

# The Makin's TOBACCO & OF A Nation WORLD WAR I

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THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

# Outline

1. Introduction
2. The Cigarette at War
3. Tobacco as Much as Bullets: The Call for Cigarettes
  - 3.1 The Belgian Soldiers' Tobacco Fund: "The Silent Appeal!"
4. We Want You... to Smoke: Tobacco Advertising in WWI
5. Voices in the Smoke
  - 5.1 Songs for Smokes: Tobacco Funds and Popular Music
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7. Recommended Reading

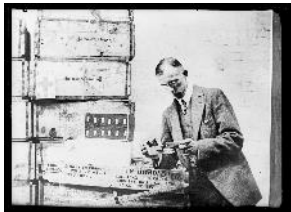



## **1 – Introduction**

**W**orld War I made America a global power, and one of the necessities of our fighting men was cigarettes. The slogan of Bull Durham Smoking Tobacco, “The Makin’s of a Nation,” did not exaggerate the enormous contribution of tobacco to morale in the military. It would take nearly 20 years for doctors to notice the adverse health consequences of cigarette smoking, more than five decades for government health agencies to acknowledge the pandemic of smoking-related diseases, and nearly a century to tackle the problem head-on.



| <b><u>Item No.</u></b> | <b><u>Item Type &amp; Description</u></b>   | <b><u>Visual</u></b>  |
|------------------------|---|---|
| 1                      | <p><b>Uncle Sam staring down the Hun</b></p> <p>Artist: Louis Raemaekers<br/> Poster announcing an exhibition of Raemaekers' work<br/> Image credit: Library of Congress<br/> <a href="https://www.loc.gov/item/2006680289/">https://www.loc.gov/item/2006680289/</a><br/> 1917</p> |  |

## 2 – The Cigarette at War

**W**orld War I was a devastating conflict that raged over thirty-two countries across the world. The principal theater of war was continental Europe, and the map below features the western front of the conflict. Scroll over each circled location to see depictions of cigarettes in battle drawn from the Library of Congress, the National Archives, and the United States Army Signal Corps.

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 1               | <p><b>“Cigarettes for the American soldiers in Hospital in Great Britain. Millions of them are kept in Red Cross bonded warehouses. This particular box was opened in order to turn over a truck load to Sec. [Secretary of War Newton D.] Baker for distribution during his visit to the American Hospital at Dartford”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/2017675826/">http://www.loc.gov/pictures/item/2017675826/</a><br/> November 1918</p> |    |
| 2               | <p><b>“Italian soldier holding illustrated newspaper gets his cigarette lit by another soldier near Piave River, Italy”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/2016652129/">http://www.loc.gov/pictures/item/2016652129/</a><br/> October 1918</p>   |   |
| 3               | <p><b>“Belgian clergyman with cigar dressing the wounds of two soldiers smoking cigarettes”</b></p> <p>Photographic image from <i>The Story of the Cigarette</i><br/> William Wesley Young<br/> New York, NY: D. Appleton and Company<br/> 1917</p>   |  |
| 4               | <p><b>“German officer lights the cigarette of a wounded Russian soldier who sought shelter in a hole dug by an exploded shell.”</b></p> <p>Photographic image from <i>The Story of the Cigarette</i><br/> William Wesley Young<br/> New York, NY: D. Appleton and Company<br/> 1917</p>   |  |





2 – *The Cigarette at War (cont.)*

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>  |
|-----------------|---|--|
| 5               | <p><b>“The German crown prince, Friedrich Wilhelm, commander of the German 5th Army (second from the right), rests after a battle while he and his aides enjoy cigarettes.”</b></p> <p>Photographic image from <i>The Story of the Cigarette</i><br/> William Wesley Young<br/> New York, NY: D. Appleton and Company<br/> 1917</p> |   |
| 6               | <p><b>“An Italian soldier lights the cigarette of a fellow comrade in arms.”</b></p> <p>Photographic image from <i>The Story of the Cigarette</i><br/> William Wesley Young<br/> New York, NY: D. Appleton and Company<br/> 1917</p>  |  |

### **3 – Tobacco as Much as Bullets: The Call for Cigarettes**

**W**hen asked what America needed to win the war, General John Pershing, the commander of the American Expeditionary Forces on the Western Front, replied, “Tobacco as much as bullets.” Across the nation, tobacco funds were established by community groups, businesses, and relief organizations (such as the American Red Cross, The Salvation Army, and the Young Men’s Christian Association [YMCA]) to send tobacco products to soldiers overseas. These tobacco funds made smoking synonymous with the war effort, introduced a new generation to cigarettes, and undermined the crusading anti-smoking efforts of groups such as the Women’s Christian Temperance Union and the Non-Smokers Protective League by ennobling tobacco.

