

History of Smoking Cessation Part 2



A Report, the search for support and doubt

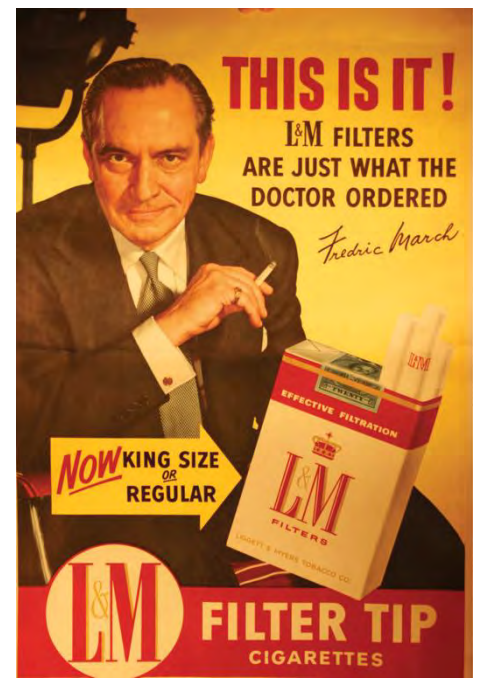
Panel 2

The 1964 Report of the Surgeon General motivated more smokers to seek ways to quit smoking through various therapies, self help, as well as “alternative” methods. Cigarette makers worked to provide smokers with off-ramps to quitting by marketing low tar cigarettes (providing a perception of safer smoking) and through a long-term campaign to create doubt about the health consequences of smoking.



Off-Ramp To Quitting: Filters and Low Tar Cigarettes

Efforts to reduce toxins in smoke focused mainly on reducing overall tar and nicotine. To do this, cigarette makers responded by marketing filter-tipped cigarettes.



1956



1950s

If you're the 1 in every 3 smokers who needs protection against tars and nicotine...

Look at **Kent's** proof of greatest filter protection and see why you should change to Kent!

Yes! Look! KENT—and KENT alone—has the pure, safe, dust-free MICRONITE FILTER that removes far more tar and nicotine than any other filter cigarette—king size or regular, old or new.

And look again! See for yourself! KENT's amazing proof of greater protection—proof so important to the lost of 2 cigarette smokers medical reports say is sensitive to tars and nicotine!

1. To show you visual proof of the greater effectiveness of KENT's Micronite Filter over other types of filter cigarettes—three special glasses made with tubes through which smoke can be drawn are set on a sheet of plain white paper...

2. Smoke from KENT is drawn into the first glass; smoke from a certain type filter cigarette into the second glass; smoke from a cellulose type filter cigarette into the third glass. Notice that the smoke is drawn into the glasses just as it would enter your mouth...

3. When the tar particles and nicotine have settled, you can see the striking difference in the amount of the other types of filter cigarettes—see, too, there's scarcely a trace from new KENT... visual proof that KENT removes far more tar and nicotine.

Enjoy **KENT** with exclusive Micronite Filter...the greatest filter protection in cigarette history!

*"Kent" and "Micronite" are registered trademarks of P. Lorillard Company.

1950s

Off-Ramp To Quitting: Filters and Low Tar Cigarettes

Consumers still see that the presence of a 'filter' implies a reduction of harmful smoke entering their bodies. As cigarette makers internally acknowledged that filters provide no health benefit, they continued to market to their perceived benefit.



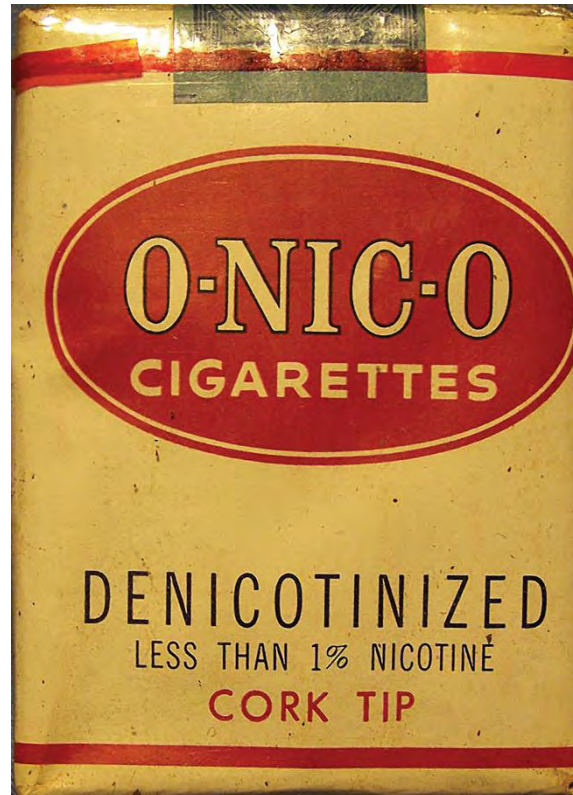
1965



1972

Low Nicotine

Several companies marketed low nicotine brands such as O-Nic-O by Lincoln & Ulmer, Inc. and King Sano by US Tobacco Co., among others.



The world leader in nicotine and tar reduction, United States Tobacco Co., now announces an achievement of compelling import. A new advanced reduction of tars and nicotine which softens the smoke, achieving the highest total performance of any cigarette today. Here is startling news for every thoughtful smoker.

Announcing New "soft smoke" King Sano

Reduces nicotine 50%...cuts tars 26% below any other cigarette....and that is the truth!



