rolled into a flat sheet of uniform thickness and quality. In the reconstitution process, nicotine is extracted and then reapplied to the sheet along with other additives so as to control the amount of nicotine in the overall blend. Reconstituted leaf was first proposed as a cigar wrap and for packaging for cigarettes in the mid-1800s. Reconstituted tobacco was first introduced into commercial cigarette production in the United States in the 1950s.



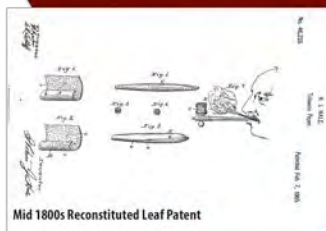
Reconstituted tobacco "slurry" made from tobacco scraps, dust, stems, liquids, nicotine, and additives.



Reconstituted tobacco sheet



Pictured here and right, Philip Morris reconstituted tobacco or "Cast Leaf" manufacturing operations



Mid 1800s Reconstituted Leaf Patent

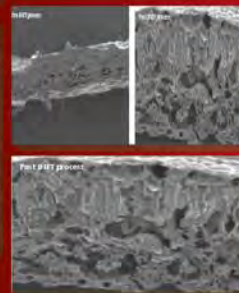
Petri dish of genetically modified tobacco plants



Precise Control

"The Kimberly-Clark tobacco reconstitution process used by LTR INDUSTRIES permits adjustments of nicotine to your exact requirements."

Reconstituted tobacco producer, LTR Industries, a subsidiary of Kimberly Clark.



Puffed Tobacco

When chemicals like carbon dioxide or freon are applied to tobacco pieces the tobacco expands.

The expanded, puffed pieces are largely empty space and are hence less dense yielding lower machine-measured levels of tar and nicotine.

Tobacco pre and post "Dry Ice Expanded Tobacco" (DIET) process (BAT)

Genetically Modified and Bio-Engineered Tobacco

In the 1980s cigarette manufacturers began investigating genetic bio-engineering of tobacco plants as a way to control nicotine delivery.

Man-Made Tobacco

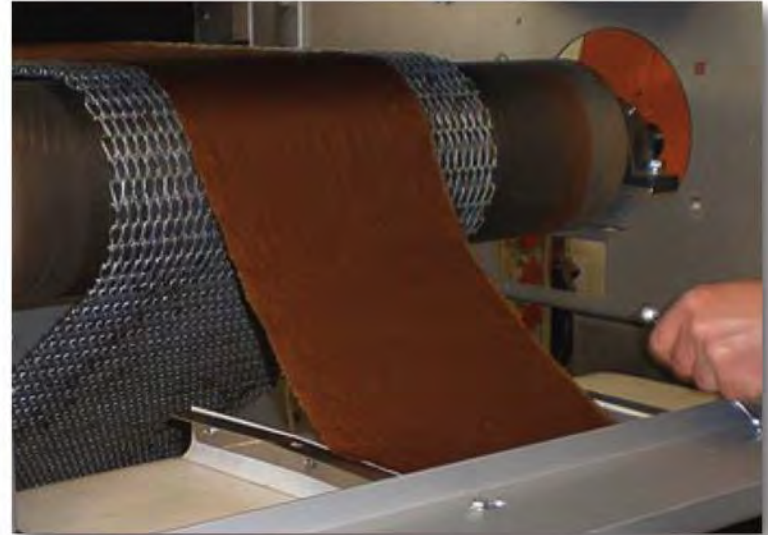
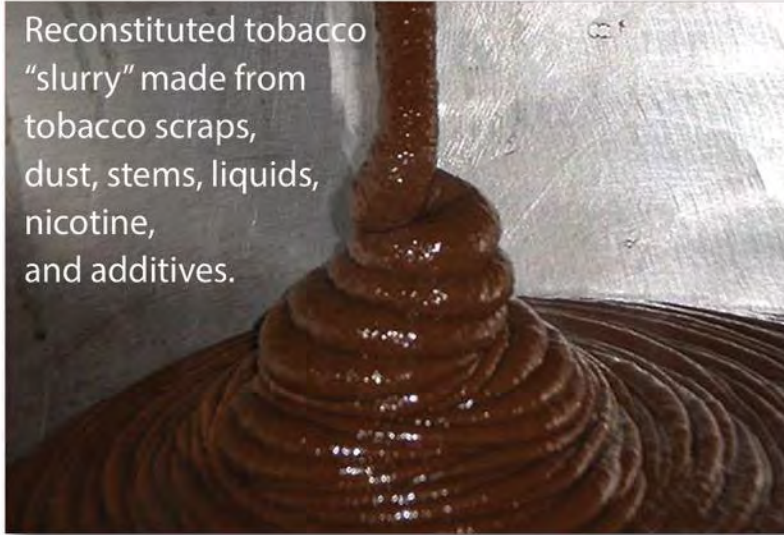
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Reconstituted tobacco
"slurry" made from
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dust, stems, liquids,
nicotine,
and additives.



Pictured here and right, Philip Morris
reconstituted tobacco or "Cast Leaf"
manufacturing operations



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Reconstituted tobacco producer, LTR Industries, a subsidiary of Kimberly Clark.



A likeness of Jean Nicot, French diplomat, after whom "nicotine" and "Nicotiana Tabacum" were named.

MORE OR LESS NICOTINE

Nicotine levels are becoming a growing concern to the designers of modern cigarettes, particularly those with lower "tar" deliveries. The Kimberly-Clark tobacco reconstitution process used by LTR INDUSTRIES permits adjustments of nicotine to your exact requirements. These adjustments will not affect the other important properties of customized reconstituted tobacco produced at LTR INDUSTRIES: low tar delivery, high filling power, high yield and the flexibility to convey organoleptic modifications. We can help you control your tobacco.



INDUSTRIES

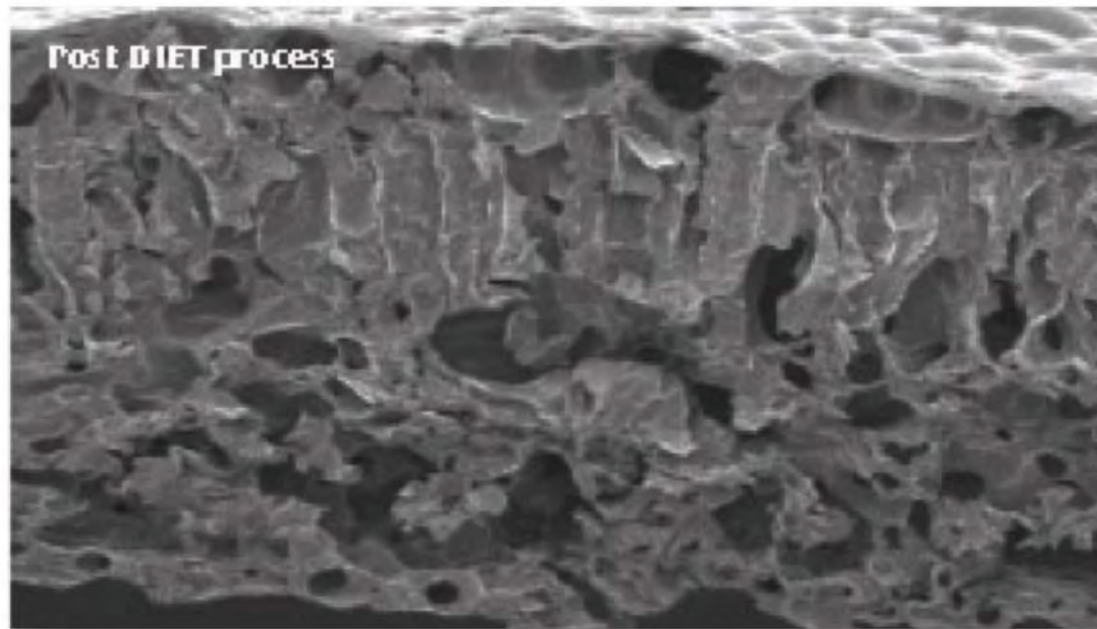
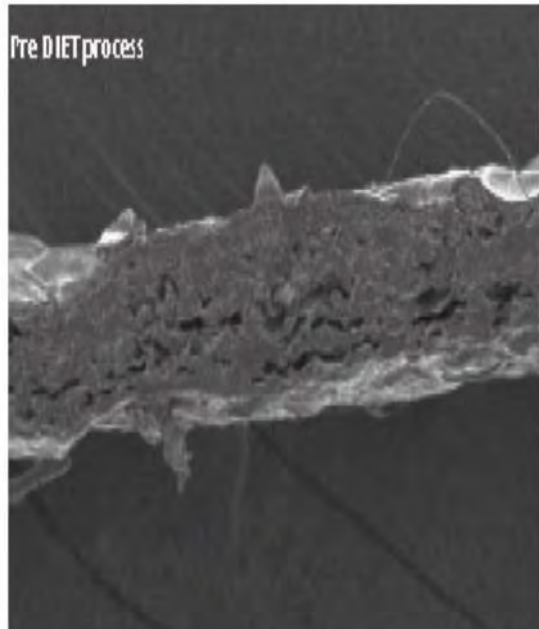
7 AVENUE INGRES, 75016 PARIS, FRANCE
PHONE (33-1) 4614 32 00 • TELEX 640 314 TABREC F
TELEFAX (33-1) 46 14 32 49

Get more tobacco from all your tobacco

LTR INDUSTRIES, a subsidiary in France of
KIMBERLY-CLARK Corporation

2046886890

Puffed Tobacco



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The expanded, puffed pieces are largely empty space and are hence less dense yielding lower machine-measured levels of tar and nicotine.

Genetically Modified and Rin-Engineered Tobacco



In the 1980s
cigarette
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genetic
bio-engineering of
tobacco plants as a
way to control
nicotine delivery.

Mid 1800s Reconstituted Leaf Patent

No. 46,233.

H. J. HALE.
Tobacco Paper.

Patented Feb. 7, 1865.

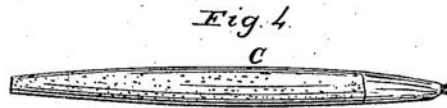
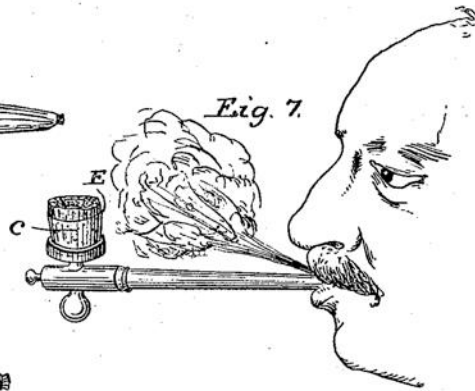
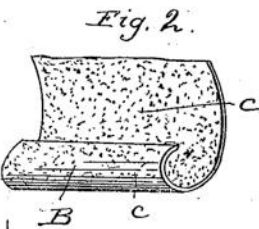
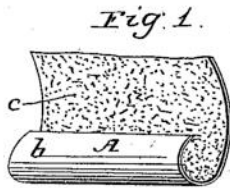
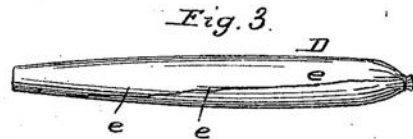


Fig. 5.



Fig. 6.



Witnesses:
H. J. Hale
J. S. Hale

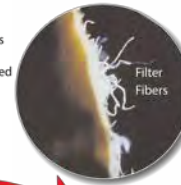
Inventor:
H. J. Hale

BLENDING

Anatomy of a Cigarette

Filter Fiber Fallout

Filter fibers and other filtering materials such as charcoal can detach from the filter tip during smoking and be ingested and inhaled into the airways.



Air Flow

Filter Vent Holes

Filter vents make it easier to puff on a cigarette by reducing resistance to draw and mixing cooler air with the hot smoke. Filter vents promote compensation as smokers may unknowingly take bigger and deeper puffs in order to satisfy their nicotine addiction.

Rod

The tobacco rod contains different amounts of real tobacco, reconstituted tobacco sheet, and puffed tobacco.

Porous Paper
allows for air flow

Filter (Tow)

A range of materials have been used in making cigarette filters. Most filters are made from cellulose acetate and painted with titanium dioxide to give the filter tow a white appearance. This gives the illusion that the filter is clean and pure. There are typically 12,000 to 15,000 fibers in an individual filter plug. The fibers are held together by spraying plasticizer to bind the fibers loosely together, although not so tight as to make it hard to inhale the smoke.

Cigarette Paper

Cigarette wrapping paper is made from thin and lightweight "rag fibers" (non-wood plant fibers) such as flax and hemp. Wrapping paper can come in assorted colors, even for "natural" brands. Tiny perforation holes that help the tobacco stay lit along with chemicals sprayed onto the paper help to control burn temperature and the formation of the ash at the end of the smoldering cigarette.

Air Flow

ADDITIVES

ENGINEERING FEATURES



Flavors

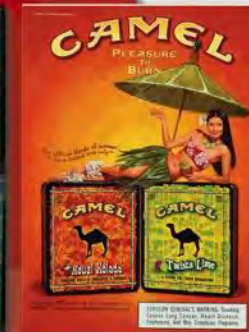


Menthol Cigarettes

Menthol cigarettes were born when asthma sufferer Lloyd "Spud" Hughes, who inhaled menthol crystal vapors to help relieve asthma symptoms, hid his stash of cigarettes in a tin of the crystals. Hughes discovers that menthol flavoring is absorbed into the tobacco and now tastes "cool."

Menthol is common as a flavoring additive in many cigarette brands, helping to mask harsher smoke. About 30% of the 44 million smokers in the U.S. identify menthols as their preferred cigarette, and around 57% of the young smoked menthols.

Overall, more than 88 percent of African American smokers (ages 12+) smoke menthol cigarettes, compared to 26 percent of white smokers. Among middle and high school students, 70.5% of African American smokers use menthol cigarettes, compared to 51.4% of white smokers.



In the early 2000s, heavily flavored cigarettes, branded by their flavors, like vanilla, orange, chocolate, cherry, coffee, Kahlua, berry, and others, became popular and especially attractive to youth. The 2009 Family Smoking Prevention and Tobacco Control Act prohibited "characterizing flavors" (e.g., candy, fruit, and chocolate) other than tobacco and menthol in cigarettes. Flavor branding is not restricted for other tobacco products like little cigars and oral tobacco.

1931 KOOL

Brown and Williamson joins the menthol cigarette market with KOOL.



1956 Salem

R.J. Reynolds joins the menthol market with Salem, "Springtime Fresh."



1956 Newport

Lorillard joined the menthol market with Newport cigarettes



In 1970, Lorillard introduces the "Alive with Pleasure" campaign and begins heavily marketing Newport cigarettes in urban areas. Newport market share grows among African American teenagers making it among the fastest selling brands in the market.