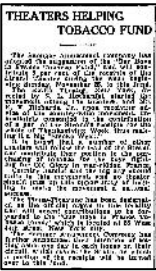





| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 1               | <p><b>“The Silent Appeal!”</b></p> <p>Booklet appealing for contributions for cigarettes for Belgian soldiers and containing donation coupons<br/> Issued by “The Belgian Soldiers’ Tobacco Fund” and administered by the Over-Seas Club<br/> 1917<br/> <i>(See also: Section 3.1 – The Belgian Soldiers’ Tobacco Fund)</i></p> |    |
| 2               | <p><b>“An Explanation and a Request”</b></p> <p>Postcard from a captain to Mrs. J. H. Parnum of Fort Worth, Texas, thanking her for her gift of cigarettes<br/> Postcard sold by the Over-Seas Club Tobacco Fund<br/> December 20, 1918</p>   |    |
| 3               | <p><b>““Arf A Mo Kaiser!””</b></p> <p>Postcard sold by <i>The Weekly Dispatch</i> Cigarette and Tobacco Fund appealing for financial contributions for cigarettes for British soldiers<br/> Circa 1916</p>  |  |
| 4               | <p><b>“Mr. Fred Land is selling his photographs for the benefit of the brave men at-the-Front”</b></p> <p>Postcard sold by “The Performer” Tobacco Fund appealing for financial contributions for cigarettes for British soldiers<br/> Circa 1916</p>   |  |



### 3 – Tobacco as Much as Bullets (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u> |
|-----------------|---|---------------|
| 5               | <p><b>“Just a short [note] to thank you”</b></p> <p>Postcard from Private J.H. Mousley to Mr. J.H. Post of New York, thanking him for his gift of cigarettes and tobacco<br/>June 4, 1915</p>                                 |               |
| 6               | <p><b>“In the rings of smoke I see<br/>Just the little girl for me”</b></p> <p>Postcard<br/>Circa 1918</p>  |               |
| 7               | <p><b>“Our Boys In France Tobacco Fund”</b></p> <p>Photograph of man hammering sign onto wagon in New York<br/><i>“Sold American!” – The First Fifty Years</i>, page 55<br/>Durham, NC: American Tobacco Company<br/>1954</p> |               |
| 8               | <p><b>“Ever Gone Smoke-Hungry?”</b></p> <p>Advertisement calling for contributions to the “Our Boys in France Tobacco Fund”<br/><i>National Sportsman</i>, page 125<br/>February 1918</p>                                     |               |

3 – Tobacco as Much as Bullets (cont.)





| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>  |
|-----------------|--|--|
| 9               | <p><b>“Theaters Helping Tobacco Fund”</b></p> <p>News article about how the Strand Theater in Shreveport, Louisiana, would contribute a percentage of its financial takings to the “Our Boys in France Tobacco Fund”<br/> <i>The Times-Picayune</i> (New Orleans, Louisiana)<br/>           Circa 1917</p> |   |
| 10              | <p><b>Footage of cigarettes being distributed and smoked during WWI</b></p> <p>Stock-footage compilation<br/>           Circa 1916-1918</p>  |   |
| 11              | <p><b>“Would you hesitate?”</b></p> <p>Knights of Columbus advertisement requesting supplies for soldiers, including cigarettes and tobacco<br/>           Circa 1918</p>  |  |
| 12              | <p><b>“give till your heart says stop”</b></p> <p>Red Cross advertisement contributed by Liggett &amp; Myers Tobacco Company<br/> <i>The Sun</i>, page 7<br/>           May 24, 1918</p>   |   |

