



Curated by Alan Blum, MD

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Key to items in the exhibition




THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY

Outline


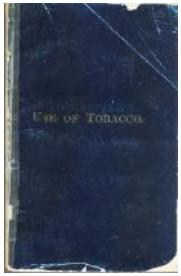

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1.1 – Early Warnings: Historical Publications

The dangers of tobacco have long been described in the medical literature. The earliest medical lecture in the United States on the hazards of smoking is believed to have been given by Benjamin Waterhouse, MD (also known as the American Jenner for having introduced vaccination to the US) to the graduating class at Harvard Medical School on November 20, 1804. Other physicians, especially in New England, wrote about the adverse health consequences of smoking throughout the 19th century. A commentary in *The Lancet* in 1859 not only discussed the harmfulness of smoking, but also its economic and social toll. In 1929, a German medical journal article on tobacco as a cause of cancer included a bibliography with 167 references.




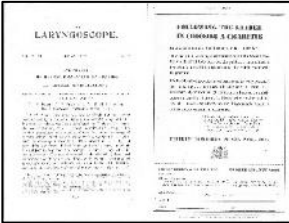
<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p><i>Doctor Waterhouse's Lecture on the Evil Tendency of Tobacco and the Pernicious Effects of Ardent and Vinous Spirits on Young Persons</i></p> <p>Booklet, front cover and title page Benjamin Waterhouse, MD Cambridge, MA: Harvard University Press 1805</p>	
	<p><i>A Dissertation on the Medical Properties and Injurious Effects of the Habitual Use of Tobacco</i></p> <p>Booklet, front cover A. McAllister, MD Boston, MA: Peirce & Parker 1832</p>	
	<p><i>An Essay on the Influence of Tobacco Upon Life and Health</i></p> <p>Booklet, front cover R. D. Mussey, MD Boston, MA: Perkins & Marvin 1836</p>	
	<p><i>Tobacco Morally & Physically Considered in Relation to Smoking & Snuff-Taking</i></p> <p>Booklet, title page J. Browne Drifffield, UK: B. Fawcett 1842</p>	

1.1 – Early Warnings: Historical Publications (cont.)

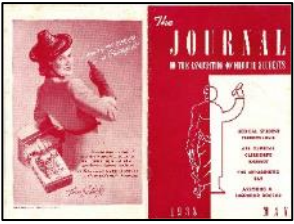
<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Evil of Smoking Tobacco and Its National Cost”</p> <p>Commentary on the adverse health effects of smoking, as well as its economic and social toll <i>London Lancet</i>, vol. 2, no. 2, page 161 August 1, 1859</p>	
	<p><i>The Use of Tobacco and The Evils, Physical, Mental, Moral, and Social, Resulting Therefrom</i></p> <p>Booklet, front cover John H. Griscom, MD New York, NY: G. P. Putnam & Son 1868</p>	
	<p>“Zeitschrift für Krebsforschung, Berlin” <i>(Journal of Cancer Research)</i></p> <p>Review of German medical journal article on tobacco as a cause of cancer <i>Journal of the American Medical Association</i>, vol. 94, no. 13, page 1028 March 29, 1930</p>	

1.2 – Cigarette Advertising in Medical Journals


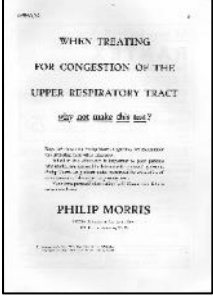


By the 1930s, cigarette advertisements were appearing regularly in medical journals, including the *Journal of the American Medical Association (JAMA)*, *The New England Journal of Medicine* in the US and *The Lancet* and the *British Medical Journal* in the United Kingdom. Until 1953, *JAMA* accepted cigarette advertisements that encouraged physicians to recommend certain brands to their patients and that touted health benefits for filtered cigarettes and for brands with less nicotine. [The Center for the Study of Tobacco and Society has over 50 complete issues of the *Journal of the American Medical Association* with cigarette advertisements from the 1930s, 1940s, and 1950s, as well as complete issues of *The New England Journal of Medicine*, *The Lancet*, the *Medical Journal of Australia* and other journals with cigarette ads.]

