



THE HISTORY OF TOBACCO

The Basics

- Tobacco is a plant that grows natively in North and South America.
- The First discovery dates back to 1 B.C.
- The American Indians used Tobacco for religious and medicinal practices.



1492

- Christopher Columbus was offered dried tobacco leaves as a gift from the American Indians.
- Soon after, sailors brought tobacco back to Europe and it was being grown all over Europe.
- The **popularity** of tobacco in Europe was due to healing properties.

1586-England's Discovery of Tobacco

- ❑ After failing to establish a successful colony on Roanoke Island; Sir Francis Drake and colonists returned to England.
- ❑ They presented gifts to Sir Walter Raleigh; one of the gifts was dried tobacco leaves and tobacco seeds from the colony.
- ❑ The colonists had learned how to farm tobacco from Native Americans.
- ❑ Sir Walter Raleigh planted and cultivated these seeds and sold them to farmers in England.
- ❑ The English soon liked NC tobacco better than Spanish tobacco.



Sir Walter Raleigh

1590-The Profit of Tobacco

- During the 1590s, tobacco was rare and expensive.
- The cost of tobacco was high:
 - ▣ \$125 a pound for the best tobacco
 - ▣ \$15 and over for the cheaper types



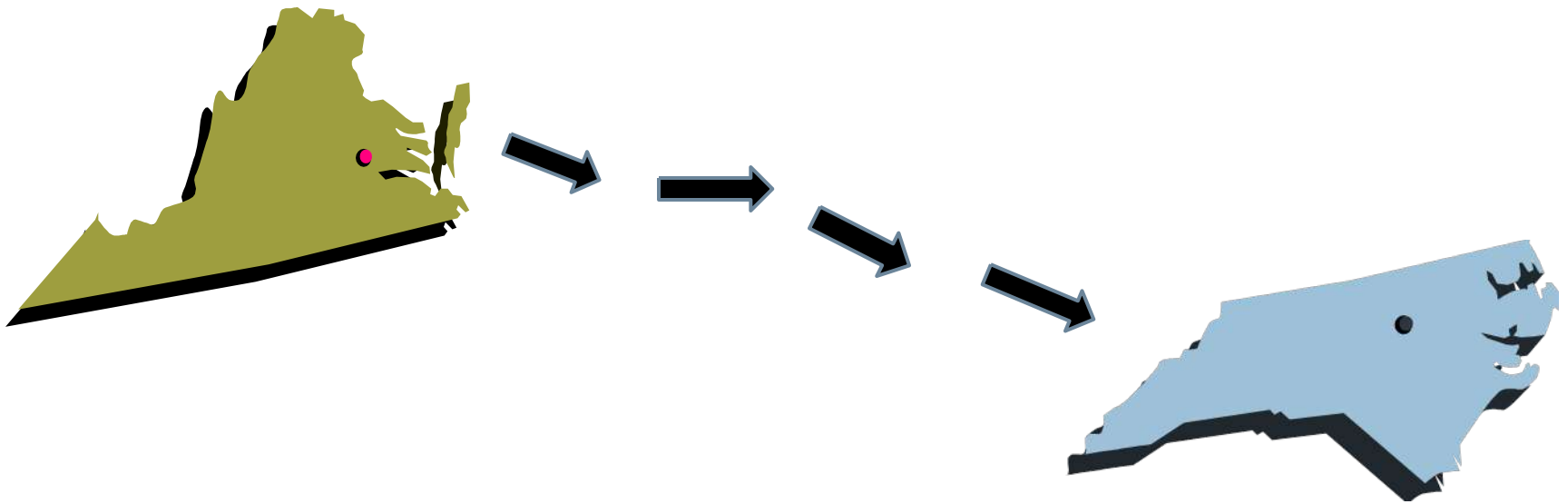
1612

- 1st crop of tobacco grown for money.



1655-The Migration

Colonists from Virginia began traveling south to start a new colony, since Virginia was becoming crowded (Population of 22,000).



1663-The Carolinas

- King Charles II sent colonists to explore the land between Virginia and Florida.
- These explorers were called The Lords Proprietors of Carolina.
- As a result, the new land was named Carolina.
- Colonists from Virginia then brought their tobacco farms to Carolina.



