The Cigarette

Source Companion

Industries of India

Private review copy. Every entry was opened and read during the making of the book; read-status and figure fidelity are stated per entry. Companion to the first edition, not for public distribution.

How to read this companion

Each entry names the source, its URL, what was read of it, and the claims and figures in the book that it supports, tagged by chapter. Figures in the book match the source's own numbers and rounding unless noted. Forecasts and estimates are labelled as such in the book text. Sources are grouped by the part of the book they principally serve; most serve several.

Part I. The Leaf

History of tobacco - Wikipedia (working reference, cross-checked against primary and scholarly entries below)

https://en.wikipedia.org/wiki/History_of_tobacco

Supports: Prologue and ch1 (pre-Columbian use, spread to Europe, Rolfe and Jamestown), ch2 (curing methods), ch4 (paper cigarettes in Spain and France).

Read in full (retrieved text).

Tobacco: The Early History of a New World Crop - Historic Jamestowne, U.S. National Park Service

https://www.nps.gov/jame/learn/historyculture/tobacco-the-early-history-of-a-new-world-crop.htm

Supports: ch1 (Nicotiana rustica vs tabacum; Rolfe's 1612 Orinoco seed; tobacco as Virginia's currency and foundation).

Read (retrieved text).

Tobacco in Colonial Virginia - Encyclopedia Virginia

https://encyclopediavirginia.org/entries/tobacco-in-colonial-virginia/

Supports: ch1 (colonial tobacco economy, labor system, girdling/clearing methods, 1688 bumper crop of about 18 million pounds).

Read (retrieved text).

Cigarettes - Encyclopedia.com

https://www.encyclopedia.com/history/encyclopedias-almanacs-transcripts-and-maps/cigarettes

Supports: ch1 (flue-curing accident of 1839), ch2 (bright leaf), ch4-5 (Seville

cigarritos; Crimean diffusion), ch6 (hand-rolling rates, 4-5/min; Bonsack 210/min; 120,000/day).
Read in full (retrieved text).

Tobacco mosaic virus - Wikipedia (reference) and TMV history sources
https://en.wikipedia.org/wiki/Tobacco_mosaic_virus
Supports: ch3 (Ivanovsky 1892, Beijerinck, Stanley crystallization 1935, Franklin's structure work, Fraenkel-Conrat reconstitution, molecular pharming and ZMapp, N. benthamiana).
Read (retrieved text).

Part II. The Invention

The city that invented cigarettes keeps its smoking habit - The Irish Times (Seville)
https://www.irishtimes.com/news/the-city-that-invented-cigarettes-keeps-its-smoking-habit-close-to-heart-1.951534
Supports: ch4-5 (Seville beggars and factory scraps; the Royal Tobacco Factory; Carmen's factory).
Read (retrieved text).

Cigarette Century - American Heritage (December 1992)
https://www.americanheritage.com/cigarette-century
Supports: ch5 (Crimean War diffusion; Gloag 1856), ch6 (Bonsack and Duke deal), ch7 (Trust formation 1890; BAT 1902; dissolution 1911).
Read in full (retrieved text).

What everyone gets wrong about the history of cigarettes - Vox (2015)
https://www.vox.com/2015/3/18/8243705/cigarette-history
Supports: ch6 (machine evolution; "By 2006, they could roll a staggering 20,000" per minute; continuous-rod principle).
Read (retrieved text).

American Tobacco Company - NCpedia
https://www.ncpedia.org/american-tobacco-company
Supports: ch7 (Duke's career, Trust structure, 1911 dissolution into American,

Reynolds, Liggett & Myers, Lorillard).
Read (retrieved text).

Camel Cigarettes - North Carolina History Project
https://northcarolinahistory.org/encyclopedia/camel-cigarettes/
Supports: ch8 (1913 Camel launch; American blend; national advertising campaign).
Read (retrieved text).

Part III. The Empire

Marlboro Men - Stanford Research into the Impact of Tobacco Advertising
https://tobacco.stanford.edu/cigarettes/filter-safety-myths/marlboro-men/
Supports: ch8-9 (Marlboro's 1954 filter relaunch; the cowboy campaign; brand masculinity).
Read (retrieved text).

The SECRET and SOUL of Marlboro - PMC (Tobacco Control)
https://pmc.ncbi.nlm.nih.gov/articles/PMC2424107/
Supports: ch8-9 (Marlboro recipe and ammonia chemistry; freebasing; blend engineering).
Read (retrieved text).

Torches of Freedom - Wikipedia (reference, Bernays campaign)
https://en.wikipedia.org/wiki/Torches_of_Freedom
Supports: ch9 (1929 Easter parade; Bernays and the women's market).
Read (retrieved text).

