



A Little History to Set the Stage



STANFORD
UNIVERSITY

Cigarettes

From Past to Present



Reproduction of a carving depicting a Mayan priest smoking from a smoking tube

Kyriazi Frères
brand Egyptian
cigarettes, 19th
century



The Rise of the Tobacco Industry

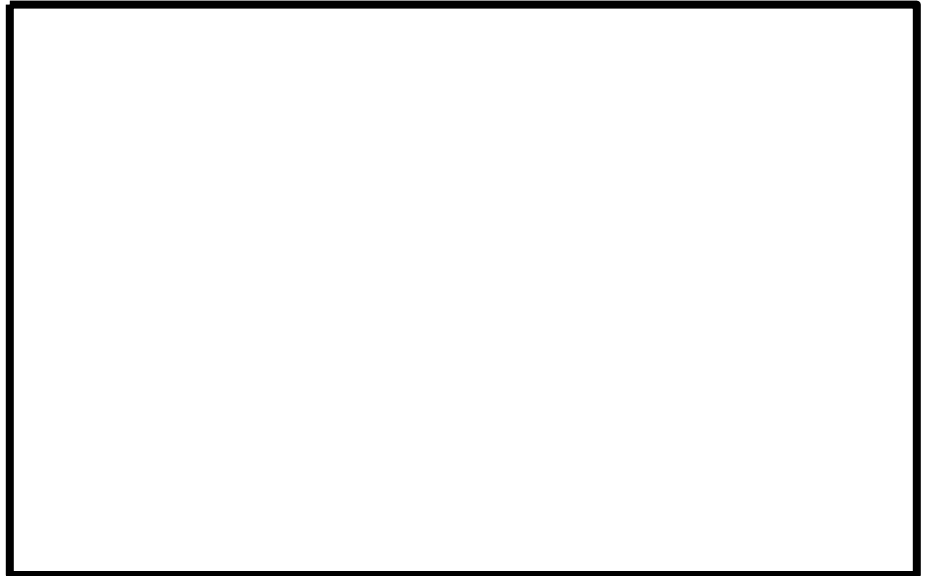
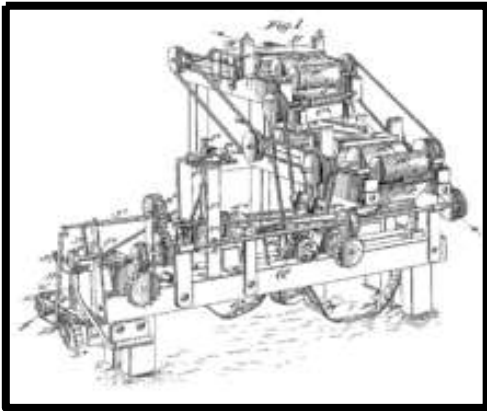


Image Credit: https://en.wikipedia.org/wiki/James_Albert_Bonsack
www.cdc.gov

Making Customers: The Beginning of Big Tobacco



PHILIP MORRIS
INTERNATIONAL



Doctor Recommended: It's Good for You

30-DAY TEST REVEALED

"Not one single case of throat irritation due to smoking Camels!"



Yes, that's what throat specialists reported after making weekly examinations of the throats of hundreds of men and women from coast to coast who smoked Camels, and only Camels, for 30 consecutive days.

According to a Nationwide survey:

More Doctors smoke Camels

than any other cigarette

When three leading independent research organizations asked 113,307 doctors what cigarette they smoked, the brand named most was Camels.

E. J. Campbell
Camel Cigarettes
New York, N.Y.

What do
you
notice
about
these
ads?



* The figures quoted have been checked and certified to be accurate by the American Medical Association and the American Lung Association.

