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TOBACCO**

*A Responsible Company In A Controversial Industry*

**Tobacco Risk Awareness Timeline**  
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# Tobacco Risk Awareness Timeline

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## Public Awareness and Smoking

For years after tobacco was discovered in America in 1492, smoking was considered a pleasant indulgence in lives often fraught with difficulties. Early on, many people, including some physicians, considered smoking to include medicinal properties. However, over the years, a growing number of people, including users of tobacco themselves, came to suspect that smoking could be harmful to the body, perhaps even fatal.

Yet the custom of smoking spread around the world. The increase in smoking was accompanied by an ever-increasing litany of cautions worldwide from governments, clergy, physicians, educators, scientists and concerned citizens. Awareness levels of the dangers of smoking increased with the development of mass communications technologies. This led to increased anti-tobacco sentiment, and during the first part of the twentieth century, the product was banned in 14 states. Like the prohibition of alcohol, these bans were eventually repealed.

Prior to 1950, the evidence linking smoking to lung cancer and other diseases was largely anecdotal. However, in the early 1950s, scientific studies began to emerge which demonstrated that smokers were more likely to develop lung cancer than non-smokers. As the number of scientific studies on the health effects of tobacco use grew, a public debate occurred as to the significance of the studies, which further caused the public to be saturated with news coverage regarding the issue of smoking and health. The issue of cigarette smoking continues to be controversial and to generate massive amounts of publicity to this day.

The purpose of this timeline is to trace the history of public awareness regarding smoking and health. As noted above, for the past five centuries it has been the focus of much debate and publicity which continues even now. It has virtually always been considered a risky behavior which was difficult to quit and could ultimately kill the smoker. As this timeline shows, the risks of smoking and the difficulties of quitting smoking were so well known as to become a part of our popular culture, appearing in stories, songs, books, magazines, television and movies.

### 1492

Three days after landfall, Christopher Columbus and crew note the natives' fondness for chewing the leaves of the indigenous tobacco plant and puffing its smoke. In short order, sailors are sharing in the local custom. Columbus writes in his journal: "Having lighted one end of it, by the other they suck, absorb or receive that smoke inside with their breath by which they become benumbed and almost drunk, and so it is said they do not feel fatigue. These muskets as we will call them, they call tabaco. I knew Spaniards who were accustomed to take it, and being reprimanded by telling them it was a vice, they made reply that they were unable to cease from using it." ("The Peninsular War," *Quarterly Review*, London, 1913, p. 127.)

### 1600

William Vaughn advises that "cane tobacco well dried, and taken in a silver pipe, fasting in the morning, cureth the megrim, the toothache, obstructions proceeding of cold, and helpeth the fits of the mother." However, he adds, "After meales, it doth much hurt, for it infecteth the brain and the liver..." (Sarah August Dickson, *Panacea or Precious Ban, Tobacco in Sixteenth Century Literature*, New York, New York Public Library, 1954, p. 98.)



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## 1602

In his dissertation “Work for Chimney Sweepers,” Philaretus theorizes about the effects of daily use of tobacco: “Tobacco works by evaporating man’s ‘unctuous and radical moistures’ - as was demonstrated in the fact that it was employed to cure gonorrhoea by drying up the discharge. But this process, if too long continued, could only end by drying up ‘spermatical humidity,’ too, rendering him incapable of propagation. Experience also showed that tobacco left men in a state of depression, ‘mopishness and sottishness,’ which in the long run must damage memory, imagination and understanding.” (Brian Inglis, *The Forbidden Game: A Social History of Drugs*, New York, Charles Scribner’s Sons, 1975.) The resource for this information can be found on The Psychedelic Library Web Site.

## 1604

“A custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black stinking fume thereof nearest resembling the horrible stygian smoke of the pit that is bottomless,” is how King James I of England describes the use of tobacco in *A Counterblaste To Tobacco*. He also observes that “many in this kingdom have had such a continual use of taking this unsavory smoke, as now they are not able to forebear the same, no more than an old drunkard can abide to be sober.” The King publishes his declaration after having physicians dissect the cadavers of smokers, discovering lungs coated with tar and soot. The resource for this information can be found on the Christian Heritage Library Web Site.

Lord Chancellor Sir Francis Bacon observes that people have extreme difficulty in prying themselves from tobacco: “In our times the use of tobacco is growing greatly and conquers men with a certain secret pleasure, so that those who have once become accustomed thereto can later hardly be restrained therefrom.” (Jacob Sullum, “The Misuse of the Legal System Against Unpopular Industries,” speech at Hillsdale College, Hillsdale, Mich., September 16, 1999.) The resource for this information can be found on Reason Online Web Site.

## 1605



*Guy Fawkes Leads attempt to blow up the English Parliament.*

## 1611



*The King James Bible is published in English.*

## 1617

Poem by William Vaughn, one of the first Englishmen to establish an American residence: “Tobacco that outlandish weede, it spends the braine and spoils the seede. It dulls the spirite, it dims the sight, it robs a woman of her right.” The resource for this information can be found on the Science, Tobacco & You Web Site.



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**1620**

 Pilgrims reach Cape Cod, found Plymouth Colony.

**1621**


“A good vomit, I confess, a virtuous herbe, if it be well qualified, opportunely taken, and medicinally used, but, as it is commonly abused by most men, which take it as Tinkers do ale, 'tis a plague, a mischief, a vicious purer of goods, lands, health, devilish and damned tobacco, the ruin and overthrow of body and soul,” writes Robert Burton in *The Anatomy of Melancholy*. (Robert Burton, *The Anatomy of Melancholy*, 1621.) The resource for this information can be found on The Tobacco Reference Guide Web Site.

**1632**

Massachusetts prohibits public smoking. The ban is ignored by men, but women are cautious because of the practice of burning nonconformists as witches.

**1636**

Some people, including a number of physicians, believe tobacco has valuable medicinal properties. During an outbreak of the bubonic plague in Western Europe, Dr. Isbrand van Diemerbroek credits his survival to his heavy smoking. Once, believing himself overcome by the plague, he has to hurry home and believes he is saved by his promptness in smoking “six or seven pipes of tobacco.” (Count Egon Corti, *A History of Smoking* (translated from the German by Paul England), London, George W. Harrap & Co. Ltd., 1931.)

 America's first university, Harvard, is founded in Cambridge, Massachusetts.

**1638**

The Ming emperor in China decrees any person trafficking in tobacco will be decapitated. The decree proves ineffectual as smoking spreads within the court. (Gregory A. Austin, *Perspectives on the History of Psychoactive Substance Use* [DHEW Publication No. (ADM) 79-810] 179.) The resource for this information can be found on the taima.org web site.

**1639**

 First American printing press is established in Massachusetts.

**1640**

French explorer Jean Baptiste Tavernier observes: “Men and women are so addicted that to take tobacco from them is to take their lives.” (Brian Inglis, *The Forbidden Game: A Social History of Drugs*, New York, Charles Scribner's Sons, 1975.) The resource for this information can be found on The Psychedelic Library Web Site.



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## 1642

Pope Urban VIII bans tobacco as a product of the devil “which causes hallucinations and wayward behavior, upsets relations between men and women, and in the end destroys the fabric of society.” (*Chronicle of the World*, Langman Group UK LD, 1990.)

## 1658

Jesuit priest Jakob Balde, commenting on the dangers of tobacco, writes: “What difference is there between a smoker and a suicide, except that one takes longer to kill himself than the other? Because of his perpetual smoking, the pure oil of the lamp of life dries out and fair flame of life itself flickers out and goes out all because of this barbarous habit.” (Egon C. Corti, *A History of Smoking*, London: George Harrap, 1931, p. 119.)

## 1665

Denmark physician Simon Paulli concludes his tome on the evils of tobacco in a tone of resignation: “But, if people will obstinately indulge themselves in the use of the noxious plant, all I can do farther, is to warn of the danger.” (“Smoking and Nothingness,” *The New Republic*, September 18 & 25, 1995, p. 41.)

## 1699

“Who is the rash man that first tasted a poison that is more dangerous than hemlock, deadlier than opium? When he opened his snuff box, did he not know he was opening Pandora’s Box, from which would spring a thousand ills, one worse than another?...All other pleasures bring satiety, which weakens their ill effects; tobacco alone becomes a fatal, insatiable necessity,” declares Fagan, Court Physician to King Edward XIV. (Egon C. Corti, *A History of Smoking*, London: George Harrap, 1931, pp. 185-186.)

## 1726

Bernard Mandeville, a Dutch physician and philosopher, on smoking: “What a vast traffic is drove, what a variety of labour is performed in the world to the maintenance of thousands of families that altogether depend on two silly if not odious customs: the taking of snuff and the smoking of tobacco; both of which is certain to do infinitely more hurt than good to those who are addicted to them.” (Thomas A. Horne, *The social thought of Bernard Mandeville: virtue and commerce in early eighteenth-century England*, Columbia University Press, New York, 1978.)

Evangelist Cotton Mather passes along this guidance to would-be preachers: “If once you get into the way of smoking, there will be extreme hazard, of your becoming a slave to the pipe; and ever Insatiably craving for it.”...“It is not easy to relate what are the damages, which inordinate and immoderate use of this fume does bring with it; for besides the insatiable and greedy lust of taking it, by its daily use, the memory is impaired, the stomach violated, the brain exicated, and the life shortened; and the offspring damnified.” (Cotton Mather, *Manuductio Ad Ministerium, Directions for a Candidate of the Ministry*, Boston, pp. 133-134, 1726.)



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**1776**



*American colonies declare independence.*

**1787**



*U.S. Constitution signed by Constitutional Convention delegates.*

**1793**

Researcher J. B. A. Murray concludes that smoking just before a meal affects an individual's appetite, resulting in lower consumption of food. (J. B. A. Murray, "Nicotina Tabacum," *Apparatus Medicaminum*, 1793, pp. 681-702.)

**1798**

Benjamin Rush, the first American professor of chemistry and a signer of the Declaration of Independence, cautions that tobacco in any form is accompanied by definite health risks. He warns against casual use, which he said could lead to impaired appetite, indigestion and other stomach disorders, tremors, palsy, apoplexy, tooth loss, and cancer of the lip. (Benjamin Rush, *Essays, Moral, Political and Philosophical*, Philadelphia, 1798, p. 264.)

Rush also says chewing or smoking tobacco creates a peculiar kind of thirst: "This thirst cannot be allayed by water, for no sedative or even insipid liquor will be relished after the mouth and throat have been exposed to the stimulus of the smoke, or juice of tobacco. A desire of course is excited for strong drinks, and these when taken between meals soon lead to intemperance and drunkenness." (Jacob Sullum, "Smoke Alarm," *Reason Online*, March 2001) The resource for this information can be found on Reason Online Web Site.

**1814**



*Napoleon is defeated at the Battle of Laon.*

**1815**

British Writer Charles Lamb proclaims in a letter to a friend, "This very night I am going to leave off tobacco! Surely there must be some other world in which this unconquerable purpose shall be realized." (Letter to Thomas Manning, December 26, 1815, E. W. Moss, *Letters of Charles & Mary Lamb*, 1978, cited by *Oxford Dictionary of Quotations*, Oxford University Press, New York, 1999, p. 449.)



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## 1828

German medical students Ludwig Reimann and Wilhelm Posselt write dissertations announcing the chemical composition of “pharmacologically active alkaloid nicotine.” Their experiments involve injecting drops of nicotine into the jugular veins of dogs. They are credited with the discovery of nicotine, concluding that it is a dangerous poison. (Thomas W. Laqueur, *Smoking and Nothingness*, September 18 & 25, pp. 40-41.)

## 1830



*First wagon train crosses the Rockies' South Pass.*

## 1836

“The general tendency of tobacco in any form is to prostrate the powers of life, and to bring on ultimate disease,” states J. Smyth Rogers, a physician and professor of chemistry and pharmacy, in a speech before the New York Anti-Tobacco Society. (J. Smyth Rogers, *An Essay On Tobacco*, New York: How & Bates, 1836, pp. 66-67.)

Samuel Green concludes in the *New England Almanack*: “Thousands and tens of thousands die of diseases of the lungs generally brought on by tobacco smoking...How is it possible to be otherwise? Tobacco is a poison. A man will die of an infusion of tobacco as of a shot through the head.” (Samuel Green, *New England Almanack and Farmer's Friend*, 1836.) The resource for this information can be found on the How To Prevent Lung Cancer Web Site.



*Texas declares independence from Mexico; Battle of Alamo is fought.*

## 1845

Former President John Quincy Adams observes in a letter, “In my early youth I was addicted to the use of tobacco in two of its mysteries, smoking and chewing. I was warned by a medical friend of the pernicious operation of this habit against the stomach and the nerves...I have often wished that every individual of the human race afflicted with this artificial passion could prevail upon himself to try but for three months the experiment which I made, sure that it would turn every acre of tobacco-land into a wheat field, and add five years of longevity to the average of a human life.” (Letter from John Quincy Adams to Rev. Samuel H. Cox, DD, Brooklyn, NY, August 29, 1845, Rev. Benjamin Lane, *The Mysteries of Tobacco*, Wiley and Putnam, New York, 1845.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.

## 1848

Relationship between tobacco and “functional derangement” of the heart is cited in brochure entitled *What You Should Know About Tobacco*. (Frank Leighton Wood, *What You Should Know About Tobacco*, Grand Rapids, Mich., 1944.)



*Associated Press is formed.*



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## 1849

Dr. Joel Shew attributes some 87 different diseases or ill effects directly to tobacco, including insanity, cancer and hemorrhoids. (Joel Shew, M.D., *Tobacco: Its History, Nature, and Effects on the Body and Mind*, G. Turner Publishing Company, Stoke, England, 1849.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.

## 1850

The American Anti-Tobacco Society is formed by the Reverend George Trask of Fitchburg, Massachusetts. The purpose of the society, he explains, is to “break up a deathlike prevalent stupidity in relation to the evils of tobacco.” (*Anti-Tobacco Journal*, July and August 1860, p. 135.)

## 1853

A temperance group awards prizes for the best essays on “The Physical and Moral Effects of the Use of Tobacco as a Luxury.” One of the winners writes: “The slave of tobacco is seldom found reclaimable...I know full well the difficulty of reclaiming the drunkard. But the tobacco drunkard is still less hopeful. I have, indeed, in the course of the last quarter of a century, met with instances of entire emancipation, but they have been few and far between.”

Another writes: “Most emphatically does tobacco enslave its votaries...It is the uniform testimony of those who have attempted to emancipate themselves from their attachment and bondage to tobacco, that to break the chains in which they are bound, requires the earnest efforts of reason, conscience and the will.” (Jacob Sullum, “The Misuse of the Legal System Against Unpopular Industries,” Speech at Hillsdale College, Hillsdale, Mich., September 16, 1999.) The resource for this information can be found on the Reason Online Web Site.

## 1856

*Lancet*, a British medical journal, begins serious debate on “The Great Tobacco Question: Is Smoking Injurious To Health?” with more than 50 physicians stating a wide variety of views. (W. Koskowski, *The Habit of Tobacco Smoking*, London, 1955, pp. 78-92.)

## 1857



Harper’s Weekly begins, focusing on current news and issues.

## 1858

Oliver Wendell Holmes uses the metaphors of slavery and enslavement to describe tobacco’s habituating qualities: “Let me assure you, the stain of a reverie-breeding narcotic may strike deeper than you think for I have seen the green leaf of early promise grown brown before its time under such Nicotian regimen...at the cost of a brain enfeebled and a will enslaved.” (Oliver Wendell Holmes, *The Autocrat of the Breakfast Table*, Boston, 1858, p. 116.)



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## 1860

*Atlantic Monthly* article declares “the evil effects of tobacco are to be determined by their proven physiological effects.” Tobacco is suspected of deranging the digestive and nervous systems, softening the brain, dimming vision, and causing stomach cancer and liver disease. The writer also states, however: “What is absolutely known is very little. Common observation settles the question, that the moderate and daily use of tobacco does not prove injurious.” (“A New Counterblaste To Tobacco,” *Atlantic Monthly*, August 1860, pp. 187-202.) The resource for this information can be found on the Cornell University Web Site.



