The Safe Cigarette:
The Safe Cigarette

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Two: The Cigarette

Three: The Need to Reassure

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Bibliography and References List

Primary Sources, items first published before 1965 are printed in Black.

Secondary Sources, items first published after 1964 are highlighted in Grey.

My main source has been American mass-circulation magazines from 1930 - 1974, and also a personal collection of c.670 advertisement teardsheets; Magazines include:

- Argosy
- Esquire
- LIFE
- LOOK
- National Geographic
- The New Yorker
- FORTUNE
- Pageant
- Practical Housekeeper
- Popular Mechanics
- Popular Science Monthly
- The Saturday Evening Post

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### 3 Ethical Considerations and Communications


4 The Visual Arts


www.jamesgoodmangallery.com/mccall/


5 Literature


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Glossary and Appendices

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# Glossary of Tobacco Related Words

The Glossary consolidates reading contained within the Bibliography and References list.

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
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<tbody>
<tr>
<td>Accu-Ray</td>
<td>Machine ensuring tobacco is correctly packed into a cigarette.</td>
</tr>
<tr>
<td>Acetate</td>
<td>Any salt or ester of acetic acid. Used in the manufacture of Filter-Tips. See Cellulose Acetate.</td>
</tr>
<tr>
<td>ACS</td>
<td>American Cancer Society.</td>
</tr>
<tr>
<td>Activated Charcoal</td>
<td>Also known as Activated Carbon, a porous, highly absorptive substance used to remove impurities from liquids and gases, a main ingredient in many filter-tips. It is called VPA when the filter’s coated with active charcoal or ADD when the filter contains active charcoal granules.</td>
</tr>
<tr>
<td>ADD</td>
<td>Filter-Tip that contains active charcoal granules. See Activated Charcoal.</td>
</tr>
<tr>
<td>AHA</td>
<td>American Heart Association.</td>
</tr>
<tr>
<td>Air-Curing</td>
<td>Tobacco is suspended in barns for about five weeks and exposed to the flow of air. The leaves turn reddish-brown.</td>
</tr>
<tr>
<td>ALA</td>
<td>American Lung Association.</td>
</tr>
<tr>
<td>AMA</td>
<td>American Medical Association.</td>
</tr>
<tr>
<td>American Blend</td>
<td>A mixture of flue-cured, burley, and oriental tobaccos; the most popular cigarette blend.</td>
</tr>
<tr>
<td>ANR</td>
<td>Americans for Non smokers’ Rights, formally, GASP (Group Against Smoking Pollution).</td>
</tr>
<tr>
<td>ASH</td>
<td>Action on Smoking and Health.</td>
</tr>
<tr>
<td>ASSIST</td>
<td>The NCI and ACS together forming the American Stop Smoking Intervention Study.</td>
</tr>
<tr>
<td>BMJ</td>
<td>British Medical Journal.</td>
</tr>
<tr>
<td>Brand Switching</td>
<td>The act of stopping smoking one brand and changing to another.</td>
</tr>
<tr>
<td>Bright Tobacco</td>
<td>Flue-Cured tobaccos, the main tobacco used in the U.S. and U.K. It forms mostly the contents of cigarettes and is a main ingredient in pipe tobaccos. There are many grades ranging from light lemon in colour to dark mahogany. Produced in the US, Rhodesia, Canada, India, Zambia and Malawi.</td>
</tr>
<tr>
<td>Brown Sugar</td>
<td>Added to cigarette tobacco. Promotes smoothness while providing a caramel taste to smoke.</td>
</tr>
<tr>
<td>Bonsack Rolling Machine</td>
<td>Cigarette rolling machine invented by James Bonsack to which James Duke held exclusive rights in late 1880’s, rolling about 200 cigarettes per minute.</td>
</tr>
