

History of Smoking Cessation Part 1

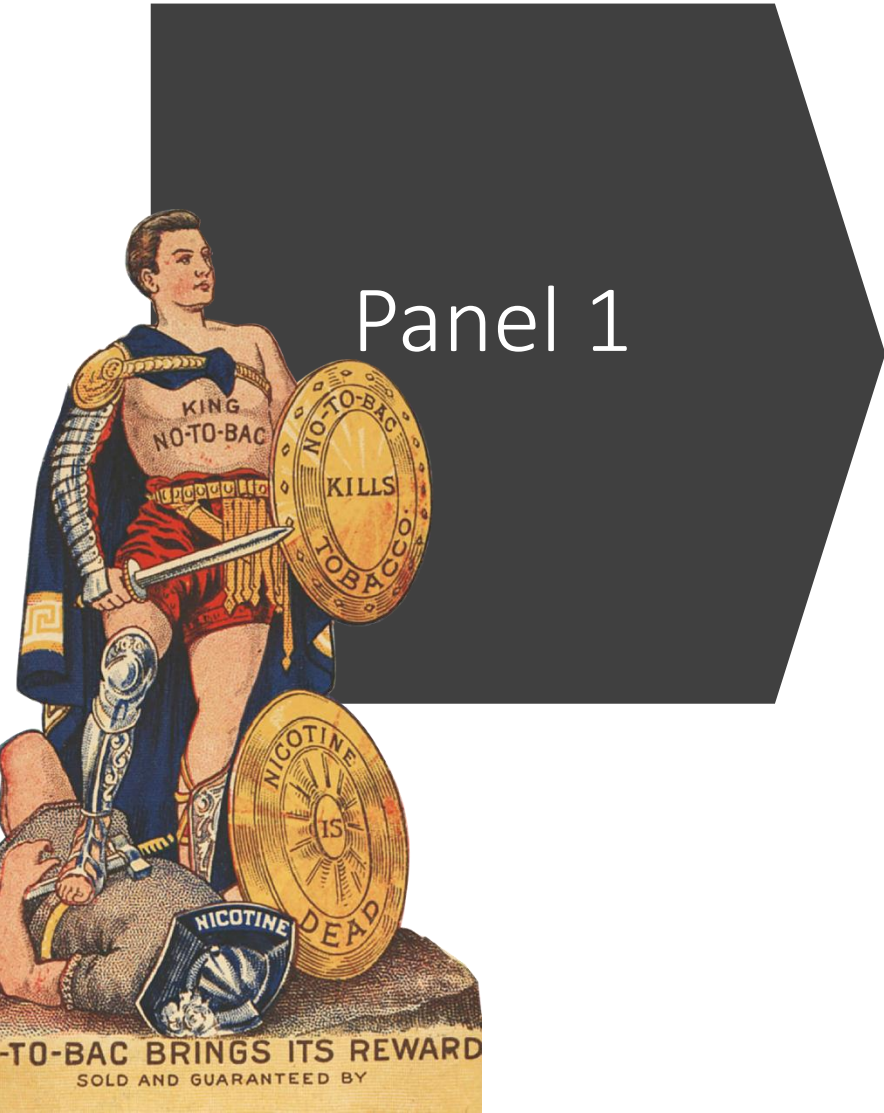


YO! WHO YOU
GONNA BELIEVE --
MR. BUTTS OR
THESE CLOWNS?



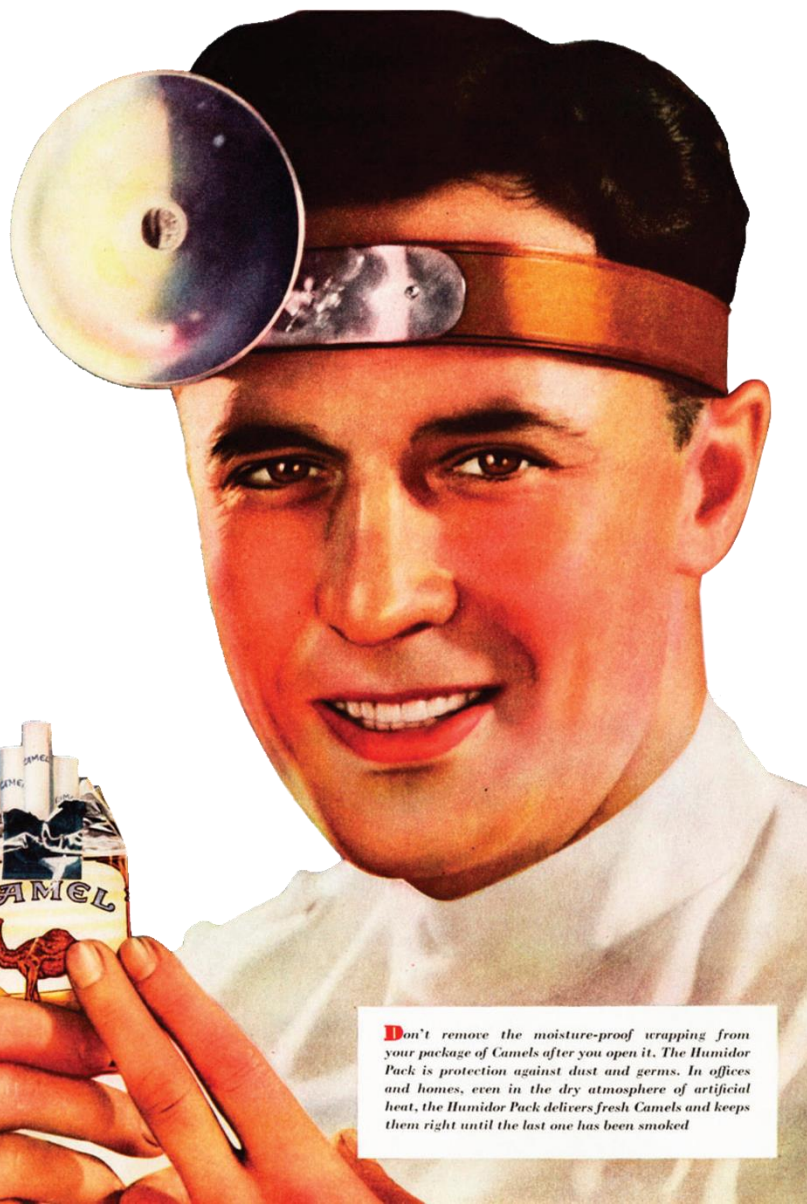
Don't remove the moisture
your package of Camels after y
Pack is protection against d