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Don’t Take Our Word For It!”</p> <p>Philip Morris cigarettes advertisement <i>Journal of the American Medical Association</i>, vol. 108, no. 11, page 33 March 13, 1937</p>	
	<p>“Let Your Own Experience Guide You”</p> <p>Philip Morris cigarettes advertisement <i>Journal of the American Medical Association</i>, vol. 108, no. 15, page 23 April 10, 1937</p>	
	<p>“After a man’s heart...”</p> <p>Chesterfield advertisement <i>New York State Journal of Medicine</i>, vol. 37, no. 9, front and back covers May 1, 1937</p>	
	<p>“Following the leader in choosing a cigarette”</p> <p>Philip Morris cigarettes advertisement <i>The Laryngoscope</i>, vol. 47, no. 7, page 8 July 1937</p>	




1.2 – Cigarette Advertising in Medical Journals (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“A Major Advancement in Cigarettes”</p> <p>Philip Morris cigarettes advertisement <i>Journal of the American Medical Association</i>, vol. 109, no. 22, page 21 November 27, 1937</p>	
	<p>“If your Patient Must Smoke”</p> <p>Sano denicotinized cigarettes advertisement <i>Journal of the American Medical Association</i>, vol. 109, no. 22, page 31 November 27, 1937</p>	
	<p>“Medical Student Tuberculosis”/ “...and my new cigarette is Chesterfield”</p> <p><i>The Journal of the Association of Medical Students</i>, vol. 2, no. 8, front and back covers May 1938</p>	
	<p>“The Right Combination does it...”</p> <p>Chesterfield advertisement <i>The Journal of the Association of Medical Students</i>, vol. 3, no. 7, back cover April 1939</p>	

1.2 – Cigarette Advertising in Medical Journals (cont.)



<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“The Operation Is A Success!”</p> <p>Kool advertisement <i>Journal of the American Medical Association</i>, vol. 114, no. 14, page 37 April 4, 1940</p>	
	<p>“When treating for congestion of the upper respiratory tract why not make this test?”</p> <p>Philip Morris cigarettes advertisement <i>Journal of the American Medical Association</i>, vol. 118, no. 8, page 59 February 21, 1942</p>	
	<p>“Scientific tests indicate that the slower-burning cigarette means less nicotine in the smoke!”</p> <p>Camel advertisement <i>Journal of the American Medical Association</i>, vol. 118, no. 15, page 33 April 11, 1942</p>	
	<p>“It lifts the ban on cigarettes”</p> <p>Denicotea cigarette holder advertisement <i>Journal of the American Medical Association</i>, vol. 125, no. 6, page 48 June 10, 1944</p>	

1.2 – Cigarette Advertising in Medical Journals (cont.)



<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“A tip to Smart Smokers”</p> <p>Parliament cigarettes advertisement <i>Journal of the American Medical Association</i>, vol. 143, no. 1, page 66 May 6, 1950</p>	
	<p>“Proof with one puff?”</p> <p>Philip Morris cigarettes advertisement <i>New England Journal of Medicine</i>, vol. 248, no. 1, page iii January 1, 1953</p>	
	<p><i>Journal of the American Medical Association</i> ashtray</p> <p>Artifact Circa 1955</p>	

1.3 – Medical Professionals and Health Claims

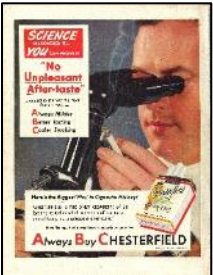
In addition to the presence of cigarette advertisements in medical journals, ads featuring doctors, nurses, and health claims appeared in the lay press from the 1920s through the 1960s.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“The Spirit Of Youth”</p> <p>Lucky Strike advertisement <i>World's Work</i> June 1930</p>	
	<p>“20,679 Physicians say...”</p> <p>Lucky Strike advertisement <i>Liberty</i> July 5, 1930</p>	
	<p>“Don’t remove the moisture-proof wrapping...”</p> <p>Camel advertisement <i>The Saturday Evening Post</i>, page 67 1931</p>	
	<p>““You like them fresh? So do I!”</p> <p>Camel advertisement <i>The Saturday Evening Post</i> February 6, 1932</p>	
	<p>“For Digestion’s Sake”</p> <p>Camel advertisement <i>Time</i>, back cover July 6, 1936</p>	

1.3 – Medical Professionals and Health Claims (cont.)





