

the tobacco chronicles

TOBACCO IN THE U.S.
1880-1995

Tobacco Practices, Policies, and Research
Among American Indians and Alaska Natives



Columbia University
School of Social Work

1995

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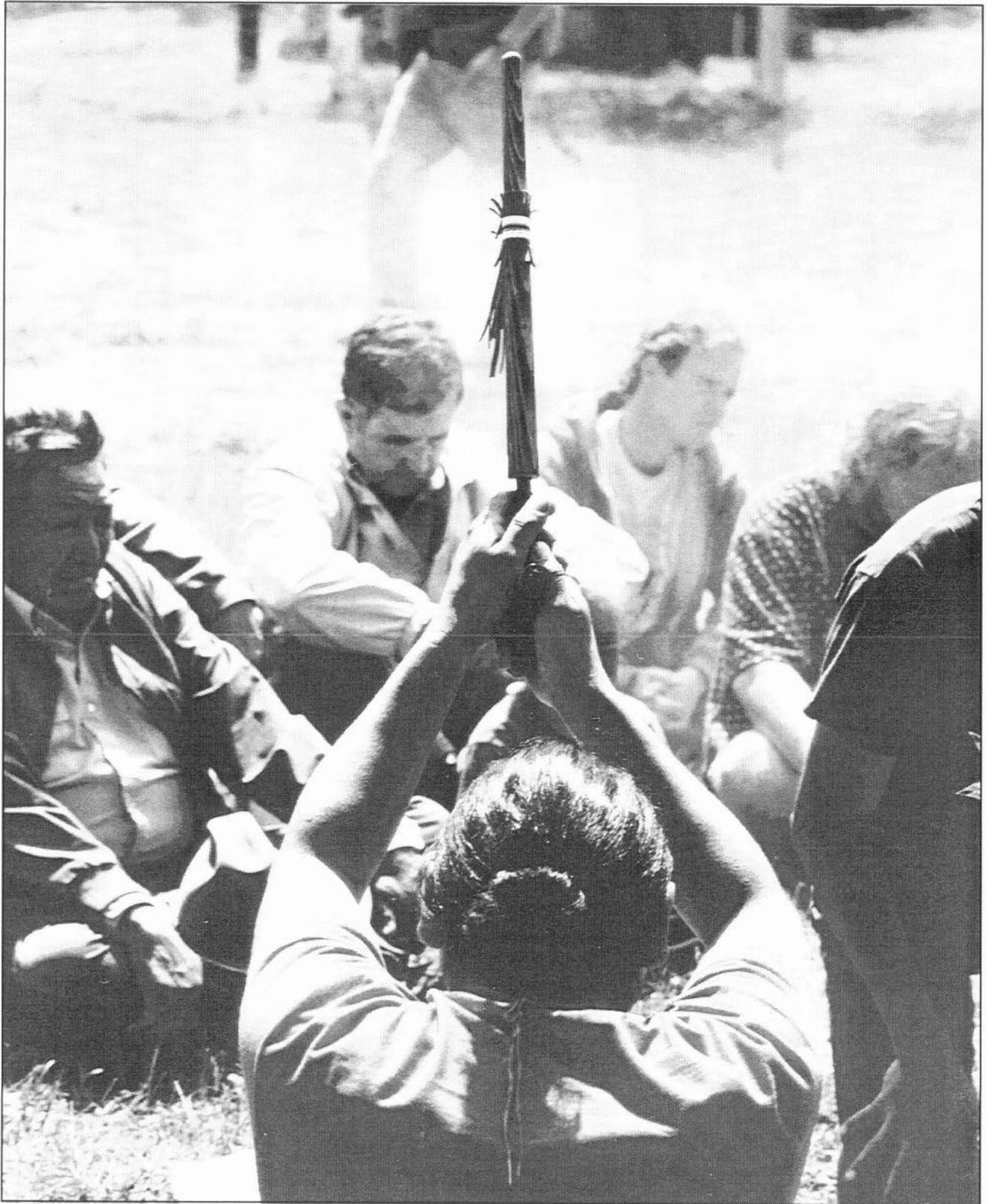
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THE SACRED PIPE IS HELD HEAVENWARD IN PRAYER TO BLESS AN ANTI-GOLD MINING RALLY IN THE LITTLE ROCKY MOUNTAINS,
FT. BELKNAP RESERVATION, MONTANA, 1993

PHOTO COURTESY MICHAEL CRUMMET

TOBACCO IN THE U.S. 1880-1995

Tobacco Practices, Policies, and Research
Among American Indians and Alaska Natives

STEVEN P. SCHINKE, PH.D., PRINCIPAL INVESTIGATOR
"REDUCING CANCER RISKS AMONG NATIVE AMERICAN YOUTH IN THE NORTHEAST"

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INTRODUCTION

Steven P. Schinke, Professor
Columbia University

This is a resource chronicle about tobacco in the U.S., and more specifically about its relationship to American Indians and Alaska Natives. The chronicle is a product of a five year study “Reducing Cancer Risks Among Native American Adolescents in the Northeast,” funded by the National Cancer Institute and sponsored by Columbia University in New York City.

In 1990, the National Cancer Institute responded to the increasing rates of cancer among Native Americans by funding eight intervention research projects aimed at learning more about, and preventing cancer among Native Americans (particularly youth and women).

Tobacco use by American Indians or Native Americans and Alaska Natives has had a separate and unique history, but one that has in more recent times intersected with the mass production, marketing, and consumption of tobacco. This interplay between cultural antecedents of tobacco practices in ritual and ceremonial contexts and the manufacture of tobacco products by industry has had a tremendous negative impact on the health and lives of American Indians and Alaska Natives. As a result, scientifically proven methods for preventing certain cancers associated with tobacco abuse among Native Americans are needed. Also needed is a wider understanding of the significant social and political trends associated with tobacco. We hope this archive, **TOBACCO IN THE U.S. 1880-1995: Tobacco Practices, Policies, and Research Among American Indians and Alaska Natives** will be useful to anyone interested in reducing the consumption of tobacco.



This book in no way incorporates the vast amount of information and material on tobacco control efforts which have taken place over the past one hundred years in the U.S. and around the world. Much had to be excluded due to space limitations. The book focuses primarily on activities pertaining to American Indians and Alaska Natives. It highlights major milestones in terms of medical studies, government reports, and other key areas which have impacted Native American children and adults.

TOBACCO

The main ingredient in cigarettes is tobacco, which comes from the leaves of various species of *Nicotiana*, a member of the nightshade family. In the United States, the tobacco plant *Nicotiana tabacum* is used primarily for the manufacture of cigarettes, cigars, pipe tobaccos, and to a lesser extent, chewing tobacco...As in most agriculture, various herbicides, pesticides, and insecticides are used to kill unwanted weeds, diseases, and insects. These chemicals find their way into tobacco products.

...the green tobacco leaf is “cured” to develop the taste and aroma desired by users of the various products. In *air-curing*, the tobacco is sheltered but cured primarily under natural weather conditions. In *flue-curing*, the tobacco is cured in heated air but not subjected to smoke or odors. In *fire-curing*, the tobacco is cured in air heated mostly by wood fires and is in contact with the smoke.

C. Barr Taylor and Joel D. Killen, eds. *The Facts About Smoking* - 1991

Flue-cured tobacco is the principal type used in the United Kingdom and North America, forming almost the whole content of cigarettes and a large part of the ingredients of pipe tobaccos. Only shade grown cigar wrapper leaf is more intensely cultivated...There is production in the states of Florida, Georgia, North and South Carolina and Virginia.

Dark-fired tobacco. This is a large, heavy kind of leaf grown in heavier soil than flue-cured....First grown in Virginia and Kentucky, but output is now supplemented by Tennessee and very successful growing in Malawi.

Cigar tobaccos. Once virtually all cigars were made from West Indian and Cuban leaf. Main sources today are Cuba (Havana), Jamaica, Brazil, Indonesia, USA (Connecticut) and Cameroon. All cigar tobacco is air-cured...

Maurice Corina, *Trust in Tobacco: The Anglo-American Struggle for Power* - 1975

Most of the popular brand cigarettes consist of a blend of flue-cured, Burley, Maryland, and Turkish tobaccos.

Some cigarettes are made wholly of flue-cured and some of Turkish alone. The term “Turkish” is not exact. “Turkish” tobacco comes not only from Turkey but also from Greece, Bulgaria, and other Mediterranean countries and islands. It is an aromatic, light-colored, air-cured type and is sometimes called the “pepper and salt” or “seasoning” of cigarettes.

Science Digest, July 1940

NICOTINE

Nicotine is a naturally occurring alkaloid present in varying concentrations in different strains of tobacco. Most cigarettes sold in the United States contain about 8 to 9 milligrams of nicotine, of which the smoker typically ingests 1 to 2 milligrams per cigarette.

Surgeon General's Report, 1994

Nicotine is a potent drug. One drop of the pure substance extracted from tobacco and placed on a man's tongue will kill him within minutes. Nicotine does not kill the smoker because it is absorbed over a period of time and the body is capable of modifying it as it does other poisons which enter the system. ...The drug is absorbed by the body at remarkable speed. It reaches the brain in seven seconds and the big toe in fifteen to twenty seconds.

Peter Taylor, *Smoke Ring: Tobacco, Money, and Multinational Politics* - 1984

Nicotine is a drug that occurs naturally in the leaves of *Nicotiana tabacum*. It is generally thought of as a stimulant since it provokes many nerve cells in the brain and heightens arousal...it is well absorbed through the mucosae or the very thin skin of the nose or mouth which is dense with capillaries. That is why chewing tobacco and snuffing are such effective ways to ingest nicotine.

Jack E. Henningfield, *Nicotine: An Old-Fashioned Addiction* - 1985

SMOKELESS TOBACCO OR SPIT TOBACCO

Smokeless tobacco includes two main types: chewing tobacco and snuff. These products are made from the same type of dark-or-burley-leafed tobacco. Most smokeless tobacco is grown in Kentucky, Pennsylvania, Tennessee, Virginia, West Virginia, and Wisconsin... People who use chewing tobacco place a wad of loose-leaf tobacco or a plug of compressed tobacco in their cheek; snuff users place a small amount of powdered or finely cut tobacco (loose or wrapped in a paper pouch) between their gum and cheek.

Surgeon General's Report - 1994

Loose leaf chewing tobacco consists primarily of air-cured tobacco and, in most cases, is heavily treated with licorice and sugars. Plug tobacco is the oldest form of chewing tobacco. Plug tobacco is produced from the heavier grades of leaves harvested from the top of the plant, freed from stems, immersed in a mixture of licorice and sugar, pressed into a plug, covered by a wrapper leaf, and reshaped. ... Twist tobacco is made from cured burley, and air- and fire-cured leaves, which are flavored and twisted to resemble a decorative rope or pigtail...Dry snuff is processed into a powdered substance that may contain flavor and aroma additives, including spices.

Smokeless Tobacco or Health: An International Perspective, Monograph No. 2 - 1992

The chew and its juices must be disposed of periodically, which is not the most aesthetic of procedures. The reason for spitting rather than swallowing is that tobacco juice is not considered tasty, even by tobacco freaks. In fact, it has been compared to battery acid and worse.

Elizabeth Whelen, A Smoking Gun: How the Tobacco Industry Gets Away with Murder - 1984

TOBACCO AND NATIVE AMERICANS RESEARCH

1968

Sievers, Maurice L. "Cigarette and Alcohol Usage by Southwestern American Indians." *American Journal of Public Health*, vol. 58, no. 1 (January 1968): 71-82. A study of 1,233 southwestern Indians over fifteen years of age interviewed between 1961 and 1965 showed cigarette smoking to be infrequent and seldom extensive. Desert tribes (Colorado River, Pima, Papago) used cigarettes more often than the mountain and canyon tribes (Hopi, Apache, Navajo, Havasupai-Hualapai). Indian women smoked much less frequently than the men.

1984

Gillum, Richard Frank, Gillum, Brenda S., and Smith, Norine. "Cardiovascular Risk Factors among Urban American Indians: Blood Pressure, Serum Lipids, Smoking, Diabetes, Health Knowledge, and Behavior." *American Heart Journal*, vol. 107 (1984): 765-776. A risk factor survey of 242 Minneapolis Indians [mostly Chippewa adults] aged 16 to 84 years old, documented, among other things, the extremely high prevalence of men and women smoking cigarettes, a coronary heart disease risk factor putting American Indians in Minneapolis at high risk for heart disease and stroke (which combined were the leading cause of death among urban and rural Indians in Minnesota).

Petersen, L.P., et al. "Pregnancy Complications in Sioux Indians." *Obstetrics & Gynecology*, vol. 64, no. 4 (October 1984): 519-523. In this report documenting the evidence of a high incidence of socioeconomic health-related disorders and pregnancy-related complications, 342 pregnant white women were compared with 405 pregnant Sioux women. Comparative data for substance abuse existed to a greater extent among the pregnant Sioux Indians, as compared with the white group. One of the five figures showed that over 40% of the pregnant Sioux women smoked while under 20% of the white women smoked.

1986

Schinke, Steven P. et al., "Smokeless Tobacco Use Among Native American Adolescents." *New England Journal of Medicine*, vol. 314, no. 16 (April 17, 1986): 1051-1052. Letter reported data from a study of smokeless tobacco (snuff, cut-leaf, plug, or other fine-cut or chewing tobacco) use among Native American adolescents (135 females and 119 males; mean age 13.8 years) randomly selected from three reserva-

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tions and one medium-sized city in Washington State. Data showed that 43.7 percent of the adolescents reported having used smokeless tobacco from 1 to 25 times. More than 25 instances of smokeless tobacco use were reported by 42.9 percent of the sample. Almost one-quarter of the males and females reported weekly use of snuff and chewing tobacco.

1987

Boyd, Gayle. "Use of Smokeless Tobacco among Children and Adolescents in the United States." *Preventive Medicine*, vol. 16, no. 3 (May 1987): 402-421. Data collected by National Cancer Institute grantees on the use of smokeless tobacco self-reported by 43,000 students from grades 4 through 11 in sixteen locations in the United States and one location in Canada showed use was highest among Native Americans and lowest among Blacks and Asians.

Centers for Disease Control, "Indian Health Service Facilities Become Smoke-Free." *MMWR* 1987; vol. 36, no. 22: 348-350. Brief discussion about virtually all IHS facilities becoming smoke-free, beginning with the PHS Indian Hospital on the Hopi Reservation at Keams Canyon, points out that "IHS's experience demonstrates that 100% smoke-free health facilities are achievable, and other health facilities are encouraged to set similar standards." Two tables are included. The first, "Results of various surveys on the prevalence of cigarette smoking among adult American Indians and Alaska Natives" (1968 - 1986) shows that use varies greatly. American Indians from the southwest smoke very little tobacco whereas those from the northern plains and Alaska Natives have substantially higher smoking rates than the general U.S. population. The second table, "Age-adjusted mortality rates for American Indians and Alaskan Natives, by cause of death" shows that mortality rates due to smoking-related diseases in IHS areas correlate with the difference in smoking prevalence.

Centers for Disease Control, "Smokeless Tobacco Use in Rural Alaska." *MMWR*, 1987, vol. 36, no. 10: 140-143. Data from a 1986 Indian Health Service survey of Native and non-Native children in Alaska showed that almost as many Alaskan school-aged girls are using smokeless tobacco products as school-aged boys. The nine-question, self-administered survey given to 2454 girls and 2511 boys ranging from five to eighteen years of age showed that 27.5% of girls and 33.7% of boys who responded used smokeless tobacco products. Sixty percent of the respondents indicated that they were aware of the health risks associated with smokeless tobacco use.

Copeland, Gary. "Public Policy on Smoke-Free Facilities: A Case Study on Large System Change." *The Provider* (IHS Clinical Support Center newsletter), November 1987: 98-100. This article traces the events from 1978 through 1985 that led to

the smoke-free policy of the Indian Health Service, establishing MS as an international example of making non-smoking the social norm.

Schinke, Steven P., et al. "Health Effects of Smokeless Tobacco." *Journal of American Medical Association*, vol. 25, no. 6 (February 13, 1987): 781. Letter reported data detailing the health effects of smokeless tobacco use by adolescents.

Schinke, Steven P., et al. "Pacific Northwest Native American Youth and Smokeless Tobacco Use." *International Journal of the Addictions*, vol. 22, no. 9 (1987):881-884. Study examining snuff and chewing tobacco use among Alaska Native and American Indian adolescents showed frequent and early use of smokeless tobacco products. Weekly smokeless tobacco use was reported by 34% of all females and by 42% of all males. Among females, over one half had used snuff or chewing tobacco before ten years. Among males, nearly one half first used smokeless tobacco prior to eight years of age. Few subjects used cigarettes or other smoked tobacco products.

Tanaka, Eugene S., Welty, Thomas K., and Beard, Madonna. "Smoking Survey, Rapid City PHS Indian Hospital." *The Provider* (MS Clinical Support Center newsletter), September 1987: 75-78. Description of a smoking survey conducted in December 1985 to determine the preferences of all employees regarding a smoke-free environment. The survey also assessed the participants' knowledge and information concerning smoking-related diseases. Over 70% of the respondents to the self-administered survey-questionnaire favored a smoke-free policy. A copy of the survey and eight tables is included.

Wolfe, Mary D. and Carlos, James P., "Oral Health Effects of Smokeless Tobacco in Navajo Indian Adolescents." *Journal of Dental Research*, vol. 66 [NSI] (March 1987):326. This study of 226 Navajo Indians, aged 14-19, who used smokeless tobacco, cigarettes, and alcohol, showed that smokeless tobacco was significantly related to the etiology of leukoplakia.

Wolfe, Mary D. and Carlos, James P., "Oral Health Effects of Smokeless Tobacco Use in Navajo Indian Adolescents." *Community Dentistry and Oral Epidemiology*, vol. 15, no. 4 (August 1987): 230-235. This study of 226 Navajo Indians, aged 14-19, who used smokeless tobacco, cigarettes, and alcohol, showed that smokeless tobacco was significantly related to the etiology of leukoplakia.

1988

Centers for Disease Control, "Prevalence of Oral Lesions and Smokeless Tobacco

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Use in Northern Plains Indians.” *MMWR* 1988; vol. 37: 608-611. Report of preliminary results from four studies of American Indian/Alaska Native schoolchildren confirmed a greater prevalence of smokeless tobacco use in Indian adolescents than in Indian adults. Studies conducted: Rosebud Sioux Reservation (March 1986), metropolitan and rural Minnesota and four rural South Dakota Indian reservations (1986-1987), Cheyenne River Sioux Tribe (1986), and Great Falls, Montana Indians and Blackfeet Reservation Indians (1987).

Hall, Roberta L. and Dexter, Don. “Smokeless Tobacco Use and Attitudes toward Smokeless Tobacco among Native Americans and Other Adolescents in the Northwest.” *American Journal of Public Health*, vol. 78, no. 12 (December 1988): 1586-1588. Survey of 1,180 sixth, ninth, and eleventh graders in three school districts in Washington State found that 34 percent of male Native Americans, 24 percent of female Native Americans, 20 percent of male non-Natives, and 4 percent of female non-Natives were current users of smokeless tobacco products. In all the groups, the best predictor of whether an adolescent was a user was the use pattern of friends.

1989

Centers for Disease Control, “Prevalence of Oral Lesions and Smokeless Tobacco Use in Northern Plains Indians.” *Journal of American Medical Association*, vol. 261, no. 1 (January 6, 1989): 25-26. See 1988: Centers for Disease Control.

Moncher, Michael S., et al., “Tobacco Use by American Indian Youth.” *Journal of American Medical Association*, vol. 262, no. 11 (September 15, 1989): 1469-1470. Letter reported high tobacco use rates among Indian youths, male and female, from Colorado, North and South Dakota, Idaho, Montana, and Oklahoma.

Schinke, Steven P., et al. “American Indian Youth and Substance Abuse: Tobacco Use Problems, Risk Factors, and Preventive Interventions.” *Health Education Research*, volume 4, no 1 (1989) : 137-144. Study suggests the likelihood that tobacco and other substance use is part of a “rite of passage” into adulthood.

Schinke, Steven P., et al. “Native Youth and Smokeless Tobacco: Prevalence Rates, Gender Differences, and Descriptive Characteristics.” *Smokeless Tobacco in the United States*. National Cancer Institute Monographs, No. 8. U.S. Department of Health and Human Services, Public Health Service, National Institutes on Health, National Cancer Institute. Bethesda, MD: NIH Publication, 1989. Report on Native American youth from Indian reservations in Washington State indicated that snuff and chewing tobacco were used frequently, heavily, and at an early age. Weekly smokeless tobacco users in the study were young: 72 percent were under twelve years of age and about 74 percent of the females and 90 percent of the males used snuff or chewing tobacco before they were ten years old.

1990

Bruerd, Bonnie. "Smokeless Tobacco Use Among Native American School Children." *Public Health Reports*, vol. 105, no. 2 (March-April 1990): 196-201. Review of seven published and two unpublished surveys of Native American school children's use of smokeless tobacco in South Dakota, Montana, Nebraska, Washington, Arizona, New Mexico, and Alaska.

Bulterys, Marc, et al., "The Expected Impact of a Smoking Cessation Program for Pregnant Women on Infant Mortality among Native Americans." *American Journal of Preventive Medicine*, vol. 6, no. 5 (September-October 1990): 267-273. Report points to the need to develop effective smoking cessation programs for Native Americans, especially targeted to women of reproductive age, and calculates preventable infant, neonatal, and postneonatal deaths as a result of intervention programs in the Aberdeen, Alaska, and Navajo Indian Health Service areas.

Hoover, Jay et al. "The Prevalence of Smokeless Tobacco Use in Native Children in Northern Saskatchewan, Canada." *Canadian Journal of Public Health*, vol. 81, no. 5 (September-October 1990): 350-352. Results of self-administered questionnaire showed smokeless tobacco use among nearly 30% of 1,170 Canadian native children aged 7 to 21 years.

Hoover, Jay and McDermott, R. "A Profile of Tobacco Use Among Native Canadian Children." *Journal of Dental Research*, vol. 69 (NSI) (March 1990): 234. A profile of tobacco use among 1170 native Canadian children aged 7 to 21 showed nearly 35% of the sample were smokers, with more female smokers than males.

Riley, William T., et al. "Smokeless Tobacco Use in Adolescent Females: Prevalence and Psychosocial Factors Among Racial/Ethnic Groups." *Journal of Behavioral Medicine*, vol. 13, no. 2 (April 1990): 207-220. Survey data on 5683 adolescent females from southeastern, non-urban high schools included separate analyses of American Indians.

Schinke, Steven P., et al. "Tobacco Use by American Indian and Alaska Native People: Risks, Psychosocial Factors, and Preventive Intervention." *Journal of Alcohol and Drug Education*, vol. 35, no. 2 (Winter 1990): 1-12. Paper reviews cancer and other health risks to American Indian and Alaska Native people from using smoked and smokeless tobacco and highlights the advantages of interventions to prevent all tobacco use.

1992

Beauvais, Fred. "Trends in Indian Adolescent Drug and Alcohol Use." *The National Center for American Indian and Alaska Native Mental Health Research Journal*, vol. 5, no. 1 (1992): 1-12. A project of the Tri-Ethnic Center for Prevention Research (formerly Western Behavioral Studies) at Colorado State University, the article reviews the history of drug and alcohol use among Indian adolescents and the trends in use since 1975. The first systematic data on the epidemiology of drug use [alcohol, marijuana, inhalants, cocaine, stimulants, sedatives, heroin, psychedelics, tranquilizers, and PCP] among Native American seventh to twelfth graders included their use of cigarettes and smokeless tobacco between 1984 and 1990. The data for younger Indian children (4th-6th Grade) showed a consistent decrease for alcohol and marijuana but a stable pattern for use of inhalants and cigarettes between 1980 and 1990.

Beauvais, Fred. "Comparison of Drug Use Rates for Reservation Indian, Non-Reservation Indian and Anglo Youth." *The National Center for American Indian and Alaska Native Mental Health Research Journal*, vol. 5, no. 1 (1992): 13-31. The study which surveyed three groups of students in 1988-1990 showed a consistent pattern of the lowest rates of use of drugs and cigarettes and smokeless tobacco among Anglo youth, higher rates among non-reservation Indian youth, and the highest rates among Indian youth on reservations. Rates of tobacco use, both smoked and smokeless, and marijuana use were especially high for Indian youth.

Centers for Disease Control and Prevention. "Cigarette Smoking Among American Indians and Alaska Natives - Behavioral Risk Factor Surveillance System, 1987-1991." *MMWR* 1992; vol. 41, no. 45: 861-863. Data analyzed for 3102 American Indians and Alaska Natives and for 297,438 white persons over eighteen years of age from forty-seven states and the District of Columbia during 1987 and 1991 showed the prevalence of smoking was higher among American Indian and Alaska Native men (33.4%) and women (26.6%) than among white men (25.7%) and women (23.0%). The average number of cigarettes smoked per day among smokers was lower for American Indian and Alaska Native men (19.4) and women (15.5) than for white men (21.4) and women (17.7).

Davis, Robert L., Waller, Patti, and Helgersson, Steven D. "Smoking During Pregnancy Among Northwest Native Americans." *Public Health Reports*, vol. 107, no. 1 (January-February 1992): 66-69. Using data from Washington State birth certificates during 1984 through 1988, the authors determined that 39.8% of all Native American mothers smoked during their pregnancy, 1.3 times higher than that found in Washington State white women. "This is the first analysis of statewide smoking rates during pregnancy among Native Americans."

Lando, Harry A., et al. "Urban Indians' Smoking Patterns and Interest in Quitting."

Public Health Reports, vol. 107, no. 3 (May-June 1992): 340-344. Personal interviews with 419 current smokers and 173 ex-smokers at four urban Indian health clinics [Milwaukee, Wisconsin, Minneapolis, Minnesota, Seattle and Spokane, Washington] showed patterns of consumption and reasons for quitting and relapse.

1993

Backinger, Cathy L., et al. "Knowledge, Intent to Use, and Use of Smokeless Tobacco Among Sixth Grade Schoolchildren in Six Selected U.S. Sites." *Public Health Reports*, vol. 108, no. 5 (September-October 1993): 637-642. Questionnaires completed by 781 sixth grade students [American Indian/Alaska Native and non-American Indian/Alaska Native] in fifteen schools at six U.S. locations showed Indian and Alaska Native children were experimenting with and regularly using smokeless tobacco at higher rates than non-Indian children.

1994

Caplan, D.J., Sutherland, J.N., and Eberling, S. "Factors Associated with Smoking Among Navajo Children, Grades 3-6" *Journal of Dental Research*, vol. 73 [NSI] (1994): 404. A Spring 1990 self-administered questionnaire completed by 1198 3rd - 6th graders from Navajo schools showed that smoking among Navajo elementary school children is common enough to be considered a public health problem.

Centers for Disease Control and Prevention. "Cigarette Smoking Among Adults - United States, 1993. *MMWR*, vol. 43, no. 50 (December 1994): 925-930. Report with the prevalence estimates of smoking among adults during 1993 compared the data with the 1992 cancer Epidemiology Supplement. The racial/ethnic group prevalence was highest among American Indians/Alaska Natives - 35.9% men and 40.9% women and lowest among Asians/Pacific Islanders. Report also looked at smoker interest in quitting completely and the prevalence of cessation among ever smokers. Two tables.

Centers for Disease Control and Prevention. "Prevalence of Tobacco Use, 1987-1991." [In *Surveillance for Selected Tobacco-Use Behaviors - United States, 1900-1994*] *MMWR*, vol. 43, no. SS-3 (November 1994): 19, 21-25. Report showed that for the combined years of 1987, 1988, 1990, and 1991, current cigarette smoking prevalence among men was highest among American Indians/Alaska Natives and non-Hispanic blacks, intermediate among non-Hispanic whites and Hispanics, and lowest among Asians/Pacific Islanders (Table 7). The prevalence of cigars or pipes was highest among American Indians/Alaska Natives men and for both sexes of this race combined, use was intermediate among non-Hispanic whites and non-Hispanic blacks and lowest among Hispanics and Asians/Pacific Islanders. Overall, American Indians/Alaska Natives were most likely to use chewing tobacco or snuff, use was

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intermediate among non-Hispanic whites and non-Hispanic blacks and lowest among Asians/Pacific Islanders.

Hensel, Michelle R., et al. "Quit Rates at One Year Follow-up of Alaska Native Medical Center Tobacco Cessation Program." *Clinical Research*, vol. 42, no. 1 (February 1994): 24A. A tobacco cessation program in June of 1992 involving 193 people using the transdermal nicotine patch in conjunction with behavioral modification classes showed quit rates at 3, 6, 9, and 12 months to be 31%, 30%, 24%, 21% respectively (figures comparable to rates of other studies using transdermal nicotine).

Hodge, Felicia S. Hodge et al. *Prevalence of Smoking/Smokeless Tobacco Use in 18 Northern California American Indian Health Clinics*. Berkeley, CA: Center for American Research and Education, American Indian Cancer Control Project, May 1994. Survey of 1318 American Indian people enrolled in 4 urban and 14 rural clinics showed 40 percent were classified as current smokers (smoking at time of the survey), a figure much higher than the 29 percent national prevalence rate.

1995

Centers for Disease Control and Prevention. "Smokeless Tobacco Use Among American Indian Women - Southeastern North Carolina, 1991." *MMWR*, February 17, 1995 [vol. 44, no. 6]: 113-117. Analysis of data from a National Cancer Institute-sponsored cervical cancer prevention program estimated the prevalence of smokeless tobacco use among 479 Lumbee women eight years and older living in Robeson County, North Carolina to be nine times the national mean prevalence for American Indian women and 38 times that for women in the total U.S. population. Robeson County is the third largest tobacco-producing county in North Carolina.

Flannery, Diana. "Smokeless Tobacco Use Among Native American Indians Enrolled in Tribal Colleges." *Higher Education Abstracts*, vol. 28, no. 2 (1993): p. 176. The study identified the prevalence, patterns, and ceremonial practices of smokeless tobacco use among 337 Native Americans enrolled in eight tribally controlled colleges. Conclusions drawn from the study which used a tobacco use questionnaire showed that there was a high prevalence of tobacco use, men and women had similar cigarette use rates, but males had higher smokeless tobacco use rates than females. Study also showed that respondents most commonly reported pipe tobacco (35.0%) for ceremonial use, followed by cigarettes (21.3%) and smokeless tobacco (5.4%). Implications for health education ("Attention must be focused on the cultural relevance of tobacco during Indian ceremonies...") and five tables are included.

Welty, Thomas K., et al. "Cardiovascular Disease Risk Factors among American

Indians: The Strong Heart Study.” *American Journal of Epidemiology*, August 1995. From 1989 to 1992, 4549 members of thirteen tribes in South and North Dakota, southeastern Oklahoma, and Arizona, 45 to 74 years old, were examined for cardiovascular disease, the leading cause of deaths in Indians, and its risk factors. Study showed, among other things, that cigarette smoking prevalence was higher for all Indian groups except for women in Arizona when compared to U.S. rates; that smoking rates were highest in South and North Dakota and lowest in Arizona; and that Indian smokers smoked fewer cigarettes per day than the national mean average of 21.4 per day for white male smokers and 17.7 per day for white female smokers. Smokeless tobacco use was uncommon and few used pipes or cigars.

“CIGARETTES”

BY SILAS MILES

*Cigarette smokers are handicapped
in all kinds of physical and mental contests.
Cigarettes are injurious to a boy, especially
to a young boy.*

It is bad on the lungs and heart.

*It often causes boys to have tobacco heart.
The heart beats out of time; sometimes it
beats slow and sometimes fast, this is called
tobacco heart.*

*It also stunts a boy: growth and makes
him a runt.*

*In athletics, if he is a runner, he is sure
to be out of breath before the finish.*

*It is the same in football and baseball. Not
only that, but it also makes him neglect his
lessons.*

*Cigarettes also cause bad eye-sight and
cigarettes often cause tuberculosis.*

It also causes laziness.

*It would be a good thing if cigarettes were
prohibited in all the states. Then we would
have better people who are always on the alert
and on the go ready to do anything, any
where, and at any time.*

THE PHOENIX REDSKIN, October 15, 1932

TOBACCO HISTORY IN THE UNITED STATES

1880-1889

1880 - John F. Allen and Lewis Ginter owned a Richmond, Virginia factory turning out hand-rolled cigarettes. The most skilled and dedicated female worker (“roller”) rolled four to five cigarettes a minute. Anxious to keep up with the growing demand for cigarettes, Allen and Ginter sponsored a \$75,000 contest for a practical cigarette-producing machine.