<tr>
<td>Burley</td>
<td>A type of air-cured tobacco grown among other countries in the US, Brazil, and Mexico. Golden leaf with mild flavour. Burley is used widely in the US for both cigarettes and pipe mixtures.</td>
</tr>
<tr>
<td>Butt</td>
<td>The discarded portion of the smoked cigarette, also a name for the end of the cigarette that goes into the mouth.</td>
</tr>
<tr>
<td>Carbon Monoxide</td>
<td>Smoking a cigarette produces between 3cc to 25cc of Carbon Monoxide.</td>
</tr>
<tr>
<td>Term</td>
<td>Definition</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Carload</td>
<td>Approximately five million cigarettes packed as a unit.</td>
</tr>
<tr>
<td>Catador</td>
<td>Professional cigar taster who determines a cigar's qualities of aroma, taste, and texture.</td>
</tr>
<tr>
<td>CDC</td>
<td>Centres for Disease Control, U.S. Department of Health, Education and Welfare.</td>
</tr>
<tr>
<td>Cellulose</td>
<td>A polysaccharide consisting of long unbranched chains of linked glucose units, the main constituent of plant cell walls and used in making paper, rayon, film and filter-tips. See Cellulose Acetate Tow.</td>
</tr>
<tr>
<td>Cellulose Acetate Tow</td>
<td>Nonflammable material made by acetylating cellulose, used in the manufacture of filter-tips, lacquers and artificial fibres. Cellulose Acetate Tow is an extremely fine, continuous band of fibres, whose main characteristic is allowing the smoke to flow whilst apparently holding back its vapour-phase components. See Acetate.</td>
</tr>
<tr>
<td>Cellulose Embossed Paper</td>
<td>Carries out the same function of Cellulose Acetate Tow, but being more fibrous it supposedly gives a greater degree of retention.</td>
</tr>
<tr>
<td>Cellulose Fiber</td>
<td>Added to cigarette tobacco, it helps in maintaining the integrity of the reconstituted tobacco during processing.</td>
</tr>
<tr>
<td>Chain Smoking</td>
<td>The act of lighting one cigarette after another.</td>
</tr>
<tr>
<td>Charcoal</td>
<td>A black amorphous form of carbon made by heating wood or other organic matter. See Activated Charcoal.</td>
</tr>
<tr>
<td>Chewing Tobacco</td>
<td>Tobacco that is shredded (loose-leaf), pressed into cakes, or twisted into strands. Called smokeless because it is not burned like cigarettes, chewing tobacco is placed between the cheek and teeth by the consumer.</td>
</tr>
<tr>
<td>Chocolate Liquor</td>
<td>Added to cigarette tobacco. Provides the &quot;roasted&quot; character in smoke and enhances the tobacco taste.</td>
</tr>
<tr>
<td>Cigarillo</td>
<td>Cigarette wrapped in tobacco leaf rather than paper.</td>
</tr>
<tr>
<td>Cigarros</td>
<td>Also known as Papelitos, 3” paper tubes containing tobacco.</td>
</tr>
<tr>
<td>Cigarette</td>
<td>Compacted tobacco rolled into a cylinder wrapped in thin paper.</td>
</tr>
<tr>
<td>Corn Syrup</td>
<td>Added to cigarette tobacco. Promotes smoothness of smoke.</td>
</tr>
<tr>
<td>Coolant Agent ‘10’</td>
<td>(or MPD). This compound has been used in cosmetics, soaps, dentifrices, mouthwashes, chewing gum, tobacco and medical plasters. Coolant agent ‘10’ resembles menthol in its ability to cause a subjective sensation of coolness but it differs in other respects being a colourless liquid with only a faint minty odour.</td>
</tr>
<tr>
<td>Crepe Paper Filter</td>
<td>Used as an economic filter during the post-war cigarette shortage.</td>
</tr>
<tr>
<td>Cuba</td>
<td>Country renowned for producing the best cigars, notably Maduros. Cuban cigars are not legal in the U.S.</td>
</tr>
<tr>
<td>Curing</td>
<td>The process of drying freshly harvested tobacco leaves.</td>
</tr>
<tr>