2004 KOOL Mixx



2007 Camel Crush



Camel Crush allows smokers to switch between regular and menthol flavored smoke. Pinching the filter breaks a flavor bead and releases a menthol additive.



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THROAT SORE?
It's time to
CHANGE TO SPUDS



ENJOY THEIR SOOTHING COOLNESS AND
Give Your Throat a Rest!

Whenever your throat is parched, tired, or sore, there is a definite reason why you should change to a menthol cigarette! And when you change, be sure to call for Spuds. For new, improved Spud Imperials are designed to protect your throat from irritation caused by ordinary cigarettes.

SPUDS ARE SUPERIOR IN 3 WAYS:

GREATER SAFETY—The special menthol-retaining agent used in Spud Imperials does not produce acrolein—a throat irritant found in the smoke of nearly all cigarettes. In addition, Spuds are made 20% longer to give you a cooler, better-flavored smoke.

MILDER MENTHOL—An exclusive patented process diffuses menthol more slowly and evenly throughout Spuds. No menthol overload!

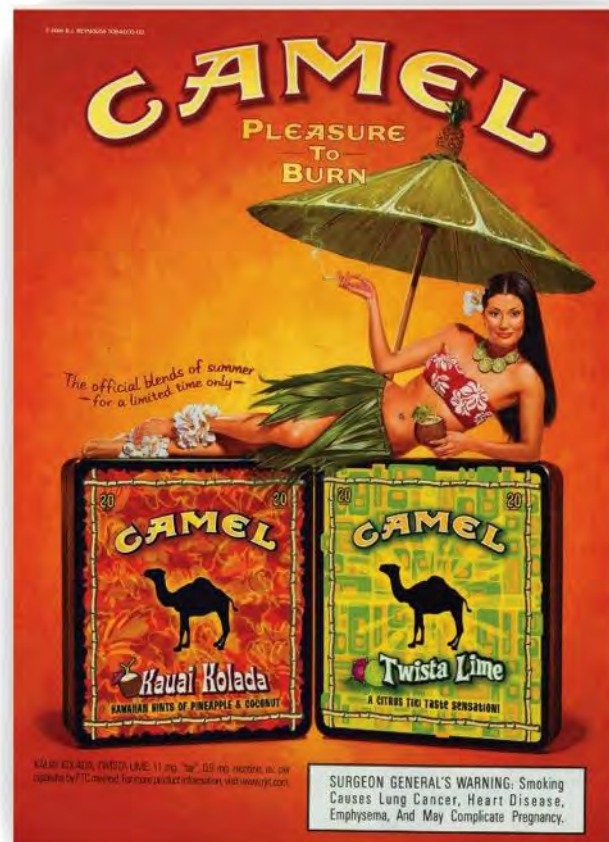
BETTER QUALITY—Spud Imperials are made of an extremely mild blend of the finest Virginia tobaccos—aged to perfect maturity. No coupons—just high quality tobacco.

Try the new, improved Spud Imperials. Smoke them as long as you like—and try all seven changes to Spuds when your throat is irritated. It's safe. The Active Filter Tobacco Co., Inc. "House of Tradition."



Flavors

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1931 KOOL

Brown and
Williamson joins
the menthol
cigarette market
with KOOL.

...TELL HIM
TO SWITCH
TO KOOLS
and he'll be all right

DOCTORS... lawyers... merchants... chiefs in every walk of life agree that KOOLS are soothing to your throat. Is this cooling process a secret? Not a bit of it! KOOLS are a blend of the choicest Turkish and Domestic tobaccos... with a touch of mild menthol added for refreshing, cooling flavor. And each pack brings you a valuable coupon, good in the U.S.A. for a wide choice of beautiful, practical premiums. Switch to KOOLS and save those coupons! Brown & Williamson Tobacco Corp., Box 599, Louisville, Ky.

TUNEIN Tommy Dorsey's hottime swing band, NBC Blue Network, Coast-to-coast, Every Friday, 10 to 10:30 P. M., E. S. T.

RALEIGH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS



ZIPPO LIGHTER De Luxe, Wind guard, large filling capacity, Satin chromium. Plain or with three-crest design.



ELECTRIC LAMP by Fiero, 20" high with 12" shade of linen finish parchment. Cylindrical white porcelain base.



ELECTRIC TOASTER. Automatic two-slice Toastwell. Shade of toast can be regulated. Low heat keeps toast warm.



FREE DOCKET. Write today for 22-page booklet, "Beautiful Premiums." New edition No. 14. Handsomely illustrated from the world's best art.



1956 Salem

R.J. Reynolds joins
the menthol market
with Salem,
“Springtime Fresh.”

A new idea in smoking!

Salem

refreshes your taste



gettyimages

- menthol fresh
- rich tobacco taste
- modern filter, too

As refreshing as Spring at its glorious best...that's Salem! Rich tobacco taste with new surprise softness...through Salem's pure-white modern filter flows the freshest taste in cigarettes. Smoke refreshed...smoke Salem. Try a pack, and you'll buy a carton!

Created by R. J. Reynolds Tobacco Company

2827858

1956 Newport

Lorillard joined the menthol market with Newport cigarettes.

In 1970, Lorillard introduces the “Alive with Pleasure” campaign and begins heavily marketing Newport cigarettes in urban areas. Newport market share grows among African American teenagers making it among the fastest selling brands in the market.

The advertisement features a central illustration of a man and a woman in a small boat on water. The man is shirtless and holding a cigarette, while the woman is wearing a blue swimsuit and a blue bow in her hair. They are looking at each other. Below the illustration, the text reads: "Refreshes while you smoke" in a large, elegant font, followed by "... LIKE NO OTHER CIGARETTE !" in a smaller font. To the left of the cigarette packs, there is a small graphic of a cigarette pack and a leaf, with the text: "POPULAR FILTER PRICE KING SIZE OR CRUSH PROOF BOX". To the right of the cigarette packs, there is a block of text: "Only Newport adds a refreshing hint of mint to the soothing coolness of menthol... in a blend of the world's finest quality tobaccos." Below this text are five packs of Newport cigarettes, each labeled "NEWPORT" and "Filter Cigarettes King Size". At the bottom of the advertisement, there is a banner that reads: "FIRST WITH THE FINEST CIGARETTES—THROUGH LORILLARD RESEARCH" and "1760 P. Lorillard 200th Anniversary 1960" with "TWO HUNDRED YEARS OF TOBACCO EXPERIENCE" below it.

Refreshes while you smoke
... LIKE NO OTHER CIGARETTE !

POPULAR FILTER PRICE
KING SIZE OR CRUSH PROOF BOX

Only Newport adds a refreshing hint of mint to the soothing coolness of menthol... in a blend of the world's finest quality tobaccos.

NEWPORT
Filter Cigarettes
King Size
REFRESHES WHILE YOU SMOKE

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FIRST WITH THE FINEST CIGARETTES—THROUGH LORILLARD RESEARCH
1760 P. Lorillard 200th Anniversary 1960
TWO HUNDRED YEARS OF TOBACCO EXPERIENCE



Additives for Nicotine Manipulation and Manufacturing

Hundreds of additives are used in making cigarettes. On average they make up about 10% of the weight of the rod. Additives include seam adhesives, glues, branding inks, paper, ash modifiers to control the ash from the burning cigarette rod, humectants to prevent the tobacco from drying out, pH modifiers to alter nicotine absorption and affect the chemosensory properties of the smoke.

Additive	Application	Use
Ammonium hydroxide	Processing	Modifies smoke pH and affects chemosensory properties of smoke
Citrates and phosphates	Applied to paper	Modify burn rate or puff count; control ash
Cocoa	Casing (applied to tobacco)	Flavors and affects chemosensory properties of smoke
Diammonium phosphate	Processing	Modifies smoke pH
Glycerine	Casing (applied to tobacco)	Humectant (moisture control)
Liquorice	Casing (applied to tobacco)	Flavors and affects chemosensory properties of smoke
Menthol	Top dressing (applied to tobacco, filter and packaging)	Flavors and affects chemosensory properties of smoke - cools it.
"Natural and artificial flavors"	May be added to tobacco or filter or used in processing	Flavor and affect sensory properties of smoke
Organic acids	To filter; may also be applied to tobacco	Modify smoke pH and affect chemosensory properties of smoke
Pesticides	Residuals	Growing and harvesting of tobacco
Propylene glycol	Top dressing (applied to tobacco or filter)	Humectant
Sugars	Casing (applied to tobacco)	Flavor and affect chemosensory properties of smoke

Additives to Control Nicotine Delivery

Cigarette manufacturers studied the effects of adding chemicals to influence nicotine delivery. It was found that adding ammonia and other chemicals to tobacco could alter smoke pH and increase the amount of "free nicotine" available in the smoke. Free nicotine makes it easier for smokers to inhale smoke deep into their airways and is more rapidly absorbed into the blood stream.

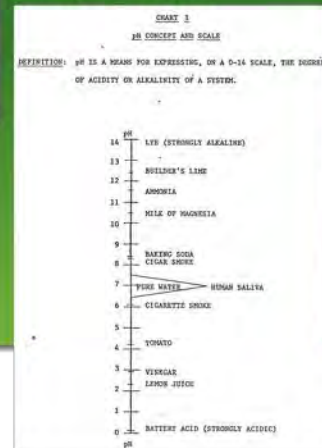
Ammonia

During the 1960s cigarette manufacturers such as Philip Morris began adding ammonia compounds to their tobacco blends with an observed positive impact on brand sales for Marlboro and other brands.

Manipulation of Smoke pH

Manipulating smoke pH became a major focus of product design by all cigarette manufacturers. A 1973 R.J. Reynolds document describes various methods that could be used to increase smoke pH and/or nicotine "kick." These included:

- Increasing the amount of (strong) burley in the blend.
- Reduction of casing sugar used on the burley and/or blend.
- Use of alkaline additives, usually ammonia compounds in the blend.
- Addition of nicotine to the blend.
- Removal of acids from the blend.
- Special filter systems to remove acids from or add alkaline materials to the smoke.
- Use of high air dilution filter systems.



1972, R.J. Reynolds Research Scientist, Claude Teague charted comparative levels on the pH scale. As the smoke pH increases above about 6.0, an increasing proportion of the total smoke nicotine occurs in "free" form, which is volatile, rapidly absorbed by the smoker, and believed to be instantly perceived as nicotine "kick."

Additives for Nicotine Manipulation and Manufacturing

Hundreds of additives are used in making cigarettes. On average, additives make up about 10% of the weight of the cigarette rod. Additives include sealants, adhesives, glues, branding inks, ash modifiers to control the ash from the burning cigarette rod, humectants to prevent the tobacco from drying out, pH modifiers to alter nicotine absorption and affect the chemosensory properties of the smoke.



List of common additives used cigarettes

Additive	Application	Use
Ammonium hydroxide	Processing	Modifies smoke pH and affects chemosensory properties of smoke
Citrates and phosphates	Applied to paper	Modify burn rate or puff count; control ash
Cocoa	Casing (applied to tobacco)	Flavors and affects chemosensory properties of smoke
Diammonium phosphate	Processing	Modifies smoke pH
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Additives to Control Nicotine Delivery

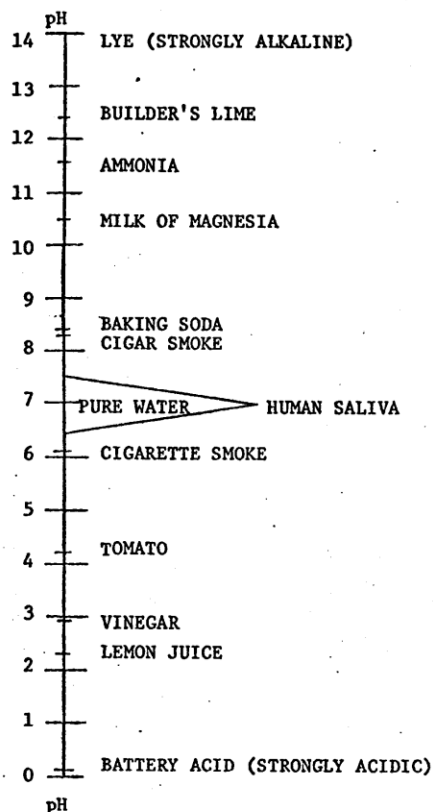
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 - Addition of nicotine to the blend
 - Removal of acids from the blend
 - Special filter systems to remove acids from or add alkaline materials to the smoke,
 - Use of high air dilution filter systems.



CHART I

pH CONCEPT AND SCALE

DEFINITION: pH IS A MEANS FOR EXPRESSING, ON A 0-14 SCALE, THE DEGREE OF ACIDITY OR ALKALINITY OF A SYSTEM.



1972, R.J. Reynolds Research Scientist, Claude Teague charted comparative levels on the pH scale.

As the smoke pH increases above about 6.0, an increasing proportion of the total smoke nicotine occurs in "free" form, which is volatile, rapidly absorbed by the smoker, and believed to be instantly perceived as nicotine "kick."

50101 1363

Encouraging Smoking through Misperceptions of Reduced Risk

In the 1950s scientific evidence implicated cigarette smoking as a cause of cancer and other diseases began to mount. Internal business records from the companies show that scientists accepted this evidence by the 1950s. However, rather than acknowledging the truth about smoking, cigarette makers continued to present a unified front denying that smoking was harmful to health.

They shifted their marketing budgets to the public that they could smoke without getting cancer. New filtered and low tar cigarettes were introduced and quickly began to dominate the market, even though the companies knew their repeated promise to remove anything harmful in smoke was unachievable.



1961 Reduction of Carcinogens in Smoke

Philip Morris VP, Helmut Wakeham's presentation to the Philip Morris Research and Development Committee.

III. REDUCTION OF CARCINOGENS IN SMOKE

To achieve this objective will require a major research effort, because

1. Carcinogens are found in practically every class of compounds in smoke.

This fact prohibits complete solution of the problem by eliminating one or two classes of compounds.

The best we can hope for is to reduce a particularly bad class, i. e., the polynuclear hydrocarbons, or phenols.

2. Present technology does not permit selective filtration of particulate smoke.
3. Flavor substances and carcinogenic substances come from the same classes, in many instances.
4. Many pyrolysis products have multiple precursors in tobacco.

Carcinogens are found in practically every class of compounds in smoke.

The best we can hope for is to reduce a particularly bad class, i. e., the polynuclear - hydrocarbons, or phenols.

1968 Safe Cigarette and Denial of Current Cigarette Dangers

R. J. Reynolds Tobacco Company Research Director, Murray Senkus, responds to an invitation to join a National Cancer Institute "less hazardous cigarette" working group program by denying the hazards of current cigarettes.