March 8, 1881 - A bright young Virginian, James Albert Bonsack, patented the first cigarette-making machine. Presented to Allen and Ginter for trial use, the largely wooden machine could produce over 70,000 cigarettes in a ten-hour day. After a short trial period, Allen and Ginter rejected the machine because they felt there was no market for mass-produced cigarettes. The Bonsack machine also had some technical problems. The flow of shredded tobacco toward the rollers often stalled, slowing production.

1883 - After James Buchanan Duke met Bonsack, the two worked out a contract. Two Bonsack cigarette-making machines arrived in Duke’s Durham, North Carolina non-mechanized factory. With the help of mechanic William O’Brien, Bonsack perfected the machine.

April 30, 1884 - The “birthday” of the modern cigarette. On its final test, the Bonsack machine successfully operated for a full day turning out 120,000 cigarettes, the equivalent of forty hand rollers rolling five cigarettes a minute for ten hours.

June 1885 - James Buchanan Duke of Durham, North Carolina acquired exclusive rights to the Bonsack machine.

July 24, 1885 - In the detailed obituary of General Ulysses S. Grant published in *The New York Times*, smoking made an appearance. “On June 2, 1884, while eating lunch at Long Branch, the General, as he tasted some fruit, felt a lump in the roof of his mouth and found that swallowing was painful. The lump grew more troublesome day by day. The General was an inveterate smoker, and his cigar on the battlefield has become as much a matter of history as the story itself. To give up a life-long habit... was no easy task and the physicians, recognizing this fact, confined their advice to requesting him to limit his indulgence in tobacco.”

**DEDICATION OF "OFFERING OF THE SACRED PIPE"
SCULPTURE BY ALLAN HOUSER AT UNITED STATES MIS-
SION TO THE UNITED NATIONS
NEW YORK, NEW YORK
FEBRUARY 27, 1985**

The seven foot tall bronze figure of a Plains chieftain extending the sacred pipe skyward sculpted in 1979 by renowned sculptor Allan Houser, Chiricahua Apache, was dedicated in the courtyard of the United States Mission to the United Nations by Jeane J. Kirkpatrick, U.S. representative to the United Nations.

The following statements are in the program dedication of the sculpture:

“The offering of the sacred peace pipe has been the method of communicating by the Indian people with all other peoples and the Great Spirit since ancient times. It symbolizes the sacred relationship of the brotherhood of all mankind and consecrates mankind’s nearness to the Great Spirit, making possible the tranquility necessary for peace and harmony among them.

Abbott Sekaquaptewa, Former Chairman, Hopi Tribe

“When we conduct a Sacred Pipe ceremony we fill the pipe with sacred tobacco and offer it to Grandfather, the Great Spirit, then to the spirits of the East, South, West and North and finally to Earth Mother. Taking part in this ceremony allows a individual to become centered in this life.

Adam Fortunate Eagle, Ojibway Pipe Holder, Bear Clan

1890-1899

1890 - The 1890 edition of the United States *Pharmacopoeia* classified tobacco as a drug.

1890 - James Buchanan Duke formed the American Tobacco Company, a monolithic tobacco enterprise that absorbed R.J. Reynolds, Lorillard, and Liggett & Myers.

1892 - Joshua Pusey, a lawyer from Lima, Pennsylvania, invented the matchbook with a striking surface on the inside, the ancestor of the modern matchbook. His patent was purchased by the Diamond Match Company which redesigned the matchbook with the striking surface on the outside. The portable match permitted smokers to light up whenever and wherever they wished.

1893 - Charles Hubbell, president of the New York Board of Education, organized the Consolidated Anti-Cigarette League, which recruited 25,000 New York schoolboys to pledge not to smoke until age twenty-one.

1899 - Lucy Page Gaston, with the support of businessmen, founded the Chicago Anti-Cigarette League which established clinics to help treat smokers. The league also employed special officers to arrest anyone under eighteen years of age who was found smoking in public.

**WHY TOBACCO IS EMINENTLY
FITTED FOR RELIGIOUS RITUALS**

*It was aromatic and therefore suitable
as an incense; it was beautiful in bloom;
and it was consumed by fire - the cleanser;
it mysteriously disappeared into the great
void, the abode of gods and departed spirits,
to whom the breath of its smoke was sweet.*

GEORGE ARENTS, TOBACCO - 1936

1900-1909

1902 - Philip Morris, originally a London Company, set up a corporation in New York. Marlboro, the brand sold in London, was Philip Morris' principal asset.

1906 - Tobacco was removed from the Food and Drug Administration's jurisdiction in return for the support of the Food and Drug Act of 1906 by tobacco state legislators.

June 3, 1907 - An Illinois statute made the manufacture, sale, or gift of a cigarette "containing any substance deleterious to health, including tobacco" punishable by a fine not exceeding \$100 or imprisonment in the county jail for a period not to exceed 30 days.

1910-1919

April 2, 1910 - In an article "The Rights of the Non-Smoker," Twyman O. Abbott (who considered himself neither a tobacco prohibitionist or a tobacco restrictionist, protested against the evils of public smoking. He wrote:

public smoking ...There is no vice which is more persistently annoying to a large part of the community...Restaurateurs and hotel managers who permit smoking in their dining rooms should be induced or required to provide accommodations for non-smokers where they will not be subjected to the inconvenience and discomfort of inhaling tobacco. Reasonable restrictions for its use in elevators, street cars, passenger cars, sleeping cars, public buildings and other public and semi-public places should be rigidly enforced.

May 10, 1910 - "Seventeen men met at the home of Dr. Charles G. Pease....last night and started an organization to be known as the Non-Smokers' Protective League... the organization will make application for the privilege of making arrests in the fight against smokers." (*New York Times*)

November 10, 1911 - In a letter to the *New York Times*, the president of the Non-Smokers' Protective League stated the group's position: "The right of each person to breathe and enjoy fresh and pure air - air uncontaminated by unhealthful or disagreeable odors and fumes - is a constitutional right, and cannot be taken away by legislatures or courts, much less by individuals pursuing their own thoughtless or selfish indulgence."

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May 29, 1911- The U.S. Supreme Court delivered its verdict in the government suit against the monolithic American Tobacco Company assembled by James Buchanan Duke in the last two decades of the nineteenth century. Busted for violating the Sherman Antitrust Act of 1890, the Court ordered Duke to break up his company into smaller tobacco-producing firms. The companies which Duke had swallowed up were set free to compete against a much reduced in size American Tobacco Company.

1912 - In his book, *Primary Malignant Growths of the Lung and Bronchi*, Dr. I. Adler wrote: "On one point, however, there is nearly a complete consensus of opinion and that is that primary malignant neoplasms of the lung are among the rarest forms of disease."

1919 - The first advertisement showing a woman smoking was Lorillard's publicity for *Helmar* cigarettes.

November 1919 - The Women's Christian Temperance Union at its Victory Convention voted to fight against tobacco by a general education program, but refused a resolution favoring prohibitory legislation.

1920-1929

December 20, 1920 - Lucy Page Gaston of Chicago, Illinois, an alumna of the Women's Christian Temperance Union, and an anti-smoking crusader, announced that she sent a letter to President-elect Warren G. Harding, a cigarette smoker, asking him to quit. "The United States has had no smoking President since McKinley, Roosevelt and Taft and Wilson all have clean records. Is not this a question of grave importance?" Harding, who side-stepped Page's question, died at age 59 of "stroke of apoplexy," some believe to be a cardiovascular complication of smoking.

1921 - Iowa was the first state to levy a tax on cigarettes. By 1930, eleven other states followed suit. By 1950, forty states and the District of Columbia taxed cigarettes. Today all fifty states have levied cigarette taxes.

1921 - A bill was introduced in the U.S. House that would ban smoking by women in the District of Columbia. The bill never became law.

1924 - *Readers Digest* ran an article entitled “Does Tobacco Injure the Human Body?” - the first of 100 articles on the issue of smoking and health the magazine has run over the years.

March 5, 1924 - The Michigan Supreme Court upheld the conviction of Alice Tanton, a cigarette-puffing coed, from Michigan State Normal College. Tanton brought suit against the college president, Charles McKenney, on the grounds her personal freedom had been violated.

1925 - George Washington Hill became president of American Tobacco Company after Percival S. Hill, his father, died. He had two dachshunds - Mr. Lucky and Mrs. Strike.

December 19, 1925 - Bryn Mawr College in Philadelphia, Pennsylvania lifted its twenty-eight year ban against cigarettes on petition of the Self-Government Association, a student organization, that smoking be permitted under certain restrictions. Although fewer than half the girls in the college smoked, the non-smokers favored lifting the ban because they did not want to deny the privilege to others. Smoking rooms were provided in each residence hall and students were permitted to smoke on the lower athletic field when games were not in progress.

December 1925 - In his article “The Triumph of the Cigarette” published in the *American Mercury*, Carl Avery Weiner called the cigarette “The most democratic commodity in common use.”

1927 - *Camel* cigarettes put women into their ads, but didn't show them smoking until 1933.

1928 - George Washington Hill, president of the American Tobacco Company, launched the “Reach For A Lucky Instead Of A Sweet” campaign, one of the most successful and profitable themes in the history of advertising. The story goes that the ad evolved from a chance moment when Hill saw two women, one slender and smoking a cigarette, the other stout and eating a big piece of candy. He noticed the contrast and figured the stout one ought to be smoking. Despite protests from the confectionery industry, Hill and adman Albert Lasker's slogan for *Lucky Strikes* increased profits of the American Tobacco Company from \$21 million in 1925 to \$46 million in 1931. Under Hill, Luckies

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became the number one brand in the United States until 1958.

August 8, 1928 - *The New Republic* reported results of tests carried out on twenty students - all smokers - at Reed College in Portland, Oregon. The purpose of the experiment was to determine the ability of smokers to discriminate between cigarettes on the basis of olfactory and gustatory cues, with all visual cues taken away. Test results showed that the students could not recognize brands on the basis of smell and taste. In brief, "the only way to recognize a cigarette is to look at the label" or "We buy with our eyes."

1930-1939

1930 - Senator Reed Smoot (Republican from Utah) described cigarette advertising as "an orgy of buncombe, quackery and downright falsehood and fraud."

May 7, 1930 - Frances Perkins reported in *The New Republic* that "The most common cause of fire of all classes in the United States is cigarettes. Our carelessness with them is proverbial and, now that women are smoking, the big mercantile establishments which have heretofore been free of great disasters in this country are subject to a new hazard."

1931 - Benson & Hedge's *Parliament* was introduced with a filter tip.

1933 - Philip Morris became the first cigarette maker to concentrate on the college market. The company trained college specialists on its sales staff and developed special sales promotion and ad campaigns for the college market. That same year, Johnny Roventini, a four-foot-two inch high Brooklyn bellhop, became the radio voice for the bellhop symbol on *Philip Morris* cigarettes. "Call for Phil-lip Mor-ris" was heard on top radio programs of the 1930s and 1940s.

May 12, 1933 - The Agricultural Adjustment Act provides immediate relief to farmers who were going broke by establishing parity prices for certain agricultural products like tobacco (with the government making up the difference) and by paying subsidies to farmers who voluntarily curtailed production of crops that were in surplus. For tobacco, the parity price was based on the purchasing power of the farmers' dollar from 1919 to 1929. Delegations of tobacco growers had lobbied Congress and President Roosevelt to

restore order to the market by guaranteeing the price of their crops. The government agreed to provide farmers with a floor price guarantee and farmers agreed to cut back their production of tobacco by a quarter.

June 1933 - "The medical profession has become absolutely negligent...instigated largely by the beautiful, artfully worded, glaring, lying, misleading advertisements in our daily papers and magazines and on bill-boards over the entire country. Thus, we have become a nation of smokers, both adult and adolescent...Laws have been forgotten and the tobacco magnates have been allowed to run wild at the expense of the health of our rising generations." *The Journal of the Medical Society of New Jersey*

February 13, 1935 - In his address about what the physician should know about tobacco, Walter A. Bastedo said: "That known as the 'end smoke' or 'side smoke' comes from the ignited surface when suction is not being made. It differs somewhat from the 'puffed' or 'suction smoke' and is more irritating to the eyes and nose and more toxic to the air of a room."

1936 - Brown & Williamson's *Viceroy* was introduced with a filter tip.

1938 - After the Federal Trade Commission was given the authority to regulate "unfair or deceptive acts or practices in commerce," it targeted deceptive advertising. Between 1938 and 1968, the FTC forced cigarette manufacturers to withdraw misleading claims twenty-five times.

February 29, 1936 - The Soil Conservation and Domestic Allotment Act replaced the Agricultural Act of 1933. It enabled the continued restriction of agricultural output by benefit payments to growers of tobacco and other soil-depleting crops) who practiced soil conservation. Farmers participating in the program through their county agricultural associations leased to the government land withdrawn from use and in return received compensation for their efforts to check wastage of fertility and erosion. Payments depended on acreage withdrawn from soil-depleting crop production and turned over to soil-conserving crops.

February 16, 1938 - The voluntary agreement by farmers to restrict tobacco production broke down and farmers planted thousands

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more acres of tobacco and flooded the market. After it entered World War II, the British, one of tobacco's main customers, stopped buying. Economic chaos resulted again. To stabilize agricultural prices and farmers' incomes, the government, through its Agricultural Adjustment Act of 1938, provided for controls on acreage planted, on quotas of crops to be marketed, and on storage of surpluses. Each tobacco farmer was allocated an acreage "allotment" of tobacco which was tied forever to the land to which it was given. If land was sold, the allotment went with it.

March 4, 1938 - In a significant article published in *Science*, Professor Raymond Pearl, a biological statistician at Johns Hopkins University reported that heavy smokers (over ten cigarettes a day) did not live as long as light smokers and that abstainers outlived both. He concluded that "Smoking is associated with a definite impairment of longevity." *Time* magazine suggested that Pearl's findings would "make tobacco users' flesh creep."

THE SACRED PIPE:
BLACK ELK'S ACCOUNT OF THE
SEVEN RITES OF THE OGLALA SIOUX - 1953

Black Elk, sacred practitioner of the Oglala Lakota born in 1862 (by his own account) and who died in 1950, shared his ancient religion of the Sacred Pipe with Joseph Epes Brown in the fall of 1947. Published in 1953 by the University of Oklahoma Press, *The Sacred Pipe* contains Black Elk's explanation of the meaning of the Sacred Pipe, beginning with White Buffalo Cow Woman who brought it to the Lakota people and invoked them to use it in seven rites. With the Pipe, which is like a portable altar, the Lakotas send their voices to the Great Spirit in prayer. Black Elk believed that his people would live as long as the rites were known and the Sacred Pipe was used. Without the Pipe, his people would be without a center and would perish.

It was Black Elk's prayer that "through our sacred pipe, and through this book in which I shall explain what our pipe really is, peace may come to those peoples who can understand, an understanding which must be of the heart and not of the head alone. Then they will realize that we Indians know the One true God, and that we pray to Him continually."

From *The Sacred Pipe*:

"From this time on, the holy pipe will stand upon this red Earth, and the two-leggeds will take the pipe and will send their voices to Wakan-Tanka."

"With this pipe the two-leggeds will increase, and there will come to them all that is good From above Wakan-Tanka has given to you this sacred pipe, so that through it you may have knowledge. For this great gift you should always be grateful."

"O Wanka-Tanka, behold the pipe! The smoke from this [purifying] herb will cover everything upon earth, and will reach even to the heavens. May the way of Thy people be as this smoke. We have offered this pipe to You, and now I place within its bowl the sacred kinnikinnik. You have taught us that the round bowl of the pipe is the very center of the universe and the heart of man! O Wakan-Tanka, bend down to look upon us today; look upon Thy pipe with which we are about to send a voice..."

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1940-1949

1941 - Alton Ochsner, physician, and Michael DeBakey, a famous heart surgeon, published a study stressing the cigarette-lung cancer connection. Based on clinical observations of autopsies performed in the United States and in other countries, these researchers found that malignant tumors in lung tissue had doubled over a period of eighteen years, a period that also witnessed an increase of cigarette sales. They concluded: "It is our definite conviction that the increase of pulmonary carcinoma is due largely to the increase in smoking, particularly cigarette smoking, which is universally associated with inhalation." The Ochsner-DeBakey study received little attention in the media.

September 1941 - Madeline Ross, member of Consumers Union's technical staff, testified in U.S. District Court in Kentucky for the U.S. government in the case "United States of America vs. the American Tobacco Company, et al.:" "Most people are not able to identify the brands of cigarettes when they are handed these cigarettes with the names concealed; on the whole the results of identification came out no better than the law of change; in the majority of cases where people were asked whether or not cigarettes were duplicates, they guessed incorrectly..." The Anti-Trust Division of the Department of Justice charged the Big Five tobacco manufacturers with conspiracy to keep prices down for the farmers and up for the consumers.

October 30, 1941 - After the jury in Lexington, Kentucky heard 3,000,000 words of testimony, saw 1,275 exhibits, and deliberated for fourteen hours, it announced that the American Tobacco Company, Liggett & Myers, and R.J. Reynolds were guilty of fixing prices and achieving a monopoly. The Department of Justice depicted the 1,602,000 tobacco growers as being at the mercy of big tobacco firms that fix dates and places of auctions, use secret buying guides, avoid competition by not unanimously acquiring the same kind of leaf, and bid at auction in a gibberish which farmers could not understand.

December 1941 - In a *Reader's Digest* article, "Nicotine Knock-out, or the Slow Count" by Gene Tunney, former heavyweight boxing champion of the world, he wrote: "It's over thirteen years since I retired from the Heavyweight Championship. But here's a challenge. If Joe Louis will start smoking and promise to inhale a

couple packages of cigarettes every day for six months, I'll engage to lick him in fifteen rounds!"

1942 - "Lucky Strike Greens has gone to war!" According to the American Tobacco Company, war shortages of copper made it difficult for the American Tobacco Company to get the dyes for its green and gold *Lucky Strike* package. The tobacco company adopted its dyeless white package, patriotic slogan, and reported that it saved enough copper to provide bronze for 400 light tanks. There never was a shortage of green pigment nor was the color used as war camouflage. Critics believe the war was used as an excuse to change the dark green to white to lure women smokers.

July 1942 - *Reader's Digest* commissioned a research lab to test popular cigarette brands. The report concluded "The differences between brands are....small and no single brand is so superior to its competitors as to justify its selection on the ground that it is less harmful." In the table published by *Reader's Digest* showing how slight were the differences in nicotine and tar content, *Old Gold* cigarettes had a trace less nicotine and tar - an insignificant amount - than the other brands. P. Lorillard Company launched an ad campaign claiming, on the basis of the *Reader's Digest* article, that *Old Gold* cigarettes contained less tar and nicotine than six competing brands. In 1950, the Federal Trade Commission ordered the manufacturer to stop making its unwarranted claim.

1945 - Dr. Alton Ochsner, New Orleans surgeon and regional medical director of the American Cancer Society wrote: "During my medical student days I saw only one lung cancer case in four years. Today I operate on from to five such cases every week. Now when I see a patient whose symptoms suggest lung cancer and who has been a heavy cigarette smoker, I make a tentative diagnosis of epidermoid lung cancer or what has come to be known as Smokers Cancer. Thus far I have been right in 98% of these diagnoses." [from *Smoking and Cancer: A Doctor's Report* by Alton Ochsner]

August 1946 - At the Berlin [Germany] Barter Center, appraisers valued the goods brought in by Americans or Germans at so many barter units. The seller received these units which he could use to pay for any other goods on sale in the Barter Center. At the beginning, the colonel in charge valued a carton of cigarettes at twenty barter units. After it rose to ninety-five, the chief of staff in Berlin ordered the value drastically cut to fifty-five barter units.

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At the Barter Center, twenty-three cartons of cigarettes bought a Leica camera. Cigarettes were successful substitutes for money because they were easily recognizable, fairly durable, divisible, hard to counterfeit, and readily transportable.

1948 - The first grand marshal of the National Tobacco Festival in Richmond, Virginia was Frank Sinatra.

1949 - More than one half of the cigarette smokers questioned said they thought cigarette smoking was harmful and had tried at one time or another to give it up.

February 1949 - Brown and Williamson announced it would be putting premium coupons inside the wrappers of *Raleigh's*. Designed to boost sales, the company received between 3,000 and 4,000 requests for catalogues before its formal announcement at the end of February. The return to coupons revived a plan started in 1932 and dropped in 1943. Wartime demands made it tough to get quality premiums but easy to sell any kind of cigarette with or without premiums.

1950-1959

January 1950 -

“If you smoke a pack a day you inhale 400 milligrams of nicotine a week, which in a single injection would kill you quick as a bullet.”

“The heavy smoker pays with 24.6 minutes of life for each cigarette he smokes. The pack-a-day smoker pays with 11.5 hours for each pack he smokes.”

Dr. Raymond Pearl, Johns Hopkins University,
in *Reader's Digest*

April 5, 1950 - The Federal Trade Commission ordered manufacturers of *Old Gold* cigarettes to “cease and desist” making unwarranted claims that they contain less nicotine or throat irritants than other brands. (In 1942, Lorillard Company launched an ad campaign, on the basis of a *Reader's Digest* article that Old Gold cigarettes contained less nicotine and tar than six competing brands.) In December of 1950, the Fourth Circuit Court of Appeals upheld the right of the FTC to order Old Gold ads be discontinued.

May 27, 1950 - The results of the first large-scale research on

smoking were published in the *Journal of the American Medical Association*. In "Tobacco Smoking as a Possible Etiological Factor in Bronchiogenic Carcinoma," Dr. Evarts A. Graham and medical student Ernst Wynder found that 96.5% of 605 men with bronchiogenic cancer were smokers while only 73.7% of men without cancer were smokers. They concluded that: "Excessive and prolonged use of tobacco, especially cigarettes, seems to be an important factor in the induction of bronchiogenic carcinoma."

1951 - The Federal Trade Commission issued a "cease and desist" order against Lucky Strike for "false and misleading" cigarette ads.

1951 - In his book *How to Stop Smoking*, Herbert Brean argued that smoking wasted time. He figured it took slightly longer than one minute to remove a cigarette from the pack, light it, place it in an ashtray as it burned, pick it up and lay it down, until the cigarette is smoked. At the rate of thirty cigarettes a day, he calculated a person wasted thirty minutes a day, three and a half hours a week, fourteen hours a month, 168 hours a year for a total of a week a year. Brean's book sold three quarters of a million copies.

1952 - Reacting to lung cancer publicity, Lorillard introduced its new Micronite filter-tip *Kents* in full-page advertisements. The filters were developed in atomic energy plants. Tests showed that in the smoke of one *Kent* cigarette there was 1/2 milligram of nicotine and 2 milligrams of tar. By 1955, *Kent* loosened up its filter, making it easier drawing, but increasing its nicotine level four times and its tar level six times. In 1957, without publicity, *Kent* abandoned its original Micronite filter. The nicotine level increased five times and the tar level eight times over the original 1952 *Kent* cigarette.

1952 - Drs. E. Cuyler Hammond and Daniel Horn of the American Cancer Society began a massive study to observe what happens to comparable groups of smokers and nonsmokers. They enrolled over 187,000 men between the ages of fifty and sixty-nine and used detailed questionnaires to determine their health status and smoking habits. After twenty-two months, the doctors took a preliminary look. They found that the overall death rate of smokers was one and a half times that of nonsmokers. The death rate from cancer for men who smoked a pack a day or more was two and a half times as great as for nonsmokers. Smokers showed five times the death rate from lung cancer alone and twice the

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death rate from heart disease. Men who smoked less than half a pack a day had significantly higher death rates than non-smokers - and so did cigar and pipe smokers. Dr. Hammond, a four-pack-a-day man, and Dr. Horn, a one-pack-a-day man, both switched to pipes.

1952 - The federal excise tax on cigarettes was eight cents per pack. It stayed that way until 1982.

1953 - Ronald Reagan appeared in magazine ads with a *Chesterfield* dangling from his lips saying, "No unpleasant aftertaste."

April 11, 1953 - Investigators at New York's Memorial Center for Cancer and Allied Diseases (what is now Sloan-Kettering) announced: "The production of cancer in mice with material [tar] condensed from cigarette smoke was reported today at the Chicago meeting of the American Association for Cancer Research." The announcement resulted in a sharp - but short lived - decline in the total and per capita cigarette consumption in the United States.

November 12, 1953 - "It must make the tobacco moguls wince to have it brought home repeatedly to the American people that President Eisenhower does not smoke." - from *Riverside Daily Press*.

1954 - Tobacco became eligible for inclusion in America's Food for Peace program. Under this tax-supported program, the United States Department of Agriculture shipped between \$17 million and \$66 million in tobacco products per year, along with food, to the hungry countries of the world.

1954 - Leo Burnett, an advertising genius in Chicago, created the Marlboro cowboy for Philip Morris. One of the most successful campaigns in cigarette advertising history, the *Marlboro* cigarette was originally a woman's cigarette (with a red filter to hide lipstick marks) and babies showed up in its ads. "We chose the cowboy because he's close to the earth. He's an authentic American hero. Probably the only one," said the ad company's chairman, George Weissman.

January 1954 - The tobacco industry established and financed the Tobacco Industry Research Committee, later renamed the Council for Tobacco Research-USA. It has identified itself as an independent research organization run by a board of scientists. During

the decade 1954-1964, the Committee awarded grants in excess of \$7 million to some 230 scientists in more than 100 hospitals, universities, and research institutions around the country.

January 1, 1954 - All tobacco ads were barred from the *Journal of the American Medical Association*.

June 21, 1954 - Drs. E.C. Hammond and Daniel Horn of the American Cancer Society reported the conclusions of their study of 187,766 men at the convention of the American Medical Society. They found that men with a regular history of cigarette smoking have a considerably higher death rate than men who have never smoked or men who have smoked only cigars or pipes. Further, death rates increase with the amount of cigarette smoking, cancer deaths were definitely associated with regular cigarette smoking, and the lung cancer death rate was much higher among men with a history of regular cigarette smoking than among men who never smoked regularly. The day after the report was released, the New York Stock Exchange registered a drop in tobacco stocks costing stockholders nearly \$77 million in one day.

September 1954 - Max Shulman, humorist, started writing "On Campus with Max Shulman." Appearing in 132 college newspapers, the space and Shulman were paid for by Philip Morris & Company, Ltd. A line at the bottom of the column read: "This column is brought to you by the makers of Philip Morris, who think you would enjoy their cigarette."

November 8, 1954 - "Cigarettes cause cancer" is the first sentence in *Smoking and Cancer* by Dr. Alton Ochsner, a medical authority and president of the American Cancer Society. Said Ochsner in his book: "Every tobacco user, whether he smokes standard cigarettes, filter cigarettes, denicotinized cigarettes, pipes, or cigars, whether he snuffs tobacco or chews tobacco, is a candidate for cancer."

January 1955 - Philip Morris brought out *Marlboro* in a flip-top box.

September 1955 - The Federal Trade Commission (FTC), whose responsibility it is to protect consumers from false and misleading advertising, issued the FTC Cigarette Advertising Guide. Among other things, it prohibited the use of medical approval of cigarette smoking and of phony testimonials.

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January 18, 1956. Adlai Stevenson's first public speech when he was fourteen years old was a speech against smoking. From *Newsweek*.

1957 - The first congressional committee hearings on smoking and health were held aimed at defining the responsibility of the Federal Trade Commission for enforcing standards of truth in advertising relating to the effectiveness of filters. Hearings reported that filters were not as effective as claimed.

1957 - Philip Morris began diversifying via external acquisitions. It acquired Milprint, Inc., a packaging-products firm. That same year, R.J. Reynolds established a diversification committee.

March 1957 - Consumers Union tested thirty-three brands of cigarettes for the nicotine and tar content in their smoke. Test results showed that king-size cigarettes produce more nicotine and tar in the smoke than the shorter "regular-size" cigarettes do, if both are smoked to the same butt length; as between filters and no filters, there's very little difference as to the nicotine content of the smoke; the average filtered-cigarette smoke contains somewhat less tar than unfiltered smoke; unfiltered cigarettes, regular and king-size, are remarkably similar in nicotine and tar levels to their levels of two years ago but the average nicotine and tar levels of filter-tip cigarettes have risen.

1958 - The Tobacco Institute was formed by the major cigarette manufacturers to counteract the possible adverse political effects of health studies. The Institute has worked to develop the case for smoking by emphasizing the inconclusiveness of the research evidence, the contribution of tobacco products to the national economy, and the individual rights of smokers.

1958 - A U.S. Public Health Service study based on the health records and smoking habits of some 200,000 veterans between fifty and seventy years of age showed that smokers' death rates from all causes was 32% higher than for nonsmokers; regular smokers of cigarettes had a 58% higher death rate than nonsmokers; heavy smokers (two packs a day or more) had a death rate twice that of nonsmokers; regular smokers of cigars or pipes or both had only slightly higher death rates than nonsmokers.

1958 - Philip Morris acquired Polymer Industries, a chemical

company with no direct relationship to tobacco, a beginning step in the diversification in the tobacco industry. By the nineties, corporations making and selling cigarettes no longer have the word "tobacco" in their names.

1959 - There were at least 675,000 vending machines in the United States selling 60,750,000 packs of cigarettes a week.

1959 - Curd Edmonds, a Kentucky tobacco grower wrote a letter to the editor of *Smoke Signals* in which he made observations about the potential dangers of tobacco: "I have heard of as much as four tons of chemical fertilizers being applied per acre in one year. Also many different sprays are used, some of which are Aldrin, DDT, and Endrin....I believe the smoking of tobacco is slow death. The poison sprays plus the nicotine add up to a real killer. The men I know who smoke are nearly all unhealthy."

March 20, 1959 - Transportation Displays, Inc., the eastern transportation advertising firm that handles space in the New York commuter railroads, buses, and terminals, said that cigarette manufacturers asked them to remove *Reader's Digest* posters advertising its smoking-and-health article, "The Growing Horror of Lung Cancer" appearing in its March issue. From *Printers Ink*.

1960-1969

April 4, 1960 - The trial of Otto Pritchard began. After Pritchard, a Pittsburgh carpenter who smoked *Chesterfields* for twenty years lost his right lung to cancer, he sued Liggett and Myers Tobacco Company. He lost despite the testimony of top medical specialists who reported about the connection between lung cancer and smoking.

1962 - Every one of the twenty baseball teams in the expanded Major League this year had either tobacco or alcoholic-beverage sponsorship, or both.

1963 - A news release from the tobacco industry announced "Tobacco products pass across sales counters more frequently than anything else - except money."

1963 - The American Tobacco Company launched "*Carlton*" as a "low tar" smoke.

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January 1963 - "The U.S. Treasury collects nearly a quarter of a million dollars in tobacco taxes every hour - day and night," the Tobacco Institute reported.

1964 - By this year, there were already 7,000 articles in the world biomedical literature dealing with the link between smoking and diseases.

1964 - About 42.4% of American adults smoked.

1964 - Cigar smoking reached a peak, with nine billion consumed. Many smokers switched to cigars from cigarettes after the first major Surgeon General's report on health risks of smoking.

1964 Surgeon General's Report

On Saturday, January 11, 1964, the legendary Surgeon's General report entitled *Smoking and Health* was released. Its bottom line pronouncement "*Cigarette smoking is a health hazard of sufficient importance to warrant appropriate remedial action*" was broadcast, cabled, and telephoned around the world by the reporters who attended a carefully orchestrated press conference.

President John F. Kennedy, under pressure from the American medical establishment to establish a commission on the medical-tobacco issue, handed the responsibility to Dr. Luther L. Terry, U.S. Surgeon General at the time. From the beginning, Terry made sure the tobacco industry had input into the formation of the Surgeon General's Advisory Committee of experts so it could not discredit the findings because it did not agree with the Committee's composition. Terry sent the tobacco industry a list of 150 outstanding medical scientists in the United States and asked it to delete any unacceptable names. Eventually, eleven scientists were chosen whose names were acceptable to everyone. One was dismissed shortly after his appointment for telling a reporter that evidence "definitely suggests that tobacco is a health hazard." Three on the team smoked cigarettes; two smoked pipes and cigars on occasion. Soon after the Committee began its work, Dr. Terry switched from cigarettes to pipes.

The Committee worked in absolute secrecy in a windowless basement office of the new National Library of Medicine in Bethesda, Maryland. It sat for over a year pouring over some 6,000 articles in 1,200 publications and questioning hundreds of witnesses with the purpose of analyzing available knowledge on smoking and health. The tobacco industry supplied the committee with key information about quantities consumed, distribution, and other aspects. Despite efforts by journalists to break the secrecy of the committee's deliberations, security was maintained to the end. When the report was at the government printers, it was treated with a security classification similar to military and state secrets.