<td>Dark-Fired</td>
<td>A large heavy tobacco leaf used in roll and shag giving off a strong smoke. Grown in the US principally Virginia and Tennessee.</td>
</tr>
<tr>
<td>Diammonium Phosphate</td>
<td>Added to cigarette tobacco. In combination with sugar, enhances flavour. Reduces the harshness of the smoke.</td>
</tr>
<tr>
<td>Abbreviation</td>
<td>Description</td>
</tr>
<tr>
<td>--------------</td>
<td>-------------</td>
</tr>
<tr>
<td>DOC</td>
<td>Doctors Ought to Care, American anti-smoking medical organisation.</td>
</tr>
<tr>
<td>DOD</td>
<td>Department of Defence, U.S.</td>
</tr>
<tr>
<td>Dog-End</td>
<td>Another name for 'Stub' - the left over portion of a smoked cigarette.</td>
</tr>
<tr>
<td>Drag</td>
<td>The action of sucking smoke through the cigarette into the mouth.</td>
</tr>
<tr>
<td>Dual Filter</td>
<td>A filter tip containing two elements e.g. charcoal granules and cellulose. See Appendix 6.1.</td>
</tr>
<tr>
<td>Dog-End</td>
<td>Another name for 'Stub' - the left over portion of a smoked cigarette.</td>
</tr>
<tr>
<td>Drag</td>
<td>The action of sucking smoke through the cigarette into the mouth.</td>
</tr>
<tr>
<td>English Blend</td>
<td>A formulation or cigarette made predominantly of flue-cured tobacco.</td>
</tr>
<tr>
<td>EPA</td>
<td>Environmental Protection Agency.</td>
</tr>
<tr>
<td>ETS</td>
<td>Environmental Tobacco Smoke (Passive Smoking).</td>
</tr>
<tr>
<td>Exhale</td>
<td>Breathing spent cigarette smoke out of the lungs.</td>
</tr>
<tr>
<td>FDA</td>
<td>Food and Drug Administration, U.S.</td>
</tr>
<tr>
<td>Filter-Tip</td>
<td>An attachment at the end of the cigarette that sits between the mouth and the tobacco so that it can remove problem chemicals from the smoke prior to inhalation. See Appendix 6.1.</td>
</tr>
<tr>
<td>Fire-Curing</td>
<td>Taking between one and six weeks, plants are hung in barns cured by wood fires lit in trenches across the floor. The smoke contacts the leaf, turning it a dark brown.</td>
</tr>
<tr>
<td>Flavour Thread</td>
<td>The thin core of menthol or other strong tasting matter running the length of a filter tip, used in the production of menthol cigarettes or other flavoured brands. See Appendix 6.1.</td>
</tr>
<tr>
<td>Flip-Top Box</td>
<td>Cigarette packaging made from hard backed card with a top that flips open to reveal the contents. The packet retains its shape when empty.</td>
</tr>
<tr>
<td>Flue-Curing</td>
<td>Process of drying and treating tobacco leaves. Leaves are placed in barns and heated to dry the leaves, changing them from green to various yellows and browns. Unlike fire-curing the smoke is not in contact with the leaf.</td>
</tr>
<tr>
<td>FORCES</td>
<td>FORCES, Inc. is a non-profit educational corporation based in Virginia, U.S.A. “We believe that tobacco is an adult consumer choice. It is lawful. It is not a choice to be ashamed of.” See FOREST.</td>
</tr>
<tr>
<td>FTC</td>
<td>Federal Trade Commission.</td>
</tr>
<tr>
<td>FTM</td>
<td>Flutes To Mouth. Fluted filter tip direction in cigarette, see appendix 6.1.</td>
</tr>
<tr>
<td>FTT</td>
<td>Flutes To Tobacco. Fluted filter tip direction in cigarette, see appendix 6.1.</td>
</tr>
<tr>
<td>GRAS</td>
<td>FDA terminology, “Generally Recognised As Safe”.</td>
</tr>
<tr>
<td>Glycerol</td>
<td>Added to cigarette tobacco, it acts as a processing aid and reduces harshness of the smoke. It also helps retain moisture.</td>
</tr>
<tr>
<td>HHS</td>
<td>Federal Department of Health and Human Services.</td>
</tr>
</tbody>
</table>
Imperial-Size: The longest available mass-produced cigarette with a length of 105mm. See King-Size and Regular.

