

91231R



NEW ZEALAND QUALIFICATIONS AUTHORITY
MANA TOHU MĀTAURANGA O AOTEAROA

QUALIFY FOR THE FUTURE WORLD
KIA NOHO TAKATŪ KI TŌ ĀMUA AO!

Level 2 History, 2018

91231 Examine sources of an historical event that is of significance to New Zealanders

2.00 p.m. Wednesday 28 November 2018
Credits: Four

RESOURCE BOOKLET

Refer to this booklet to answer the questions for History 91231.

Check that this booklet has pages 2–13 in the correct order and that none of these pages is blank.

YOU MAY KEEP THIS BOOKLET AT THE END OF THE EXAMINATION.

THE RISE AND FALL OF SMOKING IN NEW ZEALAND

c.1800–c.2010

INTRODUCTION

Smoking arrived in New Zealand with the earliest Europeans. Māori soon adopted the habit and began growing tobacco. Most smokers in these early times used pipes. Cigars were expensive, and hand-rolled cigarettes were rare. Māori men and women both smoked, but few European women did.

As the population grew in the 1860s consumption of tobacco rose fast. From the 1880s tailor-made cigarettes became cheaper and more popular as their production was mechanised. Local cigarette companies emerged, and for a time there was a requirement that they use 30–40% locally grown tobacco leaf.

European women in New Zealand took up cigarette smoking in the early 20th century, and smoking rates amongst both men and women rose steadily, encouraged by the two world wars. Soldiers found cigarettes comforting, and women who entered the workforce while men were at war had their own income, with some taking up smoking. By the 1950s almost three-quarters of New Zealand men and a third of women smoked.

Opposition to smoking began early. The Anti-Nicotine Society, founded in 1883, believed that smoking led to other vices such as drunkenness. The first government warning against smoking appeared in 1945. By the 1950s signs of increasing lung cancer rates were emerging. By the late 1980s about 5 000 New Zealanders were dying each year from smoking-related illnesses – about one in five of all adult deaths.

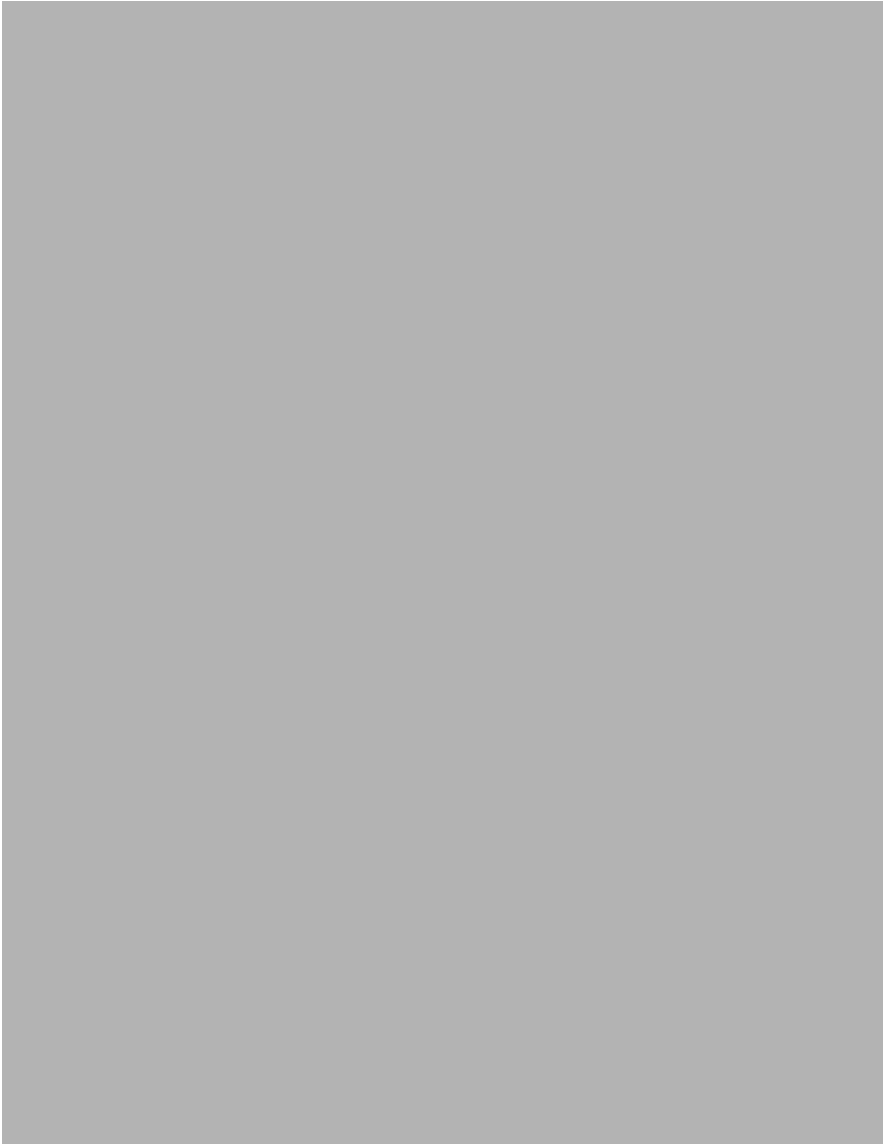
The late 1980s saw a significant change. From 1984 to 1992 over 40% fewer cigarettes were consumed per adult. In the first decade of the 21st century consumption fell again. However, the decline varied in different parts of society. In 2012 smoking rates were highest among Māori and Polynesians, those on low incomes, those who were less-educated, and, increasingly, among women.

