

Lester -

ignorance was a hurt
learning was a healing process
a health endeavor

not on

- current controversies

I'm a Flatlander,
Fayetteville

but I love the mts.
Communion with nature
mts. impart a great deal of wisdom.

It ain't what you don't know
that makes you stupid.
It's what you know that ain't so.

History of tobacco in New World
4 centuries ago

Columbus encountered natives

Tobago (Robinson Crusoe?)

Tobasco (Mexican province?)

Sir Walter Raleigh

1585 - 1st English colony

1st export (to his farm in Ireland)

Thomas Harriot

up a wick - sows itself

1604 - ~~anonymously~~ (never understood why he
did it anonymously, must not have

had strength of convictions),
counterblaste to tobacco

John Rolfe (& Pocahontas)

1st agronomist
creation of commercial commodity

Nicotiana glauca - milder
plant

never was a marriage of
soil & seed more fruitful.

Royal treasury
duty 1 shilling a pound to Crown

* We like to say that we have
a silent partner in the
tobacco business -- the
government

mod. civ.
course

Century
a
second

- no huge self-sufficient tobacco
plantation in Va. (just
enough to make a small profit)

seed food, clothing, sun
but if you have none
of these seed tobacco

- G. Washington
Rev. War

- 12 of 55 signers incl.

Thomas Jefferson
were in tobacco business.

collateral for Revolutionary
cause.

- Brit.-Am. War of 1812

Capitol - tobacco leaves as column supports

symbolizing as well as

actually, tobacco was

one of the supports for the new republic

18 yo slave named Steven
Slade family Caswell Co.
fell asleep wa tending fire
in curing barn.

Coals on fire -- immediate
curing of leaf to
bright lemon yellow color

nitrosamine

soil was so bad it's good
can control it by additives
(fertilizer, etc.)

soil is almost a neutral
environment

sugar - Cuba
rice - Carolinas
cotton - La.
tobacco - N.C.

Robert Morris

war of
northern
intervention

Bennett Pl. - Durham
real end of war
of northern aggression
when Johnson surrendered

Mr. Green's tobacco: ^{jumped} after war
popular
Bull trademark (Cole's mustard
(to protect it) in Durham
England)

additives

bull pen - bull's head on
Green tobacco

Washington Duke
- penniless confed. conscript
few pennies
2 blind mules
few sacks of tobacco

'Humble beginnings
Duke homestead
Washington Duke, James Buchanan Duke
for me very awe-inspiring

American Tobacco
BAT - ^{company} largest in world

1911 - Sherman anti-trust act
Pit Hayes & Co., Winston's largest
Raynolds ←

← sold to
went to make
underwear
Winston brought out
Camels &
American blended
cigarette (became
famous around world).

Jewish community
fastest cigarette hand rollers
around

James Bonsack - 120 cig./day
40 hand rollers

WWI - American soldiers

Gen. Pershing
1 ord. tell you it wd. take
tobacco more than bullets
this helped provide impetus
for growth.

grown on every continent & used
on ev. cont.

people have been using
straw Turkish tobacco for
years (centuries) but
what brings it up to modern era is
American blend
fine-cured
burley-air-cured
Turkish
cigarette

French tobacco monopoly is
making American type cigarette

1930's - price supports
implemented for virtually
every commodity.

price support }
production control } unique
market tobacco

new philosophy is
gov't. intervention is
wrong & want to
strip

specialty crop -
can't but one place to
go for it

thousands of farmers selling
to a handful of cos. program acts as
fulcrum

wealth, leisure, & social
progress to our state
educational, medical schools, &
social agencies

railroads

people forget that
people who move in are
embarrassed about it

legal, legit.
historically significant
commodity

we are proud of it
why are we so proud?

Freedom.

