

For most of the past 500 years, during which tobacco, the sacred plant of the indigenous peoples of the Americas, has been commercialized, smoking has been primarily associated with men. Public opinion discouraged women from smoking. Women who smoked were assumed to have loose morals and this reduced their chances of marriage at a time when marriage was regarded as the primary objective of women. Apparently, some suggested tobacco could put a moustache on a woman or cause insanity among women. A woman could even be arrested for smoking in public.

All of this changed during the 20<sup>th</sup> century. First, the development of machine made cigarettes and new ways of processing tobacco made cigarettes more palatable (and more addictive). Their wide distribution to soldiers in World War I, greatly expanded the number of smokers, and tobacco companies spent millions in advertising aimed at exploiting the image of the brave, smoking soldier. It worked – sales to men went through the roof. If advertising could work on men, why not on women?

The tobacco companies hired a psychoanalyst named Dr. Brill to help them change the social attitudes about women and smoking. He suggested freedom and liberation as central themes that would appeal to women. The companies hired celebrities to endorse these themes and to smoke in public. Later they added a focus on beauty (particularly weight control) and sexual appeal. Again the advertising hit the mark – cigarette sales to women increased dramatically.

The following images all come from marketing campaigns designed to increase smoking among women. Similar images are viewable online at [www.tobaccofreekids.org/slideshow/deadlyinpink\\_2009\\_03/slideshow\\_full.html](http://www.tobaccofreekids.org/slideshow/deadlyinpink_2009_03/slideshow_full.html). How do each of these images play on social values related to personal identity, gender and self-worth?



In 1913, [1] Mary Patrick got on the train in Boston, got the urge to smoke in New York, [2] decided to light up near Trenton, [3] was caught outside of Wilmington, [4] and was put off the train somewhere between Baltimore and Laurel.

*'Men are like trains. You can always catch another.'*

**VIRGINIA SLIMS**  
YOU'VE COME A LONG WAY BABY

Also available in Menthol

15 mg "tar," 1.1 mg nicotine; Menthol 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

**SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.**

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**Should a gentleman offer a Tiparillo to a marine biologist.**

You're scuba-ing along, admiring a purple parrot fish and a red coral reef when you spot something truly breathtaking.  
A pink leg.  
A marine biologist. Discovering new things under water. Maybe, you muse, she'd like to discover a Tiparillo®. Or a Tiparillo M with menthol.  
She could classify them as the slim, elegant cigar with neat tip. Mild taste? Well... she'd have to try one, wouldn't she?  
But should you offer her one? Or shouldn't you?  
Think fast, mate. Your face mask is steaming up.