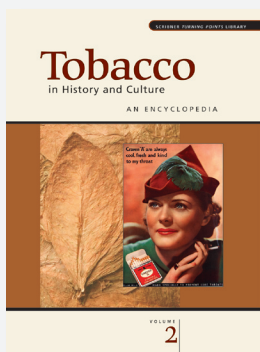


Tobacco in History and Culture: An Encyclopedia



Centuries ago, a cured leaf was burned and smoked by Native Americans. Today, tobacco is one of the most important commodities in the world — and one of the biggest sources of public health debate.

UNIQUE AMONG CULTURAL STUDIES

Existing references on tobacco focus on certain regions or eras, or on modern controversies. They lack global historical context and cross-disciplinary approach. Alone among historical and cultural studies, *Tobacco in History and Culture: An Encyclopedia* is the single authoritative word on every aspect of tobacco, one of the world's most pervasive substances. This innovative reference presents all aspects of tobacco from a global perspective. Nearly 140 entries cover the subject from tobacco's prehistory in Mesoamerica to the most recent developments.

In-depth entries join outstanding support via historical photos, advertising, graphs and maps; plus helpful sidebars, glossaries and timelines. This range of resources helps *Tobacco in History and Culture* support secondary and college-level assignments. But the set is just as valuable for the general reader, for whom the subject ties in with such other cultural touchstones as addiction, migration and slavery.

ALL SIDES OF THE SUBJECT

The cultivation and commerce of tobacco have historically helped drive the economic and social development of Spanish America, Brazil, the colonies of the early United States, the Caribbean, Europe, Africa and Asia. But as questions about the health aspects of tobacco use arose in the twentieth century, the voices of doctors, environmentalists and government

agencies entered the debate.

With unbiased contributions by international experts, this set covers the complicated relationship between tobacco and religion, politics and medicine through the centuries.

CIGARETTES

A cigarette authority smokes prodigiously (a) to make the final and sweetest test of a cigarette—the smoking. (b) WITH TITANIC ACCENTS.

sides of the Atlantic until a truce was declared in 1902. According to the agreement, both companies were left to their national markets and the international markets were left to a jointly owned, newly created British American Tobacco Company (BAT). For ten years BAT was largely controlled by its American partners but in 1911 the British took an upper hand when the U.S. Supreme Court dissolved the AOC into competing companies after being found in violation of U.S. antimonopoly laws. Companies formed as a result of the AOC dissolution remain the dominant players within the international cigarette industry outside of countries such as France, Italy, Spain, Russia, China, and Japan, where state monopolies control the national markets.

Opposing the Cigarette

In many Western countries, the rise in popularity of the cigarette in the late nineteenth and early twentieth centuries drew organized opposition. Motives for attacks on the cigarette were strikingly similar: questions of moral and physical decline that easily fit into religious and nationalist frameworks. In European countries like England, France, and Germany fringes of the medical community put forward concerns over national degeneration due to cigarette smoking. These were marginal movements that only saw tangible results when coupled with other causes. In England, for example, anti-cigarette movements, coupled with panics

nationalism the belief that the narrow, selfish interests of one's country should supersede international standards of behavior.

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Archival images join full-length essays

CONSUMPTION (DEMOGRAPHICS)

Table 5: Countries by Per Capita Consumption in 2000 (Persons 15 Years and Older)

Annual Per Capita Consumption	Selected Countries (Cigarette Sticks)
Over 3,000	Moldova (3,721), Bulgaria (3,407), Japan (3,023)
2,501–3,000	Greece (2,977), Netherlands (2,951), Russian Federation (2,919), Spain (2,906), Switzerland (2,809), Republic of Korea (2,686), Slovenia (2,658), Hungary (2,653)
2001–2500	Poland (2,395), Macedonia (2,310), Ireland (2,304), United States Overall (2,002), Italy (2,039)
1,501–2,000	Belarus (2,000), Portugal (1,997), Iceland (1,958), Kazakhstan (1,881), Denmark (1,856), Tunisia (1,855), Germany (1,843), Belgium (1,837), China (1,779), Canada (1,777), France (1,794), Australia (1,568), Slovakia (1,529), Philippines (1,529), Austria (1,516)
1,001–1,500	Indonesia (1,434), Argentina (1,418), United Kingdom (1,374), Mauritius (1,373), Lithuania (1,298), Malaysia (1,274), Chile (1,268), Ukraine (1,242), Egypt (1,615), Armenia (1,207), Syria (1,205), Finland (1,123), Sweden (1,107), Albania (1,056), California (US) (1,051), Honduras (1,044), Vietnam (1,025)
501–1,000	New Zealand (997), South Africa (933), Algeria (859), Brazil (858), Thailand (802), Belize (800), Fiji (745), Dominican Republic (743), Norway (721), Mexico (712), Morocco (708), Trinidad and Tobago (690), Azerbaijan (573), Pakistan (571), Colombia (567), Jamaica (565), Solomon (545), Nepal (529)
Less than 500	Zimbabwe (466), Uzbekistan (361), Sri Lanka (348), Mauritania (312), Ivory Coast (277), Bangladesh (234), Tajikistan (181), Peru (160), Uganda (147), Mozambique (138), Guinea-Bissau (133), Liberia (120), India (107), Congo-Dem (105), Myanmar (80)

job opportunity, status within the family, including Switzerland, Denmark, United Kingdom, Ireland, New Zealand, and Norway. There were 22 countries in which the male smoking rate was more than 5 times that of females, including a number with high annual per capita cigarette consumption rates (see Table 4 below) such as Indonesia, Russia, South Korea, and China.