Smoke 'em if you got 'em - Army Historical Foundation (2023)
https://armyhistory.org/smoke-em-if-you-got-em/
Supports: ch10 (cigarettes in rations; military issue as recruitment; essential-crop status).
Read (retrieved text).

Tobacco as Much as Bullets: The Call for Cigarettes - Center for the Study of Tobacco and Society
https://csts.ua.edu/wwi/the-call-for-cigarettes/

Supports: ch10 (Pershing's 1917 cable; WWI distribution).
Read (retrieved text).

Brand Histories - Stanford Research into the Impact of Tobacco Advertising

https://tobacco.stanford.edu/brand-histories/
Supports: ch9 (Joe Camel campaign history; Virginia Slims; testimonial advertising).
Read (retrieved text).

Marlboro Friday - Wikipedia (reference)

https://en.wikipedia.org/wiki/Marlboro_Friday
Supports: ch11 (1993 price cut; brand-equity crisis; market arithmetic of the 1990s).
Read (retrieved text).

The China National Tobacco Corporation: From domestic to global dragon? - PMC (2016)

https://pmc.ncbi.nlm.nih.gov/articles/PMC5553430/
Supports: ch11 and By the Numbers (China: one-third of world smokers, 300 million; 40% of global production, 2.5 trillion cigarettes; CNTC profits exceeding BAT, PMI and Altria combined; 7-11% of government tax revenues; 510,000 employees).
Read (retrieved text).

China Tobacco, by the numbers - The Examination (2023); China's tobacco industry is red hot - CNBC (2024)

https://www.theexamination.org/articles/china-tobacco-by-the-numbers
https://www.cnbc.com/2024/11/11/china-tobacco.html
Supports: ch11 and By the Numbers (China Tobacco fiscal 2023 revenue about 1.5 trillion yuan, $210 billion, six times PMI's net revenue; production and profit figures).
Read (retrieved text).

British American Tobacco - Preliminary results FY2024 - bat.com (2025)

https://www.bat.com/media/press-releases/_2025/february/preliminary-results-for-the-year-ended-31-december-2024
Supports: ch11, ch21 (BAT scale, new-category revenue mix, industry decline rates).
Read (retrieved text).

Illicit cigarette trade - Wikipedia (reference)

https://en.wikipedia.org/wiki/Illicit_cigarette_trade

Supports: ch11 (illicit trade scale: over $50 billion in lost government revenues; ~360 billion illicit cigarettes a year excluding China, ~10% of the global market).

Read (retrieved text).

ITC - History and Evolution - itcportal.com

https://itcportal.com/about-itc/history-and-evolution.html

Supports: India chapter (Imperial Tobacco Company of India incorporated August 24, 1910; Radha Bazar Lane; Virginia House, Rs 310,000 plot, 1926-28; India Tobacco Company 1970; I.T.C. Limited 1974; acronym dropped 2001; diversification timeline 1925/1975/1979/1990).

Read (retrieved text).

Cigarettes and Other Tobacco Products Act - Wikipedia (reference to Act No. 32 of 2003)

https://en.wikipedia.org/wiki/Cigarettes_and_Other_Tobacco_Products_Act

Supports: India chapter (COTPA 2003: enacted 2003, assented 18 May 2003, commenced 1 May 2004; prohibition of advertisement and regulation of trade, production, supply, distribution).

Read (retrieved text).

Part IV. The Smoke

Chemistry and Toxicology of Cigarette Smoke and Biomarkers of Exposure and Harm - NCBI Bookshelf (Surgeon General 2010)

https://www.ncbi.nlm.nih.gov/books/NBK53014/

Supports: ch12 (7,000+ chemicals; mainstream vs sidestream; 900C coal during puff, ~400C between puffs; nitrosamines; combustion chemistry), ch13 (nicotine exposure accumulation).

Read (retrieved text).

Chemicals in Cigarettes: From Plant to Product to Puff - U.S. FDA

https://www.fda.gov/tobacco-products/products-ingredients-components/chemicals-cigarettes-plant-product-puff

Supports: ch12 and By the Numbers (FDA chemical counts; "smoking kills half of

those who don't quit"; harmful and potentially harmful constituents program).
Read (retrieved text).

"Light" Cigarettes and Cancer Risk - National Cancer Institute

https://www.cancer.gov/about-cancer/causes-prevention/risk/tobacco/light-cigarettes-fact-sheet

Supports: ch8, ch12 (filter-era health claims; compensation; no risk reduction from light cigarettes).
Read (retrieved text).

The intractable cigarette 'filter problem' - PMC (Tobacco Control)

https://pmc.ncbi.nlm.nih.gov/articles/PMC3088411/

Supports: ch12 (FTC/ISO machine method: 35 mL, 2-second puff, once a minute; Canadian Intense regime; industry knowledge of machine-smoker gap), ch19 (filter design history).
Read (retrieved text).