1672-Tobacco **NOT** Money

Tobacco took the place of currency to pay for services from clergymen, educators, officials and soldiers.



1715-Carolina Growing

Carolina was growing slowly and had only 3 towns with enough people to give them representation in the Assembly.



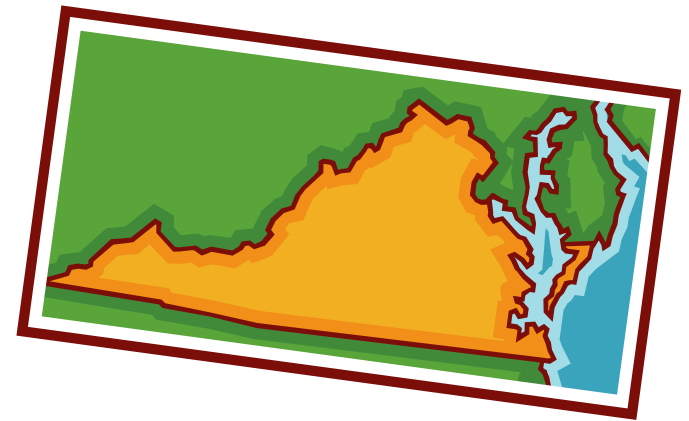
1773-Tobacco Shops

A Moravian in Old Salem, Matthew Miksch, opened a tobacco shop and sold cured, rolled tobacco leaves for smoking or snuff.



1776-Tobacco War

- ❑ The British waged a “Tobacco War” against Virginia, destroying millions of pounds of tobacco.
- ❑ As a result, the reduction of tobacco supplied by Virginia opened the market for North Carolina suppliers.



1865

- Washington Duke made the 1st commercial cigarette on his 300-acre farm in Raleigh, NC.

1858-Durham, NC

A small tobacco factory opened in Durham, NC,
around which the entire town grew.



Original Durham Tobacco Factory;
Present Day

1880-Tobacco's Growth

- 126 tobacco factories existed in NC
- 6.5 million pounds of chewing tobacco and 4 million pounds of smoking tobacco were produced in one year, worth \$2.3 million.
- Tobacco factories rolled 2,347,207 cigarettes.



1881

- James Bonsack invented the 1st cigarette-making machine and cigarette smoking became widespread.
- ***American Tobacco Company was the 1st tobacco company.*

1895-Market Domination

NC tobacco harvests exceeded 100 million pounds.
The market is dominated by only a few, with little
competition.



1899-The Tobacco Trust



Pictures from Duke Homestead Tobacco Farm in Durham, NC

- ☐ The world's largest tobacco corporation is formed, with its corporate headquarters in Durham.
- ☐ The corporation is called the **Tobacco Trust**.

1902

- *Phillip Morris* came out with the *Marlboro* brand of cigarettes.
- Cigarettes were **sold** mainly to men in WWI and WWII, but they also targeted women.



