

The Century of Cigarettes

The Public Health:

Forces Pushing Smoking DOWN

1900: Tuberculosis



Anti-spitting laws were enacted to prevent the spread of tuberculosis. The tobacco market shifted to other forms of the product. Cigars were very popular. Cigarettes eventually dominated all tobacco production.

Lucy Page Gaston



Lucy Page Gaston, a teacher, writer, lecturer and member of the Woman's Christian Temperance Union, founded The Anti-Cigarette League of America in 1890. Gaston maintained that cigarette smoking was a "dangerous new habit, particularly threatening to the young and thus likely to lead to the use of alcohol and narcotics, which was prevalent in the 1890s. Between 1890 and 1930, 15 States enacted laws banning the sale, manufacture, possession, or use of cigarettes, and 22 other States considered such legislation. Eventually, all the states repealed their cigarette prohibition laws. Kansas was the last to do so, in 1927.

1911: Breakup of the Tobacco Monopoly



The cigarette business was a monopoly controlled by American Tobacco until 1911, when anti-trust enforcement broke it into smaller pieces including R. J. Reynolds Tobacco and Liggett & Myers.

1918: Prohibition



The cigarette habit took longer to take hold in the United States than overseas. The U.S. soldier returned from the war to find a period of cigarette prohibition. Many towns considered smoking an arrestable offence on moral rather than medical grounds.

1924: Does Tobacco Injure the Human Body

Does Tobacco Injure the Human Body?

Condensed from *The Dearborn Independent* (October 11, '24)

Irving Fisher (see note on page 447)

TO assess values the economist must inquire not only as to what people buy, but as to what they should buy for their own best good—that is, what they would buy if they were more enlightened. There is a vast difference in the value to society of capital spent in dark-roomed tenements, unclean dairies, adulterated food, gilded saloons, bucket shops, and obscene literature, and capital invested in purifying the water supply, safeguarding milk against infection, cleaning streets, building sewers, and building schools and hospitals. . . . Fortunately, we now have sufficient information to determine the effect of tobacco on the human body.

A recent study by Dr. Albert H. Burr, on the relation of longevity to sex, is reported by him as indicating that the tobacco habit is "one of the very significant reasons why fewer men than women attain old age." The New England Life Insurance Co. published in 1911 the following data from 180,000 policyholders, covering 60 years: Where the maximum of expected deaths was 100, of tobacco abstainers only 59 died; of rare users only 71 died; of temperate users only 84 died, and of moderate users 93 died. Excessive users were not accepted by the company.

M. Abel Gy, of Paris, who made a special and very extensive research, found that tobacco gives rise to a series of functional disturbances in different organs, especially the heart. A survey of the evidence that tobacco affects the heart was made by Dr. J. H. Kellogg, superintendent of the Battle Creek Sanitarium, and the results reported in a book, entitled "Tobaccoism." All of the important

experiments were reviewed by him. He found that every authority agrees that tobacco is a heart poison. Sir William Osler cited the cases of three friends of his, apparently strong, healthy men, all of whom died suddenly, and it would seem from the effects of tobacco on the nerves of the heart.

A great authority on blood pressure, the late Dr. Janeway, of Johns-Hopkins Hospital, stated: "Tobacco has a powerful action on the circulation. Nicotine, in less than overwhelming dose, produces an immense augmentation of blood pressure in animals." Robert Lee Bates, of the Psychological Laboratory of Johns-Hopkins University, summarizes as follows the results of an investigation: "The effects on healthy adult reactors, of smoking a cigar or three cigarettes, are to produce a rise in blood pressure, and in heart rate."