20,679* Physicians
say **"LUCKIES**
are less irritating"

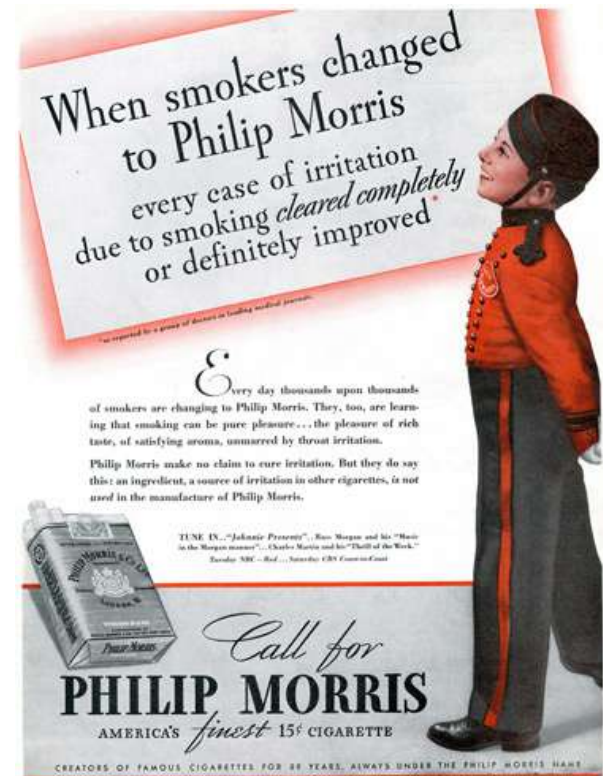
"It's toasted"

Your Throat Protection against irritation against cough

Ad Campaigns Examples



*What are your thoughts about
the messages here?*



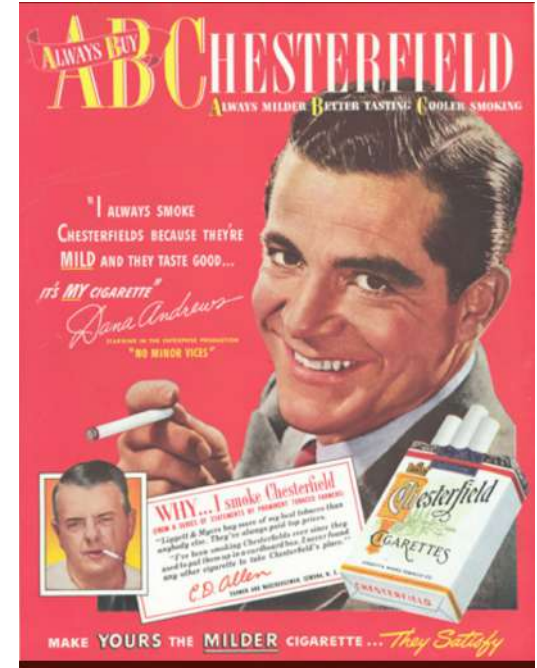
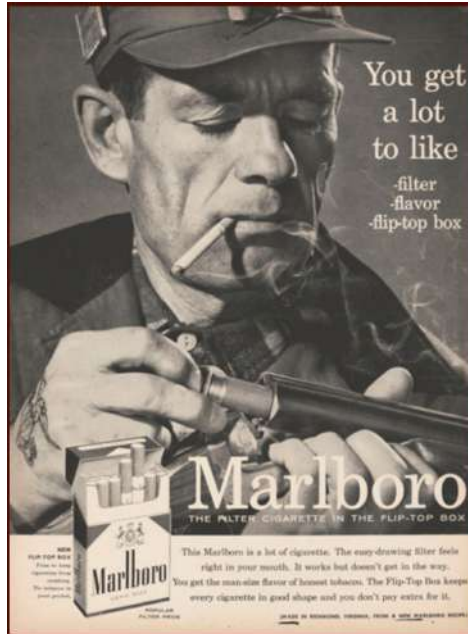
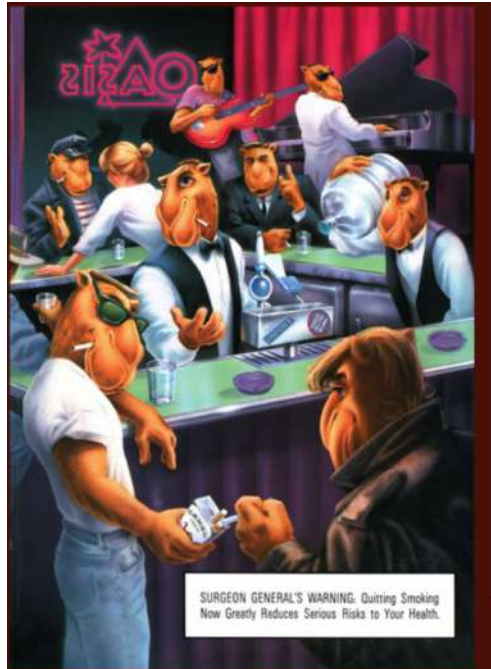
Skip a Sweet, Grab a Cigarette: Sexist Marketing



Do you think ads like this would be effective today?