- doubtful to have had Jamestown.
- no hē of British common law
- no financing of revolution for ideals of const. & declaration of indep
- N.C. was 12th state of union because of insistence that there be a bill of rights.

individual freedom

excruciatingly ironic that in a US Congress
US tobacco ^{ad or not} debate

living in
past

primitive measure on
our citizens

- public ad, not a product
ad on MR FIT
an attempt

if Reynolds

whether or not you agree
with

Coalition on Smoking or Health

ironic that tobacco

free
speech

don't want to have debate
don't want to have dialogue

Want one-sided

Dean of that Institute
urged to stop calling
T66. Inst. for comment

In America?

I just can't understand that,
causes our people
great cons

God-fearing people
& to have their morality
questioned is beyond their
belief.

We have a right in a free
society to make their own
choices. proud of your record. Acc. to survey
* you sd. be proud of your record.
90% of all Americans
& 90% of all smokers
believe sm. is harmful to
their health.

~~but~~
most of your job is done

- awareness not fascism.

We don't have quit. by using

that is end of
gov'ts. involvement in
a free society.

surest
success
is telling
you to
shut
up

I wd. ask you to be
careful & to ask you
not to forget our debt
to tobacco not just in NC
but in the nation.

are you not
trying to stifle debate - which is
absolute manufacture
of reasons.

if those

ads are w/ ads &

product

ads, and therefore don't
not, and therefore don't
contain any

railroads

- 12 acres
of corn

↳ 1 acre
of tobacco

350,000 acres out
of tobacco

Victor Schoenbach

- self-help approaches to sm. cess.
- black Am, than North Am. Mixture

Legacy

Sorrier dimension to that legacy
apparent only in recent times
them it will fall to all of us
to deal with it

largest single cause of
avoidable disease &
disability

- removal
- protective

350,000 overall

CHD
120,000 ca
170,000 CHD
50,000 COPD
2,000 fire

350,000

Stroke

respiratory morbidity

pneumonia

pregnancy-rel. disability

passive smoking

- ↑ risk bronchitis, pneumonia in infants

- ↑ risk resp. infec. in children

- ↑ risk lung ca in adults

65,000 fire 1981

5,000 non-fatal tumors

MASTHEADS - JAMA 1950
- BMJ

- lung ca single major cause
- now epidemic
- displace breast ca in 1985

1919 - Ochsner

his entire medical
school class
was asked to witness
autopsy

17 years later

parallel - sales
& mortality
circumstantial data

- Wynder & Graham	- 12 hosp.
case control studies	605 pts. i lung ca.
	<hr/>
	780 non lung ca.

people served
so accepting
more with
excessive

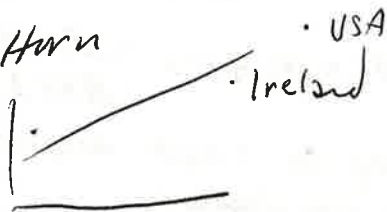
- Doll & Hill	709	20 hosp.
	<hr/>	600 non-lung ca.

less 190 non-sm.
470 controls

209 incorrectly
reported as having
lung ca.

↓
- physician stud. ~~ca~~

- Hammond & Horn



1990

- Framingham Study
- Pooling projects (5 p)
 - Framingham, Albany, Chicago, Jecumbah?
 - West Gun & I,
 - Peoples Gun
- bronchial passages
- known carcinogens
 - BP ~~BP~~
 - CO Output
 - PFFA
 - ↑ platelet adhesion
 - ↑ CO
 - ↑ threshold for Ventricular fibrillation

Smoking gun?
 Closest thing is
 epid. gets is
 randomized control
 trial.

IN SUPPORT
 OF

in a free society,
 the warning
 effects of low bio-tar content
 & 2nd hand smoke

Workshop

- effects of passive smoking
- recently aspirin

Carlton Block

evp tobacco growers of N.C.
Wilson Co., N.C.

in part too much polarization
not as much dialogue

- tob. gr. entitled to
some Rx as other
citizens
- has been & is a way
of life
- in spite of S-G's goal of
smokeless soc. by year 2000

reap ec. benefits of growing it
over $\frac{1}{2}$ of ^{\$ in} some rural co.'s
generated by tobacco
90 of 100 counties in N.C. grow
 $\frac{2}{3}$ of all fine-cured in US
42% of all tobacco in US
10% of all ^{fine-cured} in world

well in excess of 250,000 people who derive income from tobacco allotments

{	100,000 fine allotment holders
	19,000 burley allotment holders

but trees?
?

