

Merry X-Ray and a Happy New Lung: When Santa Sold Cigarettes

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Key to items in the exhibition

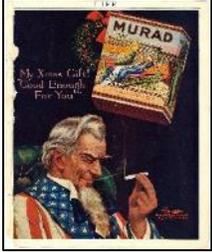
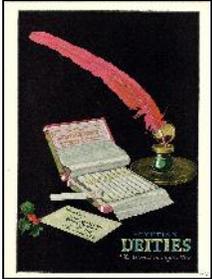
THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY

Merry X-Ray and a Happy New Lung

Throughout the 20th century, the season of giving was not immune to the pervasive reach of tobacco companies. Even Santa Claus was recruited as a cigarette salesman. This exhibition highlights a small fraction of the magazine advertisements, mailings, and point-of-purchase promotions in which Christmas became synonymous with smoking.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“[O]ne of the most appropriate and refined CHRISTMAS gifts, both here and abroad, has been a present of PHILIP MORRIS cigarettes”</p> <p>Promotional letter sent out by cigarette maker Philip Morris & Co. December 1, 1912</p>	
2	<p>“Greetings”</p> <p>Murad advertisement <i>Life</i> December 30, 1915</p>	
3	<p>“The Utmost in Cigarettes”</p> <p>Egyptian Deities advertisement <i>Metropolitan</i>, page 47 December 1916</p>	
4	<p>“Your guests will appreciate them after the Christmas dinner.”</p> <p>Richmond Straight Cut Cigarettes advertisement <i>Life</i> December 21, 1916</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“My Xmas Gift!”</p> <p>Murad advertisement <i>Life</i> December 21, 1916</p>	
6	<p>“When I asked the grown-ups to judge for themselves what Xmas present they wanted”</p> <p>Murad advertisement <i>Life</i> 1919</p>	
7	<p>“What could you Enjoy more this Xmas?”</p> <p>Murad advertisement <i>Popular Science</i>, inside front cover 1920</p>	
8	<p>“Greetings from your Old and Worthy Friend”</p> <p>Egyptian Deities advertisement 1921</p>	

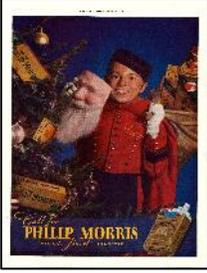
Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“The best is none too good for him”</p> <p>Pall Mall advertisement 1921</p>	
10	<p>“Yes, Sir! I have to make special trips...”</p> <p>Murad advertisement <i>Theatre Magazine</i> December 1921</p>	
11	<p>“When the tree is trimmed for the great day”</p> <p>Camel advertisement 1926</p>	
12	<p>“May your every hour in 1929 be as Golden in Colour as your favourite cigarette.”</p> <p>Christmas postcard sold by British tobacco company Carreras Ltd. 1928</p>	

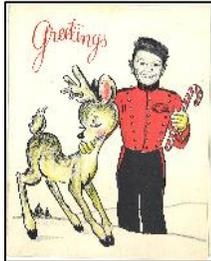
Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	<p>“Give a Christmas carton of Luckies”</p> <p>Lucky Strike advertisement 1932</p>	
14	<p>“Luckies are easy on my throat”</p> <p>Lucky Strike advertisement <i>Esquire</i> January 1936</p>	
15	<p>“Season’s Greetings From R.J. Reynolds Tobacco Company”</p> <p>Camel cigarettes and Prince Albert smoking tobacco advertisement 1936</p>	
16	<p>“Call for Philip Morris” [1 of 2]</p> <p>Advertisement featuring brand spokesman Johnny Roventini <i>The Saturday Evening Post</i>, page 66 December 19, 1936</p>	