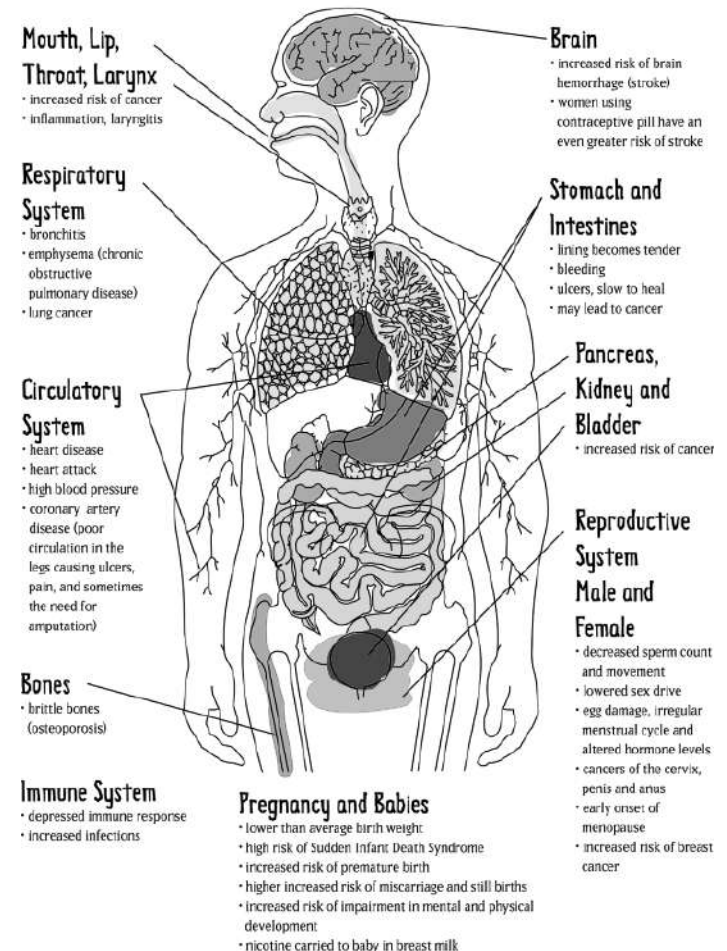
1944

- Cigarette production up to 300 billion a year.

1930- Tobacco Bad???

The American Medical Association began publishing studies linking cigarette smoking to health problems.

The Long Term Health Effects Of Smoking Tobacco



June 12, 1957

- The Surgeon General Leroy E. Burney declared it the official position of the U.S. Public Health Service that evidence pointed to a relationship between smoking and lung cancer.

1964-Tobacco and Health

The first published Surgeon General's report to link smoking to lung cancer.



Healthy Lung

Smoker's Lung

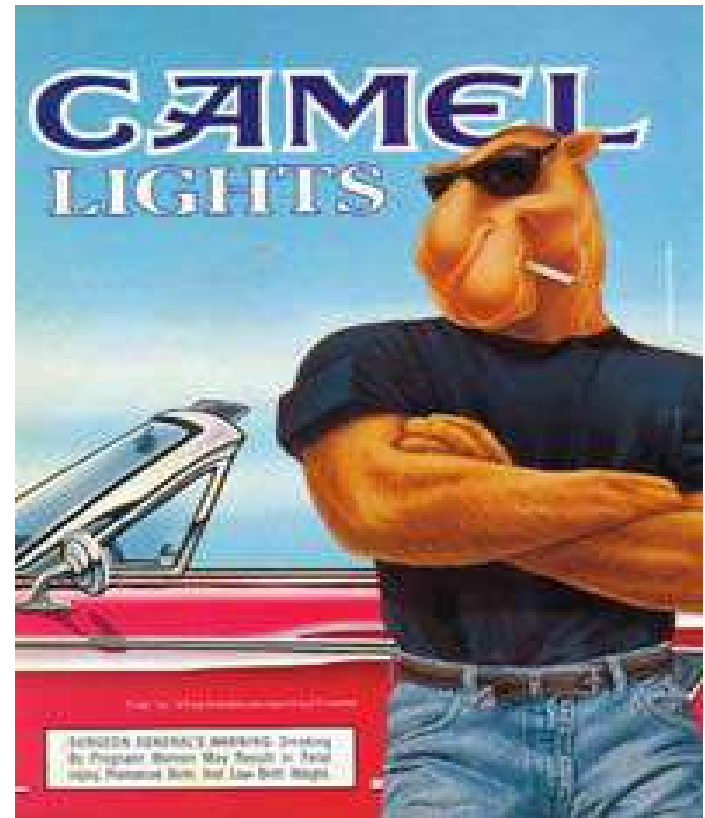
1965-Surgeon General's Warning

The Surgeon General's warning became mandatory on cigarette packs.



1971-Banning of Tobacco Ads

The Federal government
banned cigarette
advertising on
television and radio.



1984

- Congress passed the *Comprehensive Smoking Education Act*
- **Every 3 months companies had to change their warning label. There are 4 different labels for the companies to rotate.

1990-Smoke Free Flights

Airlines no longer allowed passengers to smoke on flights less than six hours.