I am agreeable to serving on the informal work group referred to by you and making available my experience and knowledge in research relating to tobacco and smoking if it is clearly understood that I am in no manner accepting the view (1) that present cigarettes are hazardous or (2) that the smoke of such cigarettes causes or contributes to the development of human lung cancer. It is important that this reservation be noted, particularly in light of the unfortunately designated purpose of the group, namely to develop a "less hazardous cigarette". Perhaps a better working arrangement and understanding by all involved could be achieved if the purpose were rephrased in a manner that would not assume the existence of a "hazard" that has not been scientifically established.

1972 If Our Product is Harmful We'll Stop Making It

James Bowling, Vice President of Philip Morris

on flaws in research that purports to show that smoking definitely is dangerous. "If our product is harmful," says James Bowling, vice president of Philip Morris, "we'll stop making it. We now know enough that we can take anything out of our product, but we don't know what ingredients to take out. In 1920 it was accepted as scientific fact that smoking caused TB. It was later found out they had no connection—after some states had even outlawed smoking. We don't know if smoking is harmful to health, and we think somebody ought to find



1950



1951



1953



1954



1954



1958



1960



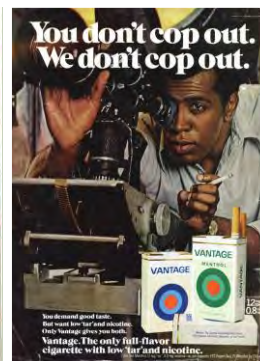
1960



1966



1971



1971



1976

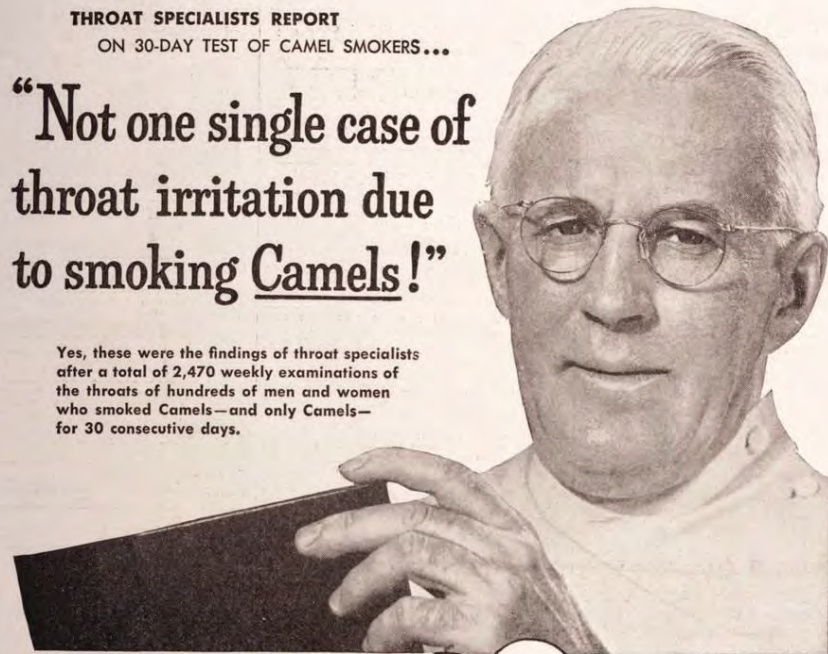


1989

THROAT SPECIALISTS REPORT
ON 30-DAY TEST OF CAMEL SMOKERS...

“Not one single case of throat irritation due to smoking Camels!”

Yes, these were the findings of throat specialists after a total of 2,470 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.



R. J. Reynolds
Tobacco Co.,
Winston-Salem, N. C.

Ann O'Rourke
SECRETARY

ACCORDING TO A NATIONWIDE SURVEY:

More Doctors Smoke Camels
THAN ANY OTHER CIGARETTE

Yes, doctors smoke for pleasure, too! In a nationwide survey, three independent research organizations asked 113,597 doctors what cigarette they smoked. The brand named most was Camel.



1950

Guard Against Throat Scratch



*enjoy the smooth smoking
of fine tobaccos*

PALL MALL's

greater length of fine tobaccos
travels the smoke further...

**filters the smoke
and makes it mild**

**PUFF BY PUFF...YOU'RE ALWAYS AHEAD WHEN YOU
SMOKE PALL MALL**

Take 5 puffs or 10... or 17...



STUDY THE PUFF CHART! At the first puff, PALL MALL's smoke is filtered further than that of any other leading cigarette. Moreover, after 5 puffs of each cigarette—or 10, or 15, or 17—PALL MALL still gives you a longer, natural filter of fine tobaccos—guards against throat-scratch. Yes, PALL MALL's traditionally fine, mellow tobaccos give you a smoothness, mildness and satisfaction no other cigarette offers you.



Outstanding

and they are mild!



1951

THE SATURDAY EVENING POST September 14, 1953

To 1 out of every 3 cigarette smokers:

Kent-the one

show you proof of greater

cigarette that can

health protection

Every week, millions see convincing evidence that KENT's "Micronite" Filter is the cigarette filter that really works—giving true smoking pleasure, yet removing up to 7 times more nicotine and tars than other filter cigarettes.

If—like 1 out of every 3 smokers—you're sensitive to the tars and nicotine in tobacco, you want more than just a promise that a filter-tip cigarette will give you the health protection you need.

And KENT is the one cigarette that gives you more than a promise. Every week—on television and in store demonstrations—the effectiveness of KENT's Micronite Filter is tested before your very eyes... tested against other filter-tip brands selected at random from packages brought at retail.

The pictures shown here are action shots of one of these tests—as performed by Jonathan Blake, your host on the exciting TV show, *The Web*.





1. Everything equal, two special glasses made with tubes through which smoke can be drawn are placed on a single sheet of plain white paper.
2. Millions watch him, Blake draws smoke from the KENT into one glass, smoke from Brand X into the other. Notice that the smoke does not enter his mouth. It is drawn into the glasses easily as it comes through the filters of the cigarettes—exactly as it would enter your mouth if you were smoking!
3. Time is checked. Blake allows a few minutes for the moisture and tar particles in the smoke to settle on the white paper. KENT's Micronite Filter differs from all other cigarette filters, for it's made—not just of empty paper, cotton or cellulose like other filters—but from a material that has been used to purify air in atomic energy plants.



4. And here's your answer. When the glasses are filled, you can see a hard stain from tar and nicotine in the smoke of Brand X, scarcely a trace from the smoke of the KENT! The difference in the two stains represents the difference in the health protection you get from a KENT as compared to the filter-tip brand you may now be smoking!
5. Against all comers. Here are the results of the same test performed in a laboratory, showing how KENT's filtering effectiveness compares with four other well-known brands of filter-tip cigarettes. Again the stains on the paper show you the tremendous difference between KENT and other filter-tip cigarettes. Remember that, when you smoke, the same particles that have caused the stains are drawn into your system. Here is further visual evidence that KENT's Micronite Filter takes out up to 7 times more nicotine and tars than other filter-tip cigarettes. Here is proof that KENT offers you the greatest health protection in cigarette history! Why don't you start smoking KENT's today?

Kent
with exclusive
MICRONITE Filter
full smoking pleasure...
plus proof of the
greatest health protection ever

1953

What have Viceroy's got
that other filter cigarettes
haven't got?

THE ANSWER IS

20,000 Filters

in every Viceroy Tip




New King-Size Filter Tip
VICEROY
WORLD'S LARGEST-SELLING
FILTER TIP CIGARETTE

ONLY A PENNY
OR TWO MORE
THAN CIGARETTES
WITHOUT FILTERS

1954

Fredric March says...

THIS IS IT

"L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"

When I read Dr. Darkis' letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

Fredric March

LIGGETT & MYERS TOBACCO CO.
618 FIFTH AVENUE
NEW YORK 20, N.Y.

Dr. F. R. DARKIS
DIRECTOR OF RESEARCH

Extensive investigations of possible filter media were initiated in our laboratory and by our consultants early in 1951. The search was found that a strictly non-mineral material is the material used in "L&M" Filter Tip cigarettes and is a highly purified alpha cellulose. Pure white in color, and used as an additive in certain foods, it is entirely harmless to health.

Alpha cellulose is the purest material now available to filter cigarette smoke. It removes over one-third of the smoke without impairing its satisfying taste. The "L&M" alpha cellulose filter is specially designed to remove the heavier particles from the smoke stream leaving a truly light smoke.

When you smoke "L&M" cigarettes, made and guaranteed by Liggett & Myers Tobacco Company, you draw into your mouth much less smoke with much less nicotine and much less nitrogenous constituents.

Liggett & Myers Tobacco Co.
*U. S. Patent Pending

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

ONLY L&M FILTERS GIVE YOU ALL THIS...

1. Effective Filtration, from a Strictly Non-Mineral Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.
2. Selective Filtration—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.

3. Much Less Nicotine—the L&M Filter* removes one-third of the smoke, leaves you all the satisfaction.
4. Much More Flavor and Aroma. At last a filter tip cigarette with plenty of good taste. Reason—L&M Filters' premium quality tobacco, a blend which includes special aromatic types.

*U.S. Patent Pending



FILTER TIP
Cigarettes



1954



"Bright, clean flavor...pure, snow-white filter...that's **WINSTON**"

SAYS *Bob Cummings* "I go right along with the majority," says the star of The Bob Cummings Show on NBC. "It's America's favorite filter cigarette—and mine!" To a rich, bright blend, Winston adds its own specially designed, pure white filter. The result is an unusually clean, fresh taste—the Winston taste! You'll like it, too!



R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!

1958

WHY
PARLIAMENT'S
1/4 INCH RECESS IS
SO IMPORTANT
TO YOU



With recessed filter Parliament, there's no taste of filter feedback because your lips and tongue never touch, never taste the filter. What you do taste is the pure, true flavor of the best tobaccos in the business.

Hi-Fi Filter **Parliament**

Parliament—with its famous 1/4" recessed filter—is continually tested for taste. Known for the United States Testing Company, independent, private, blind laboratory.

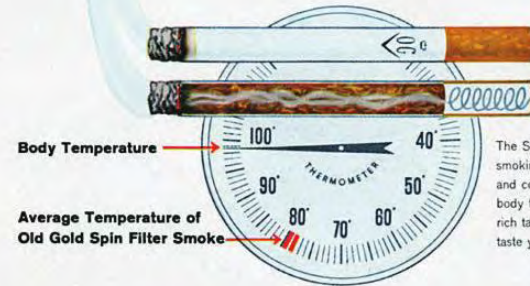
Registered U. S. Trademark
Popular Price—King-Size Soft Pack or Flip-Top Box

Prepared by
BENTON & BOWLES, INC.

to appear in:
New Yorker... December 10, 1960
Sports Illustrated... December 12, 1960
Time... November 21, 1960
Job No. PAR-5070

1960

Old Gold's **Spin Filter** spins and cools
the smoke to less than body temperature



The Spin Filter actually improves smoking taste. Every puff spins and cools the smoke to less than body temperature. You get the full, rich taste of fine tobaccos—the best taste yet in a filter cigarette.



A Product of P. Lorillard Company—First with
the finest cigarettes—through Lorillard Research!

© 1960, P. LORILLARD CO.

and the cooler the smoke
...the better the taste!

1960

The truth is out:

The wire services recently released a new report that revealed new **TRUE** Filter Cigarettes delivered less tar and nicotine than other brands tested...



It's TRUE...

without our knowledge or permission, these tests were conducted and TRUE Filter Cigarettes were found to be "most effective in removing tar and nicotine" of the twelve brands tested.
Tars, 16.9 mgs. Nicotine, 0.79 mgs.

It's TRUE...

our air-filtration system combines a working filter, aeration vents and mouthpiece to help reduce solids in the smoke.

It's TRUE...

an unusually fine blend of lighter tobaccos chosen for low tar and nicotine content are used in the making of TRUE. And yet it is also true that TRUE has exceptionally good taste.



Now that the truth is out, shouldn't your brand be TRUE?

Available every 1000 mgs.

© 1966 American Tobacco Co.

1966
LIFE 8/23 897 P 75

1966



FILTER: 14 mg. "tar", 0.9 mg. nicotine, MENTHOL: 13 mg. "tar", 1.0 mg. nicotine, av. per cigarette, FTC Report NOV/70.

130 Source: <http://industrydocuments.library.ucsf.edu/tobacco/docs/kg1003> WOMAN'S DAY

1971

Twelve Year Effort Ends With Unprecedented Flavor In Low Tar Smoke.

New 'Enriched Flavor' discovery for 9 mg tar MERIT achieves taste of cigarettes having 60% more tar.

The greatest challenge to cigarette-makers in recent years has been how to make a low tar cigarette with good taste.

Many have tried.

Philip Morris just succeeded.
It took twelve long years.

The cigarette is called MERIT. It delivers only 9 mg. of tar. One of the lowest tar levels in smoking today.

Yet MERIT delivers astonishing flavor.

If you smoke -- you'll be interested.

Key Flavor Ingredients Of Tobacco Isolated

By isolating certain "key" flavor ingredients of tobacco in cigarette smoke, ingredients that deliver taste and not just nicotine to the smoker, Philip Morris has developed a way to pack extra flavor into tobacco, without the usual increase in tar.

The discovery is called 'Enriched Flavor.' It gives flavor. Natural flavor. Flavor that can't burn out. Can't fade away. Can't be washed out by your throat.

We packed MERIT with 'Enriched Flavor' and began a series of tests.



9 mg. tar
0.7 mg. nicotine av.

Taste-Tested By People Like You

Thousands of filter cigarette smokers tested 9 mg. tar MERIT against five current leading low tar brands ranging from 11 mg. to 15 mg. tar.

The results were conclusive.

Even if the cigarette tested had 60% more tar, a significant majority of all smokers tested reported new 'Enriched Flavor' MERIT delivered more taste.

Report: 'delivered more taste.' In similar tests against 11 mg. to 15 mg. brands, 9 mg. tar MERIT MENTHOL performed strongly -- delivering as much -- or more -- taste than the higher tar brands tested.

You've been smoking 'low tar' good ones -- almost long enough.

Now you've got the cigarette MERIT. Incredible smoking pleasure at only 9 mg. tar. From Philip Morris.

Manufactured by Philip Morris Inc., New York, NY. © 1989 Philip Morris Inc.

9 mg. tar, 0.7 mg. nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

VIRGINIA SLIMS ULTRA-LIGHTS

The lightest style of Slims.



6 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

© Philip Morris Inc. 1989

Fashions: Lee Anderson

1976

1989

Fact Cigarettes - Lower Carbon Monoxide

In the mid-1970s Brown & Williamson developed Fact, a cigarette that selectively filtered carbon monoxide. But Fact failed in test markets.

B&W rejected an advertising agency campaign proposal to educate the public about the health hazards of carbon monoxide. B&W deemed the campaign “appalling” and decided not to market Fact at all. B&W chose instead to wait “until the problem of gas becomes public knowledge through government investigation or media coverage.”

Apparently, B&W was worried that identifying carbon monoxide as a health hazard would constitute an admission that conventional cigarettes were hazardous.