Inhale: Sucking mainstream smoke through the cigarette and breathing it into the lungs.

Invert Sugar Syrup: Added to cigarette tobacco, promotes smoothness of smoke.

King-Size: A cigarette that is longer than the ‘regular’ cigarette. Approximately 98mm in length with a diameter of 8mm. The length of the King-Size supposedly enabled the smoke to be filtered by the tobacco inside the cigarette more effectively than the ‘regular’. ‘Imperial Size’ although uncommon are longest available size. See Imperial-Size and Regular.

Knight-Riders: Masked horsemen who burnt or destroyed warehouses of tobacco owned by the Tobacco Trust, assumed to be Kentucky planters protesting against the Trust during the 1890’s.

Latakia: Tobacco dust used to make Turkish cigarettes and pipe mixtures, smallest of all the tobacco plants (from Latakia, Syria).

Lettuce Cigarette: Cigarettes made from processed lettuce leaves instead of tobacco leaves.

Lite: Cigarettes promoted as lower in Nicotine and Tar than Regular cigarettes.

Marlboro-Cowboy: Concept created for Philip Morris by Chicago advertising agency Leo Burnett. “Delivers the Goods on Flavour”.

Mainstream: The smoke produced when air is sucked through the partly burning tobacco in the cigarette into the mouth.

Menthol: Green crystalline plant extract with a mint flavour. Menthol is a natural antiseptic and has a numbing effect. Menthol is added as a flavouring in mentholated brands such as, Salem and KOOL.

Micronite: Tradename for a blue-asbestos filter.

Miracle-Tip: A filter made of ‘alpha cellulose’ used in L&M cigarettes.

Meerschaum: A tobacco pipe made of a fine, light white clay-like mineral.

Molins Rolling Machine: Cigarette making and packing machines, replacing the Bonsack.

Mono Filter: A filter tip containing one element e.g. Cellulose acetate, See Appendix 6.1.

NAB: National Association of Broadcasters.

NCI: National Cancer Institute.


Nicotine: C10H14N2. Colourless oily acrid toxic liquid that turns yellowish-brown in contact with light and air. Principal alkaloid in tobacco, also used as an insecticide.

NIOSH: National Institute for Occupational Safety and Health (a division of the CDC).

OIG: Office of the Inspector General (a division of the HSS).
Oriental  A small-leafed and aromatic tobacco grown primarily in Greece and Turkey and used in American and Oriental blend cigarettes.

OSH  Office on Smoking and Health (formerly National Clearinghouse for Smoking and Health). See NCSH.

OSHA  Occupational Safety and Health Administration.

PHS  Public Health Services.

Passive-Smoking  The description of someone who is not smoking themselves but who inhales smoke from someone else’s cigarette. See ETS.

Perique  Air-cured tobacco cultivated by the Mississippi near New Orleans. A very strong tobacco with a powerful scent and flavour used for seasoning pipe mixtures.

Plugwrap  The thin paper that encases the constituent parts of a filter tip that is then contained within the outer paper of the cigarette. These thin strips of paper constitute the external covering of the filter rods which can have a wide range of porosity values. The plugwrap porosity permits ventilation, giving rise to controlled dilution of smoke inside the filter with external air.

Appendix 6.1

Propylene Glycol  Added to cigarette tobacco, this acts as a processing aid and reduces harshness of smoke. It also helps retain moisture and protects the tobacco from staleness.

Pull  The action of sucking smoke through the cigarette into the mouth.

Regular  A standard sized cigarette, the Industry ‘norm’. Approximately, 85mm in length and 8mm in diameter. See King-Size and Imperial Size.

Ring Gauge  A cigar’s diameter, measured in 64ths of an inch.

Sidestream  Smoke that arises from a lit cigarette when at rest in the hand.

Smoke  Smoke is composed of a vapour-phase and a gas-phase. The vapour-phase is composed of nicotine particles and tar. Filter-Tips are used to attempt to trap and stop these particles. The gas-phase requires a more complex filter capable of restricting the passage of gases. Only active charcoal is thought to carry out this process by means of a labyrinth of extremely porous granules that apparently fix the gases as they come in contact with them.

Smoke Shop  Retailer of tobacco products.

Smokeless Cigarette  Often referring to fake cigarettes sold as aids to giving-up smoking. These contain small traces of nicotine but are not lit, they are just inhaled or left in the mouth.

Smokeless Tobacco  Often referring to chewing (spit) tobacco.

Soft-Pack  A cigarette packet made of soft coated paper sealed in cellophane.

Specially Denatured Alcohol No.4  Added to cigarette tobacco, a processing aid and a carrier for flavours.

STAT  Stop Teenage Addiction to Tobacco, a U.S. anti-smoking organisation.

Stogie  Slang for a cigar, from the term stoga (circa 1800) of the Conestoga Valley, Pennsylvania.
Stub To put out the cigarette by rubbing out the lit end. Also a name for the portion of the end of the cigarette left over after being smoked.

Sun-Curing Similar to air-curing but the leaves are laid outside daily for a period of weeks, weather-permitting.

T-Zone A superimposed sans serif, T crossing the cheeks, covering the mouth and extending down to stop at the bottom of the throat in Camel advertisements.

Tar Dark viscid substance obtained by the destructive distillation of organic matter.


TIRC Tobacco Industry Research Committee.

Turkish Latakia tobacco dust wrapped in yellow tissue paper with a cane mouthpiece.

Tobacco Plant of the genus Nicotiana, having mildly narcotic properties. The species N. Tabacum is cultivated as the chief source of commercial tobacco. The leaves are dried and prepared for snuff, chewing and smoking. See Bright, Burley, Dark-Fired, Latakia, Oriental, Perique, and Turkish.