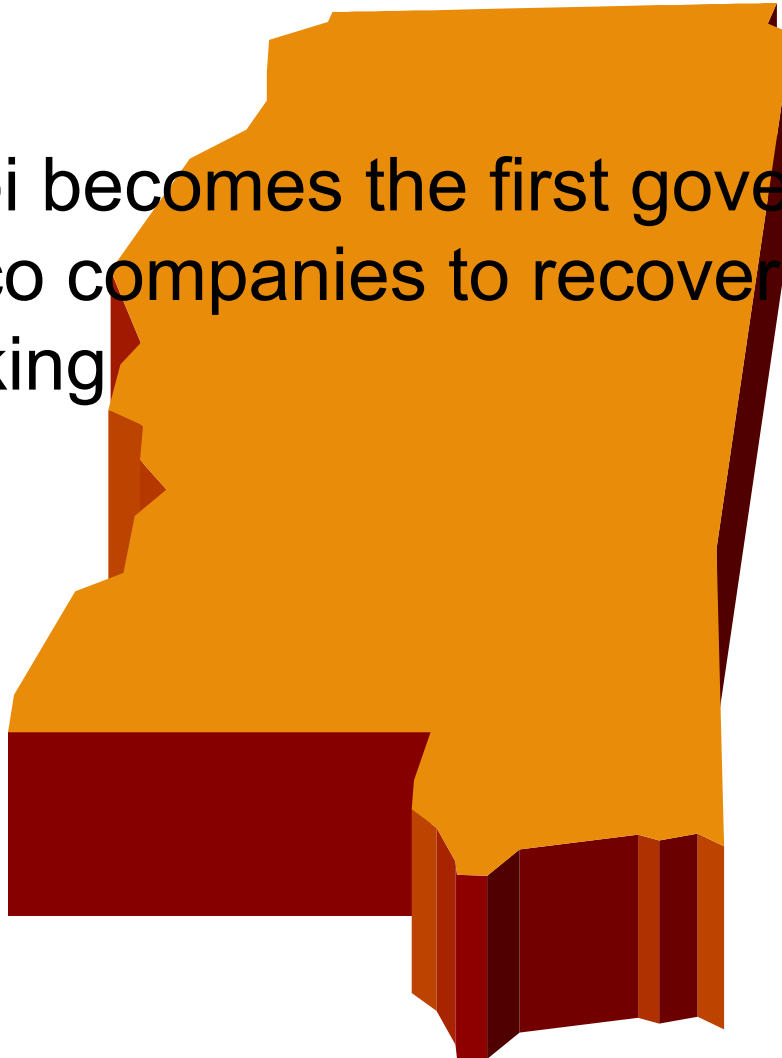
1992-The Patch

CESSATION: The Nicotine patch is introduced.



1994

Mississippi becomes the first government to sue the tobacco companies to recover health costs from smoking



1996-Pressure on the Farmers

Quotas are placed on the amount of flue-cured tobacco, tobacco farmers can produce.



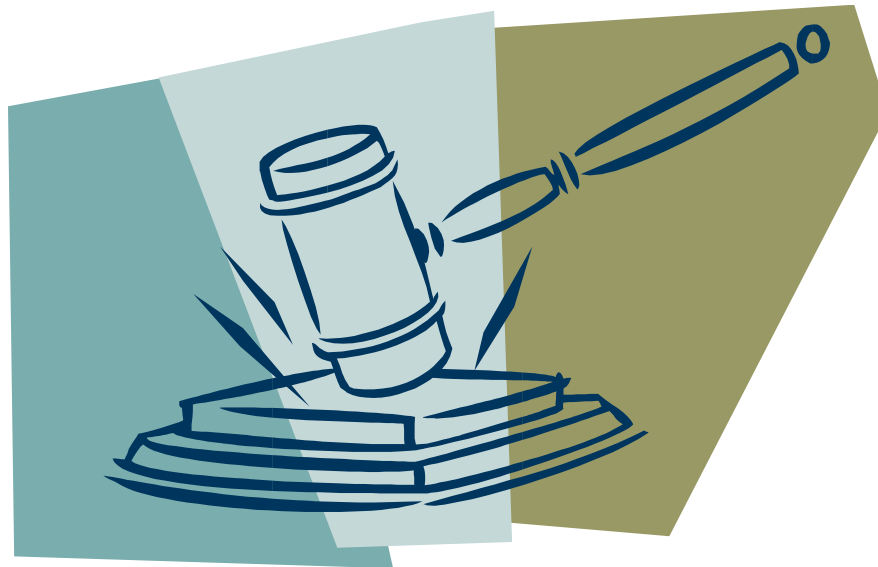
August 2000

☐ **Big Tobacco Spending More on Ads in Magazines With Teen Readers**

- ☐ Tobacco Companies have dramatically stepped up advertising in magazines with large teen readerships, anti-tobacco groups charge. A study from the Massachusetts Department of Public Health showed a 33 percent increase in tobacco advertising in magazines with at least 15 percent youth readership.