*Pony Express mail service begins.*

## 1861



*Civil War begins in U.S.*

## 1865



*Confederacy surrenders at Appomattox, Va.*

## 1867

Early recorded use of the slang phrase “coffin nails” as a description of cigarettes. In the March issue of *Galaxy*: “Pamela...tries to persuade me, that every puff of smoke...is a nail in my coffin.” (*Random House Historical Dictionary of American Slang*, 1965, p. 451.)

## 1872

*Popular Science* reports on experiments French scientist M. Morin has conducted showing that nicotine can be detected in lung and liver tissue after death. An unnamed British scientist observes, “It is only after a number of years that nicotic symptoms appear, as through a process of accumulation.” (W.E.A. Axon, “The Physiological Position of Tobacco,” *Popular Science*, December 1872, p. 170.)

## 1876



*Alexander Graham Bell invents the telephone.*



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### 1879

James C. Jackson, a physician, attributes some mental and moral problems to the addictive effects of tobacco use: “The evil effects of the use of tobacco are incalculable. No man who uses it can ever hope to be the father of a child whose relations to life can be considered as favorable as they might be, had not his father been addicted to its use; whereas had his father not used it, the child might have been born with vigorous physical constitution, and in time, under proper opportunities, have grown to be a vigorously intellectual and moral man, rightly proportioned, harmoniously developed, and well balanced.” (James C. Jackson, M.D., *Tobacco and Its Effect Upon the Health and Character of Those Who Use It*, Dansville, NY, Austin, Jackson & Co. Publications, 1879, p. 43.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.

### 1880

Beginning in 1880, *The New York Times* becomes an ongoing source of news accounts and opinion pieces focusing on the habit-forming character of tobacco consumption.

“There are probably few smokers who do not cherish the purpose of someday giving up the use of tobacco. Most of these well-meaning persons do not fix on any definite day as the beginning of their emancipation from smoke, but vaguely resolve that in the remote future they will abandon their pernicious habit.” (*The New York Times*, March 25, 1880, p. 4.)

“To suddenly and forever abandon tobacco seems to persons who do not smoke one of the simplest and easiest things in the world, but, in point of fact, it is one of the hardest, and countless plans have been devised for aiding the smoker to break his chains by easy degrees.” (*The New York Times*, March 25, 1880, p. 4.)

“It is very rare to find a man who is over-fond of spirits who is not addicted to tobacco.” (*The New York Times*, March 25, 1880, p. 4.)

### 1881

In a report to the Wisconsin Board of Health, Dr. G. F. Witter states: “Extensively as tobacco is used, it is remarkable how very few persons can state distinctly the effects which it produces upon them - why they began and for what reason they continue the indulgence. If the reader be a user of tobacco, let him ask himself these questions, and he will probably be surprised to note how unsatisfactory the answers he receives will be.” (G. F. Witter, *Tobacco And Its Effects: A Report to the Wisconsin Board of Health*, 1881, p. 80.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.

Dr. Albert L. Gihon, Senior Medical Officer of the U.S. Naval Academy at Annapolis, Md., in a report to the Surgeon General of the Army: “With a sense of the serious responsibility which devolves on the sanitary officer of this establishment, conscious that the bodily welfare and happiness of these young men and of their future offspring may be permanently influenced by this vicious indulgence I have most earnestly advised that the strongest efforts of the authorities of the academy shall be directed towards the prevention of this pernicious, indefensible, and wholly unnecessary habit.” (Meta Lander, *The Tobacco Problem*, Boston: Lee and Shepard, 1882, 6th ed, 1885, pp. 130-131.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.



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### 1882

West Point and Naval military academies ban smoking among cadets: “The future health and usefulness of the lads educated at this school (West Point) require the absolute interdiction of tobacco.” (*Unitarian Review*, July 1882, p. 63.)

Tobacco is described by John Hinds, Ph.D., as an undesirable sensual pleasure to be avoided in a Presbyterian Church publication: “An excited and abnormal condition of the body is produced, which is succeeded by a relapse. This leaves a languor and sense of malaise which craves relief. To obtain this relief, resort is again had to the stimulant. The new dose exaggerates the effects, and thus the matter grows worse and worse until the man is a wreck.” (John I. D. Hinds, *The Use of Tobacco*, Cumberland Presbyterian Publishing House, 1882, p. 77.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.

### 1883

Commenting on the impact of tobacco, social commentator Harriet Martineau observes: “Of tobacco and its consequences, I will say nothing but that the practice is at too bad a pass to leave hope that anything could be said in books would work a cure. If the floors of boarding houses, and the decks of steamboats, and the carpets of the Capitol do not sicken Americans into a reform; if the warnings of physicians are of no avail, what remains to be said? I dismiss the nauseous subject.” (Harriet Martineau, *Society In America*, 1837, as cited by Rosalie Maggio, *The Beacon Book of Quotations By Women*, Beacon Books, Boston, 1996, p. 699.)

In a booklet focusing on “evils” of tobacco, the author states: “The use of tobacco becomes an enslaving habit...He who has once formed the habit is ever after a slave How often and painfully the slaves of this degrading habit desire to break their chains, but - alas, in vain! It has a fascination and compulsion which they cannot resist.” (Abiel Abbot Livermore, *Anti-Tobacco*, Boston, Roberts Brothers, 1883, pp. 28-29.)

An observation in *The New York Times*: “Cigarettes were at first regarded as an exclusively Turkish product and addiction to them was accounted a mark of personal distinction.” (*The New York Times*, February 8, 1883, p. 3.)

### 1884

In *Popular Science Monthly*, French physician Felix Bremont states: “The more we advance in the practice of medicine and the more we question our fellow doctors, the more we are convinced that the abuse of cigarettes is one of the most frequent causes of diseases of the heart.” (Dr. Felix Bremont, “Hygiene for Smokers,” *Popular Science Monthly*, September 1884, pp. 643-645.)



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### 1885

“Smoke Suredeath Cigarettes” reads the hand-drawn sign on a stylized version of the Statue of Liberty in an editorial cartoon in *Puck* magazine. (*Puck*, April 1, 1885.)

“When a doctor says that Mr. A or Mr. B has a ‘smoker’s heart,’ he means that he has got his heart into this unsteady state by smoking or chewing tobacco,” explains Dr. William Thayer Smith in a public school health textbook. (William Thayer Smith, Ph.D., *Primer of Physiology and Hygiene: A Textbook for Primary Classes*, New York: Ivison, Blakeman & Company, pp. 46-48.)

Researcher Hare publishes a scientific paper on the effects of nicotine in which he has compared the output of his own urine during smoking and non-smoking periods. He concludes that cigarette smoking increases the quantity of urine. (P.S. Larson, Ph. D., H. B. Haag, M.D., and H. Silvette, Ph.D., “Tobacco and Renal Function and Diseases of the Urinary Tract,” *Virginia Medical Monthly*, p. 336.)



Karl Benz builds horseless carriage with an internal combustion engine.

### 1886

Artist Van Gogh’s latest painting is a skull with a cigarette between its teeth.



Atlanta pharmacist John Pemberton introduces Coca-Cola.

### 1889

British researchers Langley and Dickinson publish studies on the effects of nicotine on the ganglia, hypothesizing that there are receptors and transmitters on the nerve cells that respond functionally to stimulation by specific chemicals. (Richard Kluger, *Ashes To Ashes*, Vintage Books, 1996, p. 38.)

Warning about ill effects of smoking in a consumer health publication: “Tobacco itself, when its use becomes habitual and excessive, gives rise to the most unpleasant and dangerous pathological conditions. Oppressive torpor, weakness or loss of intellect, softening of the brain, paralysis, nervous debility, dyspepsia, functional derangement of the heart, and diseases of the liver and kidneys are not uncommon consequences...A sense of faintness, nausea, giddiness, dryness of the throat, tremblings, feelings of fear, disquietude (paranoia), and general nervous prostrations must frequently warn persons addicted to this habit that they are sapping the very foundations of health.” (Ray V. Pierce, M.D., *The People’s Common Sense Medical Adviser*, 21st Edition, World’s Dispensary Printing Office and Bindery, Buffalo, N.Y., 1889, pp. 384-385.)

The Rev. J. B. Wight echoes a common theme of tobacco enslavement in his pamphlet, *Tobacco: Its Use and Abuse*: “Such is this tobacco-slavery, and it numbers among its victims more persons than were ever captured in war in Attica or were brought from Africa in ships.” (J. B. Wight, *Tobacco: Its Use and Abuse*, Columbia, S.C., 1889, p. 180.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.



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### 1892

A U.S. Senate Committee on Epidemics, responding to a constant stream of petitions against cigarettes, reports that “cigarette smoking is more injurious, especially to youths, than the use of tobacco in any form, and the medicated tobacco is more injurious than the pure tobacco.” (*The New York Times*, April 23, 1892.)

### 1893

Washington State passes law prohibiting the manufacturing and sale of cigarettes; the law is later overturned by a federal court as unconstitutional. (*The New York Times*, March 17 and June 15, 1893.)

### 1894

School health booklet for primary grades states: “When we eat or drink anything poisonous, it is taken up by the blood and carried to all parts of the body, bones and all. Tobacco is a poison. Although we do not eat it, its poison surely affects us, if we smoke it, chew it, or take it into our nostrils in the form of snuff.” (*Our Wonderful Bodies and How To Take Care of Them*, New York, Maynard, Merrill & Company Publishers, 1894.)

### 1896



*First motion picture in U.S. opens in New York City.*

### 1898

Tennessee Supreme Court upholds Tennessee Legislature’s total ban on cigarettes, stating that “cigarettes are wholly noxious to health. Their use is always harmful; never beneficial. They possess no virtue, but are inherently bad, bad only. They find no true commendation for merit or usefulness in any sphere...Beyond any question, their every tendency is toward the impairment of physical health and mental vigor.” (Jacob Sullum, “Smoke Alarm,” *Reason Magazine*.) The resource for this information can be found on the Reason Online Web Site.

In his Sunday School brochure, the Reverend Sylvanus Stall writes that tobacco use “tends to produce dizziness, rush of blood to the head, palpitation of the heart, loss of memory, and a diseased condition of the liver.” (Sylvanus Stall, D.D., *What A Young Man Ought To Know, Self and Sex Series*, Vir Publishing Company, Toronto, 1898.)



*Spanish-American War is waged.*

### 1899

Lucy Page Gaston founds the Chicago Anti-Cigarette League. She once disrupted a performance of the Chicago Opera when a performer smoked onstage. (Gordon Dillow, “The Hundred-Year War Against The Cigarette,” *American Heritage Magazine*, February-March 1981, p. 102.)



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## 1900

After applying tobacco “juices” to the skin of guinea pigs, researcher A. Brosch observes disturbances in the guinea pigs’ epidermal layers in an experimental tobacco carcinogens study. (Ernest Wynder and Dietrich Hoffmann, *Tobacco And Tobacco Smoke*, Academic Press, New York and London, 1967, p. 2.)

“I have had a large experience in brain diseases, and I am satisfied that smoking is a most noxious habit,” writes a British physician in a pamphlet published by the Chicago Anti-Cigarette League. “I know of no other cause or agent that so much tends to bring on functional disease, and through this in the end to lead to organic disease of the brain.” (Winfield S. Hall, *Tobacco: The Cigarette: Why It is Especially Objectionable*, Chicago, Anti-Cigarette League, 1900, pp. 20-21.)

Sears, Roebuck & Company advertises a “Sure Cure for the Tobacco Habit” in its widely distributed catalog. The advertising says the product “cures because it builds up and fortifies, rejuvenates the spirit and unstrung nerves caused by this over indulgence in this poisonous weed.” (*Sears, Roebuck & Company Catalog*, Fall 1900.)

## 1901

A British textbook actually cites tobacco as a treatment for respiratory disorders. (W. Hale-White, *Textbook of Pharmacology and Therapeutics*, Edingburgh, Pentland Young, 1901 - cited, Ben Whitaker, *The Global Fix: the Crisis of Drug Addiction*, London, Methuen, 1988, p. 146.)

## 1905



Albert Einstein states theory of relativity.

## 1906

May issue of *Harper’s Weekly*: “Due to imperfect combustion, the ‘little furnace’ each smoker carries in his mouth produces smoke that on laboratory analysis reveals a measurable amount of oxide of carbon and 2 percent nicotine, and that cigarette filters made from cotton or wood and impregnated with salts of iron succeeded in retaining ‘the greater part of the toxic qualities of tobacco as freed by combustion.’ This seems to imply that it was the burning process itself rather than the form of tobacco that might cause problems.” (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, 1996, p. 38.)

In *Florida Health News*, the State Board of Health comments that cigarette smoking is “looked upon by all smokers as the very worst form of tobacco addiction.” (*Florida Health Notes*, July 1906, p. 10.)

An advertisement in the *Texas Baptist Standard* proclaims, “Tobacco Kills. There’s nothing that can be said in favor of the tobacco habit. It’s expensive, filthy, injurious to health - positively dangerous. Nicotine is a deadly poison - witness the thousands of deaths from tobacco heart, tobacco cancer, from diseases of stomach, liver, kidneys, that have had their start in tobacco poison...Tobacco-Specific is a positive, absolute cure for the tobacco and cigarette habits “ (*Texas Baptist Standard*, January 4, 1906.)



## Tobacco Risk Awareness Timeline

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### 1906 (contd.)

Tobacco products are excluded from the Federal Food and Drugs Act of 1906, based on the following reasoning: “Under the Food and Drugs Act, a drug is defined as any substance or mixture of substance intended to be used for a cure, mitigation, or prevention of disease of either man or other animals. It, therefore, follows that tobacco and its preparations, when labeled in such a manner as to indicate their use for the cure, mitigation, or prevention of disease, are drugs within the meaning of the act and, as such, are subject to the provisions thereof. On the other hand, tobacco and its preparations which are not so labeled and are used for smoking or chewing or as snuff and not for medicinal purposes are not subject to the provisions of the act.” (Federal Food and Drugs Act, Public Law Number 59-384, U.S. Congress, 1906, p. 24.)



*Reginald Fessenden broadcasts first radio program at Brant Rock, Massachusetts.*

### 1907

Arkansas, Illinois and South Dakota impose prohibition on manufacture and sale of cigarettes.

### 1908

Researcher Mansfeld is first to experimentally demonstrate that doses of nicotine can effect a temporary increase in the secretion of epinephrine (adrenalin) by the adrenal medulla glands, using cats as test subjects. (P. S. Larson et al., *Tobacco and Clinical Studies*, Williams & Wilkins Company, Baltimore, 1961, p. 354.)

*The Beaumont (Tex.) Journal*, in a brief obituary, reports that Charles Fisher “dropped dead yesterday in the street. He was addicted to the cigarette habit.” (*The Beaumont Journal*, April 3, 1908.)



*Oil is discovered in the Persian Gulf region.*

### 1909

Dr. Charles G. Pease, a dentist who leads the Non-Smokers Protective League, and his followers secure a non-smoking ordinance for New York City’s subways - a ruling that ignites the wrath of one New Yorker who urges others “to get the habit, to become, in fact, real nicotine addicts.” (*New York Telegraph*, August 31, 1923.)

### 1910

*The New York Times* reports that tobacco smoke contains a “toxic constituent” in the form of “kalocyanates or sulphocyanides, presumably of ammonia.” (*The New York Times*, 1905.)



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# Tobacco Risk Awareness Timeline

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## 1911

A stop-smoking remedy is marketed in a liquid form by the Keeley Institute of Dwight, Ill. The company says “tobacco is a poison; that its effects are, to a certain degree, cumulative; that it produces distressing physical conditions which interfere materially with comfort and convenience and which are likely to shorten life.” (*Tobacco Using: Its Cure*, Leslie E. Keeley Co., Dwight, Ill., 1911.)

## 1912

Referring to recent scientific research, *Harper's Weekly* reports: “Pipe smoke was less dangerous than cigarette smoke because the former was not inhaled and reporting methods then under study to modify the suspected hazards of cigarette smoking, included filters made from porous cellulose and steeping tobacco leaves...Continuing concern was voiced in many quarters over the effects of burned cigarette paper and traces of arsenic and other compounds found in smoke that in sufficient quantity were undeniably deadly.” (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, 1996, p. 40.)

Luther Burbank, a respected botanical geneticist who has developed more than 800 strains and varieties of plants, says cigarettes are “nothing more or less than a slow but sure form of lingering suicide.” (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, 1996, p. 40.)