Mindset pre-1950s



Panel 1

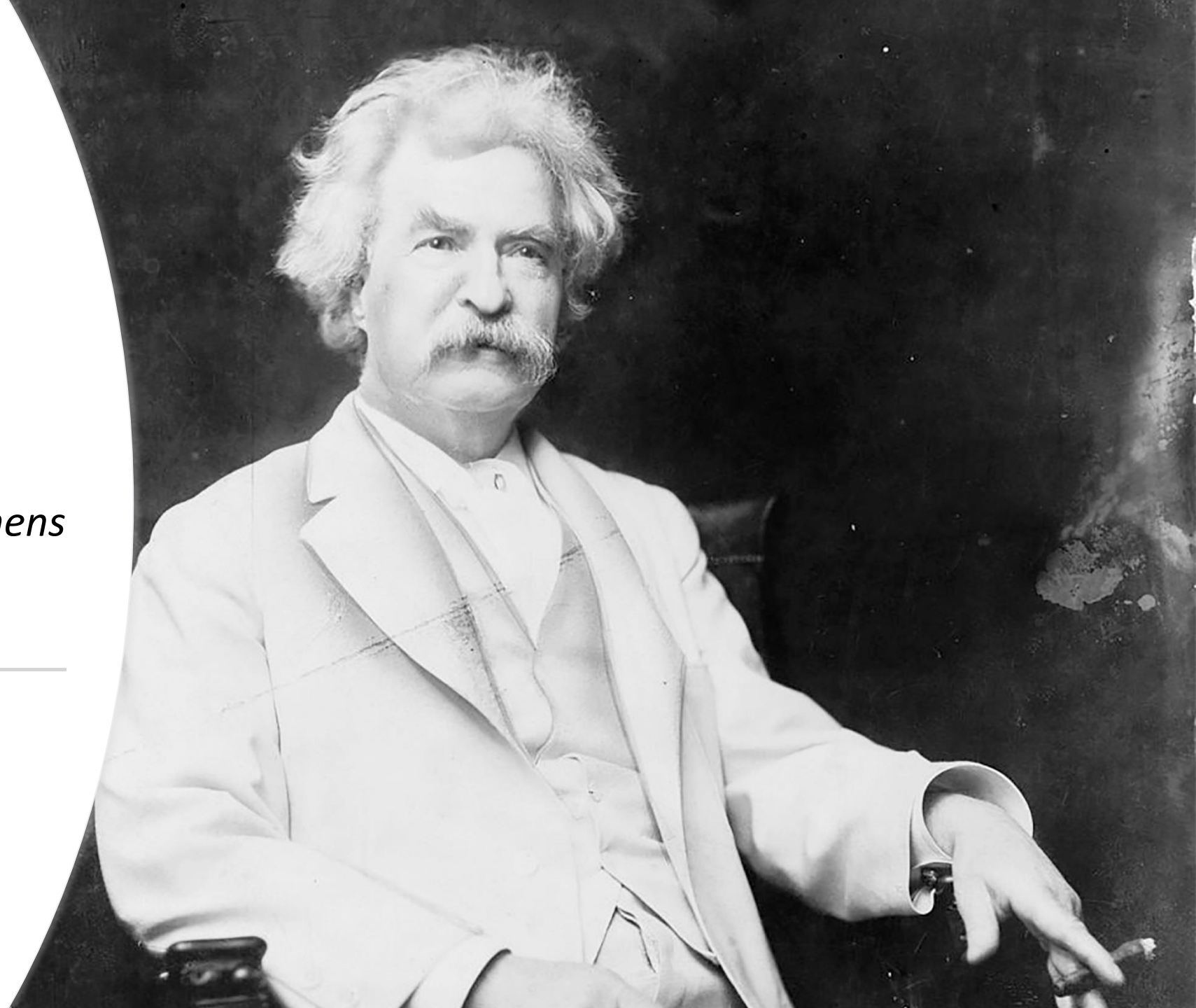
How could a behavior as widespread as cigarette smoking with so little apparent acute toxicity, cause major chronic health problems?



Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, even in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked

“Giving up smoking is the easiest thing in the world. I know because I’ve done it thousands of times.”

Tongue-in-cheek quote attributed to Samuel L. Clemens (Mark Twain)




Early “cures” for the tobacco habit were sold starting in the mid 1800s

- 1899 Rogers Drug & Chemical Co. Free Treatment

- **NO-TO-BAC**

...Your nervous system is completely under tobacco’s narcotic stimulant, and when you say “I CAN’T QUIT,” you tell the truth.



CAN YOU THINK OF A SENSIBLE REASON WHY YOU USE TOBACCO?

No sane man will attempt to do so. You know it injures you both mentally and physically, and if you are honest with yourself you will not be ashamed to admit the truth.

Every physician will tell you that *Tobacco* in any form is a *slow deadly poison* to any one who uses it. Statistics will show you that thousands of our best business men, as well as countless numbers of our most promising young men are sent to the Asylums and private Sanitariums each year, nervous wrecks both in body and mind from using tobacco.

You know yourself it is a filthy practice regardless of the injury it does you, and you would give a great deal if you had never contracted the habit. Upon receipt of your name and address, The Rogers Drug and Chemical Co., of Cincinnati, Ohio, will send you *Absolutely Free* a sample package of *Tobacco Specific*, and they will convince you that you can rid yourself or any member of your family of this injurious and expensive habit. It is a certain cure and can be taken in food or drink without tasting same. You will find it will positively destroy the craving for tobacco in any form, and create a dislike for even the smell of tobacco. When *Tobacco-Specific* cures you there is absolutely no danger of the desire for tobacco ever returning. They have hundreds of letters like the one we publish below, and will gladly send them to you:

“My wife sent to you some time ago for a treatment of *Tobacco Specific*. A few days after beginning the treatment I had no use for tobacco in any form and have not used any since then. I am enjoying better health and weigh 20 pounds more than I did a year ago.”
F. M. DUNN, Cohecton, N. Y.

Send your name and address to Rogers Drug & Chemical Co., 58 Glenn Building, Cincinnati, Ohio, and they will send you in a plain sealed package—a Free Treatment which has cured hundreds and may cure you.

“I CANT QUIT,”

Tobacco users say. Ah! maybe you say so yourself. There are millions like you, with what physicians call a “**TO-BACCO NERVE**”—that is, your nervous system is completely under tobacco’s narcotic stimulant, and when you say, “**I CAN’T QUIT,**” you tell the truth. The proper way is to treat the diseased nervous system by using

NO TO BAC **MAKES IT EASY,**

because it acts directly on the nerve centres, destroying the nerve craving effects, builds up and improves the entire nervous system. **Makes WEAK MEN STRONG.** Many report a gain of ten pounds in ten days. You run no physical or financial risk--**NO-TO-BAC** sold under

OUR GUARANTEE

PUBLISHER’S **IS PLAIN AND TO THE POINT.** One box, \$1.00; three boxes, 30 days’ treatment, \$2.50. **IS GUARANTEED** to cure **TO-BACCO HABIT** in any form, or money refunded. We don’t claim to cure everyone, but the percentage is so large, we can better afford to have good will of occasional failure, than his money. We have **FAITH** in **NO-TO-BAC.** If you try **NO-TO-BAC,** you will find that it is to you

WORTH ITS WEIGHT IN GOLD.

Book called “Don’t Tobacco Spit and Smoke Your Life Away,” mailed for the asking. Buy No-To-Bac from druggist or mailed for price. Address **THE STERLING REMEDY CO.,** Chicago Office, 45 Randolph St.; New York Office, 10 Spruce St.; Laboratory, Indiana Mineral Springs, Ind. (3)

Early “cures” for the tobacco habit were sold starting in the mid 1800s

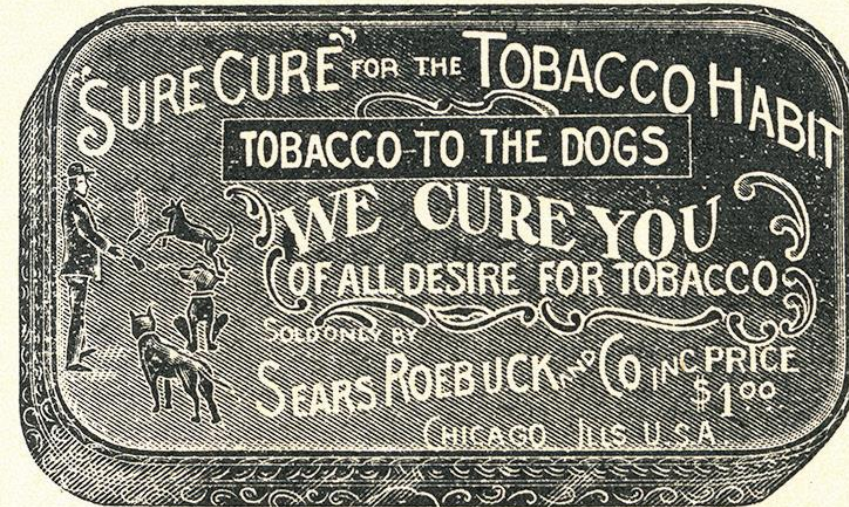
Sears Roebuck & Co. 1902 catalog item “Sure Cure for the Tobacco Habit”

“Nicotine is a virulent poison and chief ingredient of tobacco. It is the cause of all nervous troubles and general debility of smokers. Our sure cure will destroy the effects of this nicotine, chase it from the system, and make weak men strong again and impotent men gain weight and vigor, make the old feel young again.”