2.3 acres fine-cured avg.
4.5 acre burley
avg. age of tob. farmers is older
55 husband
53 wife

few marketable skills
alternatives not promising
at that age

\$16 / yr
far & away largest
bigger than Kansas wheat coop
~~La~~ Texas cotton
Ark broilers
Fl orange
Ca grapes
Id potatoes

Wharton School of Business
6.8% of all employment
1/15 jobs

5 of 6 major cig. manuf.
50% of all cig.
138 licensed wholesalers
144 licensed distributors
66,000 licensed tobacco product
retailers

balance of payments

total + trade balance is proj. to go
down
but will \uparrow with tobacco

\$733 m of total \$1.2 B goods
that we export
6 of 10 acres grown
for overseas citizens

\$/ tax

39¢ fed, st., local

32.3¢ manuf.

20.3¢ Wholesalers & retailers

8.4¢ John Volturno

53.6¢ from 1 plant in his field

same state

86.¢ fed

83.7¢ local & st.



If you

- 250,000,000 < less 1% of all farm programs
- no net cost tobacco program

25th/16 assessment
to support cost of this program
no other commodity is asked to
carry this load

Consequences of ending

\$400,000,000 lost to allottees
annually

65-70,000 people who would
suffer immediate loss of income

not

hired wealthy people living
in Miami Beach, FL

tobacco
critics

- avg. rental

\$4502

58% of total household

55% > 65

tob. leasing transfer
payments

- ↓ farm land value

as much as 25%

→ drastic budget cuts
incl. co. health depts.

- shift to other states

self-interest
of health
workers!?

I really don't belong
here today.

I belong on the farm

42, m, 4 children

22 tobacco

40 wheat

50 picking cues

20 never gram soil

Crop sci NC State

Alanco agr. sales

1972 farming & farm supply

- seeded in fall shielded from N. wind
- fertilizer
- Feb 1 - small tiny seeds
- Apr 1 - Field prep., fertilizer, Chem.

transplant
6000 plants / acre
tobacco setter

2nd & 3rd plowing

Decimogay
10th child
10th mo.
10th year
10th day

mand. harvesting
Cropping
pulling
priming

marketing tobacco
Haben, Jackson, Run,
Kerry, Terry

Bunn

who's gonna pay the preacher
what alternative crops
what industry

who's going to buy her gas
& her groceries

in spite of prob. & control.

I am proud of tob.
I am not sure that prob. creche
by tob. overgrown.

They are of by will indiv. colat.
my dad's prob. I emphasize 15 gthly.
complete, by sm.
we has made a choice
we have made that r/f.

car long car done
Barby
given time people create
with decisions about
what is right for
them.

- seeded in fall shielded from N. wind
- fertilizer

- Feb 1 - small tiny seeds

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transplant

6000 plants/acre

tobacco setter

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Crop ping

pulling

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many methods tobacco cure

Heben, Tessaia, Run,

kesting, Terry

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They are of by well indiv. what,
my dad's prob. I emphasize 15 9th by,
everyone, day, sin,
he was never open a church
we have never had a church

Dan Beauchamp

End of the Trail

The last cig. sm. in Am.
were 10c.
by 2 Fed

They had been on the run
since the adoption of
the 28th Amendment

- sm. & anti-sm. legislation
- 2 assumptions
 - 1. health conseq. non-contr.
 - 2. we have at hand methods for prev. sm.
 - price
 - restrictions for avail.

what are our alternatives?

If I listen to Mr. Lester

we're violating fund. heritage

1. laissez faire - Milton Friedman
2. amendment (Keiler) prohibition to Const.