If you are serious about cutting down on nicotine and tars, here is *real news for you!*

United States Tobacco scientists have created a new King Sano cigarette which *reduces nicotine and tars substantially below all other cigarettes today*—leading, non-leading, filter, non-filter—and *that is the truth!*

Now for the first time, you get filtering so advanced that you can actually taste the difference in a fresh, new "softer smoke"!

New Advanced Process filters both the tobacco and the smoke

Improved reduction of tars and nicotine in tobacco here. ↓	Improved filter reduces tars and nicotine in smoke here. ↓
--	--



There is no secret to this new advance. The simple fact is that King Sano has *perfected* the process of reducing tars and nicotine where it counts most—in the *tobacco itself* . . . and added a *truly superior filter*. Thus, the new King Sano filters *both the tobacco and the smoke* far more effectively than any other cigarette . . . and *that is the truth!*

If you—like so many thoughtful Americans—want the utmost tar and nicotine reduction plus a new soft, fresh taste—we urge you to try the new King Sano. Surely it is well worth the small difference in price. Available everywhere.

• Milligrams of nicotine and tars in new King Sano: Nicotine 0.5 mg., tars 8.8 mg. Based on the results of a continuing study by Stillwell & Gladding, Inc., Independent Analytical Chemists.

"In these tense times," says former diplomat John S. Young, "many of the most active men I know who have great responsibilities are smoking this new cigarette."

FINE TOBACCOS REDUCED IN TARS AND NICOTINE ARE ALSO USED IN REGULAR SIZE SANO CIGARETTES, SANO ALL-HAVANA CIGARS AND SANO PIPE TOBACCO, PRODUCTS OF UNITED STATES TOBACCO COMPANY

49

Industry research on the impact of nicotine 1950s-1960s

British American Tobacco Company (BAT) extensively studied nicotine's effects on the brain through Project Hippo I and II, to "understand of the activities of nicotine - those activities that could explain why cigarette smokers are so fond of their habit."

BAT also wanted to compare nicotine effects with those of the new tranquilizers, that might "supersede tobacco habits in the near future." BAT conducted this research through the Battelle Memorial Institute laboratory in Geneva, Switzerland.

A quantitative investigation of the relations with time of nicotine - and of some possible brain mediators - on adreno-corticotrophic activity could give us the key to the explanation of both phenomena of tolerance and of addiction, in showing the symptoms of withdrawal.

REPORT No 1
regarding
PROJECT HIPPO II

for the
British American Tobacco Co Ltd.
Westminster House, 7 Millbank
London S.W.1

by
O. Libert

June 1962

BATTELLE MEMORIAL INSTITUTE
International Division
7, route de Drize
Geneva

.190222343

1960 First Group Cessation Support Program

The Five-Day Plan to Stop Smoking, developed by the Seventh Day Adventists, Dr. J. Wayne McFarland (pictured) and Elman J. Folkenberg, offered one of the first group stop smoking programs.

The first seminar took place in Taunton, Massachusetts in 1960. They later released a book the *Five Day Plan to Stop Smoking for Pastors and Health Experts*. McFarland, a physician, and Folkenberg, a pastor, would encourage seminar participants to repeat the phrase in unison and throughout the day, “I choose not to smoke.”

In the 1980s, they renamed the program to “Breathe Free.”



1964 - Cytisine Stop Smoking Medication

Use of the cytisine plant as a smoking substitute during World War II led to its use as a smoking cessation aid. In World War II cytisine was smoked as a tobacco substitute by German and Russian soldiers.

It was brought to market in 1964 as a cessation aid under the brand name Tabex, now produced by Sopharma, a Bulgarian drug company. Cytisine would lead to the development of Pfizer's stop smoking aid, varenicline.



1964 - Lobelia Sulfate Studies

In 1964, a Roswell Park Memorial Institute study included lobeline sulfate as cessation support. Participants used cinnamon tablets for help and amphetamines (caffeinated chewing gum) for weight control. The study proved to be inconclusive.

Smokers Take 3 Kinds of Pills In a Study of How Best to Quit

*Some Tablets Have Drugs, Some Do Not
in Experiment at Buffalo Institute—
60 Volunteers Aiding Science*

By HAROLD M. SCHMECK Jr.

Special to The New York Times

BUFFALO, Jan. 21 — Sixty men and women who are cigarette smokers, but wish they were not, met at Roswell Park Memorial Institute tonight to take part in an experiment.

It was their second meeting. They were given questionnaires, three kinds of pills, a brief lecture and the chance to ask questions and exchange experiences. Then they went home to cope with their second week as would-be nonsmokers. For the last week they have been trying to give up the habit aided by lobeline, amphetamine and will power.

The program has been in progress at the institute since last summer as a research effort to find out how men and women can best be helped to give up smoking, compared with 40 per cent of those getting the other pills. Lobeline is a substance extracted from a plant of the lobelia family often called Indian tobacco. It has an acrid, unpleasant taste and leaves a burning sensation in the mouth and throat, according to Dr. Ross. The heavy cinnamon flavoring of the lozenges is designed to make them more palatable. The Surgeon General's report on smoking and health cast doubt on the value of the lobeline in reducing the desire for cigarettes, but Dr. Ross said the pills used in his study contained more of the substance than was available in any commercial preparations.

Wital Element Noted

EXPERIMENTAL WORK ON SPECIAL SMOKING DEVICE.

FIGURE 1 DEVICE.