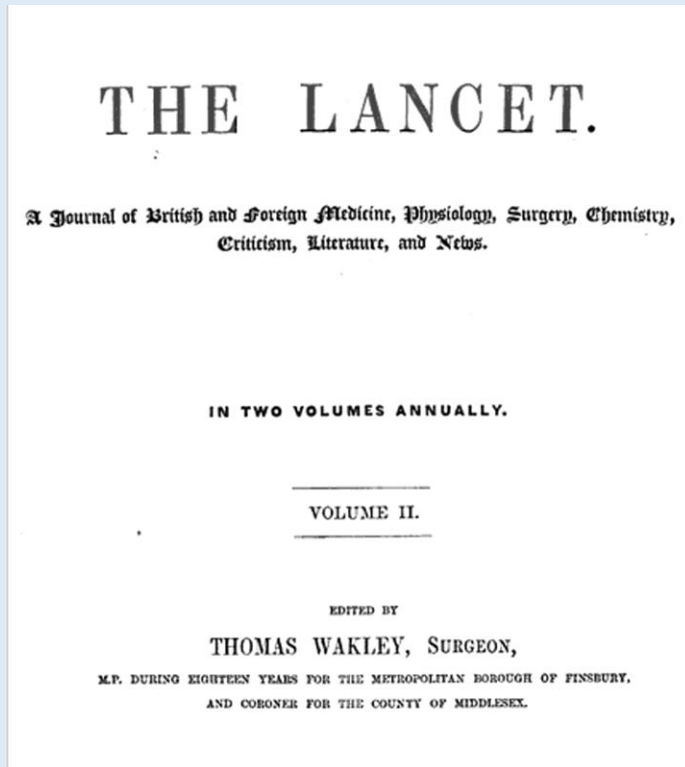
Dr. Eugene L. Fisk, medical director of the Life Extension Institute, says, "My observation is that tobacco is likely to cause depression of the circulation and disturb the nervous mechanism of the heart and circulation. The following differences were shown in a group of excessive tobacco users as compared with the general group of policyholders: There were 10 per cent more cases of advanced and serious organic affections, 6 per cent more cases showing arterial changes, 15 per cent more cases showing over-rapid pulse, 15 per cent more cases showing caries of the teeth, 13 per cent more showing recession of the gums, and 27 per cent more showing pyorrhea. These unfavorable mouth conditions are very commonly noted among tobacco users, and are a matter of general observation."

Reader's Digest Service

435

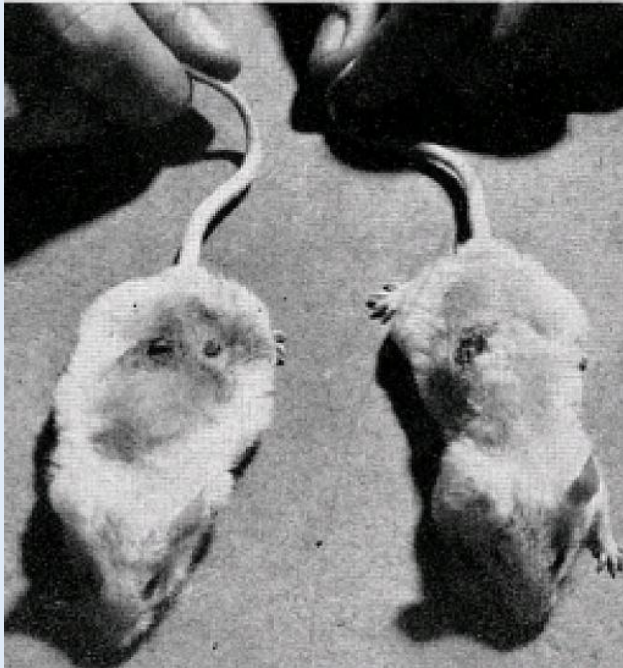
In 1924 Reader's Digest published "Does Tobacco Injure the Human Body," this article was the beginning of a campaign to make people think before they started smoking.

1927: Early Evidence of the Dangers



British Doctor Frank E Tylecote divulged in a Letter to Lancet "I have no statistics with regard to tobacco, but I think that in almost every case [lung cancer] I have seen and known of the patient has been a regular smoker, generally of cigarettes."

1930: Tobacco as a Cancer Causing Agent



An obscure scientist from Argentina named Angel Honorio Roffo was one of the first in the world to draw attention to the link between smoking and cancer. Roffo's pioneering work in tobacco carcinogenesis beginning in the 1920's helped establish that chemicals in tobacco tar caused cancer.