<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“...Tell him to switch to Kools”</p> <p>Advertisement <i>The Saturday Evening Post</i>, page 97 October 23, 1937</p>	
	<p>“Dr. Kool”</p> <p>Statuette of penguin mascot for Kool cigarettes, known as “Willie” and often portrayed as a doctor Promotional item given to doctors at medical conferences by Brown & Williamson Tobacco Company Circa 1940s</p>	
	<p>“Light an Old Gold instead of a throat treatment!”</p> <p>Magazine advertisement Circa 1949</p>	
	<p>“No heap big medicine talk...”</p> <p>Old Gold magazine advertisement 1951</p>	

1.3 – Medical Professionals and Health Claims (cont.)


<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Science Discovered It – You Can Prove It”</p> <p>Chesterfield advertisement <i>Life</i>, back cover September 17, 1951</p>	

1.4 – Cigarette Promotion at Medical Conventions

By 1942, the major cigarette manufacturers, including RJ Reynolds, P. Lorillard, Brown & Williamson, and Philip Morris, were exhibitors at major medical meetings, notably the annual convention of the American Medical Association (AMA).





<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Camel invites you”</p> <p>Advertisement for the Camel exhibit at the annual AMA convention <i>New York State Journal of Medicine</i>, vol. 42, no. 11, front cover and page 1027 June 1, 1942</p>	
	<p>“A.M.A. Technical Exhibits”</p> <p>Pocket map of the exhibitor booths at the AMA annual convention held in Chicago, with Camel and Philip Morris as two of the exhibitors June 21-25, 1948</p>	
	<p>“Parliament cigarettes were represented”</p> <p>Photographic image of the Parliament booth at the annual AMA convention held in New York City <i>The Tobacco Leaf</i>, page 11 June 20, 1953</p>	
	<p>“Norman H. Grulich and Alan H. Bick, from the New York office, represented Benson & Hedges”</p> <p>Photographic image of the Parliament booth at the AMA clinical session held in St. Louis <i>The Tobacco Leaf</i>, interior page December 26, 1953</p>	

1.4 – Cigarette Promotion at Medical Conventions (cont.)





<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>Kent cigarette pack, booklet, and box</p> <p>Promotional items given to doctors at the annual meeting of the National Medical Association in Detroit, Michigan 1959</p>	 A photograph showing three items: a small Kent cigarette pack, a larger Kent cigarette box, and a Kent booklet. The items are arranged on a white background. The pack and box are standing upright, while the booklet is lying flat in front of them. All items feature the Kent logo and branding.

2.1 – The “More Doctors Smoke Camels” Campaign





In 1946, R. J. Reynolds Tobacco Company introduced a print and radio campaign for its Camel brand that claimed to have been based on a survey of 113,597 physicians, with the slogan “More Doctors Smoke Camels’ than any other cigarette.” The methodology of the survey was not described, and it is not known if samples of Camel cigarettes had been given to doctors just prior to the survey.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Everybody knows him...”</p> <p>Camel advertisement <i>The Medical Record: A Weekly Journal of Medicine and Surgery</i>, page 529 September 1946</p>	
	<p>“Young Man in White”</p> <p>Camel advertisement <i>Journal of the American Medical Association</i>, vol. 132, no. 5, page 57 October 5, 1946</p>	
	<p>“Experience is the Best Teacher” [1 of 3]</p> <p>Camel advertisement <i>Journal of the National Medical Association</i>, vol. 39, no. 5 September 1947</p>	
	<p>“Experience is the Best Teacher” [2 of 3]</p> <p>Camel advertisement <i>Journal of the American Medical Association</i>, vol. 135, no. 7, page 80 October 18, 1947</p>	


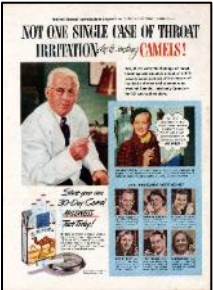


2.1 – The “More Doctors Smoke Camels” Campaign (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Experience is the Best Teacher” [3 of 3]</p> <p>Camel advertisement <i>Journal of the Michigan State Medical Society</i>, vol. 47, no. 1, page 25 January 1948</p>	
	<p>“How mild can a cigarette be?”</p> <p>Camel advertisement <i>Modern Medicine</i>, page 117 April 15, 1949</p>	
	<p>“Here’s what throat specialists reported...”</p> <p>Camel advertisement <i>Journal of the American Medical Association</i>, vol. 140, no. 4, page 24 May 28, 1949</p>	
	<p>“Throat Specialists report on 30-day test”</p> <p>Camel advertisement <i>New England Journal of Medicine</i>, vol. 242, no. 1, page vii January 5, 1950</p>	