If tobacco or tobacco products are used to fill the tube 4 then this will need enriching with tobacco extract [for details of preparation see later] as otherwise insufficient nicotine will be provided per puff. The enrichment will be achieved by using preferably an extract which has maximum nicotine content and minimum solids content. The nucleating chamber will be of diameter at least that of the tube containing the tobacco or extract, say 3 mm. up to 20 mm. with preferred diameter 3 - 10 mm. The length can be up to 30 mm., with a preferred value in the range 15 - 25 mm.

The tube 4 and the nucleating chamber must have good heat conducting properties. The tobacco tube should be of copper and the nucleating chamber can be of a material with thermal conductivity greater than 0.2, for example, aluminium or copper.

FIGURE 2 DEVICE - Page 8 of Provisional Application.

The following combinations should be covered :-

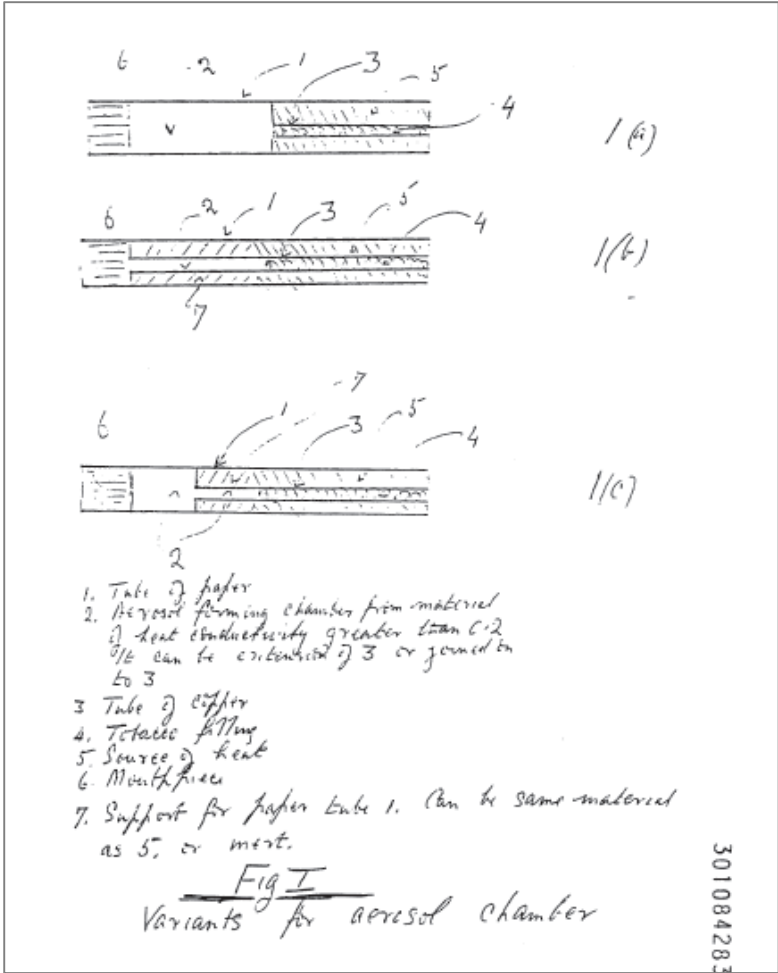
- Tobacco/fully activated molecular sieve/water.
- Tobacco/lithium aluminium hydride/water.
- Tobacco/lithium boron hydride/water.
- Tobacco/Calcium oxide/water.
- Tobacco/rare metals/alcohol.
- Tobacco/finely divided zinc or iron/air.

The combination of the first two materials in each example is inert provided the third material is absent. The tube in which they are contained will be kept sealed to prevent contact with moist atmosphere air. To smoke both ends are pierced, and in the case of the first five examples the end furthest from the mouthpiece is moistened with the liquid named. The device is then puffed normally, and the heat generated by the interaction of the second and third components liberates the nicotine from the tobacco. This nicotine generating chamber can then be combined with an aerosol generating chamber as set out in the various forms for Figure 1 and Figure 3 device.

301084273

1963 Cigarette company research on a heated tobacco product device

In 1963 British American Tobacco Co., (BAT) experimented with the development of a heated cigarette-like device that would use a heated conductor such as copper to heat a tobacco extract, releasing nicotine.