1936: Primary Carcinoma of the Lung.



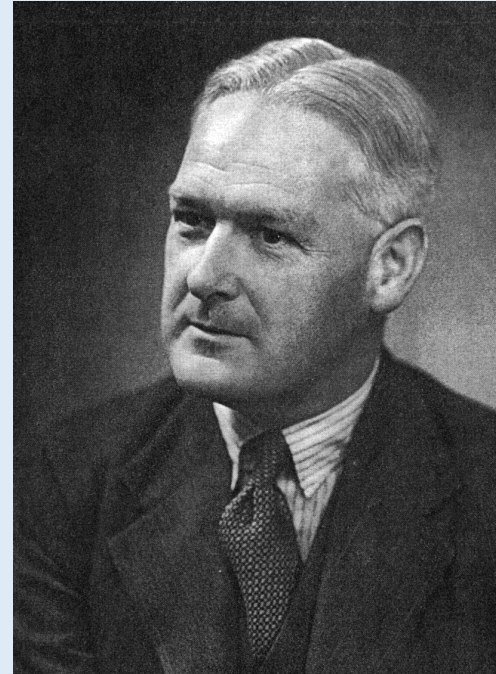
"Ninety per cent of all our patients were chronic smokers, and we believe that the inhalation of tobacco smoke may be an important factor in producing chronic irritation with epithelial metaplasia in the bronchi or bronchioles." Dr. Aaron Arkin wrote to J.A.M.A. in the report: Primary carcinoma of the lung.

1938: Tobacco Smoking and Longevity



In Tobacco Smoking and Longevity, biologist Raymond Pearl reported; "smoking of tobacco was statistically associated with an impairment of life duration, and the amount or degree of this impairment increased as the habitual amount of smoking increased."

1950: Smoking and Lung Cancer



Richard Doll, and Bradford Hill published a preliminary report in The British Medical journal: Smoking and Carcinoma of the Lung.

“In other words, it must be concluded that there is a real association between carcinoma of the lung and smoking. ... We therefore conclude that smoking is a factor, and an important factor, in the production of carcinoma of the lung. The effect of smoking varies, as would be expected, with the amount smoked.”

1950: Ernest Wynder, & Everts Graham



Ernest L Wynder and Evarts A Graham, published a report in *J.A.M.A., Tobacco Smoking as a Possible Etiologic Factor in Bronchiogenic Carcinoma.*

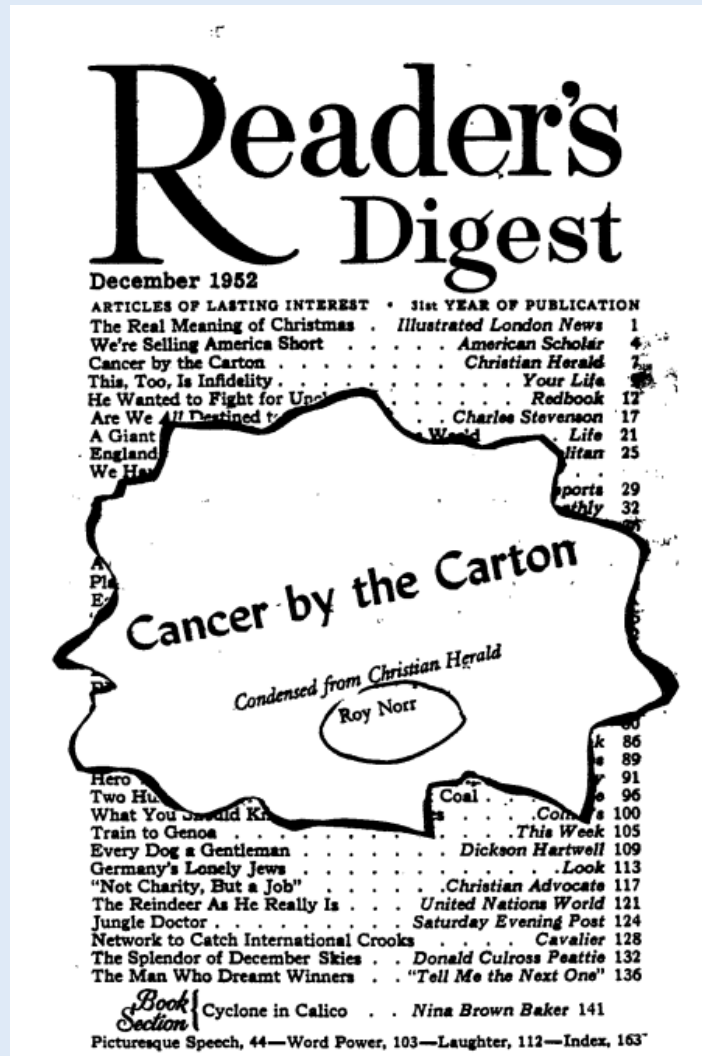
“In general it appears that the less a person smokes the less are the chances of cancer of the lung developing and, conversely, the more heavily a person smokes the greater are his chances of becoming affected with this disease.”