2.1 – The “More Doctors Smoke Camels” Campaign (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“‘Night-School’ for the Doctor!”</p> <p>Camel advertisement <i>Life</i>, back cover July 22, 1946</p>	
	<p>“Lady with a Lamp”</p> <p>Camel advertisement <i>Life</i>, back cover September 30, 1946</p>	
	<p>“Young Man in White”</p> <p>Camel advertisement <i>Life</i>, back cover October 14, 1946</p>	
	<p>“Class of '46 or Class of '06”</p> <p>Camel advertisement <i>Life</i>, back cover November 11, 1946</p>	

2.1 – The “More Doctors Smoke Camels” Campaign (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Experience is the best teacher!”</p> <p>Camel advertisement featuring midget-auto racer Walter Ader <i>Life</i>, back cover August 4, 1947</p>	
	<p>“Not One Single Case Of Throat Irritation”</p> <p>Camel advertisement <i>Life</i>, back cover January 16, 1950</p>	
	<p>“What cigarette do you smoke, Doctor?”</p> <p>Camel advertisement <i>Life</i>, back cover May 19, 1952</p>	
	<p>“Why did you change to Camels, Robert Young?”</p> <p>Advertisement featuring actor Robert Young <i>Life</i>, back cover July 14, 1952</p>	

2.1 – The “More Doctors Smoke Camels” Campaign (cont.)




<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Each successive advertisement brought mounting requests for reprints and copies...”</p> <p>Letter from J.W. Glenn, president of the R. J. Reynolds Tobacco Company, to U.S. doctors Sent with 15.5” x 12.5” hardcover, spiral-bound booklet titled “Know Your Doctor,” which features a variety of advertisements with the theme, “More Doctors Smoke Camels” 1947</p>	

2.2 – The Filter Fraud

Even though the cigarette companies never publicly acknowledged any lasting harm attributed to their product until 1999 when Philip Morris acknowledged the scientific evidence implicating cigarette smoking in diseases, they have always attempted to portray various brands as safer and healthier than others. No aspect is more central to the hoax of safer smoking than the filter. One of the most heavily advertised brands in medical journals in the 1950s was KENT, manufactured by P. Lorillard, which had a filter that was promoted as “so safe, so pure, it’s used to filter the air in many hospitals.” The KENT filter was made of asbestos.



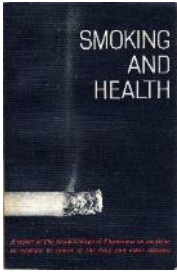

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“The cigarette with the built-in Filter Mouthpiece”</p> <p>Parliament advertisement <i>Journal of the American Medical Association</i>, vol. 151, no. 3, page 58 January 17, 1953</p>	
	<p>“L&M filters are just what the doctor ordered!”</p> <p>Advertisement featuring actor Fredric March <i>Life</i>, page 38 February 22, 1954</p>	
	<p>“The American Medical Association voluntarily conducted...a series of independent tests of filters and filter cigarettes.”</p> <p>Kent advertisement 1954</p>	
	<p>“Finest Natural Tobaccos Famous Micronite Filter”</p> <p>Kent advertisement <i>MD</i>, page 194 March 1960</p>	

2.2 – The Filter Fraud (cont.)

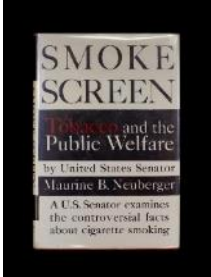

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Someday all cigarettes will probably be made this better way”</p> <p>Parliament advertisement <i>The Doctor’s Wife</i>, page 14 March/April 1960</p>	
	<p>“If you could put Tareyton’s charcoal filter on your cigarette, you’d have a better cigarette.”</p> <p>Tareyton advertisement <i>Massachusetts Physician</i>, vol. 28, no. 3, front cover and page 81 March 1969</p>	
	<p>“Carlton is lowest.”</p> <p>Carlton advertisement <i>Physician East</i>, front cover and interior page August – September 1983</p>	

2.3 – AMA Takes No Stand Against Smoking

In 1959 the editor of *JAMA* rebutted the Surgeon General, Dr. Leroy Burney, who had concluded that there was sufficient evidence of a causal link between cigarette smoking and lung cancer. On the heels of the publication in 1962 of *Smoking and Health: Summary and Report of The Royal College of Physicians of London on Smoking in Relation to Cancer of the Lung and Other Diseases*, Senator Maurine Neuberger (Democrat-Oregon) urged the AMA to join other health organizations in taking a strong stand against smoking. When AMA members also urged action in June 1962, the association's leaders announced plans to appoint a committee to study smoking. *The Wall Street Journal* reported that the AMA was forced to drop its investigation because it was unable to enlist a sufficient number of qualified physicians and other scientists to conduct it.

