

SMOKE & MIRRORS 1492-1899



Matthias De Lobel, *Plantarum seu Stirpium Historia*. 1576

Tobacco was first cultivated in the Americas in 6000 BC. Some thought it was a new medicine. Few thought of it as a health hazard. England was the first country to take up smoking for pleasure and profit.



Christopher Columbus — James Baldwin and Ida Bender, *Baldwin and Bender's Third Reader*, 1911

1492 Christopher Columbus mentions tobacco in his journal on his first voyage to the New World. By **1493**, tobacco has reached Europe. It soon will reach all parts of the known world, spread by sailors on trade routes.

1602 King James of England authors *A Counterblaste to Tobacco*. It says, “Smoking is a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs.” The king notes that autopsies found smokers’ “inward parts ... infected with an oily kind of soot.”



Jamestown Colony — S.G. Goodrich, *A Pictorial History of the United States*. 1852



Walter Raleigh and Queen Elizabeth — Benson J. Lossing, *Our Country*. 1895

1614 Tobacco grown in the first English colony, Jamestown, Va., enters the global marketplace under English protection. It will be used as a “cash crop” for approximately 200 years in America, lasting twice as long as the gold standard.

1760 Peter Lorillard opens a tobacco “manufactory” in New York City to process tobacco for pipes, cigars, and snuff. In **1790**, this company creates the first advertising campaign for tobacco by distributing posters through the post office.



Tobacco & Snuff of the best quality & flavor, At the Manufactory, No. 4, Chatham Street, near the Gas, By Peter and George Lorillard, Where may be had as follows:
Cut tobacco, Frig or carrot do.
Common leaf-cut do. Maccuba snuff,
Common smoking do. Rappers do.
Segars do. Stralburgh do.
Latina swill do. Common rappee do.
Pigtail do. in small rolls, Scented rappee do. of dif-
Fring do. ferent kinds,
Hogtail do. Scotch do.
The above Tobacco and Snuff will be sold reasonable, and warranted as good as any on the continent. If not found to prove good, any part of it may be returned, if not damaged.
N. B. Proper allowance will be made to those that purchase a quantity.
May 27—1790.

Lorillard advertisement, 1789 — Maxwell Fox, *The Lorillard Story*. 1947

1775-83 Benjamin Franklin uses 5 million pounds of tobacco as collateral for a loan from France to finance the American Revolution. He is assisted by financier Robert Morris, also of Philadelphia, a leading tobacco exporter.



Benjamin Franklin — William Cullen Bryant and Sydney Howard Gay, *A Popular History of the United States*. 1881.

1861-65 During the Civil War, tobacco is given with rations by both North and South.

1870s The tobacco industry began inserting cigarette cards featuring famous sports figures to stiffen cigarette packages and promote the product.

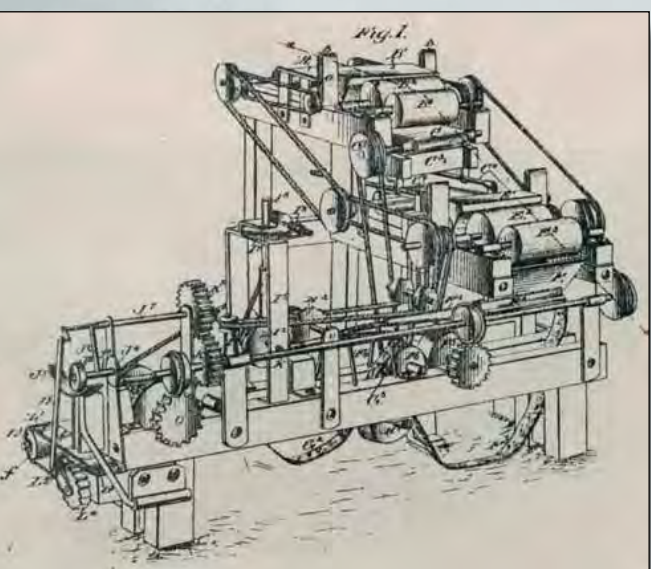


Civil War soldiers smoking — Southern Historical Collection, The University of North Carolina at Chapel Hill

1881 James Bonsack revolutionizes the tobacco business with the first cigarette rolling machine. It can produce 120,000 cigarettes a day.

1891 The first issue of *The Texas Sanitarian*, published by Thomas J. Bennett, MD (1921-22, TMA president), contains the earliest known warning to Texas doctors about the potential harmful effects of tobacco.