Text (adapted): <http://www.TeAra.govt.nz/en/smoking>

SOURCE A: Māori smoking and health concerns, 1840s**A(i): 1847, a young Māori man with his clay pipe**

Ink and watercolour by Leopold Verguet, a French Marist missionary who travelled in the Pacific in the 1840s.

Image: <https://teara.govt.nz/en/artwork/39861/contemplative-pipe>

**A(ii): Newspaper Article written by a Pākehā doctor titled 'To The Men of Waikato' which appeared in the *Maori Messenger: Te Kare Maori*, 29 March 1849**

I was very glad to find, that although you always appear to be smoking, yet I am sure you do not consume very much tobacco. [REDACTED]

[REDACTED] I tell you as a Doctor, become a poor, decrepit, miserably diseased, race of people, who, a few years from this time, will die away from the face of the earth.

Text (adapted): <https://paperspast.natlib.govt.nz/imageserver/newspapers/?oid=MMTKM18490329.2.8&color=32&ext=gif&area=3>

SOURCE B: Pākehā and Māori cultivation of tobacco, c.1880s and 1904**B(i): Commercially grown tobacco drying in a field near Christchurch, c.1880s**

Image: https://thumbnailer.digitalnz.org/?resize=664%3E&src=http%3A%2F%2Fndhadeliver.natlib.govt.nz%2FNLNZStreamGate%2Fget%3Fdps_pid%3DIE2948876

B(ii): Tobacco drying on a Māori pātaka*, Ruatahuna, 1904

The photographer who took this photograph stated that as the party approached Ruatahuna they “left the stream and started across the clearings on the outskirts of the village. There was little cultivation ... Pits of kumaras, recently dug, and tobacco drying in the sun were the only signs of husbandry*.”

Pātaka storehouse
Husbandry the care, cultivation, and
 breeding of crops and
 animals.

Image: <http://mp.natlib.govt.nz/image/?imageId=images-15268&profile=access>

SOURCE C: Juvenile smoking and the Government response c.1890s and 1915**C(i): Two boys smoking cigarettes, c.1890s**

Image: https://thumbnailer.digitalnz.org/?resize=664%3E&src=http%3A%2F%2Fndhadeliver.natlib.govt.nz%2FNLNZStreamGate%2Fget%3Fdps_pid%3DIE328854

C(ii): Government anti juvenile smoking actions, 1880–1915

The main political campaign of the anti-nicotine movement was fought against “juvenile smokers”. In 1903 a Juvenile Smoking Suppression Act was finally passed. [REDACTED]

[REDACTED]

[REDACTED]

[REDACTED] During the whole time from the passage of the Act to the beginning of the Great War only 100 “juveniles” were convicted for smoking.