3 – Tobacco as Much as Bullets (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>  |
|-----------------|---|--|
| 13              | <p><b>“Send Smokes To The Soldiers!”</b></p> <p>Advertisement calling for contributions to the Police Gazette Tobacco Fund<br/> <i>The National Police Gazette</i>, page 14<br/> October 20, 1917</p>   |   |
| 14              | <p><b>“Help us to make it a real Xmas for them.”</b></p> <p>Letter from Walter F. Gallagher, treasurer of the “Our New England Boys Tobacco Fund,” to members of the Fund committee, requesting that they solicit financial contributions from their employees so that cigarettes could be bought to send to the soldiers of the U.S. 76th, 26th, and 12th Divisions<br/> November 27, 1918</p> |  |

### **3.1 – The Belgian Soldiers’ Tobacco Fund: “The Silent Appeal!”**

“The one luxury for which the Belgian soldier craves every minute of everyday is a ‘smoke,’” reads this booklet filled with receipt coupons for contributions for a 25 cent donation (about 5 dollars in 2017.) The Belgian Soldiers’ Tobacco Fund was among the earliest tobacco funds in the United States. Administered by the Over-Seas Club in England, the fund sent packages containing 50 cigarettes to the 200,000 Belgian soldiers resisting the German onslaught.

| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 1               | <p><b>“The King himself wrote by his own hand...”</b></p> <p>Audio clip of Jean-Luc Robin, PhD, University of Alabama Associate Professor of French, reading a quote from the booklet “The Silent Appeal!”<br/>2018</p>  |    |
| 2               | <p><b>“I am very grateful for it not only allows us to smoke...”</b></p> <p>Audio clip of Belgium native Jeroen Nuyens reading a quote from the booklet “The Silent Appeal!”<br/>2018</p>  |    |
| 3               | <p><b>“The Queen’s Thanks”</b></p> <p>Audio clip of Deproux L. Kadji, Ivory Coast native and University of Alabama graduate student, reading a quote from the booklet “The Silent Appeal!”<br/>2018</p>  |   |
| 4               | <p><b>“The Silent Appeal!”</b></p> <p>Booklet appealing for contributions for cigarettes for Belgian soldiers and containing donation coupons<br/>Issued by “The Belgian Soldiers’ Tobacco Fund” and administered by the Over-Seas Club<br/>1917<br/><i>(See also: Section 3 – Tobacco as Much as Bullets)</i></p> |  |

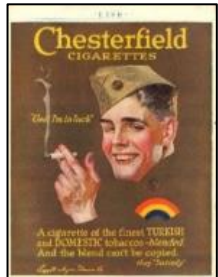




## **4 – We Want You... to Smoke: Tobacco Advertising in WWI**

**L**ike all American industries, tobacco companies were eager to drape themselves in the flag. These advertisements demonstrate the convergence of patriotism, war-time mobilization, and mass marketing.




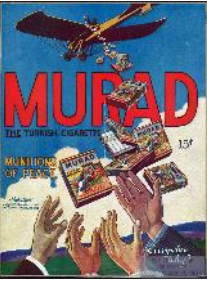
| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 1               | <p><b>“The big, overshadowing reasons why ‘Bull’ Durham is so widely smoked...”</b></p> <p>“Bull” Durham Smoking Tobacco advertisement<br/> <i>Collier’s Weekly</i>, pages 32-33<br/> November 18, 1916</p> |    |
| 2               | <p><b>“The Great American Smoke” [1 of 2]</b></p> <p>“Bull” Durham Smoking Tobacco advertisement<br/> Circa 1918</p>  |    |
| 3               | <p><b>“The Great American Smoke” [2 of 2]</b></p> <p>“Bull” Durham Smoking Tobacco advertisement<br/> Circa 1918</p>  |   |
| 4               | <p><b>“Utah Troops Enjoy the ‘Makings’ In Camp”</b></p> <p>“Bull” Durham Smoking Tobacco advertisement<br/> <i>The American Magazine</i>, page 101<br/> Circa 1917</p>                                      |  |



4 – We Want You... to Smoke (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 5               | <p><b>“Gee! I’m in luck!”</b></p> <p>Chesterfield advertisement<br/><i>Life</i><br/>Circa 1919</p>                                       |    |
| 6               | <p><b>“Gee – I’m in luck!”</b></p> <p>Chesterfield advertisement<br/><i>Mid-Week Pictorial</i><br/>May 20, 1919</p>                      |    |
| 7               | <p><b>“A right soldierly smoke”</b></p> <p>Lucky Strike advertisement<br/><i>Review of Reviews</i>, page 129<br/>Circa 1916</p>          |  |
| 8               | <p><b>“Cigarette Situations—No. 1”</b></p> <p>Muratti Ariston cigarettes advertisement<br/><i>Punch</i><br/>1916</p>                     |  |
| 9               | <p><b>“Cigarette Situations—No. 2”</b></p> <p>Muratti Ariston cigarettes advertisement<br/><i>Punch</i>, page vi<br/>October 3, 1917</p> |  |