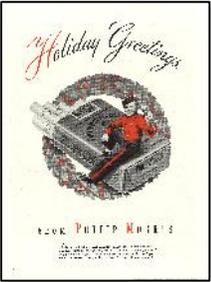
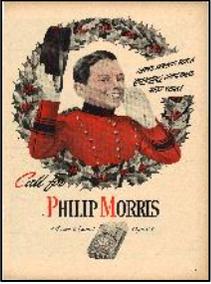
Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
17	<p>“Chesterfield for Christmas”</p> <p>Advertisement 1937</p>	
18	<p>“Tobaccoland’s finest gift”</p> <p>Lucky Strike advertisement featuring actress Joan Crawford <i>The New Yorker</i>, back cover December 18, 1937</p>	
19	<p>“Call for Philip Morris” [2 of 2]</p> <p>Advertisement featuring brand spokesman Johnny Roventini <i>The Saturday Evening Post</i>, page 65 December 18, 1937</p>	
20	<p>“Merry Christmas and Happy Smoking”</p> <p>Philip Morris advertisement featuring brand spokesman Johnny Roventini 1938</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
21	<p>“Forecast For Christmas”</p> <p>Player’s Navy Cut cigarettes and tobacco advertisement <i>The Sphere</i>, page 41 November 23, 1938</p>	
22	<p>“A welcome gift”</p> <p>Chesterfield promotional sign 1939</p>	
23	<p>“Merry Christmas and a wish for your happiness all through the New Year”</p> <p>Christmas card sent out by Philip Morris and featuring illustrations of Johnny Roventini, spokesman for the Philip Morris cigarette brand Circa 1930s</p>	
24	<p>“The Best – To You And Yours!”</p> <p>Philip Morris advertisement featuring brand spokesman Johnny Roventini <i>Collier’s, The National Weekly</i> 1940</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
25	<p>“Holiday Greetings From Philip Morris”</p> <p>Advertisement featuring brand spokesman Johnny Roventini 1942</p>	
26	<p>“This Christmas Give Cigars To The Heroes On The Home Front Too!”</p> <p>Photographic image of poster distributed by the Cigar Institute of America, Inc. Image appeared in article titled “Institute Xmas Poster Hails ‘Heroes of the Home Front’” <i>The Tobacco Leaf</i>, page 8 December 12, 1942</p>	
27	<p>“So let’s wish them the Very Best”</p> <p>Chesterfield advertisement 1943</p>	
28	<p>“Here’s Hoping For A Victorious Christmas Next Year!”</p> <p>Philip Morris advertisement featuring brand spokesman Johnny Roventini December 1943</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
29	<p>“For A Merry Christmas...”</p> <p>Raleigh promotional sign Circa 1943</p>	
30	<p>“Fine to give Fine to get”</p> <p>Philip Morris advertisement featuring brand spokesman Johnny Roventini 1944</p>	
31	<p>“Both far and near to All – Good Cheer”</p> <p>Chesterfield advertisement 1944</p>	
32	<p>“Marlboro for Christmas!”</p> <p>Advertisement <i>House & Garden</i>, page 121 1945</p>	

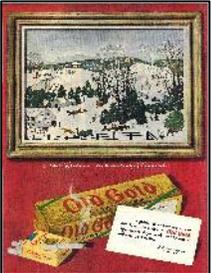
Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
33	<p>“Holiday Greetings and Happy Smoking”</p> <p>Philip Morris advertisement featuring brand spokesman Johnny Roventini 1945</p>	
34	<p>“Give Him The Best”</p> <p>Revelation and Bond Street pipe tobacco advertisement featuring Philip Morris spokesman Johnny Roventini 1945</p>	
35	<p>“Wishing You A Cheerful Treefull [sic]”</p> <p>Chesterfield advertisement 1945</p>	
36	<p>“No Smarter Gift than...”</p> <p>Marlboro advertisement 1946</p>	