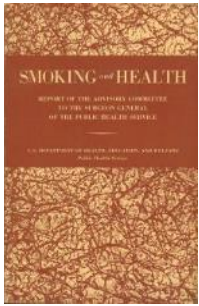



<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Smoking and Lung Cancer: A Statement of the Public Health Service”</p> <p>Article by Leroy E. Burney, MD, surgeon general of the Public Health Service, summarizing the data that demonstrated a causal link between smoking and lung cancer <i>Journal of the American Medical Association</i>, vol. 171, no. 13, pages 1829-1837 November 28, 1959</p>	
	<p>“Smoking and Lung Cancer”</p> <p>Editorial by John H. Talbott, editor-in-chief of <i>JAMA</i>, stating that the research related to smoking as a cause of lung cancer is insufficient and recommending further research <i>Journal of the American Medical Association</i>, vol. 171, no. 15, page 2104 December 12, 1959</p>	
	<p><i>Smoking and Health: Summary and Report of The Royal College of Physicians of London on Smoking in relation to Cancer of the Lung and Other Diseases</i></p> <p>Book, front cover New York, NY: Pitman Publishing Corporation 1962</p>	
	<p>“Smoking as a Cause of Disease”</p> <p><i>Smoking and Health</i>, page 43 New York, NY: Pitman Publishing Corporation 1962</p>	

2.3 – AMA Takes No Stand Against Smoking (cont.)




<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p><i>Smoke Screen: Tobacco and the Public Welfare</i></p> <p>Book, front cover Maurine B. Neuberger Englewood Cliffs, NJ: Prentice Hall, Inc. 1963</p>	
	<p>“Cigarette Smoking and Lung Cancer”</p> <p>Editorial debunking reports linking smoking and lung cancer <i>Nebraska State Medical Journal</i>, vol. 48, no. 9, page 485 September 1963</p>	

2.4 – The Landmark 1964 Surgeon General’s Report on Smoking and Health

One of the foremost scientific documents of the 20th century, *Smoking and Health: Report of the Advisory Committee to the Surgeon General of the Public Health Service*, was released on January 11, 1964 by Dr. Luther Terry at a packed auditorium in the US State Department. The landmark Surgeon General’s Report concluded that cigarette smoking was a cause of lung cancer and was related to a host of other diseases.

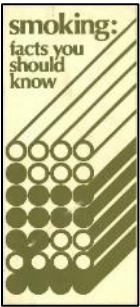
<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p><i>Smoking and Health: Report of the Advisory Committee to the Surgeon General of the Public Health Service</i></p> <p>Book, front cover Washington, DC: U.S. Department of Health, Education, and Welfare January 11, 1964</p>	
	<p>“U.S. Plans Legal War to Cut Cigaret Smoking”</p> <p>Front page story about the publication of the Surgeon General’s Report on Smoking and Health <i>The Detroit News</i> January 11, 1964</p>	
	<p>“Smoking Held Cancer Cause”</p> <p>Front page story about the publication of the Surgeon General’s Report on Smoking and Health <i>The Dallas Morning News</i> January 12, 1964</p>	
	<p>“Tie Cancer to Cigarets”</p> <p>Front page story about the publication of the Surgeon General’s Report on Smoking and Health <i>Chicago Tribune</i> January 12, 1964</p>	

2.4 – The Landmark 1964 Surgeon General’s Report on Smoking and Health (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“I am pleased to send you the enclosed report of my Advisory Committee on Smoking and Health.”</p> <p>Letter from U.S. Surgeon General Luther Terry, MD, to physicians across the U.S. Sent with copies of Surgeon General’s Report on Smoking and Health to U.S. physicians January 15, 1964</p>	
	<p>“Verdict on Cigaretts: Guilty as Charged”</p> <p>News article <i>Life</i>, page 56A January 24, 1964</p>	
	<p>“Smoking and Health”</p> <p>Column by Kenneth W. Clement, MD <i>Journal of the National Medical Association</i>, vol. 56, no. 2, page 201 March 1964</p>	




