

Cigarettes

Kenny Anderson



Cigarettes: Deception & Death of Big Tobacco

Kenny Anderson



I became passionate about the topic of cigarettes when my sister made a lasting exclamation to me soon after she had graduated college. She alerted me to the fact that many of her friends now smoked, as in a significant >50% margin of her friends. My sister has never smoked a single cigarette in her life and she certainly wasn't aware any of her friends had. It really is quite interesting to learn why these young people, in their early to mid twenties, had chosen to take part in an activity that is the number one cause of preventable death in the U.S.

Come to where
the cancer is.



Marlboro

Further, these students were not some high school dropouts that wouldn't understand a statistic if it hit them in the face. These people were college educated engineers, biologists, chemists; a group of people that believe strongly in the sciences. Yet, they take part in this statistically extremely harmful vice. Their answer for why they partook was also unsatisfactory. Nearly all of them simply answered that they smoked so that they could fit in with their college friend group. These otherwise objective people gave in to simple peer pressure? These adults would throw away 14 years of their life so they could be "with it"? They went on further to say that they felt lonely in a strange environment and wanted to be able to fit in, but that still doesn't seem like a firm answer. The old saying, "If all your friends jumped off a bridge" comes to mind, would a person really risk everything that comes with cigarettes just for other people?



This phenomenon flabbergasts me, how the tobacco industry uses advertising, propaganda, and the addictive power of nicotine to keep 18% of our population hooked on cigarettes. Even with a plethora of medical research behind the toxicity of cigarettes and a history of ever more stringent regulation, people continue to smoke. They are a huge drain on the medical system, incurring billions of dollars of extra medical aid spent on dying smokers and those affected by secondhand smoke. I am extremely disappointed that people in this day and age are dying from these “death sticks”.



20,679* Physicians
say "LUCKIES
are less irritating"
"It's toasted"

As a legal adult, I can admit I have smoked a cigarette before and can also proclaim that for all the hype and pressure around them, cigarettes are a dull disappointment. It was at some lame bonfire party where people were drinking and smoking but I was there because friends had invited me. I was having an enjoyable time and someone offered me a cigarette. I thought, "hey, why not, just one to try it out," so I lit it up and tried it out. I put the cigarette to my lips, inhaled deeply, and exhaled in a cloud of smoke and coughing. I continued this regimen until all that remained was the stubby orange butt. My forehead wrinkled and I my eyes bore into what remained of the cigarette. That was it? That was all that it offered? For all the hype, for all the people that smoke, for all the damage it causes to society, I was expecting so much more. I tossed the butt, disappointed, and later that night gave my thoughts to my friends at the party who smoked regularly. The same answers seem to come back, "Its cool", "It helps me relax", "I do it cause everyone else does". The same unsatisfactory answers that so boggle my mind, given to me by my peers.

**SMOKING CAUSES
BLINDNESS**



WARNING

The toxic chemicals in tobacco smoke damage your blood vessels, damage your body's cells and attack your immune system.

These, among other reasons, is why I am so interested by the history behind cigarettes, their advertising, and their place in popular culture. How so many people could be convinced to smoke is almost as enthralling as knowing why hundreds of people would willingly drink arsenic laced kool aid. Understanding how the tobacco project has indoctrinated such a large portion of our population through advertising, propaganda, and false science. I am hoping that through this project I will get a better understanding of the motivations behind cigarettes and better ways to go about ridding them from our culture.



Kenny Anderson



Cigarettes: Deception &
Death of Big Tobacco

20 CLASS A CIGARETTES

Tobacco has a long history of recreational use. Christopher Columbus found Native Americans using tobacco ceremoniously and as a medicine. Around the 1550s, tobacco surged in popularity and in 1612, the first successful American tobacco crop came about in Virginia. In the late 1880s, cigarette machines were invented that could pump out hundreds of thousands of cigarettes a day, raising the tobacco cigarette availability and popularity. In the following years cigarettes were given the nickname “coffin sticks,” even before their hazardous health effects were scientifically proven.



Coffin, early 1900s



C1900, Depicts Indians giving tobacco to Cortez

As early as the 1930s, several health institutions in the U.S. heavily suspected cigarettes resulted in lower life spans. By the 1950s, the American Cancer Society, among others, had solid numbers that cigarettes caused cancer and lowered lifespans



Cancer Society Logo

As the public learned of the harmful properties of cigarettes, sales of cigarettes began to tank and the tobacco companies have been in a slow but profitable spiral ever since. The rise of scientific studies and government regulation caused a major educational impact on the population of the U.S. from the 60s onwards. This scientific evidence was able to cut through the fraudulent advertising and misinformation spouted from the tobacco companies in defence of their industry.