4 – We Want You... to Smoke (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 10              | <p><b>“Cigarette Situations—No. 6”</b></p> <p>Muratti Ariston cigarettes advertisement<br/> <i>Punch</i><br/>           1918</p>    |    |
| 11              | <p><b>“Fags”</b></p> <p>Murad cigarettes advertisement<br/>           Poem by Corporal Jackson Turner<br/>           Circa 1917</p> |    |
| 12              | <p><b>“All For One, One For All”</b></p> <p>Murad cigarettes advertisement<br/>           1918</p>                                  |   |
| 13              | <p><b>“Munitions of Peace”</b></p> <p>Murad cigarettes advertisement<br/>           Circa 1918</p>                                  |  |



4 – We Want You... to Smoke (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>  |
|-----------------|---|--|
| 14              | <p><b>“The Turkish Cigarette” [1 of 2]</b></p> <p>Murad cigarettes advertisement<br/>Circa 1918</p>   |  <p>A vertical cigarette advertisement for Murad. It features a soldier in a brown uniform and a large eagle with spread wings. The text 'MURAD' is prominently displayed in a stylized font, with 'THE TURKISH CIGARETTE' written below it. A pack of cigarettes is also visible.</p>                              |
| 15              | <p><b>“The Turkish Cigarette” [2 of 2]</b></p> <p>Murad cigarettes advertisement<br/><i>Metropolitan</i>, inside front cover<br/>March 1919</p>                             |  <p>A vertical cigarette advertisement for Murad. It features three soldiers in uniform, one of whom is holding a cigarette. The text 'MURAD' is prominently displayed at the top, with 'THE TURKISH CIGARETTE' written below it. A pack of cigarettes is also visible.</p>  |
| 16              | <p><b>“The Quality of Helmar is closely guarded.”</b></p> <p>Helmar cigarettes advertisement<br/>Circa 1918</p>   |  <p>A horizontal cigarette advertisement for Helmar. It features two soldiers in uniform, one on each side of a central pack of cigarettes. The text 'The Quality of Helmar is closely guarded.' is written above the pack, and 'HELMAR' is written on the pack itself. A pack of cigarettes is also visible.</p> |
| 17              | <p><b>“...and in the U. S. Army, here and overseas” [1 of 2]</b></p> <p>Fatima cigarettes advertisement<br/><i>Scientific American</i>, page 257<br/>September 28, 1918</p> |  <p>A vertical cigarette advertisement for Fatima. It features a soldier in uniform standing next to a pack of cigarettes. The text 'FATIMA' is prominently displayed on the pack. A pack of cigarettes is also visible.</p>  |

4 – We Want You... to Smoke (cont.)





| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 18              | <p><b>“...and with Navy Officers, it’s a little over 80%”</b></p> <p>Fatima cigarettes advertisement<br/> <i>Scientific American</i>, page 341<br/> October 26, 1918</p>   |    |
| 19              | <p><b>“...and in the U. S. Army here and overseas” [2 of 2]</b></p> <p>Postcard featuring a Fatima advertisement on the front<br/> Written by Harry A. Bertani of the 7th Division to Miss Bertha Seifert, requesting that she write to him<br/> June 24, 1919</p> |   |
| 20              | <p><b>“When your son starts smoking”</b></p> <p>Girard cigar advertisement<br/> <i>The Saturday Evening Post</i>, page 85<br/> 1910</p>  |  |
| 21              | <p><b>“Send these dependables dependable Cigars”</b></p> <p>Owl and White Owl cigar advertisement<br/> <i>The Saturday Evening Post</i>, page 100<br/> March 16, 1918</p>  |  |

4 – We Want You... to Smoke (cont.)




| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>  |
|-----------------|--|--|
| 22              | <p><b>“A Daddy He Can Brag About”</b></p> <p>Velvet Joe pipe tobacco advertisement<br/> <i>The Saturday Evening Post</i>, page 104<br/> March 16, 1918</p> |   |
| 23              | <p><b>“A Letter From The Boy”</b></p> <p>Velvet Joe pipe tobacco advertisement<br/> <i>The Saturday Evening Post</i>, page 96<br/> January 11, 1919</p>    |  |

## 5 – Voices in the Smoke

Cigarettes and tobacco were as ubiquitous as bullets on the battlefield. They touched virtually all who participated in the conflict, from French *Poilus*, British Tommies, and American doughboys, to canteen and relief workers, generals, and the crowned heads of Europe. This gallery features images and anecdotes from letters, magazines, and newspapers of the period.




| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 1               | <p><b>“Every Man Smoking a Cigar”</b></p> <p>Audio clip of Wales native David Tucker reading a quote from <i>The Imperial War Museum Book of 1918: Year of Victory</i> by Malcolm Brown 2018</p>   |    |
| 2               | <p><b>“Rolling Canteen No. 1. Bringing out cigarettes for soldiers at the front”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/2017673268/">http://www.loc.gov/pictures/item/2017673268/</a><br/> May 1917</p>                               |    |
| 3               | <p><b>“American Red Cross distribution of chocolate, cigarettes, etc. in Italian front line trenches”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/2017675457/">http://www.loc.gov/pictures/item/2017675457/</a><br/> November 19, 1918</p> |   |
| 4               | <p><b>“The Inevitable Cigarettes”</b></p> <p>Audio clip of Mary Clare Johnson, Collections Manager of the University of Alabama Center for the Study of Tobacco and Society, reading a quote from <i>The Imperial War Museum Book of 1918: Year of Victory</i> by Malcolm Brown 2018</p>   |  |

5 – *Voices in the Smoke (cont.)*




| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 5               | <p><b>“Women’s ‘Bit’: A Little Matter Of Ten Million Sons, Husbands, Lovers, Brothers!”</b></p> <p>Artist: Otho Cushing<br/> Image credit: New York Public Library Digital Collections<br/> <a href="https://digitalcollections.nypl.org/items/510d47e0-e915-a3d9-e040-e00a18064a99">https://digitalcollections.nypl.org/items/510d47e0-e915-a3d9-e040-e00a18064a99</a><br/> 1917</p>  |    |
| 6               | <p><b>“Souilly (Meuse) France. Miss Winifred Bryce, of 294 Henry Street, Brooklyn, N.Y. giving gum and cigarettes to wounded soldiers on a hospital train. Miss Bryce was connected with American Red Cross Evacuation Hospital #6-7, Souilly”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/2017666367/">http://www.loc.gov/pictures/item/2017666367/</a><br/> October 14, 1918</p> |   |
| 7               | <p><b>“American Red Cross worker distributing cigarettes to soldiers at the A.R.C. Canteen at Orry-la-Ville”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/2017674741/">http://www.loc.gov/pictures/item/2017674741/</a><br/> August 1918</p>  |  |






5 – *Voices in the Smoke (cont.)*

| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 8               | <p><b>“American Red Cross – Refreshments – Canteen service for soldiers. Group of Red Cross workers who have taken over the work of distributing coffee and cigarettes to the soldiers”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/20802606">https://catalog.archives.gov/id/20802606</a><br/> 1917-1918</p> |    |
| 9               | <p><b>“American Red Cross – Vehicles – A.R.C. workers giving out cigarettes, tobacco, etc., to American soldiers about to start away with their loaded trucks”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/20805286">https://catalog.archives.gov/id/20805286</a><br/> 1917-1918</p>                          |   |
| 10              | <p><b>“American Red Cross – Refreshments – Enroute – A.R.C. workers distributing cigarettes to soldiers at Orry-la-ville, Paris, France”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/20804504">https://catalog.archives.gov/id/20804504</a><br/> 1917-1918</p>  |  |