Text (adapted): Stevan Eldred-Grigg, *Pleasures of the Flesh, Sex & Drugs in Colonial New Zealand 1840–1915* (Reed: Wellington 1984), pp. 222–223.

SOURCE D: Newspaper cartoon showing different opinions about smoking on public transport, 1906



* *New Woman*: a woman seeking to improve the moral behaviour of society

** *Gay Old Party*: a Cheery Old Fellow

Image: *Observer*, Volume XXVII, Issue 11, 1 December 1906, <https://paperspast.natlib.govt.nz/imageserver/newspapers/?oid=T019061201.2.23.1&color=32&ext=gif&area=1>

SOURCE E: Two anti-smoking perspectives 1880–1915**E(i): Anti-smoking for *medical* reasons**

Medical research between 1880 and 1910 did not produce any firm conclusions about the effects of tobacco, but doctors were increasingly alarmed by the results which turned up in laboratories and on the dissecting slab. [REDACTED]

[REDACTED] In 1903 one politician claimed that there was probably not “one medical man out of fifty who did not smoke either a cigarette or a pipe”.

E(ii): Anti-smoking for *moral* reasons

The reluctance of doctors to take strong measures meant that the main assault on “the great goddess Nicotine” was launched by the social puritans*. [REDACTED]

[REDACTED] Many prohibitionists believed that once alcohol was defeated, “smoking would be the next thing to be prohibited”.

* *social puritans*: persons seeking to improve the moral behaviour of society

** *pietist*: extremely religious

† *prohibition*: forbidding the manufacture and sale of alcohol

‡ *temperance*: abstinence from alcoholic drink.

Text (E(i) and E(ii)): Stevan Eldred-Grigg, *Pleasures of the Flesh, Sex & Drugs in Colonial New Zealand 1840–1915* (Reed: Wellington 1984), pp 220–222.

SOURCE F: Tobacco and cigarette advertising featuring women, 1930s**F(i): Advertising card promoting
New Zealand produced Riverhead
tobacco, c.1935**

Image: <https://thumbnailer.digitalnz.org/?resize=664%3E&src=http%3A%2F%2Fndhadeliver.natlib.govt.nz%2FNLNZStreamGate%2Fget%3Fdpi%3DIE378894>

**F(ii): Bookmark advertising Whitcombe and Tombs,
publishers, and Players cigarettes, c.1939**

Image: <https://www.radionz.co.nz/national/programmes/the-weekend/audio/201829176/smoking-ephemera>

**SOURCE G: Government publication cautioning young people about smoking,
New Zealand Department of Health, 1945**



Image: https://www.radionz.co.nz/assets/galleries/34220/full_Don't_Smoke_Too_Young.png?1483211922

The text reads:

Issued by the Dept. of Health

If you want to excel – don't smoke too young!

Once acquired, the smoking habit is hard to break – don't acquire it too young if you want to excel in sport and learning.

Here is the case for tobacco smoking: for and against: –

FOR: It helps you to relax; it takes the strain off tired nerves and induces a feeling of relief from fatigue and irritability; it is an aid to sociability.

AGAINST: Excessive smoking can irritate the throat and lungs, shorten the breath; upset the action of the heart; set up and perpetuate catarrhal conditions and is a cause of morning cough. (There is no proof that it can cause permanent damage to lungs or heart, or induce cancer).

FACTS: Tobacco smoking is habit forming. The "fragrant weed" harbours poisons – nicotine and carbon monoxide. The nicotine content of dry tobacco smoke averages 0.6 per cent. Not very much, but a heavy smoker gets a little nicotine lots of times each day. And the effect is cumulative. Inhaling smoke into the lungs allows about 85 per cent of the nicotine to be absorbed.

ADVICE: (1) Moderation in the use of tobacco by adults.

(2) Abstinence in adolescence – no tobacco until 21 years of age should be the rule. It does retard mental and physical achievement.

(3) Minimum inhalation.

Help yourself to keep fit!

