

# Doc

## Calendar for May and June, 1995

*A History of Tobacco Trading Cards: From  
1880s Bathing Beauties to 1990s Satire*

Monday, May 6, 1995

New Orleans, Louisiana

The Society of Teachers of Family Medicine,  
28th Annual Spring Conference

Monday, June 5, 1995

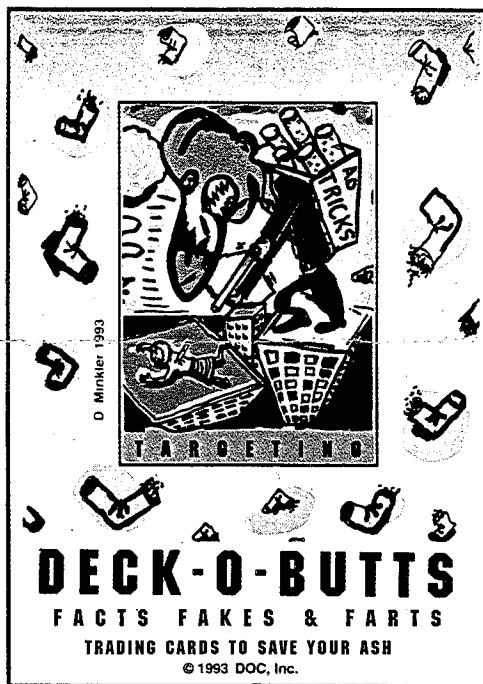
Kansas City, Missouri

Annual Workshop for Directors of Family  
Practice Residency Programs, Sponsored by  
the American Academy of Family Physicians

This new exhibit was first presented at the 9th  
World Conference on Tobacco and Health in  
Paris, France in October, 1994. Its recent  
popularity stems from both its historical  
nature and artistic content.

Description: In the mid-nineteenth century,  
colorful paper trading cards were given away  
for the first time by French tradesmen to  
customers or potential clients as a means of  
advertising. Aristide Boucicault, founder of  
the Parisian department store Au Bon

Marche, is credited with  
having introduced the  
first collectible set of  
picture cards in 1853.  
Manufacturers of  
chocolate, coffee, soap,  
and patent medicines  
began issuing trading  
cards, and by 1880  
several American  
tobacco companies were  
including cards in  
cigarette packs, the most  
popular of which  
depicted buxom women  
in bathing attire. It was  
hoped that such sensu-  
ous images would build  
brand loyalty as people  
who smoked collected  
the entire series. (An  
additional purpose of the  
cards was to keep the  
pack "stiff" and thus  
protect the cigarettes.)



One example from DOC's  
Deck-O-Butts.

By the turn of the century, tobacco trading  
cards bearing the pictures of sports heroes  
were collected by young and old alike. The  
most celebrated of these cards is that of  
baseball star Honus Wagner of the Pittsburgh

Pirates. Wagner abhorred smoking and  
succeeded in having his card withdrawn.  
Each of the handful of his cards that slipped  
into general circulation has an estimated  
value of \$500,000.

The British were by far the largest producers  
and collectors of tobacco trading cards. In  
the first half of the twentieth century,  
thousands of series were issued on subjects  
ranging from orchids to chess problems, and  
Shakespearean characters to military battles.  
Schoolchildren became avid collectors of  
tobacco trading cards, and a tradition arose  
of waiting outside tobacco shops to ask the  
adult customers for their cigarette cards.

The heyday of tobacco-sponsored trading  
cards ended after World War II, as bubble-  
gum manufacturers entered the field. Today  
the hobby of card-collecting is more popular  
than ever (a \$2 billion a year industry).

Tobacco has maintained a pernicious  
presence even in cards clearly aimed at  
young collectors. Baseball cards have  
featured players with cheeks full of chewing  
tobacco, and others have displayed stadium  
billboards advertising Winston and Marl-  
boro. Numerous auto racing card series  
abound with tobacco logos and billboards.  
In 1994, RJ Reynolds Tobacco Company  
issued its own set of Winston auto racing  
cards. Since the 1980s, another tobacco  
company, Liggett, has produced the official  
National Football League (NFL) trading  
cards.

In 1993, DOC, with the support of the  
Thrasher Research Fund and artist Doug  
Minkler, created a series of cards designed  
to appeal to the irreverent, often scatological  
sense of humor of adolescents for the  
purpose of encouraging ridicule of the  
tobacco industry and its popular cigarette  
brands. The result is "DOC's Deck-O-Butts-  
Fakes, Facts, and Farts--Trading Cards to  
Save Your Ash," a series of 21 cards that are  
aimed at changing attitudes and undermin-  
ing brand names.