5 – Voices in the Smoke (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 11              | <p><b>“American Red Cross – Soliciting Funds – Personal Appeal – American Red Cross Campaign, Nashville, Tenn. Girls selling tobacco and cigarettes to swell the fund”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/20802856">https://catalog.archives.gov/id/20802856</a><br/> 1917-1918</p>  |    |
| 12              | <p><b>“In Their Pain and Suffering They Asked for Cigarettes”</b></p> <p>Audio clip of Alan Blum, MD, Director of the University of Alabama Center for the Study of Tobacco and Society, reading a quote from <i>Association Men</i>, a publication of the Young Men’s Christian Associations of North America 2018</p>  |   |
| 13              | <p><b>“Medical Department – Rest Camps – A Cigarette is the First thing given to soldiers as soon as his wounds are attended to. Scene in evacuation tent, American Military Hospital No. 5, Auteuil, France”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/45498009">https://catalog.archives.gov/id/45498009</a><br/> 1917-1918</p> |  |


5 – *Voices in the Smoke (cont.)*

| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 14              | <p><b>“American Red Cross – ‘Second Aid’ – A.R.C. boy scout lighting a cigarette for a wounded man unable to help himself”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/20805050">https://catalog.archives.gov/id/20805050</a><br/> 1917-1918</p>  |    |
| 15              | <p><b>“Medical Department – Hospitals – In Theater of Operations – Miscellaneous – American Red Cross Worker Giving a Colored soldier a cigarette and then lighting a match for him. Base Hospital No 41, St. Denis, France”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/45497749">https://catalog.archives.gov/id/45497749</a><br/> September 1918</p> |   |
| 16              | <p><b>“Thus Does Tobacco Gauge the Progress of Civilization.”</b></p> <p>Audio clip of Kevin Bailey, Digital Archivist of the University of Alabama Center for the Study of Tobacco and Society, reading a quote from <i>The Army Behind the Army</i> by E. Alexander Powell<br/> 2018</p>   |  |

5 – Voices in the Smoke (cont.)

| <b><u>Item No.</u></b> | <b><u>Item Type &amp; Description</u></b>  | <b><u>Visual</u></b>  |
|------------------------|--|---|
| 17                     | <p><b>“Industries of War – Tobacco &amp; Cigarettes – Manufacturing cigarettes for soldiers”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/45489945">https://catalog.archives.gov/id/45489945</a><br/> 1917-1918</p>                                  |    |
| 18                     | <p><b>“Industries of War – Tobacco &amp; Cigarettes – Sealing cartons of Turkish cigarettes”</b></p> <p>Image credit: U.S. National Archives and Records Administration<br/> <a href="https://catalog.archives.gov/id/45489963">https://catalog.archives.gov/id/45489963</a><br/> 1917-1918</p>                                  |   |
| 19                     | <p><b>“What It Would Cost to Place a Ban on Tobacco”</b></p> <p>Audio clip of Alan Blum, MD, Director of the University of Alabama Center for the Study of Tobacco and Society, reading a quote from <i>Current Opinion</i>, an American magazine published in New York in the early 20th century 2018</p>                       |  |
| 20                     | <p><b>“Soldier offering wounded comrade a cigarette...”</b></p> <p>Image credit: New York Public Library Digital Collections<br/> <a href="https://digitalcollections.nypl.org/items/a33fcc20-860c-0131-196b-58d385a7bbd0">https://digitalcollections.nypl.org/items/a33fcc20-860c-0131-196b-58d385a7bbd0</a><br/> 1917-1918</p> |  |

5 – *Voices in the Smoke (cont.)*

| <b><u>Item No.</u></b> | <b><u>Item Type &amp; Description</u></b>  | <b><u>Visual</u></b>  |
|------------------------|--|---|
| 21                     | <p><b>“Lieut. J.E. Stiles of the American Red Cross giving a wounded doughboy ‘second aid’ a cigarette. North of Fleville, Ardennes, France”</b></p> <p>Image credit: Library of Congress<br/><a href="http://www.loc.gov/pictures/item/2017682932/">http://www.loc.gov/pictures/item/2017682932/</a><br/>October 12, 1918</p> |  |

## **5.1 – Songs for Smokes: Tobacco Funds and Popular Music**



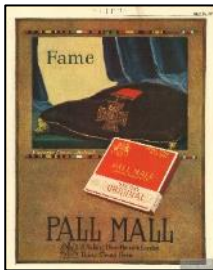

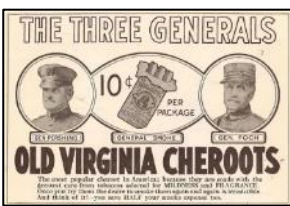
**T**he print media played a major role in persuading young men to enlist and in motivating Americans at home to contribute to the war effort. Popular music was used to boost contributions to tobacco funds. This song by Harry Von Tilzer, composer of “Take Me Out to the Ball Game,” encouraged listeners to send the “Makin’s of the USA” (Bull Durham Smoking Tobacco) to the boys “over there.”