*Titanic hits iceberg and sinks.*

## 1913



*Federal income tax takes effect.*

## 1914

Inventor Thomas Edison, who refuses to hire smokers, says the real danger of cigarettes was their paper wrapper. He said the paper emits acrolein as it burns, producing an irreversible “violent action on the nerve centers, producing degeneration of the cells of the brain that is quite rapid among boys.” The letter is published in Henry Ford’s book, *The Case Against The Little White Slaver*. (Henry Ford, *The Case Against The Little White Slaver*, Detroit: Henry Ford, 1914, p. 2.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.

Booker T. Washington, principal of the Tuskegee Institute, says of smokers: “Their will power is broken down, their moral sense is blunted, and it is very difficult when they were inveterate smokers before coming here, to make anything of them; they will go to any length, take any sort of risk to get an opportunity to smoke a cigarette. It may also interest you to know that in connection with our hospital, boys addicted to the cigarette habit are given regular treatment for its cure.” (Henry Ford, *The Case Against The Little White Slaver*, Detroit: Henry Ford, 1914, pp. 49-50.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.



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## Tobacco Risk Awareness Timeline

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### 1914 (contd.)

Physician says, in *The New York Times*, his experiments revealed “smoking produced a 10.5% decrease in mental efficiency, and the effect of tobacco toxins was to dull the finer sensibilities until the individual becomes permanently self-limited below the normal.” (*The New York Times*, March 31, 1914.)

One anti-smoking crusader proposes that cigarettes be stamped with the word “poison” in capital letters above a skull and crossbones. (Cassandra Tate, *The Cigarette Wars*, New York, 1999, p. 5.)

Such slang terms for cigarettes in wide use are coffin nails, lung duster, gaspers, dope sticks, devil’s toothpicks, Satan sticks, coffin pills, joy pills, poison sausages, and little white slavers. (Cassandra Tate, *The Cigarette Wars*, New York, 1999, p. 5.)



World War I follows assassination of Austrian archduke.



Panama Canal opens.

### 1915

The clinical observations of physician R. Abbe, which link the use of tobacco to cancer of the oral cavity, serves as a major stimulant to later laboratory studies with the experiments of different tobacco products on animals. Of a patient brushing snuff on her tongue, he writes: “One of the worst cancers of the tongue I have recently seen was in a woman. All the left half of her tongue and half of the right was cancerous. I asked her how it began...’I have, all my life, taken a small toothbrush in my right hand, dipped it in snuff and rubbed it hard on my tongue, mostly on the left side, of course.” (Ernest Wynder and Dietrich Hoffmann, *Tobacco And Tobacco Smoke*, Academic Press, New York and London, 1967, p. 2.)

A poster quoting David Starr Jordan, a noted scientist and President of Stanford University, warns: “The Boy Who Smokes Cigarettes Need Not Be Anxious About His Future. He Has None.” (Gordon L. Dillow, “The Hundred-Year War Against The Cigarette,” *American Heritage Magazine*, February-March 1981, p. 103.)

“Tobacco is a dirty weed.

I like it. It satisfies no normal need.

I like it. It makes you thin, it makes you lean,

It takes the hair right off your bean, It’s the worst darn stuff I’ve ever seen.

I like it.”

(Poem in *Penn State Froth*, cited Gordon L. Dillow, “The Hundred-Year War Against The Cigarette,” *American Heritage Magazine*, February-March 1981, p. 105.)

### 1916

Believing that crime is more or less associated with cigarette smoking, Los Angeles begins holding anti-cigarette clinics to combat smoking. The treatment consists of a simple throat wash and a tonic. “The wash and tonic are gradually increased in strength, and no case is considered hopeless if there be a genuine desire on the part of the patient to be cured.” (Charles Alma Byers, “A City Fights the Cigarette Habit,” *American City*, April 1916, pp. 369-70.)



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# Tobacco Risk Awareness Timeline

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## 1917

A physician warns boys that by smoking, they can lose their virility, in *Youth Instructor's Magazine*: "If all boys could be made to know that with every breath of cigarette smoke they inhale imbecility and exhale manhood; that they are tapping their arteries as surely and letting their life's blood out as though their veins and arteries were severed"! (D. H. Kress, M.D., "A Physician's Advice to Boys," *Youth Instructor's Magazine*, 1917, pp. 11-12.) The resource for this information can be found on the In Defense of Smokers Web Site.

## 1918

"Every cigarette is a poison bullet, aimed straight at the heart, and it never misses its mark. Tobacco harms every bodily organ and lessens bodily resistance to disease." Quote from 20-page article on the health effects of smoking and tobacco from *Good Health*, a widely read journal. (John Harvey Kellogg, M.D., "The Cigarette Epidemic," *Good Health*, May 1918, p. 244.)



*Armistice ends World War I.*

## 1919

In *Community Health*, a junior high textbook used from 1919 to 1936, the author states: "The harmful substance in tobacco is nicotine, which is a narcotic...its effect is distinctly poisonous." (C.E. Turner, *Community Health*, 1919-1936.)

Researchers Stewart and Rogoff quantify the epinephrine (adrenalin) output of the adrenaline gland under nicotine stimulation in experiments on rabbits. The duration of the effect roughly parallels changes in blood pressure. (P. S. Larson et al., *Tobacco and Clinical Studies*, Williams & Wilkins Company, Baltimore, 1961, p. 354.)

## 1920

Commenting on Surgeon General Hugh Cummings' recent appeal to women to swear off the cigarette habit, *Good Health* observes: "Surgeon Cummings is absolutely right in his attitude toward the use of tobacco by women, and he ought to have the support of all right-minded men and women everywhere in his attempt to stay the advancing tide of drug addiction which is rising higher and higher and threatens to work the ruin of American womanhood, and finish the destruction of the human race." ("Surgeon General Cummings Denounces Smoking," *Good Health*, May 1920, p. 250.)



*First meeting of the League of Nations is held.*



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## 1921

An article on the effects of smoking in *Physical Culture* magazine reports: “Experiments on animals with nicotine extracts of tobacco, and the inhalation of tobacco smoke, have produced hardening of the large arteries. Many clinicians have observed these same conditions brought in man by heavy smoking.” The writer, a physician, also notes negative effects on the heart, blood pressure and other bodily functions. (G. W. Desbrow, M.D., “Tobacco and Your Job,” *Physical Culture*, September 1921, pp. 40-41 and 129-131.)

D. H. Kress, a Washington, D.C., physician states: “Cigarette addiction is purely a drug addiction, and the victim about as hopeless as is the victim of opium. The evils resulting from the almost universal use of cigarettes in America will, in time, be as apparent as were the evils in China from the smoking of opium.” (Will H. Brown, “The Tobacco Plot Against China,” *Good Health*, November 21, pp. 460-461.)

## 1922

In a publication of the Anti-Cigarette League of California, the writer states: “Nicotine, like every drug, soon enslaves the user. The will power is affected; sedative, soothing influence steals over the devotee of tobacco just as surely and just as subtly as opium in any of its forms, and like opium, gives no warning of keys and locks and chains until its work is done.” (*The Shield*, Los Angeles, Calif., July 1, 1922.)

Scientist R. D. Passey says he has produced skin cancer in mice with a solution of soot extract, proving to fellow scientists that environmental agents can be used with solvents in testing for tumor-causing agents in mice. (Ernest Wynder and Dietrich Hoffman, *Tobacco and Tobacco Smoke*, Academic Press, New York, 1967, p. 110.)



Reader’s Digest *begins publication*.

## 1923

In an article in *Good Health* magazine, the writer cites the conclusions of Professor C. L. Hull, of the University of Wisconsin, who says the average adult smoker is as much a “dope fiend as the man who is an addict of cocaine, opium or whiskey. Tobacco is an enslaving drug. Fortunately, it is usually less difficult to escape from the bondage in which it enthralls its victims than it is to escape from the addiction to opium or cocaine; yet there are many cigarette smokers who are as hopelessly fettered by their habit as is the cocaine or opium fiend.” (“Tobacco Addicts,” *Good Health*, December 1923, p. 511.)

Three men are arrested for smoking in a restaurant in Salt Lake City and detained briefly in the local jail. (Gordon L. Dillow, “The Hundred-Year War Against the Cigarette,” *American Heritage Magazine*, February-March 1981.)



Time *magazine begins publication*.



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## 1924

Judge Stubbs, of the Indianapolis Juvenile Court, observes that some individuals become “addicted to the use of cigarettes, with the results that he loses his vigor, his whole system being filled with lassitude somewhat similar to the effect of morphine or cocaine...” (Bernarr A. Macfadden, *The Truth About Tobacco: How to Break the Tobacco Habit*, New York: Physical Culture Corp, 1924, p. 86.) The resource for this information can be found on the Tobacco Effects and Prevention Data Web Site.



*Joseph Stalin succeeds Lenin as leader of the Soviet Union.*

## 1926

British researcher H. Rolleston expresses reservations about the addictive aspects of nicotine, stating: “That smoking produces a craving for more when an attempt is made to give it up...is undoubted, but it can seldom be accurately described as overpowering, and the effects of its withdrawal, though there may be definite restlessness and instability, cannot be compared with the physical distress caused by withdrawal in morphine addicts.” (H. Rolleston, “An Address on the Medical Aspects of Tobacco,” Harrogate Medical Society, April 10, 1926, *Lancet*, 1:961-965, May 22, 1926.)

## 1927

The narcotic effects of nicotine are described by British physician W. E. Dixon in *The Practitioner*, a monthly medical journal: “Nicotine stimulates all nerve cells throughout the body without exerting any kind of selective action, and the stimulation is followed by depression. The time the stimulation lasts depends on several factors, but as a rule it coincides with the absorption of the nicotine - that is, with the period of active smoking. Both the pleasures and the evils of smoking are intimately connected with nicotine. Morphine, heroin, cocaine and other drugs of addiction have a selective action on the central nervous system alone; nicotine is different, it acts also on the autonomic nervous system, and it is this action which produces objectionable effects in the sensitive or excessive smoker.” (W. E. Dixon, M.A., M.D., D.P.H., F.R.S., “The Physiological Effects of Tobacco Smoking,” *The Practitioner*, January 14, 1927, p. 721.)

W. E. Dixon exhorts his colleagues, asserting that “the collective sagacity...of the medical profession...could occupy itself with no subject more important to the nation than that of tobacco smoking.” He lists more than 50 diseases or symptoms that might involve tobacco as a factor. (W. E. Dixon, *The Tobacco Habit*, p. 725.) and (Frank Leighton Wood, *What You Should Know About Tobacco*, Grand Rapids, Mich., 1944, p. 68.)

Kansas becomes the last state to repeal laws banning the manufacturing or sale of cigarettes because Prohibition has been so divisive and unworkable. (“Cigarettes for Grown Up Kansans,” *Literary Digest*, February 26, 1927, p. 12.)



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### 1927 (contd.)

Quote from *Good Health* journal: “The truth is, tobacco is a deadly poison and no educated physician is unaware of that fact. It is so classified in every work on medical jurisprudence. Every heart specialist, every day, says to some patient, ‘Stop smoking!’ or ‘Do not smoke so much; the less the better.’ And why does the doctor give this advice? Simply because he knows that every time a man smokes, his blood pressure rises and this effect uniformly occurs no matter how many times he may have smoked...Tobacco is a highly poisonous drug. It has no useful function in the world except as an exterminator of vermin.” (“Is Smoking Harmful?” *Good Health*, Dr. John Harvey Kellogg, 1927.)

In a letter to *The New York Times*, Dr. Gustave Starke says being an addict enables him to make comparisons of the effects of smoking on people. “What causes the craving for more tobacco when one has become an addict to it many will ask. There are several answers to the question. The first is that the nervous system will develop habits very quickly which are harder to get rid of than to acquire. The second is that once you have developed a stomach that craves tobacco, you have the same craving as when you are hungry and then begin to call for more.” (Letter to the Editor, *The New York Times*, December 18, 1927.)



First talking movie opens in New York with Al Jolson in “*The Jazz Singer*.”



Charles Lindbergh makes first transatlantic solo flight.

### 1928



Disney’s first animated film with sound, *Steamboat Willie*, is released.

### 1929

U.S. Senator Reed Smoot (D-UT) sponsors legislation to place tobacco products under the jurisdiction of the Federal Drug Administration. He states for the record: “What is the bill which the Nation pays for this huge tobacco consumption? In terms of premature death, of disease, of ill health, of lessened efficiency, of loss through fires started by smoking, the sum is incalculable.” He fails to convince his fellow Senators and the effort is ultimately defeated. (*Congressional Record*, U.S. Senate, Volume LXXI, Part 3, June 10, 1929.)

“At best, one has to make excuses for them; at worst, they are positively dangerous,” a quote from an introduction to a six-page article on smoking and health in *Good Housekeeping*. A physician is also quoted, “A considerable amount of the poison is deposited in the body and exerts a harmful influence on the various organs, particularly the nervous system, the eyes, the stomach and intestines, and the heart.” (“Smokes For Women,” *Good Housekeeping*, August 1929, pp. 40-46.)

In a study on the effects of nicotine, researcher A. S. Kosdabe reports that the pituitary gland of rabbits is increased in size following daily injections of nicotine. The pituitary gland, located at the base of the brain, affects growth and bodily functions. (Tsujiimoto, A., et al., *Distribution of nicotine in dog and rabbit*. *Fol. Pharm. Japan*. 51:400, 1955.)



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### 1929 (contd.)

Scientist Fritz Linkint mentions in the *German Journal for Cancer Research* that he believes a growing incidence of lung cancer is related to cigarette smoking. (Murray Bookchin, "Environment And Cancer," *Our Synthetic Environment*, Harper and Row, London, 1975.) The resource for this information can be found on the Anarchy Archives Web Site.



*Stock market crash begins Great Depression.*

### 1930

A booklet published by the Anti-Cigarette League of California states: "The cigarette, far from being a food product, properly belongs in the classification with morphine, opium, and other habit-forming substances, according to medical authority." The author adds later: "The nicotine dragon has fastened its poisonous fangs so deeply into human life, health and happiness throughout the world..." (*The Shield*, Vol. X, Los Angeles, Calif, 1930, pp. 4, 72.)

In a lengthy article on the effects of smoking on blood pressure in *Good Health*, the editor writes: "Smoking causes premature old age by wearing out the heart, liver and kidneys and doing injury to the blood vessels. When these evil effects were unknown, there was some excuse for smoking; but now that science has made clear the fact that smoking is a deadly enemy to health, efficiency and longevity, no apology can be found for tolerating it." (Dr. John Harvey Kellogg, "The Effects of Smoking on Blood Pressure," *Good Health*, October 1930, pp. 28-29.)

In a state-approved school health education textbook in New York, this warning: "Tobacco, too, is a habit-forming narcotic. It contains a deadly drug called nicotine, part of which is absorbed when tobacco is used." (William E. Burkhard, et al., *Health and Human Welfare: A Health Text for Secondary Schools*, Lyons and Carnahan, 1931, p. 478.)

### 1932

"The tar in cigarette smoke accounts for a recent increase in the incidence of lung cancer," states William D. McNally, assistant professor medicine at Rush Medical College in Chicago, in the *American Journal of Cancer*. (Jacob Sullivan, *For Your Own Good*, Free Press, New York, 1998, p. 43.)

*The Cigarette News* runs a cartoon in its February issue discouraging smoking by women, depicting them as unsafe mothers. (Gordon L. Dillow, "The Hundred-Year War Against The Cigarette," *American Heritage Magazine*, February-March 1981, p. 104.)

*Good Health* magazine reports on the conclusion of a Dr. Moynahan: "It is by no means a far-fetched suggestion that the smoking habit may be the cause of a sufficiently intense and prolonged irritation to become a cause of cancer of the stomach. A view which is strongly validated by the belief of many medical men is that the malignant degeneration of cancer of the stomach begins its destructive work in a pre-existing ulcer." ("Smoker's Cancer of the Stomach," *Good Health*, December 1932, pp. 15-16.)



*Aldous Huxley writes, Brave New World, a vision of the future as a sanitized playground for indoctrinated people.*



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## 1933

 First issue of Newsweek magazine.

## 1934

Newsweek informs its readers about the experiments of Yale scientists Howard W. Haggard and Leon Greenberg whose research “clarifies man’s craving for nicotine.” (Newsweek, February 24, 1934, p. 36.)

 Adolph Hitler assumes power in Germany.