3. maximum availability that is regulated
4. minimum regulated availability

most of us fall bet.

those 2 alternatives

max. reg. avail. - what restrictions
you have

- children no!
- agree it's legal & can be sold anywhere
- some possible restrictions on adv.

min. reg. avail. - not just kids

but taxes

- limits on availability
- restricting unattended cig. machines
- banning all adv. or restricting forms of adv.

paternalism - restricts for our good
* if you're an anti-paternalist,
you still believe in
paternalism of some kind
you still think there are
some substances
that should be restricted
& unavailable
eg. restrictions on auto.
or marijuana
& products that
harm other people

- cause ins. rates to rise
- cause med. costs to rise

young people
fixing blame

* John Stuart Mill
Essay on Liberty
as screws start turning
they believe only legit.
purpose
is to protect injury to others
ganging up on kids

1 support 21 age limit for alc.
on balance, but I have
problems --
diverts attn. from industry's
attempt to promote
extends age of childhood
if we believe we are moral
sovereigns of childhood, we
make it a longer period

as welcome
as remarks
We do
not need
the imprimatur
of Harvard
Dean call for
end
disinvestment

raise purchase
age of tobacco?

Use courts to
solve political
problem?

↑ costs

Start out
i assumption
that don't want

burden of blame on
smoker when
industry has role!

- treat gp. -
as sub-species

- Bogart -
everybody who didn't
smoke for fun

National Nanny pos.
mixed ppts
sm. & industry
public realm

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Start out
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- treat gp. -
as sub-species

- Bogart -
everybody who didn't
smoke fun time

National Nanny pos.
mixed pats
sm. & industry
public realm

burden tobacco commerce
that undermine
almost obscure
promotional efforts

Godber - we do not
seek leg. aimed at
sm., only at the
industry.

Smokers
consumer

do not seek to
punish sm.

sales points

Shirley Jackson
"The Lottery"

- morally blinds us to
the choices -

calmly & dispassionately

- manufacturer
- farmer
- consumer
- academics

The latent
depth to which
is the man can sink
word journalism
- (writing)

- When you invite a journalist you take your
Neal Pierce choices

not so much politics
on shape of the land

economics precedes politics
facts on the ground goes 1st,
then the politics

ldg bet. ec. depts. & pol. resp.

pol.'s deferred tobacco program
office
tobacco sacrament
taxes on cig. kept to minimum

farmers joined man. in assailing
health warning
bc. they felt Silverwood
dep. on ↑ cig. sales

- economic trough -
research into health eff. of sm.
had toll
but real
blow came
when ec.'s did



there is gt. scramble to save tob. prog.
protects farmers in ret. i want.

- schools
- cessation
- & pol. figure saying dangers
not proven
- voters not casting votes on tobacco

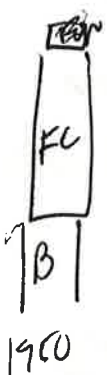
* amt. of tobacco/cig. has fallen
- price
- health 2.7#/1000 cig → 1.7#/1000

- figures Dr. Surana
- profit

oil co's
- asbestos
- chemical w/s.

essence of the program is that it's a control
- ↓ prod. to set price

alt. manuf. using fiber as



2¢ pack fall in price
tob. prog. makes cig. more expensive
tobacco-discouraging program

tobacco
cigs

What % sales
cig.



*cigs were getting cheaper relative to other things

exports
FUTURE

GOVT PROGRAMS
FOREIGN COMPETITION
HEALTH & RELATED CONCERNS
ALTERNATE ENTERPRISES
ALTERNATE USES FOR NEW & EXPANDED TOBACCO MARKETS

NON-FOOD
NON-FIBER
NON-PERISHABLE
ADAPTIVE
NON-ESSENTIAL, HABIT-FORMING
LUXURY

US demand dep. on world

price, tax & prob. health are demand factors
most sens. is price of tob. grown (in US & abroad)

CONSTRAINTS
PROFITABILITY
TECHNOLOGY - specializing and big eqpt
TRADITION
START-UP TIME
LACK OF MKTING elsewhere
FIXED INVESTMENTS
SOIL & CLIMATE PROBLEMS FOR SOME NON-ACTIVE PRODUCTS