1952: Bronchogenic Carcinoma



Alton Ochsner, MD and cardiologist Michael DeBakey published *Bronchogenic Carcinoma - Its Frequency, Diagnosis and Early Treatment* in the J.A.M.A., "[I]t is frightening to speculate on the possible number of bronchogenic cancers that may develop as the result of the tremendous numbers of cigarettes consumed in the two decades from 1930 to 1950."

1952: Early Evidence of Dangers

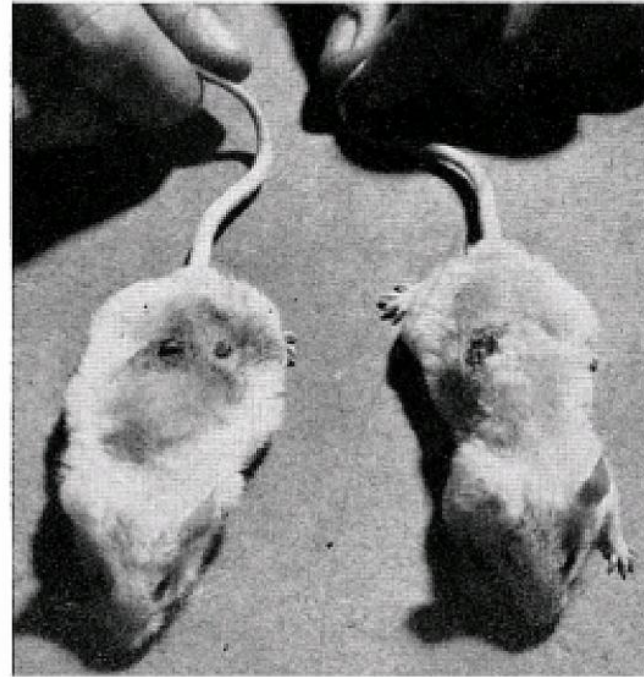


The Reader's Digest, the largest circulation magazine, never accepted cigarette company advertising. In 1952 it published *Cancer by the Carton*, one of a series of articles highlighting the dangers of smoking

1953: Experimental Production of Carcinoma with Cigarette Tar



SOLUTION OF SMOKE from gummy residue is painted on the shaved back of mouse. Surface skin tissue is somewhat similar to internal lung tissue.



RESULTS OF PAINTING are tumors which at first are benign (*right*), then become malignant (*left*). Painting period corresponded to 30 years in man.

Ernest Wynder published *Experimental Production of Carcinoma with Cigarette Tar*. In this experiment cancerous tumors formed on the backs of the laboratory mice where cigarette tar had been applied to their skin.