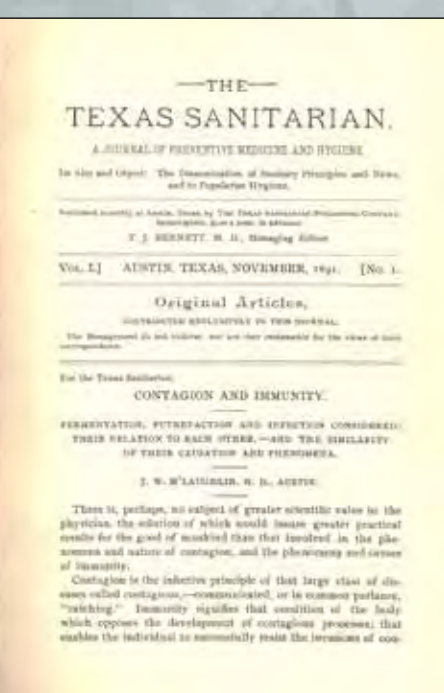
1899 Texas bans the sale, gift, or barter of tobacco products to a minor, defined as anyone under age 16. In **1989**, the legal age to purchase tobacco products in Texas is raised to 18. In **2009**, it is raised to 19.



Bonsack cigarette rolling machine. 1881
Virginia Memory, Library of Virginia



Leonhart Fuchs, *De Historia Stirpium Commentarii Insignes*. 1542



The Texas Sanitarian, 1891

SMOKE & MIRRORS 1900-1970

Modern advertising was born in the early 20th century, and the tobacco industry embraced its methods. Celebrities and sports stars all endorsed cigarettes. Even physicians and nurses were depicted in cigarette advertisements, which appeared in medical journals and included many health claims. By the time the U.S. Public Health Service concluded that cigarette smoking caused lung cancer and other diseases, few were able to kick the habit. But change was on the way.



American Tobacco Company: Lucky Strike, "Amelia Earhart — First woman to fly the Atlantic by airplane." Publication unknown. 1928



Baseball trading cards for Piedmont and Old Mill. circa 1920s



R.J. Reynolds: Camel, "Sleep? What's That?" *Texas State Medical Journal*, February 1944



Phillip Morris: Marlboro, "Gee, Dad, you always get the best of everything." Publication and date unknown.



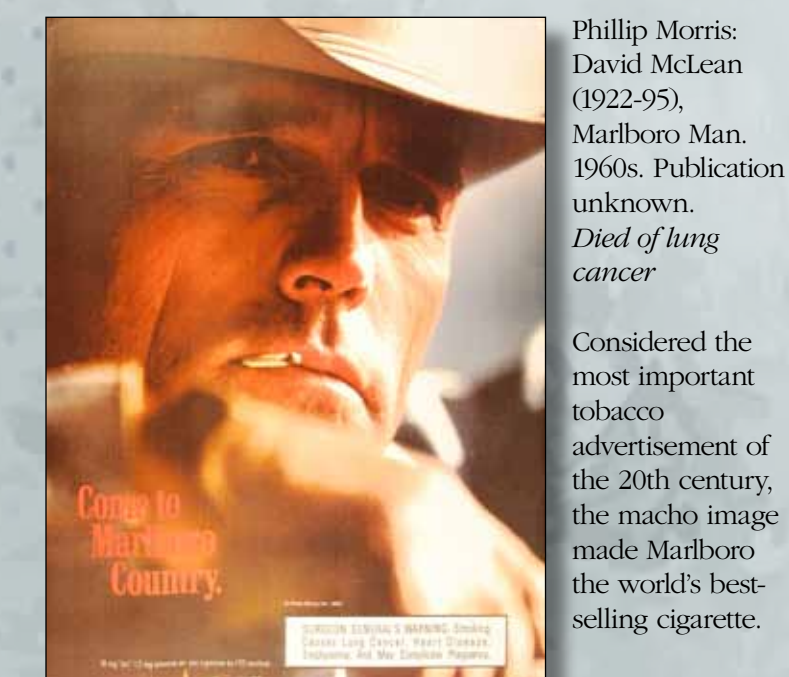
TMA Centennial Celebration ashtray, 1953. Gift of C.N. Montgomery, MD (TMA member)



Liggett & Myers: "Always Buy Chesterfield" with Ted Williams and Stan Musial, *Life*, May 26, 1947



R.J. Reynolds: actor John Wayne (1907-79) for Camel. *Life*, 1951. Lung cancer. Died of gastric cancer



Phillip Morris: David McLean (1922-95), Marlboro Man. 1960s. Publication unknown. Died of lung cancer

Considered the most important tobacco advertisement of the 20th century, the macho image made Marlboro the world's best-selling cigarette.