Toothbreaker Slang for a smoking pipe (which is clenched between the teeth) Also called a “chimney” or “briar”.

Torcedor A person who rolls cigars.

Twist A cigar shaped into a twist by combining three cigars together.

Twisting-a-Dizzy US slang for rolling your own cigarette.

USP Unique Selling Proposition, an advertising term.

VPA Filter tip that has been coated with active charcoal.
See Appendix 6.1 See Activated Charcoal.

Water Added to cigarette tobacco, acts as a processing aid and reduces harshness of smoke.

WHO World Health Organisation.
Appendix 1:1 Further Information on Cigarettes

Key Dates in Cigarette History

Health issues from outside the Industry are in Grey.

1830  The processing of tobacco into chewing plug started by James Thomas.

1839  Charcoal-Curing begins.

1853  **Lucky Strike** first marketed as a smoking mixture by *R.A. Patterson* in Richmond, Virginia.

1860  Flue-Curing begins.

1877  Victorian manufacturers sought to distinguish their products from each other by using trade marks. *John Player* is the first to use an image as a product identity.

1883  *Gloag Tobacco* in UK has Bonsack II machines and can produce 80 to 100 thousand cigarettes a day as **Gold Flake**. A commissioned Artist used to draw the sailor for *Player’s Navy Cut*. A Lifebuoy is added to the image later in 1888 and two ships are added to the design in 1901.

1884  Cigarettes hold under 2% of the UK market.

1886  Earliest branded hand-made cigarettes from a London Tobacco house called *Philip Morris* using Turkish smoke cured tobacco. *John Player* introduces a mechanised plant reducing the number of factory of workers.

1887  Coloured advertisement appears for *Player’s Three Castles* showing a serving girl knocking on a door.

1890  Pictorial cigarette cards appear regularly in the UK.

1895  *Molins’* machines make possible the packaging of cigarettes in cardboard containers.

1913  **Camel** introduced as RJR Tobacco’s first major brand. *Tareyton* cigarette trademark was registered, a premium brand, sold at an expensive 25 cents for 20 cigarettes.

1916  **Lucky Strike** produced as a finished cigarette in a dark green pack by *The American Tobacco Company*.

1917  The **Lucky Strike** slogan “It’s Toasted” was created, simply describing the manufacturing process of the era. L.S./M.F.T. was added to the package: **Lucky Strike** Means Fine Tobacco.

1920  The **Tareyton** blend changed and a cork tip was added.
1925 Sir E. Kennaway proved pyrolysis of many organic materials within high temperature range produced carcinogenic tars.

1925 **Pall Mall** became leader in the premium cigarette market. **Pall Mall** advertising consistently featured the phrase “A Shilling in London, A Quarter Here”.

1931 **Parliament** featured the first commercial Filter-Tip - a wad of cotton, soaked in caustic soda.

1932 **KOOL** mentholated brand introduced.

1933 **KOOL** became the first nationally distributed menthol cigarette. The **KOOL** penguin was introduced by the **BBDO** advertising agency.

1936 **Viceroy** introduced.  
New **Pall Mall** was launched as a modern blend of American Tobaccos.

1938 Dr. Alton Ochsner an American Thoratic Surgeon condemned smoking before the Clinical Congress of the **American College of Surgeons**.

1939 **Pall Mall** introduced the first King-Size brand.

1940 The length of the **Tareyton** cigarette was increased to 85 millimeters.

1940-2 **Lucky Strike** produced in a non-menthol style only.  
Menthol styles were only available for a short time during WWII.

1942 **Lucky Strike**’s pack color was changed from green to white, because the copper used in green dye was needed in the war effort - hence the slogan, “**Lucky Strike** Green Has Gone To War” but market research showed that white packaging would attract more female smokers.

1947 **Pall Mall** advertising campaign compared its longer cigarette to a regular sized cigarette, it claimed a higher “puff count” and a cigarette design that made the smoke “more gentle and smooth”.

1947 The **KOOL** penguin became “Willie the Penguin”, remaining as the symbol for **KOOL** until the 1960s.


1950 “**Lucky** Radio Shows”, began and featured George Gershwin, and the acclaimed “Hit Parade”.

1951 Dr. Alton Ochsner told an annual conference of the **American Medical Association**, “It is frightening to speculate the possible number of bronchogenic cancers that may develop because of tremendous numbers of cigarettes consumed in the two decades from 1930-1950”.
1952  *Ligett & Myers* commissioned a study from *Arthur D.Little Organisation* of the effects of *Chesterfields* on the nose and throat, much publicised results showed no harmful effects.