1957: U.S. Surgeon General Leroy Burney



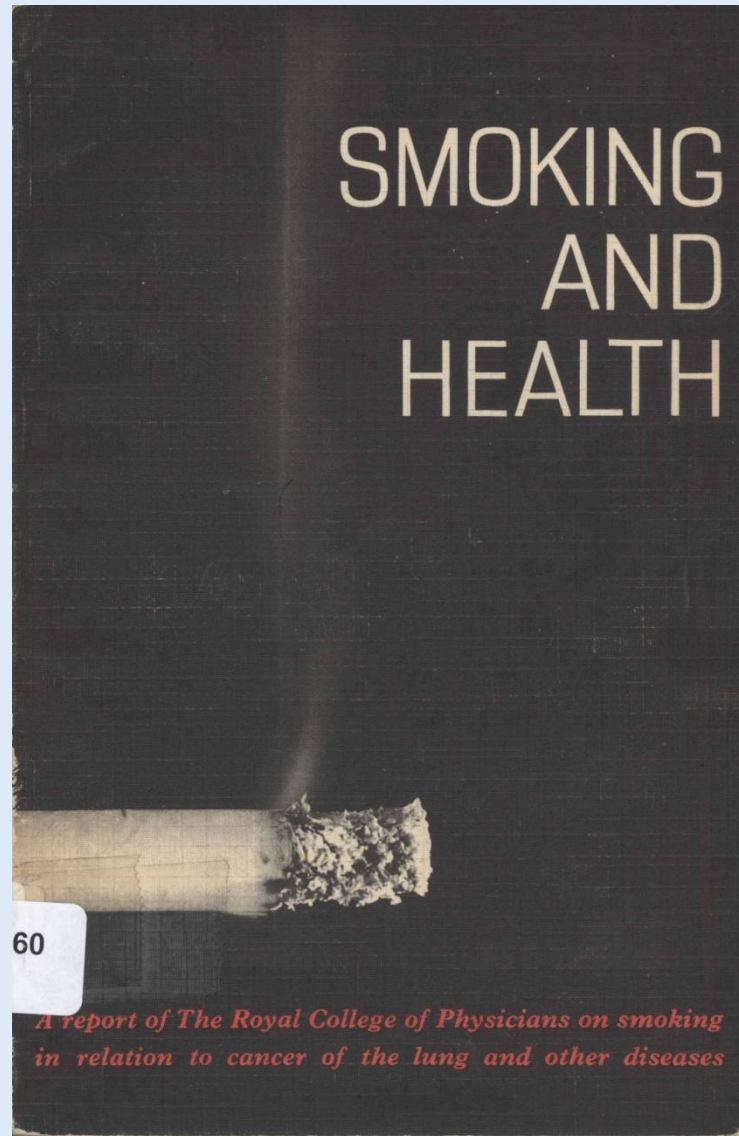
In 1957 U.S. Surgeon General Leroy Burney wrote,

“Many independent studies thus have confirmed beyond reasonable doubt that there is a high degree of statistical association between lung cancer and heavy and prolonged cigarette smoking.”

And on Nov 28, 1959 Leroy E Burney, USSG declared,

"The weight of evidence at present implicates smoking as the principal etiological factor in the increased incidence of lung cancer."

1962: The Royal College of Physicians



The Royal College of Physicians of London report on smoking concluded: , "Several serious diseases, in particular lung cancer, affect smokers more often than non-smokers. Cigarette smokers have the greatest risk of dying from these diseases, and the risk is greater for the heavier smokers."

1964: Surgeon General's Report On Smoking and Health



On January 11, 1964, Luther L. Terry, M.D., Surgeon General of the U.S. Public Health Service, released the first report of the Surgeon General's Advisory Committee on Smoking and Health. The Advisory Committee concluded that

"Cigarette smoking is causally related to lung cancer in men; the magnitude of the effect of cigarette smoking far outweighs all other factors. The risk of developing lung cancer increases with duration of smoking and the number of cigarettes smoked per day, and is diminished by discontinuing smoking."

1966: Warning Labels



In 1964 Senator Maurine Neuberger proposed a bill granting the Federal Trade Commission authority to regulate cigarette advertising and labeling. By 1966 the first caution labels appeared on cigarette packs



1967: Fairness Doctrine



Cigarettes were the most heavily advertised product on TV in the 1960s. In 1966, activist attorney John Banzhaf complained to the Federal Communications Commission that the overwhelming number of cigarette commercials on television needed to be counteracted by public service announcements intended to foster quitting and improved public health. On June 2, 1967 the F.C.C. decided in his favor and wrote WCBS-TV in New York,

"We hold that the fairness doctrine is applicable to such advertisements. We stress that our holding is limited to this product -- cigarettes. It requires a station which carried cigarette commercials to provide a significant amount of time for the other viewpoint."