Philip Morris: Virginia Slims, "You've come a long way, baby," *Ladies Home Journal*, September 1970

1901 Anticigarette laws are considered in 43 of the 45 states. In Texas, Senate Bill 299 is introduced but does not pass.



Tobacco plants in a shed near Palestine in Anderson County, circa 1900. The Portal to Texas History

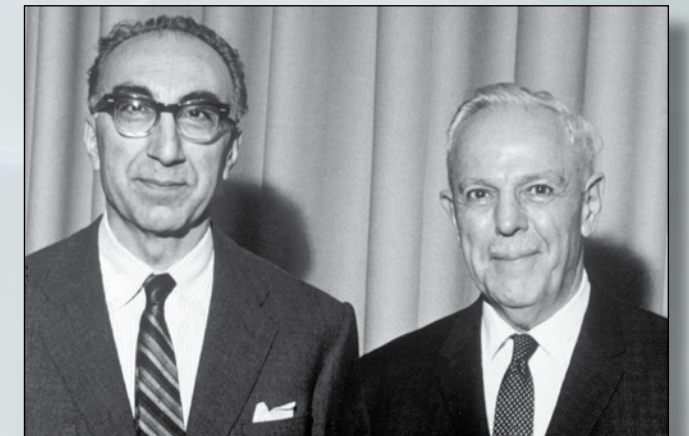
1903 The U.S. Bureau of Soils revives tobacco growing in East Texas. Packing houses open in Palestine and Nacogdoches.

1917-18 The U.S. joins World War I, and cigarettes are part of soldiers' rations.

1920s The father of public relations, Edward L. Bernays, creates a successful ad campaign for the American Tobacco Company targeting women, who had won the right to vote but are not allowed to smoke in public.

1933 The *Journal of the Texas State Medical Association* and the *Journal of the American Medical Association (JAMA)* first publish cigarette advertisements (Chesterfield). *JAMA* stops accepting these advertisements in **1953** as does the *Journal* in **1967**.

1939 Alton Ochsner, MD, and Michael DeBakey, MD (TMA member), publish the first of several articles linking lung cancer to smoking.



Michael DeBakey, MD (1908-2008), TMA member, and Alton Ochsner, MD (1896-1981) Photo courtesy of Ochsner Medical Library & Archives Ochsner Clinic Foundation, New Orleans, La.

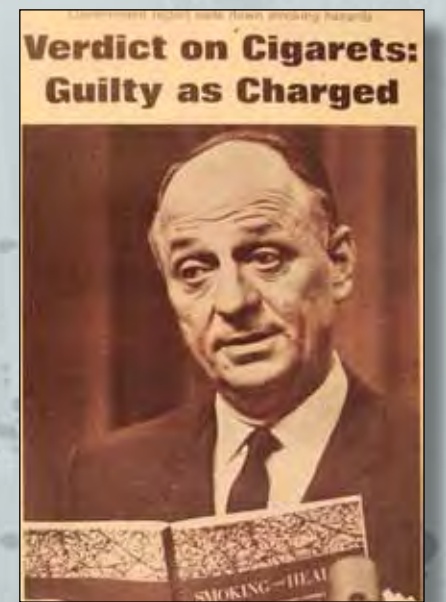
1939-45 During World War II, President Franklin D. Roosevelt makes tobacco a protected crop, and cigarettes are included in soldiers' rations.

1954 Eva Cooper is the first to sue a tobacco company, R.J. Reynolds, for her husband's death from lung cancer. The tobacco companies win all such lawsuits.



Walt Disney, animator/founder, Disney Studios (1901-66) Died of lung cancer The J.A. Aberdeen Collection

January 1964 *Smoking and Health: Report of the Advisory Committee to the Surgeon General* is released, confirming that smoking can cause lung cancer, bronchitis, and other diseases. Charles LeMaistre, MD (TMA member), is on the advisory panel.



Luther Terry, MD (1911-85) U.S. Surgeon General (1961-65) *Life*, "Verdict on Cigaretts" Jan. 24, 1964

1965 All cigarette packs must display the surgeon general's warning: *Caution: Cigarette Smoking May Be Hazardous to Your Health.*

1970 President Richard Nixon approves the law that bans cigarette advertising on radio and television, effective **Jan. 2, 1971**.