Fact: If you're concerned about smoking, you should know something about gas.

You might not know it, but cigarette smoke is mostly gas—many different kinds. Not just 'tar' and nicotine.

And despite what we tobacco people think, some critics of smoking say it's just as important to cut down on some of the gases as it is to lower 'tar' and nicotine.

No ordinary cigarette does both. But Fact does.

Fact is the first cigarette with the revolutionary Purite[®] filter. And Fact reduces gas concentrations while it reduces 'tar' and nicotine.

Read the pack. It tells how you get the first low gas, low 'tar' smoke with good, rich taste.

Taste as good as the leading king-size brand.

And that's not fiction. That's a Fact.



Available in regular and menthol.

Fact: The low gas, low 'tar'

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

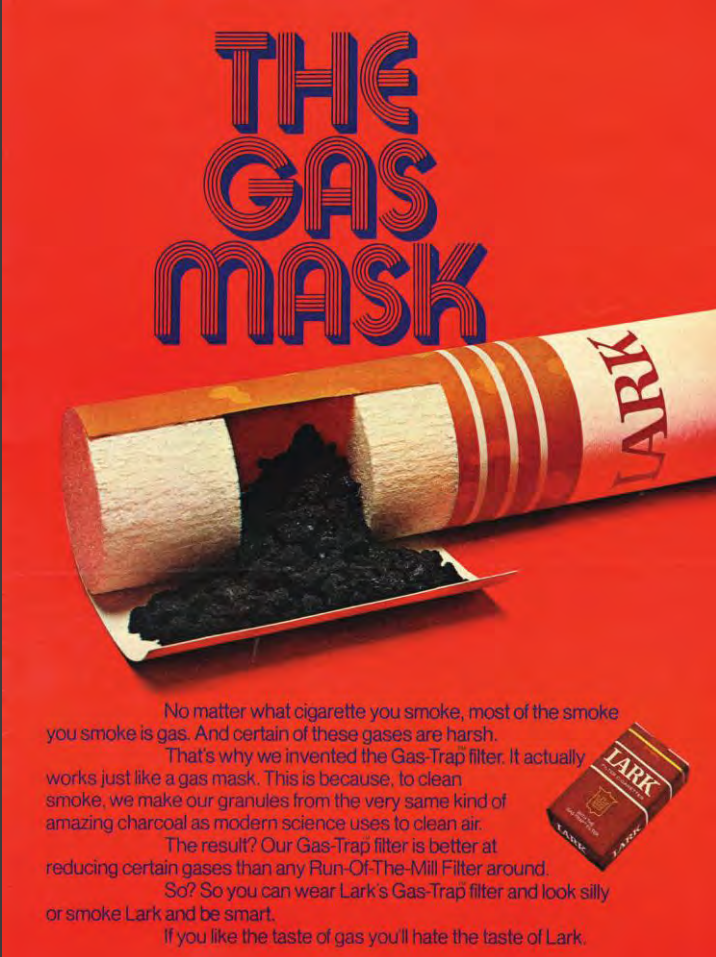
Regular, 14 mg. "tar," 1.0 mg. nicotine; Menthol, 13 mg. "tar," 0.9 mg. nicotine, av. per cigarette, FTC Report Dec. '76

© 1976 B & W T Co.

1963 Lark

The 1964 Report to the Surgeon General contained a brief reference to the effects of hydrogen cyanide on the trachea and lungs and the benefits of the Lark's charcoal filter. After the report, Liggett contacted medical doctors to bring this reference to their attention without informing them that the reference was based on their own research that they had provided to the Surgeon General's committee.

Liggett promoted the health benefits of Lark using third party "endorsements" of the charcoal filter. The fact is that the Lark filter did not remove toxins as it reported and its own researchers doubted the health claims made on behalf of Lark.



**THE
GAS
MASK**

No matter what cigarette you smoke, most of the smoke you smoke is gas. And certain of these gases are harsh.

That's why we invented the Gas-Trap filter. It actually works just like a gas mask. This is because, to clean smoke, we make our granules from the very same kind of amazing charcoal as modern science uses to clean air.

The result? Our Gas-Trap filter is better at reducing certain gases than any Run-Of-The-Mill Filter around.

So? So you can wear Lark's Gas-Trap filter and look silly or smoke Lark and be smart.

If you like the taste of gas you'll hate the taste of Lark.

1970s Liggett & Myers Project XA

In the mid 1970s Liggett & Myers initiated Project XA. The goal was a ‘safer’ cigarette and L&M discovered that an additive, palladium nitrate (also used in automotive catalytic converters) produced a lower rate of disease in biological tests.

Project XA was discontinued when Philip Morris allegedly threatened to thwart the marketing of any new so-called ‘safer’ cigarette because such a product posed a danger to P.M.’s best selling conventional cigarettes. Since the palladium cigarette process was patented the other companies had no way of competing with it.

Should L&M have brought a so-called ‘safer’ brand to market P.M. was prepared to enforce the ban on cigarette health claims. Liggett concluded that marketing the palladium cigarette would result in lawsuits based on the company’s implied admission that their conventional cigarettes contained something hazardous.

United States Patent [19]		[11]	4,177,822
Bryant, Jr. et al.		[45]	Dec. 11, 1979
[54]	TOBACCO COMPOSITION	[56]	References Cited
[75]	Inventors: Herman G. Bryant, Jr., Bahama; Vello Norman, Raleigh; Thomas B. Williams, Durham, all of N.C.		U.S. PATENT DOCUMENTS
[73]	Assignee: Liggett Group Inc., Durham, N.C.		3,292,636 12/1966 Mays 131/17 R
[21]	Appl. No.: 763,267		FOREIGN PATENT DOCUMENTS
[22]	Filed: Jan. 27, 1977		841074 7/1960 United Kingdom 131/17 R
	Related U.S. Application Data		<i>Primary Examiner</i> —Robert W. Michell <i>Assistant Examiner</i> —V. Millin <i>Attorney, Agent, or Firm</i> —Michael L. Hendershot; J. Bowen Ross, Jr.
[63]	Continuation-in-part of Ser. No. 548,983, Feb. 11, 1975, abandoned, which is a continuation of Ser. No. 344,589, Mar. 26, 1973, abandoned.		ABSTRACT
[51]	Int. Cl. ² A24B 15/02		A smoking composition comprising tobacco and a cata- lytic agent for causing a decrease in the yield of polycy- clic aromatic compounds arising from pyrolytic reac- tions of the composition, the agent being selected from the group consisting of finely divided unsupported met- allic palladium or palladium salts which are heat de- composable into metallic palladium.
[52]	U.S. Cl. 131/17 R; 131/140 R		
[58]	Field of Search 131/15, 2 G, 17, 140 C, 131/140 R		9 Claims, No Drawings

Nicotine is Addictive

- The cigarette companies long understood the role of nicotine in cigarette design and smoking addiction. When the 1988 Surgeon General's Report declared that people smoked due to nicotine addiction, public attitudes about smoking began to shift. While attacking the Surgeon General's Report on nicotine addiction as irresponsible and unscientific, cigarette manufacturers began shifting their R&D efforts to develop alternatives to conventional cigarettes including those with lower levels of nicotine.

- Very Low Nicotine Cigarettes
- In 1989 Philip Morris conducted a small test marketing study of its very low nicotine cigarette (Next Denic) made by using a new processing method to remove most of the nicotine from tobacco. The product was pulled from the test markets after a few months, even though the product generated substantial consumer trial.
- In 2003, Vector Tobacco (formerly Liggett & Meyers) introduced a very low nicotine cigarette (Quest 3) manufactured using its newly patented genetically modified tobacco.
- In 2015, 22nd Century Group, Inc. introduced Magic cigarettes using genetically modified tobaccos to create a very low nicotine delivery product.



Filters



Most consumers perceive filtered cigarettes as safer than non-filtered cigarettes. Filters dominated the market by the 1960s and filter cigarettes' market share climbed from 0.5% in 1950 to more than 98% today.

Filter manipulation has been instrumental creating lights and ultra light cigarettes.

Filter Ventilation Holes

Filter ventilation holes that are perforated into the tipping paper vary in quantity and size. The barely visible ventilation holes are typically not noticed by smokers but can impact how deeply and easily smokers inhale cigarette smoke.





Several Marlboro line extensions show different ventilation hole configurations.

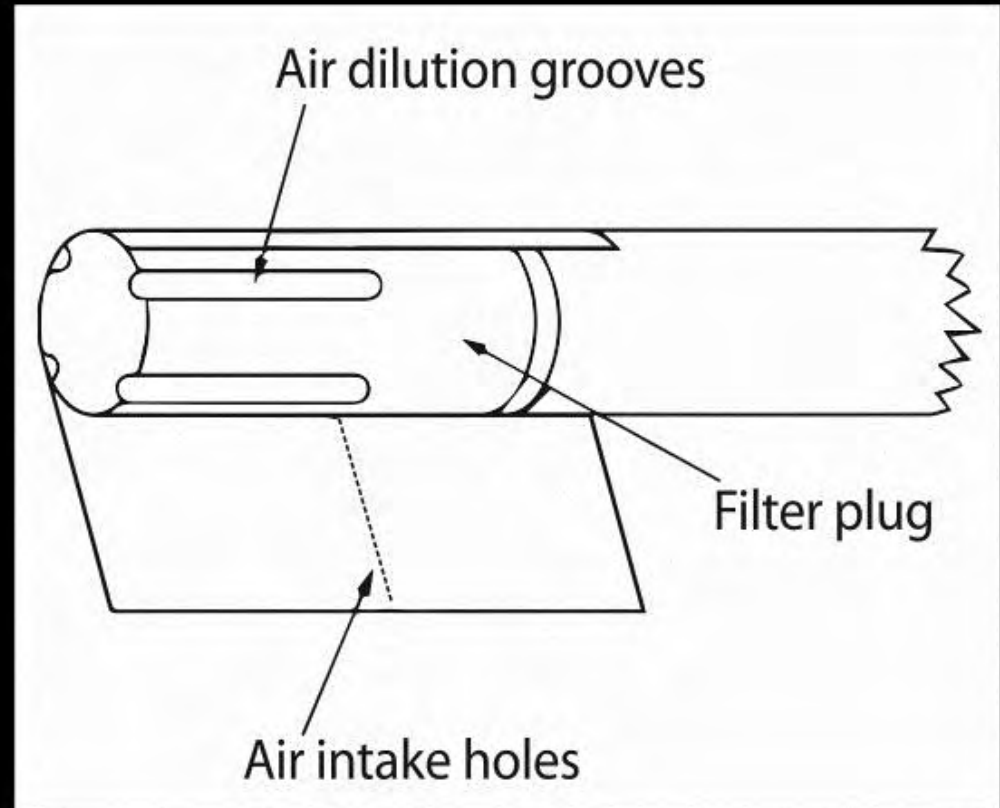
1976 Filtration: More Nicotine and Tar

"In most cases, however, the smoker of a filter cigarette was getting as much or more nicotine and tar as he would have gotten from a regular cigarette. He had abandoned the regular cigarette, however, on the grounds of reduced risk to health."

Ernest Pepples, Vice President Brown & Williamson

Barclay “99% Tar Free”

In 1980, Brown and Williamson marketed Barclay cigarette as an ultra-low tar brand using the FTC testing method. But its special ventilated ‘grooved’ filter was designed to draw air into the cigarette during the normal act of smoking.

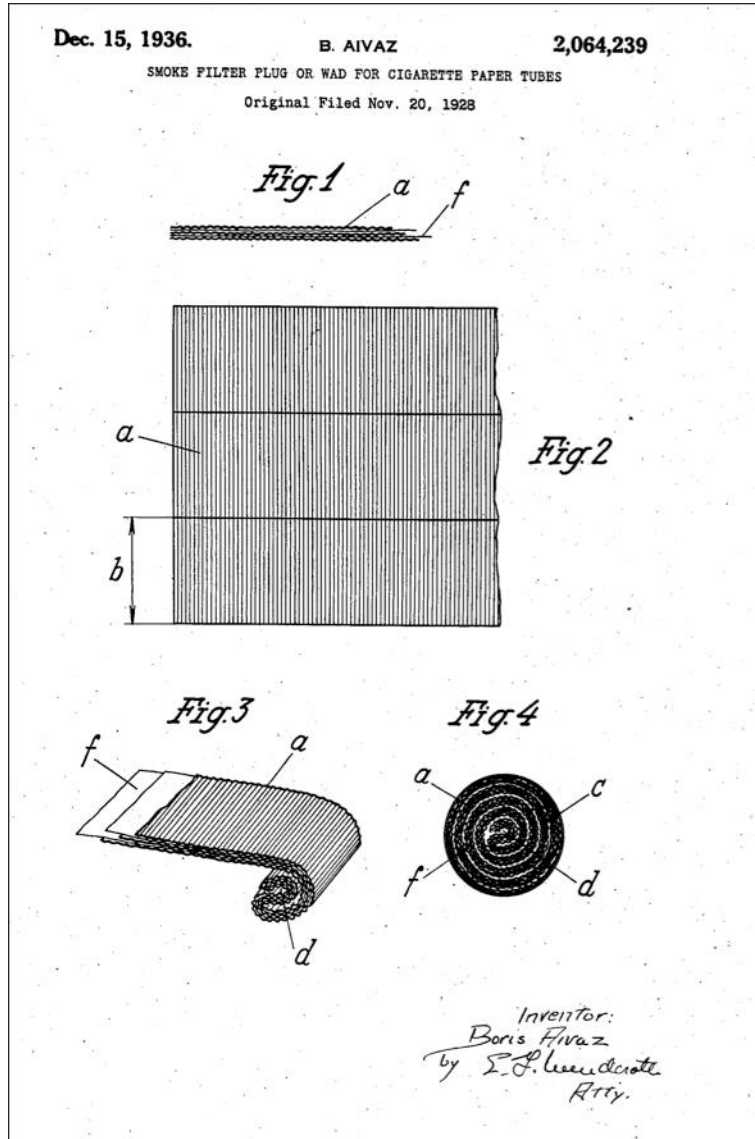


Ventilation and Lung Cancer



Since the rise in popularity of “low-tar” and ventilated brands that are particularly easy to inhale, the location of lung cancer has moved outward toward the lung’s periphery. Adenocarcinoma is a common tumor in that location compared to small cell and squamous cell tumors that occur in the center of the lungs.

Filters Over Time



1928 First Cigarette “plug” Filter

Hungarian inventor Boris Aivaz patents a process for the production of cigarette filters from crepe paper.

1931 Parliament First Paper Filter



1952 Viceroy First Cellulose Filter



1952 Kent

Lorillard introduced Kent cigarettes, with its Micronite filter, promising “the greatest health protection in cigarette history.” The original filter was made with crocidolite asbestos. After 1956 the Kent filter was reformulated without asbestos.