Tobacco Master Settlement



According to a recent National survey
**MORE DOCTORS SMOKE CAMELS
THAN ANY OTHER CIGARETTE**

*1946-More Doctors Smoke
Camels Campaign*

As early as the 1930s, there were rumblings of health problems with cigarettes in the scientific community. To stem this concern, the tobacco industry ran ads containing physicians recommending their brand, stating it was “less irritating” and didn’t cause cough. By the 1950s, the American Cancer Society had solid numbers that cigarettes caused cancer and lowered lifespans significantly. In response, the tobacco companies disputed these studies as an organized conspiracy to save their industry and began heavily marketing their product to sway the public.

“...the industry began promoting filter and reduced-tar cigarettes during the 1950s primarily to calm public fears about the health effects of smoking. Although advertisements of the era suggested that the new cigarettes were ‘healthier’, there was no real evidence that this was so. (Glantz)” The tobacco companies attempted to stem these concerns with advertisements involving their new filtered or “low tar” cigarettes that were “less irritating” and did not cause coughing. The tobacco companies were able to fool the public into thinking these “healthier” cigarettes had solved the problem and sales began rising again.



1950s - Dentist Recommends Viceroy Filtered Cigarettes

It took until the 1970s before scientists could prove that these filtered and “low tar” cigarettes were only minutely different from regular cigarettes and still carried the same risks of cancer and disease.

In 1964, the surgeon general gave an official report on cigarettes, based on over 7,000 scientific articles, that stated that cigarette smoking was the cause of lung cancer, laryngeal cancer and chronic bronchitis. This report was on the front page of all major newspapers for days and it marked the start of the slow decline of the legal power of the cigarette companies.

“After an initial period of uncertainty around the release of the Surgeon General’s report, the tobacco industry started an aggressive campaign to create controversy about the scientific evidence that smoking is dangerous and to defend the “right” to smoke...the industry operating quietly through public relations firms to secure publication of articles from seemingly neutral sources that supported the tobacco industry’s position. (Glantz)”



1964- Surgeon general delivers report



1964-Newspaper headlines about surgeon general report

This report also kicked off the start of the tobacco industry's large collaborative disinformation campaign dedicated to muddling the science and keeping people smoking that would continue for the following few decades. The tobacco companies helped create several documents and books that would help in their PR campaign against more cigarette regulation. The 1966 book titled, *You May Smoke*, was a book based on scientific research conducted by the tobacco companies that ultimately promoted moderation in smoking at best, negatively sawing the public to continue smoking. Another example was a document known as *Barron's Editorial* written in 1967. It was a public relations front page editorial reprint from *Barron's* featured in newspapers that critiqued the 1964 surgeon general report. The editorial also badmouthed the 1965 Cigarette Labeling and Advertising Act which required a health warning be on every cigarette pack sold.



1965-Newspaper on Cigarette Labeling Act



1967-Barron's Editorial

Over the following decades it was a downward spiral for the tobacco industry. Increasing scientific research and an outcry from the public about the health effects of cigarettes put the tobacco industry on edge. “In the early 1970s...[the tobacco industry] was feeling increasingly threatened by possible government regulation... there were many areas of regulatory activity and the industry adopted various measures to forestall further regulation or at least to counter its effects. (Glantz)”



Harsher warning on cigarette packaging



1998-Anti smoking ad

Many states in the U.S. began putting excise taxes on cigarettes, lowering cigarette usage and the profits of the industry. The Federal government extended their mandatory labeling of cigarette packs with a surgeon general warning about the proven health dangers of cigarettes including cancer, emphysema, heart disease, and complicated pregnancies. By the late 1970s, the tobacco industry was also not allowed to advertise on T.V. or radio through the Public Health Cigarette Smoking Act. These cigarette ads were replaced with anti-smoking ads and education programs to prevent young people from taking up smoking.

In 1996, the FDA asserted authority over the regulation of tobacco products in what is known as the FDA Rule. They further regulated how and where cigarettes could be advertised and sold.



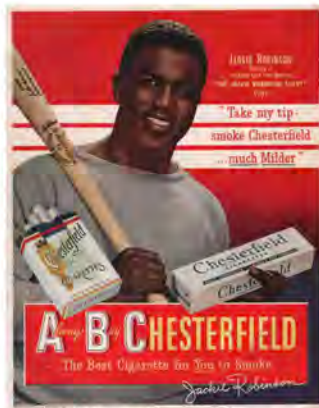
1950s-Cigarette vending machine

“First, the Rule would have reduced youth access to tobacco by banning most cigarette vending machines, self-service displays, and free samples, and by requiring retailers to verify age for all over-the-counter sales. Second, it sought to reduce tobacco’s appeal to youth by prohibiting tobacco advertising within 1,000 feet of schools and playgrounds, restricting outdoor ads and ads in publications with a significant teen readership to black and white text-only, prohibiting tobacco brand names and images on baseball caps, T-shirts, gym bags and other products that appeal to kids, and prohibiting tobacco brand sponsorship of sporting and entertainment events.(CTFK)”

Tobacco companies could no longer have name brand sponsorships, thus no partnerships with other big companies like Nike. Cigarettes could also no longer be marketed in a positive light towards athleticism, health, and life or career success. This ruling by the FDA was essential to the regulation of tobacco products. It was the first federal agency that had tried to regulate tobacco products, prior to FDA regulation, all regulation was done by congress or on a state by state basis. This meant that tobacco companies didn't have to disclose what was in their products. Prior to the FDA, the companies could also easily advertise to children and youths had relatively easy access to tobacco products. These regulations helped educate the public about the dangers of smoking and help keep tobacco from being easily accessible to children.