Unless otherwise noted, all images courtesy of Alan Blum, MD, director, The University of Alabama Center for the Study of Tobacco and Society

SMOKE & MIRRORS 1977-2010

Early government warnings barely loosened the tobacco industry's grip on society. But as more understood that tobacco threatened the health of smokers and nonsmokers alike, a public revolt began. Legislation, lawsuits, and public health campaigns were the weapons of choice. Editorial cartoonists targeted tobacco-industry hypocrisy.

1977 Doctors Ought to Care (DOC) is founded in Miami, Fla., by Alan Blum, MD, and Rick Richards, MD. It begins the first paid marketing campaign against the tobacco industry.

1979 The Medical Student Section of the American Medical Association House of Delegates introduces a resolution in favor of a ban on smoking on commercial aircraft.

1980s Flight attendants' testimony helps to end smoking on commercial flights.

1989 The University of Texas (UT) M.D. Anderson Cancer Center is the first hospital in Texas to go smoke free. In **1994**, UT M.D. Anderson Cancer Center is the first American university to stop taking tobacco research money. Joel S. Dunnington, MD, TMA's leading antitobacco advocate, spearheads these efforts.

1994 States and insurance companies join class-action suits to recover medical costs of tobacco-caused disease.

1999 The U.S. Department of Justice sues the tobacco industry. In **2006**, the tobacco industry is convicted of civil fraud and racketeering. This judgment is upheld in **2009**.

2003 Dallas is the first city in Texas to establish a smoking ban. El Paso passes a sweeping smoking ban in **2004**.

2007 Texas' smoke-free legislation fails. It fails again in **2009**.

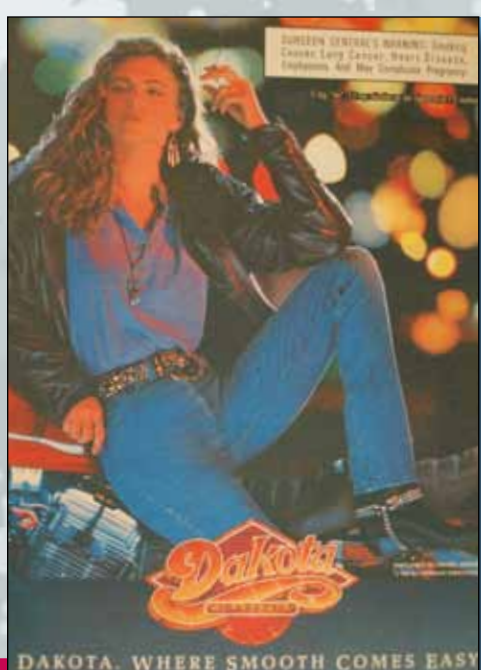
2009 The Texas Cancer Registry releases *Tobacco and Cancer in Texas, 2001-2005*. Tobacco remains the leading cause of preventable disease and death in Texas.

2009 The Texas Medical Association introduces educational tools to help physicians discuss healthy lifestyle changes and joins the AMA Healthier Life Steps™ program.

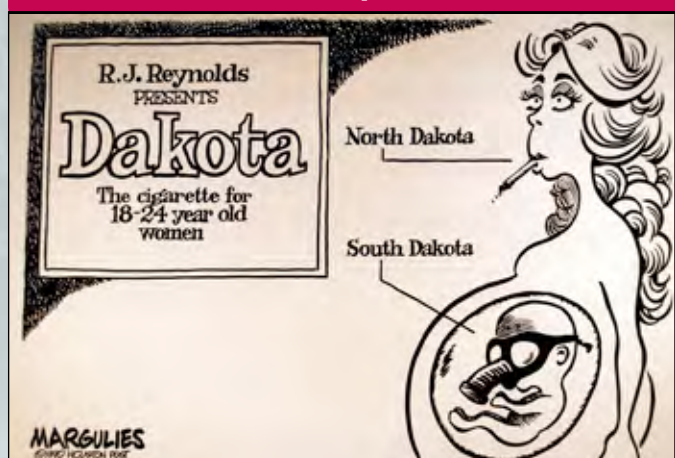
2010 As of July, 35 states have enacted statewide smoke-free laws that are protecting more than 306 million people. Texas is not among those states.