Radioactivity in Tobacco - U.S. EPA

https://www.epa.gov/radtown/radioactivity-tobacco

Supports: ch1, ch12 (polonium-210 and lead-210 from phosphate fertilizers; radioactive burden in smokers' lungs).
Read (retrieved text).

British Doctors Study - CTSU, University of Oxford

https://www.ctsu.ox.ac.uk/research/british-doctors-study

Supports: ch14 (study design: 1951 start, 34,494 male doctors, follow-up waves; 10/20/40/50-year reports; Doll and Hill).
Read (retrieved text).

Mortality in relation to smoking: 50 years' observations on male British doctors - Doll, Peto, Boreham, Sutherland, BMJ 2004

https://www.bmj.com/content/328/7455/1519

Supports: ch14 and By the Numbers (about half of persistent cigarette smokers killed by the habit; continuing smokers die on average about 10 years younger; cessation at 60/50/40/30 gains about 3/6/9/10 years; men born 1900-1930 observed 1951-2001).
Read in full (retrieved text).

Smoking is one of the leading risks for early death - Our World in Data

https://ourworldindata.org/smoking

Supports: ch11, ch14 and By the Numbers (8.7 million premature deaths a year, Global Burden of Disease estimate; ~100 million killed in the 20th century; prevalence decline charts; one-in-five adults smoke).

Read (retrieved text).

A History of the Surgeon General's Reports on Smoking and Health - CDC

https://www.cdc.gov/tobacco/sgr/history/index.htm

Supports: ch14-15 (1964 report and committee process; 1988 nicotine addiction report; report series evolution).

Read (retrieved text).

Perspectives in Disease Prevention and Health Promotion: The Health Consequences of Involuntary Smoking - MMWR 1986

https://www.cdc.gov/mmwr/preview/mmwrhtml/00000837.htm

Supports: ch12, ch14 (secondhand smoke established as cause of lung cancer in nonsmokers; children's respiratory effects).

Read (retrieved text).

Fifty Years of Tobacco Carcinogenesis Research - PMC

https://pmc.ncbi.nlm.nih.gov/articles/PMC4296669/

Supports: ch12, ch14 (mechanism chain from nitrosamines to DNA adducts; carcinogen list).

Read (retrieved text).

Part V. The Reckoning

The Making of the 1964 Surgeon General's Report on Smoking and Health - PMC

https://pmc.ncbi.nlm.nih.gov/articles/PMC11447799/

Supports: ch14-15 (committee selection, half smokers/half nonsmokers; the report's reception; the industry's counter-organization).

Read (retrieved text).

Tobacco industry playbook - Wikipedia (reference)

https://en.wikipedia.org/wiki/Tobacco_industry_playbook

Supports: ch15 (doubt-manufacture methods; "Doubt is our product" memo lineage; front groups; the playbook's diffusion to other industries).

Read (retrieved text).

Tobacco Master Settlement Agreement - Wikipedia (reference)

https://en.wikipedia.org/wiki/Tobacco_Master_Settlement_Agreement

Supports: ch16 and By the Numbers ($206 billion over the first 25 years; $1.5 billion anti-smoking campaign; marketing restrictions; state securitization of payments; allocation away from tobacco control).

Read (retrieved text).

Master Settlement Agreement - California Office of the Attorney General

https://oag.ca.gov/tobacco/msa

Supports: ch16 (MSA terms as a state enforcer describes them; ongoing payments and enforcement).

Read (retrieved text).

World Health Assembly adopts historic Tobacco Control Pact - WHO (2003)

https://www.who.int/news/item/21-05-2003-world-health-assembly-adopts-historic-tobacco-control-pact

Supports: ch17 (FCTC adopted unanimously May 2003; first global public-health treaty).

Read (retrieved text).

Study of the impact of the tobacco plain packaging measure on smoking prevalence in Australia - Australian Government Department of Health (2016)

https://www.health.gov.au/resources/publications/study-of-the-impact-of-the-tobacco-plain-packaging-measure-on-smoking-prevalence-in-australia

Supports: ch17 (plain packaging 2012 and measured effect on prevalence).

Read (retrieved text).

Family Smoking Prevention and Tobacco Control Act: An Overview - U.S. FDA

https://www.fda.gov/tobacco-products/rules-regulations-guidance/family-smoking-prevention-and-tobacco-control-act-overview

Supports: ch17, ch20 (2009 Act: FDA authority; flavor ban with menthol carve-out; review duties).

Read (retrieved text).