1953  *Viceroy* Filter Kings were introduced.

*Tareyton* became the seventh best selling product in the U.S. cigarette market.

1954  The International Cancer Conference in Brazil identified cigarettes as a major cause.

*KOOL* King-Size cigarette launched.

*Tareyton* introduced charcoal into its acetate filter.

*RJR Tobacco* introduced *Winston*, the first popular filtered cigarette.

1955  *Viceroy* was the first cigarette to feature the cellulose acetate filter, now an industry standard.

1956  *KOOL* Filters appear.

*RJR Tobacco* introduced *Salem*, the first Menthol Filter-Tip.

1960  *Pall Mall* became the number one cigarette brand in the U.S.

*KOOL* package redesigned to reflect the menthol qualities of the brand.

1965  *Pall Mall* launched the first 100mm cigarette.

*Philip Morris* began using ammonia in its cigarette production. Ammonia transforms nicotine from a bound state to a free one, where it can be more rapidly absorbed by the smoker. Ammonia technology is now used widely throughout the industry.

1966-9  By the late ‘sixties companies were consciously defining “health orientated” cigarettes which had reduced biological activity compared to those termed “health reassurance”, which were marketed to reassure the customer about their health claims but actually offered no significant health benefit.

1967  *KOOL* 100's introduced.

1970-2  By the early ‘seventies companies were discussing ‘compensation’, whereby smokers adjust their smoking pattern in order to get a specific level of nicotine; therefore a smoker using a low tar product “compensates” for the low nicotine delivery by smoking more, an effect not replicated in the official machine measurements. By the end of the decade, industry researchers were even postulating that “the effect of switching to a low tar cigarette may increase, not decrease, the risks of smoking”.

1975+  By the mid-‘seventies, scientists at the U.S. company *Liggett & Myers* had developed a cigarette with a significantly reduced health hazard, however the research was suppressed by lawyers and the product was never marketed.

1980+  By the early ‘eighties, other manufacturers were told they could never market a “Safe Cigarette” because that would imply that other cigarettes were dangerous.

1990+  In the ‘eighties and early ‘nineties *Brown & Williamson* even started examining growing genetically engineered tobacco designed to double the nicotine in the plant. In the ‘nineties tobacco companies have repeatedly denied manipulating the levels of nicotine in cigarettes.
Cigarette Brand Ownership

Ownership of the more popular brand names mentioned in this thesis

**Philip Morris**
- Virginia Slims (1968).
- Philip Morris (re-vitalised in 1933 as English-Blend).
- Marlboro (1902, re-invented as ‘womens’ cigarette in 1924).
- Cambridge (pre-1919).
- Oxford Blues (pre-1919).
- Players (pre-1919).

**R J Reynolds**
- Salem (1956) -first menthol Filter-Tip.
- Camel (1913) - Said to be the first modern cigarette.
- Prince Albert Pipe Tobacco (1906).

**Liggett & Myers**
- Chesterfields (1912).
- Fatima (1911) - First popular brand to be sold in 20-unit packs.

**P. Lorillard**
- Kent (1952).
- Old Gold (1926).
- Helmar (Pre-1919).
- Murad (Pre-1919).

**Axton-Fisher Tobacco**
- Spud (1926) - First mentholated brand.

**American Tobacco**
- Pall Mall (1939 re-launched in a scarlet packet) King-Size.
  1899 Pall Mall introduced by Butler & Butler Tobacco Co. in New York City.
**Tobacco Companies’ Selected Chronology**

1889  Cigarette consumption stood at 2,188 million, the largest U.S. company *Duke & Sons* (run by James Duke) served 837 million.

1890  James Duke merged with the 4 largest tobacco companies: *Allen & Ginter, Kinney Tobacco, Kimball & Company* and *Goodwin & Company* with his own to form the monopoly, *American Tobacco*. *American Tobacco* now owned; 90% of American cigarettes; 80% Snuff; 62% Plug and 60% Pipe Tobacco.

1901  *Continental Tobacco* and *American Tobacco* joined to form *Consolidated Tobacco*. *Consolidated* then bought British *Ogden* tobacco. *Imperial Tobacco* was formed in U.K. to fight off U.S. take-over threats, headed by *Wills*. (There were over 500 manufacturers in the U.K. at this time).

1902  *British American Tobacco Company* (BAT) was formed to end the take-over threats, both companies agreed to stay in their own countries and promote each other’s brands.