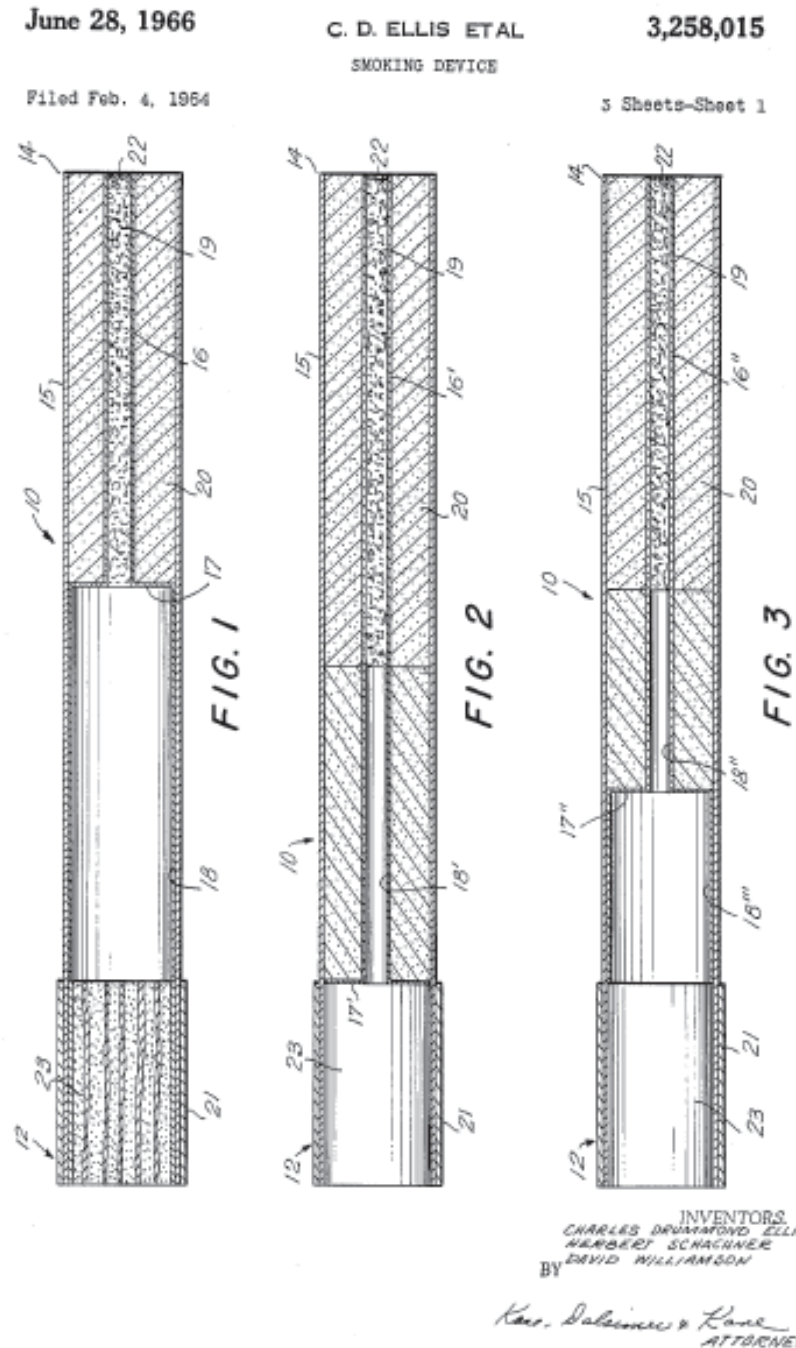


1966 BAT Nicotine Delivery Device Patented

1966 Project Ariel – Nicotine Delivery Device

Brown & Williamson and British American Tobacco designed a cigarette that reduced hazardous toxins in tobacco smoke by heating rather than burning the tobacco and flavorings, but still delivering nicotine. Project Ariel was conducted by Batelle Labs in Switzerland. Brown & Williamson and British American Tobacco did not want to be associated as the patent inventor.

It is a prime object of the present invention to overcome the difficulties and disadvantages heretofore encountered and to provide an improved smoking device which delivers an improved smoke stream of a controlled character and which does not contain the products of combustion.



January 11, 1964: Report of the Advisory Committee to the Surgeon General on Smoking and Health

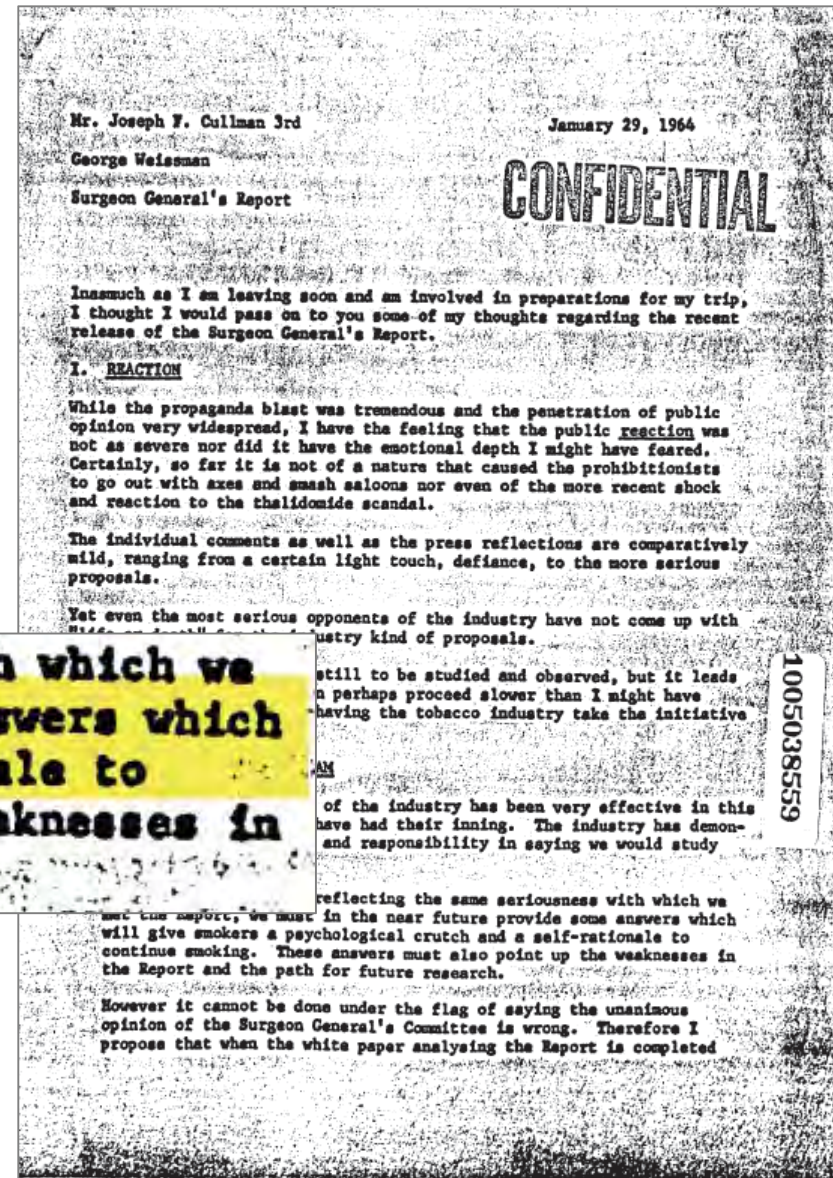


The Advisory Committee concluded that cigarette smoking is:

- A cause of lung cancer and laryngeal cancer in men
- A probable cause of lung cancer in women
- The most important cause of chronic bronchitis

Philip Morris' Response to the 1964 Report

"[W]e must in the near future provide some answers which will give smokers a psychological crutch and a self-rationale to continue smoking"



However at some point, reflecting the same seriousness with which we met the Report, we must in the near future provide some answers which will give smokers a psychological crutch and a self-rationale to continue smoking. These answers must also point up the weaknesses in the Report and the path for future research.

1964 A New Demand For Stop Smoking Aids

The report of the Surgeon General led to smokers seeking help to quit smoking and an industry willing to provide options.

The use of products like Bantron, Nicoban, and other herbal, “natural,” stop smoking aids, many of which contain Lobelia Sulfate, increased as did stop smoking self-help.

In 1993, the FDA banned over the counter sale of many stop smoking substances and devices based on their lack of efficacy.



I Found a New, Easy Way to Quit Smoking Now I Feel Better Flying Jets!

— says Captain Roger Don Rae

Twenty-eight years ago I was a railroad engineer. From airplane models we spent a few weeks building the Fokker biplane. I got the project started. It was a miniature model of a biplane. I had a lot of fun with it. I had a lot of fun with it. I had a lot of fun with it.

It was during one of these trips that a friend of mine told me about Nicoban. I had never heard of it. I had never heard of it. I had never heard of it.

When I smoked what had happened, my first thought was that I was just having a bad day. I was just having a bad day. I was just having a bad day.

The results of these tests were discussed by doctors in the Research Department of Royal Holloway College. The results of these tests were discussed by doctors in the Research Department of Royal Holloway College.

There is a great deal of evidence to show that Nicoban makes it more difficult to smoke. The United States has a long history of using Nicoban. The United States has a long history of using Nicoban.

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If You Really Want To Stop Smoking...

The Nikoban lozenge helps satisfy your tobacco hunger!

If you've tried to break the cigarette habit and failed, try Nikoban. This pleasant-tasting lozenge may be just the help you need, if you really want to cut down on smoking or even stop completely.

Medicated with a tested smoking deterrent! Nikoban helps cut down your desire to smoke with a smoking deterrent that has been helping people break the cigarette habit for years. Each

Nikoban lozenge lasts about the same time in your mouth that a cigarette does, and its pleasant cherry flavor makes it easy to take.

If you really want to cut down on smoking or even break the cigarette habit completely, start using Nikoban today. You'll feel like a new person!