The report was released in a dramatic manner. The press was invited to a Saturday morning press conference in a State Department auditorium affixed with signs announcing 'no smoking.' At nine a.m., as 200 reporters walked in, they were given a copy of the 387-page report and time to review it. Locked in the room so they could not leave till the news conference was over, Dr. Terry and his experts marched them through the document. The captive reporters were given ninety minutes to ask questions and then released.

The committee of experts had concluded that smoking was causally related to lung cancer in men, outweighing all other factors including air pollution. Evidence pointed in the same direction for women even though information on smoking and lung cancer in women was not available because women had begun smoking in substantial numbers only twenty years before. The report also stated that cigarette smoking was a major cause of heart disease, chronic bronchitis, emphysema, and cancer of the larynx. The committee found insufficient evidence that filter-tipped cigarettes did any good. The only good news reported was that smokers could reduce health risks by quitting.

The very same day, the Tobacco Institute had its press releases ready: Said George V. Allen, Institute spokesman, "This report is not the final chapter, I endorse (the call) for more research." Howard Cullman, President of the Tobacco Merchants Association and Philip Morris Director, said: "We don't accept the idea that there are any harmful agents in tobacco."

Surgeon General Terry halted the free distribution of cigarettes to the sixteen public hospitals and fifty Indian hospitals under the direction of the Public Health Service. He ordered staff members of these institutions to begin educational programs to encourage people to quit smoking.

All smoking members of the Surgeon General's committee gave up smoking but one. Two years after signing the report, he underwent an operation for lung cancer which he described as having been brought on by forty-five years of heavy smoking.

The Surgeon General's report had an immediate negative impact on cigarette sales. In 1963, the year before publication, 510 billion cigarettes were sold in America. In 1964, cigarette sales fell to 495 billion. A year later, cigarette sales picked up again.

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1964 - The National Interagency Council on Smoking and Health, the first national anti-smoking coalition, was formed.

March 16, 1964 - The five Federal Trade Commissioners began three days of public hearings on the proposed rule mandating a warning on all cigarette packets and advertising.

April 1964 - State Mutual Life Assurance Company was the first company to offer life insurance to nonsmokers with premium reductions following the 1964 Surgeon General's Report. The non-cigarette smoker life plan provided reduced rates to otherwise acceptable applicants who had not smoked cigarettes for a year or more.

June 1964 - The American Medical Association stated officially at its annual convention that it was on record in recognizing "a significant relationship between cigarette smoking and the incidence of lung cancer and certain other diseases and that cigarette smoking is a serious health hazard."

1965 - The Public Health Service established the National Clearinghouse for Smoking and Health. In 1978, it was renamed the Office on Smoking and Health.

1965 - The Airline Passengers Association headquartered in Dallas, Texas took a survey in which 32.5% of the respondents said they would favor abolishing all smoking on airlines.

January 1965 - The tobacco industry established a voluntary Cigarette Advertising Code, administered by former New Jersey governor Robert B. Meyner. It specifies uniform advertising practices among all member tobacco companies requiring, among other things, that cigarette ads not be directed to people under twenty-one years of age, that advertising not appear in college publications, comic books or comic supplements, and that cigarette smoking not be depicted as essential to glamour and social success.

July 1, 1965 - President Lyndon Johnson signed into law the "Cigarette Labeling and Advertising Act" requiring the following statement on all cigarette packages: "Caution: Cigarette Smoking May be Hazardous to Your Health." The act prohibited the Federal Trade Commission and Federal Communications Commission

(responsible for television ads) from regulating advertising for the next three years and nullified state and local regulatory efforts. The *New York Times* called the law “A shocking piece of special-interest legislation...a Bill to protect the economic health of the tobacco industry by freeing it of proper regulation.”

1966- Brown & Williamson developed and was given a patent for a safer cigarette with tobacco that heated up rather than burned, avoiding the process that creates most of the hazardous substances in tobacco smoke. The cigarette whose code name was Ariel was never marketed. The company feared that it would make its other products look bad.

February 1, 1966 - Mark Waters, a well-known reporter for the *Star-Bulletin* in Honolulu, Hawaii, saw his death coming from lung cancer, so he wrote his own obituary five days before he died and corrected it hours before his death. The obituary appeared in the February 1 issue of the paper and was featured in the February 10 issue of the *Congressional Record*. He wrote it so it might help others. It began, “Cigarettes were the death of me. I became acquainted with my killer when I was about fourteen and began stealing several Camels a day from my father’s pack....”

September 1966 - A nationwide program to discourage smoking among seventh and eighth graders was launched by the National Congress of Parents and Teachers. Supported in its first year by the Public Health Service, it operated in twenty-one states.

1967 - The Surgeon General’s Report confirmed and strengthened the conclusions of the 1964 report. It concluded that “The case for cigarette smoking as the principal cause of lung cancer is overwhelming.” It also found that evidence “strongly suggests that cigarette smoking can cause death from coronary heart disease.”

April 1967 - “Smoking Spiral” was broadcast over National Educational Television stations throughout the country. Press reviews called it “The most stunning elementary yet on the health hazards of smoking.”

June 2, 1967 - In response to the complaint filed with the Federal Communications Commission (FCC) by New York attorney, John F. Banzhaf III (eventually the executive director of Action on Smoking and Health), the FCC ruled that the Fairness Doctrine applied to cigarette advertising and that all radio and television

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stations broadcasting cigarette commercials had to donate a “significant amount of time” for messages about the health hazards of smoking.

July 1, 1967 - December 31, 1970 - Anti-smoking messages were widely aired on television and radio as part of the Federal Communications Commission’s Fairness Doctrine. For three and a half years, the American public was exposed to both pro-smoking and anti-smoking messages on television and radio.

September 8, 1967 - The Federal Communications Commission (FCC) unanimously rejected tobacco industry petitions to rescind its June Fairness Doctrine order. Commissioner Lee Loevinger declared “suggesting cigarette smoking to young people, in the light of present-day knowledge, is something very close to wickedness.” The FCC reaffirmed its ruling requiring free time for anti-smoking messages over the objections of tobacco companies and broadcasters.

September 11, 1967 - “Every year cigarettes kill more Americans than were killed in World War I, the Korean War, and Vietnam combined; nearly as many as died in battle in World War II. Each year cigarettes kill five times more Americans than do traffic accidents. Lung cancer alone kills as many as die on the road. The cigarette industry is peddling a deadly weapon. It is dealing in people’s lives for financial gain.” From an address by Senator Robert F. Kennedy of New York to over 500 delegates from thirty-four countries attending the First World Conference on Smoking and Health, New York City.

October 1967 - The National Interagency Council on Smoking and Health reported that commercial airlines in the United States would no longer distribute complimentary cigarettes with meals in flight.

November 1967 - The results of the first government tests ranking cigarette brands by tar and nicotine levels were released by Senator Warren G. Magnuson, chairman of the Consumer Subcommittee of the Senate Commerce Committee. Fifty-nine brands of cigarettes were tested on smoking machines with the Federal Trade Commission’s newly established cigarette testing laboratory.

1968 - The Surgeon General’s Report on smoking and health updated information presented in the 1967 report. It estimated smoking-related loss of life expectancy among young men as eight

years for “heavy” smokers (over two packs a day) and four years for “light” smokers (less than one-half pack a day).

January 1968 - During the month, the networks broadcast fifty-four anti-cigarette commercials and five programs devoted to the smoking problem. By comparison, the networks had 501 cigarette commercials in the same month.

February 1968 - The first government poster on smoking appeared on U.S. Post Office trucks. The poster legend read: “100,000 doctors have quit smoking cigarettes. Maybe they know something you don’t.”

February 29, 1968 - John F. Banzhaf III formed a new organization to serve as the legal action arm of the smoking-and-health movement. Called Action on Smoking and Health or ASH, Banzhaf declared it “both a nickname and a goal - the end of cigarettes.” A national non-profit legal action and educational organization fighting for the rights of nonsmokers against the many problems of smoking, ASH uses the power of law to represent nonsmokers in courts and legislative bodies and before regulatory agencies.

April 1968 - ASH filed a complaint with the Federal Trade Commission (FTC) charging the Tobacco Institute with unfair and deceptive trade practices. The complaint reported that the supposedly impartial pro-smoking articles in *Time* and *National Inquirer* were actually written by an employee of the Tobacco Institute’s public relations firm. The complaint resulted in a report to Congress and triggered the recommendation that cigarette ads be banned on radio and television. The FTC upheld the complaint and urged a ban on cigarette commercials.

July 1968 - The Surgeon General’s Report dealt with the relationship of smoking to health. Titled “The Health Consequences of Smoking: 1968 Supplement to the 1967 Public Health Service Review,” it was the first Public Health Service report to put a link between smoking and heart disease so strongly.

July 17, 1968 - Dying from lung cancer, William Talman, the actor who played the prosecutor on “Perry Mason” filmed a one-minute commercial at his own home. He approached the American Cancer Society, volunteering to tell his story so that it would

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serve as a reminder to television viewers of what smoking can do. He said, "You know, I didn't really mind losing the courtroom battles. But I'm in a battle right now I don't want to lose at all, because if I lose it, it means losing my wife and those kids you just met. I've got lung cancer. So take some advice about smoking and losing from someone who's been doing both for years. If you haven't smoked - don't start. If you do smoke - quit. Don't be a loser." In great pain, Talman managed one smile during the film sequence. He died August 30th.

1969 - The Surgeon General's Report also supplemented the 1967 report. It confirmed the association between maternal smoking and infant low birthweight. It identified the evidence of increased incidence of prematurity, spontaneous abortion, stillbirth, and neonatal death.

**TOBACCO, PEACE PIPES,
AND INDIANS**

BY LOUIS SELIG

1971

In this book, Louis Selig surveys the ceremonial use of tobacco by representative Indian tribes within nine geographic areas.

“There is no question that tobacco was intimately involved in all forms of public religious ceremonies among North American Indians. Shamans used the herb as both a medium for establishing a relationship with the spirits and as a fumigation to drive disease away from a patient's body. Tobacco was used in various ways to achieve religious objectives.”

1970-1979

1970 - R.J. Reynolds Tobacco Company changed its name to R.J. Reynolds Industries, Inc. reflecting the consumer-products acquisitions that formed the basis of RJR's diversification. The name change also reflected the diminished dependence on tobacco products as a result of diversification.

March 1970 - In response to the petition of ASH, the Federal Aviation Administration agreed that it had jurisdiction over smoking on airlines and it took the first step towards the rule that required a separate non-smoking section to protect the health of non-smokers. Shortly, the airlines voluntarily agreed to provide non-smoking sections.

April 1970 - President Richard Nixon signed into law the Public Health Cigarette Smoking Act of 1969 (passed in 1970) that strengthened the health warning on cigarette packages (and temporarily restricted the Federal Trade Commission through

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June of 1971 from issuing regulations that would require a health warning in cigarette advertising). The new warning read: "Warning: The Surgeon General Has Determined that Cigarette Smoking is Dangerous to Your Health." The law also banned cigarette advertising on television and radio after January 1, 1971.

July 29, 1970 - The Federal Highway Administration held hearings on the issue of smoking on buses. ASH argued smoking should be absolutely banned on all bus trips lasting less than two hours and be permitted on longer trips only if confined to a small smoking compartment physically separated from the main passenger area.

1971 - Governor Ronald Reagan signed a law requiring virtually all railroads, bus firms, and airlines to provide separate seating for nonsmoking passengers on runs starting in California.

1971 - The American Pharmaceutical Association recommended that its members stop selling tobacco products, after acknowledging that tobacco sales violate the Association's code of ethics which states: "A pharmacy should never knowingly condone the dispensing, promoting or distributing of drugs...that lack therapeutic value for the patient." It was up to individual stores and chains to act.

1971 - The Surgeon General's Report reviewed the entire field of smoking and health, with emphasis on the most recent literature. It discussed data indicating 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. It concluded that smoking is associated with cancers of the oral cavity and esophagus and found that "maternal smoking during pregnancy exerts a retarding influence on fetal growth."

January 1, 1971 - Cigarette manufacturers spent \$2.2 million on television commercials, their "last hurrah" preceding the ban on such advertising at midnight that night. Tobacco companies got their last pitches in during the New Year's Day football games.

January 2, 1971 - Congress banned all cigarette commercials on television and radio under the Public Health Cigarette Smoking Act of 1969. Because there were no more cigarette commercials, broadcasters were not obligated to air anti-smoking spots. During

1969 to 1970, three major U.S. television networks aired about 1,200 anti-smoking messages. During 1971 to 1972, the first two years of the broadcast ban, the networks delivered 250 anti-smoking messages.

1971 - Television networks reduced anti-smoking messages by about two-thirds the first year the Fairness Doctrine became inapplicable, according to the American Cancer Society. During 1970, there was an average of thirty network spots per week. In 1971, there was an average of ten spots.

February 1971 - The Federal Trade Commission announced an agreement with all but one major tobacco company under which the cigarette manufacturers volunteered to disclose tar and nicotine content in ads and elsewhere.

April 21, 1971 - United Airlines became the first major carrier to institute separate smoking and nonsmoking sections in first class and coach.

November 8, 1971 - The Interstate Commerce Commission ruled that smokers on interstate buses had to sit in the rear of the bus. The smoking section could not consist of more than twenty percent of the total number of seats. The Commission concluded that "second-hand smoke is an extreme irritant to humans (particularly with respect to its effect upon eyes and breathing) within its range and that, therefore, smoking on passenger-carrying motor vehicles must be found to be a serious nuisance..."

1972 - Chief Wahanui, writer for the *West Hawaii Today* headed a column with this slogan: "Smoke in bed, if you want to make an ash of yourself."

1972 - The Surgeon General's Report examined evidence on immunological effects of tobacco and tobacco smoke, harmful constituents of tobacco smoke, and "public exposure to air pollution from tobacco smoke." It found that tobacco may impair protective mechanisms of the immune system; nonsmokers' exposure to tobacco smoke may exacerbate allergic symptoms; carbon monoxide in smoke-filled rooms may harm the health of people with chronic lung or heart disease. It found that tobacco smoke contains hundreds of compounds, several of which have been shown to act as carcinogens, tumor initiators, and tumor

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promoters. It identified carbon monoxide, nicotine, and tar as smoke constituents likely to produce health hazards.

1972 - Arthur Godfrey, retired radio personality who smoked cigarettes for thirty-five years, had lung cancer operation. When told cigarettes had damaged him, he replied, "It couldn't be that - I got a \$1.5 million contract with *Chesterfield*." He changed his tune after surgery and branded smoking "a stupid habit."

March 1972 - In a 6-2 decision, the U.S. Supreme Court affirmed that the law banning cigarette commercials was constitutional. It ruled that the broadcasters' right of free speech was not violated by the law.

March 30, 1972 - The Federal Trade Commission consent order extended the requirement for a health warning on cigarette packages to include cigarette ads in newspapers, magazines, and other periodical advertisements and billboards. Six major domestic cigarette advertisers were obligated to disclose in all cigarette advertising the same statement required by law on cigarette packages: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous To Your Health." The warning statement had to be conspicuous and clear and printed in two lines of type and enclosed within a black-bordered rectangle.

1973 - Congress enacted the little Cigar Act of 1973 banning little cigar ads from television and radio.

1973 - Arizona became the first state to pass a law prohibiting smoking in select public places (elevators, theaters, libraries, museums, and art galleries, and on buses) based on health considerations of non-smokers and on environmental tobacco smoke exposure as a public hazard.

1973 - A Lorillard memorandum noted that producing a "safe cigarette, defined as one showing little or no carcinogenic activity when measured by mouse skin painting" should be possible to make "within a total time span of five years."

1973 - The Surgeon General's Report presented evidence on the health effects of smoking pipes, cigars, and "little cigars." It found mortality rates of pipe and cigar smokers higher than those of nonsmokers but lower than those of cigarette smokers. It found

that cigarette smoking impairs exercise performance in healthy young men.

July 1, 1973 - The Civil Aeronautics Board ordered domestic airlines to separate smokers and non-smokers for “comfort” of passengers.

1974 - The Great American Smokeout originated with Lynn Smith when, as publisher of the Monticello, Minnesota *Times*, he suggested that the townspeople try to quit. Three hundred out of a total population of 1,800 tried. Three months later ten percent had succeeded. Then it was called D-Day. In 1976, California adopted D-Day, renaming it The Great Smokeout. It went national a year later, in 1977, when based on Lynn Smith’s idea, the American Cancer Society launched the Great American Smokeout, to be run each year on the third Thursday in November.

1974 - The Surgeon General’s Report, the Tenth Anniversary Report, reviewed and strengthened evidence on major hazards of smoking.

1974 - “1974 is the first year that really points up the advantages of our diversification. The way the non-tobacco subsidiaries performed and grew more profitable played a big part in the total results. Because we made more money in those businesses, we were able to put more money into the tobacco business. That is a good example of how your Company’s expansion into other areas is beginning to pay off. *RJR Annual Report - 1974*

1975 - The Surgeon General’s Report updated information on the health effects of involuntary (passive smoking). It found that “Tobacco smoke can be a significant source of indoor air pollution...” and children of parents who smoke are more likely to have bronchitis and pneumonia during the first year of life.

1975 - Cigarettes were discontinued in the K-rations and C-rations of soldiers and sailors.

1975 - In her Newberry Honor book, *Ramona and Her Father*, Beverly Cleary sent out a strong anti-smoking message to her young readers. Ramona campaigns to save her father’s life and lungs. She creates a variety of no-smoking signs and sticks them in places her father will be sure to find them - like in the cigarette package. Eventually, Mr. Quimby gives up smoking during a

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difficult period when he has lost a job and feels pressured.

June 2, 1975 - Minnesota's Clean Indoor Act provided no-smoking areas in all public buildings. It became a model for other states.

1976 - The Interstate Commerce Commission strengthened its rule about smoking on trains by banning smoking in all dining cars and banning the use of cars containing both smoking and non-smoking sections.

DEATH IN THE WEST -1976

Filmmaker Peter Taylor went out to the western Plains of the United States - cowboy country - and interviewed six real life American cowboys for his twenty-seven minute documentary film. He contrasted the macho image of the *Marlboro* man, a rugged cowboy featured in advertising for *Marlboro* cigarettes, with the six real life cowboys who were all heavy smokers at one time and now in various stages of dying from lung cancer or emphysema. He mixed in statements from doctors attributing the cowboys' diseases to heavy smoking and statements from two executives of the Philip Morris Company (makers of *Marlboros*) who refused to concede the health hazards of smoking.

Bob Julian (A Wyoming cowboy stoking a campfire) - "I started smoking when I was a kid following these bronco busters. I thought that to be a man you had to have a cigarette in your mouth. It took me years to discover that all I got out of it was lung cancer. I'm going to die a young man." (He died a few months after the interview, at 51). -"In my opinion, Mr. Julian has lung cancer directly as a result of his smoking," said the doctor.

John Holmes (A New Mexico cattleman with emphysema shown riding the range with an oxygen tank draped over his horse, tubes running into his nose) "I just have to stop and gasp for breath and it feels like someone has their fingers down in my chest cutting all the air passages off." - "Cigarette smoking, I'm sure, is the cause of John Holmes' pulmonary emphysema," said the doctor.

Ray Madson (A Montana cowboy who had an operation for lung cancer) "And the other day I saw this young kid smoking and I told him he shouldn't start what I got into. I showed him my scar. It didn't seem to bother him." -"Ray's chances of survival are zero," said the doctor.

Maurice "Junior" Farris, a champion rodeo rider in Oklahoma; Harold Lee, a mountain guide in Wyoming; and John Harlin, the other cowboys interviewed for the film, hoped schoolchildren would see the film as a warning against smoking.

Dr. Helmut Wakeham, (Philip Morris vice-president for science and technology) "I don't know what harms the cigarette smoker and what does not harm him...Anything can be considered harmful. Applesauce is harmful if you get too much of it...I think that if the company as a whole believed cigarettes were really harmful, we would not be in the business. We're a very moralistic company."

Shortly after "Death in the West" was shown on British television, the American Cancer Society and CBS-TV's news magazine "60 Minutes" expressed interest in American broadcast rights to the film. Philip Morris took out an injunction in the High Court in London preventing Thames Television from selling the film or showing it again. Philip Morris alleged that Thames correspondents had misrepresented the way in which the Philip Morris *Marlboro* commercials and interviews would be used.

Thames and Philip Morris settled out of court and, by consent order, all copies of the film bar one, which was to remain locked in Thames' vault, were handed over to Philip Morris. The settlement was to remain a secret.

On December 1, 1981, Dr. Stanton Glantz, an associate professor at the University of California at San Francisco, received a copy of "Death in the West."

In 1982, the only surviving cowboy interviewed for the film was John Holmes.

On May 11, 1982, "Death in the West" was aired in its entirety on an NBC affiliate in San Francisco, KRON-TV

In the spring of 1983, Dr. Stanton Glantz and other academics at the University of California at Berkeley and the California Nonsmokers' Rights Foundation (now called the Americans Nonsmokers Rights Foundation) collaborated in the production of a five lesson-curriculum for fifth through ten grade students designed for use with "Death in the West." KRON-TV helped finance the curriculum.

May 26, 1983 - The broadcast of "Death in the West" by KRON-TV reached an estimated 90,000 children who were instructed with the curriculum developed by researchers at the University of California at Berkeley. The total audience for the broadcast was 576,000 people.

On November 13, 1983, the Pacific Mountain Network, a regional PBS affiliate. provided a national feed of a fifty-eight minute documentary entitled "The Strange Case of Death in the West" to public broadcasting stations across the country. By the end of November, over fifty PBS affiliates had aired the special.

In December of 1983, Pyramid Film and Video of Santa Monica, California, a major supplier of educational films in the United States, made copies of "Death in the West" available on a not-for-profit basis. The curriculum guide is provided with each copy of the film.

1976 - The Surgeon General's Report compiled chapters from the 1971 to 1975 reports.

1977 - The U.S. Department of Health, Education and Welfare ruled that women using birth-control pills had to be warned that they should not smoke.

1977 - Berkeley, California enacted the first modern ordinance limiting smoking in restaurants and other public places.

1977 - The Civil Aeronautics Board banned pipe and cigar smoking and when aircraft ventilation was not fully operational, banned all smoking.

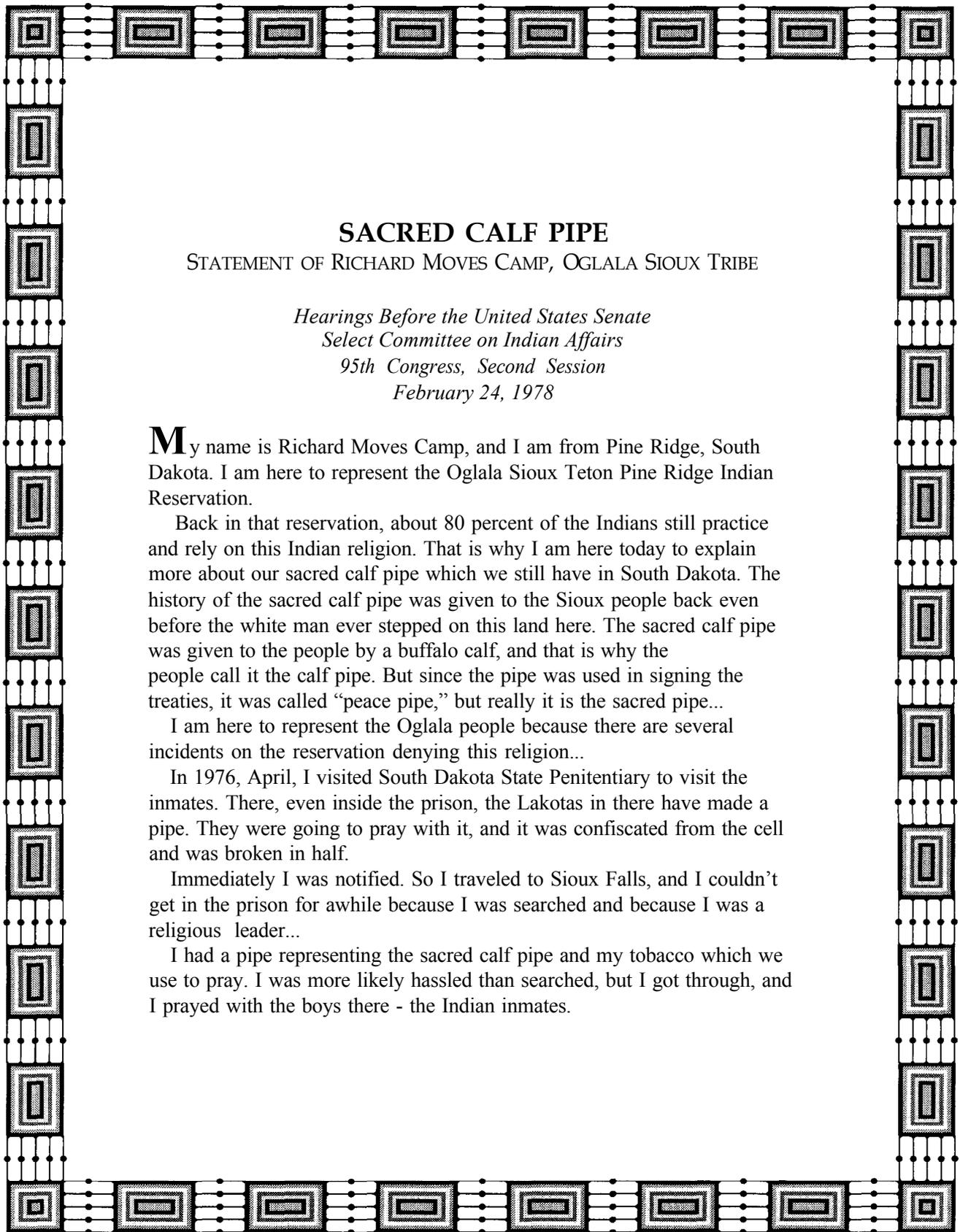
1977 - Doctors Ought To Care (DOC) was founded in Miami, Florida by Dr. Alan Blum, a family practitioner who got the idea for the organization when he spoke at a drug treatment center where most of the teens were smoking cigarettes. By the end of his talk, in which he made fun of ads in the teen magazines, he noticed that everyone had put out their cigarettes. DOC, a national organization of physicians, medical students, and residents, launched a national anti-tobacco advertising campaign spoofing tobacco ads with counter ads of their own.

1977 - The American Cancer Society sponsored its first national Great American Smokeout.

1977 - 1978 - The Surgeon General's Report, a combined two-year report focused on smoking-related health problems unique to women. It cited studies showing that use of oral contraceptives potentiates harmful effects of smoking on the cardiovascular system.

1978 - A secret study by Brown & Williamson concluded that 2.43% of cigarette buyers read the required health warnings in ads. The average time spent looking at the warning was less than three-tenths of a second.

1978 - "What the smoker does to himself may be his business, but what the smoker does to the non-smoker is quite a different matter...This we see as the most dangerous development to the



SACRED CALF PIPE

STATEMENT OF RICHARD MOVES CAMP, OGLALA SIOUX TRIBE

*Hearings Before the United States Senate
Select Committee on Indian Affairs
95th Congress, Second Session
February 24, 1978*

My name is Richard Moves Camp, and I am from Pine Ridge, South Dakota. I am here to represent the Oglala Sioux Teton Pine Ridge Indian Reservation.

Back in that reservation, about 80 percent of the Indians still practice and rely on this Indian religion. That is why I am here today to explain more about our sacred calf pipe which we still have in South Dakota. The history of the sacred calf pipe was given to the Sioux people back even before the white man ever stepped on this land here. The sacred calf pipe was given to the people by a buffalo calf, and that is why the people call it the calf pipe. But since the pipe was used in signing the treaties, it was called "peace pipe," but really it is the sacred pipe...

I am here to represent the Oglala people because there are several incidents on the reservation denying this religion...

In 1976, April, I visited South Dakota State Penitentiary to visit the inmates. There, even inside the prison, the Lakotas in there have made a pipe. They were going to pray with it, and it was confiscated from the cell and was broken in half.

Immediately I was notified. So I traveled to Sioux Falls, and I couldn't get in the prison for awhile because I was searched and because I was a religious leader...

I had a pipe representing the sacred calf pipe and my tobacco which we use to pray. I was more likely hassled than searched, but I got through, and I prayed with the boys there - the Indian inmates.

viability of the tobacco industry that has yet occurred.” from “A Study of Public Attitudes Toward Cigarette Smoking and the Tobacco Industry” by the Roper Organization for the Tobacco Institute.

1978 - Utah enacted the first state law banning tobacco ads on any billboard, street car sign, or bus.

1978 - In Alexandria, Virginia, the Fire Department adopted medical standards that prevented the hiring of smokers as firefighters. Said Fire Chief Charles H. Rule, “We will reject firefighter job applications from any man or woman who smokes cigarettes, pipes, or cigars. Firefighting is the most hazardous job in the world. We don’t want our people to smoke. It shortens their lives and their job tenure.”

INDIAN HEALTH SERVICE FACILITIES GO SMOKE-FREE: A CHRONOLOGY OF EVENTS

1978 - Agnes Nichols, an Alaska Community Health Representative, proposed that the Alaska Native Medical Center become a totally smoke-free hospital. The idea was not taken seriously.

1983 - Dr. Rice C. Leach, Service Unit Director of the Phoenix Indian Medical Center launched an educational campaign to establish the "smoke-free hospital" as a standard for all hospitals and he obtained the support of the local Indian Health Board to implement the standard at the Center. Some employees strongly opposed, and with the potential for union grievances, the plan was indefinitely postponed.

December 1983 - Dr. Leach and Dr. Leland L. Fairbanks, Acting Director of the IHS Clinical Support Center and champion of a smoke-free environment, discussed their experiences with Dr. Charles North, Service Unit Director of the Public Health Service Indian Hospital on the Hopi Reservation at Keams Canyon, Arizona. Dr. North organized an effort to implement a smoke-free policy that included employee involvement and support from the community and tribal leadership. The smoke-free standard was adopted in December of 1983.

May 1984 - Dr. C. Everett Koop, Surgeon General of the U.S. Public Health Service, issued a challenge to the nation to develop a "smoke-free society" by the year 2000. As the nation's leading public health officer, he was eager to use any opportunity to promote his new initiative. He publicly acknowledged the Keams Canyon effort only one month later at the USPHS Professional Association meeting in Scottsdale, Arizona. The hospital was presented a special citation from the Stanford Heart Disease Prevention Program and a second citation from the American Academy of Family Physicians.

February 1985 - Dr. Koop met with IHS Director Dr. Everett R. Rhoades to endorse and discuss system-wide implementation of a smoke-free standard.

March 29, 1985 - Dr. Rhoades appointed an IHS Smoke-Free Task Force that reaffirmed the "Smoke-Free IHS" as realistic and developed a national plan.

April 1985 - Mr. Don Davis, Director of the IHS Portland Area, instructed all Portland Area offices and facilities who had not already done so to become smoke-free within thirty days. Thus, Portland became the first smoke-free IHS Area.

July 1985 - The Albuquerque Area announced it had achieved the smoke-free standard at all facilities.

November 1985 - The American Cancer Society presented a special citation to the IHS "For its pioneering efforts to bring about the achievement of a totally smoke-free environment in all IHS clinics, hospitals, and administrative offices nationwide."

December 12, 1985 - In a letter to the editor of the *New England Journal of Medicine*, Dr. Rhoades publicly declared the commitment to ban all indoor smoking in IHS facilities.

September 16, 1986 - Union employees in Tahlequah, Oklahoma challenged the right of the IHS to deny their "right" to smoke in the Indian Hospital. Dr. Rhoades testified before the Federal Labor Relations Authority in Muskogee that the authority to establish smoke-free environments was essential to the IHS mission of raising the health status of American Indians and Alaska Natives to the highest possible level. The judge agreed, a precedent allowing officials to prohibit smoking in federal buildings.

August 13, 1987 - Dr. William H. Foege, Executive Director of the Carter Center at Emory University and past Director of the Centers for Disease Control, proclaimed IHS smoke-free environments a major Public Health Service accomplishment.

1978 - The American Medical Association study, "Tobacco and Health," financed by the tobacco industry, concluded "The Committee believes that the bulk of research sponsored by this project supports the contention that cigarette smoking plays an important role in the development of chronic obstructive pulmonary diseases and constitutes a grave danger to individuals with pre-existing diseases of the coronary arteries."