1903  *Consolidated* and *American & Continental* merged to form *American Tobacco*.

1906  *Brown & Williamson* formed.

1907  *American Tobacco* purchased *Butler & Butler* and acquired the *Pall Mall* brand.

1911  “Trustbusters” broke up *American Tobacco*. The U.S. Supreme Court dissolved the trust as a monopoly in violation of the Sherman Anti-Trust Act (1890). The major companies to emerge were: *American Tobacco, R.J. Reynolds, Liggett & Myers, Lorillard* and BAT.

1919  *George Whelan Tobacco Products* picked up the small company *Philip Morris*, that included the brands *Cambridge, Oxford Blues, English Ovals, Players*, and *Marlboro*.

1927  *British American Tobacco* acquired *Brown & Williamson*.

1954  *Philip Morris* acquired *Benson & Hedges*.

1968  *American Tobacco* began buying into Britain’s *Gallaher’s*.


Appendix 2:1 Audit of Cigarettes and Gum Characteristics

The comparison between the selling of the two products could be an extended study in itself. As a contribution to this I shall now list and compare cigarettes and chewing gum:

Both can be bought at a wide range of outlets including automated dispensing machines.
Both are cheap to buy, and available in larger units.
Both are easy to share with another person.
Both are used as inducements to the opposite sex.
Both appear as multiple items in one pocket-sized pack.
Both have been associated with health concerns.
Both are controversial products that have been seen by some as a bad habit.
Both have varieties available in mint flavours - peppermint/spearmint.
Both had war-time classification as an essential products.
Both are seen as leisure products with no nutritional value.
Both have claimed to increase efficiency at work.
Both have used members of the medical profession in their advertisements.
Both are ritualistic in their consumption.
Both are available in varieties containing nicotine, such as Nicorette gum.

I shall now list the characteristics of Chewing gum alone:

Gum is more acceptable to a youth market.
Gum is longer lasting although the consumption of each can be readily stopped and re-started.
Gum is cheaper than cigarettes.
Gum does not lead to addiction but to an established habit.
Gum doesn’t require another device in order to consume (e.g. a lighter).
Gum did not appeal to as larger sector of the society as cigarettes.
Gum is not perceived as a glamorous product.
Gum has no ‘passive’ implications for people in the vicinity.
Gum was more associated as an accessible product with U.S. culture than its U.K equivalent.
Gum doesn’t require the use of the hands.
Appendix 4:1 Advertising and Animals: The KOOL Penguin

A brand that successfully used animal qualities was KOOL, launched in 1932, as a cheaper option for smokers during the Depression. It was an early ‘mildly mentholated’ brand, containing Menthol that has the effect of making the mouth feel colder. It was also decided to choose a brand character to represent the coolness of the flavour. Brown & Williamson chose to represent ‘coolness’ with the figure of a penguin (although polar bears and seals would also have been considered). The penguin concept was developed into a brand character, in that the same recognisable penguin would always appear along with the product. Mr.Kool was originally the penguin’s name and since it was not a ‘real’ penguin but a caricature, it could be modelled in many forms by the advertising agency, BBDO, to act as a style-guide for all further images (fig 8:01).

The penguin is a popular and flexible motif in advertising. Dogs and Rabbits walk on all fours and are usually subjected to their master’s will. The penguin stands upright. This vertical dynamic is more useful in visual terms and can mimic human consumption better. The markings of a penguin can be read as evening dress giving the bird a smart appearance reminiscent of a ‘toff’. The lack of facial features moreover can be used productively to show consumption without the embarrassment of registering exaggerated expressions. Fig 8:03 shows an early KOOL advertisement from 1935, only a couple of years after the brand’s introduction, but already Mr.Kool is presenting himself as the new successor to the Cigar Store Indian. Mr.Kool appears to have deliberately knocked over the wooden figurine and replaced it with himself. However unlikely, the penguin is smoking while brandishing a packet of KOOL cigarettes and is one of the few cigarette personifiers that appears with the cigarette actually in his mouth. Mr.Kool developed into an adventurous brand character and, in the various advertisements, tackles diverse activities such as fishing or playing American football, always with a smoking cigarette in his beak. Undertaking such activities as part of his anthropomorphism, he is depicted thus to support the fiction of the bird as consumer. If the presence of health and throat anxieties suggested that keeping the cigarette presented as a ‘prop’ near the mouth rather than in it was more reassuring to the consumer, Mr.Kool’s smoking suggested that penguins were not susceptible to throat irritations or health anxieties.
5. BIRTH... There are millions of penguins but Mr. Kool is *the* penguin. Designed and constructed by BBDO, he poses for all art. A definite plan of suggesting penguins on everything from wall-paper to women’s dresses, has accounted in part for the popularity of genial Mr. Kool.
Fig 8.03  KOOL Advertisement, FOR, March 1935
The indication that a smoking penguin might appear rather absurd to the consumer led to the design decision where Mr. Kool becomes a much smaller element over time within the page. The problem with a brand character unlike a personifier is that once associated with the product a brand character is much more difficult to alter. Mr. Kool developed into a much smaller and more cartoon-like character by 1958. Kool still emphasised ‘hot’ verses ‘cool’ as a key strategy (fig 8:02), but Mr. Kool had quit smoking and changed his name to Willie the Penguin, stripped of any aristocratic visual associations.
Appendix 6:1 Taxonomy of the Filter-Tip

