

[One in a Series]

IN THE 1920s, AMERICANS SMOKED LESS THAN THEY DO NOW. WHY DOES *GATSBY* TELL ANOTHER STORY?

The *Great Gatsby* (PG-13, Time Warner) is based on a novel that mentions smoking eight times.

In contrast, the latest film version features more than 150 smoking incidents. It has already delivered 2.5 billion tobacco impressions to today's theater audiences.

The *Gatsby* name has long been exploited to promote smoking. Three stars from the 1949 version of *Gatsby* were signed up to advertise Camel or Lucky Strike cigarettes: Alan Ladd (Jay Gatsby), Ruth Hussey (Jordan Baker) and Shelley Winters (Myrtle Wilson).

Brown & Williamson, now part of British-American Tobacco, registered "Gatsby" as a cigarette brand in 1974, the same year Paramount released the third filmed version of *Gatsby*. From the 1970s to the 1990s, RJ Reynolds, Philip Morris and Lorillard consumer-tested *Gatsby* brand names and advertising.

But the association with 1920s smoking is phoney. As the chart below shows, Americans in the Jazz Age smoked less than Americans smoke today.

Why do we think "everybody" smoked in the past? Movies from the 1930s, 40s and 50s were made amid secret tobacco deals with studios and millions in payoffs to top film stars, all designed to drive cigarette sales. Films shaped by the tobacco industry back then shape our memories today.

Later, in the 1970s, after tobacco ads were banned from TV, the tobacco industry started placing its product in Hollywood movies, including many kid-rated films. Once-secret tobacco industry documents show product placement campaigns continued for at least twenty-five years, into the 1990s.



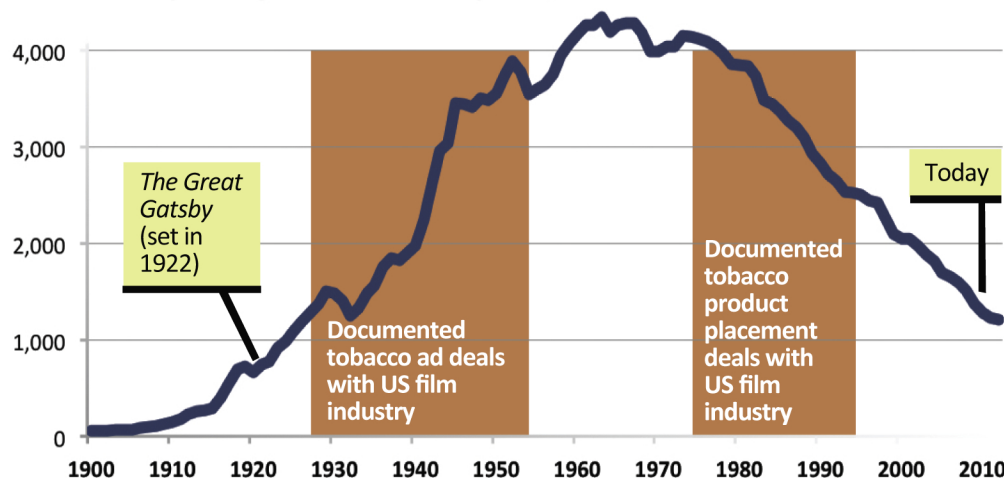
Just like the old days? The *Great Gatsby* (2013) fills the screen with smoking. Well-timed publicity hints to moviegoers that the film's star actually puffs.

Tobacco in Hollywood movies continues to manipulate reality, not reflect it. Among recent PG-13 movies, fictional period dramas like *Gatsby* show the most smoking. But young audiences actually get more of their tobacco exposure from fantasy films with no pretense to realism.

The more smoking kids see, whether it's phoney history or comic book fantasy, the more likely they'll smoke. That's why global health authorities call for adult-rating all future films with smoking, with two exceptions: if they depict an actual person who smoked or else the real consequences of tobacco use.

If your movie demands more smoking than that, simply take an "R."

Per capita cigarette consumption, 1900-2012



In 1922, Americans smoked less than in 2012—and 80% less than at the peak in 1963. Color bands show the film and tobacco industries partnered to push smoking in at least 7 of the last 9 decades.



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SMOKING IN MOVIES KILLS IN REAL LIFE. Smoke Free Movie policies—the R-rating, anti-tobacco spots, certification of no payoffs, and an end to brand display—are endorsed by the World Health Organization, American Medical Association, American Academy of Pediatrics, American Heart Association, Legacy, American Lung Association, Americans for Nonsmokers' Rights, American Public Health Association, Breathe California, Campaign for Tobacco-Free Kids, Los Angeles County Department of Public Health, New York State Department of Health, New York State PTA, and many others. Smoke Free Movies, UCSF School of Medicine, San Francisco, CA 94143-1390.