## 1935

Time reports on the anti-smoking efforts of Dr. John Lanahan Dorsey at Johns Hopkins University, who “considers a ‘real addict’ a person who smokes 20 to 50 cigarettes a day.” He attempts to cure his patients of the habit with lobeline, “a drug which...affects the human system almost exactly as nicotine does,” but “is not habit-forming as is nicotine.” (“Indian Tobacco and Tobacco,” Time, December 21, 1936, pp. 23-24.)

Scientist F. Watanabe reports that the hormone secretions of adrenal glands of dogs are stimulated by nicotine administration. (F. Watanabe, *Der Einfluss des Nikotins auf die Epenephrinabgabe der Nebennieren und auf den Blutzuckergehalt beim Hunde*. Tohoku J. Exp. M. 27:335, 1935.)

Included in an article in *Reader’s Digest* on how to quit smoking: “One would not like to think that one has become such a slave to tobacco that one cannot do without it - a drug which weakens the heart, damages the nerves, gives you cancer and catarrh and so forth.” (“On Giving Up Smoking,” *Reader’s Digest*, February 1935, p.39.)

“This much can be said: That the possible benefit to be derived from tobacco is always less than the personal harm,” concludes *Fortune Magazine* in a story on the health effects of smoking. (J. C. Robert, *The Story of Tobacco*, Chapel Hill: University of North Carolina Press, 1949.) (*History of Tobacco Regulation*, Schaffer Library of Drug Policy.) The resource for this information can be found on the Brown & Williamson Corporation Web Site.

 Swastika becomes symbol for national unity in Nazi Germany.

## 1936

The Medical College of Virginia, with support from the American Tobacco Company, begins a smoking and health research program at the Medical College of Virginia. Between 1936 and 1974, the institution will compile the world’s most comprehensive monograph of scientific publications on tobacco experimental and clinical studies in peer-reviewed journals. The information serves as an invaluable resource for the scientific community and the U.S. Surgeon General’s office.



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### 1937

*Consumer Reports*, a national consumer magazine, assures its readers: “If you smoke merely to be sociable, then you’re not addicted to nicotine.” (*Consumer Reports*, July 1937, p. 13.)

At the movies, smoking is discussed for the first time as a health issue in “Double Wedding,” which includes a scene in which a man tells a woman too much smoking will be bad for her heart.

Japanese researcher S. Taki is the first to report producing squamous cell cancer in guinea pigs, obtained by rubbing the “tar” from tobacco pipes on their skin. (Ernest Wynder and Dietrich Hoffmann, *Tobacco and Tobacco Smoke*, Academic Press, New York and London, 1967, p. 2.)

Researchers W. L. Mendenhall and K. Shreeve say their experiments indicate cigarette smoke to be toxic to the lung lining of cattle. (Ernest Wynder and Dietrich Hoffman, *Tobacco and Tobacco Smoke*, Academic Press, New York, 1967, p. 251.)



German airship Hindenberg explodes.

### 1938

The findings of Raymond Pearl, professor of biology at Johns Hopkins University, are published in *Science Magazine*. In a sample of 6,813 subjects, Pearl finds that 67% of non-smokers lived past 60, compared to 61% of moderate smokers and 46% of the heavy smokers. A report in *Time* says Pearl’s finding “should make tobacco users’ flesh creep.” (C. Barr Taylor and Joel D. Killen, *The Facts About Smoking*, Yonkers, N.Y., Consumer Reports Books, 1991, p. 10.)

*Reader’s Digest* is among the first widely circulated publications to conclude that smoking is addictive. “Sooner or later, nearly every cigarette smoker discovers that he is not smoking by choice but by habit, and that the habit is probably harmful. So he tries to break free of it, but finds that he doesn’t know how. Sometimes half-heartedly, sometimes earnestly, he wrestles with his addiction - but in vain.” (Henry C. Link, “So You’re Going To Stop Smoking?” *Reader’s Digest*, August 1938, p. 17.)

Researchers Wada, Hirano and Tiba detect marked increases in the epinephrine content of blood following the injection of nicotine in dogs. Epinephrine is normally present in the blood in minute quantities. In times of excitement or emotional stress, large additional quantities are secreted, exerting an effect on body structures in preparation for physical exertion. (P.S. Larson, W. B. Haag, and H. Silvette, *Tobacco Experimentation and Clinical Studies*, Baltimore, Williams & Wilkins Company, 1961, p. 354.)

In the movie, “Healthy, Wealthy, Dumb,” one of the Three Stooges wins a sweepstakes contest sponsored by “Coffin Nail Cigarette Company.”



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## 1939

F. H. Muller, a German scientist, concludes that lung cancer patients are primarily people who smoke heavily, after observing an increase in the autopsies of men who have contracted lung cancer between the years 1918 and 1939. He takes special cognizance of the preponderant increase of lung cancer among males and the parallel rise in tobacco consumption during those years. (*Surgeon General's Report*, 1964.)

Researchers J. G. Schnedorf and A. C. Ivey conclude that smoking decreases hunger in smokers. (J. G. Schnedorf and A. C. Ivey, "The effect of tobacco smoking on the alimentary tract: An experimental study of Man and Animals," *Journal of American Medical Association*, 112:898, March 11, 1939.)

Argentine researcher A. H. Roffo distills tar from tobacco smoke and concludes the dangers of lung cancer are so great that anti-smoking measures should be undertaken by his government. (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, 1996, p. 108.)



Movie "Gone With The Wind" is a box office hit.

## 1940

Journalist George Seldes begins publishing *In Fact*, a four-page political newsletter. One of the first articles in the newsletter concerns the link between cigarette smoking and cancer. "For 10 years we pounded on tobacco as being one of the only legal poisons you could buy in America," he says later. (Spartus Education) The resource for this information can be found on the Spartacus Educational Web Site.



Pennsylvania Turnpike opens.

## 1941

*Reader's Digest*: In an article entitled "Nicotine Knockout," and attributed to heavyweight boxing champion Gene Tunney, four likely consequences of serious smoking are cited: "You smell so strong and dogs will never bite you," "you will cough in your sleep," and so robbers "will not try to steal your belongings," and "you will have many diseases...and die young." (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, p. 112.)



Japan bombs Pearl Harbor, pulling the U.S. into WWII.

## 1942

*Reader's Digest*: In a July article entitled "Cigarette Advertising Fact and Fiction," the publication concludes from tests of two dozen cigarettes of each of the leading brands, that smokers "need no longer worry as to which cigarette can most effectively nail down his coffin." (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, p. 130.)



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## 1942 (contd.)

In the British medical journal, *The Lancet*, Dr. Egbert Morland discusses the addictive characteristics of nicotine: “The heavier the smoking, the stronger the subsequent craving and the tendency therefore for heavier smoking to continue, which constitutes a vicious circle. The strength of an addiction is measured by the difficulty in giving up a drug, and it is difficult indeed for the inhaler or pipe smoker of many years’ standing to give up smoking permanently. Strength of addiction is reinforced by habit formation and by mass suggestion from other smokers. Craving operates largely unconsciously and addicts are usually unaware of their disturbance of judgment.”

On the assumption that smoking tobacco is a means of administering nicotine, researcher Lennox Johnston conducts a clinical experiment in which nicotine is administered hypodermically in 35 subjects, including smokers and non-smokers. After a course of 50 injections of nicotine, he concludes that smokers show the same attitude to tobacco as addicts to drugs. (Dr. Egbert Morland, “Tobacco Smoking And Nicotine,” *The Lancet*, Volume 2, July-December 1942, p. 742.)



*Voice of America goes on the air.*

## 1944

The conclusions of Dr. H. J. V. Morton’s research, that heavy smokers are six times more likely to develop complications of the lungs following abdominal operations, are reported in *Science News Letter*. (“Danger for Heavy Smokers,” *Science News Letter*, April 29, 1944.)

*Reader’s Digest*: In an article on quitting smoking entitled “Are You a Man or a Smokestack,” writer J. P. McEvoy observes: “I had been a chain-smoker for years. With chronometer precision I hammered another nail in my coffin every 10 minutes...” (J. P. McEvoy, “Are You a Man or a Smokestack?” *Reader’s Digest*, August 1944.)

*The New York Times* reports that long-term studies conducted by Northwestern Mutual Insurance show “a 26% to 100% increase in death rates among smokers over non-smokers between ages 30 and 50.” (*The New York Times*, December 23, 1944.)

Scene from movie “Thirty Seconds Over Tokyo”: One pilot tells another he can buy cigarettes cheap and load the airplane with ‘coffin nails.’”



*President Roosevelt signs G.I. Bill of Rights.*

## 1945

Scientists observe mixed results among smokers in a study on effects of nicotine, concluding: “With many individuals, nicotine becomes a major factor in their cigarette habit. Equally certain, with many individuals, nicotine is not a factor in their cigarette habit. Even in those individuals in whom nicotine has become a major factor, we feel that a cigarette containing no nicotine would be grudgingly accepted as better than no cigarette at all. There is seemingly no correlation between the number of cigarettes smoked daily and the degree to which nicotine becomes a factor.” (P. S. Larson, et. al., “The Role of Nicotine in the Cigarette Habit,” *Science Magazine*, July-December 1945, p. 96.)



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## Tobacco Risk Awareness Timeline

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### 1945 (contd.)

Researcher J. H. Burn and associates demonstrate that nicotine inhibits urine excretion through the release of antidiuretic hormones from the pituitary gland. (P. S. Larson, H. B. Haag, and H. Silvette, "Tobacco and Renal Function and Diseases of the Urinary Tract," *Virginia Medical Monthly*, June 1960, p. 338.)

### 1946

Questioning the value of cigarette filtering devices, Dr. Erich Hesse states: "The dangers of tobacco excesses have given us inducement to the manufacture of different filter inserts, which are supposed to catch the toxic ingredients of the smoke, without impairing its aroma. The value of these measures is questionable. From the medical point of view, the use of such filters can never be considered a substitute for complete abstinence when a patient has to be ordered to stop smoking." (Dr. Erich Hesse, *Narcotics and Drug Addiction*, Philosophical Library, New York, 1946, p. 151.)

An article in *Health Magazine* states: "The poison nicotine is the narcotic responsible for the almost unbreakable tobacco habit...In the amounts absorbed from tobacco smoke, the nerve-quieting, distress-relieving effect is the most noticeable...Nicotine stimulates the adrenal gland and thereby raises blood pressure." (George K. Abbott, M.D., "Man's Poison Habits." *Health Magazine*, September 1946, p. 17.)



*League of Nations is replaced by United Nations.*

### 1947

In the July issue of *Awake!* the Seventh Day Adventist magazine, the writer states: "Tobacco is recognized, by practically everyone that has used it for any length of time, to be a curse and an evil. It is common knowledge among those who are informed that tobacco greatly injures the user's physical health." The article further cautions that tobacco use injures "man's dignity" because it "enslave[s] the user thereof against his will." ("Breaking The Tobacco Habit," *Awake!*, July 12, 1947, p. 9.)

Physicians Alton Ochsner, Michael DeBakey and J. Leonard Dixon write that smoking, which has previously been emphasized as a potential cause of lung cancer, is "found to have no special significance." ("Primary Cancer of the Lung," *Journal of the American Medical Association*, October 11, 1947.)

Hit song "Smoke! Smoke! Smoke! (That Cigarette)" climbs the music charts. Chorus lines: "Smoke, smoke, smoke that cigarette. Puff, puff, puff and if you smoke yourself to death, tell Saint Peter at the Golden Gate that you hate to make him wait, but you've got to have another cigarette." (Lyrics to: *Smoke! Smoke! Smoke! (That Cigarette)*, words and music by Merle Travis and Tex Williams, 1947.)

In a study on the effect of cigarette smoking on malnutrition and digestion, researcher A. E. Koehler concludes that smoking cessation leads to increased food consumption. (A. E. Koehler, et al., "The effect of cigarette smoking on malnutrition and digestion," *Gastroenterology*, 8: 208, 1947.)



## Tobacco Risk Awareness Timeline

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### 1947 (contd.)

In *Personal and Public Health*, an eighth-grade textbook, the author warns: “Tobacco is a habit-forming drug. After its use is begun, more and more must be consumed to satisfy the craving for it that gradually develops.” (William E. Burkard, *Personal and Public Health*, 1947, p 458.)

In Walt Disney’s movie, “No Smoking,” Goofy attempts to give up smoking, but finds it difficult to do so. He often refers to cigarettes as “nails” or “weeds.”



*Marshall Plan aids European war recovery.*



*Independent states of India and Pakistan are formed.*

### 1948

An article in the *Houston Post* entitled, “For Smokers Who Quit, a New A. A.,” describes the formation of a newly created group known as Nicotine Unlimited. “All we are interested in are people who have quit smoking and need help in keeping the habit broken. We believe by sticking together we can help each other.” (“For Smokers Who Quit, A New A. A.” *Houston Post*, December 31, 1948.)

Dr. Edward Churchill observes: “Further knowledge about the nature and mode of action of carcinogenic agents, and a careful recording of the smoking habits of ample numbers of patients with the disease provide no factual evidence on which advice to give up smoking can be based.” (“Primary Carcinoma of the Lung,” *Journal of the American Medical Association*, May 29, 1948.)



*Nation of Israel is established.*

### 1949

*The New York Times* reports on first national cancer conference in Memphis, including the results of a study by Professor Evarts Graham, Dr. Herbert C. Maier and Ernest L. Wynder. They conclude, after comparing the smoking habits of 200 males with lung cancer with 500 males without lung cancer, that cigarettes may play a role as one of many factors responsible for the great increase in the occurrence of lung cancer in men. (*The New York Times*, February 27, 1949.)

*Time* magazine, reporting on the same conference, notes there is some disagreement between physicians about whether smoking causes cancer. Dr. Alton Ochsner says it does, but Dr. Charles S. Cameron, the medical and scientific director at the American Cancer Society, is “not so sure. For every expert who blames tobacco for the increase in cancer of the lung...there is another who says tobacco is not the cause.” (“Continuing Fight,” *Time*, January 1950.)

*Consumer Reports* concludes in an article on the smoking and health debate: “Most smokers will no doubt continue to smoke the major advertised brands, and to agree with the late William Allen Neilson of Smith College who defined smoking as a ‘dirty, expensive and unhygienic habit - to which I myself am addicted.’” (*Consumer Reports*, January 1949, p. 35.)

Scene from movie “Three Wives”: Man talks about media influences, asking whether cigarettes would cause cancer.



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## Tobacco Risk Awareness Timeline

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### 1949 (contd.)

In a Gallup Poll, more than half of the respondents answer yes to the question, “Do you believe cigarette smoking is harmful or not?” (*Gallup Poll*, November 1949.)



Dick and Mac McDonald retool their San Bernadino drive-in restaurant and rename it McDonald's.



Look magazine predicts that radio is “doomed” and will be overshadowed by TV within three years.

### 1950

“Anti-tobacco crusaders assert that pregnant women should never smoke,” observes a *Reader's Digest* survey of smoking. “Doctors have worked on this point for years and are clearer about it than almost any other aspect of smoking. The conclusion: Smoking does not do pregnant women any more harm, or any different harm, than it does anyone else.” (Roger William Riis, “How Harmful Are Cigarettes?” *Reader's Digest*, January 1950, p. 4.)

Asked if he could say clearly that smoking causes lung cancer, researcher Evarts Graham replies: “No, but we will say that it is curious how few non-smokers develop lung cancer.” (Roger William Riis, “How Harmful Are Cigarettes?” *Reader's Digest*, January 1950, p. 8.)

Researchers Ernest Wynder and Evarts Graham conclude: “Excessive and prolonged use of tobacco, especially cigarettes, seems to be an important factor in the induction of bronchiogenic carcinoma,” that lung cancer seems to be a rare phenomenon in non-smoking males, and that a lag period of 10 years or more might exist “between the cessation of smoking tobacco and the occurrence of clinical symptoms of cancer.” (“Tobacco Smoking As A Possible Etiologic Factor in Bronchiogenic Carcinoma,” *Journal of the American Medical Association*, May 27, 1950, p. 336.)



Chinese Communists invade eastern Tibet.

### 1951

“The tobacco habit is acquired more easily than most other addictions,” states the author of a high school textbook. “Addiction to tobacco occurs rapidly, and a person becomes increasingly dependent upon its use to keep from feeling nervous...Anyone who uses any narcotic drug, alcohol or tobacco for a few days runs the risk of becoming addicted.” (J. W. Clemensen, *Your Health and Safety*, 1951.)