There follows a set of diagrams, drawn by the author, detailing the characteristics of the most popular Filter-Tips in production.

**Mono - Acetate**
- Intended for medium tar delivery brands.
- The filter is constructed from cellulose acetate.
- The Plugwrap is made from either porous or non-porous paper depending on the brand.

**Mono – Paper**
- Intended for medium and low tar delivery brands.
- Constructed from embossed pure cellulose.
- The Plugwrap is made from either porous or non-porous paper depending on brand.

**Mono – CPF FTM**
- FTM – Flutes To Mouth
- Intended for medium and low tar delivery brands with improved retention. The filter is constructed from cellulose acetate with a fluted cellulose inner wrap.
- The Plugwrap is made from either porous or non-porous paper depending on brand.

**Mono – CPF FTT**
- FTM – Flutes To Tobacco
- Intended for medium and low tar delivery brands with improved retention. The filter is constructed from cellulose acetate with a fluted cellulose inner wrap.
- The Plugwrap is made from either porous or non-porous paper depending on brand.
<table>
<thead>
<tr>
<th>Filter Type</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>White Dual</strong></td>
<td>Intended for medium to ultra low tar delivery brands. The filter is constructed in two sections, cellulose acetate combined with another filtration material. The tobacco end segment is cellulose and the mouth end segment is non wrapped acetate. The Plugwrap is made from either porous or non-porous paper depending on brand.</td>
</tr>
<tr>
<td><strong>Flavour Thread</strong></td>
<td>Intended for medium and Ultra low tar delivery. The filter is constructed from cellulose acetate, a flavour thread runs through the centre of the filter. The Plugwrap is made from either porous or non-porous paper depending on brand.</td>
</tr>
<tr>
<td><strong>Active Charcoal – VPA Dual</strong></td>
<td>Intended for medium and Ultra low tar delivery. The filter is a pure cellulose inner segment coated with active charcoal (VPA). There is a non wrapped acetate mouth segment. The Plugwrap is made from either porous or non-porous paper depending on brand.</td>
</tr>
<tr>
<td><strong>Active Charcoal – AAD Dual</strong></td>
<td>Intended for medium and Ultra low tar delivery. The filter is constructed from cellulose acetate and acetate containing active charcoal granules (AAD). There is a non wrapped acetate mouth segment. The Plugwrap is made from either porous or non-porous paper depending on brand.</td>
</tr>
</tbody>
</table>
Active Charcoal – Triple Solid

Intended for medium and Ultra low tar delivery. Three section filter, Mouth segment is non wrapped acetate, middle segment is cellulose acetate containing charcoal granules, or cellulose coated with charcoal. Tobacco end segment is cellulose or cellulose acetate. The Plugwrap is made from either porous or non-porous paper depending on brand.

Active Charcoal – Triple Granular

Intended for medium and Ultra low tar delivery. Three section filter, Mouth segment is non wrapped acetate, middle segment is a cavity containing charcoal granules, or cellulose coated with charcoal. Tobacco end segment is cellulose or cellulose acetate. The Plugwrap is made from either porous or non-porous paper depending on brand.

Recessed – Mono

Intended for medium tar delivery brands. The filter is constructed from a cellulose acetate tube in a recessed position with a cellulose acetate inner segment placed at the tobacco facing end of the filter.

Recessed – Dual

Intended for medium and ultra low tar delivery brands. The filter is constructed from a cellulose acetate tube in a recessed position. There is a cellulose acetate inner segment at the mouth end of the filter and cellulose acetate coated in active charcoal granules at the tobacco end.

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