SEARS, ROEBUCK & CO., Cheapest Supply Ho

Sure Cure for the Tobacco Habit.

Retail price	50c and \$1.00
Our price, 50c size, each.....	\$0.40
Our price, 50c size, per dozen.....	3.60
Our price, \$1.00 size, each.....	.75
Our price, \$1.00 size, per dozen.....	6.60



WE CURE YOU This is a nature's own remedy, entirely harmless. It cures because it builds up and fortifies, rejuvenates the weak and unstrung nerves caused by over indulgence in this poisonous weed. It stops the craving for tobacco by supplying instead a healthy nerve tonic and strengthener; it does more, it eradicates the poisonous nicotine from the system which has accumulated from long continued use of tobacco.

Nicotine is a virulent poison and the chief ingredient of tobacco. It is the cause of all the nervous troubles and general debility of smokers. Our sure cure will destroy the effects of this nicotine, chase it from the system and make weak men strong again, and impotent men gain weight and vigor, make the old feel young again. It satisfies the craving for tobacco, and its use brings great health, increasing the appetite for food, strengthens the stomach, enriches and purifies the blood, giving good general health. It is not a drug; it can be chewed the same as tobacco, or taken dissolved in coffee or hot water. It is not only a sure cure for the tobacco habit, but also one of the best tonics for sexual weakness ever made. Give it a trial and be convinced

You can cure yourself and others from the tobacco habit. Order a supply at our special quantity prices. You can sell them easily at a good profit.

No. 8R1 Price, regular size box, per dozen, \$3.60; each.....	40c
No. 8R2 Price, large box, per dozen, \$6.60; each.....	75c
If by mail, postage extra, per box, small, 2 cents; large, 4 cents.	

1900s Temperance Movement

The anti-tobacco position was especially strong among the Mormons (Latter-day Saints), Seventh Day Adventists, and other faith-based movements.

“We stand for the non-use and non-sale of tobacco.”

A motto of a Mormon youth organization in 1920



M. I. A. Slogan

“We stand for the non-use and non-sale of tobacco.”

COMMUNITY SONG.

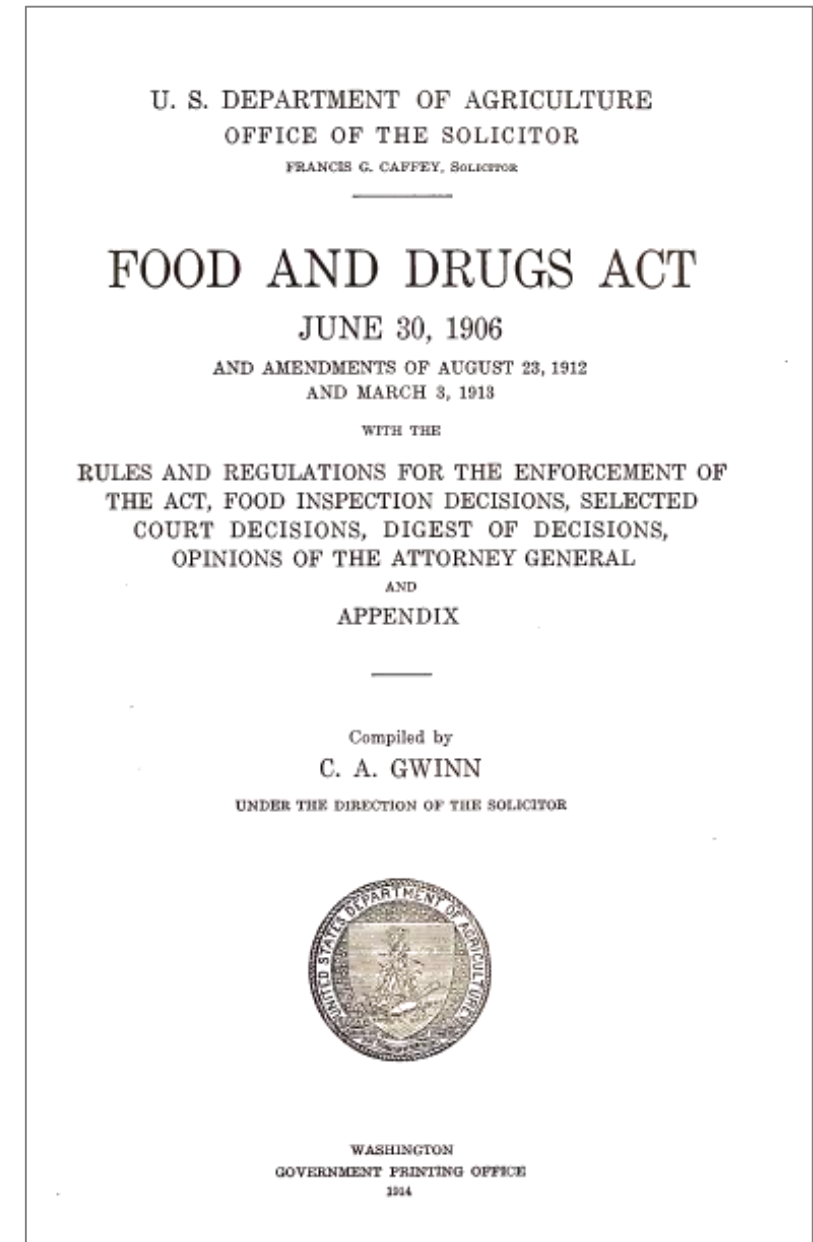
We are waging battle 'gainst the smoke and the chew,
Come join the fight,
Stand for the right,
Strive to conquer nicotine ere it conquers you,
On with us and overcome the foe.
“For non-use and sale of tobacco we stand,”
Lofty our slogan, loyal our band.
Let soldiers of Zion know no retreat,
But faithfully, faithfully lay the tempter low.