### 1952

*The New York Times* report on the Fifth International Cancer Conference reveals that three different studies agree that “the lungs of cigarette smokers showed a far higher incidence of cancer than did those of pipe and cigar smokers.” Alton Ochsner, a prominent scientist, singles out inhaling as “the reason why cancer of the lung is so frequent among cigarette smokers.” (*The New York Times*, July 18, 1950.)



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### 1952 (contd.)

*Time* reports on a massive study conducted by Drs. Richard Doll and Bradford Hill on the relationship between smoking and cancer. The researchers conclude there is a definite relationship between cigarette smoking and lung cancer. The study, conducted on 1,357 men with lung cancer, found only half of one percent of the men with lung cancer were non-smokers. (“Smoking & Cancer,” *Time*, December 22, 1952, p. 34.)

Researcher J. M. Essenberg begins the first of a series of experiments with mice in attempting to produce lung tumors by exposing them to tobacco smoke. He and co-workers report they are able to increase the occurrence of carcinomas of the lung in strains of mice in which tumors occur spontaneously. They attribute this in part to the nicotine content of the smoke. (Ernest Wynder and Dietrich Hoffman, *Tobacco and Tobacco Smoke*, Academic Press, New York, 1967, p. 210.)

In an article entitled, “Cancer by the Carton,” *Reader’s Digest* says public health leaders are gravely concerned that the “increase in lung cancer mortality shows a suspicious parallel to the enormous increase in cigarette consumption...” (Roy Norr, “Cancer by the Carton,” *Reader’s Digest*, December 1952, pp. 7-8.)

In a United Press report, the American Medical Association warns: “Since the smoking habit is so widespread, physicians should pay more attention medically and pharmacologically to a nicotine-containing agent that is used by the public in amounts equal to, if not greater than, any other drug.” (“Cigarette Smoking May Contribute To Heart Disease,” *The Morning Advocate*, Baton Rouge, La.)

The November issue of *Newsweek* reports on the continuing question among doctors and scientists about whether smoking causes lung cancer. “In the opinion of many cancer specialists, no study up to this time has positively answered the question as to whether or not smoking causes lung cancer.” (*Newsweek*, November 3, 1952.)

Kiplinger’s *Changing Times* also reflects doubt: “For at least 50 years scientists have been trying to decide, once and for all, whether smoking causes lung cancer. The question is still in hot dispute...To date, the evidence has not been conclusive.” (“What Smoking Does To You,” *Changing Times*, December 1952.)

Investigating the fate of nicotine in the body, researcher L. A. Greenberg reports that smoking without inhalation results in nicotine retention of 8% to 45%, compared to 96% to 98% for inhalation of tobacco smoke. (L. A. Greenberg, et al., “The absorption of nicotine in tobacco smoking,” *J. Pharm. Exp. Ther.* 104:162, 1952.)

Researchers C. E. Rapela and B. A. Houssay conclude from experiments with dogs that the secretions of the adrenal gland are stimulated with the administration of nicotine. (C. E. Rapela and B.A. Houssay, “Accion de la nicotina sobre la secrecion sangre venosa suprarrenal del perro.” *Rev. Soc. Argent. Biol.* 28:219, 1952.)



*U.S. successfully tests first hydrogen bomb.*



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### 1953

Researchers Ernest Wynder and Evarts Graham conclude that cancerous tumors are produced when cigarette smoke is captured on a laboratory slide and painted on the skin of mice. As a result of the Wynder-Graham study, the American Medical Association stops accepting cigarette ads in its main scientific journal, *JAMA*, and other AMA publications. (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, 1996, p. 162.)

John R. Heller, Director of the National Cancer Institute, cautions: “Any connection between heavy smoking and lung cancer has not been definitely established. Scientists seem to feel that there are additional factors which we have not yet discovered which may have a bearing on this particular problem.” (*U.S. News & World Report*, May 29, 1953, p. 38.)

Russian scientist A. A. Smuk concludes that the physiological effect of nicotine on human organs induces an addiction to smoking. “This effect produced by definite doses of nicotine manifests itself in a certain stimulation of the nervous system and produces that effect which depends on the physiological strength of the tobacco as distinct from the purely taste strength, the latter not having a specific and characteristic effect on the human nervous system.” (A. A. Shmuk, *The Chemistry and Technology of Tobacco*, Pishchepromizdat, Moskva, 1953, p. 587.)

In a high school health textbook, Dr. W. Harold Shyrock writes: “With this abundant evidence of the unfavorable effects of tobacco smoking on the human organism, it seems pathetic that so many men and women have become virtual slaves to the tobacco habit.” (W. Harold Shyrock, *Highways to Health*, Review and Herald Publishing Association, Washington, D.C., p. 66.)

In a nationally syndicated television broadcast, commentator Walter Winchell says the evidence is overwhelming that cigarette smoking causes cancer.

The president-elect of the American Medical Association says on national television there is “no concrete evidence” that smoking causes lung cancer. (*New York Mirror*, December 9, 1953.)

Scene from movie “From Here To Eternity”: Frank Sinatra character asks Army buddy for a cigarette saying, “Give me a nail.”



*Dr. Jonas Salk, of the University of Pittsburgh, announces that a vaccine against polio had been successfully tested in a small group of adults and children.*



*USSR tests its first hydrogen bomb.*

### 1954

The Tobacco Industry publishes “A Frank Statement To Cigarette Smokers” in full-page advertisements in 400 newspapers across the U.S.: “Recent reports on experiments with mice have given wide publicity to a theory that cigarette smoking is in some way linked with lung cancer in human beings. Although conducted by doctors of professional standing, these experiments are not regarded as conclusive in the field of cancer research. However, we do not believe results are inconclusive, should be disregarded or lightly dismissed. At the same time, we feel it is in the public interest to call attention to the fact that eminent doctors and research scientists have publicly questioned the claimed significance of these experiments.” The industry also announces the formation of the Tobacco Industry Research Council to provide aid and assistance to the research effort into all phases of tobacco use and health. The resource for this information can be found on The Tobacco Industry Research Committee Web Site.



## Tobacco Risk Awareness Timeline

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### 1954 (contd.)

90% of respondents in a Gallup Poll answer yes to the question, “Have you heard or read anything recently to the effect that cigarette smoking may be a cause of cancer of the lung?” (Gallup Poll, January 9-14, 1954.)

Pathologists Oscar Auerbach and Arthur Sout report on study in which the breathing apparatus was removed from the bodies of 402 deceased males at a New Jersey hospital, including 63 who had died of lung cancer. The changes in lung tissue increased with the average intake of cigarettes. Examining lung tissue under microscope, they found serious tissue abnormalities in 100% of heavy smokers and 97.4% of moderate smokers, but only 16.8% of non-smokers had tissue damage. (Murray Bookchin, “Environment And Cancer,” *Our Synthetic Environment*, Harper and Row, London, 1975.) The resource for this information can be found on the International Society of Political Psychology’s Web Site.

Report in *The New York Times*: “The American Cancer Society tonight for the first time cautiously voiced its ‘suspicion’ that cigarette smoking had something to do with lung cancer...Evidence to date justifies the suspicion that cigarette smoking does, to a degree not yet determined, increase the likelihood of developing cancer of the lung.” (“Smoking Link Seen By Cancer Society,” *The New York Times*, March 18, 1954.)

Dr. W. C. Hueper, Chief of the Environmental Cancer Section of the National Cancer Institute, says the experimental application of tobacco tar to the skin of mice and rabbits has produced contradictory results in the hands of various investigators. He suggests that studies by Wynder and others may have involved strains of animals “with an exceptional receptivity to cigarette tar not possessed by the average member of the species.”

He also expresses reservations about the cigarette smoke theory of lung cancer, saying: “It is apparent that any final decision concerning the relative role of cigarette smoking in the causation of cancer of the human lung should be kept in abeyance until a great deal additional study and more valid and, especially, medically conclusive evidence becomes available,” he states. “The data...make it unlikely that cigarette smoking represents a major factor in the induction of lung cancer and in its recent phenomenal rise in frequency.” (W. C. Hueper, M.D., “The Cigarette Theory of Lung Cancer,” *Current Medical Digest*, October 1954, pp. 35-39.)

Dr. Raymond A. Hudson, president of the American College of Chest Physicians, says specialists don’t know what causes lung cancer. “After thorough debate, we refrain from pointing an accusing finger at tobacco or any other specific agent. There is no question in our minds that there are many factors involved. In other words, the disease may be due to a combination of agents we have not yet been able to assemble in the right order.” (“Experts Neutral On Lung Cancers,” *The New York Times*, November 29, 1954.)

Researchers E. Cuyler Hammond and Daniel Horn of the American Cancer Society report to American Medical Association on their study of smoking and health, saying they found that “men with a history of regular cigarette smoking have a considerably higher death rate than men who have never smoked or men who have smoked only cigars and pipes...and that death rates increase with the amount of cigarette smoking. “ (“Summary and Conclusions of Report to Cancer Society,” *U.S. News & World Report*, July 2, 1954, p. 64.)



## Tobacco Risk Awareness Timeline

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### 1954 (contd.)

Researcher O. Muhlbock finds an increase in lung tumors in mice in experiments using tobacco smoke concentrate in mice, reporting that 79% of 23 mice that survived for a year had lung cancers at the average age of 619 days compared with 31% among control mice at the average age of 670 days. (Ernest Wynder and Dietrich Hoffman, *Tobacco and Tobacco Smoke*, Academic Press, New York, 1967, p. 210.)

In an article appearing in *Senior Scholastic Magazine*, a publication widely circulated in public high schools, Dr. E. Cuyler Hammond discusses his study to determine whether cigarette smoking causes lung cancer. He cites experiments with tars taken from cigarette smoke and painted on the backs of mice, with the result that 44% of the animals contracted skin cancer. ("Fact Smoker," *Senior Scholastic Magazine*, January 13, 1954.)

In a lesson entitled, "What About Smoking?" a Southern Baptist Sunday School publication, the *Baptist Young People's Union Quarterly* quotes New Orleans physician Dr. Alton Ochsner saying, "The relationship of smoking and cancer of the lung has recently been pointed out. It is my opinion that smoking is the main factor for the increasing incidence of lung cancer." ("What About Smoking?" *Baptist Young People's Union Quarterly*, 1954, pp. 23-25.)

In an article in *U.S. News & World Report*, Dr. E. Cuyler Hammond discusses the results of recent studies indicating that the longevity of smokers is less than that of non-smokers. "Two diseases are primarily concerned - one is cancer and the other is heart disease. I would guess that cancer is the long-term effect. That is, it takes many years of smoking to produce the result. On the other hand, I would be more inclined to say that the effect on the heart was more acute - that is, recent smoking would be more important for this disease. But that is only a guess, we don't really know that." ("Does Smoking Shorten Life?" *U.S. News & World Report*, July 2, 1954, pp. 54-64.)

Columnist Stewart Alsop on quitting smoking in *Reader's Digest*: "You must be convinced that your enslavement to tobacco is reducing your vitality, your enjoyment of life, and even your life expectancy... You must really want to escape the slavery... You must know that, if you cheat a little, you'll cheat a lot, and sooner or later you'll be a slave again." (Stewart Alsop, "How I Stopped Smoking," *Reader's Digest*, November 1954, p. 29.)

"How Do I Swear Off?" headlines an article in *Life* magazine on how to quit smoking, but offers contradicting advice: "While tobacco in the medical sense is not addictive or habit forming, it often has an iron grip on its habitual users." The magazine concludes that "the difficulties of giving up smoking have been so widely discussed, many smokers believe it is virtually impossible." ("How Do I Swear Off?" *Life*, July 5, 1954, pp. 27-28.)



*RCA manufactures its first color TV set and begins mass production.*

### 1955

*The New York Times* quotes an individual who may have reflected the views of many smokers: "Medical scientists have become altogether too vocal about their findings... they threaten us cigarette smokers with dire consequences. Since vast numbers of us smoke and vast numbers of us do not die of lung cancer, the evidence is, on the face of it, pretty shaky... I now propose to hold onto one of the few joys in life left us - my cigarette - and take my chance." (*The New York Times*, January 14, 1954.)



## Tobacco Risk Awareness Timeline

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### 1955 (contd.)

Tobacco health concerns are not restricted by ideological boundaries, even during the height of the Cold War. The communist *Daily Worker* newspaper conveys the official opinion in Moscow, calling smoking “a noxious habit” because it deposits in the lungs “a lethal dose of nicotine” in addition to damaging the nerves, stomach, heart, memory and legs. (*Daily Worker*, January 13, 1955.)

Dr. Raymond F. Kaiser, Chief of Field Investigations at the National Cancer Institute, expresses reservations about the link between smoking and cancer. “I would say it appears that heavy cigarette smokers have more lung cancer than non-smokers, but to our way of thinking, that isn’t saying that smoking causes lung cancer. There are a number of studies being conducted concerning the possible relationship which I think will bring the answer in time...I think that cancer is a disease that probably has many causes. I think cigarette smoking might be one of these factors in an individual who has a predisposition to cancer. But there many individuals who smoke heavily all their lives and never develop cancer.” (“Cancer Can Be Controlled,” *U.S. News & World Report*, March 25, 1955, p. 87.)

Dr. W. C. Hueper, head of the Environmental Cancer Section of the National Cancer Institute, states in a public health report distributed to hospitals, laboratories, schools, clinics and homes: “While it is possible that cigarette smoking has played a contributory role in the respect [to the rise in lung cancer cases], the total evidence available, if critically evaluated, does not favor the concept that cigarette smoking represents a major factor.” (W. C. Heuper, M.D., “Environmental Causes of Lung Cancer,” *Public Health Reports*, 1955.)

Scientists L. R. Holsti and P. Ermala report on an experiment involving painting the lips of mice with tobacco condensate, which they say results in tumors of the urinary bladder in 15% of the animals. (H. L. Stewart and Katherine M. Herald, *A Critique of Experiments on Attempts to Induce Cancer with Tobacco Derivatives*, Paris, 1962, p.454.)

Scientists E. V. Cowdry, A. Croninger, S. Solaric and V. Suntzeff report that 42.9% of 51 mice painted with cigarette tar obtained from an automatic smoking machine have developed malignant tumors of the skin. (H. L. Stewart and Katherine M. Herald, *A Critique of Experiments on Attempts to Induce Cancer with Tobacco Derivatives*, Paris, 1962, p.465.)

Researcher A. Tsujimoto provides a report on the distribution patterns of nicotine in the body following treatment of rabbits, including nicotine concentrations in several organs. (A. Tsujimoto, et al., “Distribution of nicotine in dog and rabbit,” *Fol. Pharm. Japan*. 51:400, 1955.)

Researcher J. W. Gofman and co-workers report that smoking is associated with an elevation in blood cholesterol and lipoprotein levels. (J. W. Gofman, et al., “Cigarette smoking, serum lipoproteins and coronary heart disease,” *Geriatrics*, 10:349, 1955.)



*William F. Buckley Jr. publishes the first issue of the National Review, a conservative political journal.*



*Argentine President Juan Peron is exiled.*



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### 1956

Airline pilot tells why he quit smoking in *Reader's Digest*, describing how tar from cigarette smoking affected the instruments on airplanes. He quit smoking because of how the tar from smoking passengers affected the insides of airline instruments, wondering what it was doing to his own insides. (Robert N. Buck, "Why an Airline Pilot Quit Smoking," *Reader's Digest*, July 1956, pp. 66-68.)

In a study on the effects of nicotine on ascorbic acid excretion (Vitamin C, considered essential in combating disease) in smokers and non-smokers, German researcher F. Venulet concludes that smokers lose significant amounts of Vitamin C. "We do not know what process is responsible for this fall," he writes. "We could only demonstrate that nicotine does not participate in this phenomenon." (F. Venulet, "Consequences of Vitamin C Deficiency in Smokers," Institute of General Pathology at the Academy of Medicine, *Polskie Arch. Med. Wewn*, Lodz, Poland, 1956, pp. 393-402.)

Researchers Clarence A. Mills and Marjorie Mills Porter conclude that lung cancer rates are higher for men who smoke, as well as for men who traveled 12,000 miles or more in motor traffic. ("Smoke & Cancer," *Time*, May 21, 1956.)