1950s-Baseball player
cigarette ad



1950s Jackie Robinson
cigarette sponsorship ad

Even after copious amounts of scientific research and legal pressure on the tobacco industry, the tobacco companies still refused to admit their products were harmful. All this culminated into the Tobacco Master Settlement in 1998.



1998-Tobacco settlement in the NYT

“The Master Settlement Agreement (MSA) is an accord reached in November 1998 between the state Attorneys General of forty-six states, five U.S. territories, the District of Columbia and the five largest tobacco companies in America concerning the advertising, marketing and promotion of tobacco products. In addition to requiring the tobacco industry to pay the settling states approximately \$10 billion annually for the indefinite future, the MSA also set standards for, and imposed restrictions on, the sale and marketing of cigarettes by participating cigarette manufacturers.(WMCL)”

The settlement was the result of a medicaid lawsuit filed by the attorneys general of 46 states. The lawsuit was based on the theory that cigarettes produced by these tobacco companies resulted in major health problems in the population and thus resulted in significant costs to the health systems of each state. The settlement that resulted was a major blow to the tobacco industry, heavily regulating advertising, marketing and promotional programs. This included forbidding targeting youth, the use of cartoons in advertisements, advertising in transit and on billboards, product placement in media, branded merchandise, free product samples and sponsorships.

Regulation only got more stringent after the Master Settlement Agreement, shortly after the agreement, cigarettes could no longer be marketed with flavors to curb underage smoking.

“...a cigarette or any of its component parts (including the tobacco, filter, or paper) shall not contain, as a constituent (including a smoke constituent) or additive, an artificial or natural flavor (other than tobacco or menthol) or an herb or spice, including strawberry, grape, orange, clove, cinnamon, pineapple, vanilla, coconut, licorice, cocoa, chocolate, cherry, or coffee, that is a characterizing flavor of the tobacco product or tobacco smoke. (FDA)”



*1990s-Camel flavored
cigarettes*



*Tobacco became taboo
and heavily restricted*

This law was passed to curb underage smoking, since flavors appealed most to children. It was a major milestone for the FDA, as prior to this tobacco had only really been restricted in terms of where it could be sold, how it could be advertised, or how it was labeled. Tobacco companies had not had restrictions on the actual products they could sell before this law was passed. Afterwards, regulation only got worse for the tobacco industry. Any kind of law or bill that regulated tobacco, that was drafted since the agreement, seemed to pass. As of the 2009, cigarettes could no longer be labeled with light, mild, or any kind of name that would imply a less dangerous cigarette. Cigarettes are now heavily restricted thanks to the rise of scientific research, ease of information creating a mass of public awareness, and government regulation.

Kenny Anderson



A Smoky Past

An Innaccurate Tale of Tobacco History

A thunderous clap assaulted and reverberated throughout the board room as Jack's hand slammed into the conference table. Jack was a sight to behold at a tall 6'3, his face contorted in a frustrated scowl, his left hand holding a smoldering cigarette and his left clenched into a fist. His eyes darted between the six other men and women around the meeting table centered in the room. "Damn it people! We're selling cigarettes not atomic weapons! These studies are scaring the hell out of people and I need you to deal with this now!" Jack demanded.



“Betty!” he shouted as he pointed in the direction of a plump and sweating woman seated on the other end of the table, “get me a new slogan! We want something snappy and new! Stay away from doctors or scientific mumbo jumbo, our customers shouldn’t be reminded of that horseshit!” Jack’s whole face tensed and veiny as he assaulted Betty with instructions, saliva blasting from his mouth, his chin violently attacking the air as he shouted.



“Bill!” he shouted, changing the direction of his expletive filled rant to a middle aged grey haired man sitting directly to Jack’s left who appeared to be avoiding his gaze, “Where in the hell is our new filtered line! You told me it would be in full production in six months and it’s been eight!” Jack paused for his chest to rise again and fill with oxygen, his lungs heavy from chain smoking, while Bill’s eyes darted around and his mouth stuttered for a retort. Before he could respond, Jack started his tirade again, his face drawing closer to Bill’s with every word.