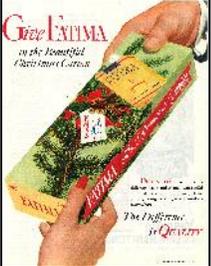
Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
37	<p>“Grand Gifts For Smokers!”</p> <p>Camel cigarettes and Prince Albert smoking tobacco advertisement <i>Life</i>, back cover December 9, 1946</p>	 <p>A vintage advertisement for Camel cigarettes and Prince Albert smoking tobacco. It features a large illustration of Santa Claus in a red suit, holding a pack of Camel cigarettes and a pack of Prince Albert tobacco. The text 'CAMEL' and 'PRINCE ALBERT' is prominently displayed at the top.</p>
38	<p>“Merry Christmas for every smoker”</p> <p>Camel cigarettes and Prince Albert smoking tobacco advertisement <i>Life</i> 1948</p>	 <p>A vintage advertisement for Camel cigarettes and Prince Albert smoking tobacco. It features a large illustration of Santa Claus in a red suit, holding a pack of Camel cigarettes and a pack of Prince Albert tobacco. The text 'Merry Christmas for every smoker' is written in a cursive font at the top. Below the illustration, the words 'Camel' and 'Prince Albert' are printed in large, bold letters.</p>
39	<p>“For Christmas Gifts Here’s The Answer!”</p> <p>Chesterfield advertisement featuring radio and television broadcaster and entertainer Arthur Godfrey, singer and actor Bing Crosby, singer and television personality Perry Como, and actor and comedian Bob Hope <i>Life</i> 1950</p>	 <p>A vintage advertisement for Chesterfield cigarettes. It features four celebrities: Arthur Godfrey, Bing Crosby, Perry Como, and Bob Hope. They are all wearing Santa hats and holding packs of Chesterfield cigarettes. The text 'For Christmas Gifts Here's The Answer!' is written in a cursive font at the top. Below the illustration, the words 'Chesterfield' and 'CIGARETTES' are printed in large, bold letters.</p>
40	<p>“The Whole Lucky Strike Gang wishes you ‘A Happy Christmas and a Lucky New Year!’”</p> <p>Lucky Strike advertisement featuring cast members of <i>The Jack Benny Program</i>, sponsored by Lucky Strike 1950</p>	 <p>A vintage advertisement for Lucky Strike cigarettes. It features a group of people, including cast members of <i>The Jack Benny Program</i>, gathered around a table. They are all wearing Santa hats and holding packs of Lucky Strike cigarettes. The text 'The Whole Lucky Strike Gang wishes you "A Happy Christmas and a Lucky New Year!"' is written in a cursive font at the top. Below the illustration, the words 'Lucky Strike' and 'CIGARETTES' are printed in large, bold letters.</p>

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
41	<p>“Now – for a Treat instead of a Treatment...”</p> <p>Old Gold advertisement 1950</p>	
42	<p>“The makers of Old Gold cigarettes wish you a Merry Christmas and a Happy New Year.”</p> <p>Advertisement <i>The Saturday Evening Post</i> December 9, 1950</p>	
43	<p>“The Merriest Christmas any smoker can have”</p> <p>Chesterfield advertisement <i>Life</i> 1951</p>	
44	<p>“I’m Sending Chesterfields to all my friends.”</p> <p>Advertisement featuring actor Ronald Reagan <i>Life</i>, page 61 December 3, 1951</p>	