3.1 – *Smoking: Facts You Should Know*

Twelve of the 72 resolutions submitted by delegates at the AMA's Annual Meeting in June 1964 urged the AMA leadership to support the conclusions of the Surgeon General's Report released earlier that year. Instead, the AMA issued a pamphlet entitled *Smoking: Facts You Should Know* that stressed the dangers of burns and suffocation from falling asleep while smoking and warned about the costly damage cigarettes could do to sofas, rugs, and clothing.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p><i>Smoking: Facts You Should Know</i></p> <p>Pamphlet produced by the AMA 1971</p>	


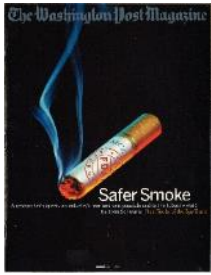
3.2 – The AMA-Tobacco Industry Research Collaboration

Rather than follow the lead of other major health groups and support Surgeon General Dr. Luther Terry's call for action on the smoking and health problem, the AMA instead entered into a \$10 million contract with six tobacco companies to conduct research on the effects of nicotine and other aspects of smoking. Criticized by many members, the AMA leadership defended its relationship with the tobacco industry and claimed that the funds would be used to support "independent research" that was needed for the "identification and removal of the harmful components in tobacco."

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“AMA Will Undertake Smoking-Health Study”</p> <p>News article <i>Tobacco: The International Weekly</i>, vol. 157, no. 24, pages 13 and 25 December 13, 1963</p>	
	<p>“Cigarette Producers Donate \$10 Million to AMA Research”</p> <p>News article <i>Tobacco: The International Weekly</i>, vol. 158, no. 7, pages 9 and 26 February 14, 1964</p>	
	<p>“AMA is not prepared to make any statement regarding termination of the smoking-health research program”</p> <p>Letter to Joseph F. Cullman, III, chairman of the board of Philip Morris, from Horace R. Kornegay, president and executive director of the Tobacco Institute, enclosing a confidential report from William Kloefer, Jr., vice president of the Tobacco Institute; the report discusses Kloefer’s meeting with Ernest Howard, MD, executive director of the AMA, regarding the ongoing smoking-health research program funded by the AMA Education and Research Foundation (AMA-ERF), an organization that received and distributed funding from the tobacco industry September 3 and 7, 1971</p>	

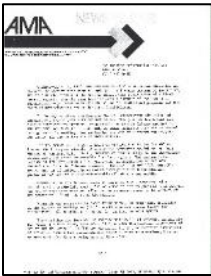

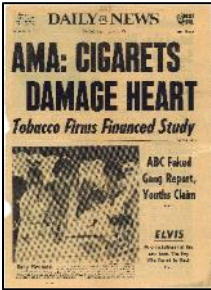
3.3 – Smoking Does Cause Cancer

While tobacco industry-funded scientists were testifying before Congress that the association between cigarette smoking and lung cancer was a statistical one and not a biomedical one, their own researchers were acknowledging behind closed doors that smoking caused lung cancer.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Tobacco Can Cause Cancer In Animals, Liggett Admits”</p> <p>News article by Saul Friedman <i>The Miami Herald</i>, page 18-A September 26, 1978</p>	
	<p>“Reengineering The Cigarette”</p> <p>Article by John Schwartz about William Farone, a scientist who worked for Philip Morris and conducted research to create a safer cigarette <i>The Washington Post Magazine</i>, pages 9-13, 21-24 January 31, 1999</p>	

3.4 – After 14 Years AMA Admits the Surgeon General Was Right After All

After receiving a total of \$18 million from tobacco companies and remaining virtually silent on the smoking and health issue for 14 years, the AMA finally acknowledged the health problems associated with cigarettes that had been previously described in the 1964 Surgeon General's Report. In 1978, the AMA released its report entitled *Tobacco and Health* in which the organization expressed gratitude to the six tobacco companies for their funding of the AMA's research between 1964 and 1973. Of the 795 research grants made by the AMA, 247 went to members of the AMA's own committee members or to their institutions.



<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“The 365 page book includes a summary of the sponsored research projects...”</p> <p>AMA news release about the publication of its report entitled <i>Tobacco and Health</i> July 17, 1978</p>	
	<p><i>Tobacco and Health</i></p> <p>Book, front cover and preface Published by the American Medical Association Education and Research Foundation (report on research funded by a tobacco industry grant) 1978</p>	
	<p>“AMA: Cigaretts Damage Heart”</p> <p>Feature article <i>New York Daily News</i> August 6, 1978</p>	

4.1 – An Embarrassing Matter of the AMA’s Investment in Tobacco Stocks

In 1979, the AMA’s Resident Physician Section pointed out to the organization’s leadership that the association’s retirement fund owned \$1.4 million in tobacco stocks. After the AMA House of Delegates voted in 1981 to retain its tobacco stocks led to public condemnation and ridicule of the AMA, the AMA quietly divested the stocks. However, in 1997 *Physician’s Weekly* pointed out that the AMA’s own employees’ 401(k) plan still invested in tobacco companies.