Chorus—First four lines, first verse.

“Be your brother’s keeper” both by precept and deed,
Show him the way,
Make no delay,
Save all loss and weakness from the use of the “weed,”
Done with foul tobacco: One and all,
Rally, O Israel; ours be the task;
Hard though the conflict—no quarters ask;
Not slaves but Masters of Appetite
And joyfully, joyfully win the Victor’s crown.

1906 Food and Drug Act

The Federal Food and Drugs Act of 1906 prohibited the sale of adulterated foods and drugs and mandated the honest statements of contents on labels. Nicotine, originally on the list of drugs, was removed from the list due to tobacco industry lobbying.



1914-1918 World War I

Cigarette smoking becomes widespread among soldiers, as tobacco was included in army rations during the First World War. Tobacco funds were established to supply tobacco to soldiers.

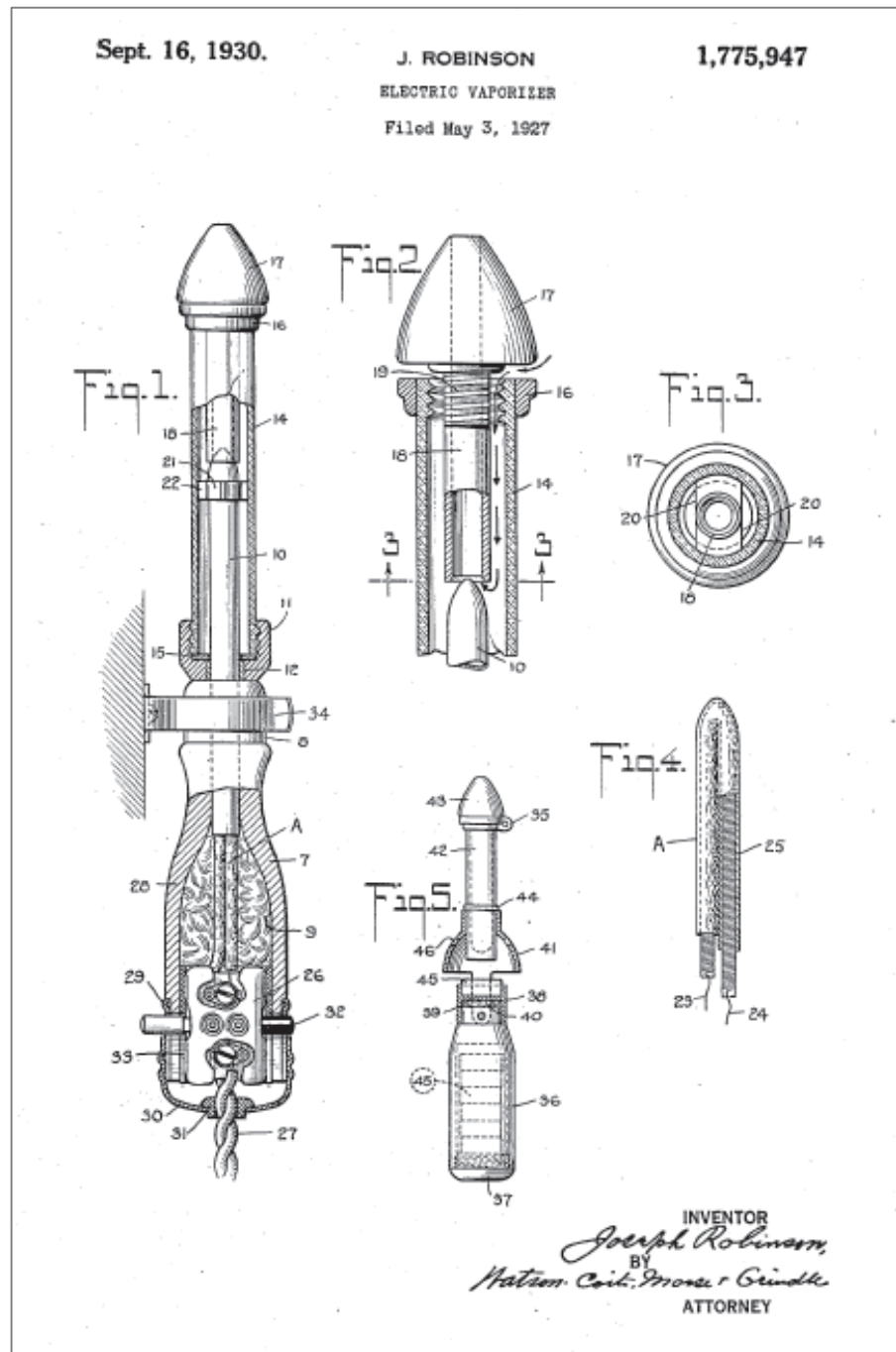
“Marines with Russian Soldiers” by Archives Branch, USMC History Division is licensed under CC BY 2.0