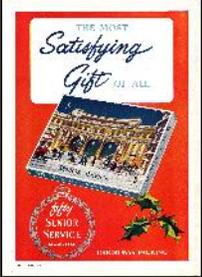
Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
45	<p>“Give ’em Fatima – Best of All King-Size Cigarettes”</p> <p>Advertisement featuring Sherman Billingsley, founder and owner of the Stork Club, a nightclub in Manhattan <i>Collier’s</i>, page 7 December 22, 1951</p>	
46	<p>“Delivering ‘just what you’ve always wanted”</p> <p>Old Gold advertisement <i>The Saturday Evening Post</i>, page 77 December 6, 1952</p>	
47	<p>“Give Fatima in the Beautiful Christmas Carton”</p> <p>Advertisement <i>Collier’s</i>, page 7 December 13, 1952</p>	
48	<p>“You’re So Smart to give Parliaments”</p> <p>Advertisement 1953</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
49	<p>“Merry Christmas and all the finest to you!”</p> <p>Philip Morris advertisement featuring actors Desi Arnaz and Lucille Ball and brand spokesman Johnny Roventini <i>Collier’s, The National Weekly</i>, page 7 December 25, 1953</p>	
50	<p>“This Christmas give Lucky Strike”</p> <p>Advertisement featuring actress Ann Sothern December 1954</p>	
51	<p>“Merry Christmas to you”</p> <p>Christmas card sent out by the officers and directors of the Philip Morris Company and featuring Johnny Roventini, spokesman for the Philip Morris cigarette brand Circa 1954</p>	
52	<p>“Give Cartons of Pleasure for Christmas”</p> <p>Camel, Winston, Cavalier, and Prince Albert advertisement <i>Life</i> 1955</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
53	<p>“This Christmas, Jack Benny is giving...”</p> <p>Lucky Strike advertisement featuring actor and comedian Jack Benny Circa 1955</p>	
54	<p>“The Most Satisfying Gift Of All”</p> <p>Senior Service cigarettes advertisement <i>Holly Leaves</i> 1956</p>	
55	<p>“Wrapped And Ready!”</p> <p>Chesterfield advertisement <i>Life</i> 1956</p>	
56	<p>“Give more to enjoy”</p> <p>Tareyton cigarettes advertisement <i>The Saturday Evening Post</i>, page 7 1956</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
57	<p>“Player’s keep me busy”</p> <p>Player’s Navy Cut cigarettes advertisement <i>Picture Post</i>, page 37 December 3, 1956</p>	
58	<p>“Give Camels Holiday Wrapped”</p> <p>Promotional store display 1958</p>	
59	<p>“Best to give-best to get!”</p> <p>L&M, Chesterfield, and Oasis advertisement <i>Playbill</i>, vol. 2, no. 50, back cover December 15, 1958</p>	
60	<p>“Give Senior Service”</p> <p>Advertisement <i>The Sphere</i>, page 60 November 12, 1959</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
61	<p>“Lucky Strike separates the men from the boys...but not from the girls.”</p> <p>Advertisement <i>Popular Science</i>, inside front cover December 1963</p>	
62	<p>“Bright gift idea”</p> <p>Kent advertisement <i>Playbill</i>, vol. 2, no. 12, page 27 December 1965</p>	
63	<p>“If you gave him a watch last Christmas, this year give him something to time.”</p> <p>Pall Mall advertisement <i>Look</i>, page 57 December 26, 1967</p>	
64	<p>“Winston’s Down Home Taste!”</p> <p>Advertisement <i>Popular Science</i>, page 13 1971</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
65	<p>“Merry Christmas from Marlboro Country”</p> <p>Marlboro advertisement 1987</p>	
66	<p>“A holiday wish from an old friend...”</p> <p>Christmas card sent out by R.J. Reynolds Tobacco Company and featuring Joe Camel, advertising mascot for Camel cigarettes 1990</p>	
67	<p>“At this special time of year, a special gift just for smokers.”</p> <p>Promotional mailer sent out by R.J. Reynolds Tobacco Company 1992</p>	
68	<p>“Merry Quitmuck And A Happy New Lung”</p> <p>Photo by Alan Blum, MD, of a Christmas-themed Benson and Hedges billboard ad refaced by members of B.U.G.A.U.P. (Billboard Utilising Graffitists Against Unhealthy Promotions), an Australian group that updated billboards promoting tobacco and alcohol products Sydney, New South Wales, Australia December 1982</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
69	<p>“When Santa Sold Cigarettes”</p> <p>News article about the original “Merry X-ray and A Happy New Lung” exhibition, shown in Nott Hall at the University of Alabama <i>The Tuscaloosa News</i>, page 1D December 21, 2001</p>	
70	<p>“Holiday Tobacco Specials”</p> <p>Rite Aid pharmacy in-store promotional flyer December 2004</p>	
71	<p>“Merry Christmas for every smoker”</p> <p>Collage of Christmas-themed cigarette ads displayed on the front cover of <i>Tobacco Control</i> <i>Tobacco Control</i>, vol. 18, no. 6, front cover and inside back cover December 2009</p>	
72	<p>Promotional coupons for Basic cigarettes</p> <p>2006</p>	
73	<p>Christmas-themed, house-shaped Camel carton</p> <p>Circa 1939</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
74	Christmas-themed Camel pack and box Circa 1990s	
75	Christmas-themed Chesterfield cartons [1 of 2] Circa 1958	
76	Christmas-themed Chesterfield cartons [2 of 2] Circa 1950s	
77	Christmas-themed Embassy carton Circa 1950s	
78	Christmas-themed Fatima cartons Circa 1951	
79	Christmas-themed Half and Half Smoking Tobacco box Circa 1950s	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
80	<p>Christmas-themed Kool cartons</p> <p>Circa 1940s</p>	
81	<p>Kool promotional store display featuring brand mascot Willie the Penguin</p> <p>Circa 1950s</p>	
82	<p>Christmas-themed L&M carton</p> <p>Circa 1950s</p>	
83	<p>Christmas-themed Marlboro cigarette packs</p> <p>Circa 1990s</p>	
84	<p>Christmas-themed Old Gold carton</p> <p>Circa 1950</p>	
85	<p>Christmas-themed Pall Mall carton</p> <p>Circa 1958</p>	

Merry X-Ray and a Happy New Lung (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
86	Christmas-themed Philip Morris carton Circa 1950s	
87	Christmas-themed Raleigh cartons Circa 1950s	
88	Christmas-themed Tareyton cartons Circa 1950s	
89	Universal Match matchbook Circa 1950s	
90	Christmas-themed Viceroy cartons Circa 1950s	
91	Christmas-themed Winston carton Circa 1954	