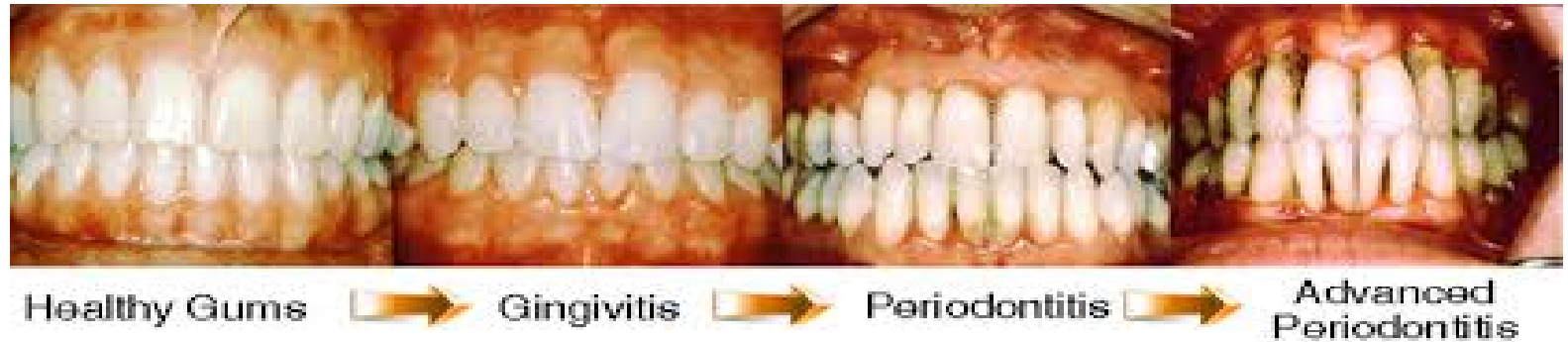
2001-More Pressure

In December, the State legislature revisited the subject of tobacco quotas and decided to increase them.



May 2001

□ Teen Smokers End Up with Gum Disease in Their 20s.



- A study released reports that: Teenage smokers are nearly three times as likely as their nonsmoking peers to have gum disease in their mid-20s.

September 2002-Not on my court!!

The NBA takes a stand
against tobacco and
chooses to drop
Lorillard Tobacco as a
sponsor for their
“Hoop-It-Up”
basketball tour.



October 2002

- ❑ **RJ Reynolds to Pay \$15 Million to Smoker.**
- ❑ A federal judge on Friday ordered cigarette maker R.J. Reynolds Tobacco Holdings Inc. to pay \$15 million in punitive damages to a smoker whose legs were amputated.



October 2002 – January 2003

☐ **Mayor of New York Signs Law to Ban Smoking Soon at Most Bars.**



☐ New Yorkers will still be able to light cigarettes in bars this St. Patrick's Day. But by the end of March, thanks to a law signed yesterday by Mayor Michael R. Bloomberg, smoking will be banned in almost all bars and restaurants in New York City.

April-June 2003: Toxic Litter

- ☐ Cigarettes butts are showing up as **TOXIC LITTER** in the ocean.
- ☐ Cigarettes are polluting the beaches and oceans, as they are made of plastic **NOT** cotton and paper.
- ☐ With **CHEMICALS THAT KILL**, cigarettes are creating health issues for ocean life.