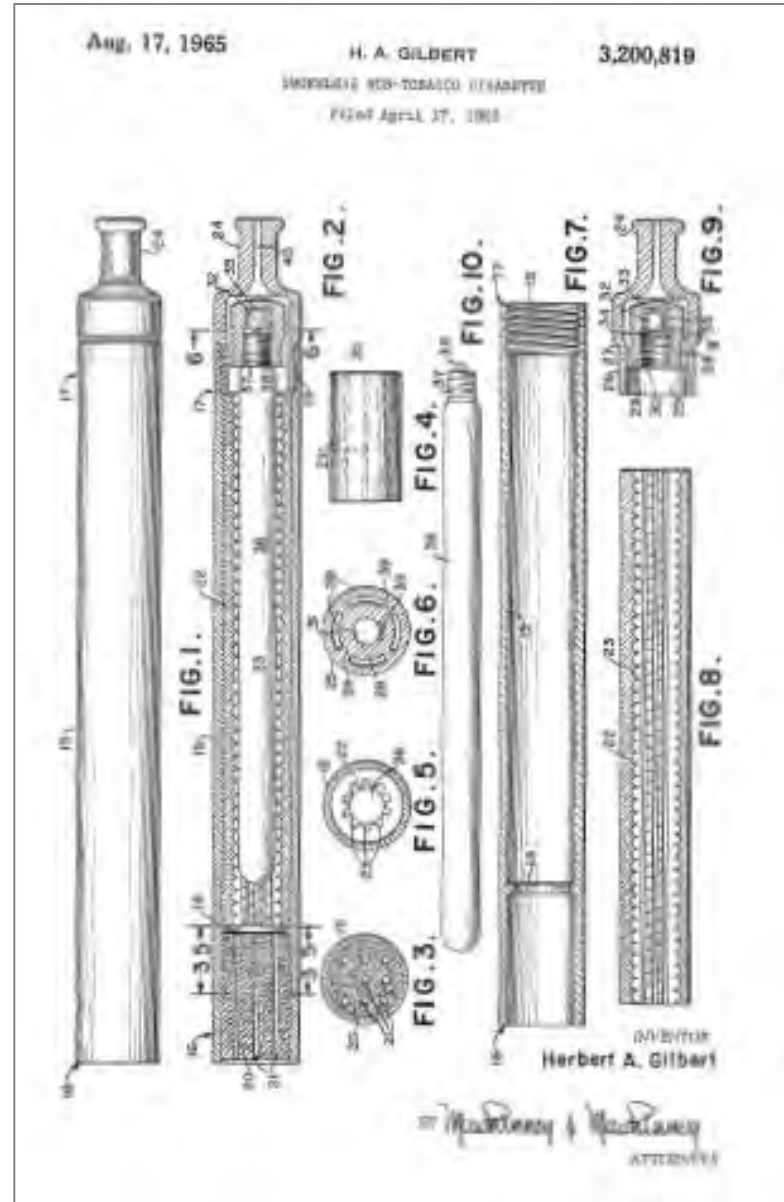
AT ALL DRUG COUNTERS



Bantron Smoking Cessation Tablets A CANFAMA PRODUCT

1965 First Tobacco Vaporizer Patent

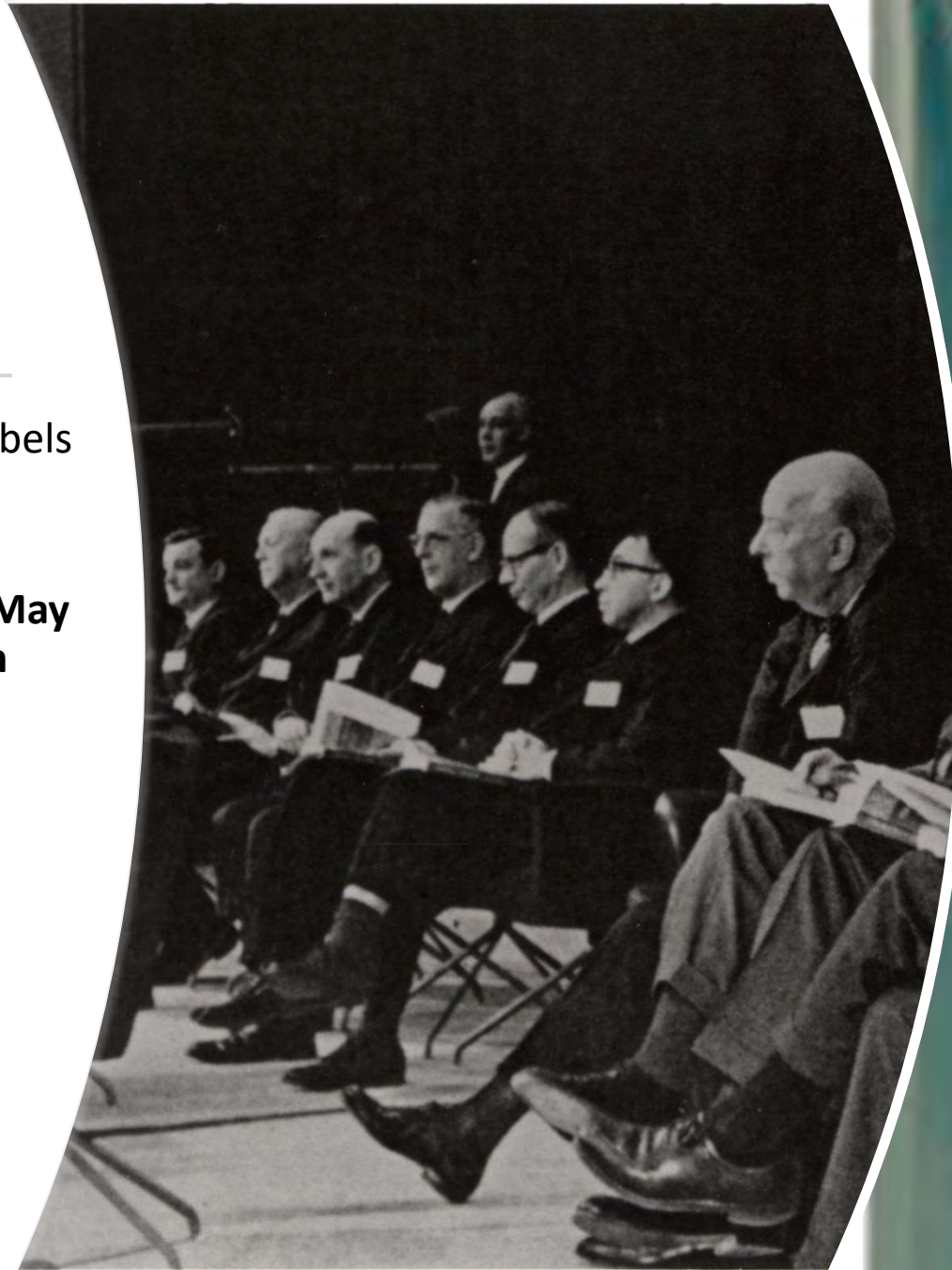
Inventor Herbert A. Gilbert patents the smokeless non-tobacco cigarette. The invention was to provide a safe and harmless method of smoking by replacing burning tobacco and paper with heated, moist, flavored air; or by inhaling warm medication into the lungs in case of a respiratory ailment under the direction of a physician.



1966: First Cigarette Warning Labels

In 1966, the first “caution” labels appeared on cigarette packs stating:

**Caution, Cigarette Smoking May
Be Hazardous To Your Health**



1967 - R&D Findings: “Smoking is an addictive habit”

“If there is no inhaling there is no lung cancer or respiratory disease”

BAT: R & D CONFERENCE - MONTREAL

PROCEEDINGS - Tuesday, October 24.