1979 - Fires caused by untended cigarettes resulted in 2,300 deaths, 5,800 injuries, and \$210 million property damage.

1979 - Minneapolis and St. Paul, Minnesota became the first cities to ban free distribution of cigarette samples in the streets.

1979 - R.J. Reynolds was the largest single advertiser in magazines spending \$25 million on Winston cigarettes alone.

1979 Surgeon General's Report

On January 11, 1979, the fifteenth anniversary of the legendary 1964 Surgeon General's Report on smoking and health, the 1979 Surgeon General's report on smoking and health was released. Commissioned by Joe Califano, Secretary of Health, Education, and Welfare, the three-inch thick, seven pound, 1,100 page document was the most comprehensive review of the medical evidence ever compiled.

The Report concluded:

Cigarette smoking is causally related to lung cancer in both men and women...is a significant causative factor in the development of oral cancer...is a causal factor in the development of cancer of the esophagus...is related to cancer of the pancreas...is one of the three major independent risk factors for heart attack...and sudden cardiac death in adult men and women...a major risk factor in arteriosclerotic peripheral vascular disease...a cause of chronic obstructive lung disease...increases the risk of fetal death through maternal complications...contributes to the risk of their infants being victims of the 'sudden infant death syndrome' (crib death).

The Report received massive media coverage. Two weeks after publication, more Americans tried to quit smoking than in any other two-week period since the release of the First Surgeon General's Report in 1964.

By the end of June 1979, President Jimmy Carter fired Califano. Visibly shattered, he told reporters:

The President told me yesterday afternoon that I had done a superb job as...Secretary for HEW. But that the same qualities of leadership and drive that made a good Secretary, created friction with certain members of the White House staff. They were telling reporters... they are kind of concerned about the tobacco and smoking issue and that he had to change the cabinet around to get ready for the 1980 elections."

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1980-1989

1980 - The Surgeon General's Report was devoted to the health consequences of smoking for women. It reviewed evidence that strengthened previous findings and noted projections that lung cancer would surpass breast cancer as the leading cause of cancer mortality in women. It also identified a trend toward increased smoking by adolescent females.

1980 - Under the authority of a public health law which required the secretary of Health and Human Services to study "the relative risks associated with smoking cigarettes...containing any substances commonly added...and report this information to Congress" Surgeon General Dr. Julius Richmond wrote six major U.S. cigarette companies requesting a list of substances which these companies added to their brands. The companies refused to divulge trade secrets.

1980 - According to a Roper poll, only 30% of the total adult population and 41% of smokers knew that smoking shortened life span. Over 40% of those polled did not know smoking causes most cases of lung cancer. About 60% of the general public did not know that most cases of emphysema are smoking related.

June 1, 1980 - "They've developed technology which will cause cigarettes to self-extinguish. But at the same time, the output of tar, nicotine, and carbon monoxide would increase. We might cut down on an insignificant number of people dying in fires. But at the same time we would be increasing the number of people who would contract lung and heart disease due to the increased tar and nicotine." Walker Merryman, The Tobacco Institute.

September 18, 1980 - "Some of us in the tobacco business may be becoming a bit paranoid about smokers' rights. We will not accept that a smoker who disregards others' comforts and who breaks the law in the process automatically qualifies for industry beatification." from U.S. *Tobacco Journal* editorial.

December 22, 1980 - A Port Authority of New York and New Jersey police officer was shot and killed after a scuffle with a man who refused to stop smoking aboard a commuter train, according to a front page story in the *New York Times*.

1981 - The Surgeon General's Report examined the health consequences of "the changing cigarette," that is, the lower tar and nicotine cigarette. It concluded that lower yield cigarettes reduced the risk of lung cancer but found no conclusive evidence that they reduced the risk of cardiovascular disease, chronic obstructive pulmonary disease, and fetal damage. It noted the possible risks from additives and their products of combustion. It emphasized that there is no safe cigarette.

1981 - The headline "Cancer Study Reports Higher Risks for Wives of Smoking Husbands" blazed across the front-page of *The New York Times* and numerous other publications. The fourteen-year epidemiological study of 200 cases in Japan conducted by Dr. Takeshi Hirayama (and published in the *British Medical Journal*) indicated that wives of Japanese men who smoked were up to twice as likely to die of lung cancer as were wives of nonsmokers. The Tobacco Institute took out full-page ads in major national publications denouncing as scientifically unfounded the Hirayama findings that linked passive smoking with increased lung cancer risk. The head of the Tobacco Institute and its scientists submitted letters to the editor of the *British Medical Journal* attacking the Hirayama study as seriously flawed. Hirayama defended each criticism.

1981 - Insurance companies began offering discounts on life insurance and homeowners insurance policies to non-smokers.

May 1981 - The Federal Trade Commission published the result of its five-year investigation into cigarette advertising. It concluded: (1) Cigarette smoking is far more dangerous to health than was thought in 1964; (2) With the exception of the health warning, cigarette ads do not contain health information; (3) A large number of smokers know too little about the specific health hazards of smoking to be able to assess accurately how dangerous smoking is and whether the health risks of smoking have any application to themselves; (4) The current health notice is rarely noticed and is not effective in alerting consumers to the health hazards of smoking.

1982 - The U.S. Postal Service honored the centennial of the birth of Franklin D. Roosevelt picturing the former president on a 20-cent stamp. He holds a cigarette and holder.

Figure 1

U.S. cigarette consumption, 1950-92

Billion pieces

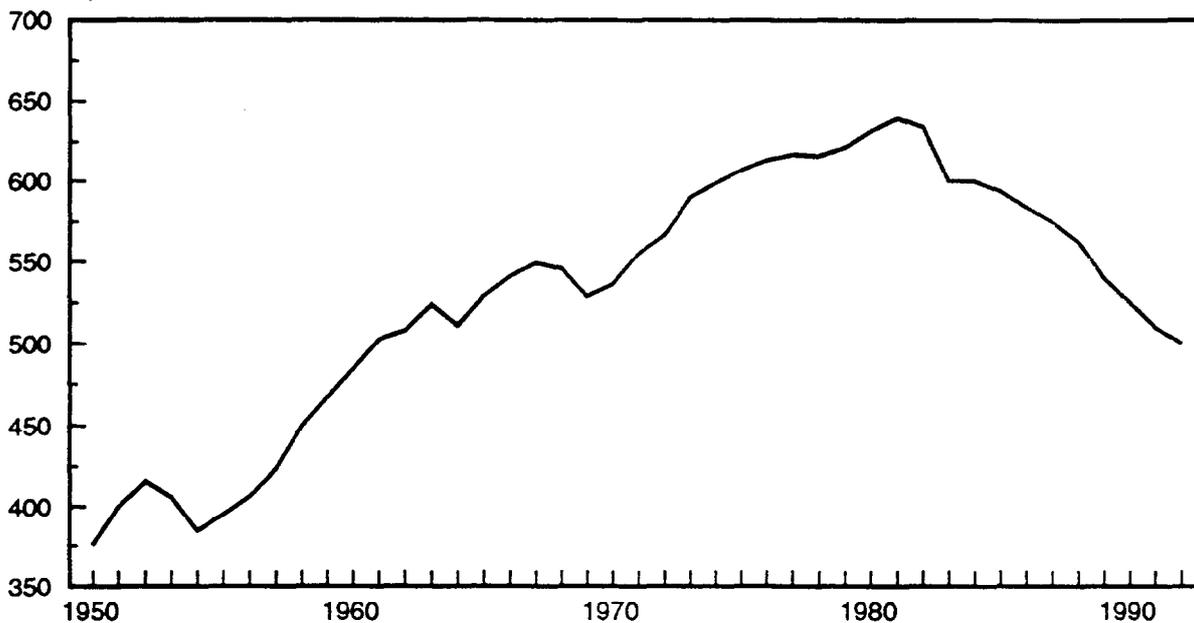
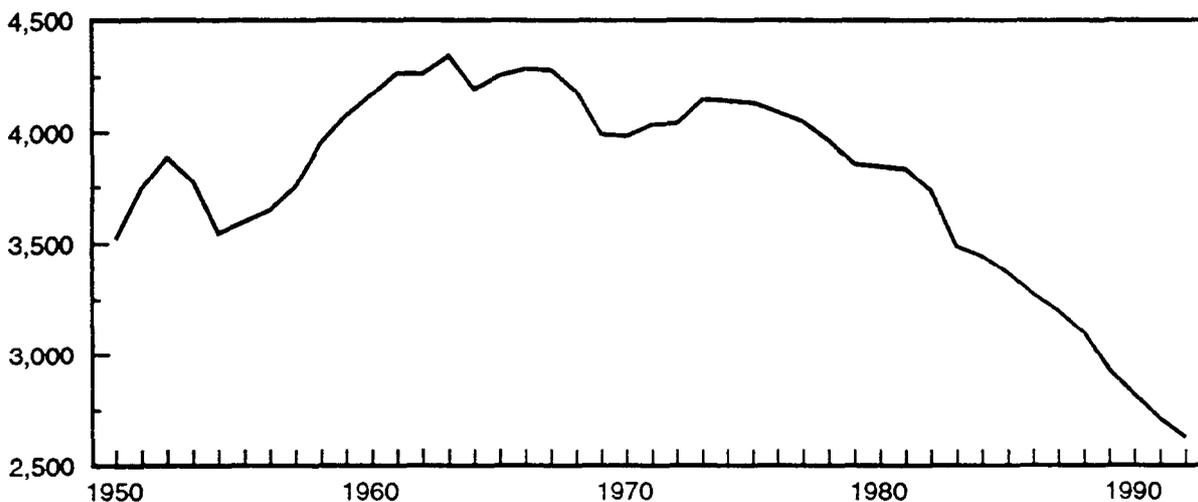


Figure 2

U.S. per capita cigarette consumption, 1950-92 1/

Pieces



1/ Per person 18 and over.

1982 - The U.S. Congress temporarily doubled the federal excise tax on cigarettes to 16-cents per pack to be in effect from January 1, 1983 to October 1, 1985. The first increase since 1952, in 1986 Congress extended permanently the 16-cents per pack federal excise tax.

1982 - The American Cancer Society, American Lung Association, and American Heart Association formed the Coalition on Smoking OR Health, primarily to coordinate federal legislative activities related to smoking control. Through the coalition, the three voluntary health agencies have worked with other organizations and coalitions in support of smoking control policies relating to health warning labels, tobacco advertising, smoking on airlines, the tobacco excise tax, and price support program.

1982 - Newton, Massachusetts prohibited the free distribution of cigarettes in the streets, the third city to do so after St. Paul and Minneapolis, Minnesota in 1979.

1982 - Plaintiffs' torts Attorney Melvin Belli filed a \$100 million lawsuit in California against two major tobacco companies on behalf of John M. Galbraith, a sixty-nine year old man, a former smoker suffering from cancer, chronic lung disease, and heart failure.

April 1982 - Paul Maccabee, *Twin Cities Reader* reporter, added a list of jazz greats who died of lung cancer to an article he did about Brown & Williamson Tobacco Corporation's annual Kool Jazz festival. He was fired the next day. Mr. Mark Hopp, publisher of the 100,000 circulation *Reader*, felt Maccabee had editorialized too much and he conceded that he feared losing the paper's cigarette ads. The paper's national sales manager wrote to all its cigarette advertisers apologizing for the story and informing them that Mr. Maccabee had been fired.

May 11, 1982 - The British-made documentary film, "Death in the West" debuted on KRON-TV, a San Francisco, California NBC affiliate. In 1976, Philip Morris rushed into court in England after the film's first and only showing there to enjoin its further use, but one bootlegged copy made its way to Professor Stanley Glantz at the University of California, San Francisco. The stories of six Marlboro-style cowboys who were dying of lung cancer and other diseases caused by smoking, one sequence

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showed a cowboy herding cattle on his New Mexico ranch. He wore a tube delivering air to his nostrils, an oxygen tank strapped to his horse.

May-June 1982 - The American Council on Science and Health (ACSH) published the results of a survey of eighteen magazines with large circulations that addressed a wide variety of health issues. ACSH counted the health-related articles in each magazine, examined each to see if tobacco was discussed in any way, and calculated the percentage of health articles that mentioned smoking between 1965 and 1982. ACSH found that only one-third of the magazines surveyed reported the hazards of smoking both frequently and accurately. These articles were in magazines that did not accept cigarette ads. The majority “confused and obfuscated the facts or neglected to mention them at all.”

November 22, 1982 - Tobacco companies stipulated that cigarette ads in magazines could not be run near obituaries or near stories “antithetical” to smoking or tobacco. Should a publication fail to follow the guidelines, the tobacco company usually asked for and got a “make-good” or free ad. From Janet Guyon, *Wall Street Journal* reporter.

1983 - The Surgeon General’s Report examined the consequences of smoking for cardiovascular disease. It concluded that cigarette smoking is one of three major independent causes of coronary heart disease and, given its prevalence, “should be considered the most important of the known modifiable risk factors for CHD.”

1983 - Doctors Ought to Care (DOC) and New Jersey Group Against Smoking Pollution (GASP) demonstrated in front of New York’s Metropolitan Museum of Art to call attention to Philip Morris’ sponsorship of an exhibition of art from the Vatican.

1983 - Tennis star Billie Jean King told Boston reporters that “I don’t smoke, and I don’t believe in it, and the Virginia Slims people know it.” At the time, tobacco sponsored Virginia Slims tennis tournaments.

1983 - Janet Sackman, for years a top cigarette model for *Chesterfields* and *Lucky Strikes*, was urged by an executive of a tobacco company to smoke at seventeen years so she would look authentic in television ads. She had throat cancer in 1983, cancer in her right lung in 1990. An outspoken advocate against smoking, she

gives speeches across the country through a hole in her throat.

January 1, 1983 - The federal excise tax on cigarettes was temporarily doubled from eight cents to sixteen cents per pack.

May 26, 1983 - An estimated 576,000 people, including 70,000 school age children, watched the anti-smoking documentary "Death in the West" on KRON-TV in San Francisco, California. The largest smoking prevention education project in U.S. history, Californians for Nonsmokers' Rights developed a special five-lesson curriculum to use with the children watching the documentary. After participating in the one-week curriculum, evaluators found students were less attracted to the "Marlboro Man," dubious about the integrity of the Philip Morris Company, and more knowledgeable about the hazards of second hand smoking.

July 28, 1983 - Beech-Nut (chewing) Tobacco Company and Monroe County, Indiana Fair Board sponsored a "Tobacco Spitting Contest" as part of the annual 4-H County Fair. Due to protests, the contests were limited to those fourteen years and older. (In past years, prizes were offered for the "best spit" by an under-six-year-old contestant). At the contest, a Beech-Nut representative seemed to think the contest was beneficial to both the county and his company. "It's promotional. We try to get as much advertising as we can."

November 8, 1983 - San Francisco voters squeaked through (50.4 percent to 49.6 percent) Proposition P, an ordinance regulating smoking in offices. Within a month after Mayor Diane Feinstein signed the bill, a petition of 30,000 signatures was delivered to the Register of Voters and a referendum on the smoking law was scheduled. Five tobacco companies spent more than \$1.3 million in their failed attempt to defeat the law, more money than has ever been spent on either side of a ballot measure in San Francisco history.

1984 - The Surgeon General's Report reviewed evidence on smoking and chronic obstructive lung disease (COLD) and concluded that smoking is the major cause of the disease, accounting for 80 to 90 percent of COLD deaths in the United States. The tobacco industry rebuttal said: "The tobacco industry does not agree with the judgment of the Surgeon General's report that cigarette smoking has been established as a cause of chronic bronchitis. A causal relationship between smoking and either

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chronic bronchitis or emphysema has not been established scientifically. Statistical correlation does not establish cause. It never has.”

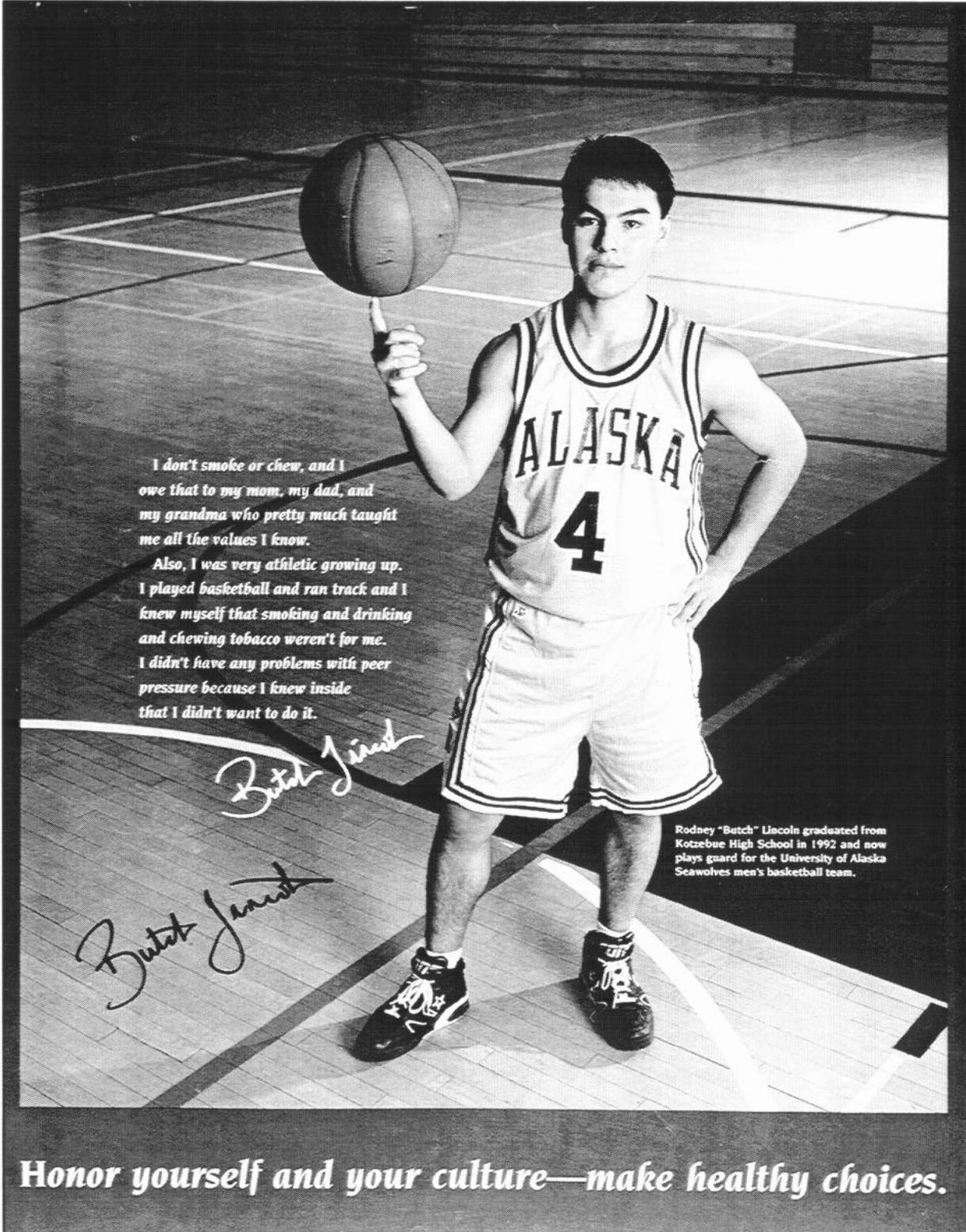
1984 - Two hard-hitting books on the tobacco industry were published: Peter Taylor's *Smoke Ring: Tobacco, Money, and Multinational Politics* and Elizabeth Whelan's *A Smoking Gun: How the Tobacco Industry Gets Away with Murder*. Filmmaker Taylor has made several anti-smoking films including *Death in the West* and Whelan, a long-time anti-smoking advocate, is President of the American Council on Science and Health.

1984 - The National Tobacco Council ended its National Tobacco festival held in Richmond, Virginia as part of its effort to avoid public attention.

1984 - About 36.7 percent of American men in civilian life smoked and 52 percent of military personnel smoked.

1984 - Olympic diving champion Greg Louganis wanted to be national chairman of the Great American Smokeout sponsored by the American Cancer Society. He was silenced by Philip Morris which owned the California facility where he trained. In addition, Philip Morris had his coach under contract. Years later he told the Interagency Council on Smoking and Health, “My success at diving made me a role model for children but I was pressured to avoid national exposure (of) what I knew about smoking because it was against the interests of Philip Morris. With the Olympics only a few months away, I had no choice but to turn down the chairmanship of the Great American Smokeout...By sponsoring sporting events and facilities, tobacco companies make athletes and sports associations indebted to and dependent upon them. Once we have the support of a tobacco company, the threat of a withdrawal of that support is just too frightening to consider.”

January 11, 1984 - “I remember as a seventeen year old United States Marine being told by my buddies that if I did not smoke cigarettes I was not a real Marine. I wanted to be just like John Wayne and so I started smoking cigarettes. It took me twenty-five years to grow up and break the habit and I don't think I am any less a man than I was at Camp Lejeune, North Carolina.” Robert Keeshan (TV's captain Kangaroo on the twentieth anniversary of the First Surgeon General's Report on smoking and health.)



I don't smoke or chew, and I owe that to my mom, my dad, and my grandma who pretty much taught me all the values I know.

Also, I was very athletic growing up. I played basketball and ran track and I knew myself that smoking and drinking and chewing tobacco weren't for me. I didn't have any problems with peer pressure because I knew inside that I didn't want to do it.

Butch Lincoln

Butch Lincoln

Rodney "Butch" Lincoln graduated from Kotzebue High School in 1992 and now plays guard for the University of Alaska Seawolves men's basketball team.

Honor yourself and your culture—make healthy choices.

© 1993 Alaska Native Health Board, Anchorage, Alaska
Photo courtesy Chris Arend

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January 11, 1984 - "We introduced a report that identified cigarette smoking as a cause of lung cancer and which overwhelmingly associated smoking with higher death rates from cardiovascular disease and higher mortality overall. That evening we saw camera coverage of our report on every television network and station and the next morning we found front-page coverage in every newspaper in the country. Later we saw that this coverage had reached across the world. In the next several weeks millions of people gave up smoking. Sales dropped, in some stores to literally no sales at all. And we were jubilant. We thought, we sensible physicians and public health officers and educators, that we had "conquered" cigarette smoking...We were wrong. Not altogether wrong, but mostly wrong. In a very few days, people were back..." Dr. Luther Terry, former U.S. Surgeon General, on the twentieth anniversary of his First Surgeon General's Report.

January 13, 1984 - The Food and Drug Administration approved "Nicorette," a nicotine-based chewing gum as a prescription drug for use in smoking cessation. Merrell Dow Pharmaceuticals, Inc. was authorized to begin marketing Nicorette (nicotine resin complex) in the United States.

February 10, 1984 - Sean Marsee, a high school track star from Oklahoma, died from cancer at age nineteen. In 1977, when Sean was twelve, he took up snuff - using a can a day for six years - after a tobacco company handed out free samples of snuff at a rodeo. He also began using chewing tobacco. Sean developed cancer of the tongue in 1983 that spread from his tongue to his neck and finally to his brain. A year after Sean died, his mother filed a suit against the United States Tobacco Company, manufacturer of the brand of smokeless tobacco which her son used, asking for millions in punitive damages. The jury agreed with the tobacco company that argued there was no evidence proving their products caused cancer. Before Sean died, he told his mother that smokeless tobacco "couldn't be dangerous or there would be a warning on the package." Two years after Sean Marsee died, the U.S. Congress passed a law requiring warning labels on snuff cans. The Smokeless Tobacco Council supported the legislation. They now claim that users are adequately warned and are responsible for any harmful effects they suffer from using their product.

April 5, 1984 - Dr. Victor J. DeNoble and Dr. Paul C. Mele, key researchers at a Philip Morris laboratory in Richmond, Virginia

from 1980 to 1984, were abruptly told to halt their studies. They had found evidence of a substance in cigarettes, acetaldehyde, as addictive as nicotine and when combined with the latter far exceeded the addictive power of either. The two researchers testified they were told by Philip Morris not to discuss their work and not to publish it.

May 1984 - In a speech to a combined meeting in Miami of the American Lung Association and the American Thoracic Society, C. Everett Koop, Surgeon General of the United States, called for a smoke-free society by 2000. He asked the Coalition on Smoking OR Health to take steps to insure that the high school graduating class in the year 2000 was a smoke-free class. The Coalition created a twelve-year education and awareness tobacco use prevention project focused on children who entered first grade in 1988 and who will graduate in the year 2000.

October 12, 1984 - President Ronald Reagan signed the Comprehensive Smoking Education Act that replaced the previous health warning on cigarette packages and ads with a system requiring rotation of four specific health warnings prominently displayed effective October 12, 1985:

SURGEON GENERAL'S WARNING; Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy

SURGEON GENERAL'S WARNING; Quitting Smoking Now Greatly Reduces Serious Risks to Your Health

SURGEON GENERAL'S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight

SURGEON GENERAL'S WARNING: Cigarette smoke contains carbon monoxide.

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December 1984. At its annual meeting, the National Association of Insurance Commissioners adopted a resolution calling for different health insurance rates for smokers and nonsmokers. Under this proposal, nonsmokers could save over \$200 a year in health insurance costs and smokers might be forced to pay 50 percent more than they were already paying.

1985 - The Surgeon General's Report examined the relationship between smoking and hazardous substances in the workplace. It found that for the majority of smokers, smoking is a greater cause of death and disability than their workplace environment. The risk of lung cancer from asbestos exposure multiplied with smoking exposure. It observed the special importance of smoking prevention among blue-collar workers because of their greater exposure to workplace hazards and their higher prevalence of smoking.

1985 - Minnesota enacted the first state legislation to earmark a portion of the state cigarette excise tax to support anti-smoking programs.

1985 - STAT [Stop Teenage Addiction to Tobacco] was incorporated in California as a non-profit corporation to focus on teenage tobacco use.

1985 - A smoker accidentally inhaled an entire cigarette filter. More than a year later, after the smoker complained of severe chest pains, surgeons uncovered the intact filter in his lung.

January 26, 1985 - The first national conference of the Tobacco Products Liability Project located at Northeastern University School of Law in Boston took place. The project was organized to encourage, support, and coordinate suits brought against the tobacco industry. It also aims to force the tobacco industry (and smokers who use its products) to pay the costs associated with its use.

March 29, 1985. Dr. Luther L. Terry, who as U.S. Surgeon General was instrumental in preparing the 1964 report that said cigarette smoking contributed substantially to the death rate, died of a heart attack at seventy-three years of age. The 1964 Surgeon General's report, which did much to discourage Americans from smoking and helped lead to a variety of measures to curb the adverse effects of smoking, was prepared

at President John F. Kennedy's initiative. The 387-page study, fourteen months in preparation, contained roughly 150,000 words. Dr. Terry, named Surgeon General in 1961, remained in the post until 1965, when he became a professor at the University of Pennsylvania.

May 1985 - The Environmental Protection Agency published its study linking involuntary passive smoking to lung cancer in non-smokers. Authored by scientist James L. Repace and Naval Research Laboratory investigator Alfred H. Lowrey, they estimated that from 500 to 5,000 lung cancer deaths in non-smokers are caused by involuntary smoking. The study described passive smoking as the country's most dangerous airborne carcinogen.

Summer 1985 - Philip Morris published *Philip Morris Magazine*. It was mailed to consumers who responded to the company's promotions.

VIRGINIA SLIMS AD CAMPAIGN OFFENDED INDIANS
July 1985

After hundreds of angry phone calls and letters from individuals and organizations, the Philip Morris Company withdrew an advertisement for Virginia Slims cigarettes that featured eight Indian “princesses” carved on a totem pole next to a chic, sexy white woman holding a cigarette. The ad declared “Virginia Slims remembers one of many societies where the women stood head and shoulders above the men.” In her letter to Philip Morris, National Congress of American Indian Executive Director Suzan Shown Harjo especially objected to the demeaning names like “Princess Wash and Scrub” and “Little Running Water Fetcher” ascribed to the eight women. “The terms ‘Little’ and ‘Princess’ are both diminishing and inaccurate. Indian women are not referred to by Indian men as ‘the little woman’...and we have no princesses, historically or today.” Michael Bush, executive director of the New York-based American Indian Community House, was offended by the ad because it portrays Indian women as “menial servants” and perpetuates “an idiotic stereotype for the assumed amusement of the public.” In his letter to the president of Philip Morris, Bush wrote “Even if the ad is superfluous, it seems ludicrous to capture a stereotype which is so erroneous.” He went on to write that the Virginia Slims’ portrayal of Indian women as “servile” was especially inappropriate because they “are the developers, the initiators and the planners in Indian society.”

Guy Smith, Philip Morris Vice-President, who stated that the ad would be removed from all publications within a month, said that the ad was never intended to fuel a stereotype or to offend. Instead, he said, the ad was meant to show how women have advanced. A spokeswoman for the tobacco company, in reply to H. Blue, editor of *The Circle*, a Minneapolis-based Indian paper, said Philip Morris would no longer use the ad “out of deference to the individuals and organizations who complained or wrote letters.”

In his editorial, Blue wrote: “This story proves that where’s there’s a will, there’s a way. Even a giant like Philip Morris Company will bow to the pressure of the public, in this case, the American Indian public. Of course the fact that the Philip Morris Company “gave in” does not by any means excuse the ad’s publication in the first place. Especially since this is supposed to be the day and age where discrimination is on the downswing, and we are all equal.”

October 4, 1985 - The First World Conference on Non Smokers' Rights began in Washington, D.C. with almost 200 nonsmokers' rights activists from thirty states and Canada attending.

October 11, 1985 - The morning after his death from lung cancer, ABC-TV's *Good Morning America* rebroadcast an interview with Yul Brynner in which the actor delivered a strong anti-smoking message. Convinced that his five-pack-a-day smoking habit caused his lung cancer, during his GMA interview he shot extra footage to be used after his death. The spot, produced by McCaffrey & McCall advertising agency, began with Yul Brynner's words, "Now that I'm gone..." He looked into the camera and said: "Now that I'm gone, I tell you: Don't smoke. Whatever you do, don't smoke."

October 12, 1985 - Four new strongly worded warning labels on cigarette packages and ads took effect. A provision of the Comprehensive Smoking Education Act passed on October 12, 1984, all cigarette ads and packages had to rotate the four warnings.

November 1985 - William H. Lee, publisher of *Observer* newspapers in California said, "Many of our black colleges would not have students receiving scholarships were it not for Philip Morris. And the black press is aware that Philip Morris has employed blacks on a fair and equal basis."

November 1985 - Philip Morris brought ninety-three publishers of black newspapers to New York for two days. Philip Morris Vice Chairman Hugh Cullman told them, "Today, tolerance for my smoking may be under attack. Tomorrow, it may be tolerance for someone else's right to pray or choose a place to live. So the real issue isn't smoking versus nonsmoking - it's discrimination versus toleration."

November 1985 - One day before the annual Great American Smokeout, Philip Morris Company held a news conference. It accused the media of paying too much attention to anti-smoking "zealots." Nearly 2,500 radio stations broadcast the story at least once and about fifty television stations used the tape Philip Morris supplied of the news conference.

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1986 - The Surgeon General's Report focused on involuntary smoking, concluding that "Involuntary smoking is a cause of disease, including lung cancer, in healthy nonsmokers." It also found that, compared with children of nonsmokers, children of smokers have higher incidence of respiratory infections and symptoms and reduced rates of increase in lung function. It presented a detailed examination of the growth in restrictions on smoking in public places and workplaces. It concluded that simple separation of smokers and nonsmokers within the same airspace reduces but does not eliminate exposure to environmental tobacco smoke. Surgeon General C. Everett Koop predicted that America would be a smoke-free society by the year 2000.

THE COMPREHENSIVE SMOKELESS TOBACCO
HEALTH EDUCATION ACT OF 1986

PASSED BY THE U.S. CONGRESS ON FEBRUARY 27, 1986

The act provides for the following:

Development and implementation of health education programs, materials, and public service announcements to inform the public of the health risks resulting from the use of smokeless tobacco products.

Public health education technical assistance concerning smokeless tobacco.

Research on the effects of smokeless tobacco on human health and the collection, analysis, and dissemination of information and studies on smokeless tobacco and health.

Health warning labels on all smokeless tobacco products and advertisements, except for outdoor billboards, effective February 27, 1987.

Banning of radio and television advertising, effective August 27, 1986.