1930 Electric Vaporizer

Joseph Robinson

“My invention relates to vaporizing devices for holding medicinal compounds which are electrically or otherwise heated to produce vapors for inhalation, and the general object is to provide a device of this character for individual use which may be freely handled without any possibility of being burned, and which is sanitary and very effective and so simple that anyone can use it.”

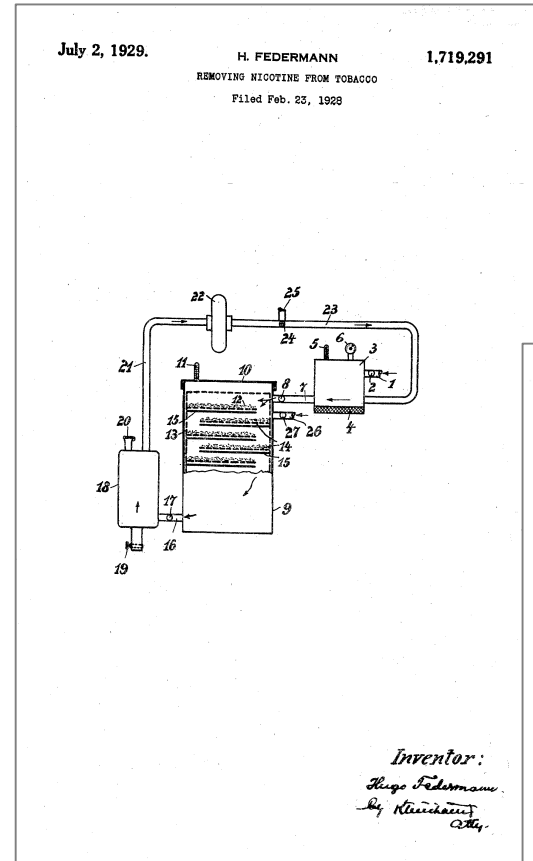


Early patents for removing nicotine from tobacco

First of its kind patents for processes that remove nicotine from tobacco.

A 1929 patent (left) removes nicotine using an ammonia gas and carbon dioxide process.

A 1935 patent (right) uses fermentation and pH modification to “denicotinize” tobacco.



Inventor:
Hugo Federmann
by *Klein*
Att'y.

Patented May 7, 1935 2,000,855

UNITED STATES PATENT OFFICE

2,000,855
METHOD OF DENICOTINIZING TOBACCO
Ludwig Max Lippmann and Arnold Faltelowitz,
Berlin, Germany; said Faltelowitz assignor to
said Lippmann

No Drawing. Application March 25, 1932, Serial
No. 696,557. In Germany April 1, 1931
5 Claims. (Cl. 131-6)

It is known that the fermentation of tobacco involves a reduction of the proportion of nicotine originally contained in the tobacco leaves. It is impossible, however, to denicotinize tobacco completely or remove all nicotine contained therein simply by way of fermentation, a considerable proportion of nicotine remaining in the fermented tobacco leaves, in an even more firmly adhering state.

Furthermore, it is known, that nicotine can or will be partially degraded or removed from tobacco upon addition of suitable substances for securing an alkaline or acid condition, but denicotinization to a complete or even to a predetermined extent cannot be attained in this way either.

In the known reduction of the proportion of nicotine contained in tobacco leaves by means of fermentation the denicotinizing action of the fermenting bacteria soon ceases.

Now we have found that tobacco acquires, during the fermentation process, a high degree of alkalinity by which the vital functions of the microbes acting to decompose the albuminous substances of the tobacco and reduce the proportion of nicotine contained in the latter, will be checked, while those microbes or bacteria present in the tobacco and capable of counteracting said decomposition and reduction, even may come to predominate over the former.

Furthermore, we have found and ascertained that a slight alkalinity of the tobacco will afford or involve the most favourable vital conditions for the bacteria acting to denicotinize the tobacco.

Accordingly the chief object of our invention is to provide a method of subjecting tobacco, in the form of leaves or parts thereof, to the action of fermentation with admission or introduction of air and balancing or neutralizing the excess of alkalinity resulting from the action of the bacteria or microbes, by addition of a suitable acid or the like.

Highly alkaline tobacco can be treated, prior to said fermentation, with pure water, whereas tobacco of any other character, particularly of acid nature, will preferably be treated with a slightly alkaline liquid especially slightly alkaline water, in order to be in the desired initial condition. In case of acid tobacco, particularly cigarette tobacco, however, pure water without any addition of alkali may just as well be used in the preliminary treatment, provided that care will be taken for a sufficient admission of air.