The exhibit includes examples of the DOC  
cards. For more information about this  
exhibit and DOC's Deck-O-Butts trading  
cards, please contact the national office at  
(713) 528-1487.

## Lectures and Forums

### The Everett Lecture Series

In honor of an endowing contribution to DOC's International Resource Center on tobacco made by Henry and Edith Everett, New York philanthropists, a visiting lecture series on tobacco issues began in 1995.

The first guest lecture was presented earlier this year:

*Monday, January 30, 1995*

Dolores Mitchell: "Erotic Images in Tobacco Advertising" (co-sponsored by Rice University, Department of Art History and Department of History).

Potential lecturers are being sought for a Fall schedule. Interested individuals should submit a one-page abstract no later than July 1, 1995. Abstracts can be sent to DOC, c/o Caroline Kosnik, 5615 Kirby Drive, Suite 440 Houston, Texas 77005 or FAXed to (713) 528-2146.

### In the Forum

*Tuesday, May 2, 1995*

A representative from the U.S. Justice Department, Office of Consumer Litigation will be visiting DOC's office to discuss issues surrounding televised tobacco-sponsored sport in the United States and other countries.

This visit comes after a recent injunction made by the Justice Department against Madison Square Garden, which will eliminate broadcasts of cigarette signs displayed at basketball, hockey, and other sports and entertainment events held at the Garden.

The Justice Department will continue with similar efforts after assessing the extent to which television exposure motivates the placement of such signs in stadiums and sports arenas.

DOC has a long history of efforts to encourage the Justice Department to take such action under the Federal Public Health Cigarette Smoking Act of 1969, which prohibits the broadcast advertising of tobacco brand names.

*May, 1995*

The month of May will bring together several groups and individuals currently working on legal actions taken against the tobacco industry. Several law firms will be making visits to discuss litigation and review materials relevant to their cases.

### Consulting and Lectures

*Wednesday, May 10, 1995*

Rice University Rotary Club  
Houston, Texas  
Executive Director, Eric Solberg, will be presenting information on recent shareholder resolutions discussed at annual meetings of U.S. tobacco corporations and allied companies. The lecture will include information about DOC's involvement in these efforts, as well as legal efforts undertaken during the past year.

*Thursday, May 18, 1995*

Texas Medical Association,  
Section on Public Health, Annual Meeting  
Austin, Texas  
DOC Founder, Alan Blum, MD will present a history of public health efforts designed to counteract tobacco use and tobacco advertising. The lecture will include an analysis of misguided efforts at the national, state, and local levels.

*Friday, June 9, 1995*

Florida Society of Respiratory Care  
Tampa, Florida  
A presentation by Dr. Alan Blum will include clinic and community-based strategies for respiratory therapists and allied health professionals to become more involved in efforts to counteract tobacco use and promotion.

*Tuesday, June 13, 1995*

Indian Health Service Regional Conference  
Minneapolis, Minnesota  
Eric Solberg will address a regional prevention conference of the U.S. Indian Health Service.

## General Information

### Summer Volunteer Program

Individuals are being interviewed for DOC's Summer Volunteer Program. Volunteers will have the opportunity to assist in several areas

including research projects, document and materials management, and data entry. Both short-term and long-term projects are available. College students may receive credit for their work.

The Program is limited to five positions. Interested parties should contact Caroline Kosnik at (713) 528-1487 ext. 14.

### Weddings

Just one that we know about. On June 24, 1995 DOC Board Member and President of Wyoming DOC, Dr. Brent Blue, will marry Nancy Owens. Congratulations Dr. Blue and best wishes to you and Nancy.

## Resources

### AWARD WINNING VIDEO!!

#### *Medicine vs. Madison Avenue*

Beyond finger-wagging and lecturing about the dangers of smoking, Dr. Blum narrates a journey through the world of tobacco advertising and grassroots activism.

The film, a humorous, offbeat tour de force which illustrates the political history and social acceptance of the cigarette, focuses on how tobacco advertising has fostered complacency among health professionals and the public alike--the greatest obstacle to dealing with the tobacco pandemic.

The film also provides a blueprint for engaging students, teachers, health professionals, civic leaders, and others in ending the most costly and devastating of all health problems.

The film, which won First Place at the 1994 International Health and Medical Film Festival, is the first to provide an accurate documentation of the promotional strategies of the tobacco industry in the United States, while also describing the many allies (eg, media corporations, sports and cultural organizations) that work in concert with tobacco companies.

VHS, 1992, 25 minutes, \$100