<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>"Cigaret Stock in AMA Pension Fund"</p> <p>Editorial cartoon by Wayne Stayskal <i>Chicago Tribune</i> June 15, 1981</p>	
	<p>"AMA Keeps Its Tobacco Stocks"</p> <p>News article with editorial cartoon by Sullivan <i>Telegram & Gazette</i> (Worcester, Massachusetts) 1981</p>	
	<p>"The American Medical Association rid itself of \$1.4 million in tobacco stocks today"</p> <p>Transcript of NBC news story reported by Bob Roberts September 29, 1981</p>	
	<p>"I do not recall your having devoted an entire program to a topic that has been...labeled "social investing.""</p> <p>Mailgram from Alan Blum, MD, to Louis Rukeyser, host of the Public Broadcasting Service (PBS) series <i>Wall Street Week in Review</i>, regarding the divestment of tobacco stocks by the AMA September 30, 1981</p>	

4.1 – An Embarrassing Matter of the AMA Investing in Tobacco Stocks (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Stung by press criticism, AMA jettisons tobacco stock”</p> <p>News article with editorial cartoon by Wayne Stayskal <i>Medical World News</i>, page 16 October 26, 1981</p>	
	<p>“AMA on Tobacco Divestiture”</p> <p>News article by Christina Kent about the presence of shares in tobacco companies in the 401(k) plan of AMA employees <i>Physician's Weekly</i> March 24, 1997</p>	

4.2 – Still Holding Back

Despite dissolving their research ties to the tobacco industry, the AMA still had reservations about tackling the tobacco and health issue. In a 1982 memo, the editor of *JAMA* warned the journal's editorial staff that certain subjects were deemed politically sensitive to AMA leadership, specifically tobacco, nuclear war, and abortion.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“New Health Warnings Unneeded”</p> <p>Newsletter article <i>The Tobacco Observer</i>, page 1 April 1982</p>	
	<p>““Lung Cancer Remains A Mystery””</p> <p>Newsletter article <i>The Tobacco Observer</i>, page 6 April 1982</p>	
	<p>“Particularly Sensitive Political Issues”</p> <p>Memorandum from George D. Lundberg, MD, editor of the <i>Journal of the American Medical Association</i>, to editorial staff members September 7, 1982</p>	

4.3 – AMA Finally Condemns the Tobacco Industry

The AMA is one of many collaborators of the tobacco industry during the past several decades. But the association's 14-year silence about the problems associated with tobacco use is matched by no other and represents arguably the most unholy alliance.





In recent years, the American Medical Association has received favorable publicity for its growing role in the public health effort to counteract tobacco use in the United States.

Approximately 150 resolutions on tobacco issues have been passed by the AMA's House of Delegates on tobacco issues, including support for protection from secondhand smoke to calling for a complete ban on tobacco advertising.




That America's leading medical organization would take a stand against the leading preventable cause of death and disease as part of its mission to promote "the betterment of public health" should be a given. But the AMA's involvement in anti-smoking efforts arguably evolved not from a genuine concern for the health of American people but rather from an embarrassment.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Doctors, let’s stop dragging (our feet)”</p> <p>Journal article by William A. Check urging physicians to take a supportive, positive approach when discussing smoking cessation with patients <i>Journal of the American Medical Association</i>, vol. 242, no. 26, pages 2831-32 December 28, 1979</p>	
	<p>“When ‘More doctors smoked Camels’: Cigarette advertising in the <i>Journal</i>”</p> <p>Journal article by Alan Blum, MD, about the history of cigarette advertisements that appeared in the <i>New York State Journal of Medicine</i> from 1933 to 1953 <i>New York State Journal of Medicine</i>, vol. 83, no. 13, pages 1347-52 December 1983</p>	
	<p>“The AMA tackles smoking”</p> <p>Journal article by Alan Blum, MD, reviewing the actions of the AMA on smoking from 1953 to 1983 <i>New York State Journal of Medicine</i>, vol. 83, no. 13, pages 1363-65 December 1983</p>	
	<p>“The World Cigarette Pandemic”</p> <p>First-ever theme issue on tobacco published by an American medical journal <i>New York State Journal of Medicine</i>, vol. 83, no. 13 December 1983</p>	