Disclosure to the Secretary of Health and Human Services of the ingredients used in the production of smokeless tobacco as well as the quantity of nicotine in each such product by all manufacturers, packagers and importers of smokeless tobacco.

1986 - The Special Report of the advisory committee appointed by the Surgeon General to study the health consequences of smokeless tobacco concluded that the use of smokeless tobacco can cause cancer in humans and can lead to nicotine addiction.

1986 - A full-page ad in *Tobacco and Candy Journal* read “In the first half of 1986, *Sports Illustrated* led all newsweekly competition in both advertising dollars and pages for smoking materials. Clearly, our advertisers in the tobacco industry know a magazine in high gear when they see it.”

1986 - Minnesota enacted the first state law to ban the free distribution of smokeless tobacco samples.

1986 - Congress imposed a federal excise tax on smokeless tobacco products.

1986 - The inaugural issue of STAT's *Tobacco Free Youth Reporter* included a comprehensive survey of state laws concerning the sale of tobacco to minors. The *Reporter* has also documented subliminal cigarette advertising in movies for young audiences.

January 1986 - The American Council on Science and Health surveyed the reporting of smoking as a health hazard in twenty magazines, some of which accepted cigarette ads and some of which did not. Of the magazines surveyed, *Reader's Digest* had the best all around coverage of the hazards of smoking. The worst were *Cosmopolitan* and *Redbook*.

January 1, 1986 - Californians for Nonsmokers' Rights and the California Nonsmokers' Rights Foundation changed their names to Americans for Nonsmokers Rights (and Foundation) to reflect its broader role. A national anti-smoking group devoted to clean indoor air legislation, ANR has assisted in the passage of scores of city and county ordinances.

February 26, 1986 - The American Heart Association warned its members that consumers might see less news about the dangers of smoking because tobacco companies were taking over corporations that advertise heavily in newspapers, magazines, and on radio and television. The internal memo distrib-

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uted to local chapters stated: “The tobacco companies could short-circuit our ability to communicate (because) the media are subjected to intense financial pressure.”

February 27, 1986 - President Ronald Reagan signed the Comprehensive Smokeless Tobacco Health Education Act that required the rotation of three health warnings on smokeless tobacco packages and advertisements (in circle-and-arrow format on ads) except billboards by February 27, 1987:

WARNING: This product may cause mouth cancer.

WARNING: This product may cause gum disease and tooth loss.

WARNING: This product is not a safe alternative to cigarettes.

The act also banned smokeless ads on television and radio, required smokeless tobacco companies to provide a confidential list of additives and a specification of nicotine content in smokeless tobacco products, and prohibited federal agencies as well as state or local jurisdictions from requiring any other health warnings on smokeless tobacco packages and ads.

July 18, 1986 - Patrick Reynolds (grandson of the founder of the tobacco company that makes *Camels*, *Winstons*, and *Salems*) testified before the House of Representatives’ Energy and Commerce Committee’s Subcommittee on Health and Environment. “When my grandfather began making cigarettes he did not know that they cause heart disease, lung disease, and cancer...Am I biting the hand that feeds me? If the hand that once fed me is the tobacco industry, then that same hand has killed millions of people and may kill millions more.” He has pledged to work for a smoke-free society by the year 2000.

September 22, 1986 - This issue of *Newsweek* carried an eight page *Marlboro* ad, but not for cigarettes. Readers were invited to browse in the Marlboro Country Store where “for more than a century, stores like this have supplied cowboys with gear as rugged as the kind of man it takes to buck this wild country.” (The Marlboro Country Store’s address is listed as 120 Park Avenue, New York).

November 1986 - The National Academy of Science issued a report on passive smoking. Called "Environmental Tobacco Smoke: Measuring Exposure and Assessing Health Effects," the report concluded that ETS is associated with approximately thirty percent increased risk for lung cancer in nonsmokers and that ETS has specific severe effects on the respiratory health of infants and young children.

1987 - Congress enacted temporary legislation which banned smoking aboard all domestic airlines for travels two hours or less.

1987 - The Food and Drug Administration ruled that smokeless *Flavor* cigarette (a tube containing liquid nicotine but no tobacco that is neither heated or burned), made by Advanced Tobacco Products of Texas, could not be marketed as a cigarette because it was "nothing more than a nicotine delivery system intended to satisfy a nicotine dependence."

1987 - The Minnesota Sports Committee voted to band tobacco advertising in the Metrodome Sports Stadium effective in 1992, the first such action in the United States.

1987 - A Gallup poll conducted for the National Restaurant Association found that 29 percent of smokers preferred to sit in nonsmoking sections of restaurants.

1987 - Voters in Greensboro, North Carolina approved a tough local smoking control ordinance in spite of heavy opposition by tobacco companies. Commented C. Everett Koop, U.S. Surgeon General, "If the tobacco companies can be beaten in North Carolina, they can be beaten anywhere."

February 9, 1987 - The Food and Drug Administration concluded that nicotine is a drug of dependence. Manufacturers of non-tobacco products containing nicotine had to present data to the FDA to answer questions of safety and the efficacy prior to marketing.

February 27, 1987 - The health warnings for smokeless tobacco products required by the Comprehensive Smokeless Tobacco Health Education Act of 1986 went into effect.

CIGAR STORE FIGURE APPEARS ON
U.S. POSTAGE STAMP

OCTOBER 1, 1986

The United States Postal Service issued a block of four commemorative folk art stamps depicting wood carved figurines. The “Wood Carving: Cigar-Store Figure,” one of the four stamps, offered an example of the classic cigar-store sculpture appearing from the late sixteenth through the early twentieth centuries. According to Rayna Green, who wrote about cigar-store Indian figures for the Smithsonian Institution’s *History of Indian-White Relations* (1988) a large industry produced the figures which stood in front of and on counters in tobacco shops. With few exceptions, Green wrote that the figures, often indistinguishable from one another, were “large, aggressive, armed Indians... Some few were realistic, and some few were grotesque and comic. A number were given specific names of real or fictional figures like Keokuk, Sitting Bull, Black Hawk, or Hiawatha. Some had abstracted names like “Lo” for “Lo, the Poor Indian,” a sentimentalized nineteenth-century embodiment of the vanishing Indian, while others had comic names like Big-Chief-Me Smoke-Em. Most, however, were unnamed, ideal types. Females were called Pocahontas, Squaw, or Maiden...Some were armed...most were less aggressive than the males and held out a bundle of cigars or tobacco leaves as well as an outstretched, welcoming hand.”

May 5, 1987 - The Department of Health and Human Services announced a new policy to establish a smoke-free environment in all DHHS buildings. The policy would affect approximately 120,000 DHHS employees nationwide.

Summer 1987 - According to U.S. trademark law, if a manufacturer does not aggressively defend its trademark against all infringement, it stands to forfeit the right. It is the position of STAT [Stop Teenage Addiction To Tobacco] that cigarette companies have given up exclusive rights to their brand names and logos by allowing these to be used on candy cigarettes sold in stores throughout the country. Therefore, these brand names and logos can be freely used for any other purpose. *Tobacco and Youth Reporter, Summer 1987.*

September 11, 1987 - A California law, "Civil Liability Reform Act," prohibited people from suing the makers of "inherently unsafe" products, such as cigarettes, for their injuries. The law was passed as part of a pact among doctors, lawyers, and business and insurance interests feuding over attorney's fees, liability and insurance reform. The act significantly limited the potential liability of tobacco companies in product liability suits brought on behalf of the victims of cigarettes.

October 22, 1987. During its season premier, the producers of the television show *LA Law* featured a successful tobacco product liability lawsuit. Richard Daynard, President of the Tobacco Liability Project in Massachusetts served as consultant to the show's writers.

1988 - The Surgeon General's Report established nicotine as a highly addictive substance, comparable in its properties to other addictive substances of abuse.

1988 - In a survey of 133 feature films released between July 1987 and June 1988, the National Coalition on Television Violence found cigarette smoking in 87 percent of the PG - rated films; 100 percent of the PG-13 films; and 89 percent of the R-rated films.

1988 - R.J. Reynolds Tobacco Company introduced *Premier*, a cigarette it claimed was safer. It was withdrawn because smokers disliked its flavor.

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1988 - RJR Nabisco launched a \$75 million-a-year ad campaign featuring a sunglass-sporting, big-nosed, “smooth character” cartoon camel named Joe.

1988 - Joe Cherner founded SmokeFree Educational Services, a nonprofit organization headquartered in New York City. He organized a contest for New York City school children to design a poster that told the truth about tobacco addiction. In all, more than 100,000 entries came in from over 700 of the city’s schools. The winners, two each from grades one through twelve, were awarded savings bonds. The poster, “Come to where the cancer is” by Melissa Antonow, a fifth grader, wound up in every subway car in New York. It made the NBC *Nightly News* twice because her ad was rejected at first by Gannett Transit. In 1991, Workman Publishing company published forty-six full-color posters by the students who entered Smoke-free Ad contests.

1988 - Americans for Nonsmoker Rights held its first flight attendants conference in Chicago, beginning the campaign to ban smoking on all domestic flights.

1988 - The first smokefree Winter Olympics in the history of the games took place in Calgary, Canada. The Smokefree Olympics eliminated smoking in the Olympic villages, on public transportation, in restaurants, and in virtually all areas shared by smokers and nonsmokers.

March 1988 - Northwest Airlines announced it would become the first nonsmoking airline. It voluntarily banned smoking on all its domestic flights in North America-regardless of length. Its business increased. After Northwest’s advertising firm Saatchi & Saatchi created a television ad announcing Northwest’s smokefree policy, RJR-Nabisco, the conglomerate parent of R.J. Reynolds Tobacco Company, abruptly fired Saatchi & Saatchi. The ad agency that created RJR-Nabisco ads for Oreo cookies, Lifesavers, Carefree gum, and other food lines (but no tobacco ads) also developed Northwest’s new “Smoking Ban” advertising campaign. The Saatchi agency which had handled the Nabisco account for the past eighteen years lost \$80 million in advertising billings.

April 23, 1988 - All domestic airline flights of two hours or

less went completely nonsmoking. The ban was included in the Omnibus Budget Bill signed by President Reagan in December 1987.

May 1988 - The U.S. Boomerang team won the World Boomerang Throwing Cup competition in Barooga, New South Wales, Australia. The event marked the first time an American health organization, Doctors Ought to Care, Americans for Non-smoker Rights, and individual donations sponsored a national sports team. Initially, the team considered but then rejected Philip Morris' offer of \$15,000 sponsorship as it required wearing Philip Morris magazine uniforms and posing for photos with a Philip Morris logo.

May 31, 1988 - The World Health Organization sponsored the first World No-Tobacco Day, an internationally coordinated event held on May 31 of each year to discourage tobacco users from consuming tobacco and to encourage governments, communities, groups, and individuals to become aware of the problem and to take appropriate action. A growing global observance, diverse celebrations take place around the world on an individual, municipal, provincial, or national basis.

June 1988 - A Newark, New Jersey federal district court ruled, for the first time in history, that cigarette manufacturers were liable for the death of a smoker. The court awarded \$400,000 to the husband of Rose Cipollone who died of lung cancer in 1984 at fifty-eight years of age. (In 1983, Rose Cipollone, a lifetime heavy smoker, filed a tort case a year before she died of lung cancer). The verdict was reversed by the Third Circuit Court of Appeals in Philadelphia in January of 1990. Ruling that the federal Cigarette Labeling and Advertising Act of 1965 pre-empted the state tort claims, it threw out the case. The case went before the U.S. Supreme Court and was decided June 24, 1992.

Summer 1988 - The 40th Democratic National Convention in Atlanta, Georgia was the first smoke free political convention in history. The Republican convention in New Orleans, Louisiana had some smokefree areas dictated by existing Superdome policy.

November 1988 - California voters passed Proposition 99, a referendum raising state cigarette excise tax by twenty-five

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cents per pack effective January 1, 1989. The initiative mandated that twenty percent of the revenues be spent on anti-tobacco media campaign and education programs. Part of the money has financed anti-smoking commercials that appear on television and on billboards.

1989 - The Surgeon General's Report marked the twenty-fifth anniversary of the first smoking and health report. It examined the fundamental developments over the past twenty-five years in smoking prevalence and in mortality caused by smoking. It highlighted important gains in preventing smoking and smoking-related diseases, reviewed change in programs and policies designed to reduce smoking, and emphasized sources of continuing concern.

1989 - Oregon began requiring death certificates to list whether smoking was a contributing factor.

1989 - In Denton, Maryland, a judge placed a three-year-old girl with severe asthma in a foster home when her parents continued to smoke around her.

1989 - Nearly 60,000 scientific studies proved the causal relationship between cigarettes and heart disease, cancer, and stroke.

1989 - American tobacco companies manufactured 600 billion cigarettes; 100 billion of them went overseas.

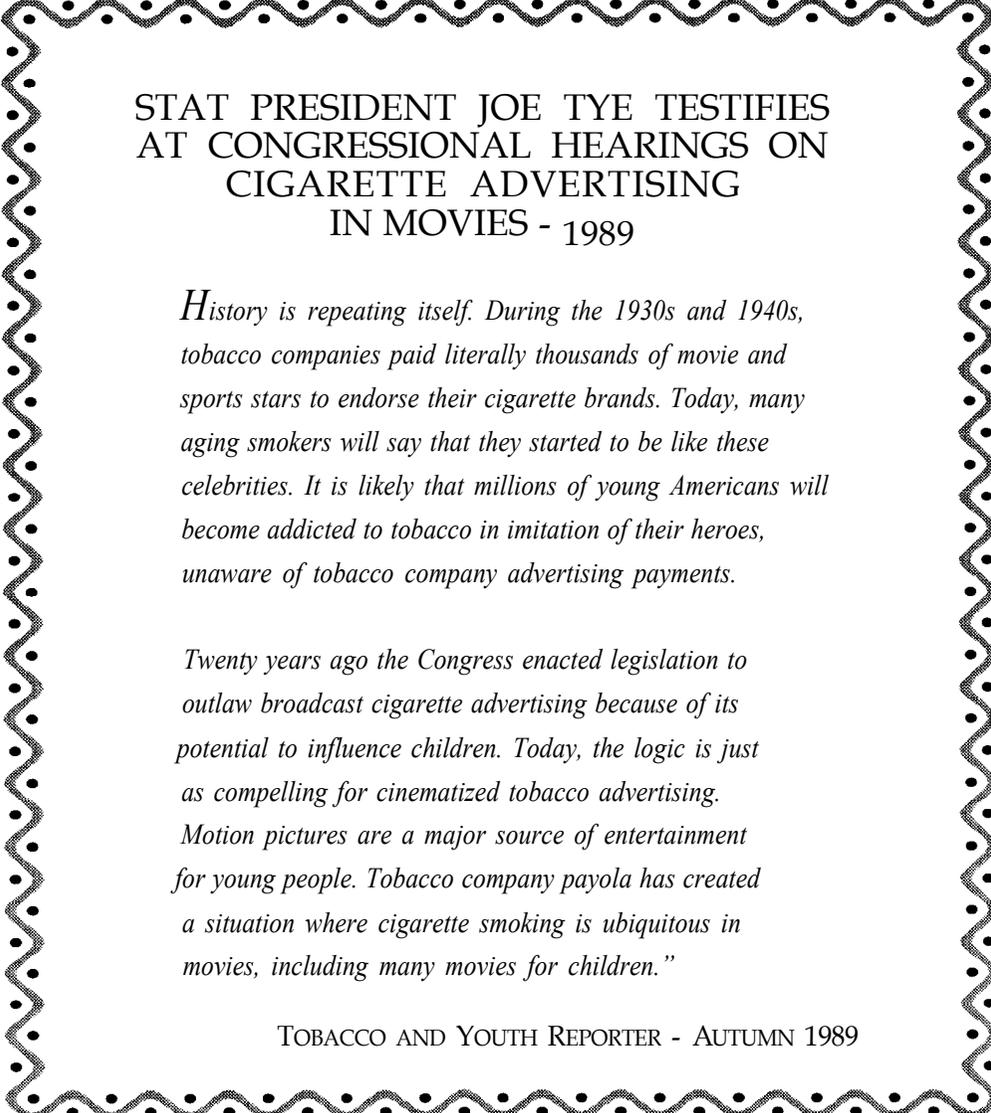
1989 - R J Reynolds launched an ad campaign "Can We Have An Open Debate About Smoking?"

June 16, 1989 - During the Marlboro Grand Prix on NBC's ninety-three minute telecast, George Will counted the number of screen images of *Marlboro* signs and number of times the announcer mentioned the *Marlboro* name for a total of 5,933 times or forty-six minutes of free advertising time.

January 1, 1989 - California's Proposition 99 tax increase took effect. Monies raised by the increase in the state excise tax went to anti-tobacco media campaign and education programs. The Prop 99 tax increase resulted in a fourteen percent drop in cigarette consumption during 1989, at least double the national rate of decline.

Spring 1989 - "Tobacco companies are paying moviemakers to covertly promote smoking, especially in movies made for young audiences. More than a third of all movie-goers are under the age of 20; the silver screen is an effective medium for tobacco companies to encourage smoking among this age group." *Tobacco and Youth Reporter*, Spring 1989.

July 12, 1989 - Dr. C. Everett Koop left the Surgeon General's post. He revolutionized the role of the Surgeon General and became a recognized leader in the nation on smoking and AIDS.



STAT PRESIDENT JOE TYE TESTIFIES
AT CONGRESSIONAL HEARINGS ON
CIGARETTE ADVERTISING
IN MOVIES - 1989

History is repeating itself. During the 1930s and 1940s, tobacco companies paid literally thousands of movie and sports stars to endorse their cigarette brands. Today, many aging smokers will say that they started to be like these celebrities. It is likely that millions of young Americans will become addicted to tobacco in imitation of their heroes, unaware of tobacco company advertising payments.

Twenty years ago the Congress enacted legislation to outlaw broadcast cigarette advertising because of its potential to influence children. Today, the logic is just as compelling for cinematized tobacco advertising. Motion pictures are a major source of entertainment for young people. Tobacco company payola has created a situation where cigarette smoking is ubiquitous in movies, including many movies for children."

TOBACCO AND YOUTH REPORTER - AUTUMN 1989

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1990-1995

1990 - The Surgeon General's Report dealt with the health benefits of smoking cessation.

1990 - The U.S. Public Health Service articulated its public health goals in *Healthy People 2000*. Given that nearly one in five deaths in the United States can be attributed to tobacco use, reducing smoking would impact the nation's health. One of the most important among the Healthy People 2000 objectives is "Reduce the initiation of cigarette smoking by children and youth so that no more than 15 percent have become regular cigarette smokers by age 20. Since the baseline was 30% in 1987, the goal was to reduce smoking initiation by half. A natural corollary goal is to reduce youth initiation of smokeless tobacco use by half as well. Goals also include establishing tobacco-free environments and to include tobacco use prevention in the curricula of all elementary, middle, and secondary schools.

1990 - The U.S. Environmental Protection Agency reported in its Draft Risk Assessment on Environmental Smoke that it found 3,800 lung cancer deaths a year from secondhand smoke.

1990 - Philip Morris paid \$600,000 to the Virginia State Archives for the right to take the original copy of the Bill of Rights on a \$30 million advertising campaign across America in 1990. It distributed more than two million copies of the document as part of the Bicentennial celebration of the Bill of Rights which concludes on December 16, 1991, the 200th anniversary of the document. Philip Morris sent a traveling exhibit with one of the original copies of the Bill of Rights to all fifty states. As a result of the campaign, Philip Morris' corporation name appeared on television advertising for the first time since 1971 when the cigarette ad ban went into effect.

1990 - The American Cancer Society Board of Directors adopted a policy stating that the society "may not enter into a promotional agreement with any company or with any subsidiary of a company which is engaged in the production or wholesale distribution of tobacco or tobacco products."

1990 - The Tobacco Divestment Project was launched as a national campaign with the position that it is unethical to profit from tobacco addiction.

1990 - In a report by Richard P. Kusserow, Inspector General of the Federal Department of Health and Human Services, he stated that seventy-five percent of adult smokers started using tobacco before their eighteenth birthday. The inspector general's office interviewed 1,200 health experts, students, parents, and vendors from eighteen states. The resulting report, *Youth Access to Cigarettes*, found that, despite laws in forty-five states restricting sale of tobacco products to minors, state and local officials were not enforcing the laws. His report found only three of the forty-five states with laws prohibiting sales to minors had reported any violations of the laws.

1990 - In Philadelphia, Reverend Jesse Brown and Charyn Sutton led a coalition against *Uptown* cigarettes, a brand targeted to African Americans, that successfully banished them from stores in that city and from the market altogether.

1990 - The *Journal of the American Medical Association* reported that data indicated when people with "a history of depression stop smoking, depressive symptoms and in some cases severe major depression may ensue."

1990 - Lodi, a rural community in northern California, passed a landmark ordinance eliminating all smoking in restaurants. This ordinance, the first to receive national media attention, provoked the tobacco industry to develop strategies against the nonsmokers' rights movement. The tobacco industry tried and failed to repeal Lodi's ordinance by putting it on the ballot. In 1992, Lodi's 100% smokefree restaurant ordinance was upheld by a state appeals court which found the ordinance reasonable and also found "no constitutional right to engage in smoking."

1990 - RJ Reynolds planned to market a new cigarette brand "Dakota" to young women with no education beyond high school, working at entry-level, factory jobs, or unemployed. Plans for test marketing in Houston, Texas in April included promotions of a rock band named "Dakota," "Virile Female Male Strip Shows," and offers of three free packs of "Dakota" given with the purchase of special "Night of the Living Hunks" T-Shirts. Plans for "Dakota" elicited an outcry.

1990 - The Minnesota Timberwolves basketball team opened the first major smokefree stadium in the nation. The 19,000 seat

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arena also refused tobacco advertising.

February 25, 1990 - The airline smoking ban went into effect, after a twenty year battle, prohibiting smoking on all domestic flights in the continental United States and on domestic overseas flights scheduled for six hours or less. A few non-west coast flights to Hawaii and a few nonstop flights to Alaska were not covered by the ban. The law did not cover the cockpit where pilots were permitted to smoke on flights of any length. Senator Frank R. Lautenberg of New Jersey and Representative Richard J. Durbin of Illinois led the fight for the total ban.

April 1, 1990 - Amtrack's new smoking policy went into effect. The policy eliminates smoking in all no-reservation trains of three or fewer cars, first-class cars on all trains in the Northeast Corridor that do not require reservations, coach cars of reserved-seat double-decker Superliners west of Chicago (smoking permitted in the lower level of the Superliner lounge car), stations smaller than 1,100 square feet, and at least three-quarters of the area of larger stations. Smoking will still be permitted in sleeping compartments.

Spring 1990 - Joe Cherner, President of SmokeFree Educational Services, supplied some twelve-year olds with quarters and sent them into bars and restaurants to buy cigarettes from vending machines. The children presented the packs they easily bought to the city council. In November, the city council voted to ban machines in most public places in New York City.

May 1990 - The City University of New York Board of Trustees voted to divest its \$3.5 million of Philip Morris stock. Edith Everett, CUNY trustee noted that owning stock in Philip Morris "whose purpose is to addict as many young people as possible to a lethal drug, calls our educational leadership into question."

May 9, 1990 - *The Los Angeles Times* broke a story revealing that a draft study of the U.S. Environmental Protection Agency listed environmental tobacco smoke with radon and benzene as a Class A carcinogen.

May 18, 1990 - Harvard University president Derek Bok made public the university's decision to divest almost \$60 million worth of tobacco stock because of "a desire not to be associated as a shareholder with companies engaged in significant sales of prod-

ucts that create a substantial and unjustified risk of harm to other human beings.”

September 15, 1990 - The 1990 Emphysema Slims Celebrity Tennis Tournament and Balloon Rally, the largest sports event with an anti-tobacco industry theme ever held in the United States, took place.

December 1990 - The Tobacco Institute launched an “anti-smoking” youth campaign that included a booklet called “Tobacco: Helping Youth Say No.” According to educators, the Institute’s message to children that smoking is an adult activity makes them want to smoke more, not less. The institute also said it would be distributing large signs to cigarette sales points stressing the fact it is unlawful to sell cigarettes to minors.

December 18, 1990 - The Interstate Commerce Commission voted unanimously to ban smoking on all regular and special routes of interstate buses. The new rule regulated almost 300 bus companies providing service on interstate routes and another 1,700 providing charter and tour services.

1991 - The National Cancer Institute and the American Cancer Society joined together in the American Stop Smoking Intervention Study [ASSIST], a five-year, seventeen state \$150 million project, the largest tobacco project attempted in the United States, intended to attack smoking from every possible angle - through schools, community groups, state and local health care departments, work sites, and the mass media. The seventeen states chosen - with a population of ninety-one million, or a third of the population-include the major tobacco-producing states of North Carolina, Virginia, and Indiana as well as Colorado, Maine, Massachusetts, Michigan, Minnesota, Missouri, New Jersey, New Mexico, New York, Rhode Island, South Carolina, Washington, West Virginia, and Wisconsin. The program included two years of assessment, analysis, and planning, and five years of program implementation.

1991 - The White House prohibited smoking in the kitchen, locker rooms, and maintenance areas.

1991 - According to the U.S. Fire Administration, a federal agency, and the National Fire Protection Association, a private organization, there were 187,000 tobacco-related fires in the

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nation. Of the 4,465 fire-related deaths that year, 951, or twenty-one percent were attributed to tobacco. Of the 29,375 fire-related injuries, 3,381 were caused by smoking.

1991 - Random House published *Koop: The Memoirs of America's Family Doctor* by C. Everett Koop, the legendary former U.S. Surgeon General. One chapter "Smoking" deals with cigarettes and smokeless tobacco, health issues, the role of government, surgeon general reports, tobacco and politics, his "Smoke-Free Society-2000" speech, nicotine and addiction, cigarette advertising, and tobacco and global markets.

January 1991 - The Associated Press reported that the Defense Logistics Agency held up a shipment of over 200,000 donated magazines shipped to U.S. military personnel in the Persian Gulf because they were wrapped in special covers containing an advertisement for Camel filter cigarettes. The organizer of the effort insisted the magazines be shipped with cigarette ads.

January 1991 - A new study strongly linked involuntary smoking with heart disease. Published in *Circulation*, an American Heart Association journal, the study was conducted by University of California at San Francisco professors Stanton Glantz and William W. Parmley who found that 30,000 to 40,000 die from passive smoking-caused heart disease each year. They also found that passive smoking causes kills 53,000 Americans a year from both cancer and heart disease.

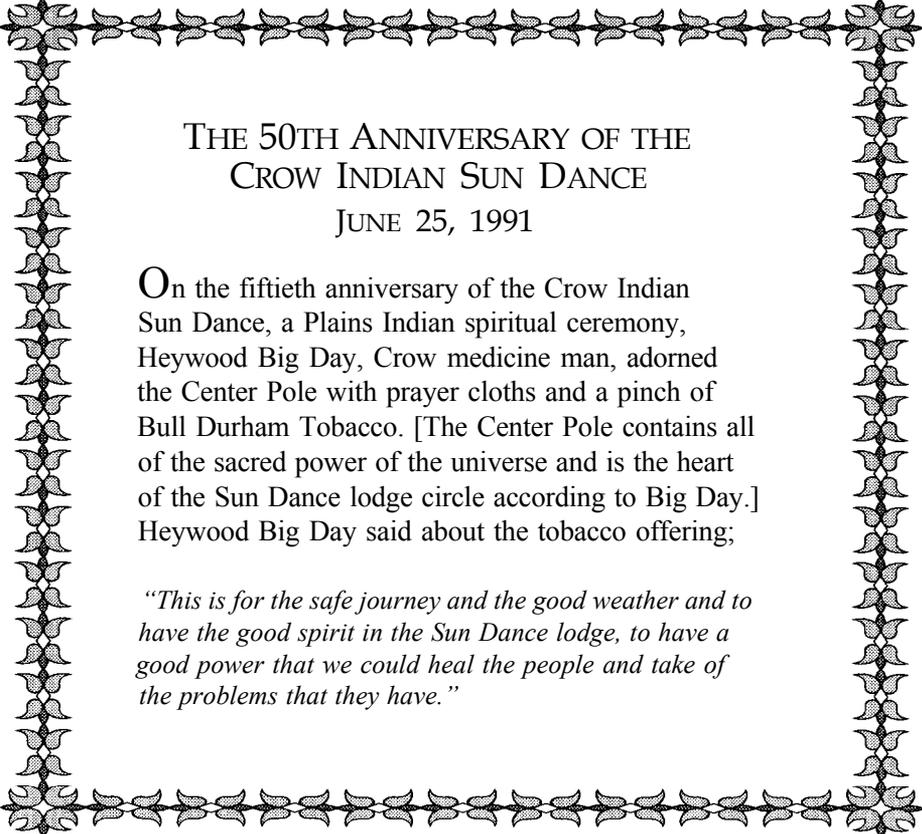
January 1, 1991 - Federal cigarette excise taxes increased from sixteen cents per pack to twenty cents per pack in 1991 and to twenty-four cents per pack in 1993. Taxes on smokeless tobacco products increased from 1.8 cents per tin of snuff to 2.3 cents per tin in 1991 and to 2.7 cents per tin in 1993. Spit tobacco increased from 1.5 cents per pouch to 1.9 cents per pouch in 1991 and to 2.3 per pouch in 1993.

February 1991 - Johns Hopkins University announced the divestment of its tobacco holdings. Its board of trustees voted unanimously in favor of the divestment, despite the personal appearance by the chairman of Philip Morris and the fact that a faculty member was on the Philip Morris board of directors.

March 7, 1991 - Baseball Commissioner Fay Vincent announced

that the use of smokeless tobacco would be forbidden in four rookie and Class A minor leagues, the levels at which most young men enter professional baseball.

April 1991 - The Mission Economic and Cultural Association (MECA) which organizes the annual Cinco de Mayo celebration in San Francisco announced that it would no longer accept tobacco and alcohol sponsorship. MECA decided health costs to Latinos from tobacco/alcohol use outweighed whatever money these companies made available to community events.



THE 50TH ANNIVERSARY OF THE
CROW INDIAN SUN DANCE
JUNE 25, 1991

On the fiftieth anniversary of the Crow Indian Sun Dance, a Plains Indian spiritual ceremony, Heywood Big Day, Crow medicine man, adorned the Center Pole with prayer cloths and a pinch of Bull Durham Tobacco. [The Center Pole contains all of the sacred power of the universe and is the heart of the Sun Dance lodge circle according to Big Day.] Heywood Big Day said about the tobacco offering;

"This is for the safe journey and the good weather and to have the good spirit in the Sun Dance lodge, to have a good power that we could heal the people and take of the problems that they have."

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June 1991 - In its first review of scientific evidence, the National Institute for Occupational Safety and Health (NIOSH) reported in *Environmental Tobacco Smoke in the Workplace: Lung Cancer and Other Health Effects* concluded that environmental tobacco smoke is harmful to nonsmoking workers and can cause lung cancer and other problems. It suggested that “[w]orkers should not be involuntarily exposed to tobacco smoke...the best method for controlling worker exposure to ETS is to eliminate tobacco use from the workplace and to implement a smoking cessation program.” NIOSH suggested that smokers be restricted to completely separate smoking lounges with independent ventilation systems exhausting secondhand smoke outside.

June 17, 1991 - *The Army Times* reported that “Some of the best-selling cigarettes were available in the Persian Gulf region at less than two-thirds the price at military outlets back home. And despite a military ban on such donations, tens of thousands of free cigarettes found their way to Operation Desert Storm. According to media reports, they arrived via military cargo planes.”

June 24, 1991 - “Parents who smoke in front of their children may get burned in child custody and visitation disputes.” *Lawyers Weekly*

Summer 1991 - Philip Morris ran a sweepstakes ad in *Sports Illustrated* offering a Corvette as first prize. To enter, consumers sent back a coupon naming the brand they smoked. Names and addresses of responders were entered into computerized lists. Tobacco companies use these data bases to talk directly to smokers.

October - 1991 - A new study documented the increased risk of lung cancer in nonsmokers exposed to environmental tobacco smoke in the workplace. Published in *Cancer, Epidemiology, Biomarkers and Prevention*, by E. Fontham and others, the report represented the largest case control study on passive smoking to date. The most significant finding was a forty to sixty percent increase in lung cancer risk for nonsmokers exposed to tobacco smoke at work.

November 1991 - The Centers for Disease Control reported that the U.S. smoking rate fell to twenty-eight percent in 1988, the lowest level ever.