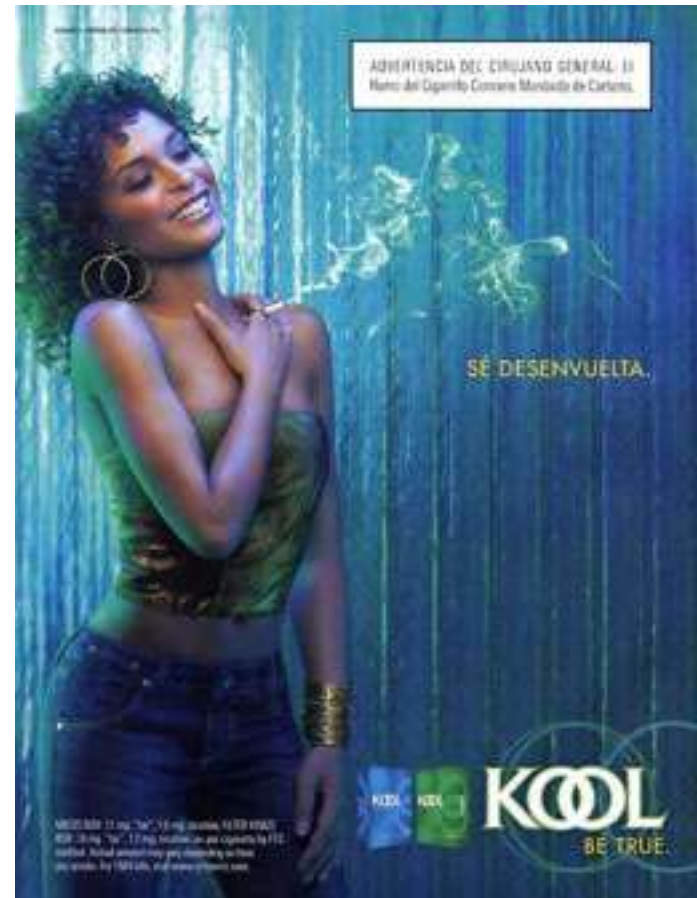


February – March 2003

- ☐ **Smoking linked to cavities in kids.**
- ☐ Children exposed to secondhand smoke appear to have a greater risk of developing cavities and tooth decay according to a study by the University of Rochester.

July 2003-June 2004: Not So Kool

Six high school students
**challenged the
legality of tobacco
advertising in the
student editions of the
national news and in
magazines
AND WON!**



February – May 2004

- ☐ **Smoke gets in your eyes.**
- ☐ People who smoke are up to four times more likely to suffer blindness later in life from age-related macular degeneration (AMD) than nonsmokers, says a study in the British Medical Journal.

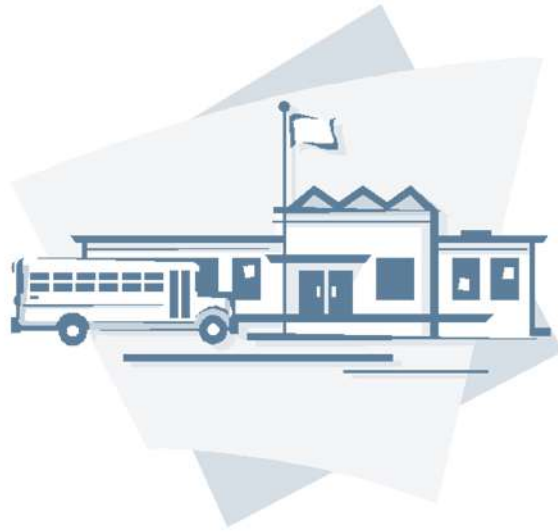
2005-Peter Jennings

ABC News anchor Peter Jennings died of lung cancer, sparking a renewed interest in the disease and its link to smoking.



2007-Tobacco Free Is The Way To Be

All North Carolina schools are mandated to be
100% tobacco free.



2007

- The electronic cigarette was introduced to the U.S. market in 2007 and offers the nicotine-addicted an alternative to smoking tobacco
- Click the link to learn more
 - How-Stuff-Works

2009 Tobacco Regulation Bill

President Obama signed the Tobacco Regulation Bill which allowed the FDA to take control of content, manufacturing, marketing, and sale of tobacco products (see Tobacco Regulation Bill PowerPoint).



January 2, 2010

- Governor Perdue signed a law stating on January 2, 2010 **ALL** restaurants in North Carolina will be smoke free.
- However, there is a loop-hole which will allow “membership” establishments to make their own rules (i.e. country clubs & cigar bars).

