

# BCE–1949

## The history of tobacco

**6000 BCE Americas** First cultivation of the tobacco plant.

**circa 1 BCE Americas** Indigenous Americans began smoking and using tobacco enemas.

*Americas* Huron Indian myth: “In ancient times, when the land was barren and the people were starving, the Great Spirit sent forth a woman to save humanity. As she travelled over the world everywhere her right hand touched the soil, there grew potatoes. And everywhere her left hand touched the soil, there grew corn. And in the place where she had sat, there grew tobacco.”



**1492** Christopher Columbus and his crew returned to Europe from the Americas with the first

tobacco leaves and seeds ever seen on the continent. A crew member, Rodrigo de Jerez, was seen smoking and imprisoned by the Inquisition, which believed he was possessed by the devil.

**Early 1500s: Middle East** Tobacco introduced when the Turks took it to Egypt.

**1530–1600 China** Tobacco introduced via Japan or the Philippines.

**1558 Europe** Tobacco plant brought to Europe. Attempts at cultivation failed.

**1560 Africa** Portuguese and Spanish traders introduced tobacco to Africa.

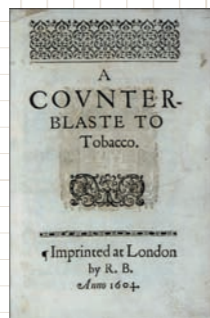
**1560 France** Diplomat Jean Nicot, Lord of Villemain, introduced tobacco from Portugal. Queen Catherine de Medici used it to treat her migraines.

**1577 Europe** European doctors recommended tobacco as a cure for toothache, falling fingernails, worms, halitosis, lockjaw and cancer.

**1592–1598 Korea** The Japanese Army introduced tobacco into Korea.

**circa 1600 India** Tobacco first introduced.

**1603 Japan** Use of tobacco well-established.



**1604 England** King James I wrote *A Counterblaste to Tobacco*. “Smoking is a custom loathsome to the eye, hateful to the nose, harmful to the brain, dangerous to the lungs, and in the black, stinking fume thereof nearest resembling the horrible Stygian smoke of the pit that is bottomless.”

**1600s China** Philosopher Fang Yizhi pointed out that long years of smoking “scorches one’s lung.”

**1608–1609 Japan** Ban on smoking introduced to prevent fires.

**1612 Americas** Tobacco first grown commercially.



**1614 England** 7,000 tobacco shops opened with the first sale of Virginia tobacco.

**1633 Turkey** Death penalty imposed for smoking.

**1634 China** Qing Dynasty decreed a smoking ban during which a violator was executed. This was not to protect health, but to address the inequality of trade with Korea.

**1650s South Africa** European settlers grew tobacco and used it as a form of currency.

**1692 and 1717 Korea** Bans on smoking in Choson introduced to reduce fire risk.

**circa 1710 Russia** Peter the Great encouraged his courtiers to smoke tobacco and drink coffee, which was seen as fashionable and pro-European.

**1700s Africa / Americas** African slaves forced to work in tobacco fields.

**1719 France** Smoking was prohibited in many places.

**1753 Sweden** Botanist Carolus Linnaeus named the plant genus *nicotiana* and describes two species, *nicotiana rustica* and *nicotiana tabacum*.

**1761 England** First study of the effects of tobacco by Dr John Hill; snuff users were warned they risked nasal cancers.



**1769 New Zealand** Captain James Cook arrived smoking a pipe, and was promptly doused in case he was a demon.

**1771 France** French official was condemned to be hanged for admitting foreign tobacco into the country.

**1788 Australia** Tobacco arrived with the First Fleet, eleven ships which sailed from England carrying mostly convicts and crew.

**1795 Samuel Thomas von Soemmering** reported cancers of the lip in pipe smokers.

**18th century** Snuff was the most popular mode of tobacco use.

**1800 Canada** Tobacco first grown commercially.

**1833 UK** Phosphorus friction matches introduced on a commercial scale, making smoking more convenient.

**1840 France** Frederic Chopin’s mistress, the Baroness de Dudevant, likely to have been the first woman to smoke in public (in Paris).

**1847 England** Philip Morris Esq, a tobacconist and importer of fine cigars, opened a shop in London selling hand-rolled Turkish cigarettes.