Make a Man out of You



Catching Kids with Cartoons

“Today’s teenager is tomorrow’s potential regular customer, and the overwhelming majority of smokers first begin to smoke while still in their teens.”

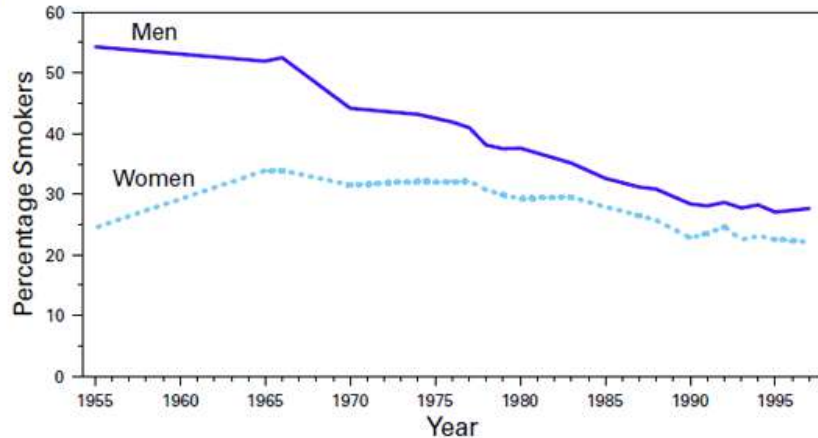


“The base of our business is the high school student.”

- What do you think the industry’s message was in the cartoon and ads?
- Who do you think found this cartoon and these ads the most appealing?

Tobacco Turning Point

FIGURE 2. Trends in cigarette smoking* among persons aged ≥ 18 years, by sex — United States, 1955–1997



*Before 1992, current smokers were defined as persons who reported having smoked ≥ 100 cigarettes and who currently smoked. Since 1992, current smokers were defined as persons who reported having smoked ≥ 100 cigarettes during their lifetime and who reported now smoking every day or some days.

Sources: 1955 Current Population Survey; 1965–1997 National Health Interview Survey.



Why do you think this report had such a large impact?

Tobacco Control



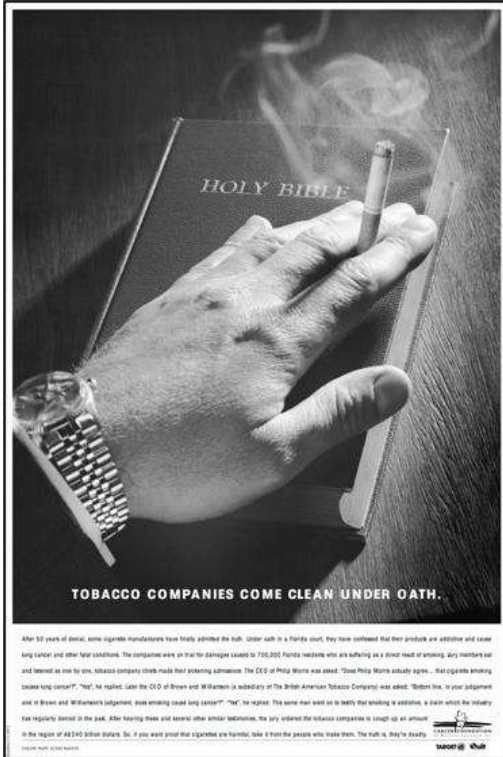
Secondhand Smoke



Why do you think these
types of messages are
effective?



RICO Case



From left, Laurence Tisch, of Loews; Geoffrey Bible, Philip Morris; Vincent Gierer, UST; Steven Goldstone, RJR Nabisco; and Nicholas Brooks, Brown & Williamson, at a 1998 House hearing. Credit Jessica Persson/Agence France-Presse

Do you think it was fair to treat tobacco executives like mob bosses? Why or why not?

Then and Now