December 11, 1991 - The December 11, 1991 issue of *Journal of the American Medical Association* contained three articles dealing with Old Joe Camel's "Smooth Character." Researchers found that (1) the cartoon camel pushing Camel cigarettes is as familiar to six year olds as Mickey Mouse - 91% of the six year olds knew Old Joe and his product; (2) the cartoon camel sells cigarettes more effectively to children than to adults - 98% of teens recognized Joe Camel and linked him to his product compared to 67% of adults; (3) Camel's share of the under eighteen market has increased since the Joe Camel cartoon hit the scene in 1988 - from .05% in 1988 to 33% in 1991. The Joe Camel "Smooth Character" advertising and promotion campaign funded by R.J. Reynolds costs \$100 million each year.

INUIT WOMEN AND CANCER - 1991

Inuit women in the Northwest Territories and Yukon have one of the highest rates of lung cancer in the world according to an August 29, 1991 report from Statistics Canada. Lung cancer rates among Inuit women were six times higher than the general population.

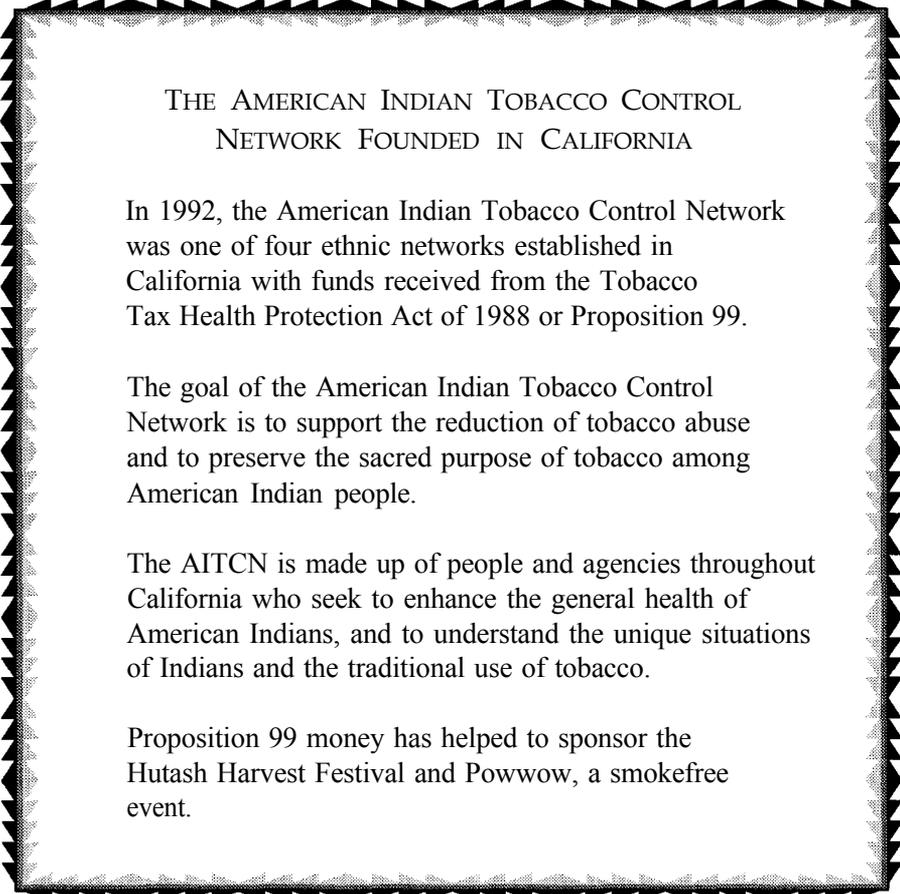
According to Andreas Seibert, a policy analyst for the Canadian Council on Smoking and Health, the figure is not surprising because an astonishing proportion of Inuit women are smokers. In 1985, data showed 77% of Inuit women to be smokers.

Seibert said the government should require cigarette manufacturers to put warnings in Inuktitut - the Inuit language - on cigarette packages.

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1992 - The Women and Girls Against Tobacco Project was created to counteract the devastating effects of tobacco industry targeting of women and girls. The organization aims to empower women's and girls' organizations to divest themselves of tobacco industry sponsorship and funding and to eliminate tobacco advertising in leading magazines with readership among young women.

1992 - The Surgeon General's Report dealt with smoking in the Americas. The report, produced in conjunction with the Pan American Health Organization, focused on the information related to the effects of tobacco on Canada, the Caribbean, Latin America, and South America in addition to the United States. The report detailed the history of tobacco and tobacco-related problems in the Americas, including the growth of transnational tobacco companies and their impact. It also dealt with health costs and the economic impact of tobacco, legislative updates, and public health programs that have been developed to counter tobacco.



THE AMERICAN INDIAN TOBACCO CONTROL NETWORK FOUNDED IN CALIFORNIA

In 1992, the American Indian Tobacco Control Network was one of four ethnic networks established in California with funds received from the Tobacco Tax Health Protection Act of 1988 or Proposition 99.

The goal of the American Indian Tobacco Control Network is to support the reduction of tobacco abuse and to preserve the sacred purpose of tobacco among American Indian people.

The AITCN is made up of people and agencies throughout California who seek to enhance the general health of American Indians, and to understand the unique situations of Indians and the traditional use of tobacco.

Proposition 99 money has helped to sponsor the Hutash Harvest Festival and Powwow, a smokefree event.

1992 - The Synar Amendment (included in the Alcohol, Drug Abuse and Mental Health Administration Reorganization Act) requires states to enact and enforce laws prohibiting the sale of cigarettes to children under the age of eighteen years. States that do not comply with this amendment will be denied federal block grant money for substance abuse prevention and treatment programs. The amendment sponsored by U.S. Representative Mike Synar of Oklahoma was a major victory for tobacco control advocates. The law directly affected nine states that had no minimum age requirement or allowed sales to persons younger than eighteen. The new law requires states to report annually on their efforts and to conduct “random, unannounced inspections” of locations where tobacco products are sold. States not enforcing their laws could lose up to forty percent of their federal substance abuse funds.

1992 - A Gallup study showed that eighty-seven percent of 1125 adolescents surveyed nationwide could recall recently seeing one or more tobacco company ads. Half of the adolescents could identify cigarette brands associated with at least one of four slogans.

1992 - A study published in the *Journal of Family Practice* examined the Tobacco Institute’s “Tobacco: Helping Youth Say No” campaign. The researchers found that, based on nearly two decades of research on what are/are not effective smoking prevention strategies, the institute developed a program deliberately designed to encourage tobacco use.

1992 - The Nicotine patch (transdermal delivery system) was introduced, arguably the most effective pharmacologic agent currently available to combat cigarette addiction.

1992 - MMWR report, issued by the Federal Centers for Disease Control in Atlanta, said that surveys of teenage smokers (twelve to eighteen years old) showed they chose the most heavily advertised brands when they started smoking - Marlboro, Camel, and Newport.

1992- Scholastic Inc. published *Nicoteen*, a magazine for high school students along with an Instructors’ Guide. In developing *Nicoteen*, which has lively text, graphics, news articles, background information, firsthand talk from teens about smoking and

PROCEEDINGS: FIRST NATIONAL CONFERENCE
ON CANCER IN NATIVE AMERICANS
SPECIAL EDITION
American Indian Culture and Research Journal,
VOL. 16, NO. 3/1992

The volume includes the papers from the First National Conference on Cancer in Native Americans held in Tucson, Arizona October 26-28, 1989. Smoking as a significant risk factor in the incidence of cancer is mentioned in a number of the papers.

- “Cancer Incidence, Survival, and Mortality among American Indians and Alaska Natives”
- “Cancer Prevention and Control in American Indians/Alaska Natives”
- “Data Sources for Cancer Statistics among American Indians/Alaska Natives”
- “Lynch Syndrome II in a Navajo Family: A Revisit”
- “Gallstones and Gallbladder Cancer in Southwestern Native Americans”
- “Cancer Profiles of Two American Indian Tribes”
- “Cancer and Cancer Prevention and Control Programs in the Aberdeen Area Indian Health Service”
- “Cultural Beliefs and Understanding Cancer”
- “Bibliography of Cancer in Native Americans and Alaska Natives, 1800-1989”

life skills training, Scholastic consulted some of the nation's leading experts on smoking, worked with a dozen classroom teachers and fourteen teenagers (smokers and non-smokers).

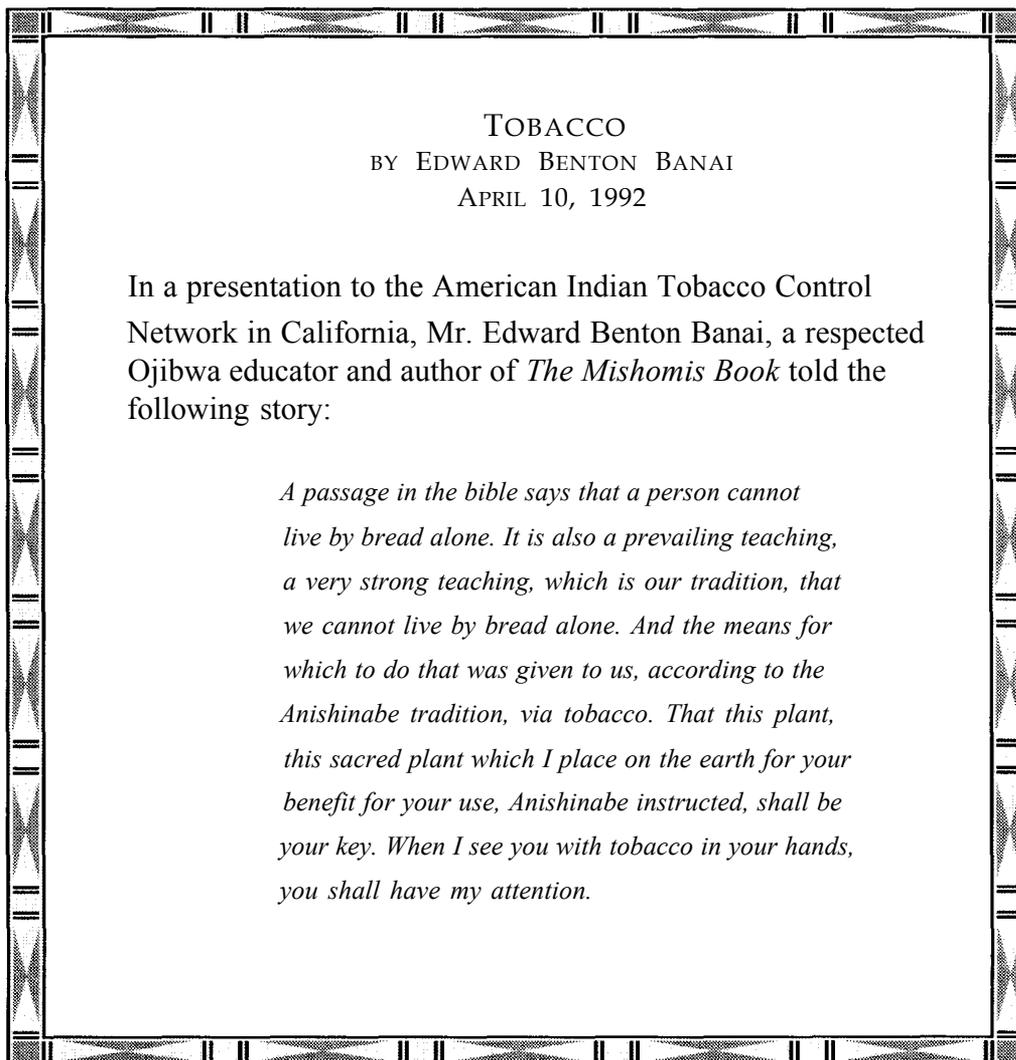
January 1992 - A study of seventh graders and younger children showed that children of smokers who buy and use candy and gum made to look like cigarettes are twice as likely to try smoking.

January 1, 1992 - The Joint Committee on Accreditation of Hospitals promulgated a revised standard requiring hospitals to become completely smokefree effective this date.

January 30, 1992 - A study by researchers at the University of Michigan and published in *The New England Journal of Medicine* showed that magazines that carry cigarette advertising have consistently restricted or softened coverage of the dangers of smoking, possibly out of fear of reprisals by cigarette companies. The author of the report stated, "We have found that the higher the percentage of cigarette advertising revenues, the lower the likelihood that a magazine will publish an article on the dangers of smoking."

January 27, 1992 - "...there is no evidence whatsoever that *Camel's* campaign causes anyone to start smoking. Moreover the fact that some children recognize the *Camel* character and understand that it is linked to tobacco products is hardly "scientific proof" that *Camel* is targeted to children... We do not want children to purchase cigarettes or to smoke, and we believe that enforcement of existing laws is an effective way to accomplish these goals...suggestions like *Ad Age's* proposal to 'lose the Camel' don't do anything to reduce the incidence of underage smoking. All they do is further chip away at the First Amendment, one campaign at a time." From a letter by James W. Johnston, chairman and CEO of R.J. Reynolds Tobacco Company appearing in *Advertising Age*.

February 27, 1992 - Adrian Thomas, a pharmacist and owner of Thomas Drug Store in Meyersdale, sixty miles southeast of Pittsburgh, burned his entire inventory of tobacco products [cigarettes, cigars, pipes, snuff] because he believed it was hypocritical to sell them. "I can't be telling people in the back of the store what to do to improve their health, and in the front of the store tearing their health down."



May 1992 - The U.S. Environmental Protection Agency issued its draft report "Respiratory Health Effects of Passive Smoking and Lung Cancer and Other Disorders." The EPA concluded that ETS belongs in the category of compounds classified as Group A (known human) carcinogens, a category reserved for only the most toxic of compounds regulated by the EPA, such as radon, asbestos, and benzene. The EPA also concluded that ETS exposure is causally associated with increased prevalence of respiratory symptoms such as cough, sputum, and wheezing and increased prevalence of middle

ear effusion. The report estimated that ETS contributes 150,000 to 300,000 lower respiratory infections annually in infants less than eighteen months of age, resulting in between 7,000 and 15,000 hospitalizations annually. Of equal importance, the EPA estimated that ETS is causally related to additional episodes and increased severity of preexisting asthma in children.

May 1992 - A study in *American Pharmacy*, the journal of the American Pharmaceutical Association, found that almost all of the pharmacies studied sold tobacco products and that more than three quarters sold tobacco products to minors in “sham” purchases. The authors of the study concluded that pharmacies are responsible for approximately one quarter of all illegal sales of tobacco to minors.

June 24, 1992 - The U.S. Supreme Court handed down a landmark decision in *Cipollone v. Liggett Group, Inc.* ruling that the federal Cigarette Labeling and Advertising Act of 1965 does not shield tobacco manufacturers from liability. The Court’s decision overruled the decisions of five federal Courts of Appeals which held that the 1965 act preempted all claims based on the conduct of cigarette companies after the introduction of the warning labels in 1965. The court decision cleared the way for lawsuits accusing tobacco companies of deceiving the public about the health hazards of smoking. (The Cipollone family’s original lawsuit was against the Liggett Group Inc., Philip Morris and the Loews Corporation. In 1990, the Third Circuit Court of Appeals set aside a \$400,000 judgment that the family had won in June of 1988 based on Mrs. Cipollone’s smoking before 1966, ordering a new trial based on that part of the case). The case was sent back to the district court in New Jersey for a retrial, but the Cipollone family dropped the appeal.

June 24, 1992 - “There’s a lot of [the tobacco industry’s] financial clout up here, and they do their best to reward their friends and punish their enemies...They’re with the Black Caucus, the Hispanic Caucus, the Democratic Party, the Republican Party. They want [members of Congress] to like ‘em so it’s uncomfortable to go after them. They’re not really trying to accomplish an agenda, they’re just trying to stop one from ever being mounted against them.” Representative Mike Synar (Democrat from Oklahoma), ABC News Nightline.

July 22, 1992 - Wayne McLaren, a former rodeo rider, movie stunt

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man, model and actor died of lung cancer. Mr. McLaren, who occasionally was a model for the “Marlboro Man” advertising campaign, attributed his illness to thirty years of smoking. After his diagnosis in 1990, he became a critic of the tobacco industry. Philip Morris denied that McLaren was ever a model for the Marlboro Man campaign. McLaren had attached to an affidavit a 1984 Associated Talent pay check with a notation that the fee was for a “Marlboro print” job.

August 13, 1992 - In Perth Amboy, New Jersey, a city of 41,000, adolescent volunteers as young as thirteen were sent in pairs to buy cigarettes or chewing tobacco. Instructed to give ages truthfully, if asked, of the ninety-four stores they visited, they were able to make purchases in sixty-three. In some stores, the shopkeepers were eager to help them. The Perth Amboy Community Partnership for Youth and Stop Teen-Age Addiction to Tobacco, with financial support from the Robert Wood Johnson Foundation, teamed up as an experiment in this town because it was saturated with billboards aimed at selling both tobacco and alcohol to African Americans and Hispanic residents.

August 1992 - Philip Morris announced plans to advertise its new Benson & Hedges special kings in *Genre*, a fashion and lifestyle magazine for gay men. The ad campaign apparently marked the first time a major tobacco company advertised in the national gay press. A Philip Morris spokesperson said the same ad would run in nearly sixty other magazines as well.

Fall 1992 - “We have identified 50 movies with what we believe to be paid-for cigarette advertising. This includes cash payments, or more often, provision of “in-kind” support such as free props, cigarettes and gifts....As we have pointed out in previous issues, cigarette makers usually get more than just a fleeting glance of a cigarette pack or billboard: typically one or more leading characters are featured smoking, almost always in a fashion that glamorizes tobacco addiction.” *Tobacco Free Youth Reporter*,
Fall 1992

September 1992 - The first issue of *Cigar Aficionado* appeared, published by Marvin R. Shanken.

November 3, 1992 - In Massachusetts, voters passed Question 1, a proposition modeled after California’s Proposition 99, raising cigarette taxes by 25 cents per pack effective January 1, 1993 to

fund educational campaigns against tobacco.

November 12, 1992 - Anna Russo Hazan delivered a paper about movie images of smoking at the American Public Health Association Annual Meeting. Hazan, who is at the Institute for Health Policy Studies at the University of California at San Francisco, looked at sixty-two movies released between 1960 and 1991 (She picked two movies at random from the top twenty box-office bits each year). Only seven had no sign of smoking or tobacco.

November 24, 1992 - Vermont eased up on its complete ban on smoking in prisons at its six corrections centers and two county lockups. Vermont imposed a statewide ban in July to counter indoor air pollution but a thriving black market inside the prisons pushed up the price of cigarettes to \$40 a pack and prisoner threats of violence to get tobacco caused the change. The state corrections commissioner announced smoking would be allowed in designated areas.

ENVIRONMENTAL TOBACCO SMOKE AIR FACTS

In the United States, 50 million smokers annually smoke approximately 600 billion cigarettes, 4 billion cigars, and the equivalent of 11 billion pipesful of tobacco. Since people spend approximately 90 percent of their time indoors, this means that about 467,000 tons of tobacco are burned indoors each year. Over a 16-hour day, the average smoker smokes about two cigarettes per hour, and takes about ten minutes per cigarette. Thus, it takes only a few smokers in a given space to release a more-or-less steady stream of ETS into the indoor air.

Because the organic material in tobacco doesn't burn completely, cigarette smoke contains more than 4,700 chemical compounds, including: carbon monoxide, nicotine, carcinogenic tars, sulfur dioxide, ammonia, nitrogen oxides, vinyl chloride, hydrogen cyanide formaldehyde, radionuclides, benzene, and arsenic. These chemicals have been shown in animal studies to be highly toxic. Many are treated as hazardous when emitted into outdoor air by toxic-waste dumps and chemical plants. There are 43 known carcinogenic compounds in tobacco smoke.

Environmental Tobacco Smoke, Indoor Air Facts
(No. 5) US Environmental Protection Agency, June 1989

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1993 - Vermont's Clean Indoor Air Act became the first statewide statute banning smoking entirely.

1993 - Discount cigarettes claimed thirty percent of the market. In 1981, discount cigarettes claimed none of the market.

1993 - The proportion of American adults who smoke cigarettes dropped to twenty-five percent, the lowest figure since the government began taking regular surveys in 1965, according to the Office on Smoking and Health in the Department of Health and Human Services.

1993 - The Marlboro campaign offered smokers of Marlboro an opportunity to be part of the "Marlboro Adventure Team." The ads show white-water rafting, riding a motorcycle through the desert and trucking through the outback. Karen Daragan, Philip Morris' manager of media affairs terms the campaign, which ended in March 1994, "probably the largest and most successful consumer promotion ever launched by a packaged goods company."

1993 - Lawmakers from tobacco-growing states pushed through legislation that required manufacturers to have at least seventy-five percent American tobacco in their cigarettes. The law took effect in January of 1994. Cigarette makers had been increasing their use of cheaper imported tobacco.

February 1993 - First Lady Hillary Rodham Clinton announced that the White House would be completely smokefree. Smoking had been prohibited in the kitchen, locker rooms, and maintenance areas since November of 1991, but not in the family quarters, offices, or public rooms until now. The Clintons, neither of whom smoke cigarettes, declared the Governor's Mansion smokefree while the President served as governor of Arkansas.

March 1993 - The Seattle Mariners announced the Marlboro Man would be leaving the Kingdome on New Year's Eve. The Marlboro Man will also be banned from MacArthur Stadium in Syracuse, New York by December 1994, the end of his contract.

March/April 1993 - Researchers found teen exposure to cigarette advertising is significantly correlated with reported smoking behavior, as reported in *Public Health Reports*. March-April 1993 issue.

April 2, 1993 - Philip Morris announced it was slashing the price of its *Marlboro* brand by some twenty percent, a reaction to smokers who were moving away from big name cigarettes toward cheaper unknown brands.

TOBACCO INDUSTRY ADVERTISING AND PROMOTION EXPENDITURES FOR 1993

The following data are drawn from the Federal Trade Commission's (FTC) 1995 report to Congress, an annual accounting mandated by the Federal Cigarette Labeling and Advertising Act.

The tobacco industry spent \$6.03 billion on advertising and promotion in 1993. This represents a 15.4 increase over 1992 spending.

The tobacco industry spent \$131.19 per smoker for advertising and promotion.

The largest spending category was couponing and retail value added, at \$2.6 billion, followed by promotional allowances, at \$1.6 billion. Couponing and retail value added includes cents-off coupons, multiple pack promotions, and non-cigarette items such as lighters, blister-packed to a pack of cigarettes. Promotional allowances include amounts paid to retailers for shelf space, cooperative advertising and trade promotions to wholesalers.

Spending on outdoor advertising was \$231 million, a decrease of \$64 million over 1992. More money is spent on tobacco billboards than is spent for any other product advertised on billboards.

Transit advertising spending decreased from \$53 million in 1992 to \$39 million in 1993.

The industry spent \$400 million on point-of-sale advertising and promotion in 1993, an increase of \$35 million over 1992 spending.

Spending on the distribution of free cigarette samples in public places decreased further in 1993, to \$40 million.

The six major U.S. tobacco companies spent \$84 million on public entertainment, including sports events, in 1993.

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May 10, 1993 - In his decision, Judge Eugene Bogen, a Mississippi trial judge, applied to cigarettes a general common law principle - that manufacturers of "defective and unreasonably dangerous products" are strictly liable for the harm they do. He concluded that no reasonable juror could doubt that a product that kills 435,000 Americans each year and adds over \$50 billion to our health-care bills is defective and unreasonably dangerous.

June 1993 - The U.S. Supreme Court ruled 7-2 in favor of a Nevada convict housed in a cell with a man who smoked five packs a day that it was "cruel and unusual punishment to expose a prisoner to levels of tobacco smoke which place his health at risk." Inmates need not show they have been harmed by exposure to secondary smoke to sue. The risk of becoming ill is sufficient to bring a case alleging cruel and unusual punishment.

MAJOR LOCAL TOBACCO CONTROL ORDINANCES IN THE UNITED STATES

Through mid-1992, there were 543 city and county smoking ordinances covering a total population of 66,797,055.

Through mid-1992, a total of 413 cities and counties limited smoking in workplaces. The ordinances ranged from simple requirements for written smoking policies to the total elimination of smoking in the workplace.

Through mid-1992, a total of 505 cities and counties limited smoking in restaurants. These ranged from laws that merely required restaurants to set aside a nonsmoking section of unspecified size to a growing number of ordinances that completely eliminated smoking in restaurants.

Through mid-1992, there were 419 ordinances that limited smoking in retail stores. Through September 1992, 161 cities and counties passed ordinances that partially or completely banned tobacco vending machines plus the states of Hawaii, Nebraska, New York, and Utah.

Through mid-1992, sixty-eight cities and counties passed ordinances prohibiting the distribution of free tobacco product samples or coupons for free samples. The ordinances typically eliminated free sampling completely or, at minimum, did so on public property, such as sidewalks and fairgrounds.

Through mid-1992, thirty-three local jurisdictions enacted ordinances that require merchants to acquire licenses to sell tobacco.

Major Local Control Ordinances in the United States
National Institutes of Health, National Cancer Institute May 1993

June 1993 - Alan Deskiewicz, an ex-smoker, filed suit in Kings County, Washington against the Philip Morris Company seeking payment of \$1,553, an amount he spent on doctors' bills, nicotine patches, and membership at a health club - costs he incurred while trying to quit smoking. The first suit in which a plaintiff took a tobacco company to small claims court without having to face tobacco lawyers, Judge Linda K. Jack barred the case due to the expiration of the three-year statute of limitations on small claims cases. Deskiewicz, a smoker for thirty years, knew as early as the 1970s that he had a case against Philip Morris.

June 10, 1993 - Pennsylvania Blue Shield, the state's largest health insurance company, decided to sell \$4.3 million of its stock holdings in Philip Morris and not to make any other investments in tobacco companies.

June 13, 1993 - Postmaster General Marvin Runyon eliminated smoking in all of the 40,000 U.S. Postal Service facilities, including lobbies, offices, and cafeterias.

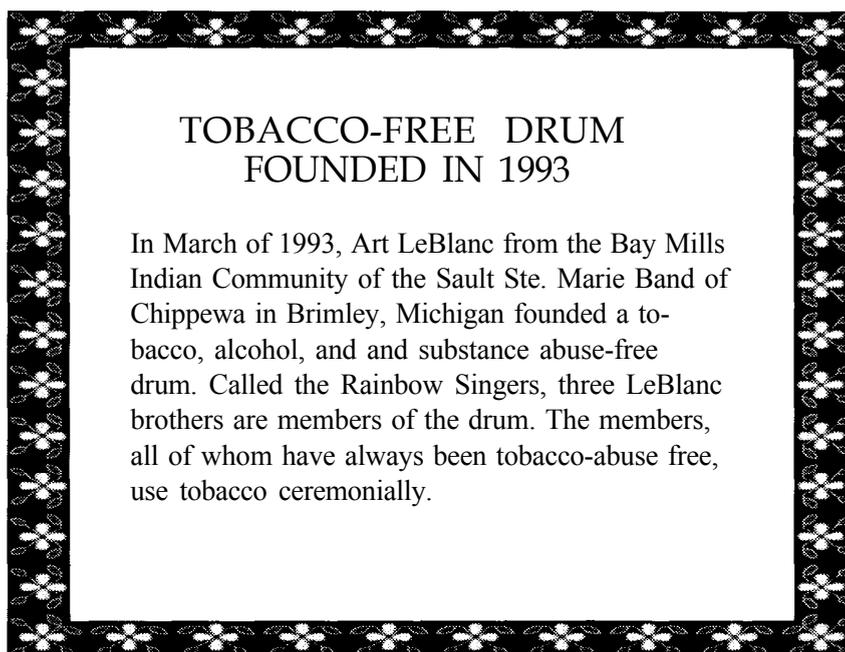
June 15, 1993 - *The Seattle Times*, with a circulation of 237,665, announced it would no longer accept ads for tobacco products. It is believed to be the largest newspaper in the United States to institute such a ban.

June 20, 1993 - Travis Baptist of the Class AA Minor League *Knoxville Smokies* was caught breaking the rule in the minor leagues that bans players from smoking and chewing tobacco at minor league stadiums. He was ejected from a game for chewing tobacco in the dugout and drew an automatic fine of \$300.

June 22, 1993 - The tobacco industry sued the Environmental Protection Agency to nullify the agency's report which classified environmental tobacco smoke as a Group A (or known human) carcinogen. The lawsuit, filed in a federal court in Greensboro, North Carolina, contended that EPA officials misused scientific data and EPA regulations to promote anti-smoking objectives. It also described the report's conclusions as "wrong as a matter of law and science, and, as such, arbitrary and capricious." The complaint further alleged that the agency exceeded its authority in issuing the report and that the report has spurred businesses and local governments to restrict or eliminate smoking indoors.

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October 1993 - The Student Coalition Against tobacco, or Operation SCAT, was organized at the Stop Teenage Addiction to Tobacco Conference. Student-run, one of SCAT's goals is to establish chapters in at least one high school in every congressional district in the country. The chapters serve as tobacco control educational and mobilization centers.



October 27, 1993 - A report from the Public Citizen's Health Research Group concluded that contributions made to members of Congress by tobacco company political action committees, executives, and members of tobacco company board of directors have a direct and significant relationship to lawmakers' positions on tobacco control policy issues. The forty-page report, *Contributing to Death: The Influence of Tobacco Money on the U.S. Congress*, is the first statistical analysis done of the entire U.S. Congress and its role in setting national tobacco control policy. The report correlated the amount of tobacco money received by members of the Senate and House with their records in three areas: key floor votes, co-sponsorship of tobacco control legislation, and (in the case of House members) membership on the Congressional Task Force on Tobacco and Health.

November 19, 1993 - The Inter-religious Coalition on Smoking OR Health (composed of Roman Catholics, Protestants, Jewish, and Muslims) appeared before the House Ways and Means Committee to testify that sixteen religious organizations, with tens of

millions of members, favored a \$2.00-a-pack increase on tobacco.

December 6, 1993 - The American Dental Association's policy on tobacco use supports "national and state legislation that would prohibit or limit the ways and places that tobacco advertising and promotion practices can be used, particularly that which appeals to children and teen-agers." from *ADA News*

"INDOOR SMOKING POLICIES
OF INDIAN TRIBES IN THE
NORTHWESTERN UNITED STATES"

1993

In late 1990, researchers in Oregon assessed the indoor smoking policies of thirty-nine federally recognized Indian tribes in the northwestern United States. In a telephone survey of key tribal leaders, the researchers found that there was a substantial variability in smoking policies across the tribes. Sixty-four percent of the tribes reported having written smoking policies, the majority of which were implemented in 1989 or later. Tribal schools, council meetings areas, and private offices were most often designated non-smoking while none of the fifteen tribes having bingo halls banned smoking in these areas.

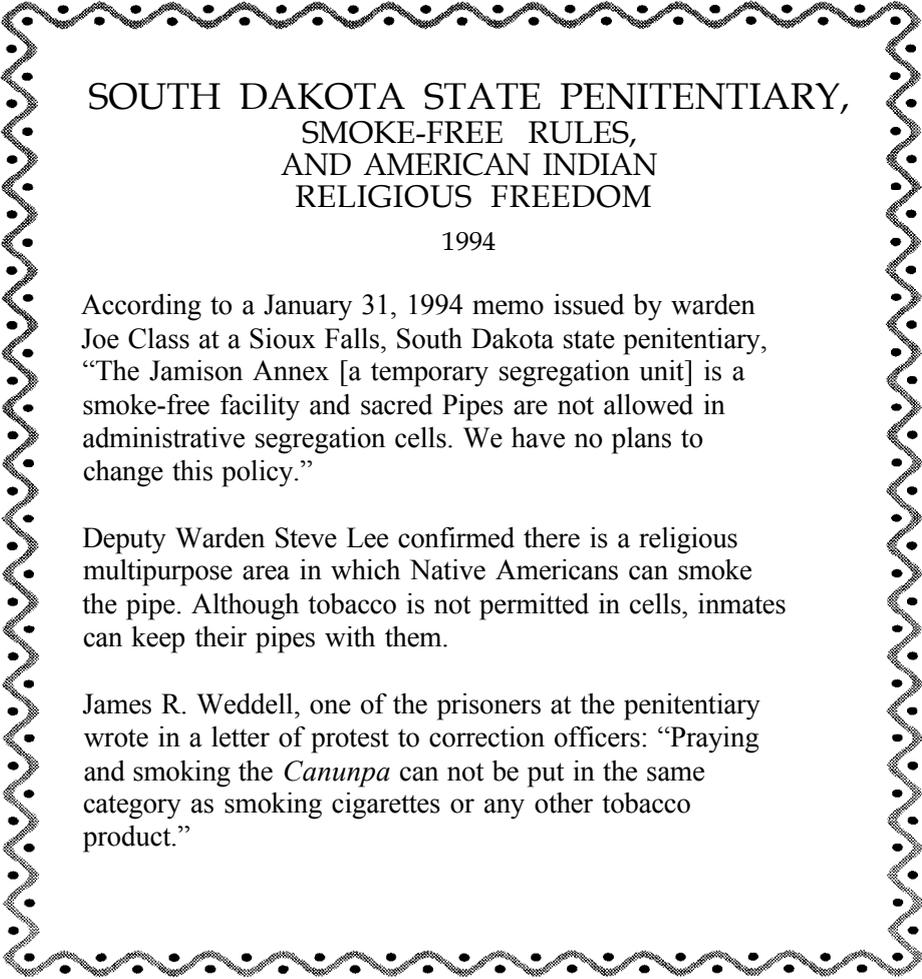
"It is important to emphasize that Indian tribes are separate political entities, not affected by state or federal regulations such as clean indoor air acts. Thus, it is essential to study policy adoption by tribes since they are not subject to the same policy constraints as city and county governments.