**1854 England** Philip Morris began making his own cigarettes. Old Bond Street soon became the centre of the retail tobacco trade.

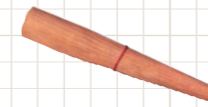
**1858 China** Treaty of Tianjin allowed cigarettes to be imported into China duty-free.

**1862 USA** First federal tobacco tax was introduced to help finance the Civil War.

**1876 Korea** Foreign cigarettes and matches were introduced.

**1880s England** Richard Benson and William Hedges opened a tobacconist shop near Philip Morris in London.

**1881 USA** First practical cigarette-making machine patented by James Bonsack. It could produce 120,000 cigarettes a day, each machine doing the work of 48 people. Production costs plummeted, and – with the invention of the safety match a few decades later – cigarette-smoking began its explosive growth.



**circa 1890s Indonesia** Clove cigarette, the kretek, invented.

**before 1900** Lung cancer was extremely rare.

**1901–02 England** Imperial Tobacco Company Limited (ITL) and British American Tobacco (BAT) were founded.

**1903 Brazil** Tobacco company Souza Cruz founded.

**1913 USA** Birth of the “modern” cigarette: RJ Reynolds introduced the Camel brand.

**1915 Japan** Cancer was induced in laboratory animals for the first time by applying coal tar to rabbits’ skin at Tokyo University.

**1921 Korea** Korea Ginseng Corporation became Korea Tobacco and Ginseng (KTG) and a monopoly was formed.

**1924 Philip Morris** introduced Marlboro as a women’s cigarette as “mild as May.”



**1924 Reader’s Digest** published *Does Tobacco Injure the Human Body*, the beginning of a Reader’s Digest campaign to make people think before starting to smoke.

**1929 USA** Edward Bernays mounted a “freedom march” of smoking debutantes/fashion models who walk down Fifth Avenue in New York during the Easter parade dressed as Statues of Liberty and holding aloft their Lucky Strike cigarettes as “torches of freedom.”

**1929 Germany** Fritz Lickint of Dresden published the first formal statistical evidence of a lung cancer–tobacco link, based on a case series showing that lung-cancer sufferers were likely to be smokers.

**1936 Germany** Fritz Lickint first used the term “Passivrauchen” (passive smoking) in *Tabakgenuß und Gesundheit*.

**1939 USA** Tobacco companies found price-fixing.

**1939 USA** Drs Alton Ochsner and Michael DeBakey first reported the association of smoking and lung cancer.

**1947 Canada** Dr Norman Delarue compared 50 patients with lung cancer with 50 patients hospitalized with other diseases. He discovered that over 90% of the first group – but only half of the second – were smokers, and confidently predicted that by 1950 no one would be smoking.

# 1950–1994

**1950 USA** The link between smoking and lung cancer was confirmed. A landmark article “Tobacco smoking as a possible etiologic factor in bronchogenic carcinoma” by E L Wynder and Evarts Graham was published in *The Journal of the American Medical Association*. The same issue featured a full-page ad for Chesterfields with the actress Gene Tierney and golfer Ben Hogan; the journal accepted tobacco ads until 1953.



**1951 UK** Dr Richard Doll and Prof Austin Bradford Hill conducted the first large-scale case control study on the link between smoking and lung cancer.

**1953 USA** Tobacco executives met in New York City to find a way to deal with recent scientific data pointing to the health hazards of cigarettes.

**1950s China** State monopoly takes control of the tobacco business, and foreign tobacco companies left China. BAT, almost half of whose revenues came from China, was especially hurt.

**1954 USA** St Louis factory worker Ira C Lowe filed the first product liability action against a tobacco company on behalf of her smoker husband who died from cancer. The tobacco company won.

**1954 USA** The Marlboro cowboy was created for Philip Morris by Chicago ad agency Leo Burnett.

**1954 USA** Tobacco Industry Research Committee (TIRC) placed a nationwide two-page ad:

“A frank statement to cigarette smokers.”

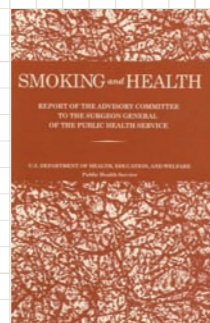
**1957 Vatican** Pope Pius XII suggested that the Jesuit order give up smoking.