- Until the cigarette companies quit television and radio advertising in January, 1971 about 1 public service announcement was broadcast for every 4 cigarette commercials.

1971: Warning Labels



In 1971 there were updates made to the language of warning labels, "Caution Cigarette Smoking May Be Hazardous To Your Health"

was changed to

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

1971: Boardcast Ban

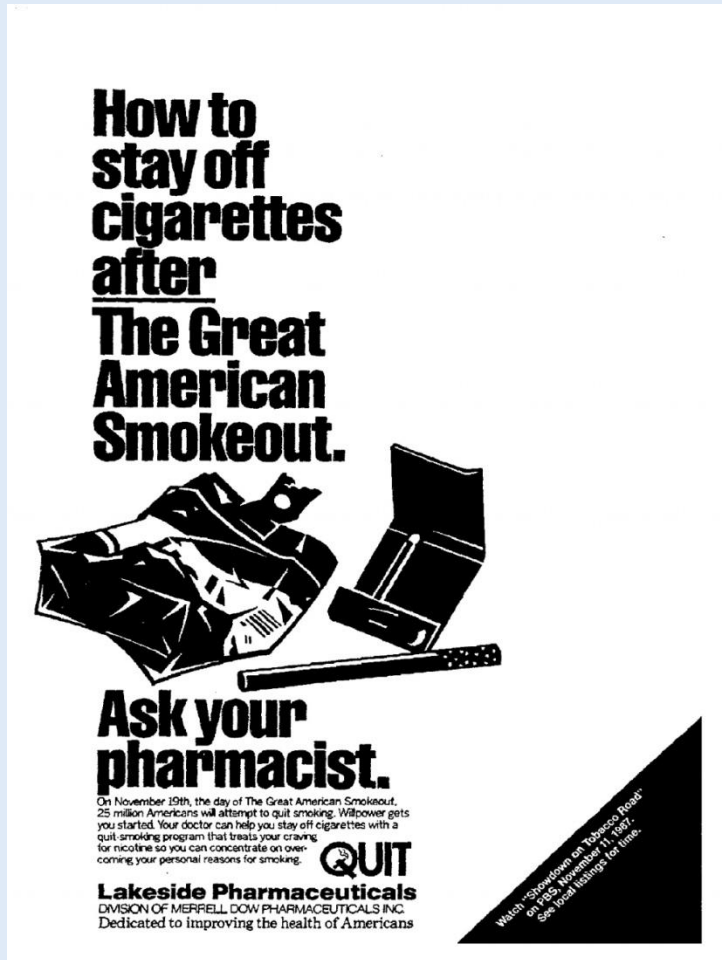
Joseph F Cullman III (Philip Morris President) appeared on Face the Nation to answer questions on the advertising ban and other topics related to cigarettes.

- “And the purpose of the meeting, I gather, is to try to clarify the new law which reflects the fact that cigarette advertising will be off the air. We volunteered to go off the air. We plan to be off the air. We agreed to do this; the law provides it; we plan to adhere to the spirit and the letter of the law. We are not going to advertise cigarettes on the air.


- I would say that I am confident in the integrity of the other presidents and chief executive officers of the other companies. I do not feel -- I am confident they are not going to subvert the law, they are not going to try to circumvent the law -- what we need here is clarification. The law says cigarette advertising will be off the air, and cigarette advertising will be off the air .”



1977: American Cancer Society Creates The Great American Smokeout



**How to
stay off
cigarettes
after
The Great
American
Smokeout.**



**Ask your
pharmacist.**

On November 19th, the day of The Great American Smokeout, 25 million Americans will attempt to quit smoking. Walpower gets you started. Your doctor can help you stay off cigarettes with a quit-smoking program that treats your craving for nicotine so you can concentrate on overcoming your personal reasons for smoking.