MORE SCIENTISTS AND EDUCATORS SMOKE KENT
with the Micronite Filter than any other cigarette!

BRAND PREFERENCE OF AMERICAN SCIENTISTS WHO SMOKE		BRAND PREFERENCE OF AMERICAN EDUCATORS WHO SMOKE	
KENT	55.2%	KENT	55.1%
BRAND "X"	15.5%	BRAND "X"	8.5%
BRAND "Y"	12.5%	BRAND "Y"	7.5%
BRAND "Z"	7.5%	BRAND "Z"	5.5%
BRAND "W"	7.5%	BRAND "W"	7.5%

"KENT is my favorite, too"
says **BOB COUSY**,
famous ALL-STAR guard
of the Boston Celtics

The advertisement features a black and white photograph of Bob Cousy, a famous basketball player, holding a Kent cigarette. In the background, a basketball game is in progress. A pack of Kent cigarettes is visible in the bottom right corner.



1954 Winston

R.J. Reynolds introduced Winston emphasizing the “pure snow white filter” and “filter blend,” which internal studies revealed had more carcinogens than unfiltered Camels.



WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

WINSTON flavor gets a big hand everywhere!

Don't be surprised if you keep bumping into Winston fans wherever you go. For honest-to-goodness flavor is what *everybody* wants in a cigarette! And, Winston has an exclusive, easy-drawing filter that lets the full, rich tobacco taste come through. Start enjoying *flavorful* filter smoking, today. Get a pack of Winstons!

PURE, SNOW-WHITE
FILTER

SHARP,
CORK-SMOOTH TIP

KING SIZE
Winston
FILTER - CIGARETTES
WINSTON
FINER FILTER
FINER FLAVOR

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!

R. J. REYNOLDS TOBACCO COMPANY, WINSTON-SALEM, N. C.

1954 Marlboro

Marlboro cigarettes with cork tipped “Selectrite” filter and flip-top box was marketed by Philip Morris.

The filter doesn't get between you and the flavor!

Marlboro
THE NEW FILTER CIGARETTE FROM PHILIP MORRIS

NEW FLIP-TOP BOX
Firm to keep cigarettes from crushing. No tobacco in your pocket.

Marlboro
LONG SIZE

POPULAR FILTER PRICE

Yes, this easy-drawing but hard-working filter sure delivers the goods on flavor. Popular filter price. This new Marlboro makes it easy to change to a filter. This one you'll like.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW PHILIP MORRIS RECIPE)

1955 Tareyton Activated Charcoal Filter

Brown &
Williamson
introduces the
Tareyton activated
charcoal filter,
claiming that the
activated charcoal
“scrubs the smoke
clean.”

How do you make a better cigarette?

Here's how:



Tareyton's activated charcoal
scrubs the smoke to smooth the taste
the way no ordinary filter can.

Put Tareyton's activated
charcoal filter on your
cigarette, and you'll have
a better cigarette. But not
as good as a Tareyton.



king size or 100's



That's why us
Tareyton smokers
would rather fight
than switch!

Low-Tar, Light, Mild, Ultra Light

- Beginning in the 1970s, so-called light, mild, and low-tar cigarette brands were heavily marketed.
- Most consumers of these brands falsely assumed that they were getting less tar and nicotine because the package label was required to carry tar and nicotine figures that used the Federal Trade Commission (FTC) standardized testing method.
- Removal of Tar & Nicotine Listings
In 2008 the FTC took action that prompted the removal of nicotine and tar listings from cigarette packs and ads since they were clearly misleading consumers.
- Ban on Descriptors
In June 2010, the US Family Smoking Prevention and Tobacco Control Act prohibited the use of explicit or implicit descriptors on tobacco packaging or in advertising that convey messages of reduced risk or exposure, specifically including terms like “light,” “mild,” “low” and similar descriptors.

Marlboro Lights

The spirit of Marlboro in a low tar cigarette.

Marlboro LIGHTS 100's

Kings: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report May '78
100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

1972

Introducing the solution.

The low tar/low taste problem...solved! Camel Lights deliver the real satisfaction no other low tar cigarette can. But, then, no other low tar is a Camel.

It starts with a richer-tasting Camel blend. Carefully formulated for low tar filter smoking. The result: a rich, rewarding, truly satisfying taste. Just 9 mg. tar.

The name says it all. All the flavor and satisfaction that's been missing in low tar cigarettes. This one delivers. Because this one's a Camel. Put the solution in your hands.

New Camel Lights Only 9mg. tar

Camel lights

LOW TAR - CAMEL QUALITY

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

9 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC method.

1977

Revive your taste!



Newport Lights
*Newport pleasure comes
to low-tar menthols*

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

10 mg. "tar", 0.8 mg. nicotine av. per cigarette, FTC Report January 1980

1977

The Lowest



Box

Breakthrough! Now—"closest to tar-free"™

NOW

Less than 0.01 mg tar is the lowest

Also available in 100's and Soft Pack.

BOX: Less than 0.01 mg. "tar", 0.005 mg. nicotine,
100's FILTER, MENTHOL, 2 mg. "tar", 2 mg. nicotine,
av. per cigarette by FTC method, SOFT PACK FILTER, MENTHOL,
2 mg. "tar", 2 mg. nicotine, av. per cigarette,
FTC Report DEC. '79.

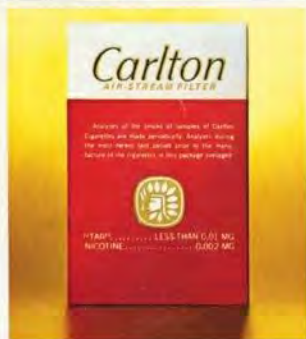
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

1980

1981 U.S. GOV'T REPORT: CARLTON LOWEST.

In the 17 U.S. Government Reports since 1970 no cigarette has ever been reported to be lower in tar than Carlton. Today's Carlton has even less tar than

the version tested for the Government's 1981 Report. Despite new low tar brands introduced since—**Carlton still lowest.**



10 packs of Carlton have less tar than 1 pack of...

	Tar Mg./Cig.	Nicotine Mg./Cig.
Benson & Hedges Light 100's	10	0.8
Kent	12	1.0
Marlboro Lights	11	0.8
Merit 100 Menthol	10	0.8
Salem Lights	9	0.7
Vantage 100's	9	0.9
Virginia Slims Lights	8	0.6
Winston Lights	11	0.9

Carlton is lowest.

Carlton Box—lowest of all brands.

Less than 0.01 mg. tar, 0.002 mg. nic. Carlton Menthol—Less than 1 mg. tar, 0.1 mg. nic.

Box: Less than 0.01 mg. "tar", 0.002 mg. nicotine av. per cigarette by FTC method.
Menthol: Less than 1 mg. "tar", 0.1 mg. nicotine;
Soft Pack: 1 mg. "tar", 0.1 mg. nicotine av. per cigarette, FTC Report May '81.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

1981

ULTRA LOW TAR Cambridge



4 mg tar 100's.

1 mg tar
Soft Pack.

For satisfying taste
in an ultra-low tar cigarette.

© Philip Morris Inc. 1981

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

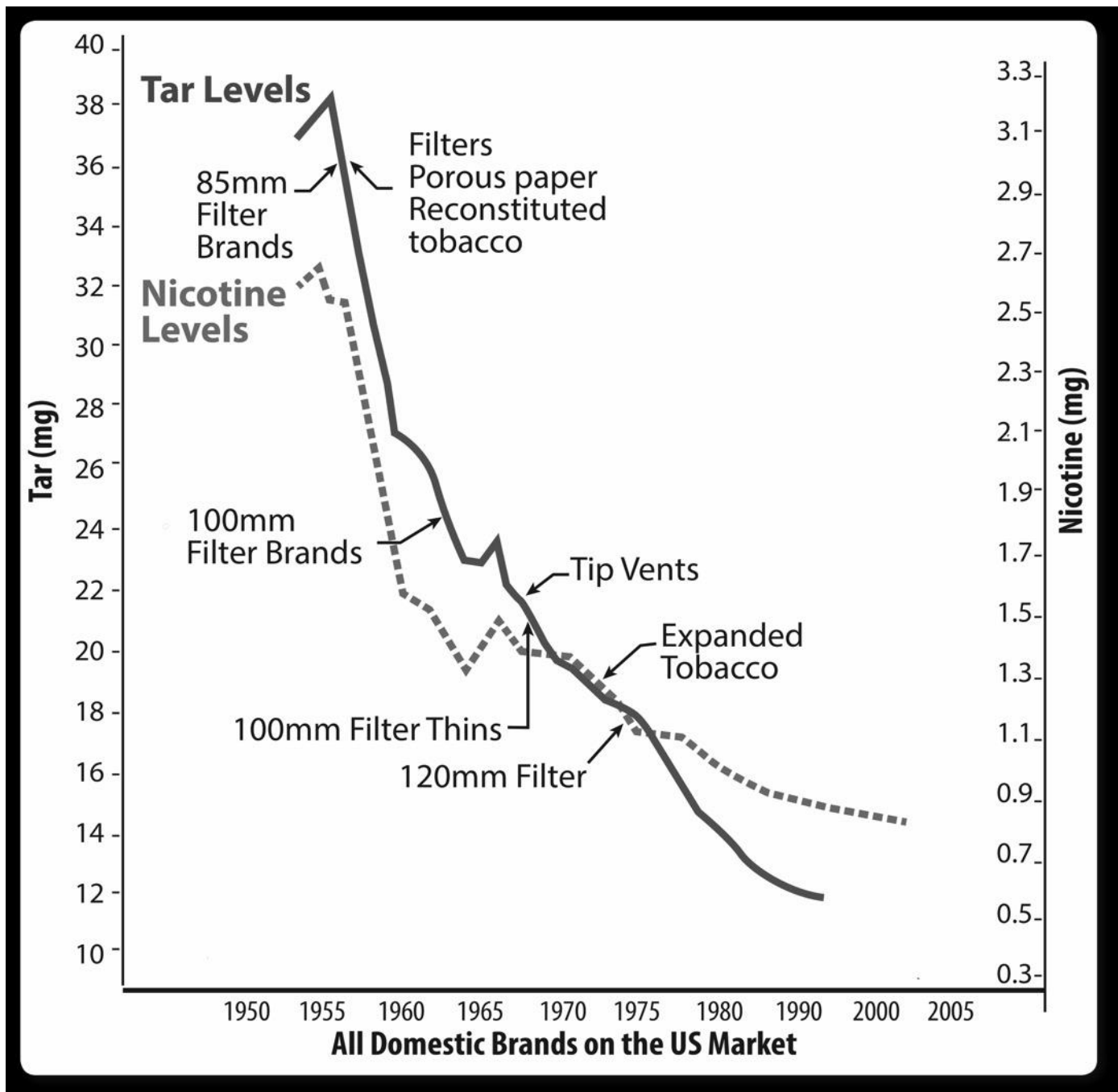
Soft Pack: 1 mg "tar", 0.1 mg nicotine—100's: 4 mg
"tar", 0.4 mg nicotine av. per cigarette by FTC Method.

1981



Tar and Nicotine Drops When Machine Measured

The chart shows the decrease in FTC tar and nicotine levels as cigarette manufacturing innovations took place. Unfortunately the manufacturers concealed how they manipulated their cigarettes to produce low readings on the FTC tar and nicotine tests. Machine testing does not translate into what most consumers would actually inhale

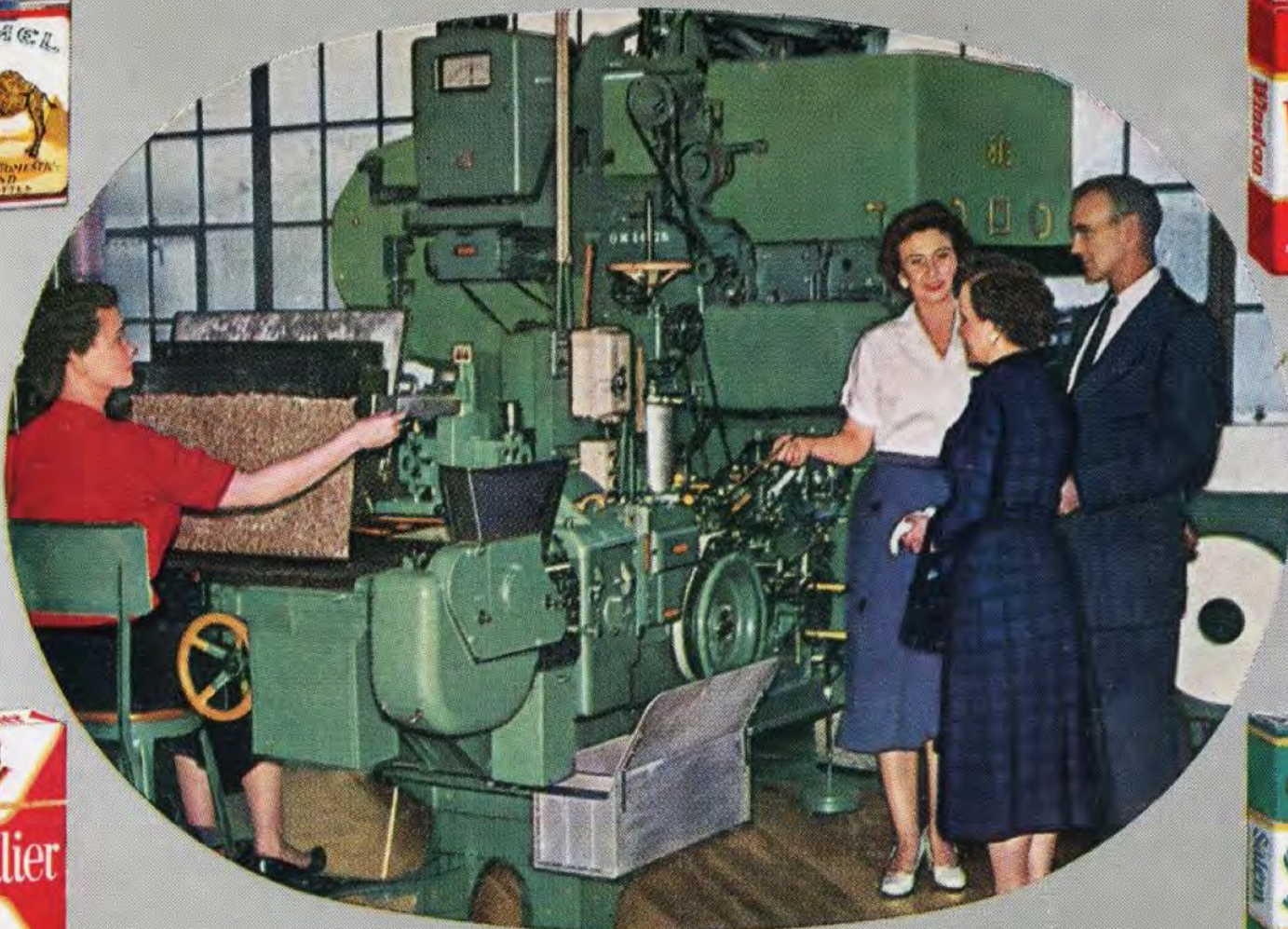


1961 - Low Tar Smokers Smoke More

"As we know, all too often the smoker who switches to a hi-fi cigarette winds up smoking more units in order to provide himself with the same delivery [of nicotine] which he had before."