Researchers Watts and Bragg are unable to detect any significant difference in the urinary release of epinephrine (secretions usually increased by some glands in preparation for physical or emotional exertion) between 17 non-smokers and 21 smokers who smoke an average of 9.7 cigarettes over an eight-hour period. (P.S. Larson, H.B. Haag, and H. Silvette, *Tobacco: Experimental and Clinical Studies*, Baltimore, Williams & Wilkins Company, 1961, pp. 360-361.)

Researchers F. Lickint and H. Lukesch report on the rates of elimination of nicotine from the bodies of humans following cigarette smoking. This information is considered valuable to other scientists investigating the effects of nicotine on human organs. (F. Lickint and H. Lukesch, "Ein Beitrag zur Ermittlung der Nicotinausscheidung in dem Harn nach Tabakgenuss," *Pharmazie*. 11:39, 1956.)

### 1957

Smokers run a 70% greater risk of fatal coronary disease than non-smokers, reports the Associated Press about a study of 188,000 men conducted by Drs. C. Cuyler Hammond and Daniel Horn for the American Cancer Society, which is announced at a meeting of the American Medical Association. The doctors also state that "fatal lung disease from cancer was three times higher among cigarette smokers than non-smokers" and "cigarette smokers were seven times as susceptible to cancers of the esophagus, larynx, mouth, tongue and back of the throat." ("Heavy Smoking Speeds Death, Study Finds," *The Spartansburg Herald*, June 5, 1957, p. 1.)

Researchers Ernest Wynder and J. Mann conclude from the experiments in using cigarette smoke condensate with mice that the smoke from filter cigarettes has the same tumor-producing activity as that from nonfilter cigarettes. (Ernest Wynder and Dietrich Hoffman, *Tobacco and Tobacco Smoke*, Academic Press, New York, 1967, p. 183.)

Researcher E. A. Graham's experiments indicate that cigarette smoke condensate is tumor-producing on the skin of rabbits in the ear and the nape of the neck. Malignancy is indicated by the spread of cancer to lymph nodes and thoracic organs. (Ernest Wynder and Dietrich Hoffman, *Tobacco and Tobacco Smoke*, Academic Press, New York, 1967, p. 184.)



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### 1957 (contd.)

*Time* magazine reports that Drs. Hammond and Horn have found a significant tie between cigarette smoking and cancers in sites other than the lungs, including the pancreas, the kidneys, the prostate, the bladder, the liver and the heart. ("Smoking & Health," *Time*, June 17, 1957, pp. 40-41.)

In a military medical journal, U.S. Army Colonel Robert E. Bitner reports that a group of doctors in Bordeaux, France, have begun "to prescribe cigarette smoking for their patients suffering from diabetes...since smoking seemed to bring down the daily urinary output to normal." (Col. Robert E. Bitner, "Around The World," *Military Medicine*, July-December 1957, pp. 54-56.)

Dr. John R. Heller, Director, National Cancer Institute, states: "Many independent studies have confirmed beyond reasonable doubt that there is a high degree of statistical association between lung cancer and heavy and prolonged smoking...At the same time, it is clear that heavy and prolonged cigarette smoking is not the only cause of lung cancer. Lung cancer occurs among non-smokers, and the incidence of lung cancer among various population groups does not always coincide with the amount of cigarette smoking." ("The Truth About Smoking And Cancer," *U.S. News & World Report*, July 26, 1957, pp. 56-65.)

*Your Health And Safety*, a textbook used in public schools, includes several pages on tobacco health effects, including information from the E. Cuyler Hammond-Daniel Horn study. "This is what they found: lung cancer killed seven times as many cigarette smokers as non-smokers. Furthermore, it killed twice as many people who smoked over two packs a day as it did those who smoked one to two packs." (Edmond N. Goodman, MD; Robert Yoho, David Star and Evelyn Morholt; *Your Health and Safety*, Harcourt, Brace and Company, New York and Chicago, 1957.)

Filter tip cigarettes provide only slightly less levels of tar and nicotine, according to a study conducted by a New York consulting firm of chemists and engineers for *Reader's Digest*. "Medical authorities say these tar reductions (ranging from 7% to 17%) are too small to be really significant in terms of 'health protection.'" (Lois Mattox Miller and James Monahan, "The Facts Behind Filter Tip Cigarettes," *Reader's Digest*, July 1957, pp. 33-39.)

U.S. Surgeon General Luther E. Burney testifies before a Congressional subcommittee about public awareness of smoking risks: "Our position is that we have informed the public through the excellent coverage of the press, radio and TV. We have informed the official health agencies in the states who are responsible for this area, and we have informed the American Medical Association, recognizing that many people will go to their own physicians for advice. We believe that is as far as we should go at this time until and when we have additional information." (Hearings before a subcommittee of the Committee of Government Operations, U.S. House of Representatives, 85th Congress, First Session, July 18-26, p. 139.)

Researchers Walton Geiger and Hilma Alpers conclude that nicotine liberates serotonin excretions in the bodies of guinea pigs, indicating that nicotine may have "beneficial" effects on central nervous system functions. (Walton Geiger and Hilma Alpers, "Mode of Action of Antigen and Other Smooth-Muscle Stimulants," *Science*, January-June 1957, p. 1141.)

President Dwight Eisenhower tells reporters that not smoking has been one of his toughest battles, even after a heart attack. "I'm a little like the fellow who said I don't know whether I'll start again, but I'll never stop again." (President Eisenhower News Conference, 1957.)



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### 1957 (contd.)

Scene in a movie “Heaven Knows, Mr. Allison”: Robert Mitchum character says some “quack” talked every Sunday about what cigarettes do to your insides.



Russia launches first artificial satellite, Sputnik.



Fidel Castro leads revolution in Cuba.



European Common Market is formed.



Martin Luther King, Jr. founds the Southern Christian Leadership Conference.

### 1958

Commenting on polls showing a high level of public awareness of links between cigarette smoking and lung cancer, James Patterson concludes in *The New York Times*: “These polls make two things unmistakably clear: first, that smokers were more likely than non-smokers to reject the warnings about cancer; second, that substantial majorities of the population as a whole recognized that cigarettes were unhealthy...Smokers were making a conscious choice to ignore expert advice...against cancer.” (*The New York Times*, October 12, 1958.)

Researcher P. S. Larson observes: “Tobacco has been used and celebrated for over three centuries as what we are now pleased to term a ‘tranquilizing’ drug - a ‘tranquilizer,’ moreover, with perhaps a higher therapeutic index of safety and a lower index of dangerous side reactions than any white tablet or colorful capsule similarly chronically used. A pipe or cigarette which soothes and relaxes, may be said, when smoked by a ‘patient’, to ‘tranquilize’. That many millions of such ‘patients’ also derive pleasure from this particular tranquilizing drug is at least a therapeutic virtue which smoking shares with very few drugs, past or present.” (P. S. Larson, et. al., “Medical Uses of Tobacco, Past and Present,” *Virginia Medical Monthly*, September 1958, p. 483.)

“The lung cancer rate for regular smokers of cigarettes was about 10 times the death rate for non-smokers,” is the conclusion of a Public Health Study, according to an Associated Press story. A report by Dr. Harold F. Dorn, chief statistician for the National Institutes of Health, was based on 198,926 holders of U.S. government life insurance policies between the ages of 30 and 90. (“Study Records Death Rate Greatest Among Smokers,” *Charleston News & Courier*, July 6, 1958, p. 8C.)

*Southern Medical Journal*: “In view of numerous unresolved possibilities of bias in the case history population studies, the conflicting epidemiological evidence and inconclusive animal experimentation, the evidence is still inadequate for moral certainty of the truth of causal relation. Investigation must continue and definitive interpretation should be postponed. If the writer were forced to state odds, based on all evidence that cigarettes are the true major cause of lung cancer, they would be odds of 3 to 2 in favor, but no objective methods for the assessment are possible.” (“Smoking and Lung Cancer: Guilty or Not Guilty?” *Southern Medical Journal*, April 1958.)

In an article entitled “Hands Off!” the *Baptist Junior Union Quarterly* for junior high school grades, notes that “The American Cancer Society has taken the stand that the weight of evidence against smoking is serious...It makes sense to listen to such warnings.” (Mary Sue Willis, “Hands Off,” *Baptist Junior Union Quarterly*, 1958, pp. 38-40.)



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## Tobacco Risk Awareness Timeline

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### 1958 (contd.)

*Life* reports on the frustrating efforts of “British Addicts” who endure an anti-smoking experiment organized by Hubert Little, head of England’s Society of Non-Smokers. The society’s president, Lennox John, tells the participants: “Tobacco is a drug...The drugged, poisoned addict lives in a state of intermittent intoxication.” (*Life*, November 17, 1958, p. 70.)

In the movie “Damn Yankees,” Russ Brown’s character advises Tab Hunter’s character that “the only thing that comes easy is the cigarette trick. Now I’m trying to break myself of the filthy habit.”



*United Press International is formed through a merger of United Press and the International News Service.*



*The United States and Canada form the North American Air Defense Command (NORAD).*

### 1959

Associated Press reports statement by U.S. Surgeon General Leroy Burney that “the weight of evidence at present implicates smoking as the principal etiological - causative - factor in the increased incidence of lung cancer.” (“Lung Cancer Linked With Smoking; Filter Tips Said Not Good Enough,” *The Spartansburg Herald*, Spartansburg, S.C., November 27, 1959, p. 1.)

The *Journal of the American Medical Association* reports that the position of the Public Health Service is: “The weight of evidence at present implicates smoking as the principal etiological factor in the increased incidence of lung cancer. Cigarette smoking is associated with an increased chance of developing lung cancer.” (Leroy E. Burney, M.D., “Smoking and Lung Cancer: A Statement of the Public Health Service,” *Journal of the American Medical Association*, November 28, 1959, p. 141.)

In the next issue of the *Journal of the American Medical Association*, editor John Talbott, M.D., writes: “Neither the proponents nor the opponents of the smoking theory have sufficient evidence to warrant the assumption of an all-or-none authoritative position.” (John Talbott, M.D., “Smoking and Lung Cancer,” *Journal of the American Medical Association*, December 12, 1959, p. 162.)

Researcher E. R. Bowman publishes a report on the major metabolic breakdown products of nicotine in both humans and dogs. (E. R. Bowman, et al., “Metabolism of nicotine in the human and excretion of pyridine compounds by smokers,” *J. Pharm. Exp. Ther.* 127:92, 1959.)

American Cancer Society launches a nationwide program to deter schoolchildren from smoking. (*American Cancer Society Annual Report*, 1959, p. 4.)

Scene from movie “But Not For Me”: Clark Gable character describes cigarette smoking as a disguised form of suicide.



*Fidel Castro becomes Communist leader of Cuba.*



*U.S. launches first weather satellite in space, Vanguard II.*



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### 1960

A Mayo Clinic staff report concludes that heavy smokers continue their habit because of a “pharmacodynamic or physiologic addiction.” The report also states that clinical experimental data indicates that a definite physiologic addiction to nicotine exists. (Maurice Barry, Jr., “Psychologic Aspects of Smoking,” *Proceedings of the Staff Meetings of the Mayo Clinic*, Rochester, Minn., June 22, 1960, p. 146.)

“Tobacco smoking is about like playing Russian Roulette - there’s an awfully good chance it can kill you,” says Dr. Alton Ochsner, chief of surgery at the Ochsner Clinic in New Orleans, according to a front-page story in *The Charlotte Observer*. “Filters are good for one thing,” he adds. “They help sell more cigarettes, but that’s all they do.” (“Smoking’s As Dangerous As Playing Russian Roulette, Says Noted Doctor,” *The Charlotte Observer*, April 9, 1960, p. 1.)

From a letter in the *Journal of the American Medical Association*: “Although condensed tobacco smoke contains substances that are carcinogenic for mouse and rabbit skin, it does not necessarily follow that these substances are also carcinogenic for human lungs, nor does it follow that they are not. These experimental productions of cancer of the skin of animals smeared with tobacco smoke condensates does not, in itself, prove that cigarette smoking is a direct cause of lung cancer...more study is needed to clarify the questions regarding smoking and lung cancer.” (R. H. Rigon, M.D., “The Smoking Controversy,” *Journal of the American Medical Association*, May 21, 1960, pp. 293-294.)

“To Smoke Or Not To Smoke,” a filmstrip used in public schools, includes comparative death rates of cigarette smokers and non-smokers, indicating that 10 times as many smokers as non-smokers died of lung cancer. The filmstrip also includes visuals of a smoker’s lungs, showing the effect of accumulated tar over many years. An accompanying quiz for students includes such true-false statements as, “Tars from tobacco smoke are known to contain cancer-producing agents” and “People run less risk of lung cancer if they give up smoking.” (“To Smoke Or Not To Smoke?” American Cancer Society, 1960, p. 15.)

In a review of experimental and clinical literature on the effects of nicotine on the body dating from 1785 to 1960, three scientific researchers conclude: “...quite massive doses of nicotine, acutely or chronically administered, have surprisingly little direct effect on kidney function or structure in animals, and the extensive literature on acute tobacco or nicotine poisoning in man confirms the absence of ‘acute’ effects of tobacco use on this system.” They also report that an exceedingly small number of case reports of urinary tract dysfunction in smokers make it apparent that “chronic” effects of tobacco use are equally conspicuous by their absence. (P.S. Larson, H. B. Haag, and H. Silvette, “Tobacco and Renal Function and Diseases of the Urinary Tract: A Review of the Effects of Smoking and Nicotine Administration in Man and Animals,” *Virginia Medical Monthly*, 1960, pp. 332-341.)



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### 1960 (contd.)

In his remarks on the absorption and fate of nicotine in the body, researcher C. J. Wiggers notes: “Modern textbooks of pharmacology assert that nicotine is of no therapeutic value; it has only toxicological interest. Since a new branch of pharmacology - psychopharmacology - is developing rapidly, and since tobacco is probably the most ancient tranquilizing agent in common use, it may be necessary to revise our current attitude...It is one of the present day problems to determine whether the possible deleterious effect of smoking on the heart and blood vessels outweighs its stabilizing effects on psychic and emotional processes.” (C. J. Wiggers, “Cardiovascular Effects of Nicotine and Smoking: The Absorption and Fate of Nicotine in the Body,” *Annals New York Academy of Sciences*, 1960, pp. 5-6.)

In an article in a Baptist Sunday School publication entitled “What Does The Doctor Say?” the *Baptist Junior Union Quarterly* examines the effects of alcohol and tobacco, noting that: “Many doctors and scientists believe that smoking is an important cause of lung cancer.” (Mary Sue Willis, “What Does The Doctor Say?” *Baptist Junior Union Quarterly*, 1960, pp. 13-15.)



First televised debate between Presidential candidates John F. Kennedy and Richard Nixon.



FDA approves birth control pill for women.

### 1961

A scientific team headed by P.S. Larson publishes the most comprehensive account of smoking and health studies ever compiled, including 6,000 experimental and/or clinical studies that have been conducted prior to 1959. Excerpts from the massive collection will be used extensively by the U.S. Surgeon General in compiling the first Surgeon General’s Report on Smoking and Health in 1964. (P. S. Larson, et. al., *Tobacco: Experimental and Clinical Studies; A Comprehensive Account of the World Literature*, Baltimore, William and Wilkins Company, 1961.)

The American Cancer Society, American Heart Association and the National Tuberculosis and Respiratory Disease Association request that a commission be appointed “to consider the responsibilities of government, of business and of voluntary agencies relative to the health hazards of cigarette smoking and to recommend a solution of this health problem that would protect the public and would interfere least with the freedom of industry and the happiness of individuals.” (H. Diehl, *Tobacco and Your Health*, McGraw Hill Book Co., 1969, pp. 154-156, 161-162.) The resource for this information can be found on the Schaffer Library of Drug Policy Web Site.

*Living in Safety and Health*, a public schools’ textbook, warns against the use of tobacco. “The fact that cancer of the lungs has been increasing out of proportion to other cancer has led to extensive research on this problem. Many statistics have been gathered to indicate a causal relationship between cigarette smoking and lung cancer.” (Evelyn G. Jones, Supervisor, Department of General Curriculum Services, Denver Public Schools, 1961, p. 226.)

Researcher A. Damon concludes that smokers, on average, weigh less than non-smokers. However, he reports no difference in calorie intake between smokers and non-smokers (A. Damon, “Constitution and smoking,” *Science*, 134:339, August 4, 1961.)