The fermentation setting in thereafter in the subsequent step will automatically produce the required basic condition in such a case. According to our present method it is sufficient in many cases to only moisten the tobacco so that a solution or extract will not form, but if desired or required, in other cases, water in excess may be used so that the tobacco will be submerged or covered by a layer of water and will be subjected to the fermentation and denicotinization process in the presence of the excess water or extract formed, a separation of the latter from the tobacco not being required.

The reiterated or continuous addition of suitable acids during the fermenting process will prevent the alkalinity of the tobacco from rising too high while at the same time the escape of volatile bases, particularly aroma bases, will be avoided thereby.

A slightly alkaline condition of the tobacco and extract formed and consequently the denicotinizing action of the microbes can be maintained also without any addition of acids, since, if air is continuously supplied or admitted, the evolved volatile bases will be removed by the air current which obviously must be passed through forcibly, or the volatile bases may be removed by suction. The water escaping due to evaporation at the same time should be replaced by continuous supplies until the required degree of denicotinization or complete denicotinization is attained.

In a previously filed application (Ser. No. 490,827) by Faltelowitz as sole inventor, there has been described and claimed a method consisting in lixiviating tobacco, squeezing out the extract from the tobacco, subjecting the extract to fermentation with admission of air and neutralizing the same by adding a suitable acid thereto, and uniting the said extract partially or totally freed from nicotine and partially concentrated by evaporation, with the lixiviated tobacco leaves.

According to the present invention the said excessive or additional alkalinity of the tobacco extract can be reduced by passing a powerful current of air therethrough, while the water lost by evaporation is replaced from time to time by fresh water supplies, until all or part of the nicotine, as desired, has been removed from the tobacco leaves. The volatile bases evolved and expelled in this way from the extract are collected in any appropriate manner and returned, together with the extract, either partially or totally, to the tobacco leaves for aromatizing purposes, or aroma-conferring substances from any other source may be added.

According to the present invention, a strong to-

1935 Nicotine can be removed

A 1935 American Tobacco Company Pamphlet:

“It is quite possible to ‘denicotinize’ a cigarette”

CONTROLLING NICOTINE CONTENT

It is quite possible to “denicotinize” a cigarette by chemical and thermal methods. The makers of Lucky Strike Cigarettes deliberately refrain from this because:

- (1) Such removal of nicotine cannot be secured without affecting adversely certain other desirable taste-constituents.
- (2) Such removal of nicotine produces an emasculated cigarette, shorn of those very qualities which give a cigarette character and appeal.

15 - Public
ATC - A Light
Smoke
12

Improving the
Taste and Character
of Cigarette Tobacco

*with a view to
removing irritants and producing*

A LIGHT SMOKE

Cigarette advertising in medical journals

By the 1930s, cigarette advertisements appeared regularly in medical journals, including the Journal of the American Medical Association (JAMA), The New England Journal of Medicine, and in others.

Until 1953, JAMA accepted cigarette ads that encouraged physicians to recommend certain brands to their patients that touted health benefits for filtered cigarettes and brands with less nicotine.

“don’t smoke”..

*IS ADVICE HARD FOR
PATIENTS TO SWALLOW!*

May we suggest, instead,
SMOKE “PHILIP MORRIS”?
Tests* showed 3 out of every
4 cases of smokers’ cough
cleared on changing to
PHILIP MORRIS. Why not
observe the results for
yourself?

*Laryngoscope, Feb. 1935, Vol. XLV, No. 2, 149-154

TO THE PHYSICIAN WHO SMOKES A PIPE: We suggest an unusually fine new blend — COUNTRY DOCTOR PIPE MIXTURE. Made by the same process as used in the manufacture of Philip Morris Cigarettes.

Readers Digest: I Quit Smoking, or Cooper's Last Stand

Reader's Digest published many articles bringing findings of the health risks of smoking to its readers. In "I Quit Smoking or Cooper's Last Stand," published in 1940, again in 1950, and in 1964, the author, Courtney Ryley Cooper, discusses his 40 years of smoking and how he finally gave it up.

"An overwhelming desire for a cigarette is possibly sweeping over you right now. But why should a puny piece of paper with some tobacco inside it be allowed to push you around?"

Reader's Digest notes that versions of the article "aroused more discussion and approval than any other recent magazine feature."

Q You can stop smoking — and like it!

*I Quit Smoking
Or,
Cooper's Last Stand*

By
Courtney Ryley Cooper

THE SCENE is deeply etched. It was a lazy Florida afternoon; on my studio floor snored my terriers, the Four Barx Brothers. All in an instant I whisked away a lighted cigarette and said aloud: "No; I've stopped smoking." Here was the culmination of many years' resolutions, each too weak to stand by itself, but all forming a basis for Cooper's Last Stand. Now I must either lick the foe or admit to being a weakling and a sucker.