**1958 USA** Tobacco Institute formed.

**1960 USA** Framingham Heart Study found cigarette smoking increased the risk of heart disease.

**1962 UK** First Report of the Royal College of Physicians of London on Smoking and Health.

**1963 World** *Tobacco and Tobacco Journal International*, tobacco industry trade journals, first published.



**1964 USA** First US Surgeon General’s report on smoking and health announced that smoking caused lung cancer in men.

**1965 WHO** established the International Agency for Research on Cancer (IARC) based in Lyons, France.

**1965 UK** Cigarette advertising on TV was banned.

**1967 USA (New York)** First World Conference on Tobacco or Health.

**1969 USA** Surgeon General’s Report confirmed the link between maternal smoking and low birth weight.

**1971 UK** ASH UK established, the first national tobacco control organization.

**1971 USA** Cigarette manufacturers first agreed to put health warning

on advertisements. This agreement was later made law.

**1972 Marlboro** became the best-selling cigarette in the world.

**1972 International Association for the Study of Lung Cancer** was inaugurated.



**1974 France** Joe Camel was born — used in French poster campaign for Camel cigarettes.

**1976 USA** Shimp v New Jersey Bell

Telephone Co filed, the world’s first lawsuit regarding second-hand smoke. The office worker was granted an injunction to ensure a smoke-free area in her workplace.

**1977 Italy** The Martignacco Project community prevention trial resulted in a reduction of coronary heart disease.

**1977 USA** First Great American Smokeout held nationally, during which smokers quit smoking on the third Thursday of November.

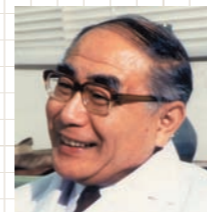
**1978 Australia** The three-year community study North Coast Healthy Lifestyle Programme showed a significant reduction in smoking.

**1978 USA** A Roper Report prepared for the Tobacco Institute concluded that the non-smokers’ rights movement was “the most dangerous development to the viability of the tobacco industry that has yet occurred.”

**1979 USA** Tobacco Control Resource Center and its Tobacco Products Liability Project was formed.

**1979 The Freedom Organization for the Right to Enjoy Smoking Tobacco (FOREST)** formed.

**1979 Australia** Activist group BUGAUP (Billboard Utilising Graffitiists Against Unhealthy Promotions) was formed, re-facing tobacco and alcohol billboards.



**1981 Japan** Professor Takeshi Hirayama (1923–1995) published the first report linking passive smoking and lung cancer in the non-smoking wives of men who smoked.

**1983 Europe** ERC Group plc, an independent market research group, published first European Tobacco Market Report.

**1984** Nicotine gum was first introduced.

**1985 USA** Lung cancer surpassed breast cancer as number one cancer killer of women.

**by 1985** 73% of the world’s tobacco was grown in developing countries.

**1987 USA** Smoke-free Educational Services founded, advocating the right of all employees to work in a safe, healthy, smoke-free environment.

**1988** First WHO report on the effects of smokeless tobacco.

**1988 USA** Framingham Heart Study found cigarette smoking increased the risk of stroke.

**1988** First WHO World No Tobacco Day, subsequently an annual event on 31 May, with different annual themes and awards of commemorative medals.



**1989 Asia** The Asia Pacific Association for the Control of Tobacco (APACT) was established by Dr David Yen of the John Tung Foundation, Taiwan, China.

**1990 GLOBALink** inaugurated, the international interactive website and marketplace founded by the International Union Against Cancer for the international tobacco-control community.

**1990** International Network of Women Against Tobacco (INWAT) formed.

**1990 China** Chinese Association on Smoking and Health inaugurated.

**1991 UK** International Agency on Tobacco and Health (IATH) formed to act as an information and advisory service for the least developed countries.

**1991** Realization that chemicals in cigarette smoke switch on a gene that makes lung cells vulnerable to the chemicals’ cancer-causing properties.

**1991** International Network towards Smoke-free Hospitals inaugurated, aiming to give healthy environment to hospital staff and patients.

**1992 Tobacco Control** journal founded by the British Medical Journals group. This was the first international peer-reviewed journal on tobacco control, and in 2004, the journal had the highest impact factor of all in the substance abuse field.

