



A Brief History of Tobacco Television Ads

By Chris Laws

“Winston tastes good like a cigarette should.”

If you were born before the end of the 1960s, reading those words may trigger feelings of nostalgia; bringing back memories of seeing television commercials advertising various brands of cigarettes, and getting those catchy jingles stuck in your head. However, in 1971, these advertisements vanished from the airwaves, only to remain in the memories of those who had witnessed them in their youth.

From the 1920s through the 1940s, tobacco companies enjoyed unprecedented successes. Even still, tobacco companies continued to aggressively



The Flintstones were one of many programs aimed at younger audiences that took on major tobacco sponsorships. Fred Flintstone and friends were used to market Winston cigarettes.

work to expand their markets and grow their brands through the recruitment of new smokers, especially young adults and teenagers. Before the era of the

television, tobacco companies advertised on the radio, allowing their products to be marketed nationwide. In these marketing campaigns,

(Continued on page 4)

Inside this issue:

| | |
|---|--------|
| A Brief History of Tobacco Television Ads | 1, 4-5 |
| Upcoming Events | 2 |
| Financial Report | 2 |
| From the Site Manager’s Desk | 3 |
| New Staff Development Initiative | 3 |
| In Memorium, Walker Stone | 5 |
| Renew Your Subscription | 6 |

About GOLD LEAF

The Duke Homestead Education and History Corporation publishes *GOLD LEAF*. The Corporation is a non-profit organization dedicated to the development of the Duke Homestead State Historic Site and Tobacco Museum. The museum is open Tuesday through Saturday, from 9 a.m. until 5 p.m. Visit the website, dukehomestead.org, for more information. This newsletter is published semiannually and is available free of charge for digital subscribers. A paper copy can be received for \$5.00 a year.

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Financial Report

Mary Bell
Treasurer

The funds of the Duke Homestead Education and History Corporation as of October 1, 2016 are as follows:

| | |
|-----------------------|--------------------|
| General Fund Savings | \$11,736.71 |
| General Fund Checking | \$ 9,204.55 |
| Scottrade Account: | \$47,713.43 |
| Total Assets: | \$68,654.69 |

Upcoming Events

Family Outing: Archaeology

Oct. 15th

10 am - 12 pm

Help Duke Homestead dig up the past. Become an Archaeologist for the day and help dig for clues about life for a North Carolina farm family in the 19th century.

North Carolina State Fair

Oct 16th & 21st

Join Duke Homestead in the Heritage Circle at the North Carolina State Fair this fall. We will be helping put on the Looping Contest on the 16th and the Mock Auction on the 23rd.

Halloween Phantasmagoria

Oct. 28th

6:30 pm– 9:00 pm

Explore historical concepts of Spiritualism, awe, and wonder from the 19th century. You are invited to wander the property to see what wonders you can find.

Tickets are on sale now– dukehomestead.org

Tickets are \$10 plus tax per person in advance, \$15 plus tax at the door.

Christmas by Candlelight

Dec. 2nd & 9th

7:00 pm - 9:00 pm

Enjoy a candlelight tour through the historic area as we celebrate an 1870 Christmas. Enjoy cookies and hot apple cider.

Tickets are on sale now– dukehomestead.org

Adults: \$6.00

Kids 6 & under: \$3.00

Find more information on all of our events at DukeHomestead.org.

From the Site Manager's Desk by Jessica Shillingsford

The summer is winding down, but Duke Homestead is not!

We had a busy summer that included new and favorite events, such as Family Outings and Pork, Pickles & Peanuts, lots of Junior Interpreter activities, hosting group visits, and work on various projects. We were fortunate to have an intern through the Youth Advocacy and Involvement Office, JoCora Moore, who was a tremendous help through the season and beyond.

We have continued to prepare for our fall events, also a mix of new (Halloween Phantasmagoria) and old

favorites (Christmas by Candlelight). Other projects have included updates to museum exhibits and displays, as well as our museum collection.

I'm thrilled to report that we were able to send Assistant Site Manager, Julia Rogers, to the annual American Association for State and Local History conference in Detroit, Michigan. Julia traveled to Detroit to present a poster on the site's "Born at Duke Homestead" event and the experience of collaborating with an arts group. She had some excellent exchanges with colleagues from all over the

country, and attended several valuable sessions. Julia was able to attend thanks to our support group, Duke Homestead Education & History Corporation, and the division of NC Historic Sites.

By the time our next newsletter posts, we hope to have completed renovations of the Visitor Center. This work will greatly improve our facilities and our visitors' experience here, and we look forward to its completion. This fall, however, the site will look a little different as we undergo construction. Don't worry – we will still host visitors, field trips, and special events!

New Staff Development Initiative

by Michael Verville, DHEHC Member-At-Large

What are three things you associate with summer? Beer, baseball, and fundraising, right?