Suddenly I was terrified — a sniveling sacrifice on the altar of resolution. It was the kind of after-

THE WORD for Courtney Ryley Cooper is vigorous. He went to work at 15, and has been a teamster, trucker, vaudeville hooper, newspaperman, and everything in a circus from animal trainer to general manager. During the World War he served in the Marines. After the war he unleashed a torrent of short stories, photoplays, radio sketches, magazine articles and books. On one magazine assignment he spent months flying and musing in the far North. For the past several years he has specialized in crime, working closely with the Federal Bureau of Investigation! From the FBI he obtained material for his books: *Ten Thousand Public Enemies, Here's to Crime* and *Deeds in Scarlet*.

noon for a fellow to lean back from his typewriter, forget his work for a moment and light a cig —
But I had sworn off.
My smoking had gotten a bit thick. For more than 40 years I had sucked up nicotine like a filling station sponge. Even at night I awakened many times and grabbed for a cigarette. And now I stood quivering with the knowledge of what I was in for. I didn't even have any help; my wife was out shopping. I was alone —
Alone! I laughed. No need to tell anyone what I had done. No need for braggadocio, or alibis in case I couldn't stick it out. If I failed, there would be no shame. Nobody could kid me into weakening, because nobody knew.
Suddenly everything was swell. Deliberately I put some cigarettes in my pocket; that afternoon I fingered them a hundred times. At last, I laid them aside. I had lived for eight hours without smoking. Why shouldn't I be able to live eight hours more? I refused to touch my cigarette box when I went to bed. Someway I managed

27

1950s Scientific Evidence

Major studies link smoking with lung cancer

1953 Biological Evidence Mouse Painting Studies

June, 1953 Ernst L. Wynder, Everts A. Graham
& Adele B. Croninger



Of 81 tarred mice, 44 per cent developed histologically proved carcinomas. Of 62 mice alive at 12 months, 58 per cent developed cancer."



1954 Prospective Epidemiological Studies

1954 Richard Doll & A. Bradford Hill (BMJ UK): *The Mortality of Doctors in Relation to Their Smoking Habits – A Preliminary Report*



"All of the evidence we have seen seems to be consistent with the hypothesis that the association between smoking habits and death rates from lung cancer and diseases of the coronary arteries results from a cause and effect relationship. We know of no alternative hypothesis that is consistent with all of the known facts."

1954 E. Cuyler Hammond & Daniel Horn (US). *The relationship between human smoking habits and death rates; a follow-up study of 187,766 men . JAMA*



"Though the numbers of deaths at present available are small the resulting rates reveal a significant and steadily rising mortality from deaths due to cancer of the lung as the amount of tobacco smoked increases."



Dr. Everts Graham working with his smoking machine designed to simulate human smoking and collect tar residue for animal studies. Photo: Life Magazine December

1950s Cancer By The Carton

Studies implicating smoking as the cause of cancer are picked up by the media.

December 1952

Reader's Digest

ARTICLES OF LASTING INTEREST • 31st YEAR OF PUBLICATION

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Recent medical researches on the relationship of smoking and lung cancer

Cancer by the Carton

Condensed from *Christian Herald*

Roy Norr

FOR THREE DECADES the medical controversy over the part played by smoking in the rise of bronchiogenic carcinoma, better known as cancer of the lung, has largely been kept from public notice. More than 26 years ago the late Dr. James Ewing, distinguished pathologist and leading spirit in the organization of the American Association for Cancer Research (now the American Cancer Society), pleaded for a public educational campaign.

"One may hardly aim to eliminate the tobacco habit," he wrote in his famous essay on cancer prevention, "but cancer propaganda should emphasize the danger signs that go with it."

No one questions that tobacco smoke irritates the mucous lining of the mouth, nose and throat, or that it aggravates hoarseness, coughing, chronic bronchitis and tonsillitis. It is accepted without argument that smoking is forbidden in cases of gastric and duodenal ulcers; that it interferes with normal digestion; that it contracts the blood vessels,

increases the heart rate, raises the blood pressure. In many involvements of heart disease, the first order from the doctor is to cut out smoking immediately.

But what gives grave concern to public-health leaders is that the increase in lung-cancer mortality shows a suspicious parallel to the enormous increase in cigarette consumption (now 2500 cigarettes per year for every human being in the United States).

The latest study, which is published in *The Journal of the American Medical Association* (May 27, 1952), by a group of noted cancer workers headed by Dr. Alton Ochsner, former president of the American Cancer Society and director of the famous Ochsner Clinic in New Orleans, discloses that, during the period 1920 to 1948, deaths from bronchiogenic carcinoma in the United States increased *more than ten times*, from 1.1 to 11.3 per 100,000 of the population. From 1938 to 1948, lung-cancer deaths increased *144 percent*. At the present time

Christian Herald (October, '52), copyright 1952 by Christian Herald Assn., Inc., 27 E. 39 St., New York 16, N. Y.

1954 "True" Magazine: "Smoke Without Fear"

The writer, Don Cooley, in the process of writing an article for True Magazine, is contacted by Hill and Knowlton (TIRC public relations firm).

"Considerable information and assistance was provided to Donald G. Cooley in the preparation for his story in True Magazine."



Conspiracy to create and maintain a cigarette controversy begins in 1953

As the evidence implicating smoking as a cause of disease becomes more publicly known, cigarette makers, along with public relations firm, Hill & Knowlton, launch a coordinated campaign with the intent to create doubt about the connection between smoking and disease.