QUIT

Lakeside Pharmaceuticals
DIVISION OF MERRELL DOW PHARMACEUTICALS INC.
Dedicated to improving the health of Americans

Watch "Slowdown on Tobacco Road" on TV, Nov. 11, 1977. See local listings for time.

Since 1977, the American Cancer Society has sponsored the Great American Smokeout to encourage smokers to go one day without a cigarette. James Bowling Philip Morris Executive Vice President was quick to disparage the project in this memo of November 17, 1977 :

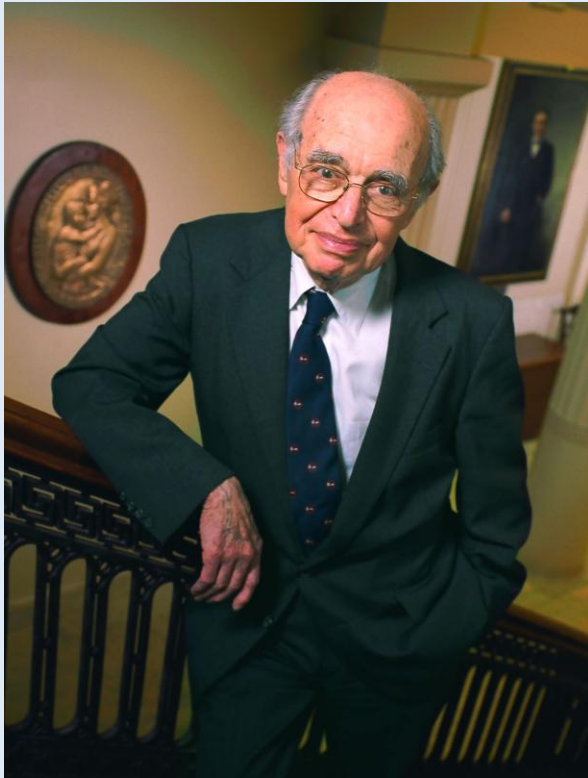
“The Great American Smokeout is today's example. It has received broad attention in the media, although its obvious purpose is to subject smokers to public scorn and to shame them into acting differently.”.

1977: Doctors Ought to Care



Drs. Alan Blum and Rick Richards founded Doctors Ought to Care to get primary care doctors involved in the smoking and health issue. D.O.C. sponsored the first paid anti-cigarette campaign by purchasing ads on bus benches in Miami, Florida.

1979: Surgeon General's Report



Surgeon General Julius Richmond along with Health Education and Welfare Secretary Joseph Califano released a 1,200 page Report: On Smoking and Health. Joseph Califano stated during the press conference, “this document reveals, with dramatic clarity, that smoking is even more dangerous – indeed. Far more dangerous – than was supposed in 1964.”

1981: Secondhand Smoke Emerges as a Health Issue



Non-smoking wives of heavy smokers have a higher risk of lung cancer, a study from Japan written by Takeshi Hirayama, indicated the importance of passive or indirect smoking as one of the causal factors of lung cancer.

1984: Nicotine Gum

If you want to
QUIT
for good...
Your doctor can help

4 out of 5 people fail.
Fifty-one million Americans are smokers, and the majority of them want to quit. Thirty million Americans have tried... and failed. In fact, 4 out of 5 smokers who try to quit fail even short-term, and many of those who succeed short-term eventually return to smoking.

Why is it so difficult to quit smoking... for good?
There are three factors—social, psychological, and physical—that work together to continually reinforce the smoking habit. Social factors include the need to feel part of a peer group of smokers. Psychological factors include smoking cigarettes in stressful situations. These two factors must be addressed for smoking cessation to be successful. However, nicotine dependence is a hard, often unrecognized factor that can undermine a smoker's willpower during attempts to quit.

Nicotine dependence is a powerful reinforcer of the smoking habit.
The average smoker gets more than 100,000 "nicotine jolts" in a year, as nicotine travels to the brain within 7 seconds of a puff from a cigarette. Recent studies confirm that many smokers develop a physical dependence on the nicotine derived from smoking cigarettes. Because the body becomes accustomed to the effects of nicotine, smokers trying to quit often experience withdrawal symptoms. These include craving for tobacco, irritability, anxiety, difficulty concentrating, moodiness, headache, drowsiness, and gastrointestinal disturbances.