TRENDS IN CONSUMPTION, 1970–2000. Since 1970, WHO has compiled comparative estimates of tobacco consumption from national trade statistics with consumption estimated as locally produced product plus

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A chronology puts events into historical context

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- Addiction
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- Chemistry of Tobacco and Tobacco Smoke
- Christianity
- Consumption (Demographics)
- Ethnicity
- Industrialization and Technology
- Islam
- Litigation
- Mayas
- Nicotine
- Prohibitions
- Psychology and Smoking Behavior
- Quitting
- Retailing
- Secondhand Smoke
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*Aligned with secondary school curriculum standards.

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CONNOISSEURSHIP

Pipes of High Art

In October 2000, at an auction in Heidelberg, Germany, two early-nineteenth-century Meissen polychrome porcelain pipes crossed the auction block at, respectively, \$18,200 and \$21,300.

In May 2002, a small, mid-nineteenth-century, high-relief-carved menachem cigar holder depicting a lion couple sold at auction in England for approximately \$5,600.

In April 2003, the gallery Espace Tapis in Paris, France, auctioned an ornate ivory pipe bowl representing a figural bust of a female. It was crafted in Douze, France, the center of ivory carving in the late seventeenth and early eighteenth centuries, although it was missing its stem and mouthpiece, the price paid for this rarity was nearly \$13,000.

In September 2003, a one-of-a-kind, ornately carved mixed medium pipe—made of coral, amber, and gold—depicting a cherub enrobed in garlands, not attributed to Emperor Franz Josef of Austria-Hungary, was purchased from a Massachusetts auction house at \$5,300.

accessories merely interesting collectibles to be traded at flea markets and swap meets?

Whether tobacco items are aesthetically worthy of collecting, either as collectibles or as fine art, depends on individual taste. Yet there is general agreement among connoisseurs of tobacciana (the realm of tobacco-related paraphernalia, art, and **ephemera**) regarding which items are collectibles and which are fine art. Tobacciana classified as collectibles include the following:


- tobacco signage and other advertising mediums;
- tobacco tins, bins, and tins;
- tin tags;
- ashtrays and spittoons;
- match holders, matchbooks, and matchboxes;
- cardboard and cedar cigar boxes;
- ephemera such as trade and **cigarette cards**, company billheads and letterheads, posters, corky labels, cigar box labels and bands, cigarette packs, and cigarette rolling papers;
- tools such as tobacco cutters, pipe tongs, brayers, and cigarette rolling machines; and
- promotional materials produced by the tobacco industry as giveaways.

In contrast to these fairly **ubiquitous** collectibles, the items described in the following pages are the accoutrements prized by tobacciana connoisseurs. According to the collective wisdom of antique experts and personal property appraisers, these items are considered fine art. They are highly sought after, have a universal following, and usually command top dollar (see sidebar).

The Pipe and Its Accessories

Although not every pipe is art, some examples of high art are pipes. Pensive collectors are enamored of just about every category or style of pipe, whether antique or contemporary. Collectors seek not only the

CHEWING TOBACCO



Baseball players Don Zimmer of the Brooklyn Dodgers (l) and Willie Foe of the Chicago White Sox (r) chewing tobacco.
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In most countries, excluding Scandinavia and the United States, tobacco chewers represented a small minority of the population. In particular, tobacco chewing was the preferred method of tobacco consumption in Sweden well into the twentieth century. Not until the 1920s did oral consumption of tobacco begin to decline. Moreover, not until 1954 did cigarettes constitute 50 percent of tobacco's consumption in Sweden, ten years after this occurred in the United States.

During the nineteenth century, tobacco chewing was particularly prevalent in the United States. Exactly why this happened is not certain, but it became widespread and, in 1880, 55 percent of tobacco produced in the country was **plug** tobacco, a form of chewing tobacco. While plug tobacco's percentage of total production fell after 1880, gross production continued to rise until 1917, when it reached its all-time peak of 206 million pounds.

Throughout most of the twentieth century, chewing tobacco usage declined in the United States. Formerly, the population had been largely rural and spent much time outdoors. As the country became more urban and spent more time indoors, tobacco chewing and the accompanying expectation came to be looked upon as unsanitary and unseemly. Only in the 1970s was this trend halted, as increasing restrictions on smoking in public caused some smokers to turn to various forms of chew when unable to smoke.

Chewing tobacco in the United States was for a long time associated with baseball players. During ballgames, the player with the huge chew in his mouth and a package of chew in his back pocket was an image frequently seen in photographs and on television. By the 1990s, pressure from health advocates resulted in the banning of this practice.

Sidebars provide useful information

In-text definitions aid comprehension