Beginning this past June, support group (DHEHC) board members and volunteers operated beer carts and helped out in concessions stands at Durham Bulls games a few nights each month. The board voted to dedicate these funds specifically to professional development needs of Homestead staff. In all, we raised nearly \$1,200, met wonderful people at Bulls games, and spread the word about Duke Homestead to people from across the Triangle.

Some of the funds raised helped Assistant Site Manager Julia Rogers pay for a trip to Detroit, where she represented Duke Homestead at the annual American Association for State and Local History Conference and presented a poster about the site's "Born at Duke Homestead" event.

We will take part in this program again next season, April - August 2017. Contact Michael Verville at michaelvervil@gmail.com if you would like to volunteer at a game next season. See you at the ballpark!



Cont...

(Continued from page 1)

tobacco companies used strategies like catchy jingles and sponsoring radio shows that promoted popular music to draw in new customers. Radio shows like *Hit Parade* and *Jack Benny and the Kay Kyser Kolledge of Musical Knowledge*, which were sponsored by Lucky Strike and the American Tobacco Company, became widely popular shows with an audience consisting of mainly younger viewers. When the television became popular during the 1950s, many of these radio advertisements and programs were brought over to television.

Tobacco companies

became major sponsors of television programming during the 1950s and 60s, especially in programming that was viewed by teenage audiences. Examples include shows like *The Many Lives of Dobie Gillis*, *The Horace Heidt Amateur Hour*, *The Flintstones* and *The Beverly Hillbillies*, all of which catered to younger audiences. Even the American debut of the British rock sensations *The Beatles*, on *The Ed Sullivan Show*, was brought to American households by tobacco advertising.

By the 1960s, the airwaves had become saturated with advertisements encouraging viewers to buy

various brands of cigarettes. Television advertising had become the main avenue for cigarette marketing campaigns. American teenagers were so exposed to these advertisements, that on average a teen would have seen over 1,000 cigarette commercials a year. The strategy to target young people was successful. According to historian Richard Pollay, the rate of teenage smokers increased by 10% during the 1960s, and 44% of graduating high school seniors were smokers in 1963.

Opposition to the targeting of teens and young adults by tobacco advertising rose after medical studies began to confirm beliefs that cigarette smoking was linked to cancer. An article titled "Cancer By the Carton," published in *Reader's Digest* in 1952, showed the results of a medical study that found a relationship between the increase in the rate of cigarette smoking and the increased number of lung cancer cases. In 1953, *Time Magazine* published an article titled "Beyond Any Doubt," which stated that instances of lung cancer had increased in men by 400%, and by



Many variety TV shows were sponsored by major cigarette brands such as Lucky Strike. Seen here is Kay Kyser, a popular radio artist born in NC, most known for *Jack Benny and the Kay Kyser Kolledge of Musical Knowledge*.

200% in women since 1933.

In 1967, the Federal Communications Commission ruled that “the repeated and continuous broadcast of the advertisements may be a contributing factor to the adoption of which may lead to an untimely death.” Because of this, the FCC required broadcasting companies that ran cigarette commercials to provide an opportunity for anti-smoking groups to broadcast commercials informing the public about the dangers of cigarette smoking. For every 3 cigarette commercials that ran on the airwaves, an anti-smoking spot also ran.

Because of this, there was a significant decline of smoking rates from 1967 to 1971.

In February 1969, the FCC declared that they were going to seek legislation to ban all tobacco product advertising on television. Despite the claims from tobacco companies that this was a violation of their First Amendment rights, Congress passed the Public Health Cigarette Smoking Act of 1969. This bill banned all radio and television tobacco advertising, and also required that all

cigarette packaging bear a label saying, “Warning: The Surgeon General Has Determined that Cigarette Smoking Is Dangerous to Your Health.” President Richard Nixon signed this bill into law on April 1, 1970. The last cigarette commercial was an advertisement for Virginia Slims that aired on the Johnny Carson Tonight Show, January 1, 1971, one minute before the ban went into effect.

In Memoriam, Walker Stone

Walker Strickland Stone
August 13, 1935 – September 16, 2016

This September we lost a longtime supporter and dear friend. Mr. Walker S. Stone was a well-known tobacconist, owner/operator of the iconic Liberty Warehouse in Durham, and patron to many local organizations. We knew him as a dedicated sponsor and advocate for Duke Homestead and tobacco history. He supported Duke Homestead continuously since 1975, serving as support group President, donating artifacts to our museum collection, participating in events, and giving generously.



This is perhaps the season that Walker will be most missed at Duke Homestead. Every fall he led the Mock Tobacco Auction here and at the State Fair, and these events will not be the same without him.

Our visitors will continue to learn about tobacco history from Walker for a long time to come by watching him in the site’s film, Legacy of the Golden Leaf.

The Duke Homestead staff and DHEHC members send our very best wishes to the Stone family and Walker’s many friends and loved ones.



GOLD LEAF

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