| <u>Item No.</u> | <u>Item Type &amp; Description</u>   | <u>Visual</u>   |
|-----------------|--|---|
| 1               | <p><b>“The Makin’s of the U.S.A.: A Plea in Song for Tobacco for the Boys Over There” [1 of 2]</b></p> <p>Audio clip of musical performance of the song “The Makin’s of the U.S.A.” by the Alabama University Singers, directed by Andrew Minear, PhD<br/>2018</p> |    |
| 2               | <p><b>“The Makin’s of the U.S.A.: A Plea in Song for Tobacco for the Boys Over There” [2 of 2]</b></p> <p>Sheet music<br/>Words by Vincent Bryan and music by Harry Von Tilzer<br/>New York, NY: Harry Von Tilzer Music Publishing Co.<br/>1918</p>                |    |
| 3               | <p><b>“Your Lips Are No Man’s Land But Mine”</b></p> <p>Sheet music<br/>Words by Arthur Guy Empey and music by Charles R. McCarron and Carey Morgan<br/>New York, NY: Joseph W. Stern &amp; Co.<br/>1918</p>   |  |



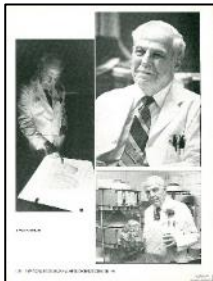

## **6 – The Lasting Wounds**

**W**orld War I took the lives of nearly 10 million soldiers and 15 million civilians. Twenty million combatants were wounded. Although the physical wounds would heal, for many the emotional trauma would never end. And in less than 20 years, many of the men who had been given cigarettes by the American Red Cross and other charities and had become inveterate smokers began dying of a heretofore rare disease: lung cancer.



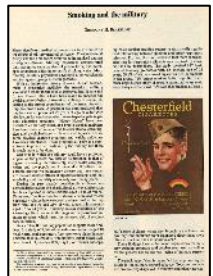



| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 1               | <p><b>“At Walter Reed Hospital, a soldier who is missing a foot lights a cigarette for a soldier who is missing both arms”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/93501326/">http://www.loc.gov/pictures/item/93501326/</a><br/>           Circa 1918</p>                  |    |
| 2               | <p><b>“Cigarette time. An ARC worker distributing cigarettes and tobacco to wounded. This man chose Lucky Strikes”</b></p> <p>Image credit: Library of Congress<br/> <a href="http://www.loc.gov/pictures/item/2017674134/">http://www.loc.gov/pictures/item/2017674134/</a><br/>           June 1918</p>                       |    |
| 3               | <p><b>“Fame”</b></p> <p>Pall Mall advertisement<br/> <i>Life</i><br/>           March 13, 1919</p>  |   |
| 4               | <p><b>“General Pershing and Marshal Foch...”</b></p> <p>Image credit: New York Public Library Digital Collections<br/> <a href="https://digitalcollections.nypl.org/items/730ed530-860c-0131-66ca-58d385a7bbd0">https://digitalcollections.nypl.org/items/730ed530-860c-0131-66ca-58d385a7bbd0</a><br/>           1917-1918</p> |  |
| 5               | <p><b>“The Three Generals”</b></p> <p>Old Virginia Cheroots advertisement<br/> <i>Lorillard's Magazine</i>, vol. 2, no. 2, page 5<br/>           Circa 1918</p>   |  |