Present: Dr. S.J. Green
Sir Charles Ellis
Dr. D.G. Felton
Dr. R.B. Griffith
Mr. L.C. Laporte
Dr. R.A. Sanford
Dr. F. Seehofer
Mr. H.E. Sottorf
Mr. R.S. Wade

Brown & Williamson, 1967

Head of Research & Development (B&W)

VP Research & Development (B&W)

Assumptions made by R&D Scientists

- a) Research is a worthwhile and economical activity.
- b) There is a minimum level of nicotine.
Smoking is an addictive habit attributable to nicotine and the form of nicotine affects the rate of absorption by the smoker.
- c) Smoking and health problems are susceptible to a research solution.
- d) If there is no inhaling, there is no lung cancer or respiratory disease.

1969 Group Stop Smoking Support Programs

Following the Five-Day Plan to Stop Smoking, non-profit and for-profit organizations established stop smoking programs.

In 1969, Psychologist, Jacqueline Rogers created *SmokEnders* as an eight-week behavioral modification program using positive reinforcement.

Smoke Watchers (1969) had participants gradually taper off cigarettes over a 12-14 week period. In 1975, The American Lung Association's *Freedom From Smoking* group clinic consisted of 8 sessions (later 7) held in small groups and is now available as a web-based program.

The American Cancer Society adopted its California Division's stop smoking group model in 1979. It was later titled *Fresh Start* and condensed into 4-sessions.

**YOU WILL STOP SMOKING
ON JUNE 22nd**
Without Climbing the Wall. . .
Without Scare Tactics

. . .if you join the **SMOKENDER** Seminars starting in your area. . .and **BRING YOUR CIGARETTES!** Remember, this is the method that requires you to **SMOKE AS MANY AS YOU LIKE** while you learn to break the habit. It is done in small, manageable segments on a step-by-step basis.

The trick is: **HOW YOU FEEL AFTER YOU STOP.** If you want to stop **WITH A SMILE** and with a feeling of **REWARD**—then come to a **FREE Explanatory Meeting** in your area. **FREE** because we know **YOU CAN'T PUSH A SMOKER** into quitting. We don't push. You see, we were all once smokers ourselves who did it with **SMOKENDERS**—we know how you feel!

SO COME, and bring your friends. Remember—you learned to start smoking—this is an intelligent approach to learn how to stop smoking. . .if you miss the **FREE Explanatory Meeting**, come to a free Mini-Briefing ½ hour before the Seminar starts and decide then.

Location	Free Explanatory Session	Seminar Starts
METUCHEN, N.J. Temple-Nave Shalom 250 Grove Ave. (Off Rt. 27)	Wednesday May 24 7 P.M.	Wednesday May 24 7:30 P.M.
WOODBIDGE, N.J. Woodbridge Center Stern's Special Events Room	Thursday May 18 7 P.M.	Thursday May 25 7 P.M.

For information about new Seminars in other areas, call: 201/454-4444 (WD280)



**FREEDOM
FROM
SMOKING**

FREE 7-Week Group Session
Led by a Certified Tobacco Treatment Specialist

1969 Cold Turkey

In August 1969, the citizens of Greenfield, Iowa attempted to quit smoking as a publicity stunt in connection with the on-site filming of the 1971 comedy film "Cold Turkey," that starred Dick Van Dyke.



1969 Project "Bird 1"

Philip Morris studies the town where the movie Cold Turkey is filmed

Bird 1 was the codename for a Philip Morris (PM) survey of the citizens of Greenfield, Iowa, eight months after they organized a town-wide stop smoking campaign. Using local Girl Scouts to hand-deliver the questionnaire to increase acceptance of the packet, Philip Morris paid five dollars to everyone who completed and returned a survey

This is not the happy picture painted by the Cancer Society's anti-smoking commercial which shows an exuberant couple leaping in the air and kicking their heels with joy because they've kicked the habit. A more appropriate commercial would show a restless, nervous, constipated husband bickering viciously with his bitchy wife, who is nagging him about his slothful behavior and growing waistline.

A Philip Morris report states:

"A sad picture is painted of the quitter who used to enjoy himself at a party, now restricted to coffee, fruit juice and coke, turning his back on the swingers in the kitchen in order to hover around the candy and peanut tray among the staid old gossips in the parlor."

“Alternative” Therapies and Products

Hypnotherapy, special filter systems, silver acetate, acupuncture, acupressure, and laser treatments are widely promoted as quit methods despite little evidence of therapeutic efficacy.



ONE STEP AT A TIME WORKS WITH YOUR BODY

	STEP ONE. REDUCE NICOTINE 25%
	STEP TWO. REDUCE NICOTINE 50%
	STEP THREE. REDUCE NICOTINE 70%
	STEP FOUR. REDUCE NICOTINE 90%



1967-1970 Fairness Doctrine

In 1967, the Federal Communications Commission required broadcasters who aired cigarette commercials to provide a ratio of one anti-smoking message to three cigarette commercials.

Cigarette sales dropped during this period but later rebounded when cigarette companies discontinued advertising on television in January 1971.



1967 *Like Father Like Son*
anti-smoking PSA by the American Heart Association



1968 Celebrity, Bill Talman created an anti-smoking PSA for the American Cancer Society before dying from lung cancer.

Aversion Therapy

Aversion therapy was designed to have a person give up a habit by having it associated with unpleasant effects, like an electric shock, the snap of a rubber band, rapid puffing on cigarettes, and heavy smoking (satiation). Since the 1930s, aversion therapy had been used to treat alcohol and drug addiction.

In 1971 the Schick Center for the Control of Smoking and Weight and others employed aversion techniques, including mild electrical current, as participants smoke in a rapid inhalation of cigarette smoke.