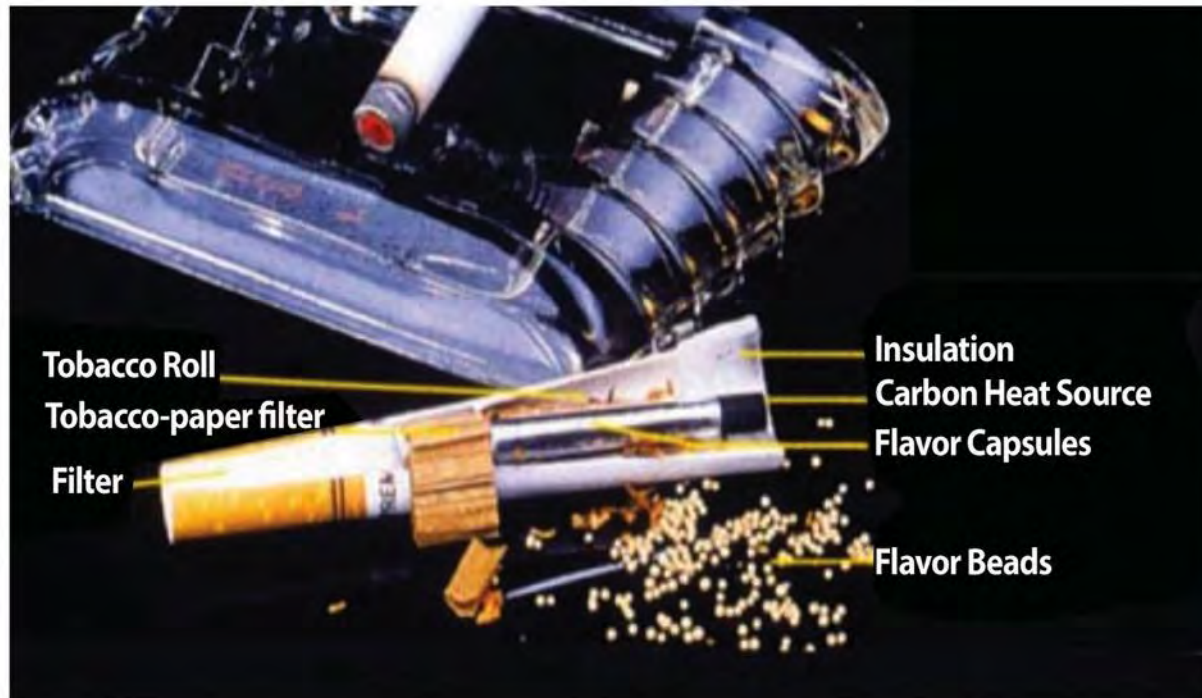
Memo from Philip Morris VP
Helmut Wakeham



Heat Not Burn and Other Products

Heated products use an electric element (Accord) or a carbon tipped heating element (Premier and Eclipse) to release the nicotine. Additives such as polypropylene glycol are used to create a visible vapor.

Premier Cigarette 1988-1989 - R.J. Reynolds



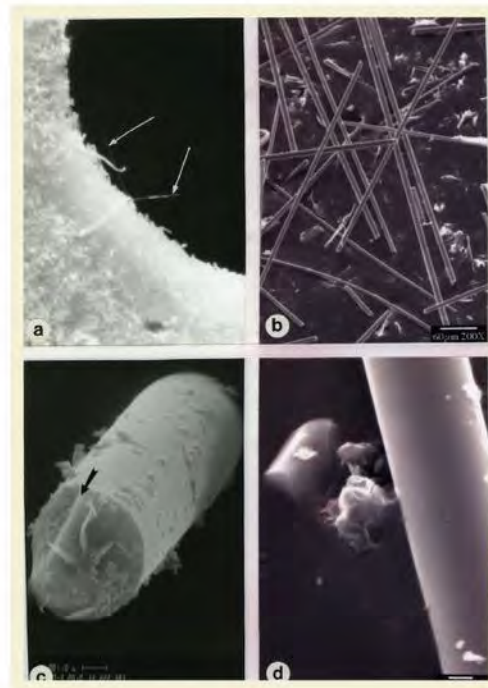
While these products might be somewhat less harmful than smoking regular cigarettes, it is unclear whether their presence in the marketplace will reduce cessation and/or increase initiation.

Premier never achieved popularity, as smokers complained about a charcoal-like aftertaste and special instructions were needed to teach smokers how to light it. It was withdrawn from the market in 1989, less than a year after its introduction.

Eclipse 1996

R.J. Reynolds

- Eclipse, like its predecessor Premier, heated the tobacco instead of burning it. Because the product struggled to gain traction with adult smokers, Eclipse was pulled from most test markets.
- It was found that glass particles contaminated the filter tip of the Eclipse cigarette (right).



Accord 1999

Philip Morris

- Accord, Heat Bar, and IQOS are devices that heat a special cigarette rather than burning it. They claim to produce no noticeable secondhand smoke, only a vapor.



Heat Bar 2006

Philip Morris

- Designed to emit reduced secondhand smoke, the Heat Bar was positioned as an ultra-low tar product with a full body and real taste.



IQOS 2014

Philip Morris

Like Accord, IQOS is a smokeless cigarette with real tobacco refills that are heated instead of burned to produce a tobacco-flavored vapor.



Revo 2015

R.J. Reynolds

- Revo, the next generation of R.J. Reynold's Eclipse cigarette, was launched in 2015.
- Revo was pulled from the test market within months of its release due to lack of interest in the brand.
- Like Premier and Eclipse, Revo uses a carbon tip to light the rod to heat rather than burn tobacco.



Selling Cigarettes

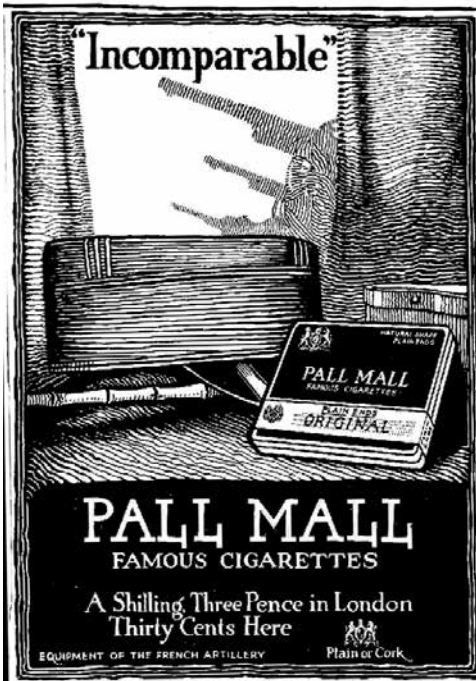
Brand Line Extensions





Brand Line Extensions

In the 1950's cigarette brand line extensions began to appear as a marketing gimmick to offer consumers new variants of an established brand - often implying a safer and/or improved version. When advertising of cigarette brands were banned from TV and radio in 1971, brand line extensions became an important way for manufactures to keep older brands relevant



Pall Mall

Pall Mall was marketed in 1899 as a 70mm cigarette. In 1921 it introduced new brand extensions such as Originals and Rounds. In 1939 it moved to the 85mm size. "Pall Mall's modern design filters the smoke - lessens throat Irritation." In 1965 Pall Mall Gold added a filter and was the first brand to grow in length to 100mm.



In cigarettes, as in naval patrol planes, it's a modern design that makes the big difference!

"You'll like Pall Mall's modern design - it filters the smoke - lessens throat irritation!"

*** Modern Design! *** That's the keynote as national defense moves ahead on land, sea and in the air. For instance, modern design makes the big difference in today's streamlined patrol planes—a real difference when lives are at stake.

Talk with the men who fly these planes. They'll tell you that in cigarettes, as in naval patrol planes, it's modern design that makes the big difference.

Pall Mall's modern design marks the greatest forward step in smoking pleasure in thirty years. For this streamlined cigarette is deliberately designed to give you a smoother, less irritating smoke. It is a scientific fact that tobacco is its own irritant.

And filter. In Pall Mall the smoke is measurably filtered—filtered *scientifically* over a 2000 longer mesh of Pall Mall's traditionally fine tobacco.

Pall Mall's modern design also means a definitely *cooler* smoke. The additional length travels the smoke further—gets rid of heat and bite on the nose.

Now, at last—thanks to modern design—a truly fine cigarette provides in fact what other cigarettes claim in theory—a smoother, less irritating smoke—Pall Mall.

Prove it Yourself, try Pall Mall critically. You'll like Pall Mall's Modern Design—it filters the smoke—lessens throat irritation!

"WHEREVER PARTICULAR PEOPLE CONGREGATE"

© 1939 AMERICAN TOBACCO CO.

Chesterfield Regular and King-Size

First launched in 1896, Chesterfield released a King size non-filter pack in 1952, one of the very first brand extensions. With other extensions, Chesterfield 101 (millimeters) was released in 1968.



Lucky Strike and Lucky Strike Filters

Introduced in 1911, Lucky Strike added a filter and filter 100s line extension in 1968 - more than 10 years into the filter boom.



*"Nature in the Raw
is seldom MILD"*

THE FORT DEARBORN
MANUFACTURE

*"Nature in the Raw"—as
expressed by the artist, H. C.
Ward—... inspired by the
hardcore smokers of a band
of ancient Miami Indians,
who measured the smokes
with tobacco pipes—...
August 15, 1912.*

—and raw tobaccos
have no place in cigarettes

They are not present in Luckies
...the mildest cigarette
you ever smoked

WE buy the finest, the very
finest tobaccos in all the
world—but that does not explain
why folks everywhere regard Lucky
Strike as the mildest cigarette. The
fact is, we never overlook the
truth that "Nature in the Raw is

Seldom Mild"—so these fine tobac-
cos, after proper aging and mel-
lowing, are then given the benefit
of that Lucky Strike purifying pro-
cess, described by the words—"It's
toasted". That's why folks in every
city, town and hamlet say that
Luckies are such mild cigarettes.

"It's toasted"
That package of mild Luckies

*"If a man writes a better book, smokes a better cigar, or makes a better newspaper than his neighbor, do he
build his house in the woods, the world will make a better path to his door." —RALPH WALDO EMERSON
Does not this explain the world-wide acceptance and approval of Lucky Strike?*

LUCKY STRIKE
CIGARETTES



"Show me a filter
cigarette that really delivers
taste and I'll show you
a Lucky Strike!"

LUCKY STRIKE
filters
20 CIGARETTES

LUCKY STRIKE
filters
20 CIGARETTES

LUCKY STRIKE
filters
20 CIGARETTES

LUCKY STRIKE
filters
20 CIGARETTES

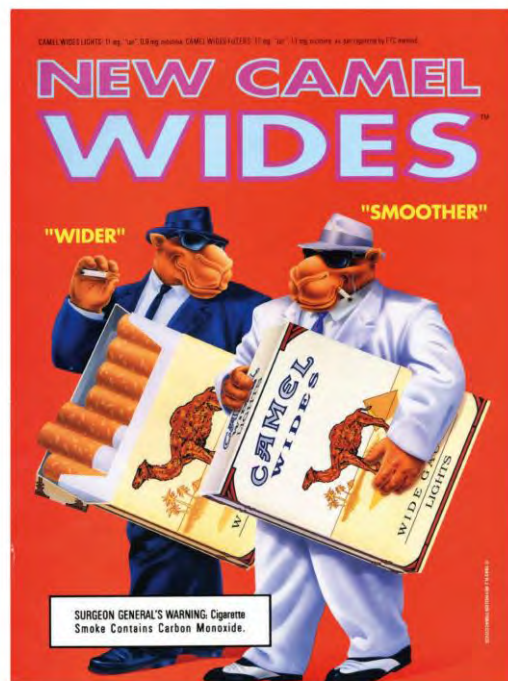
LUCKY STRIKE
filters
20 CIGARETTES

**A filter cigarette has to
be Lucky to taste this good.**

The taste of a Lucky—you've never had it so mild.

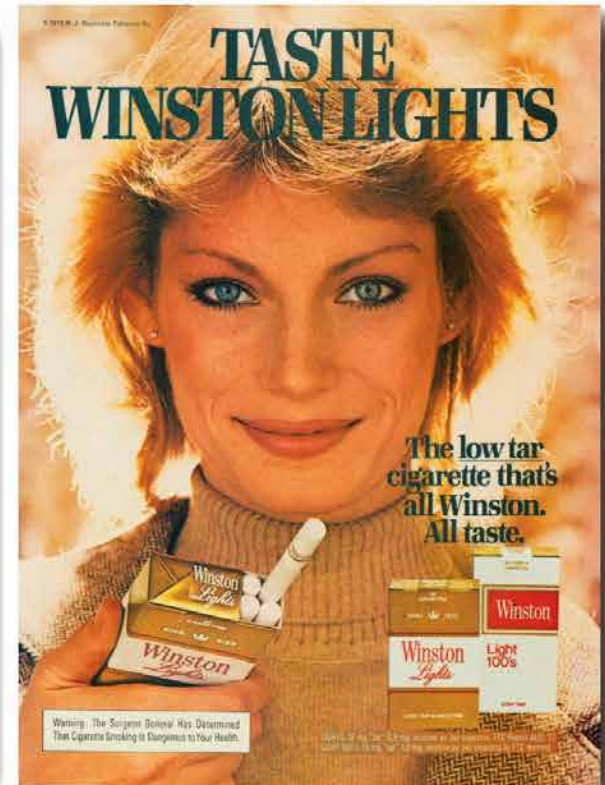
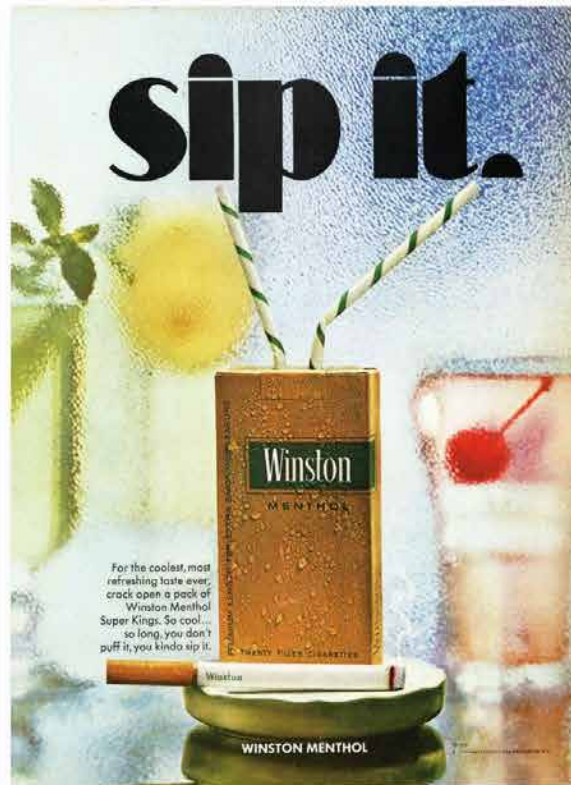
Camel

Since it's introduced in 1913 as a 70mm non-filtered cigarette, R.J. Reynolds has added over 35 line extensions using the Camel brand name starting with the release of Camel Filters in 1965. Among them, Camel Lights were released in 1977, Camel Wides in 1992, Camel No. 9 in 2007, and Camel Crush was launched in 2008.