**1992 Northern Ireland, UK** First conference on women and tobacco initiated by the UICC (International Union Against Cancer), the Ulster Cancer

Foundation and the Health Promotion Agency of Northern Ireland.

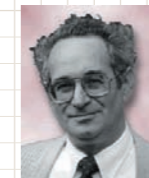
**1993 USA** Environmental Protection Agency (EPA) declared cigarette smoke a Class-A carcinogen.

**1993 South Africa** Tobacco Products Control Amendment Act passed.

**1993 Europe** European Network on Young People and Tobacco (ENYPAT) founded.

**1994 USA** Cigarette executives testified before Congress that in their opinion nicotine was not addictive.

**1994** Society for Research on Nicotine and Tobacco founded.



**1994 USA** Confidential internal tobacco industry documents leaked to Professor Stan Glantz.

**1994 Austria** First TABEXPO held in Vienna. TABEXPO stages exhibitions and congresses for the international tobacco industry.

**1994** International Non Governmental Coalition Against Tobacco (INGCAT) founded.

**1994** First international “Quit & Win” campaign.

**1994 Canada** Research for International Tobacco Control (RITC) inaugurated, with a major focus on developing countries.

**1994 USA** State of Mississippi filed first lawsuit by a health authority for reimbursement of money expended to treat smokers with smoking-caused illnesses. It ended with an out-of-court settlement.

# 1995–2006

**1995 USA** Smokescreen.org (later Smoke-free.net) was inaugurated. Focusing on the right to breathe clean air, this was the first web-based advocacy site that enabled visitors to send faxes directly to their elected officials. Mainly used by Americans, but also by 10,000 international participants.



**1995 Italy** The Bellagio statement on tobacco and sustainable development was issued by members of retreat at Rockefeller Foundation's Bellagio Study and Conference Centre.

**1995 International Council of Nurses (ICN)** published position statement on tobacco.

**1995 USA** Federal Drug Administration declared cigarettes to be "drug delivery devices." Restrictions were proposed on marketing and sales to reduce smoking by young people.

**1990s** Cigars became fashionable again.

**1995 Forces International** (Fight Ordinances and Restrictions to Control and Eliminate Smoking), an ostensibly grassroots pro-tobacco organization unaffiliated with the tobacco industry, established.

**1995 USA** "Marlboro Man" David McLean died of lung cancer.

**1996 USA** First smoking cessation guideline, issued by the Public Health Service, Federal Government.

**1997 Europe** European Network for Smoking Prevention (ENSP) created.

**1997 UK (Scotland)** Doctors and Tobacco: Tobacco Control Resource Centre (TCRC) formed by the European Forum Medical Associations (EFMA). The TCRC is based at the British Medical Association in Edinburgh, and works in partnership with national medical associations across Europe.

**1997 USA** Congress passed a bill prohibiting the Departments of State, Justice and Commerce from promoting the sale or export of tobacco.

**1998** Studies confirmed the harmfulness of smoking fewer than 10 cigarettes a day.

**1998 WHO's** Tobacco-free Initiative (TFI) was established.



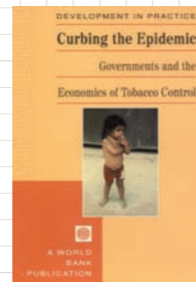
**1998 United Nations Foundation** first funded a tobacco control project.

**1998 Australia** Tobacco Control Supersite website inaugurated, enabling exploration of internal, previously private tobacco industry documents, and providing access to a wide range of information relevant to smoking prevention and control in Australia.

**1998 USA** Master Settlement Agreement between Attorneys General of 46 states and five territories with tobacco companies to settle lawsuits.

**1999 USA** Network for Accountability of Tobacco Transnationals (NATT) founded by Infact, made up of environmental, consumers, human rights and corporate accountability organizations working together to forge new ground in international law to prevent life-threatening abuses by transnational corporations.

**1999 Global Youth Tobacco Surveys (GYTS)** commenced.



**1999 World Bank** report: *Curbing the Epidemic: Governments and the Economics of Tobacco Control*.

**1999 Sweden** Swedish International Development Cooperation Agency (Sida) first supported tobacco control projects.

**1999 UK** Britain's royal family ordered the removal of its seal of approval and royal crest from Gallaher's Benson and Hedges cigarettes by 2000.

