

# THE CIGARETTE IS DEAD

## Timeline Fact Sheet

### Key moments in the rise and fall of the cigarette.

In the early- to mid-1900's, smoking was thought to be harmless and became widely accepted in the home, workplace and even physicians' offices. The decline of the cigarette's popularity has gained swift momentum in the last half-century as consumers have been made aware of the harmful effects of smoking.

### 1920's to 1940's

#### *Health benefits touted by tobacco companies:*

- "Many prominent athletes smoke Luckies all day long with no harmful effects to wind or physician condition."
- "Ask your dentist why Old Golds are better for the teeth."
- "More Doctors Smoke Camels than any other cigarette!"
- At the 1942 American Medical Association annual convention, Philip Morris provided a lounge in which doctors could relax and socialize.
- In 1947, RJ Reynolds Tobacco invited doctors to its scientific Camel exhibit at the American Medical Association convention.

#### *Health effects connected to smoking:*

- In 1940, the Journal of the American Medical Association published an article linking smoking with a higher risk of coronary disease.
- In 1948, lung cancer had grown five times faster than other cancers since 1938; behind stomach cancer, it became the most common form of the disease.

### 1950's to 1960's

- Lucky Strike's "Be Happy, Go Lucky" wins TV Guide's commercial of the year.
- In 1950, three important epidemiological studies provided the first powerful links between smoking and lung cancer.
- In 1953, the American Medical Association prohibited cigarette ads in publications.
- In 1957, the British Medical Research Council issued "Tobacco Smoking and Cancer of Lung," which states that "... a major part of the increase [in lung cancer] is associated with tobacco smoking, particularly in the form of cigarettes" and that "the relationship is one of direct cause and effect."
- In 1962, Philip Morris began picturing a cowboy in scenes depicting recognizable American landmarks, with the new slogan, "Marlboro Country."
- In 1964, the first Surgeon General's Report linking smoking and lung cancer was released: *Smoking and Health: Report of the Advisory Committee to the Surgeon General of the Public Health Service*.
- In 1968, Philip Morris introduced Virginia Slims brand, aimed at women.

### 1970's to 1980's

- In 1970, President Nixon signed a measure banning cigarette advertising on radio and television, to take effect after January 1, 1971.

- In 1970, Congress required a stronger health warning on cigarette packs: "Warning: The Surgeon General Has Determined that Cigarette Smoking is Dangerous to Your Health"
- In 1973, Arizona became first state to pass a comprehensive law restricting smoking in public places (not including restaurants and bars).
- In 1978, Utah enacted the first state law prohibiting tobacco advertisements on any billboard, streetcar sign, streetcar or bus.
- In 1982, the Surgeon General's Report found possibility that secondhand smoke may cause lung cancer.
- In 1985, lung cancer surpassed breast cancer as leading cause of death for women.
- In 1986, Mr. Potato Head Quit Smoking. Surgeon General C. Everett Koop asked Hasbro to stop including a pipe as a Mr. Potato Head accessory.
- In 1987, Former "Marlboro Man" ad icon David Millar Jr. died from emphysema.
- In 1987, Joe Camel debuted in the United States.
- In 1988, the Olympics became smoke-free.
- In 1988, Aspen, Colo. became the first city in the United States to ban smoking in restaurants.
- In 1989, smoking was prohibited on domestic airlines.

### 1990's to 2000's

- In 1992, the Nicotine patch was introduced.
- In 1992, the Environmental Protection Agency (EPA) classified environmental tobacco smoke (ETS) as a "Group A" carcinogen, the most dangerous class of carcinogen.
- In 1993, incoming President Bill Clinton prohibited smoking in the White House.
- In 1993, Major League Baseball instituted a tobacco prohibition policy for all minor-league teams, coaches and staff.
- In 1994, McDonald's prohibited smoking in all restaurants.
- In 1995, Boulder, Colo. passed a smoke-free law.
- In 1995, the FDA declared nicotine a drug.
- In 1998, the Master Settlement Agreement was announced between state attorneys general and tobacco companies to settle lawsuits. This is a settlement with 46 states that provides for restrictions on tobacco companies and payments to the states to compensate for the cost of providing health care for persons with smoking-related illness.
- In 2004, Colorado voters increased the tobacco tax to \$0.84/pack and funding was dedicated to public health and healthcare programs.
- In 2005, the country of Bhutan bans all sales of tobacco products.
- On July 1, 2006 the Colorado Clean Indoor Air Act went into effect, which prohibited smoking in nearly all workplaces, with an exemption for casinos.
- On January 1, 2008, Colorado casinos became smoke-free.
- In the past decade, local and state smoke-free policies gain significant momentum - 29 states and 36 countries have smoke-free laws in 2008.

### The Cigarette Is Dead

- In Fall 2008, *The Cigarette Is Dead* movement begins to boldly pronounce the demise of a worn out, dangerous and deadly icon known as the cigarette.

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