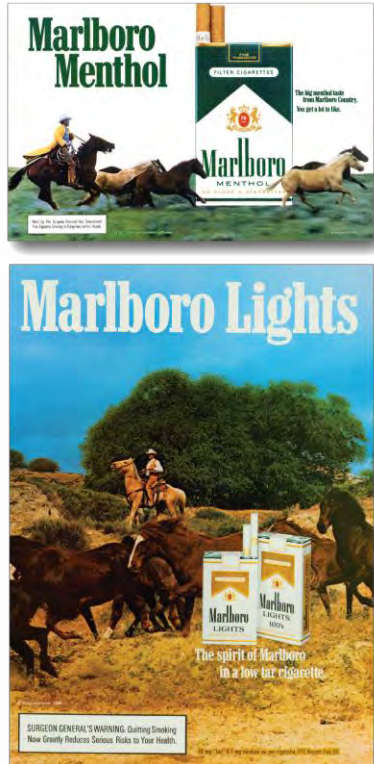
Winston

Winston cigarettes became the best-selling filtered cigarette brand in the 1950s and 60's. It was launched in 1954 in a soft pack (85mm) and in a hard pack (80mm) in 1957. In 1968, a 100mm length regular and menthol version of Winston was introduced. R.J. Reynolds introduced Winston Lights in 1974 after a legal battle with Philip Morris over the use of the brand descriptor "light."



Marlboro

Philip Morris introduced Marlboro Red filtered cigarette in hard (80mm) and soft pack (85mm) versions in 1954. In 1966, Philip Morris introduced Marlboro Menthol, in 1967 Marlboro 100s, and in 1971 Marlboro Lights. Marlboro Lights was the first brand to use the “lights” brand descriptor. Today, there are dozens of Marlboro brand variants.







Products that Enable Smoking



1844 Safety Matches

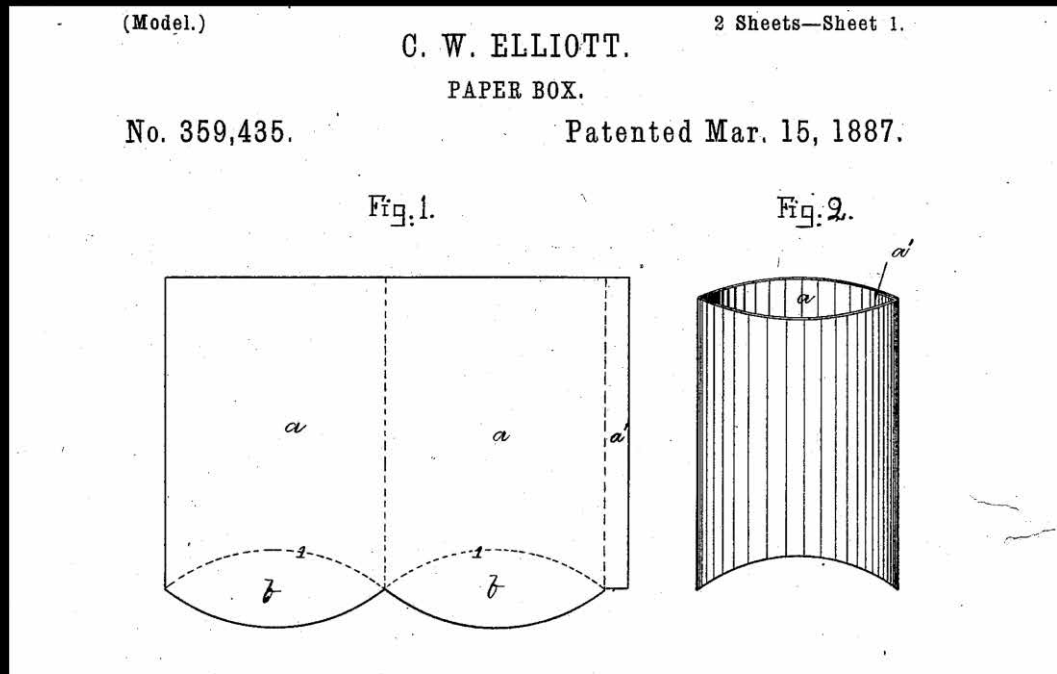
After many attempts to develop a match that was non-toxic, Swedish inventors Gustaf Erik Pasch and Johan Edvard Lundström improved design and manufacturing of the “safety” match, making smoking more convenient. In 1864, the first automatic match producing machine was developed. Strike anywhere matches were invented in 1889.



1884 Cardboard packs

The first cardboard push-pack was introduced in 1884 and was designed for holding 10 cigarettes or small cigars.

In 1954 Philip Morris re-introduced its hard pack – flip top box design when it launched its new Marlboro filtered brand.

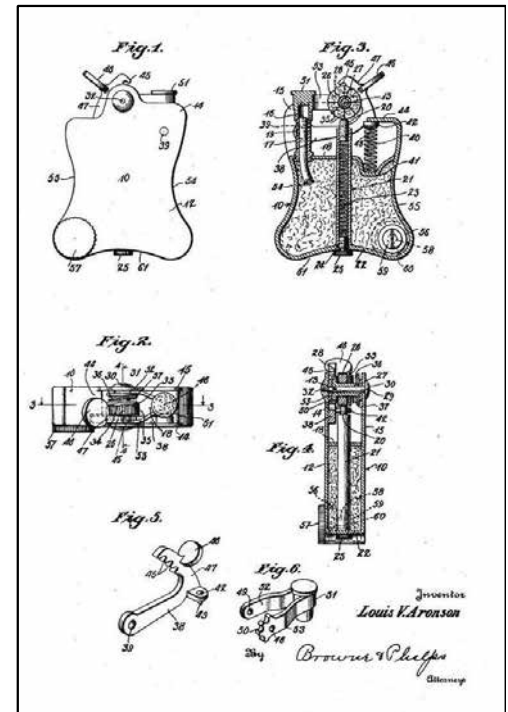


1880s Improved Cigarette Lighter

The earliest lighters used a “catalyst” reaction to ignite a flame. The design was improved when steel and flint were used to spark a wick soaked with a flammable fluid, like naphtha. In 1889 the Magic Pocket Lamp Co. and others improved the safety of personal lighters. In 1926, the automatic flame pocket lighter was born with Aronson’s “one finger-one motion” lighter.

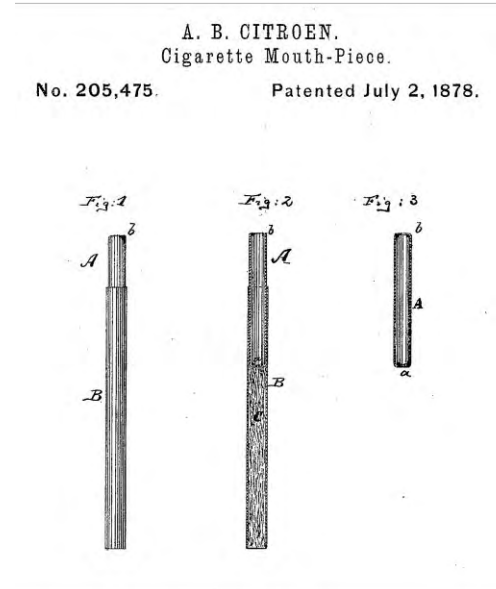
In 1932, the Zippo company created its flip open design that became a classic. In the 1950s Zippo began to use butane fuel for flame control and less odor. Bic sold its first throw-away lighter in 1973.

Many current lighters use a piezoelectric spark for ignition.



1870s Cigarette Holder/Mouth Piece

The cigarette mouth piece was originally invented to keep tobacco flakes out of the smoker's mouth, to keep cigarette paper from sticking and tearing on the smoker's lips, to prevent finger stains, and to keep secondhand smoke from stinging the smoker's eyes. Cigarette holders came in varying lengths and fashions. They were popular from the 1920s and into the 1970s.



1926 First Cigarette Pack Vending Machine



Rowe invented the world's first automatic vending machine for cigarettes using a confiscated moonshine whiskey still and a cigar box.

In 1928, with Robert Z. Greene, William H. Rowe founded the Rowe Manufacturing Company, Inc., in Los Angeles, the first company in the US to manufacture cigarette vending machines.

The Automobile Lighter

Dec. 23, 1924.

L. PENGILLY

1,520,367

SUCTION VALVE FOR CIGARETTE LIGHTERS

Filed Jan. 12, 1924

Fig. 1

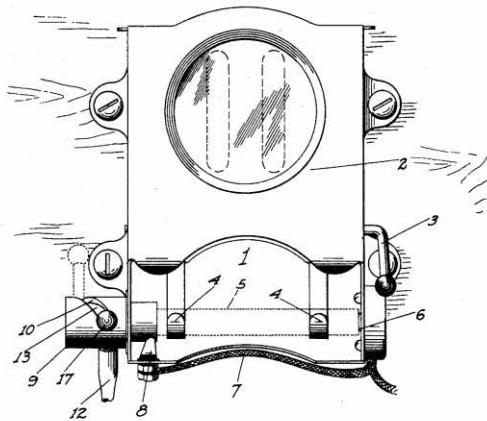


Fig. 2

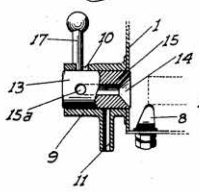


Fig. 3

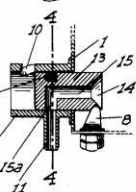
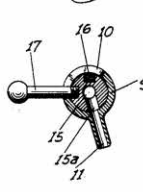


Fig. 4



INVENTOR.
Lewis Pengilly
BY *[Signature]*
ATTORNEY

The electric cigar-lighter was invented and patented in the early 1880s by the German inventor Friedrich Wilhelm Schindler.

As cigarette sales overtook cigars the device was renamed the "cigarette lighter." In the 1920s the first lighter with a heated coil was wired into a car battery and the automotive lighter was born.

Patented versions of the car lighter also lit and dispensed a cigarettes or cigar as needed.

1931 Cellophane Used for Cigarette Packs

Swedish scientist Jacques E. Brandenberger invented cellophane in 1900. DuPont Chemicals acquired the U.S. rights to the clear wrapping material in 1923. R. J. Reynolds and Benson & Hedges were the first companies to use cellophane for cigarette packaging in 1931 touting the extra freshness of the tobacco, because the cellophane added to the product's shelf life.

"You like them FRESH? So do I!"

You don't have to tell the woman who has switched to Camels the benefits of a fresh cigarette.

She knows all about it — that's the reason she stays switched.

She has learned that the fine, fragrant, sun-ripened choice tobacco in Camels have a perfectly preserved delicate mildness all their own.

She knows by a grateful throat's testimony what a relief this smooth, cool, slow-burning fresh cigarette means to sensitive membrane.

Camels are fresh in the Camel Humidor Pack because they are made fresh, fresh with natural moisture and natural flavors—they are never parched or toasted.

If you don't know what the Reynolds method of scientifically applying heat so as to avoid parching or toasting means to the smoker — switch to Camels for just one day, then leave them — if you can.

B. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

"For your Camels!"

B. J. REYNOLDS TOBACCO COMPANY'S CAMEL-TO-CASE RADIO PROGRAM
CAMEL cigarettes speak. How? Listen! The "Camel-to-Case" Radio Program tells you why Camels are fresh. It tells you how they are made. It tells you how they taste.
See radio page of local newspaper for time.

CAMELS
Made FRESH—Kept FRESH

● Don't witness the nicotine-stained wrappings from our packages of Camels unless you open us. The Camel Humidor Pack is guaranteed against perfume and powder stains, dust and grease. To afford safe storage, stick in the dry atmosphere of your hotel room, the Camel Humidor Pack can be deposited upon its fellow pack Camels every time.

Smoke a FRESH cigarette

Cigarette Cases



By the turn of the 20th century the cigarette case had become an essential personal accessory. In addition to the ordinary commercial market even the finest jewelry houses, such as Fabergé, produced lavishly decorative sterling silver cases. During the 1920s and 30s American cigarette tins stored 50 cigarettes. They were sometimes referred to by the nickname “flat fifties.” In 2003 the European Union witnessed a huge resurgence in the sale of cigarette cases used to hide the severe black-bordered warning label that was mandatory on all cigarette packs.

Target Marketing

The tobacco industry always uses the most advanced mass media to advertise cigarettes. From the very beginning cigarette makers advertised generously in newspapers, magazines and in outdoor venues. During the heyday of radio from the 1930s to the 1950s, cigarette companies began to sponsor prime-time programs. During the rise of television in the 1950s cigarette companies again moved aggressively and quickly to dominate prime time advertising time.



In 1967, under the Fairness Doctrine, the Federal Communications Commission (FCC) required TV stations to broadcast anti-smoking ads at no cost to the agencies providing them. In 1969, Congress passed the Public Health Cigarette Smoking Act that banned all cigarette ads on television and radio starting January 2, 1971.

