

**MERCHANTS OF
DEATH: THE AMERICAN
TOBACCO INDUSTRY**

Published @ 2017 Trieste Publishing Pty Ltd

ISBN 9781760572426

Merchants of death: the American tobacco industry by Larry C. White

Except for use in any review, the reproduction or utilisation of this work in whole or in part in any form by any electronic, mechanical or other means, now known or hereafter invented, including xerography, photocopying and recording, or in any information storage or retrieval system, is forbidden without the permission of the publisher, Trieste Publishing Pty Ltd, PO Box 1576 Collingwood, Victoria 3066 Australia.

All rights reserved.

Edited by Trieste Publishing Pty Ltd.
Cover @ 2017

This book is sold subject to the condition that it shall not, by way of trade or otherwise, be lent, re-sold, hired out, or otherwise circulated without the publisher's prior consent in any form or binding or cover other than that in which it is published and without a similar condition including this condition being imposed on the subsequent purchaser.

www.triestepublishing.com

LARRY C. WHITE

**MERCHANTS OF
DEATH: THE AMERICAN
TOBACCO INDUSTRY**

MERCHANTS OF DEATH

FP

By the same author

HUMAN DEBRIS:
The Injured Worker in America
(by *Lawrence White*)

MERCHANTS
OF
DEATH



THE
AMERICAN TOBACCO
INDUSTRY

Larry C. White


BEECH TREE BOOKS
WILLIAM MORROW
New York

Copyright © 1988 by Larry C. White

All rights reserved. No part of this book may be reproduced or utilized in any form or by any means, electronic or mechanical, including photocopying, recording or by any information storage and retrieval system, without permission in writing from the Publisher. Inquiries should be addressed to Permissions Department, Beech Tree Books, William Morrow and Company, Inc., 105 Madison Ave., New York, N.Y. 10016.

Library of Congress Cataloging-in-Publication Data

White, Larry C.

Merchants of death : the American tobacco industry / Larry C. White.

p. cm.

Includes index.

ISBN 0-688-06706-9

1. Tobacco industry—United States. 2. Advertising—Cigarettes—United States. 3. Tobacco—Physiological effect. I. Title.

HD9135.W47 1988

338.1'7371'0973—dc19

87-33762

CIP

Printed in the United States of America

First Edition

1 2 3 4 5 6 7 8 9 10

BOOK DESIGN BY RICHARD ORIOLO



The word "book" is said to derive from *boka*, or beech.
The beech tree has been the patron tree of writers since ancient times and represents the flowering of literature and knowledge.

For Mark D. Greenberg

ACKNOWLEDGMENTS

I was given much help and encouragement in writing this book by Dr. Elizabeth Whelan, whose unfailing generosity made my job much easier. The Fund for Investigative Journalism gave me a grant that enabled me to learn firsthand the situation and the views of tobacco growers, and also to watch the drama of the Marsee trial against U.S. Tobacco. I would like to thank the many others who have given me their thoughts about my work in progress. My thanks also to my agent, Diane Cleaver, who helped keep me on the right track, and to my wife, Jane, without whose support this book could not have been written.

CONTENTS

Foreword	9
1 The Big Lie	13
2 The Fifties: An Implacable Unity	25
3 Dissent in Tobaccoland	45
4 Lawsuits—a Potent Curse	72
5 Tobacco on Trial	88
6 Advertising Addiction	116
7 Banning Cigarette Advertising —the Magic Bullet?	143
8 Hiding Behind the First Amendment	169
9 Diversification—the Cancer Spreads	186
10 The Corrupting Touch	214
Index	233