COMPETITION FROM OTHER AREAS
POLITICAL PRESSURES → STAINS AND

Good news

Trade show conf. - 4 times state

old Bill no. 11 9/11

CONTEXT

Bad news
13 snowing
unemployment

Warning (apology Reggie)
- Rev. Kilbome

CONSUMER

WARNING

- farmer

- manuf. - prosperity profits up

- allied - industries - mass media

- academics

- gov't - profiting

- NY - all 50 states

Symmetry
- Durham
City of
healthy
- Louisville

City sales - profits

* most powerful advertiser
Farmer
miss
off
in all media
including TV

750x greater

Charts

Slider

6 cos.
Paradise

freedom
to yell

hold up billboards

negative
employment

physician's

buying power

PROJECTED IMPACTS
on FEDERAL GOVT

- Low-cost ARMS
- MECH
- LARGER UNITS
- ↓ PRICES
- OTHER INDUSTRIES
- DEPRESSED FARM
- EC.

Wk Collins / DF Neuman
Crop Science Extension Spc.

DF Neuman

80 sq yds
planted/acre

- seed
- lime
- fungicide
- herbicide
- insecticide
- electricity
- crop ins.
- building ins.
- warehouse charge
- Capital cost
 - trach
 - machinery
 - equip.
- annual op. cost.

Machinery
fuel

1690.01	total op.
2449.99	cost
431.48	interest charge on crop
<hr/>	
2019.51	Ret. to land
<hr/>	
341.50	ownership
<hr/>	
1677.01	
<hr/>	
507.32	labor
<hr/>	
Retains	

product liability

land, quota, labor, capital, machinery, overhead, mgmt.

you gotta be pretty damn good at it

under allotment you

\$1169²⁹/acre

& run family a crop

-- and be a health worker on the side "

Booklet - June 1, 1984
Committee

3 days later I left town
to leave the committee
to receive the accolades

go ana take some of
the heat off the
wheel -- but none
off of Clyde

So. Baptists

why condemned
production, manufacture,
or use in any form

1603 - one of the
wonders of the world

the tide of sorrow
backward keep

a lovely man's companion

a sad man's comfort
a wretched man's sleep
a chilly man's fire

We had no real
reasons for being
involved if there
were not moral
dimensions.

I must tell you
there has not been
a great demand
for ~~us~~ ^{sermons} on
this subject.

- farmers
- Methodist

- sign pledge
not to drink
or smoke

I hadn't been
in N.C.
before
I was a Tennessee
Methodist

1st Corinthian
body is a holy
temple

some got
scholarships
from RJL
all of us got
cc. help from
Duke endowment

- Bible / health issue
- alleviate suffering
due to financial stress
economic vulnerability

I. There are some moral dimensions
(if no easy answers)

II. Persuaded that medical evidence is overwhelming & impressive

everybody wanted to crash down on drunk driving - 25,000
just about 300,000
chief single avoidable cause of death.

III. economic dep. of our people & inst. on tobacco

not sufficient to be anti-smoking
cannot be critic
or immoral if
no reasonable alternatives

Slavery essential
for society
100+ years ago
exc. Quakers
& Salvation Army
on tobacco

nor can still be condemned if
but soc. is itself
at fault if
acquiesced &
fails to pursue
alternatives

pub's message from public officials, industry → no alternatives!
We are in a trap
fated from eternity

We haven't made a substantial & serious shift.



our public leaders have not been willing
to say it's at least slightly undesirable
not enhance human health & welfare
while not moving

- Rural Advancement Fund
study of future of tobacco in N.C.
talk about ec. pressures
foreign competition
mechanization

* COS themselves prospering

- anti-tob. forces
w/o a full und. of what
that will mean

neither blind allegiance
nor ~~full~~ opposition
we've lost sight of public purpose
knee-jerk resp. to defend tobacco
is out of kilter

IV Marketing in the 3rd world
? in corp. conscience in 3rd world
poorest & hungriest
hardest hit

* world tobacco - the world is full of
young people

modernity savors fair adulthood
is why many justifiable in name of
profit?