“I don’t want any of your excuses Bill, I can get anyone off the street to do your job for pennies on the hour, get it done by the end of the week or your ass is fired!” he demanded, spittle spraying Bill’s wrinkled face. Jack straightened up again and gestured his arm around the table bluntly stating, “Now get out of my sight all of you! This is the easiest sales job on the fucking planet, they start and can’t stop, just do your goddamn jobs.” The conference room emptied as if it had just been struck by gunfire, every senior employee escaping Jack’s wrath.



Jack's hand ruffled at his neck, returning his tie to its neat original state, as he diverted his attention out the nearby window surveying the city. His eyes slowly wrapped their way along the horizon of the freeways surrounding the building. "This aint over Luther," he murmured, "I ain't giving up so easy, you want a war on your hands, you got one. No surgeon general and scientific research is going to ruin my company"



A loud noise coincided with a bright green flash behind Jack, forcing him to avert his eyes and clasp his ears. Jack dropped his cigarette and whipped around as the acrid smell of burning rubber rushed to his nostrils, his eyes searching for the source of the scent. In front of him stood two shimmering figures which had not been present a second ago.



Both figures were a grainy, semi-translucent, almost digital in nature, and not truly in the room with Jack. The one to Jack's left, a tall man dressed in a black suit, stared at Jack with his mouth agape. The figure to Jack's right was a shorter women attired in a blouse and slacks, with a similar expression of astonishment.



“Who...What.....The hell are you!!” Jack sputtered at the ghostly figures before him.

The man responded in a visceral distorted voice,“We are from the Institute of Tobacco History.”

The woman then cut in adding onto his statement, “I can’t believe we finally get to meet the famous Jack Limbert, practical savior of humanity!”

Jack’s eyebrows furrowed as he questioned, “what in the hell are you talking about you ghostly



The man snorted and retorted, “we are no demons, simply travelers attempting to experience a bit of history!”

Jack’s voice became exasperated, “what the hell are you talking about, who are you people and what in the hell is the Institute of Tobacco this and that?”

The man was taken aback but his shimmering image’s eyebrows raised as he responded, “sorry, we were just really caught up in the moment. I am Andreas and this is Clarisse, we are from the Institute of Tobacco History in Boston. We are from the year 2055 and wanted to be in the company of the great Monbira CEO, Jack Limbert!”



Shaking his head, Jack sat back against the wall, his hat in hand, looking at the visceral figures before him. "Assuming you glittery ghost are giving me accurate information, why the hell am I so important?" Jack questioned. Clarisse cut in, announcing,

"you and you alone were able to sway the public to smoke again, saving millions of lives every year. Without you, our civilization would have died out long ago!"



Jack furrowed his brows, "so, the scientific studies were bunkus? Cigarettes don't really cause cancer?"

Clarisse and Andreas both chortled simultaneously, their images distorting with the tempo of their laughter. "No, no, no," Andreas responded, "of course they cause cancer, emphysema, tons of other effects that can kill you."

Clarisse once again cut in to clarify, her face beaming as she stated, "but all of those effects can now be cured and even with the effects, smoking is far better than the alternative."



Jack, still confused, inquired, "what do you mean by that exactly?"

Andreas walked, or more accurately glided, towards Jack, causing Jack to stiffen slightly. "In the last 20th century and early 21st century, an epidemic gripped larger and larger portions of the population of the world, obesity. Billions of people became fat and obese, cutting decades off their lives, costing trillions in healthcare and drastically lowered workplace productivity."

Clarisse continued, "for you see, once everyone quit smoking, they stopped getting nicotine, which is a stimulant that suppresses hunger."



Jack nodded his head, "so you're saying that everyone got fat and started dying because they stopped smoking?"

"Yep!" Andreas responded, "however, thanks to our visit right now, you are able to sway the public with this knowledge, and everyone is able to continue smoking!"

"Okay so let me get this straight," Jack stated slowly as he raised from the ground, placing his hat on a bookcase and wiping his dripping brow with his handkerchief. "You want me to spread the word so people keep smoking?" Jack stated.



"That's correct," Clarisse responded, "you have a science division, get them to study up on the effects of nicotine on the body in relation to obesity, compare negative effects of smoking to obesity, and show the public and government that smoking is net positive in comparison."

"OK but what about..." and before Jack could finish his statement, the figures dispelled into the air, a ghostly dissipating cloud of dust.



Jack once again turned and faced out the window and slowly his face formed into a smirk. "How about that Luther? Hope you're still feeling smug about that cigarette cancer link. When the public learns about this, you're history," Jack uttered towards the window. Jack's hands probed his trouser pocket, withdrawing a lighter and pack of Monbiro blues. His right hand expertly extracted a cigarette and placed it between his lips, while his left fluidly lit it. His chest raised, held, and fell, his mouth releasing a cloud of obesity curing smoke.