6 – The Lasting Wounds (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 6               | <p><b><i>Lorillard's Magazine</i></b></p> <p>Complete issue of magazine distributed by the P. Lorillard Tobacco Company<br/>Circa 1918</p>  |    |
| 7               | <p><b>“Less than twenty years later, as a thoracic surgeon, he found himself pulling out cancerous lungs left and right”</b></p> <p>Audio clip of Alan Blum, MD, relating the efforts of Alton Ochsner, MD, to link lung cancer in World War I veterans to cigarette smoking<br/>2015</p>   |    |
| 8               | <p><b>Alton Ochsner, 1896-1981</b></p> <p>Photographic images from journal article, “Alton Ochsner, MD, 1896-1981: He cleared the air,” by Alan Blum, MD<br/><i>New York State Journal of Medicine</i>, vol. 83, no. 13, pages 1250-51<br/>December 1983</p>  |  |
| 9               | <p><b>“Primary Pulmonary Malignancy: Treatment by Total Pneumonectomy; Analysis of 79 Collected Cases and Presentation of 7 Personal Cases”</b></p> <p>Journal article about the link between lung cancer and smoking by Alton Ochsner, MD, and Michael DeBakey, MD<br/><i>Surgery, Gynecology, and Obstetrics</i>, vol. 68, pages 435-51<br/>February 15, 1939</p> |  |

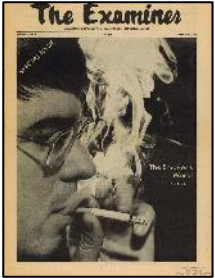

6 – The Lasting Wounds (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 10              | <p><b>“Alton Ochsner, MD, 1896-1981: Anti-Smoking Pioneer”</b></p> <p>Journal article about the career and legacy of Alton Ochsner, MD, by Alan Blum, MD<br/> <i>The Ochsner Journal</i>, vol. 1, no. 3, pages 102-06<br/>           July 1, 1999</p>       |    |
| 11              | <p><b>“Looking back...1915”</b></p> <p>Journal article about <i>The Medical Journal of Australia’s</i> supportive position on smoking during WWI<br/> <i>The Medical Journal of Australia</i>, vol. 1, no. 5, pages 226-27<br/>           March 5, 1983</p> |    |
| 12              | <p><b>“Smoking and the military”</b></p> <p>Journal article by Gregory H. Blake, MD<br/> <i>New York State Journal of Medicine</i>, vol. 85, no. 7, pages 354-56<br/>           July 1985</p>   |  |
| 13              | <p><b>“It’s the most welcome gift you can send him...”</b></p> <p>Camel advertisement<br/> <i>The Saturday Evening Post</i>, page 73<br/>           March 6, 1943</p>   |  |

6 – The Lasting Wounds (cont.)

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 14              | <p><b>“Doctor of Medicine...and Morale”</b></p> <p>Camel advertisement<br/> <i>Life</i>, back cover<br/> May 15, 1944</p>   |    |
| 15              | <p><b>“First on Land and Sea!”</b></p> <p>Camel advertisement<br/> <i>Time</i>, back cover<br/> September 22, 1941</p>  |   |
| 16              | <p><b>“Philip Morris salutes America!”</b></p> <p>Poster welcoming home members of the U.S. Armed Forces from Operation Desert Storm<br/> Circa 1991</p>  |  |
| 17              | <p><b>“You can now send Tax-Free cigarettes to Servicemen in Vietnam”</b></p> <p>Philip Morris mail order form for financial contributions for cigarettes to send to American soldiers<br/> Circa 1965-1972</p> |  |

6 – *The Lasting Wounds (cont.)*

| <u>Item No.</u> | <u>Item Type &amp; Description</u>  | <u>Visual</u>   |
|-----------------|---|---|
| 18              | <p><b>“The Smoker’s World”</b></p> <p>Special issue of <i>The Examiner</i>, vol. 5, no. 2<br/> A publication of the Dwight David Eisenhower Army Medical Center at Fort Gordon, Georgia<br/> Overseen by John W. “Rick” Richards, Jr., MD<br/> February 8, 1980</p>   |  |
| 19              | <p><b>“They started smoking so they could take a break”</b></p> <p>Audio clip of John W. “Rick” Richards, Jr., MD, co-founder of Doctors Ought to Care (DOC), sharing observations on tobacco in the military during his service as a captain and major in U.S. Army medical facilities in the 1980s; Dr. Richards also cites the work of Gregory H. Blake, MD, in motivating the military to address smoking<br/> 2018</p> |  |

## **7 – Recommended Reading**

**T**he Makin's of this exhibition were largely drawn from the collection of the Center for the Study of Tobacco and Society. Other sources of magazine and newspaper articles, promotional ephemera, photographs, military reports, and personal letters include the Library of Congress, the National Archives, and the New York Public Library's Digital Collections.

## *Recommended Reading*

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