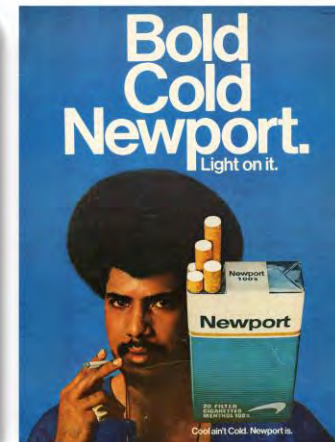
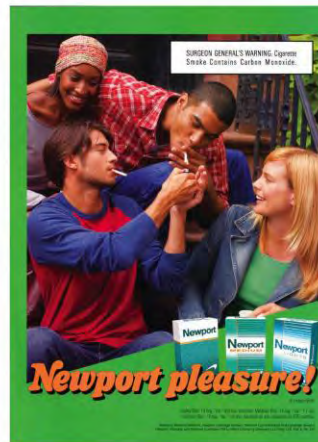
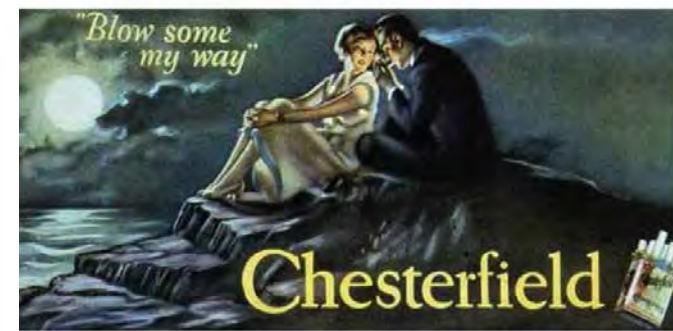
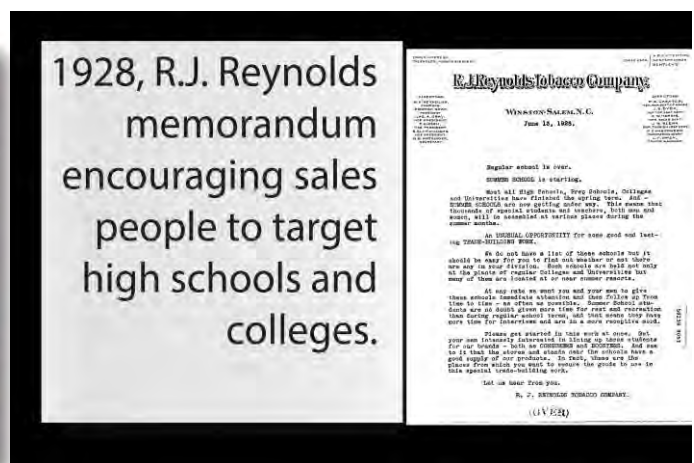


Target Audiences

Advertising is important to cigarette makers who strive to recruit new smokers (usually in their teens), maintain current smokers, and persuade smokers to switch to their brands.

Scientific evidence shows that tobacco company advertising and promotion influences young people to start using tobacco. Tobacco ads make smoking appear to be appealing to young people which can increase adolescents' desire to smoke. Young smokers are more likely to smoke the most heavily advertised brands.

Cigarette makers also study the attitudes of women, girls, and minorities to better target their products and their advertising. Internal tobacco documents show the tobacco industry's deliberate strategies to target various groups.



1870s-1900s Color Lithography

Color lithography of the late 1870s allowed companies to create more attractive package illustrations to better promote their products. By the 1890s magazines carried advertisements for cigarettes, snuff and pipe tobacco. A common marketing device in those days was the collectible picture card that was inserted in cigarette packs. They portrayed popular sports stars, actors and attractive women. Cards would also serve as coupons.



Retail Point of Sale and Self Serve

- In the late 1940s Lorillard and R.J. Reynolds added self-service displays at checkout counters. From 1970 until 1989 most stores featured a cigarette kiosk near its main entrance.



Retail Point of Sale and Self Serve

Cigarette companies continue to pay retailers for prime advertising display space as cigarette kiosks have evolved into the “Power Wall” of retail cigarette branding and sales.



Loyalty Marketing Programs

Brown and Williamson sold every pack and Carton of Raleigh cigarettes with coupons through the 1960s and 1970s. Raleigh, and later Belair smokers, could collect B&W Coupons in exchange for gifts that could be ordered through the Brown & Williamson Premium Plan catalog. Later, Philip Morris and R.J. Reynolds would create similar loyalty programs using Marlboro Miles and Camel Cash.



The “Virginia Slims Book of Days” calendar could be obtained by mailing a \$1.00 check to Virginia Slims and enclosing two labels from any packs of Virginia Slim cigarettes.

The new coupon-filled datebook that's hip to clip.

VIRGINIA SLIMS Book Of Days '94

Now it's also full of great, money-saving coupons for...

- Adolfo Luggage,
- Carnival Cruise Lines,
- Cannon Towels,
- Pearle Vision,
- Skin Care by Dana,
- Music, Magazines and more.

FREE with 15 pack UPCs.

ORDER YOUR '94 BOOK OF DAYS TODAY!

TO ORDER: Just fill out this form, enclose 15 pack UPCs from any style Virginia Slims plus \$1 check or money order for shipping & handling (no cash) and send it all to: Virginia Slims Book of Days Offer, PO Box 2362, Kankakee, IL 60902-3622.

Name _____

Address _____

City _____ State _____ ZIP _____

Off _____

Regular Brand Smoked _____

Offer is limited to smokers 18 years of age or older. Offer valid in the U.S. only and is not redeemable for cash. Offer good in U.S. only. Offer valid where purchased, limited to one. Allow 4-6 weeks for delivery. No guarantee accepted. OFFER GOOD UNTIL SUPPLY LIMIT OR 12/31/94 FOR PERSONS.

By participating in this offer and signing below, I certify I am a smoker 21 years of age or older. I am also willing to receive long cigarettes and other tobacco items by mail subject to applicable state and federal law.

Signature _____ Book Date _____

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1993
8 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

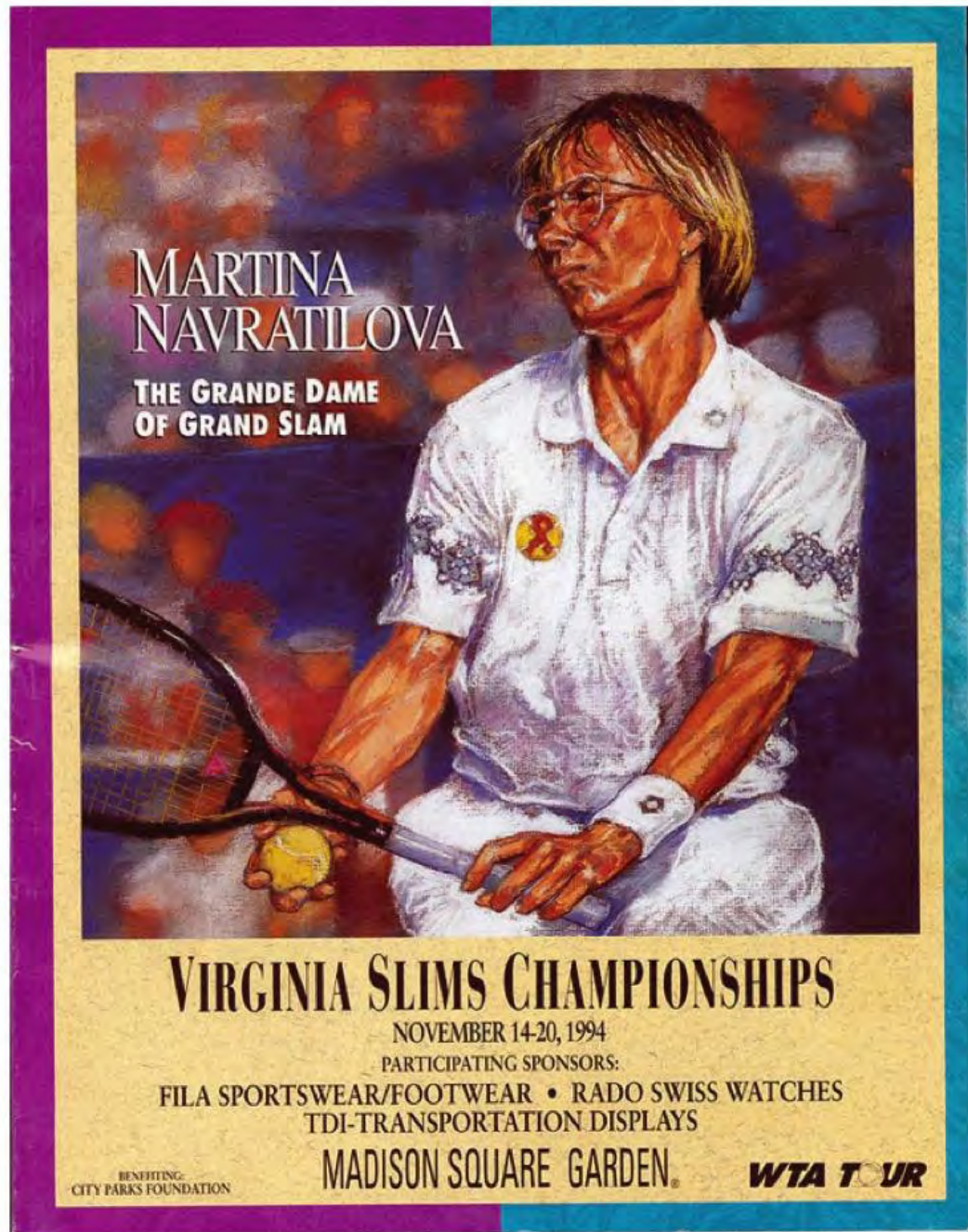
Sponsorships

In spite of the ban on sports sponsorship, the regulations allowed indirect promotion of brands by way of stadium billboards and other advertising devices. This practice has been banned in the U.S., but cigarette sports sponsorship and promotion continue around the world.



2006 Bahrain Grand Prix

From 1970 into the 1990s, Philip Morris sponsored the Virginia Slims tennis tournaments that featured tennis pros like Billie Jean King, Martina Navratilova, Chris Evert, Steffi Graf and others.



Movies

Cigarette makers have long understood the value of encouraging tobacco use through product placement in movies of all ratings.



Web and Social Media Marketing

Cigarette companies use websites to register new users under the guise of age verification, and capture personal information to use for marketing programs.

A study found that of the top representative cigarette brands there were 238 Facebook fan pages, 46 cigarette brands identified on Wikipedia, and over 120,000 pro-tobacco videos on YouTube associated with 61 cigarette brands.

From: **Marlboro** <Marlboro@email.marlboro.com>
Date: Wed, May 20, 2015
Subject: Claim Your Coupon, Then Get In On the Action This May
To:

If you are unable to see the images below, [click here to view](#).
To ensure delivery to your inbox, please add Marlboro@email.marlboro.com to your address book.
This email is being sent to you because you certified that you are a smoker 21+ and interested in communications from Philip Morris USA tobacco brands. This email is intended for you and should not be forwarded. The Marlboro.com website is restricted to smokers 21+.

Nothing about our cigarettes or packaging, including colors, should be interpreted to mean that any cigarette is safer than any other cigarette. Nothing about our cigarettes will help you quit smoking.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

THERE'S A LOT TO EXPLORE AT MARLBORO.COM
(See limited to eligible smokers 21 years of age or older)

COUPON OFFER
AVAILABLE UNTIL MAY 31
CLAIM OFFER NOW
AT MARLBORO.COM

Coupon offer valid 5/11/15 - 5/31/15. Limit one per day and where prohibited.

MARLBORO NIGHTS BLENDED BLUE

ENTER FOR A SHOT AT WEEKLY GRAND PRIZE TRIPS TO NEW ORLEANS AND INSTANT-WIN PRIZES DAILY.

GO NOW

NO PURCHASE NECESSARY. Limited to eligible smokers 21 years of age or older who are legal residents of the 50 US states and DC. Ends 5/31/15. Open 10:00 AM - 11:59 PM ET daily. Sweepstakes begins on 5/11/15 at 10:00 AM ET and ends at 11:59 PM ET on 5/31/15. See Official Rules for details.

SHIFT ON RED SHOWDOWN

5 FACE-OFFS. 700 HORSES. 1000s OF PRIZES.

VOTE DAILY FOR YOUR CHANCE TO WIN.

FUEL THE VOTE

NO PURCHASE NECESSARY. Limited to eligible smokers 21 years of age or older who are legal residents of the 50 US states and DC. Ends 5/31/15. Open 10:00 AM - 11:59 PM ET daily. Sweepstakes begins on 5/11/15 at 10:00 AM ET and ends at 11:59 PM ET on 5/31/15. See Official Rules for details.

4 CONTINENTS. 6 WEEKS. ONE INCREDIBLE RIDE.

WAY OF THE BOLD

THE ADVENTURE BEGINS 5.22.2015

GET AN EXCLUSIVE PREVIEW NOW
AT MARLBOROBOLD.COM

80% LIMITED TO ELIGIBLE SMOKERS 21 YEARS OF AGE OR OLDER.

For more INFORMATION about Philip Morris USA or its products, visit www.philipmorrisusa.com.
If you decide to QUIT TOBACCO, visit www.quitaskit.com.
Unsubscribe | Privacy Statement | www.philipmorrisusa.com | TobaccoRights.com

Email coupons



Facebook cigarette fan page



YouTube product reviews



Smokers' Databases

Cigarette makers have developed sophisticated consumer monitoring databases containing information on millions of smokers that were acquired through website registrations (below), sign-ups, give-away programs, special events, and through data-base companies.

Companies use these lists to market to smokers with promotions, coupons, free merchandise, and product information.

REGISTRATION

GENERAL INFORMATION VERIFICATION ACCOUNT INFORMATION TOBACCO PREFERENCES

GENERAL INFORMATION

Legal Name:

First Name * Middle Name Last Name * Suffix

Date of Birth:

Month

Permanent Address:

Street Address

Zip Code

FAQs Contact

2006 Philip Morris Database Marketing Presentation Outline

- untitled 1
- ☐ Smoker Development & Database Marketing
 - ☐ Agenda
 - ☐ Current Marketing Environment
 - ☐ Difference Between Advertising & Direct Marketing
 - ☐ Advantages of Direct Marketing
 - ☐ How To Get Started
 - ☐ Database Foundations
 - ☐ Direct Marketing Tools
 - ☐ Some Direct Marketing Basics
 - ☐ Effective Direct Mail
 - ☐ Analytical Capabilities
 - ☐ Conclusion
 - ☐ Marketing Environment
 - ☐ Environmental, Expense, and Competitive Pressures Will Inevitably Result In Philip Morris' Need to Migrate From a Traditional Media & POS Driven Market Presence to an Individually Targeted Marketing Approach.
 - ☐ In The Past Decade, Database and Direct Marketing Has Proven Itself Capable of Delivering "One on One" Relationships to Marketers in Retailing, Entertainment, Travel and Financial Services.
 - ☐ Expertise in This Discipline Therefore Will Become an Increasingly Important Facet in Our Marketing Mix to Continue Our Share Dominance.
 - ☐ Let's Get Personal
 - ☐ Traditional Advertising vs. Direct Marketing ...
 - ☐ Advertising is Focused at the Group: Marlboro Smokers
 - ☐ Direct is Focused at the Individual: a Marlboro Smoker
 - ☐ PM Should Use Direct to get Personal With Its Smokers:
 - ☐ Recognize
 - ☐ Reward
 - ☐ Invite Interaction
 - ☐ Establish One on One Relationships
 - ☐ Some Basic Definitions
 - ☐ Direct Marketing: Any type of Marketing that is Directed to an Individual or ... Solicits a Specific, Identifiable, Response by an Individual Back to a Marketer
 - ☐ A Letter to Someone
 - ☐ A Point of Sale "take one"
- Page #1
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