

The University of Alabama Center for the Study of Tobacco and Society was founded in 1998 to explore historical and contemporary aspects of tobacco marketing, the influence of the tobacco industry, and efforts to reduce tobacco use and promotion. The Center has produced more than a dozen exhibitions for museums and libraries on compelling and controversial aspects of the tobacco pandemic. In 2014 to commemorate the 50th anniversary of the US Surgeon General's landmark report of smoking and health, the Center created a traveling exhibition, "The Surgeon General vs. The Marlboro Man: Who Really Won?" The exhibition includes more than 130 objects from the Center's collection of over 100,000 items. Several of the most ironic and iconic items are included here. The Center is developing online versions of the exhibitions and welcomes inquiries by individuals and institutions about hosting any of the Center's exhibitions. Contact Dr. Alan Blum at ablum@cchs.ua.edu

CIGARETTES IN POPULAR CULTURE, 1930's - 1950's



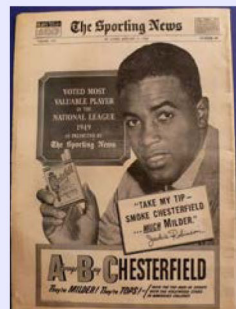
Christmas-themed advertisement from 1937 for American Tobacco Company's Lucky Strike cigarettes features Santa Claus saying, "Luckies are easy on my throat" and "Luckies' exclusive process is your throat protection against irritation... against cough"



Play Lighter and Philip Morris bubble gum cigarettes, ca 1960



Marlboro 100's Candy Cigarettes made by Howard B. Stark Company, ca 1980



Advertisement for Liggett & Myers' Chesterfield cigarettes in The Sporting News, January 4, 1950. The advertisement features baseball star Jackie Robinson, who says, "Take my tip—smoke Chesterfield... much milder."

HEALTH CLAIMS IN CIGARETTE ADVERTISING, 1930's-1960's



This advertisement for Brown & Williamson Tobacco Company's Kool cigarettes in The Saturday Evening Post, October 23, 1937, features cartoon character Willie the Penguin as Dr. Kool, saying, "Doctors... lawyers... merchants... chiefs in every walk of life agree that KOOLs are soothing to your throat."



This advertisement for R.J. Reynolds' Camel cigarettes was in Time, October 14, 1946: "More Doctors Smoke Camels Than Any Other Cigarette"



Philip Morris' Marlboro cigarettes advertisement in The Saturday Evening Post, November 9, 1950, features a baby saying, "Gee, Mommy, you sure enjoy your Marlboro"



P. Lorillard Tobacco Company's KENT Micronite filter, advertised widely in 1955 with implied claims of reduced risk to health, was made of asbestos.



R.J. Reynolds Tobacco Company advertisement in The Journal of the American Medical Association, 1950, proclaiming, "More Doctors Smoke Camels"

MANUFACTURING CONTROVERSY ON SMOKING AND HEALTH, 1950's-1980's



"A Brief Review of the Smoking-Lung Cancer Theory" by Clarence Cook Little, ScD, the Scientific Director of the Tobacco Industry Research Committee. This address, delivered before the Monroe County Cancer Association, Inc. in Rochester, New York, on April 28, 1960, claimed proof of the harmfulness of cigarettes.



JAMA (The Journal of the American Medical Association) ashtray, ca 1955-1960



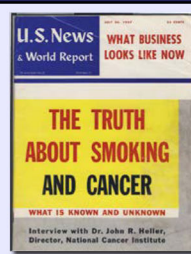
Mayo Clinic cigarette case, ca 1960



The Tobacco Industry Research Committee, comprising the major cigarette manufacturers, took out this 1954 advertisement in newspapers throughout the US to dispute the growing scientific evidence that cigarette smoking caused lung cancer. The group promised to leave no stone unturned to find the real cause.

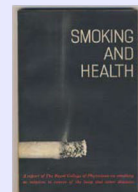


Smoke Without Fear, written by Donald G. Cooley and paid for by the tobacco industry, was reprinted in True - A Man's Magazine, May 1954



Cover story, U.S. News & World Report, July 26, 1957

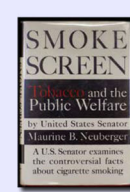
THE REPORTS THAT CHANGED THE WORLD



Smoking and Health: A Report of the Royal College of Physicians on Smoking in Relation to Cancer of the Lung and Other Diseases was published by the Pitman Medical Publishing Company in London, 1962



On Jan. 11, 1964, U.S. Surgeon General Dr. Luther Terry released his advisory committee's 387-page report, Smoking and Health. The report detailed scientific evidence of the association between smoking and cancer and other life-threatening conditions such as heart disease.



Smoke Screen: Tobacco and the Public Welfare, Prentice-Hall, Inc., Englewood Cliffs, NJ, 1963; Senator Maureen Neuberger was the most outspoken critic of the tobacco industry in Congress.



New York Daily News, Aug. 8, 1978: the American Medical Association's 14-year research program funded by the tobacco industry confirmed and strengthened the conclusions of the 1964 Surgeon General's Report on Smoking and Health.



Memo from George Lundberg, MD, editor of JAMA, to the editorial staff, Sept. 7, 1982: "Dr. James Sammons and Mr. Thomas Hanson pointed out the existence of some particularly sensitive political questions and urged that we exercise appropriate caution on these subjects. They are tobacco and control of tobacco use, nuclear war, abortion."

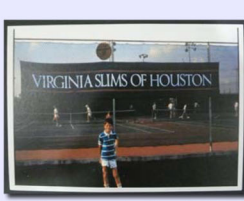


New York State Journal of Medicine published the first theme issue on tobacco to appear in a U.S. medical journal in Dec. 1983 and a follow-up theme issue in July 1985.

EQUAL SMOKING RIGHTS FOR WOMEN, 1960's-1990's



"You've Come A Long Way, Baby" Virginia Slims advertisement, ca 1988, featuring the model Iman



Photograph of a child at the Virginia Slims Women's Tennis Circuit, Houston, 1988



Promotional brochure for the 1984 \$500,000 Virginia Slims Championship, Madison Square Garden, New York City



"Emphysema Slims: Throw Tobacco Out of Sports" parody by Doctors Ought to Care (DOC), 1980



Cover story, Time, April 28, 2003: "Women & Heart Disease," with R.J. Reynolds Tobacco Company's Camel Mellow Turkish Blends cigarette advertisement on the back cover

MARLBORO COUNTRY, 1960's-present



Cover story, U.S. News & World Report, Aug. 6, 1990: "How to Reverse Heart Disease," with Philip Morris' Marlboro cigarettes advertisement on the back cover



Philip Morris' Marlboro cigarettes race car store display, 1990's



Philip Morris' Marlboro Cup soccer pennant, 1990



Philip Morris (Altria) job recruitment booth at a university career fair, 2012