QUIT SMOKING
and forget the best cigarettes

LOST WEIGHT
and kept it off!

SUN BLOOMER
Wife of a Doctor (2000-01)
Charlotte, NC

I used to smoke cigarettes because I got hooked as a kid. I used to believe all that junk about smoking glasses. When I realized I was addicted, I went to the Schick Center and got rid of the addiction in 3 days.

Schick
invested
6 million
dollars
and found
solutions
for addictive
habits

MISSY KENNEDY

I weighed 175 lbs. and felt terrible. At Schick they not only helped me lose the extra weight but showed me how to keep the pounds off, how I'm free of compulsive eating habits!

A non-medical program based on 3 regular meals a day.

Lose weight and afterward maintain your desired figure without impossible dieting

Schick Center
For The Control Of Smoking & Weight

The Schick Smoking and Weight Control Programs do not depend upon willpower for results. Monthly payment plans available.

for a Free, no-obligation interview

Call 959-7550

Information Kits, Pamphlets, Brochures



1971 The Great American Smokeout

In 1971, Arthur Mullaney from Randolph, Massachusetts, asked people to give up cigarettes for a day and donate the money saved, not buying cigarettes to a high school scholarship fund.

In 1974 former smoker, Lynn R. Smith, editor of the Monticello Times in Minnesota, spearheaded the state's first Don't Smoke Day. Both events launched the Smokeout movement.

In 1976 the California Division of the ACS held its first "Smokeout." Nearly 1-million smokers quit for the day.

In 1979 The Great American Smokeout went nationwide providing activities and tools to help smokers kick the habit. Celebrities like Larry Hagman and Ed Aznar would support the cause.



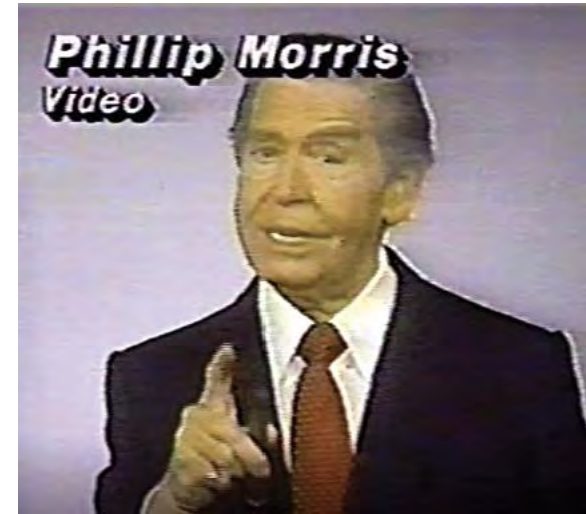
*Nov. 18th is the day we're asking every smoker to quit for 24 hours. And we'll help. Just ask your American Cancer Society for a Larry Hagman Special Stop Smokin' Wrist Snappin' Red Rubber Band. Not smoking just might be habit-forming.

The Great American Smokeout
American Cancer Society

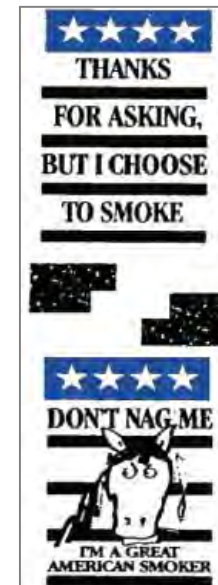


The Great American Smoker

Philip Morris launched a campaign on the 10th Anniversary of the Great American Smokeout, with a press conference, featuring cigar-smoking comedian, Milton Berle. Participating smokers received a free “Great American Smoker’s Kit,” that included a sign, door hanger, lapel pin stating “Don’t nag me, I’m a great American smoker,” and “ashtray screen” for the desk.



CONVERSATIONS	COMEBACKS
<p>★ BENIGN APPROACH ANTI-SMOKER: Hi. This is the tenth anniversary of the Great American Smokeout. Won't you join in this year and try to stop just for today? SMOKER: Thanks for asking, but I enjoy smoking. I have no interest in participating. ANTI-SMOKER: But if you try to stop for just one day, maybe you'll be able to quit. SMOKER: Again, I appreciate what you're saying but I've made up my mind. I choose to smoke.</p> <p>★ BELLIGERENT APPROACH ANTI-SMOKER: You know smoking is not good for you. It's stupid to keep smoking. Why don't you quit for just today, for the Great American Smokeout. SMOKER: Thanks for asking, but I've chosen to smoke. I have no interest in participating. ANTI-SMOKER: I'm going to leave you some literature on how to stop smoking. You ought to read this and quit. SMOKER: You're welcome to do that, but you might want to save it for someone else. I enjoy smoking and I'm going to continue to enjoy it.</p>	<p>★ I used to be a chain smoker, but I switched to cigarettes.</p> <p>★ Smoking is the leading cause of statistics.</p> <p>★ I'd rather take a smoking break than a break from smoking.</p> <p>★ There are two reasons why some people don't mind their own business. One is they don't have any mind. The other is they don't have any business.</p>



Incentives to Quit: Quit and Win Contests

In 1982, The Minnesota Heart Health Program sponsored a community-wide *Quit & Win* stop smoking contest using financial incentives to encourage smokers to sign up to make a quit attempt and pledge to remain smoke-free for 30-days to be eligible for the incentive drawing.

The program proved to be very popular with thousands signing up to quit. Quit & Win contests have been run in dozens of communities providing a vehicle to link smokers with resources to help them refrain from smoking yielding quit rates ranging from 17% to 40%.”