Unless otherwise noted, all images courtesy of Alan Blum, MD, director, The University of Alabama Center for the Study of Tobacco and Society
All posters from the collection of Joel S. Dunnington, MD (TMA member)

R.J. Reynolds: "Dakota, Where Smooth Comes Easy." Publication and date unknown

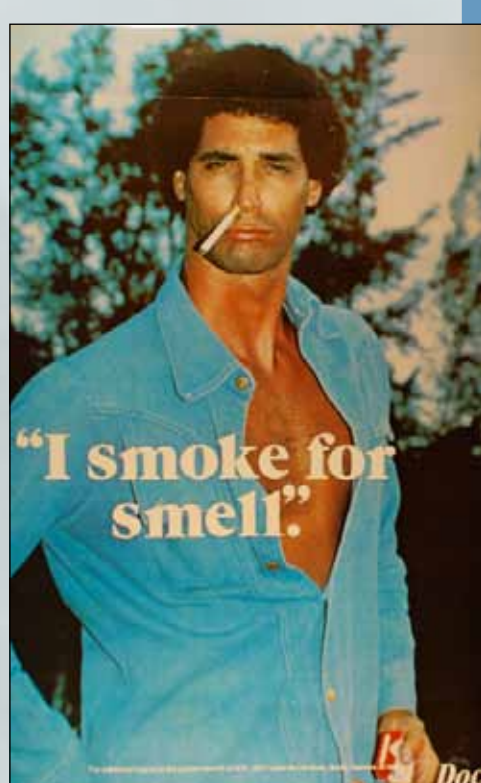


"By 1985 lung cancer had surpassed breast cancer as the leading cause of cancer deaths among U.S. women, a fact that went virtually unreported in women's magazines, nearly all of which continued to accept cigarette advertising. Most still do."
 Alan Blum, MD, director, The University of Alabama Center for the Study of Tobacco and Society



Margulies, "R.J. Reynolds presents Dakota," Houston Post, 1990

"I Smoke for Smell," early DOC anti-tobacco poster. Other organizations soon offered posters as part of their public health campaigns.



R.J. Reynolds Tobacco Company: Camel; Joe Camel in Camel Motorsports. Publication and date unknown

4,000 children ages 12-17 light their first cigarette every day — 1,200 become smokers. By 1991, the *Journal of the American Medical Association* published a study revealing that more children could recognize Joe Camel than could identify Mickey Mouse or Fred Flintstone. Until 1997, R.J. Reynolds resisted all calls to end the Joe Camel campaign.



Of the 10 million using smokeless tobacco — approximately 3 million are under 21. Chewing tobacco contains 28 poisons. Poisonous nicotine is three times stronger in snuff than in cigarettes.



United States Smokeless Tobacco Company: Skoal, "Enjoy tobacco at a no-smoking stadium?" Newsweek May 30, 2005

Every third person who develops cancer is a smoker. About 90 percent of those with lung cancer used tobacco.



American Airlines flight attendant Patty Young of Dallas began a campaign in 1966 to ban smoking on commercial flights.
 Airline seating chart showing smoking and nonsmoking sections, Northwest Orient Airlines, 1982



Wilkinson, "Joe Camel ... the later years." Publication unknown, 1994



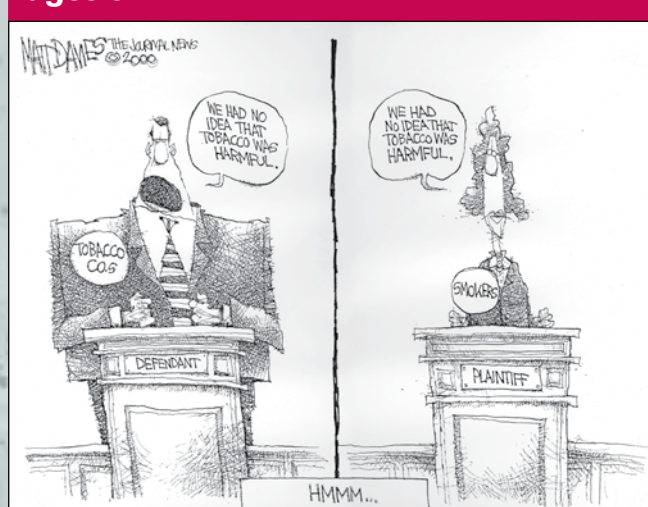
Trudeau, "How Do they Live With Themselves?" Cover illustration, New York Times Magazine, 1994

Mr. Butts, created by cartoonist Garry Trudeau, first appeared in the comic strip when the character Mike Doonesbury is asked to create an ad that targets teenage smokers.



No Smoking sign City of Houston

The Environmental Protection Agency says secondhand smoke is as deadly as asbestos and radon. Of the more than 126 million innocent nonsmokers exposed annually to tobacco smoke, 22 million are children ages 3-11.



Matt Davies, "We had no idea that tobacco was harmful ..." 2000