4.3 – AMA Finally Condemns the Tobacco Industry (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“The World Cigarette Pandemic, Part II”</p> <p>Second theme issue on tobacco published by an American medical journal <i>New York State Journal of Medicine</i>, vol. 85, no. 7 July 1985</p>	
	<p>“Communities start own campaigns against tobacco ads”</p> <p>News article by Paul R. McGinn about how communities and physicians within those communities planned to take legislative action to restrict cigarette advertising and the opposing response by the tobacco industry <i>American Medical News</i>, pages 3 and 49-50 March 16, 1990</p>	
	<p>“Physicians join tobacco issue”</p> <p>News article by Peggy Peck about the decision by officials from the U.S. Department of Health and Human Services not to testify before the U.S. Senate Subcommittee on Health and the Environment on the subject of tobacco exports <i>Medical Tribune</i>, vol. 31, no. 12, pages 1 and 16 June 14, 1990</p>	
	<p>“This week’s JAMA is a theme issue on tobacco and smoking.”</p> <p>AMA news release about the contents of the <i>Journal of the American Medical Association</i>, vol. 264, no. 12 September 26, 1990</p>	





4.3 – AMA Finally Condemns the Tobacco Industry (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“Plan to move smoking agency worries tobacco foes”</p> <p>News article by Paul R. McGinn about opposition by AMA members to a plan to move the Office on Smoking and Health (OSH) from Washington, DC, to Atlanta, Georgia, location of the Centers for Disease Control (CDC); the concern was that the effectiveness of the OSH would become lost in the gigantic CDC bureaucracy, thereby slowing the momentum of efforts to curb smoking and the tobacco industry</p> <p><i>American Medical News</i>, page 9 April 22/29, 1991</p>	
	<p>“Protest of tobacco firm’s exhibit grows”</p> <p>News article about how physicians both joined, organized, and led protests against a 200th anniversary tour of a copy of the U.S. Bill of Rights, sponsored by cigarette company Philip Morris</p> <p><i>American Medical News</i>, page 46 April 22/29, 1991</p>	
	<p>“AMA charges tobacco firms ‘duped’ public”</p> <p>Front page news story by Barbara Sullivan</p> <p><i>Austin American-Statesman</i> July 14, 1995</p>	

4.3 – AMA Finally Condemns the Tobacco Industry (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“AMA: Public ‘duped’ by tobacco firms”</p> <p>News article by Doug Levy <i>USA Today</i>, page 1D July 14, 1995</p>	
	<p>“AMA rewrites tobacco history”</p> <p>Commentary by Alan Blum, MD, and Howard Wolinsky <i>The Lancet</i>, vol. 346, no. 8970, page 261 July 29, 1995</p>	
	<p>“AMA Evolving into Leader on Anti-Tobacco Fight”</p> <p>News article by Lauran Neergaard August 7, 1995</p>	
	<p>“[T]he American Medical Association has turned against [the tobacco industry]...”</p> <p>Transcript of commentary by Charles Osgood on “The Osgood File” CBS Radio Network August 8, 1995</p>	

4.3 – AMA Finally Condemns the Tobacco Industry (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“AMA & ABA strip off old ways”</p> <p>Editorial about how the American Medical Association altered its position from ally of the tobacco industry to foe <i>Fort Worth Star-Telegram</i> August 13, 1995</p>	
	<p>“Cigarette Maker Concedes Smoking Can Cause Cancer”</p> <p>News article by John M. Broder <i>The New York Times</i>, page A1 and A12 March 21, 1997</p>	
	<p>“The Conspiracy Theory and Tobacco Litigation”</p> <p>Article by Eric Solberg about the relationship between the AMA and the tobacco industry March 1997</p>	
	<p>“Gone in a puff of smoke...?”</p> <p>News article by Thom Marshall about the original “Unfiltered Truth” exhibit, shown in the Jesse H. Jones Library at Baylor University <i>Houston Chronicle</i>, page 37A April 18, 1997</p>	

4.3 – AMA Finally Condemns the Tobacco Industry (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
	<p>“AMA spent decades aiding tobacco firms, local doctor claims”</p> <p>News article by John Makeig <i>Houston Chronicle</i>, page 36A June 12, 1997</p>	