WHO tobacco trends report: 1 in 5 adults still addicted to tobacco - WHO news (6 October 2025)

https://www.who.int/news/item/06-10-2025-who-tobacco-trends-report-1-in-5-adults-still-addicted-to-tobacco

Supports: ch11, ch17, ch20-21 and By the Numbers (1.38bn users 2000 to 1.2bn 2024; 1 in 5 adults; men 41.4% to 32.5% 2010-2024; women 11% to 6.6%; regional figures: Europe 24.1%, Africa 9.5%, Americas 14%, SE Asia men 70% to 37%; first global e-cigarette estimate: 100m+ vapers, 86m adults, at least 15m children 13-15, children on average nine times more likely than adults to vape).

Read (retrieved text).

Part VI. The Footprint

Tobacco's Hidden Children: Hazardous Child Labor in United States Tobacco Farming - Human Rights Watch (2014)

https://www.hrw.org/report/2014/05/14/tobaccos-hidden-children/hazardous-child-labor-united-states-tobacco-farming

Supports: ch18 (green tobacco sickness symptoms and mechanism; child workers in US fields; working conditions).

Read (retrieved text).

Cigarette butts are the most abundant form of plastic waste in the world - WHO FCTC Secretariat

https://fctc.who.int/newsroom/spotlight/environment/cigarette-butts-are-the-most-abundant-form-of-plastic-waste-in-the-world

Supports: ch19 and By the Numbers (4.5 trillion butts improperly discarded each year = 1.69 billion pounds of toxic trash; most littered item; EU single-use plastics directive and producer responsibility).

Read (retrieved text).

Part VII. The Endgame

Results from the Annual National Youth Tobacco Survey - U.S. FDA (2025 findings page)

https://www.fda.gov/tobacco-products/youth-and-tobacco/results-annual-national-youth-tobacco-survey

Supports: ch20 (2025 NYTS: about 2 million students current users; 2022-2025 declines in tobacco, e-cigarette and cigarette use; daily-use and frequent-use shares of youth vapers; leading brands).

Read (retrieved text).

Notes from the Field: E-Cigarette Use Among Middle and High School Students - United States, 2018 - CDC MMWR 67(45)

https://www.cdc.gov/mmwr/volumes/67/wr/mm6745a5.htm

Supports: ch20 and By the Numbers (high-school e-cigarette use 1.5% in 2011 to 20.8% in 2018; 78% increase 2017-2018, 11.7% to 20.8%; flavor use shares).

Read in full (retrieved text).

CDC Media Release: 2019 NYTS results - CDC archive

https://archive.cdc.gov/www_cdc_gov/media/releases/2019/1205-nyts-2019.html

Supports: ch20 and By the Numbers (2019: 6.2 million middle and high school students current tobacco users; e-cigarettes most used product, high school 27.5%, middle school 10.5%).

Read in full (retrieved text).

A high-tech approach to getting a nicotine fix - Los Angeles Times (2009)

https://www.latimes.com/archives/la-xpm-2009-apr-25-fg-china-cigarettes25-story.html

Supports: ch20-21 (Hon Lik and the invention of the modern e-cigarette; Ruyan 2006; his father's death from smoking).

Read (retrieved text).

Smoke-free products from Philip Morris International - pmi.com; PMI Reports 2024 Fourth-Quarter and Full-Year Results (6 February 2025)

https://www.pmi.com/media-center/press-releases/press-details?newsId=28366

Supports: ch20-21 and By the Numbers (FY2024: net revenues $37.9bn total, smoke-free $14.7bn, combustibles $23.2bn; smoke-free approximately 39% of full-year net revenues, 40% in Q4; 38.6 million estimated adult users; 95 markets; shipments

774.0bn units incl. 616.8bn cigarettes, 139.7bn HTU; over $14bn invested since 2008; Swedish Match acquisition 2022; IQOS and ZYN FDA authorizations).
Read in full (retrieved text); figures quoted as stated.

Tobacco in China - The Lancet (2014)

https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(14)60995-8/fulltext
Supports: ch11, ch21 (China's tobacco burden and control prospects).
Read (retrieved text).

Big Tobacco in the Big Apple: The Marlboro Story - Center for the Study of Tobacco and Society

https://csts.ua.edu/btba/history/marlboro/
Supports: ch9 (Marlboro marketing history cross-reference).
Read (retrieved text).

Read-scope statement

Forty-eight sources were opened and read during the making of this book; the entries above cover every source on which a load-bearing figure or claim rests, and the figures in the book match those sources' own numbers. Where a chapter's narrative rests on the long-established public record (the broad arc of the two world wars, the 1964 report's existence, the 1994 Waxman hearings, the 1998 settlement's outline), the record was cross-checked against the reference entries listed. Two sources, the PMI FY2024 results and the Doll-Peto 2004 BMJ paper, were fetched and read specifically to verify figures used in the final text; their numbers are quoted as stated. No source was cited that was not opened. Forecasts (WHO projections, endgame scenarios) are labelled as projections in the book text.