Russell E. Glasgow, et al. "Indoor Smoking Policies of Indian Tribes in the Northwestern United States."
Tobacco Control, 1993; 2: 35-37

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1994 - The Surgeon General's Report dealt with preventing tobacco use among young adolescents between the ages of ten and eighteen when most users start smoking, chewing, or dipping and become addicted to tobacco. It examined the health effect of early smoking and smokeless tobacco use, the reasons why young people begin using tobacco, the extent to which they use it, and efforts to prevent tobacco use by young people.

1994 - In Washington, D.C., tobacco workers protested high cigarette taxes and smoking bans. Taxes and bans have caused many tobacco growers and workers to lose their jobs.



SOUTH DAKOTA STATE PENITENTIARY, SMOKE-FREE RULES, AND AMERICAN INDIAN RELIGIOUS FREEDOM

1994

According to a January 31, 1994 memo issued by warden Joe Class at a Sioux Falls, South Dakota state penitentiary, "The Jamison Annex [a temporary segregation unit] is a smoke-free facility and sacred Pipes are not allowed in administrative segregation cells. We have no plans to change this policy."

Deputy Warden Steve Lee confirmed there is a religious multipurpose area in which Native Americans can smoke the pipe. Although tobacco is not permitted in cells, inmates can keep their pipes with them.

James R. Weddell, one of the prisoners at the penitentiary wrote in a letter of protest to correction officers: "Praying and smoking the *Canunpa* can not be put in the same category as smoking cigarettes or any other tobacco product."

1994 - The Centers for Disease Control and Prevention reported the three most frequently advertised brands - Camel, Marlboro, and Newport - grabbed eighty-six percent of the teenage market. The CDCP study found that three million American teens smoke consuming one billion packs a year.

1994 - The Tobacco Institute reported that tobacco products were a mainstay of the economies of Georgia, Kentucky, North Carolina, South Carolina, Tennessee, and Virginia, generating \$48 billion a year in revenue from 1.68 billion pounds of tobacco harvested, produced, and domestically distributed annually by 426,000 workers.

1994 - American tobacco exports earned \$6 billion a year.

1994 - America's seventh largest cash crop produced 502 billion cigarettes and cigars, generated excise and sales taxes of \$13.3 billion for federal, state and local governments.

1994 - The Cigar Association, a fifty-four year old trade group representing sixty manufacturers, importers, and suppliers, estimated there were six to eight million cigar smokers in the United States with women accounting for one-tenth of one percent of all cigar smokers.

1994 - Congress passed the Pro-Children Act which banned smoking in elementary and secondary schools, day care centers, Head Start programs, and other places receiving federal funding for children's services.

**STATE LEGISLATED ACTIONS ON TOBACCO ISSUES
1994**

RESTRICTIONS ON SMOKING IN PUBLIC PLACES: 48 states and the District of Columbia have some restrictions. These laws range from simple, limited prohibitions, such as restrictions in schools, to laws that limit or ban smoking in virtually all public places, including elevators, public buildings, health facilities, public conveyances, museums, shopping malls, retail stores, and educational facilities. The most extensive clean indoor air laws includes restaurants and private workplaces (Utah and California).

TOBACCO EXCISE TAXES: All 50 states and the District of Columbia impose an excise tax on cigarettes, ranging from a high of \$.75 per pack in Michigan to a low of \$.025 per pack in Virginia.

SMOKELESS TOBACCO: 40 states have excise taxes on smokeless tobacco products, including chewing tobacco and snuff.

AGE RESTRICTIONS ON SALES OF TOBACCO PRODUCTS: All 50 states and the District of Columbia prohibit the sale of tobacco products to minors. Most states define minors as persons under 18 years of age. Three states - Alabama, Alaska, and Utah- define minors as persons under 19 years of age. Pennsylvania requires individuals to be 21 years old or older to buy cigarettes, but 18 for other tobacco purchases.

RESTRICTIONS ON DISTRIBUTION OF TOBACCO PRODUCT SAMPLES: 38 states restrict the distribution of free samples of tobacco products.

RESTRICTIONS ON SALES OF TOBACCO PRODUCTS IN VENDING MACHINES: 28 states and the District of Columbia restrict the sale of tobacco products in vending machines.

LICENSING REQUIREMENTS: 41 states and the District of Columbia require the licensing of parties that sell tobacco products.

From: Coalition on Smoking OR Health, *State Legislated Actions on Tobacco Issues*, edited by Jessica Bartelt, 1994.

January 1, 1994 - "The Tobacco industry is probably the most sophisticated political giver around. They give anywhere and everywhere. They give direct hard money to congressional campaigns, soft money to presidential campaigns, foundations affiliated with elected officials and the favorite charities of politicians." - Ellen Miller, Director of the Center for Responsive Politics, *National Journal*

February 23, 1994 - McDonald's Corporation announced it was making all 1400 of its company-owned stores smokefree. Chuck E. Cheese, Arby's, Taco Bell, and Dairy Queen followed suit.

February 23, 1994 - A study published in *The Journal of the American Medical Association* showed that the sales and advertising drive for women's cigarettes in the late 1960s and early 1970s coincided with a major increase in the numbers of teenage girls who took up smoking. The study linked ad campaigns for Virginia Slims, Silva Thins and Eve cigarettes, all aimed at women, with striking increases in the start of smoking by young girls. This study was believed to provide the strongest link yet between tobacco advertising and smoking behavior by teenagers.

February 25, 1994 - In a letter to the Coalition on Smoking OR Health, the Commissioner of the Food and Drug Administration, David Kessler, declared that the agency was willing for the first time to regulate cigarettes as drugs. The FDA had received "mounting evidence" that "the nicotine ingredient in cigarettes is a powerfully addictive agent" and that "cigarette vendors control the levels of nicotine to satisfy this addiction." He suggested these conclusions, if established in an administrative or judicial proceeding, would justify regulating cigarettes as a drug and support banning tobacco products "containing nicotine at levels that cause or sustain addiction."

February 28 and March 7, 1994 - Two reports on "Day One," a magazine show produced by ABC News, charged cigarette manufacturers with controlling the content of nicotine as a way of increasing the pleasure of inhaling and possibly the likelihood of addiction. Philip Morris responded with a \$10 billion libel suit against ABC News contending it suffered "massive harm" as a result of statements made on ABC's program. In March of 1995, this report won the George Polk Award in the category of network television reporting.

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March 7, 1994 - The Defense Department announced it would ban smoking in workplaces at U.S. military facilities worldwide effective April 8. Smoking will be prohibited in Defense Department buildings, aircraft hangars, and tanks. Smoking will be permitted in designated areas in barracks, clubs, and recreational facilities on bases.

March 9, 1994 - According to a study titled "The Economic Implications of Tobacco Product sales in a Nontobacco State" published in the *Journal of the American Medical Association*, University of Michigan researchers asserted that reducing or eliminating tobacco product spending in Michigan would increase employment in the state, and would not hurt the economies of non-tobacco states.

March 9, 1994 - In the biggest pro-cigarette rally in history, 16,000 to 20,000 tobacco farmers, leaf processors, cigarette-carton makers, and other tobacco industry demonstrators bused to Washington D.C. to protest President Clinton's plans for financing health care with an increase in the Federal excise tax on cigarettes.

April 1994 - For the first time, substance abuse professionals attended the annual National Tobacco Prevention and Control Conference, a gathering of tobacco control officers.

April 14, 1994 - At a hearing of the House Energy and Commerce Subcommittee on Health and the Environment, the top executives of the seven largest American tobacco companies testified under oath that they did not believe cigarettes or nicotine were addictive and that smoking has not been shown to cause cancer. They also indicated that they would rather their own children did not smoke. The tobacco companies were Philip Morris U.S.A., R.J. Reynolds Tobacco U.S.A., U.S. Tobacco Company, Lorillard Tobacco Company, Liggett Group Inc., Brown & Williamson Tobacco Corporation, and American Tobacco Company. The tobacco industry also released a list of nearly 600 cigarette additives.

April 21, 1994 - A New York Times/CBS poll of 1,215 adults showed a majority of Americans said cigarettes were addictive and that tobacco companies do not tell the whole truth in acknowledging health risks of smoking. Smokers, about a quarter of those polled, were nearly as critical of the tobacco industry as non-smokers.

Be responsible, don't abuse tobacco.
Help your brothers and sisters prevent tobacco abuse.
-Marvin Cook, Navajo



Marvin Cook

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April 28, 1994 - Dr. Victor J. DeNoble and Dr. Paul C. Mele, key researchers at a Philip Morris lab in Richmond, Virginia from 1980 to 1994, told a House Subcommittee on Health and the Environment, that Philip Morris Company stopped their research on nicotine in the early 1980s. They were on the trail of an artificial version of nicotine that had similar effects on the brain but few of the toxic effects on the heart that the natural substance in cigarettes has. The work was so secret that animals used in the research were brought into the labs at night, under covers. The work was halted April 5, 1984.

May 1994 - Data in the government's MMWR showed "a leveling off in adult smoking in the United States for two years in a row" and smoking among young people, ages eighteen to twenty-four, went up. These figures showed that the steady decline since 1966 has halted while smoking among young people has increased for the first time in a decade.

May 1994 - A study in the May issue of the *American Dental Association* listed the nicotine levels of top-selling brands of moist snuff, plug tobacco, and chewing tobacco that account for ninety-five percent of the smokeless tobacco sold in the United States. Researchers at the University of Alabama-Birmingham showed moist snuff has the highest nicotine levels and loose-leaf chewing tobacco and plug tobacco had less nicotine than moist snuff.

May 7, 1994 - Bur Butler, an owner of a Mississippi barbershop died of lung cancer although he never smoked. For more than thirty years, his customers smoked. When Butler went to the doctor, he asked the barber how many packs a day he smoked because he had smoker lungs. Butler's entire exposure to tobacco smoke was secondhand. Butler filed a lawsuit against virtually the entire tobacco industry alleging it engaged in conspiracy to mislead him and the general public about the dangers of tobacco smoke. After he died, the case was refiled as a wrongful death suit on May 13.

May 19, 1994 - Brown & Williamson Tobacco Corporation spent a million dollars over four years to put images of its cigarettes into movies. The approach, called "product placement" was a total failure, according to a company spokesman, so the company stopped it. The money for the most part was delivered in the form of expensive gifts. For example, company audits showed that for

placing Brown & Williamson cigarettes in a significant way in five of Sylvester Stallone's films he received \$24,200 in jewelry, a \$7,290 watch, \$97,000 car, and an \$80,000 American saddlebred horse.

May 23, 1994 - Mississippi's Attorney General filed suit to recover state medicaid and other expenses caused by smoking-related cancer, heart disease and other medical problems. The Mississippi lawsuit charged that the defendant companies knew about the hazards of tobacco decades ago but concealed information from the public.

May 26, 1994 - The state of Florida passed the Medicaid Third-Party Liability Act, a law that allows the state to sue tobacco companies on behalf of all smokers on Medicaid, rather than individual by individual. Under this law, Florida can combine all Medicaid-related cases arising from tobacco use and file them as a class action suit. Cigarette makers can be assessed damages based on their market share of smokers in the state, regardless of the brand that particular patient smoked. At a news conference, Governor Lawton Chiles said that Florida planned to move promptly to seek reimbursement from tobacco companies for the costs of treating Medicaid patients with smoking-related health problems.

June 2, 1994 - The Cincinnati City Council voted to remove tobacco advertisements from city bus shelters and buses and to ban all outdoor advertising of tobacco products by June 1996. Cincinnati became the second major city in the United States to take such a step. Baltimore banned tobacco ads on billboards in most neighborhoods in March.

June 9, 1994 - About 3,000 farmers in Kentucky tossed bales of tobacco into the Kentucky River in a modern-day version of the Boston Tea Party. They were protesting proposals to increase taxes on tobacco products to help finance health care.

June 10, 1994 - A report of the Centers for Disease Control and Prevention showed that Nevada had the nation's highest rate of smoking-related deaths while Utah had the lowest, based on an analysis of deaths in 1990.

June 20, 1994 - Researchers from the medical department of the

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University of California at San Francisco reviewed thirty years of films by picking two random movies from the top-ten grossing films of each year 1960-1990. They spotted tobacco or tobacco references 785 times in sixty-two films, seventy-eight percent of which was on-camera tobacco use.

June 21, 1994 - In his testimony before the House Energy and Commerce Committee's Subcommittee on Health and the Environment, Dr. David A. Kessler, the Commissioner of the Food and Drugs Administration, said Brown & Williamson Tobacco Corporation secretly developed a genetically engineered tobacco that would more than double the amount of nicotine delivered in some cigarettes.

July 1994 - A study published in the *American Journal of Public Health* by researchers at the University of California in San Francisco found that smoking ordinances had no significant effect on restaurant sales, refuting the tobacco industry's claim that smokefree restaurants lose up to thirty percent of their business.

August 1994 - A study published in the *Journal of Family Practice* by Dr. Joseph R. DiFranza reported that a Tobacco Institute program called "Tobacco: Helping Youth Say No" is "clearly designed to encourage tobacco use." Because it portrays smoking as an adult activity, it actually encourages children to smoke by making it appear to be a forbidden fruit.

August 1994 - The Robert Wood Foundation awarded \$10 million to coalitions in nineteen states to promote local campaigns against tobacco use. The American Medical Association will manage distribution of the money in grants to existing anti-tobacco lobbying organizations in what the foundation and the A.M.A. call their Smoke Less States program. The largest grants, of about \$1 million each, will go to groups in Alaska, Arizona, Colorado, Florida, Illinois, Kansas, New Jersey, and West Virginia. Smaller grants will go to Alabama, Georgia, Kentucky, Maryland, Minnesota, Nebraska, Nevada, Oregon, Vermont, Virginia, and Washington.

August 1, 1994 - The Food and Drug Administration held hearings the week of August 1, 1994 to consider whether cigarettes fit into the category of addictive drugs and whether government should regulate them.

August 11, 1994 - A federal court in Maryland granted the City of Baltimore's motion for summary judgment and upheld the constitutionality of a city ordinance banning cigarette advertising in certain designated zones within the city. The only federal court case addressing a First Amendment challenge to a ban on cigarette billboard advertising was upheld.

August 19, 1994 - According to the Centers for Disease Control *Morbidity and Mortality Weekly Report*, "The average age at which smokers try their first cigarette is 14 1/2 years, and approximately 70% of smokers became regular smokers by age 18 years."

September 1994 - A study published in the *American Journal of Public Health* by Dr. Joseph R. DiFranza reported that the Tobacco Institute campaign "It's the Law" did almost nothing to discourage stores from selling cigarettes to children. [It's the Law" campaign involved the distribution to stores of literature and signs pointing out that the sale of tobacco to children is illegal.]

September 1994 - A coalition of chiefs and commissioners of fire departments around the country, most representing major cities, called on the tobacco industry to manufacture fire-safe cigarettes. Also joining the chiefs of Atlanta, Boston, Chicago, Detroit, Houston, and Miami departments was the International Association of Fire Chiefs representing 32,000 departments. The number one cause of deaths from fires is smoking and most of these deaths occur when somebody falls asleep and drops a cigarette on a piece of furniture or a mattress.

September 13, 1994 - The Institute of Medicine at the National Academy of Sciences released *Growing Up Tobacco Free*, a culmination of an eighteen-month study on the prevention of nicotine addiction among children and youth. The bulk of the report is a literature review on youth and tobacco and covers topics including tobacco advertising and promotion, youth access to tobacco, pricing policy, and clean indoor air. It also assesses smoking prevalence among youth. It reported: "For any cross section of adults who smoke daily, 89% began using cigarettes and 71% began smoking daily by or at age 18. In short, decisions by youths about whether to use tobacco have lifelong consequences."

September 7, 1994 - The U.S. Postal Service unveiled a 29-cent

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stamp commemorating blues guitarist Robert Johnson minus his cigarette. The artist who created the image for the stamp deleted Johnson's cigarette from the photo by Stephen C. LaVere used as the basis for the design.

September 21, 1994 - A report in *The Journal of the National Cancer Institute* found that mothers who smoke only ten cigarettes a day cause their children under five to have positive blood tests for nicotine and cancer-causing compounds. The researchers from Columbia University School of Public Health wrote: "This is the first report that young children with relatively light exposure to environmental tobacco smoke have elevated levels" of markers for nicotine and carcinogens from cigarettes.

September 25, 1994 - Philip Morris warned the New York City Council it would consider moving its headquarters out of New York City if a bill, with sweeping new restrictions on smoking in the city, passed the council. Philip Morris asked city art groups it underwrote to put in a good word for it with city council speaker Peter F. Vallone. Many did. Council members were barraged with hundreds of letters, faxes, and phone calls telling them how much Philip Morris does for the city.

October 4, 1994 - Seventy-five health, consumer, and religious groups led by former Surgeon General C. Everett Koop began a national petition drive to encourage the enactment of a law that would require the regulation of tobacco by the Food and Drug Administration.

October 14, 1994 - An article in the *Weekly Reader* outraged anti-smoking groups. "Do Cigarettes Have a Future?" distributed to more than 600,000 fifth grades in the United States focused on the smokers' rights movement and tobacco employment. It discussed how the cigarette industry was being unfairly burdened with taxes on cigarettes and the potential impact on the economy of an outright ban on smoking, such as the elimination of tax revenue that "governments have used for such things as health care and school funding." It showed sympathy to the notion that smokers have rights which are being infringed upon. In an interview, Sandra F. Maccarone, editor-in-chief of *Weekly Reader* answered critics by saying the magazine "has probably done more than any other publication for kids on the dangers of smoking." It has published twenty-nine articles about the dangers of smoking since 1992. She also said that the current issue addressed a different

part of the smoking debate and that previous issues had focused on the health risks of smoking. A poster accompanying the issue showed the differences between the lungs of a smoker and a nonsmoker. The editor claimed that corporate ownership (Kohlberg, Kravis, Roberts & Company, the largest shareholder of cigarette giant RJR Nabisco, owns *Weekly Reader*) played no role in the article.

October 28, 1994 - Judge Harold Solomon of Dade County Circuit Court in Florida certified a lawsuit by smokers as a class action covering “All United States citizens and residents, and their survivors, who have suffered, presently suffer or who have died from diseases and medical conditions caused by their addiction to cigarettes that contain nicotine.” The precedent setting ruling based its claims on the addictive nature of cigarettes, suggesting smokers do not fully choose to continue smoking and therefore are of accountable for smokers’ injuries. In his decision, the judge wrote: Individual tobacco litigants have great difficulty finding competent attorneys who are willing to bring an action on a contingent-fee basis against tobacco manufacturers for health-related claims. Attorneys have withdrawn from pending legislation because of the prohibitive out-of-pocket costs.” The class device, he said, “provides a remedy that would otherwise not exist.”

November 1994 - The Manhattan Dunhill store advertised its first “Art of Smoking” seminar and was so overwhelmed it scheduled three more seminars. These too were overbooked so four more sessions were planned.

November 1994 - A study by the National Heart, Lung, and Blood Institute of nearly 6,000 smokers showed that those who gave up cigarettes slowed the decline of their breathing ability dramatically. The study found that even for smokers with early signs of emphysema or chronic bronchitis, it’s not too late to kick the habit.

November 1994 - Arizona voters passed Proposition 200, Arizona’s Tobacco Tax and Health Care Act. The initiative increased the tobacco tax by forty cents a pack and dedicated thirty percent of the new revenue to tobacco education programs. The measure won by a slight margin - 50.8 percent to 49.2 percent.

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December 1994 - Researchers at the Centers for Disease Control and Prevention said smokers are fifty percent more likely to suffer from impotence than nonsmokers. They said the rate may even be slightly higher because it was based on men willing to acknowledge sexual disorder. The study was based on a survey of 4,462 Army veterans between the ages of thirty-one and forty-nine.

December 1994 - A study conducted by the National Center for Chronic Disease Prevention and Health promotion indicated that two million American women quit smoking in 1993. In 1993, twenty-three percent of women smoked, down from twenty-five percent in 1992. The study also found teenage smoking rose to nineteen percent in 1993 from seventeen percent in 1992.

December 21, 1994 - The New York City Council passed a bill, the Smoke-Free Air Act, severely restricting smoking in nearly all public places in New York City, including a ban on smoking in all but the smallest restaurants, offices, and for the first time, many outdoor locations (stadiums and parks). Under the new law, smoking was banned in restaurants that seat more than thirty-five patrons. Smoking was permitted in restaurant bars that are at least six feet from the dining area or separated by a floor to ceiling partition. In work places, the new law restricts smoking to separately ventilated smoking rooms and to private offices as long as no more than three people are present and all agree to allow it. The law became effective April 10, 1995.

December 21, 1994 - Philip Morris issued a statement denouncing New York City's council bill banning smoking in public places: "Study after study has shown that bans are bad for the economic vitality of a city. It is regrettable that bans New York City, long known for embracing diversity and extending hospitality to tourists from all over the United States and the rest of the world, now chooses to be intolerant."

December 1994 - San Francisco International Airport removed all cigarette vending machines to keep cigarettes out of the hands of teens although cigarettes are still available in gift shops. This was the first major airport to remove vending machines.

December 1994 - Tobacco Road, Philip Morris' 2100 acre plant in Cabarrus County, North Carolina, spits out 14,000 cigarettes a minute. Forty percent of the output of Marlboro, the number one cigarette worldwide, goes overseas. Tobacco Road is

Cabarrus County's largest taxpayer returning about \$2.5 million a year in taxes to the county.

1995 - The U.S. Department of Agriculture announced a sharply increased growing quota for tobacco farmers in 1995. The quota was expected to rise from sixteen to nineteen percent permitting farmers to sell at least 926 million pounds of tobacco according to the Flue-Cured Tobacco Coop and Stabilization Corporation. In 1992, farmers sold 899 million pounds and in 1993, 798 million pounds.

January 10, 1995 - Delta Airlines banned smoking aboard its international flights, the first and only U.S. airline to provide a completely smokefree environment worldwide. Delta Airlines responded to the wishes of the majority of its passengers.

January 10, 1995 - The Tobacco Industry poll indicated that a majority (54%) of those Americans polled think increased government regulation of cigarettes is important.

January 15, 1995 - Dr. John Pauly, an immunologist of Roswell Park Cancer Institute in New York, led a study suggesting that when a smoker inhales, tiny pieces of cigarette filters of cellulose acetate related to cotton break off and then stay in the lung for months, perhaps for the rest of a smoker's life.

PIPE CEREMONY EXEMPTED FROM UTAH CLEAN AIR ACT

APRIL 4, 1995

Tribal elders from throughout Utah gathered in the Utah Capitol rotunda for the ceremonial smoking of the pipe and to celebrate the traditional use of tobacco. The ceremony also celebrated Governor Mike Leavitt's signing of HB 149, a bill that exempts American Indian religious leaders from the state law prohibiting smoking in public buildings. Because there was no exemption for religious ceremonies, even in churches or at annual gatherings of Indians at traditional powwows, the law directly infringed on American Indians' right to freedom of religion.

In sponsoring the legislation to exempt Indian religious leaders from the smoking ban, Representative Eli H. Anderson (Republican-Tremonton), maintained the infringement of religious freedom was never the intent of the Legislature. After initial opposition from the Rules Committee, the bill passed overwhelmingly.

Under the provisions of HB 149, those American Indians who have been designated by their tribes as religious leaders or pipe carriers are allowed to conduct pipe ceremonies in a public building at the invitation of the owner of the public place.

On April 4, 1995, the state granted permission to Pete Littlejohn, a Shoshone pipe carrier from Ft. Hall, Idaho, to smoke the pipe inside the Capitol building.

Clifford Duncan, former councilman of the Ute Tribe, explained that it was not the spirit of tobacco alone that is meaningful to Indians, but the many dreams and prayers reaching back through generations of ancestors. He said the Great Spirit touches the smoke rising from traditional ceremony.

Shoshone and Ute Tribal elders, who praised the governor's support of the legislation, presented a Pendleton blanket to Representative Anderson for his sponsorship of the bill as well as a gift of pottery to Governor Leavitt.

SMOKING BAN EXEMPTION FOR
NATIVE AMERICAN PIPE CEREMONY

1995 General Session, State of Utah
Sponsor: Eli H. Anderson

AN ACT RELATING TO HEALTH: ALLOWING INDOOR
SMOKING BY NATIVE AMERICANS PARTICIPATING
IN A RELIGIOUS CEREMONY. H.B. 149

(This act affects sections of Utah Code Annotated 1953)
Be it enacted by the Legislature of the state of Utah:

Section 1. Section **26-38-3.5** is enacted to read:

26-38-3.5 Smoking ban exemption for Native American ceremony

- (1) A person is exempt from the restrictions of Section 26-38-3 if the person:
 - (a) is a member of an American Indian tribe whose members are recognized as eligible for the special programs and services provided by the United States to American Indians who are members of tribes;
 - (b) is an American Indian who actively practices an American Indian religion, the origin and interpretation of which is from a traditional American Indian culture;
 - (c) is smoking tobacco using the traditional pipe of an American Indian tribal religious ceremony, of which tribe the person is a member, and is smoking the pipe as part of that ceremony; and
 - (d) the ceremony is conducted by a pipe carrier, Indian spiritual person, or medicine person recognized by the tribe of which the person is a member and the Indian community.
- (3) A religious ceremony using a traditional pipe under this section is subject to any applicable state or local law, except as provided in this section.

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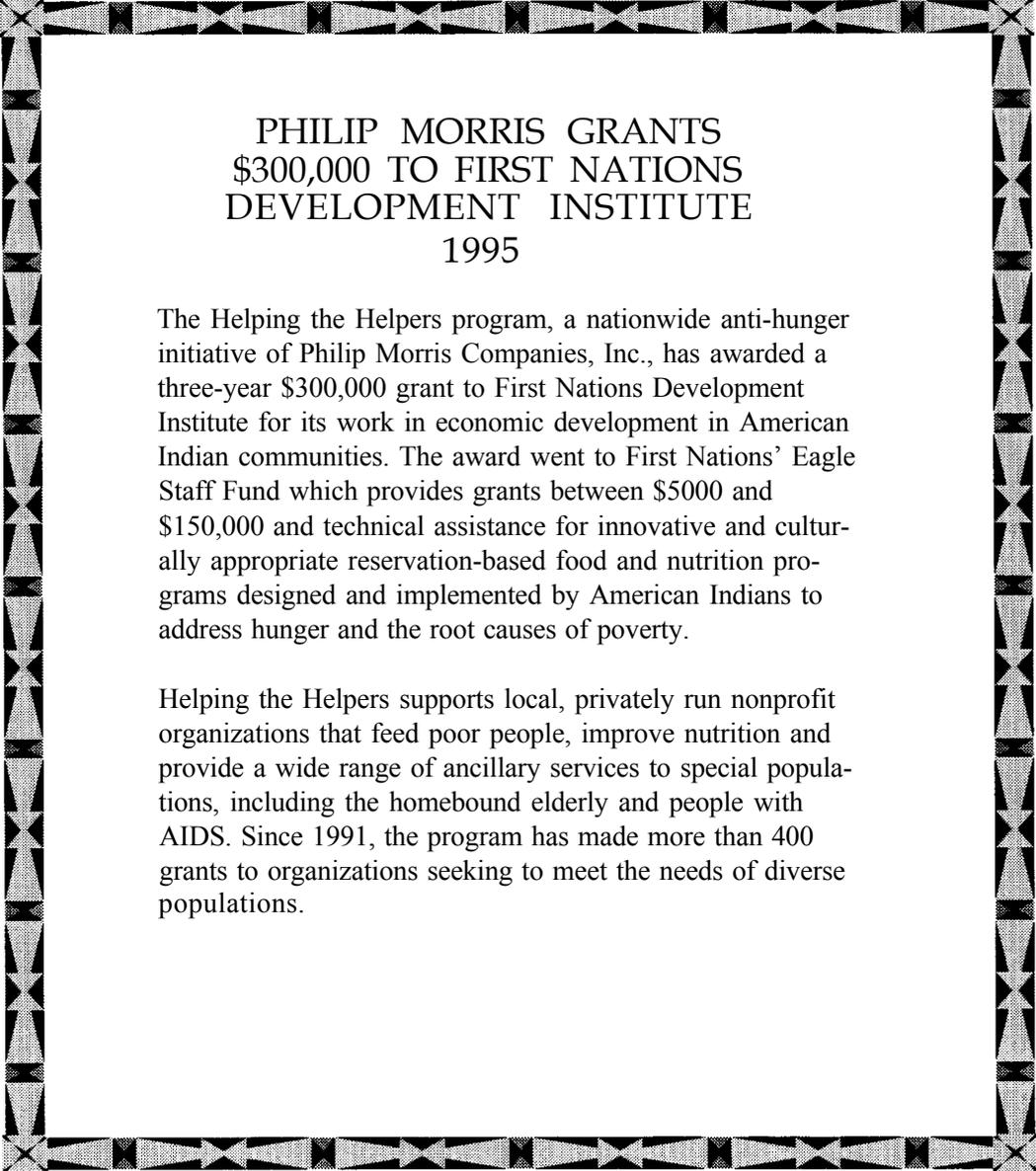
February 1995 - X brand cigarettes were introduced to the Boston marketplace (and in at least nineteen other states) but within a month they were removed from shelves. The black box, with a large white X surrounded by a red square, with MENTHOL spelled out in green letters above the square and X (colors used by African Americans), outraged tobacco control advocates within Boston's African American community. Along with other concerned citizens throughout the nation, they demanded that production and distribution of X be stopped. The cigarette was withdrawn although the distributor denied X cigarettes targeted African Americans.

February 15, 1995 - INFACT, a national grassroots organization, launched a national drive to collect 8,000 photos of people who died or are suffering from a tobacco-related illness. The campaign, called the "Face the Faces" Photo Project, is part of a program to make both the tobacco industry and its congressional allies face the human costs of the industry's business. Each day, 8000 people around the world die from a tobacco-related illness.

February 17, 1995 - Seven major tobacco companies and the Tobacco Institute lost their bid to limit claims in a lawsuit accusing them of covering up knowledge that nicotine is addictive and of manipulating levels of nicotine in cigarettes to hook smokers. U.S. District Judge Okla B. Jones II of the Eastern District of Louisiana certified the claim as a class action lawsuit so anyone who has ever had a doctor tell them to quit smoking can share if damages are awarded. He cleared the way for the first nation-wide class action against the tobacco industry on behalf of nearly 100 million Americans who smoke or who have quit. The lawsuit is expected to seek the first class-action ruling from a jury on the existence of nicotine dependency and will try to collect billions of dollars in damages from cigarette makers.

February 20, 1995 - The nation's largest tobacco companies asked the Florida Supreme Court to stop the state from proceeding with a lawsuit that could cost the industry up to \$4.2 billion for smoking-related illnesses, basing its action on the argument that the Medicaid Third-Party Liability Act (passed in February 1994) was unconstitutional.

February 27, 1995 - A study published in the *American Journal of Public Health* reported that one of the nation's biggest anti-



PHILIP MORRIS GRANTS
\$300,000 TO FIRST NATIONS
DEVELOPMENT INSTITUTE
1995

The Helping the Helpers program, a nationwide anti-hunger initiative of Philip Morris Companies, Inc., has awarded a three-year \$300,000 grant to First Nations Development Institute for its work in economic development in American Indian communities. The award went to First Nations' Eagle Staff Fund which provides grants between \$5000 and \$150,000 and technical assistance for innovative and culturally appropriate reservation-based food and nutrition programs designed and implemented by American Indians to address hunger and the root causes of poverty.