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### 1961 (contd.)

In a study on nicotine effects, Researcher B. Hokfelt records increases in the cortisol levels of non-smokers who smoke a minimum of two cigarettes: "In habitual smokers, adaption seems to have occurred, as revealed by 'normal' cortisol levels." Cortisol affects the metabolism of carbohydrates, protein and fat, the maturation of white blood cells, the retention of salt and water in the body, and the regulation of blood pressure. (B. Hokfelt, "The Effect of Smoking on the Production of Adreno-Cortical Hormones," *Acta Med. Scand. 170-Suppl. 369*, 1961, pp. 123-124.)

Researcher J. W. S. Blaylock reports results of testing in which he has injected the "tar" from a proprietary cigarette filter into the left lungs of 72 rats. Four of the rats developed lung tumors. (H. L. Stewart and Katherine M. Herald, *A Critique of Experiments on Attempts To Induce Cancer with Tobacco Derivatives*, Paris, 1962, p.402.)

Dr. David Eastcott, a general practitioner from New Zealand in *Time* magazine: "The incidence of lung cancer is complexly determined and cannot be related solely or principally to a single factor. Tobacco smoking plays a part. Atmospheric pollution plays a part." He adds that the evidence incriminating heavy cigarette smoking is "compact" (and hence easily grasped) while that indicting air pollution is diverse and various. ("Smoking & Cancer," *Time*, January 25, 1960, p. 64.)



*Berlin Wall constructed.*

### 1962

*Reader's Digest* article, "Lung Cancer and Cigarettes," includes six-page story on a report by the Royal College of Physicians in London. The report concludes: "Cigarette smoking is a cause of lung cancer and bronchitis and probably contributes to the development of coronary heart disease and various less common diseases." (Lois Mattox Miller, "Lung Cancer and Cigarettes," *Reader's Digest*, June 1962, pp. 45-50.)

American Cancer Society produces a series of public service announcements using victims of lung cancer to warn about the dangers of cigarette smoking. "I'll Choose The High Road," an update of earlier public schools' filmstrip, restates earlier conclusions about causal relationship between smoking and lung cancer. Reference date in teacher's guide includes statement that "Clinical, epidemiological, chemical and pathological evidence demonstrate beyond a reasonable doubt that cigarette smoking is a major cause of lung cancer." ("I'll Choose The High Road," American Cancer Society, 1962.)

Researchers Ernest Wynder and Dietrich Hoffman say their experiments with mice have produced skin cancer from the "tar" from the sidestream smoke of cigarettes. (Ernest Wynder and Dietrich Hoffman, *Tobacco and Tobacco Smoke*, Academic Press, New York, 1967, p. 183.)

Letters from high school students in *Senior Scholastic* magazine indicate that they are aware of health hazards associated with smoking. One letter states, "Recent surveys have shown that non-tobacco users live longer than people who do smoke. Smoking can be an impairment to health and growth." (*Senior Scholastic*, January 10, 1962, p. 28.)



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### 1962 (contd.)

The Royal College of Physicians in London concludes: "Cigarette smoking is a cause of lung cancer and bronchitis, and probably contributes to the development of coronary heart disease and various other less common diseases. It delays healing of gastric and duodenal ulcers. (*Smoking And Health, Summary and Report of The Royal College of Physicians of London on Smoking in relation to Cancer of the Lung and Other Diseases*, Pitman Publishing Corporation, London, 1962.)

In the movie "Sweet Bird of Youth," Paul Newman's character's girlfriend tells him cigarettes will give him cancer.



*Rachel Carson's book, Silent Spring, begins environmentalist movement.*



*First transatlantic TV transmission is made via satellite.*

### 1963

*Newsweek* features "Smoking And Health" as its cover story and includes a comprehensive six-page special report on deliberations of the U.S. Surgeon General's Advisory Committee on Smoking and Health and summarizes results of major smoking and health studies. The article states: "The preponderant weight of medical judgment has been that cigarette smoking is a major causative factor in lung cancer and plays an important part in heart disease and other degenerative ailments." ("Smoking And Health," *Newsweek*, November 18, 1963, pp. 61-66.)

A Harvard University study of 6,810 high school students indicates that 95% of all high school students and 90% of all junior high students have heard that lung cancer may be caused by smoking. (Eva J. Salber, M.D., Robert B. Reed, Ph.D., Sarah V. Harrison, B.S., and Joseph H. Green, "Smoking Behavior, Recreational Activities and Attitudes Toward Smoking Among Newton Secondary School Children," *Pediatrics*, Harvard University School of Public Health, 1963, pp. 911-918.)

Commenting on experiments conducted on mice, a report from the Royal College of Physicians of London states: "Skin cancer can be produced in mice by applications of tar condensed from tobacco smoke, but the results obtained by various investigators have not been uniform and exposure of animals to tobacco smoke in inhaled air has failed to produce lung cancer. Moreover, the amount of cancer-producing substances in the smoke itself does not seem likely to be sufficient to account for the large number of cases of cancer associated with the habit." (*Smoking And Health, Summary and Report of The Royal College of Physicians of London on Smoking in relation to Cancer of the Lung and Other Diseases*, Pitman Publishing Corporation, New York, 1963, p. 26.)

Three scientists conclude that "Heavy cigarette smokers thus appear to be true addicts, showing not only social habituation but mild physiologic withdrawal effects" after two tests of 15 smokers conducted by *The American Journal of Psychiatry*. In the first test the smokers are subjected to a state of sudden abstinence and contrasted with a comparable group of subjects allowed to smoke at liberty. Nearly identical results are obtained in a second test under conditions where subjects are switched from high nicotine to low nicotine cigarettes. "Nicotine is an active agent; it appears to have certain addictive qualities." (Dr. Peter Knapp, M.D., Charles Michael Bliss, and Harriet Wells, B.A., "Addictive Aspects In Heavy Cigarette Smoking," *The American Journal of Psychiatry*, Volume 119, No. 7, January 1963, p. 971.)



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## Tobacco Risk Awareness Timeline

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### 1963 (contd.)

In a letter to a member of the Surgeon General's Advisory Committee on Smoking and Health, scientist Robert C. Hockett of the Council for Tobacco Research provides a bibliography of more than 80 studies focusing on the effects of nicotine in the body. The list includes tranquilizing effects, serotonin metabolism (anti-depression actions in the brain), increased adrenal-medullary function (adrenalin), increased adrenocordical function, among others. (Letter from Robert C. Hockett to Surgeon General Peter V. V. Hammill, Staff Medical Coordinator, Surgeon General's Advisory Committee on Smoking and Health, March 7, 1963.)

Consumers Union issues a report in which it says that the body of evidence strongly indicates that smoking is strongly tied to lung cancer, but adds: "While the evidence...leaves no reasonable room for doubt that cigarette smoking causes lung cancer...it certainly does not follow that cigarette smoking is the only cause or the only factor in lung cancer." (Brecher, et al., *The Consumers Union Report on Smoking and the Public Interest*, 1963, pp. 66-68.)



*President John F. Kennedy assassinated in Dallas. Vice President Lyndon B. Johnson succeeds him in office.*

### 1964

Dr. Luther Terry issues first-ever U.S. Surgeon General's Report on Tobacco, declaring cigarette smoking to be a health hazard and a major cause of lung cancer and other deadly diseases. The report, based on more than 6,000 articles in biomedical literature, states "cigarette smoking is causally related to lung cancer in men; the magnitude of cigarette smoking far outweighs other factors. Cigarette smoking is the most important of the causes of chronic bronchitis in the United States and increases the risk of dying from chronic bronchitis and emphysema." The report also says the death rate from heart disease is 70% higher in cigarette smokers than in non-smokers.

The Surgeon General's Report notes that the tobacco habit should be characterized as a habituation rather than an addiction "since the biological effects of tobacco, like coffee and other caffeine-containing beverages, betel morsel chewing and the like, are not comparable to those produced by morphine, alcohol, barbituates and many other potent addicting drugs." The resource for this information can be found on the Centers for Disease Control and Prevention Web Site.

*Newsweek* calls the Surgeon General's Report "monumental," while *The New York Times* carries a long account under the headline, "Cigarettes Peril Health, U.S. Report concludes; 'Remedial Action' Urged." A banner headline on the front page of the *Chicago Tribune* states: "Tie Cancer To Cigarettes." A similar headline in *The New York Herald-Tribune* proclaims: "It's Official - Cigarette Smoking Can Kill You." (*The New York Times*, January 12, 1964; Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, 1996, p. 260.)

"The health hazards of excessive smoking have been well publicized for more than 10 years and are common knowledge. Labeling will not alert even the young cigarette smoker to any risks of which he is not already aware," declares an American Medical Association statement in an Associated Press story as the Federal Trade Commission begins discussions of placing health warnings on cigarette packs. ("FTC Ponders Views On Cigarette Labels," *The Charleston (S.C.) News & Courier*, March 18, 1964.)



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### 1964 (contd.)

Federal Trade Commission proposes that all cigarette packages carry warnings about the dangers of smoking. Legislation is approved by Congress a year later. (“History of Tobacco Regulation,” Schaffer Library of Drug Policy, World Wide Web site, hard copy.)

“Since November 1924, the *Reader’s Digest* has published 36 articles on smoking and health. The American Cancer Society has described the publication as a ‘profound influence’ in creating public awareness of the risks involved in smoking,” says the introduction to an article entitled, “I Quit Smoking or Cooper’s Last Stand,” in *Reader’s Digest*. (Courtney Ryley Cooper, “I Quit Smoking or Cooper’s Last Stand,” *Reader’s Digest*, April 1964, p 77.)

“We’ve read so much about cigarettes causing lung cancer and being bad for the heart that we are scared to death...it’s our dad we are writing about...” say two teenagers in a letter to nationally syndicated newspaper advice columnist Ann Landers. (“Teens Fume Over Dad’s Smoking,” *The Charlotte Observer*, February 20, 1964, p. 2B.)

Article in *Senior Scholastic Magazine* expounds on the findings of the Surgeon General’s Report concluding that cigarette smoking is the major cause of lung cancer among men, far outweighing other factors, including air pollution. (*Senior Scholastic Magazine*, February 24, 1964, pp. 4-7.)

In a popular book advising people how to quit smoking, John A. Moore observes: “Inhaling cigarette smoke through our lungs for the brain stimulation it gives, is definitely an addiction for many...Whether we call it habit, habituation or addiction, makes no difference. That is only a matter of terminology.” (John A. Moore, *How to Stop Cigarettes for Life*, New York, 1964, p. 42.)

Cigarette evolves into a bullet in the fingers of a smoker in an editorial cartoon in *The Spartanburg (S.C.) Herald*. (Cartoon, *The Spartanburg Herald*, January 15, 1964.)



President Lyndon Johnson declares “War on Poverty,” launching massive social assistance program for poverty level families.



Congress passes Civil Rights Act that prohibits segregation in public places.

### 1965

A supplement to the 1964 Surgeon General’s Report reaffirms the dangers of smoking while concluding: “The preponderance of scientific evidence strongly suggests that the lower the tar and nicotine content of cigarette smoke, the less harmful would be the effect.”

Federal Cigarette Labeling and Advertising Act takes effect, requiring Surgeon General’s warning on all cigarette packs: “Caution: Cigarette Smoking is Dangerous to Health. It May Cause Death from Cancer and Other Diseases.”

*Health For All*, a public schools’ textbook, notes that “Researchers have found that most lung cancer patients are cigarette smokers who have smoked heavily for years...Within a given age group, 10 times as many cigarette smokers than non-smokers died of lung cancer.” (W. W. Bauer, M.D., et al., *Health for All*, Book Eight, Scott Forman and Company, Chicago, 1965, p. 134.)



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### 1965 (contd.)

An editorial in *Home Life*, a Southern Baptist periodical, states, “The many recurring reports of the health hazards from smoking really impart no new knowledge. The public generally has known that the use of tobacco in any form is a physically harmful, filthy, costly habit. It doesn’t take a scientific report to discover that. By and large, those who smoke - or chew or dip - have done so at a calculated risk. They have known the dangers, and have practiced the vice with their eyes open.” (“Oh, for a Good Clean Breath of Air,” *Home Life*, 1965, p. 4.)



*Medicare and Medicaid programs created to provide health insurance for the elderly and poor, respectively.*

### 1966



*Freedom of Information Act is enacted.*

### 1967

The second Surgeon General’s Report on Smoking reaffirms and strengthens conclusions of the 1964 report, stating: “The case for cigarette smoking as the principal cause of lung cancer is overwhelming.” Finds that “evidence strongly suggests smoking cigarettes can cause coronary heart disease.” The 1964 report had described this relationship as an “association.” Also concludes that “cigarette smoking is the most important of the causes of chronic non-neoplastic bronchial and pulmonary diseases in the United States.”

The Public Health Service warns smokers in an Associated Press report that the potential benefit to a smoker who might shift to a low tar and nicotine cigarette could be wiped out if he smokes more cigarettes - as the Department of Health Education and Welfare recommends that cigarette companies be required to post tar levels and nicotine content of each brand. (“Label, Advertise Nicotine, Tar Level - HEW,” *Charlotte (N.C.) Observer*, January 13, 1967.)

Listings of tar and nicotine content of 59 cigarette brands are announced by the Federal Trade Commission: “This information will enable a smoker who is unable or unwilling to give up smoking to select the least hazardous cigarettes on the market,” says a statement quoted in the Associated Press. (“Cigarette Brand Nicotine-Tar Rankings Released By FTC,” *Charleston (S.C.) News & Courier*, November 28, 1967, p. 6A.)

Scene from James Bond movie “You Only Live Twice”: James Bond’s boss tells him cigarettes are very bad for his chest. Scene includes X-rays of Bond’s lungs.

Actor Bill Talman, the District Attorney character on the Perry Mason TV show, contracts lung cancer, does a public service announcement for the American Cancer Society. Reminiscing about the 252 cases his TV character lost to Perry Mason, he says, “But I’m in a battle now I don’t want to lose...I’ve got lung cancer. If you haven’t smoked, don’t start. If you do smoke - quit. Don’t be a loser.”



*First successful heart transplant operation.*



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### 1968

Ninety-one percent of all respondents believe that smoking is harmful to health in a U.S. Department of Health, Education and Welfare (HEW) survey of 4,406 boys and girls ages 12 to 18. (“Teenage Smoking,” *National Patterns of Cigarette Smoking*, ages 12 through 18, in 1968 and 1970, U.S. Department of Health, Education and Welfare, DHEW Publication No. (HSM 72-7508), 1968, pp. 1-7 and 141-144.)

Walter Cronkite on CBS Evening News passes along warnings from the Public Health Service about dangers of cigarette smoking, encouraging people to smoke less and take fewer puffs.

“You could stand on a rooftop and shout ‘smoking is dangerous’ at the top of your lungs, and you would not be telling anyone anything they did not already know,” declares Daniel Horn, National Clearinghouse on Smoking and Health. (Nancy Sharp, “Is end near for smoking?” *The Herald-American*, November 3, 1968.)

Mike Wallace of CBS-TV invites viewers to take the National Smoking Test, with questions centering on addiction. Dr. Daniel Horn, an anti-smoking researcher and activist, tells the audience that ‘psychological addiction’ appears as important as the ingredients in the cigarettes themselves.” (“National Smoking Test,” CBS News, 1968.)



*Dr. Martin Luther King, Jr., and Presidential candidate Robert Kennedy assassinated.*

### 1969

In a supplement to the 1964 report, the Surgeon General’s office emphasizes an association between maternal smoking and infant low birth weight. Cites evidence of increased prematurity, spontaneous abortion, stillbirth and neonatal death.

Federal Communications Commission issues Notice of Proposed Rulemaking to ban cigarette ads on TV and radio. In an ABC-TV news report, FCC Chairman Roselle Hyde says there are 50,000 deaths from lung cancer annually and the main cause is cigarette smoking.

U.S. Congressman Ed Koch (D-N.Y.) in hearings before the House Committee on Interstate and Foreign Commerce states: “There is a strong body of medical opinion which believes that cigarette smoking is not only psychologically addictive, comparable to heroin addiction...And if as I believe it will be established, that such is the case, there ought to be legislation which would require that the warning on the pack of cigarettes also indicate the danger of addiction.” (Hearings before the Committee on Interstate and Foreign Commerce, House of Representatives, “Cigarette Labeling and Advertising,” Part 1, p. 47.)