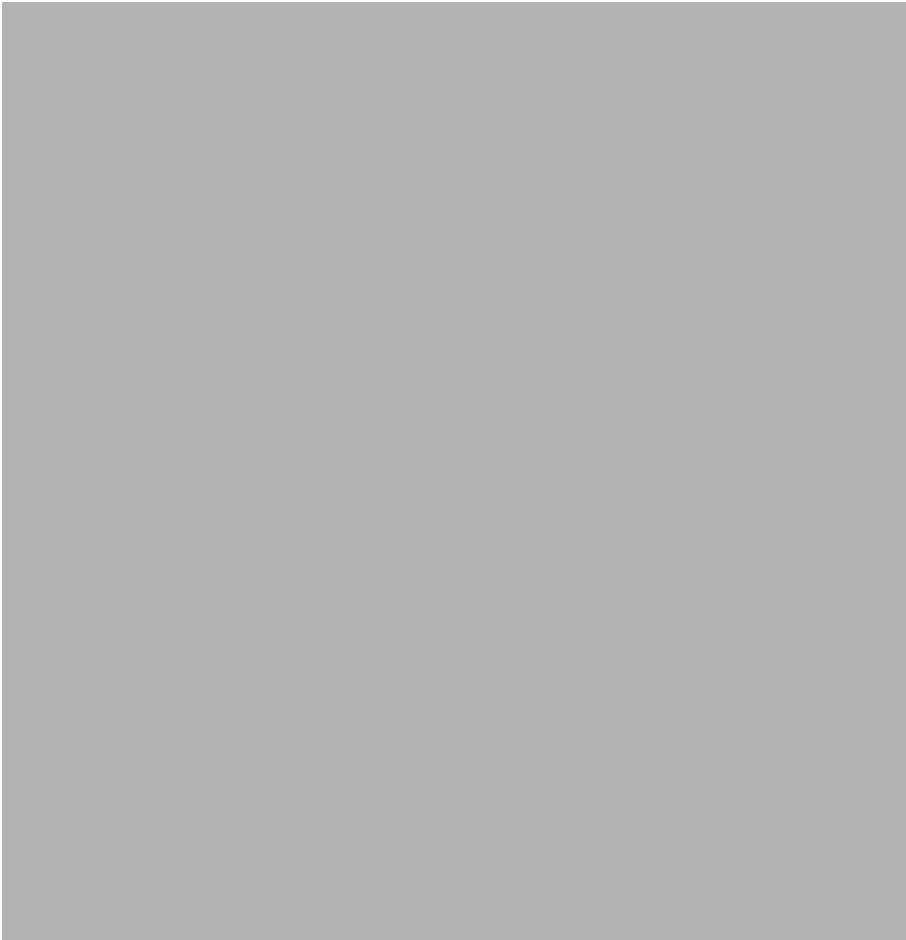
Keep this announcement for future reference.

For a Healthier Nation.

SOURCE H: Escalating Government anti-smoking actions 1963–2000**Government action took various forms:**

- removing advertising from television and radio (1963), billboards and cinemas (1973) and shops (1995)
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- [REDACTED]
- taxing tobacco products primarily for health reasons.

Text: <http://www.TeAra.govt.nz/en/smoking/page-3>

SOURCE I: Smoking on public transport and tobacco selling, 1970s

I(i): A young man smoking a cigarette on a train, Wellington, 1975

Image: https://thumbnailer.digitalnz.org/?resize=664%3E&src=http%3A%2F%2Fndhadeliver.natlib.govt.nz%2FNLNZStreamGate%2Fget%3Fdps_pid%3DIE26286222



I(ii): Tobacconist's shop, Wellington, 1976

Image: https://thumbnailer.digitalnz.org/?resize=664%3E&src=http%3A%2F%2Fndhadeliver.natlib.govt.nz%2FNLNZStreamGate%2Fget%3Fdps_

SOURCE J: Government posters against smoking



J(i): Ministry of Health poster, issued 1999

Image: <https://teara.govt.nz/files/26962-atl.jpg>



J(ii): Ministry of Health poster, issued 2012

Image: https://www.radionz.co.nz/assets/galleries/34214/full_Smoking_Causes_Gangarene.png?1483211921

SOURCE K: Tobacco consumption per New Zealand adult, 1920–2010

The rise and fall of smoking 1920–2010



Graph: <https://teara.govt.nz/files/38983-enz.gif>