Helping the Helpers supports local, privately run nonprofit organizations that feed poor people, improve nutrition and provide a wide range of ancillary services to special populations, including the homebound elderly and people with AIDS. Since 1991, the program has made more than 400 grants to organizations seeking to meet the needs of diverse populations.

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smoking projects failed to help heavy smokers kick the habit and had a moderate effect on moderate smokers. National Cancer Institute researchers attributed the project's failure to nicotine addiction too powerful to overcome.

March 22, 1995 - Harley-Davidson Inc. sued Lorillard Tobacco Company to break a nine-year-old licensing deal that put Harley's name on cigarettes, citing fears that the cigarettes appeal to kids could draw the motorcycle company into liability suits.

April 1995 - On opening day of baseball, all but two (the Red Sox and Brewers) Major League Baseball stadiums had smokefree seating. Of the twenty-eight stadiums, only eight had tobacco billboards: Angels, Brewers, Giants, Marlins, Mets, Reds, Tigers, and Yankees.

April 1995 - According to figures published in *The Journal of the National Cancer Institute*, 22.9 percent of white teens smoked in 1993, but just 4.4 percent of African-American teens smoked, six times fewer than in 1977. According to Michael Erikson, Director of the Centers for Disease Control's Office on Smoking and Health, the stunning shift did not result from any government education campaign, but rather black leaders mobilized their communities against cigarettes marketed at black teens.

April 26, 1995 - In four articles in *Tobacco Control*, a peer-reviewed medical journal of the British Medical Association, scientists said that makers of snuff appeared to have induced hundreds of thousands of children to use their products since 1970 by manipulating nicotine levels. A spokesman for the Smokeless Tobacco Council, which represents snuff and chewing tobacco makers, said assertions that the companies manipulated nicotine to hook young users were wrong.

May 26, 1995 - Philip Morris Company announced one of the largest consumer recalls in history when it sent out 5,000 employees to retrieve eight billion cigarettes from 400,000 retail outlets and more than 300,000 vending machines. At first, the company identified contaminated filters in twelve cigarette brands, including the top-selling *Marlboro*, but several weeks later announced the company had "erred" by making inaccurate statements about the cause of the company's recall. The company attributed the difficulties to packaging of the cigarettes rather than to the filters.

RAMY BROOKS
TOBACCO FREE IDITAROD MUSHER 1995

In keeping with the purpose of the first Iditarod which brought life-saving diphtheria serum to Nome, the race in recent years has been used to raise public awareness about modern health plagues including alcohol and AIDS. In 1995, a new cause was added. Musher Ramy Brooks carried a message aimed at reducing the number one cause of death in Alaska - tobacco use.

Brooks, a twenty-six year old musher of Athabascan and Eskimo ancestry from Fairbanks, Alaska won Rookie of the Year honors in 1994 for his 17th place finish. Brooks comes by mushing and racing naturally. The son of sprint racing champion Roxy Wright-Champaine and grandson of famous musher and dog breeder Gareth Wright, Brooks' great grandfather traveled around Alaska by dog sled as an Athabascan interpreter for the Episcopal Church and provided the dog team support when Hudson Stuck, the Episcopal archdeacon of the Yukon, climbed Mount McKinley in 1913.

When the Alaska Native Health Board sent a notice out to all the 1995 Iditarod mushers looking for someone to carry a "tobacco-free" message, Brooks, who raced dogs since the age of four, was the first to respond.

Brooks was officially sponsored by the Alaska Tobacco Control Alliance (ATCA), a statewide coalition. The Alaska Native Health Board received a large grant on behalf of the ATCA the fall of 1994 and implemented a number of projects around the state. Special emphasis was given to rural Alaska, where tobacco use rates are the highest.

Brooks passed out a specially designed "musher collector card" to his fans during the 1995 Iditarod. The card features a photograph of Brooks and his lead dog Bruce on the front, and the Trampling Tobacco logo on the back. The logo shows a husky in harness trampling cigarettes and chewing tobacco into the snow. Brooks displayed the same logo in full color on his clothing and sled bag.

Buttons that read "Trampling Tobacco with Ramy Brooks" were sent to schools along the Iditarod route. Brooks also starred in a television Public Service Announcement with the message "It's great to be tobacco free!" The project appealed to Brooks "because the decisions you make when you're young and the identity you develop set the stage for everything that comes later. Being tobacco free needs to be part of that identity."

**"Just because I smoke
doesn't mean I want
my kids to smoke."**

**Most parents don't think children should smoke. But if
you smoke around your kids, they're smoking too.**

**Second-hand smoke (passive smoking) causes bronchitis, pneumonia, asthma, and
ear infections in children. It can even cause SIDS (Sudden Infant Death Syndrome).**

**If you don't want your kids to smoke, don't smoke inside. Better yet—don't smoke!
Visit your local health clinic for more information.**

***For yourself and the ones you love—
make healthy choices.***

© 1993 Alaska Native Health Board, Anchorage Alaska
Photo courtesy Chris Arend

GREAT ALASKA SPIT OUT ESSAY CONTEST

1989 AND 1990

“The Great Alaska Spit Out” was a statewide campaign by health officials to encourage youth not to smoke cigarettes or use smokeless tobacco and to alert them to the harmful effects of smoked and smokeless tobacco. Aimed at all school children living in rural Alaska communities, youngsters in grades seven through twelve competed in an essay contest. In 1989, 1990 and 1992, the top five winners won trips to Washington, D.C. where they presented their essays to the Surgeon General and Secretary of Health and Human Services.

CLAYTON SAM GRADE II

MARK STANDLEY, WALTER NORTHWAY HIGH SCHOOL
NORTHWAY, ALASKA

One of my friends in Fairbanks has died from chewing tobacco. He had only chewed tobacco for three years. In the village of Northway, where I live, many young kids and almost all of my friends chew. The most favorite kinds of chewing tobacco are Copenhagen and Skoal. Most of my friends chew Copenhagen, they said that Skoal tastes funny. I told them that both of them taste funny. Chewing is a big thing for the little kids of Northway. They chew because they think it's cool and they want to be like my friends. You can get cancer in two years if you chew chewing tobacco. That's pretty fast. Can you tell me why young people chew. Is it worth it, because you can get bad breath, diseases, sores, and also you can lose a girl friend for it, or maybe you like a girl and you date her for a few days, but then all of the sudden you pull out this can of Copenhagen and the girl says, "gross, that stuff is sick." She takes off and you're sitting there wondering what did you do. Well do you think that was worth it. You should see some of the stuff that they put in to chew. Another type of tobacco is cigarettes. You could get the worst kind of cancer from smoking, lung cancer. When you smoke a cigarette think of your car exhaust. Carbon monoxide is what comes out of your car exhaust. That's the same kind of smoke you're inhaling when you smoke. Carbon monoxide is a deadly poison. You can kill yourself with it. Now just think about it, why would someone inhale some thing that can kill you. If I was a smoker or chewer I would try to quit after I read this stuff.

The point I'm trying to reach is why smoke and chew, it will only hurt you in the future. You should also see what they make tobacco into. Inferior grades of tobacco leaves are used in making insecticides and disinfectants. The stalks and stems of the plant serve as an ingredient for some types of fertilizer. Would you want to stick insecticides and some disinfectant in your mouth. So quit chewing. Think about the poison again and think of what you are inhaling. Why do people do this when it can only kill them in the future.

BRAD DEMIENTIEFF

In this world many things are dangerous, especially tobacco. That's why I'm glad to see people trying to encourage other people not to get hooked on it.

When people spit chew, I nearly get sick. When people smoke I cough like crazy.

Tobacco is a dangerous drug. It is also addicting. That's why many people try it and get hooked. Sure its okay to try new things but to get hooked on dangerous things is fatal.

Have you had any good, good times in your life? Well if you had, then they can continue as long as tobacco stays

out of it. At this moment picture yourself in the country with high beautiful mountains with cotton clouds overhead and a crystal clear lake below, with red, yellow, green, and brown leaves glittering on the trees, with absolutely nothing wrong with you. There is no danger around. Then tobacco comes into your life. All of a sudden, everything goes black. You start having problems with your social and physical life.

I'm young yet. I want to have a completely healthy life. That's why I'm saying "NO" to tobacco and other drugs.

Sure, some people have had hard times in their lives but they will not continue. Just because you have had a hard time you don't have to go and ruin your whole life by using tobacco.

Many people who chew or smoke tobacco still have a chance to quit now and have a healthy long life.

JOSIE LANE
GRADE 9, TIKIGAQ SCHOOL PT. HOPE, ALASKA

Once upon a time a boy who was five years old stayed in the store until a person would buy him a can of snuff. He would keep some snuff in his mouth about fifteen minutes, then spit it out and have some more. When he would eat, he would eat with it, too.

When he was nine, he got oral cancer. When he told his mother and father, they took him to the clinic and they sent him to the Kotzebue Hospital. The Kotzebue Hospital sent him on to the Anchorage Hospital. There Dr. Jenkins said, "Nicotine is addictive. Oh, and it can cause leukoplakia. Leukoplakia varies in appearance from a smooth, translucent white patch to thick, hardened, and wrinkled lesion and are considered to be precancerous."

The Mother said, "Are there any diseases it causes?" Dr. Jenkins said, "O.K. I'll talk about diseases. First, snuff can affect the heart and the rest of the circulatory system. Blood pressure increases and causes a stroke or heart attack. Gum disease from snuff causes damage in as little as three or four months. It has already happened to your son. He also has gum inflammation, soft tissue lesions, cuts and sores in his mouth. He should stop chewing snuff and he can maybe have a chance to live, but if he still uses snuff, he could die in about one to three years from oral cancer." The boy said, "Athletes use snuff so why can't I use it?" Then Dr. Jenkins replied, "That's what the companies would have you believe. He asked, "Is it safer than smoking?" Dr. Jenkins said angrily, "No! It contains ten times the amount of nitrosamines, the same cancer-causing substance as in cigarettes. A hundred times higher than the FDA permits in other products." The boy yelled "Dipping snuff makes me tough!" Dr. Jenkins replied, "There's nothing cool about chewing snuff. It won't make you a better athlete and you will scare the girls away." The boy said, "Girls in Point Hope chew snuff so the girls already like me for giving them snuff. Besides, I have a nickname, 'Snuffie.' It sounds so cool, and makes me feel bigger."

Dr. Jenkins said, "Let's talk about more problems caused from snuff. Because tobacco has an unpleasant taste, it contains various amounts of sugar which cause tooth decay. Snuff also contains salt which delays wound healing, making the habit especially undesirable when a tooth has been extracted or when oral surgery has taken place." The boy walked out and said angrily, "I'm not quitting."

The next day before his operation the boy went back to Point Hope because he thought it would hurt him.

The next year he died of oral cancer.

THE GREAT ALASKA SPIT OUT TOBACCO USE SURVEY
1990 ALASKA AREA NATIVE HEALTH SERVICE

Alaska Natives have among the highest use of both cigarettes and smokeless tobacco in the nation. Tobacco use in this population begins at an early age.

1990 SURVEY OF SCHOOL CHILDREN IN ALASKA

Age at which Alaska Native children begin using tobacco: 3-17 years

34% used tobacco 5 to 10 times a day.

54% used tobacco 2 to 3 times a day.

SURVEY OF 5 VILLAGES IN NORTHWEST REGION OF ALASKA

56% of the adults smoke.

Of the 216 children in kindergarten through 3rd grade, 8% have tried smoking

Of the 161 children in 4th through 6th grades, 10% reported smoking, with girls smoking as much as boys. Of the 319 children in 7th through 112th grades, 41% reported smoking, with girls exceeding boys' rates of smoking.

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June 6, 1995 - The Philip Morris Companies agreed to remove from sports arenas and stadiums any cigarette advertisements that may be seen regularly on telecasts of football, basketball, baseball, or hockey games. The Justice Department threatened to bring a suit accusing it of willfully violating the law against advertising cigarettes on television. The company agreed to remove or reposition signs in fourteen stadiums used by both baseball teams and football teams, and in five basketball arenas. Philip Morris can have advertisements in sections where there is only a slight chance they will be televised.

June 8, 1995 - *The New York Times* reported that it had obtained some 2,000 pages of documents showing that Philip Morris studied nicotine and found it affected the body, brain, and behavior of smokers. Documents showed that Philip Morris studied different levels of nicotine in cigarettes to find out what was pleasing to smokers.

June 27, 1995 - Philip Morris, the nation's largest cigarette maker announced the most comprehensive and expensive program in the company's history to curb underage smoking. Called "Action Against Access," Philip Morris said the program reflected the company's concern about the tobacco industry's negative image caused by young people who smoke. The program includes a national advertising campaign, plans to put "Underage Sale Prohibited" warnings on cigarette cartons and packs, and the discontinuation of its traditional promotional giveaways of millions of packs of cigarettes. Philip Morris also said it would be vigilant in preventing the use of its brand names or logos on items marketed to minors, like toys or video games.

July 1995 - In a sting operation, no cigarette stores in Woodbridge, Illinois sold to minors compared to 87% of the retailers before the law was passed. A small suburb of Chicago, Woodbridge passed a law six years ago requiring all twenty-eight of its cigarette retailers to obtain a license, now \$65. This law has teeth. Any Woodbridge store that sells cigarettes to minors gets a fine as large as \$500. Repeat offenders have licenses suspended. A clerk who sells to kids gets ticketed or arrested. The kids get ticketed, too. And twice a year, the village sends out undercover kids on cigarette-buying missions.

July 1995 - According to a government-funded survey of teen

drug use, occasional or regular cigarette smoking by eighth-graders has jumped to nineteen percent, an increase of almost one-third during the past three years.

July 13, 1995 - The American Medical Association launched an all-out assault on the tobacco industry. It urged bans on cigarette ads and exports and “severe” penalties for sales to minors. The AMA devoted most of its July issue of the *Journal of the American Medical Association (JAMA)* to a seething indictment of the “predatory nature” of the cigarette industry.

July 24, 1995 - Representative Henry A. Waxman of California, an outspoken critic of the tobacco industry, submitted for publication in the official Congressional Record secret, internal tobacco industry documents showing that Phillip Morris studied hyperactive schoolchildren as potential future customers and described experiments in which college students were injected with nicotine and given electric shocks to see if that would make them smoke more.

August 2, 1995 - A study of 5,700 stores by the California Department of Health Services found that there is a significantly greater number of tobacco ads near the candy counters in stores near schools and that they are more often set below three feet in the stores where children can see them better. The study also reported that almost sixty percent of the stores did not have a single anti-tobacco message even though California law requires stores to have conspicuous anti-tobacco signs.

August 10, 1995 - President Clinton ordered a sweeping federal crusade against teen smoking. He directed the Food and Drug Administration to lead his crusade by restricting the sale, marketing, advertising, and promotion of cigarettes and smokeless tobacco. (Cigars and pipe tobacco were not targeting because they are used mostly by adults). Clinton authorized the Food and Drug Administration to initiate steps in the anti-smoking crusade. The Administration’s proposed regulations would require kids to prove their age with ID cards. There would be limits on tobacco companies’ sponsorship of sporting events and a ban on brand-name tobacco ads on T-shirts and other products. Outdoor advertising within 1,000 feet of schools and playgrounds would be forbidden and cigarette advertising in magazines with large numbers of young readers would be restricted to black-and-white text with no pictures. The proposed regulations would also require the tobacco

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industry to lay out \$150 million per year to support an anti-smoking educational campaign directed at children. The President's decision stemmed from his judgment that the FDA had successfully made a scientific and legal case for the addictive nature of nicotine. President Clinton would like to cut smoking among an estimated three million minors by fifty percent within seven years after the rules take effect. Philip Morris and four other tobacco companies immediately sued in federal district court to block the FDA from regulating the sale, promotion, and distribution of cigarettes and sharply attacked Dr. David A. Kessler, FDA Commissioner, calling him an "unelected bureaucrat" who "is on a power grab and is trying to make this his own personal issue."

August 21, 1995 - ABC News publicly apologized twice for asserting in its news program "Day One" [broadcast February 28, 1994] that Philip Morris and R.J.Reynolds added extra nicotine to their cigarettes. The first apology was read during half-time on "Monday Night Football." The second apology was read on Thursday, August 24th, during "Day One." The settlement also cost ABC several million dollars in legal expenses incurred by Philip Morris and R.J. Reynolds. The case against ABC News turned on one word - "spiked." In its thirteen minute report on how Philip Morris makes cigarettes, ABC said the company "spiked" cigarettes by adding nicotine during the manufacturing process. Philip Morris argued that it "recombines" ingredients during the process.

“LICORICE AND METAPHYSICS”
OR “HOW LOUISE ERDRICH QUIT SMOKING”

Renowned author Louise Erdrich, Chippewa, wrote in
Blue Jay's Dance (1995):

*“To quit smoking, I took the old family remedy
passed down from my Ojibwa grandfather, Pat
Gourneau - black licorice. He gave up snuff for
all forms of licorice, the root itself delicious,
splintery, as well as ropes, wheels, pipes, twists.
My body is now an awkward old-fashioned fifties-
movie diving suit, huge on me, pressurized, made
of black licorice.”*

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c/o Americans for Nonsmokers' Rights
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Suite J
Berkeley, CA 94702

ASH Smoking and Health Review
c/o Action on Smoking and health
2013 H Street, N.W.
Washington, DC 20006

Journal of Medical Activism
c/o DOC (Doctors Ought To Care)
5615 Kirby Drive
Suite 440
Houston, Texas 77005

Tobacco Control
British Medical Journal
Box 560B
Kennebunkport, Maine 04046

Tobacco-Free Youth Reporter
c/o STAT[Stop Teenage Addiction to Tobacco]
511 East Columbus Avenue
Springfield, MA 01105

**VIDEOS BY AND ABOUT NATIVE
AMERICANS AND TOBACCO**

"It's Your Life" - A fifteen-minute video deals with the traditional tobacco use and daily addictive misuse of cigarettes. Interviews with smokers are interspersed with facts about Indians and smoking and information about quitting. The video is from the American Indian Cancer Control project of the North California Cancer Center in Berkeley, California.

"Tobacco: A Gift of Choice" - A sixteen-minute

tobacco prevention video for Native American youth emphasizes the need to keep tobacco use sacred. \$8.00 from Tobacco Education Clearinghouse of California, ETR Associates, P.O. Box 1830, Santa Cruz, CA 95061-1830/ (408) 438-4822

“Tobacco: Use or Abuse” - A sixteen minute video follows a group of urban American Indian youth who discover the dangers of tobacco abuse, as well as pride in the traditional use of tobacco. The video features testimonials by tribal elders and Indian health officers. Rap music and special effects are aimed at children from ages nine to fourteen. \$6.00 from Tobacco Education Clearinghouse of California, ETR Associates, P.O. Box 1830, Santa Cruz, CA 95061-1830/ (408) 438-4822

“You Choose” - A twenty-minute video targeted to Native American youth centers around tobacco use and abuse. It is designed to discourage youth from chewing tobacco. The video (featuring Nathan Chasing His Horse from “Dances with Wolves”) carries a theme of respect and love for oneself, the earth and other people regarding the use of tobacco. It uses traditional scenes and is portrayed in a musical MTV type “rap” between Native American teens. Cost is \$360 and rental is \$45 from Shenandoah Film Productions, 538 G Street, Arcata, California 95521/ 707-822-1030.

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Photograph of Ceremonial Pipe by Michael Crummett

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TRIBAL SMOKING POLICIES

Survey Conducted by Columbia University School of Social Work NCI Project Staff 1995
30 Tribal Indoor Office Smoking Policy Telephone Survey Conducted in April 1995

ARIZONA

Gila River Pima-Maricopa Indian Community
Smoking permitted; designated no smoking areas in office

Hopi Tribe
No smoking in offices

Hualapai Tribe
No smoking in building

Navajo Tribe
No smoking in building
Smoking outside

San Carlos Apache Tribe
No smoking in tribal building
Smoking outside building

Tobono O'odham Nation
No smoking inside building
Smoking outside

White Mountain Apache Tribe
No smoking in any tribal building
Smoking outside away from building

CALIFORNIA

Agua Caliente Band
No smoking in office

Susanville Indian Rancheria of Paiute
No smoking in building
Smoking outside

Coyote Valley Band of Pomo Indians
No smoking in building

Coast Indian Community of Yurok Indians
No smoking in workplace

FLORIDA

Miccosukee Tribe
Smoking permitted in office
No smoking in warehouse area where cigarettes are stocked

KANSAS

Sac and Fox Tribe of Missouri
Pollenex Smoke Grabbers, ashtray-like devices on desks- lid lifts up, cigarette smoke sucked in. Runs on battery and fan.

LOUISIANA

Couchatta Tribe
Smoking allowed everywhere

MAINE

Passamaquoddy Tribe
No smoking inside

Penobscot Tribe
Designated smoking areas in tribal offices

MICHIGAN

Saginaw Chippewa Indian Tribe
No smoking areas in office

Sault Ste. Marie Tribe of Chippewa
No smoking in buildings
Smoking outside in designated areas only

Potawatomi Hannahville Indian Community.
Smoking allowed in break room only

MINNESOTA

Minnesota Chippewa Tribal Executive Committee
No smoking in offices

MONTANA

Blackfeet Tribe
No smoking in any tribal building; one designated smoking area in office

Crow Tribe

No smoking in building

Northern Cheyenne Tribe
Tribal council resolution prohibiting smoking in tribal buildings

NEBRASKA

Winnebago Tribe
Smoking permitted in offices

NEW MEXICO

Mescalero Apache Tribe
Smoking allowed inside; each department develops own policy
Day care center has no smoking policy

Zuni Tribe
No smoking inside
Smoking anywhere outside

NEW YORK

Cayuga Nation
Smoking permitted

RHODE ISLAND

Narragansett Tribe
No smoking
Smoking outside in separate area

SOUTH DAKOTA

Rosebud Sioux Tribe
No smoking in any tribal facility
Smoking in designated areas outside

Oglala Sioux Tribe
Smoking permitted in offices; each program decides policy

55 INDIAN CASINO INDOOR SMOKING POLICIES

Telephone Survey conducted by Columbia University School of Social Work by Project Staff in April 1995.

ARIZONA

PASCUA YAQUI TRIBE
Casino of the Sun/Yaqui Bingo
7406 S. Camino De Oeste
Tucson, AZ 85746
Smokefree room in casino
Bingo permits smoking

SAN CARLOS APACHE TRIBE
Apache Gold Casino
P.O. Box 1210
San Carlos, AZ 85550
Smoking permitted everywhere

TOHONO O'ODHAM NATION
Desert Diamond Casino
P.O. Box 22230
Tucson, AZ 85734
Smoking permitted everywhere

CALIFORNIA

BARONA BAND OF MISSION
INDIANS
Barona Casiono & Bingo
1000 Wildcat Canyon Road
Lakeside, CA 92040
Casino permits smoking
Bingo has one no-smoking section

CABAZON BAND OF MISSION
INDIANS
Cabazon Bingo/Casino
84-245 Indio Springs Drive
Indio, CA 92201
Bingo and off-track betting room have
no smoking areas
Casino has smokefree room

COLUSA BAND - WINTU INDIANS
Colusa Indian Bingo/Casino
P.O. Box 1267
Colusa, CA 95932
Casino permits smoking everywhere
Bingo has some no smoking tables

COYOTE VALLEY BAND OF POMO
INDIANS
P.O. Box 39
Redwood Valley, CA 95470
Casino permits smoking

MORONGO BAND OF MISSION
INDIANS
Casino Morongo

P.O. Box 366
Cabazon, CA 92230
Casino permits smoking everywhere
Bingo has no smoking area

ROBINSON RANCHERIA OF
POMO INDIANS
Robinson Rancheria Bingo & Casino
1545 East Highway 20
Nice, CA 95464
Casino permits smoking
Bingo has segregated area for no
smoking

SYCUAN BAND OF MISSION
INDIANS
Sycuan Indian Bingo & Poker Casino
5469 Dehesa Road
El Cajon, CA 92019
Casino setting up no smoking area

COLORADO

UTE MOUNTAIN UTE TRIBE
Ute Mountain Casino
P.O. Drawer V
Cortez, CO 81334
Casino and bingo permit smoking;
no smoking section

CONNECTICUT

MASHANTUCKET PEQUOT
TRIBE
Foxwoods High Stakes Bingo &
Casino
Route 2, P.O. Box 410
Ledyard, CT 06339
Casino permits smoking
Casino has smoke free rooms

FLORIDA

SEMINOLE TRIBE
Seminole Casino and Bingo of
Hollywood
4150 N. State road 7
Hollywood, FL 33021
Casino and bingo both have no
smoking

SEMINOLE TRIBE
Seminole Bingo of Tampa
5223 North Orient Road
Tampa, FL 33610
Bingo permits smoking
Bingo has no smoking section

IDAHO

SHOSHONE-BANNOCK TRIBE
Shoban Bingo/Casino
P.O. Box 868
Fort Hall, ID 83203
Casino permits smoking
Bingo has no smoking section

IOWA

SAC & FOX TRIBE OF
MISSISSIPPIAN IOWA
Mesquakie Bingo/Casino
R.R. #2 Box 51-C
Tama, IA 52339
Casino and bingo both have no
smoking sections

KANSAS

IOWA TRIBE OF KANSAS AND
NEBRASKA
Iowa Tribe Party Games
Rt. 1 Box 58A
White Cloud, KS 66094
Bingo has no smoking section

KICKAPOO NATION
Kickapoo Bingo Hall
Route 1, Box 157 A
Horton, KS 66439
Bingo has no smoking section

LOUISIANA

CHITIMACHA TRIBE
Cypress Bayou Casino
Box 519/ 823 Martin Luther King
Road Charenton, LA 70523
Casino permits smoking everywhere
Filter system planned

TUNICA-BILOXI TRIBE
Grand Casino Avoyles
P.O. Box 311
Mansura, LA 71351
Casino has no smoking section

MICHIGAN

BAY MILLS INDIAN COMMU-
NITY
Bay Mills Tribal Bingo
Rt. 1, Box 313
Brimley, MI 49715
Bingo permits smoking everywhere

the tobacco chronicles

KEWEENAW BAY INDIAN
COMMUNITY
Ojibwa Casino
284-A, Route 1
Baraga, MI 49908
Casino permits smoking everywhere

LAC VIEUX DESERT BAND OF
LAKE SUPERIOR CHIPPEWA
INDIANS
Lac Vieux Desert Casino
P.O. Box 446, Choate Road
Watersmeet, MI 49969
Casino permits smoking everywhere

SAULT STE. MARIE TRIBE OF
CHIPPEWA INDIANS
Kewadin Shores Casino
3039 Mackinac Trail
St. Ignace, MI 49781
Casino permits smoking everywhere

MINNESOTA

LEECH LAKE BAND OF CHIPPEWA
INDIANS
Palace Bingo & Casino
Rt. 3, Box 3
Cass Lake, MN 56633
Casino permits smoking
Bingo has smokefree room

RED LAKE BAND OF CHIPPEWA
INDIANS
Red Lake Bingo & Casino
P.O. Box 574
Red Lake, MN 56671
Casino permits smoking everywhere
Bingo has no smoking section

MISSISSIPPI

MISSISSIPPI BAND OF CHOCTAW
INDIANS
Silver Star Casino
P.O. Box 6010
Philadelphia, MS 39350
Casino permits smoking everywhere

MONTANA

ASSINIBOINE & SIOUX TRIBES OF
FORT PECK
RESERVATION
Silverwolf Bingo & Casino
P.O. Box 726 Highway 13 W.
Wolf Point, MT 59201
Casino permits smoking everywhere
Bingo has two no smoking tables

CROW INDIAN TRIBE
Little Big Horn Casino
P.O. Box 580
Crow Agency, MT 59022
Casino permits smoking everywhere

NEBRASKA

OMAHA TRIBE OF NEBRASKA
Casino Omaha Bingo
P.O. Box 387
Macy, NE 68039
Casino permits smoking everywhere
Bingo has one no smoking area

WINNEBAGO TRIBE
Winna Vegas Casino
1500-330 Street
Sloan, IA 51055
Casino permits smoking everywhere

NEW MEXICO

PUEBLO OF ACOMA
Acoma Gaming Operation
P.O. Box 309
Acoma, NM 87034
Casino and bingo both have no
smoking areas

PUEBLO OF TESUQUE
Tesuque Pueblo Bingo & Casino
Route 11, Box 3A
Santa Fe, NM 87501
Casino and bingo both have no
smoking areas

NEW YORK

SENECA NATION
Seneca Nation Bingo
Cattaraugus Reservation
P.O. Box 231
Salamanca, NY 14779
Bingo has no smoking area

ST. REGIS MOHAWK TRIBE
Billy's Bingo Hall
P.O. Box 366
Hogansburg, NY 13655
Bingo has no smoking section

NORTH CAROLINA

EASTERN BAND OF CHEROKEE
INDIANS
Cherokee High Stakes Bingo
PO. Box 455
Cherokee, NC 28719
Bingo permits smoking everywhere

EASTERN BAND OF CHEROKEE
INDIANS
Teepee Village Lottery/Bingo
P.O. Box 455
Cherokee, NC 28719
Casino and bingo permit smoking

NORTH DAKOTA

STANDING ROCK SIOUX TRIBE
Prairie Knights Casiono
HC 1, Box 26A
Fort Yates, ND 58538
Casino permits smoking everywhere

THREE AFFILIATED TRIBES OF
FORT BERTHOLD RESERVATION
Four Bear Casino and Lodge
P.O. Box 220
New Town, ND 58763
Casino permits smoking
Bingo has no smoking section

OKLAHOMA

CHEROKEE NATION
DBA Bingo Outpost
P.O. Box 948
Tahlequah, OK 74465
Bingo has no smoking section

CHOCTAW NATION OF OKLA-
HOMA
Arrowhead Bingo
HC 67 Box 5
Canadian, OK 74425
Bingo permits smoking everywhere

CHOCTAW NATION OF OKLA-
HOMA
Choctaw Indian Bingo Palace
PO. Box 1909
Durant, OK 74702
Bingo permits smoking everywhere

OTOE-MISSOURIA TRIBE OF
OKLAHOMA
Otoe-Missouria Tribal Bingo
P.O. Box 2585
Stillwater, OK 74076
Bingo has no smoking section

THLOPHTLOCCO TRIBAL TOWN
Thlopthlocco Tribal Bingo
P.O. Box 1019
Wewoka, OK 74884
Bingo has no smoking section

OREGON

CONFEDERATED TRIBES OF THE
UMATILLA INDIAN RESERVATION
Mission Bingo/Casino
P.O. Box 638
Pendleton, OR 97801
Casino permits smoking
Bingo has no smoking section

SOUTH DAKOTA

FLANDREAU SANTEE SIOUX TRIBE

Royal River Bingo/Casino
Box 326
Flandreau, SD 57028
Casino permits smoking
Bingo has no smoking section

OGLALA SIOUX TRIBE

Oglala Sioux Bingo/Casino
P.O. Box H
Pine Ridge, SD 57770
Casino and bingo both permit smoking

ROSEBUD SIOUX TRIBE

Rosebud Bingo/Casino
P.O. Box 430
Rosebud, SD 57570
Casino and bingo both permit smoking everywhere

STANDING ROCK SIOUX TRIBE

Grand River Casino and Resort
Mobridge, SD
Casino has smokefree room

ONEIDA TRIBE OF INDIANS

Oneida Bingo & Casino
P.O. Box 365
Oneida, WI 54155
Casino permits smoking and has two no smoking sections
Bingo has few no smoking sections

STOCKBRIDGE-MUNSEE COMMUNITY

Mohican North Star Casino & Bingo
W12180 A County Road A
Bowler, WI 54416
Casino permits smoking everywhere
Bingo has no smoking section

WASHINGTON

LUMMI NATION

Lummi Casino
2559 Lummi View drive
Bellingham, WA 98226
Casino has no smoking section

SPOKANE TRIBE

Spokane Indian Bingo
P.O. Box 100
Wellpinit, WA 99040
Bingo permits smoking everywhere; no smoking section planned for bingo and slot machines

WISCONSIN

FOREST COUNTY POTAWATOMI COMMUNITY

Potawatomi Bingo
1721 W. Canal Street
Milwaukee, WI 53233
Bingo has no smoking section

LAC DU FLAMBEAU OF LAKE

SUPERIOR INDIANS
Lake of the Torches Casino
P.O. Box 67
Lac du Flambeau, WI 54538
Casino permits smoking everywhere