Congress enacts Cigarette Smoking Act of 1969, requiring warning labels on all cigarette packs.

The Seventh Day Adventist Church sponsors one of the first anti-tobacco marches, at St. Helena, California, receiving national television exposure.

TV news coverage of an announcement by a scientist of a treatment for tobacco that he says will reduce the cancer risk of cigarettes.



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### 1969 (contd.)

Bill Talman, of TV “Perry Mason” fame, dies of lung cancer. He had produced one of the first public service announcements about cigarettes and lung cancer.



*Apollo XI astronauts Neil Armstrong and Edwin “Buzz” Aldrin become the first men to walk on the moon.*

### 1970

Scientist Oscar Auerbach announces results of a three-year experiment that involved using inhalation devices attached to the tracheotomies of beagles. The research, sponsored by the American Cancer Society, indicates that tumors were found in the lungs of 36 dogs that smoked, but none in dogs using placebo techniques. (Richard Kluger, *Ashes To Ashes*, New York, Vintage Books, 1996, pp. 351-352.)

Congress passes legislation prohibiting tobacco advertising on television and radio, and requiring warnings about smoking in print advertising.

American Lung Association begins its “Kick the Habit” anti-smoking campaign.

In the movie “On A Clear Day,” Barbara Streisand’s character goes through numerous attempts to quit smoking.

### 1971

Surgeon General’s Report says new evidence indicates associations between smoking and peripheral vascular disease, atherosclerosis of the aorta and coronary arteries, increased incidence and severity of respiratory infections, and increased mortality from cerebrovascular disease and nonsyphilitic aorta aneurisms. Also concludes that smoking is associated with cancers of the mouth and esophagus.

United Airlines creates separate sections for smokers and non-smokers on all passenger airplanes.

Federal Communications Commission’s ban on cigarette advertising on TV and radio goes into effect.

An entire town attempts to quit smoking in the movie “Cold Turkey” without great success, attempting to win a \$25-million prize offered by a cigarette company.



*Voting age lowered to 18 in the U.S.*



*Intel Corp. introduces its first microprocessor, launching the personal computer revolution.*



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## 1972

Surgeon General's Report states that evidence on the immunological effects of tobacco and tobacco smoke indicates that smoking may impair protective mechanisms of the immune system, that non-smokers' exposure to tobacco smoke may exacerbate allergic symptoms, and that carbon monoxide in smoke-filled rooms may harm the health of persons with chronic lung or heart disease. The report identifies carbon monoxide, nicotine and tar as the smoke constituents most likely to produce health hazards of smoking.

Cartoon satirizing the "Three Little Pigs" and American Cancer Society uses their battle with the "Big Bad Wolf" in public service announcement.

Scene from TV show "Sanford and Son": Son tries to get dad to give up smoking.



*Nixon visits China, renewing U.S.-China diplomatic relations.*

## 1973

Civil Aeronautics Board requires all airlines to create non-smoking sections.

Arizona becomes first state (in latter half of 20th century) to pass comprehensive law restricting smoking in public places.

*Time* reporter wonders if smoking is an incurable addiction in a story on the efforts of famed journalist Joseph Alsop's efforts to stop smoking. ("Incurable Addiction," *Time*, September 24, 1973, pp. 90-91.)

## 1974

The 10th anniversary Surgeon General's Report reinforces conclusions on major hazards of smoking. The report also reviews associations between smoking and some types of brain infection, and the synergistic effect of smoking and asbestos in causing lung cancer.

The Department of Health, Education & Welfare (HEW) seeks permission from Congress to regulate the contents of cigarettes.



*President Nixon resigns over Watergate scandal.*

## 1975

Department of Defense stops providing cigarettes in ration kits for soldiers.

The first law requiring separation of smokers and non-smokers is passed. The Minnesota Clean Indoor Air Act goes into effect to protect "the public health and comfort and the environment by prohibiting smoking in public places and at public meetings, except in designated smoking areas."

Scene in movie "Dog Day Afternoon": Man declines cigarette, saying he doesn't want cancer.

Archie's son-in-law, "Meathead," tries to convince Archie to give up smoking in the top-rated TV sitcom "All In The Family."



# Tobacco Risk Awareness Timeline

[www.brownandwilliamson.com](http://www.brownandwilliamson.com)

## 1976

In TV series “Good Times,” the star’s romantic interest develops a case of lung cancer.

Public service announcement by the American Heart Association shows an empty desk in an office previously occupied by a smoker.

## 1977

The first Great American Smokeout is observed.

Students in a high school class perform an officially sanctioned test of smoking, which shows the effects of smoking on heart rate and the amount of carbon monoxide in their lungs. The event is covered by NBC-TV news.



*RCA sells first home videocassette recorder (VCR).*

## 1979

The 15th anniversary Surgeon General’s Report is the most comprehensive review of health effects of smoking ever published. It also is the first report to examine behavioral, pharmacological and social factors influencing smoking. Also the first report to consider the role of adult and youth education in promoting non-smoking. In addition, the report reviews the health consequences of smokeless tobacco. Among the new sections in the report is one identifying smoking as “one of the primary causes of drug interaction in humans.”

Minneapolis and St. Paul become the first U.S. cities to ban free cigarette samples.

Scene from movie “Manhattan”: Woody Allen’s character says he doesn’t inhale cigarette smoke because inhaling tobacco smoke causes cancer.



*Ayatollah Khomeini gains control of Iran.*

## 1980

Surgeon General’s Report is devoted to the health consequences of smoking for women. The review strengthens previous findings and permits new ones, including a projection that lung cancer would surpass breast cancer as the leading cause of cancer mortality in women.

William Pollin, the “top drug-abuse scientist” of the federal government, warns in the magazine *Prevention*, that “there is increasing scientific evidence that cigarettes are both physically and psychologically addictive in the same sense as heroin or morphine.” (*Prevention*, 1980.)



*War begins between Iran and Iraq.*



# Tobacco Risk Awareness Timeline

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## 1981

Surgeon General's Report says more evidence indicates smokers switching to lower-tar cigarettes may be at equal risk for lung cancer and other diseases, because they compensate by smoking more cigarettes and inhaling more tobacco smoke. Also notes possible risks from additives and their products of combustion. The resource for this information can be found on the Centers for Disease Control and Prevention Web Site.

Life insurance companies begin offering lower premiums to non-smokers.

## 1982

Surgeon General's Report includes first consideration of epidemiological studies of increased lung cancer risk in non-smoking wives of smoking husbands. Does not conclude that the association is causal, but labels it "a possible serious public health problem."

## 1983

Surgeon General's Report concludes that cigarette smoking is one of three major causes of coronary heart disease and should be "considered the most important of the known modifiable risk factors for coronary heart disease."

Federal drug expert William Pollin describes cigarette smoking as "the most widespread example of drug dependence in this country" in an article in *Prevention*. ("Smoking is a 'Drug Dependence,'" *Prevention*, November 1983, p. 170.)



*Personal computer named Time's Man of the Year.*



*Astronaut Sally Ride is first U.S. woman in space.*

## 1984

Surgeon General's Report concludes that cigarette smoking is the major cause of chronic obstructive lung disease, accounting for 80% to 90% of such deaths in the United States. Tobacco manufacturers are required to provide lists of cigarette additives annually to the Department of Health and Human Services' Office on Smoking and Health.

## 1985

Surgeon General's Report examines relationship between smoking and hazardous substances in the workplace, concluding that cigarette smoking is a greater cause of mortality and disability than the workplace environment.

Actor Yul Brenner does TV public service announcement for American Cancer Society on the dangers of smoking.

In different scenes of the movie "Cat's Eye," the main character has many hallucinatory experiences in trying to quit smoking, with references to cancer.



*Mikhail Gorbachev becomes leader of the Soviet Union.*



## Tobacco Risk Awareness Timeline

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### 1986

Surgeon General's Report concludes "Involuntary smoking is a cause of disease, including cancer, in healthy non-smokers." Also finds that children of smokers have a higher incidence of respiratory infections and symptoms, as well as reduced lung function. Also concludes that separation of smokers and non-smokers within the same airspace reduces but does not eliminate exposure to environmental tobacco smoke.

Special report of an advisory committee appointed by the Surgeon General to study the health consequences of smokeless tobacco concludes that use of smokeless tobacco can cause cancer in humans and can lead to nicotine addiction.

Much of an entire episode of "Hill Street Blues" is devoted to a smoking ban imposed by the police chief, with reminders about the health hazards of smoking.

Pro football star Eric Dickerson does TV public service announcement for American Lung Association.



*Nuclear accident occurs at Soviet Chernobyl power station.*

### 1987

Congress bans smoking on flights of less than two hours.

### 1988

Surgeon General's Report reverses position of 1964 when nicotine use was described as habitual, now declaring nicotine to be addictive. The 1988 report states: "Nicotine is the drug in tobacco that causes addiction. Recognizing tobacco use as an addiction is critical both for treating the tobacco user and for understanding why people continue using tobacco despite the known health risks. Nicotine is a psychoactive drug with actions that reinforce the use of tobacco." The resource for this information can be found on the Centers for Disease Control and Prevention Web Site.

### 1989

Surgeon General's Report marks the 25th year since the first report in 1964, noting significant decreases in cigarette smoking over the period. It notes, however, that "smoking is responsible for one out of every six deaths in the United States. Smoking remains the single most important preventable cause of death in our society." The resource for this information can be found on the Centers for Disease Control and Prevention Web Site.

In an episode of TV sitcom "Roseanne," mom and dad attempt to keep daughter from smoking, noting the possibilities of emphysema and an iron lung.



*Berlin Wall comes down.*



**BROWN & WILLIAMSON  
TOBACCO**

# Tobacco Risk Awareness Timeline

[www.brownandwilliamson.com](http://www.brownandwilliamson.com)

## 1990

Congress bans smoking on all domestic flights of six hours or less. The only exceptions are flights to and from Alaska and Hawaii.



*Germany is reunified.*

## 1991

Clinton Administration bans smoking in the White House.

In a TV episode of the sitcom “Designing Women,” the character Suzanne takes up smoking to help her diet. She is told smoking is the only diet aid to cause emphysema. Also mentions results of laboratory cancer skin tests on mice.



*The Soviet Union is dissolved.*

## 1994

Surgeon General’s Report focuses for the first time on youth smoking, concluding that the younger a person begins smoking, the greater the risk for developing numerous illnesses associated with smoking. Concludes that teens experience general decrease in physical fitness, increased coughing and phlegm, susceptibility to respiratory illness, early development of artery disease, and slower rate of lung growth. The resource for this information can be found on the Centers for Disease Control and Prevention Web Site.

Tobacco companies release list of 599 cigarette ingredients.

FDA Commissioner David Kessler announces plans to reclassify nicotine as a drug.

Environmental Protection Agency (EPA) declares secondhand tobacco smoke to be a Class A carcinogen. A federal appeals court later determines that the agency altered its measurement techniques to achieve a predetermined outcome.

Mississippi becomes the first state to file a Medicaid lawsuit against the tobacco companies seeking to recover health care costs for diseases associated with smoking.

## 1997

Cigarette manufacturers and Attorneys General announce June 20th Proposed Legislative Resolution of Tobacco Issues. Provisions include tobacco access restrictions; FDA oversight of manufacturing, content and product development; mandated reduction in youth smoking levels; curtailment of tobacco advertising; new warning labels; minimum standards for smoking in indoor public areas; annual payments totaling \$385 billion over 25 years; and civil litigation relief. The resolution is withdrawn with the introduction of the McCain Bill, seeking to increase the companies’ payments to as much as \$500 billion and create 17 new federal agencies, which ultimately falters in Congress. The resource for this information can be found on the State Tobacco Information Center Web Site.



## Tobacco Risk Awareness Timeline

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### 1997 (contd.)

Brown & Williamson is the first tobacco company to put its positions on smoking-related disease on its company web site. A list of ingredients used in its cigarettes; the constituents in tobacco smoke; tar, nicotine and carbon monoxide yields; and facts related to smoker compensation patterns can be found on the Brown & Williamson Web Site as well.

### 1998

Four of the five major cigarette manufacturers agree to Master Settlement Agreement with Attorneys General of 46 states, agreeing to pay \$250 billion to the states over 25 years and to establish a five-billion-dollar trust fund for tobacco farmers. In addition, they agree to stop advertising on outdoor billboards; to not use cartoon characters in advertising; to end the distribution of free samples of tobacco products except in controlled adult-only venues; to stop marketing brand names on non-tobacco items such as T-shirts and hats; to not place tobacco products in films. They also agree to major restrictions in brand sponsorships in concerts and sporting events, and to restrictions in lobbying, as well as the closure of existing trade organizations (the Tobacco Institute and the Tobacco Industry Research Council). The resource for this information can be found on the National Council for Science & the Environment Web Site.

### 1999

Brown & Williamson is the first tobacco company to appoint an executive in charge of corporate and youth responsibility, a program designed to aggressively pursue ways of discouraging youth smoking.

Brown & Williamson Chairman Nick Brookes is the first tobacco executive to hold a live “chat” session on tobacco issues with the general public on the World Wide Web. In response to a question about whether B&W would acknowledge that a causative link between cigarettes and lung cancer has been conclusively proven, he states: “We accept that the best judgement on all the evidence is that smoking causes lung cancer.”

### 2000

The U.S. Supreme Court denies Food and Drug Administration (FDA) regulatory authority over tobacco products, declaring, “Regardless of how serious the problem an administrative agency seeks to address, it may not exercise its authority in a manner that is inconsistent with the administrative structure that Congress enacted into law.” (FDA vs. Brown & Williamson Tobacco Corporation, U.S. Supreme Court, March 21, 2000.)



## Tobacco Risk Awareness Timeline

[www.brownandwilliamson.com](http://www.brownandwilliamson.com)

### 2000 (contd.)

In an address to the National Press Club in Washington, D.C., Brown & Williamson Chairman Nick Brookes announces the company's desire for public forums on smoking and health issues. In response to a question about tobacco risks and addiction, he states that "scientists have concluded that the best judgment, based on all the evidence, is, for example, that smoking causes lung cancer in some circumstances; additionally that, in the way that term is understood, cigarette smoking is addictive, although I have been reported as saying and will continue to say that it's not a term that I feel particularly comfortable with and will not tend to use myself, but I certainly will not object to anyone else saying that smoking is addictive." The resource for this information can be found on the Brown & Williamson Tobacco Corporation Web Site.

Dr. Sharon Boyse, Director of Scientific Studies at Brown & Williamson, hosts a public "chat" session on the World Wide Web devoted to "Smoking and Health" issues.

The Royal College of Physicians in London concludes in a report on *Nicotine Addiction in Britain*: "Nicotine obtained from cigarettes meets all the standard criteria used to define a drug of dependence or addiction...Most smokers do not continue to smoke cigarettes out of choice, but because they are addicted to nicotine." (Tobacco Advisory Group of the Royal College of Physicians, *Nicotine Addiction in Britain*, February 2000.) The resource for this information can be found on the Royal College of Physicians Web Site.



*Y2K computer scare passes without major problems.*

### 2001

Surgeon General's Report on "Women and Smoking" states that lung cancer is now the leading cause of cancer deaths among U.S. women, attributing 90% of all lung cancer deaths among women to smoking. The resource for this information can be found on the Centers for Disease Control and Prevention Web Site.

The National Academy of Science issues a report reaffirming the risks associated with smoking while indicating more research is needed to produce safer tobacco products:

"No one knows the dose-response relations, the specific toxins, the pathogenic mechanisms, or the interrelationship between the many components of tobacco smoke with enough precision to make scientifically reliable quantitative judgments about the the risk of acutal harm reduction associated with use of any tobacco product.

"Since we do not know which of many toxins may be the cause of specific harmful effects, we can only infer, but we cannot know, the health effects of the elimination of any one or several tobacco components. Further, we are just beginning to identify and understand the genetic basis and other causes of the differences in susceptibility to toxic effects among groups or individuals that largely determine the response of an individual to a toxin." (*Clearing The Smoke: Assessing the Science Base for Tobacco Harm Reduction*, National Academy of Sciences, National Academy Press, Washington, D.C., 2001, p. 10.) The resource for this information can be found on the National Academy Press Web Site.