Merrell Dow
Dedicated to improving the health of Americans

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4-1389 (4/83) 100 mg



In 1984, Merrell Dow marketed Nicorette chewing gum and published the Smoking Cessation Newsletter all of which infuriated Philip Morris. They considered boycotting Dow Chemical but settled for squelching the publication of the Newsletter. In 1960, PM itself considered inventing nicotine gum but rejected the idea due to the potential of F.D.A. regulations.

1987: No Smoking on Planes



1987 Northwest Airlines went smokefree for all national flights. Federal law in 1988 made all domestic flights of two hours or less smokefree.

By 1990, the United States banned smoking on all domestic flights. Finally in 2000, President Clinton signed a law making all international flights from U.S. airports smokefree.

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1988: Cigarettes are Addictive



In 1988 US Surgeon General report C. Everett Koop concluded, "Cigarettes and other forms of tobacco are addicting. Nicotine is the drug in tobacco that causes addiction. The pharmacologic and behavioral processes that determine tobacco addiction are similar to those that determine addiction to drugs such as heroin and cocaine."

1994: Congressional Hearings



At the Committee on Energy and Commerce, Subcommittee on Health and the Environment, Chairman Waxman remarked: "This is an historic hearing. For the first time ever, the chief executive officers of our Nation's tobacco companies are testifying together before the U.S. Congress. They are here because this subcommittee has legislative jurisdiction over those issues that affect our health. And no health issue is as important as cigarette smoking."

1994: Paralegal Merrell Williams



Early in 1994, temporary paralegal Merrell Williams stole hundreds of ultra-secret documents from Brown & Williamson Tobacco that illuminated decades of industry deceit. Brown and Williamson responded with legal threats against Williams but the toothpaste was out of the tube and the University of California published the document set. In July 1995, The Journal of the American Medical Association published a complete expose of the documents in a special issue, Looking Through a Keyhole at the Tobacco Industry; The Brown & Williams Documents. Early in 1994, temporary paralegal Merrell Williams steals hundreds of ultra-secret documents from Brown & Williamson Tobacco that illuminate decades of industry deceit. In spite of Brown and Williamson legal threats against Williams the document set is published by the University of California. In July, 1995 Looking Through a Keyhole at the Tobacco Industry; The Brown & Williams Documents.

1997 Flight Attendants Ruling



The tobacco Industry settled the Broin class action law suit brought on by flight attendants injured by secondhand tobacco smoke on airlines. This led to the establishment of the Flight Attendants Medical Research Institute (FAMRI) which seeks advances in detection and treatment of diseases associated with exposure to bad cabin air.

1998: Master Settlement Agreement

- The **Tobacco Master Settlement Agreement (MSA)** a landmark contract among the four largest U.S. tobacco companies and the Attorneys General of 46 States. Four other states (Mississippi, Texas, Florida, and Minnesota) had previously worked out separate agreements prior to the MSA.
- As part of the MSA cigarette manufacturers agreed to discontinue billboard advertising, advertising in magazines with a high percentage of underage readers, and place limits on their sponsorship of sporting and cultural events. The MSA also provided resources to the American Legacy Foundation which spent approximately \$100 million annually on a nationwide broadcast counter-advertising campaign (known as the 'truth campaign') targeting teens and young adults. Evidence now shows that the campaign was successful in lowering

2000: Engle Case



The Engle Class Action was filed in 1994 by Susan and Stanley Rosenblatt on behalf of Florida smokers harmed by their addiction to cigarettes. The case went to trial in July 1998 and after almost two years resulted in a massive \$145 Billion Guilty verdict against the tobacco industry. The tobacco industry appealed the decision to the Florida Supreme Court, which decertified the class but allowed each of the class members known as the “Engle Progeny,” to file individual lawsuits of their own. In addition an unprecedented monetary fund of over \$600 million (the “Engle Trust Fund”) was created for class members. Thousand of individual Engle cases are still being litigated.