**1999 USA** US Justice Department sued the tobacco industry to recover billions of government dollars spent on smoking-related healthcare, accusing cigarette-makers of a "coordinated campaign of fraud and deceit."

**2000 Framework Convention Alliance (FCA)** of NGOs formed to support the WHO Framework Convention on Tobacco Control (FCTC) and related protocols.

**2000 USA** First Luther L Terry Awards for contributions to tobacco control.

**2000 Global Partnerships for Tobacco Control** founded by Essential Action to help support and strengthen international tobacco control activities at the grass roots level.

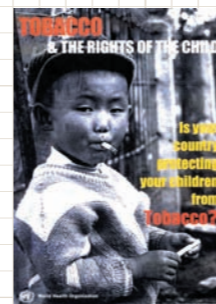
**2000 International Tobacco Evidence Network (ITEN)** established, with the goal of expanding global research.

**2000 Rockefeller Foundation International Health Research Awards** for "Trading Tobacco for Health" in selected ASEAN countries.

**2000 South Africa** Tobacco Products Control Amendment Act came into effect, strictly regulating smoking and advertising.

**2001 South-East Asia Tobacco Control Alliance (SEATCA)** formed to act as supportive base for government and non-government tobacco control workers and advocates.

**2001 USA** *Clearing the Smoke: Assessing the Science Base for Tobacco Harm Reduction*, a new report from the Institute of Medicine (IOM) was released.



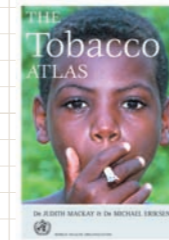
**2001 WHO** published *Tobacco & the Rights of the Child*.

**2001 Czech Republic** Philip Morris released a report to the government

that concluded that smokers save the state money – by dying early.

**2002 TobaccoPedia**, the online tobacco encyclopaedia, was inaugurated.

**2002 USA** Global Tobacco Research Network founded by the Institute for Global Tobacco Control at Johns Hopkins University.



**2002 WHO** published the first edition of *The Tobacco Atlas*.

Health, allocated funding for tobacco research projects.

**2002 USA** Fogarty International Centre, National Institutes of Health, allocated funding for tobacco research projects.



**2003 World Medical Association** launched "The Doctors' Manifesto for Global Tobacco Control."

**2003 Treatobacco** web-based database and educational resource for treatment of tobacco dependence established by the Society for Research on Nicotine and Tobacco.

**2003 The Global Network of Pharmacists Against Tobacco** launched.

**2004 Ireland** Workplace smoking ban, including pubs and restaurants, implemented. Exactly one year after the ban, cigarette sales had declined by 18%.

**2004** First general textbook for health professionals on tobacco published: *Tobacco: Science, Policy and Public Health*.

**2004 Europe** The EU Commission published the ASPECT report, *Tobacco or Health in the European Union: Past, Present and Future*, the first comprehensive overview of tobacco control in the 25 EU member countries plus Norway, Iceland and Switzerland.

**2004 Uganda** Environment Minister Kahinda Otafiire announced a ban on smoking in restaurants, educational institutions and bars.

**2004 Canada** Non-Smokers' Rights Association, founded in 1974, the first such association, celebrated its 30th anniversary.

**2004 Myriad Editions** created interactive internet mapping of *The Tobacco Atlas* launched by Global Tobacco Research Network, Johns Hopkins University.

**2004 WHO's** "Code of practice on tobacco control for health professional organizations" launched.

**2004 IARC** Monograph on Tobacco Smoke and Involuntary Smoking released, conclusively refuting extensive tobacco industry disinformation.

**2004 India** Complete ban on tobacco advertising and promotions came into effect.

**2005 World Dental Federation (FDI)** launches *Tobacco or Oral Health* publication.

**2005 WHO** Framework Convention on Tobacco Control (FCTC) came into force, using international law to reduce tobacco use. This convention was initiated by Ruth Roemer in 1993.



**2006** Second edition of *The Tobacco Atlas* published by American Cancer Society in print and online at [www.tobaccoresearch.net/atlas](http://www.tobaccoresearch.net/atlas)