

ROUTING SLIP



Jesse H. Jones Library Building  
Houston, Texas 77030

To: *Dr. Blum*  
From: *M.A. Jawin*  
Date: *3/8/89*

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REMARKS:

ALL OF THESE ADVERTISEMENTS ARE FROM  
THE DOC TOBACCO ARCHIVE, ONE OF THE  
LARGEST SOCIOCULTURAL AND SCIENTIFIC  
COLLECTIONS OF ITS KIND IN THE WORLD.  
THE ARCHIVE WAS CREATED IN 1977 BY  
ALAN BLUM, M.D., FOUNDER OF DOC  
(DOCTORS OUGHT TO CARE) AND ASSISTANT  
PROFESSOR, DEPARTMENT OF FAMILY MEDICINE,  
BAYLOR COLLEGE OF MEDICINE. DR. BLUM  
WELCOMES INQUIRES ABOUT THE ARCHIVE.

"Even well into the twentieth century, cigarette smoking hadn't caught on among most men-- and definitely not among women. But through mass media advertising and overseas tobacco funds for the boys at war, cigarettes became firmly entrenched by the 1920's. The tobacco companies were the first to offer women equal rights, of a sort, ... Readers of the Sunday funnies were told by ballplayers like Lou Gherig and Joe DiMaggio, "They don't get your wind ... So mild, athletes smoke as many as they please!"

Dr. Alan Blum

"When, however, non-therapeutic agents such as cigarettes are advertised as having the recommendation of the medical profession, the public is thereby led to believe that some real scientific inquiry has been instituted, and that the endorsement is the result of painstaking and accurate inquiry as to the merits of the product."

Lloyd Paul Stryker  
Society's Legal Counsel

NY State J. Med. 1927 : 27 : 1264-1265.

"Truth may be good, but juxtaposition is better."  
Irish proverb

The exhibit continues inside the Library's entrance  
and along the hallway at the opposite end of the Lobby.

A reprint of an article discussing this material is available  
at the Information Desk or by contacting Dr. Blum, 798-7748.

"Like Philip Morris, R.J. Reynolds suggested switching brands as the alternative to quitting smoking."

Dr. Alan Blum

"R.J. Reynolds ... direct-to-physician  
advertising with a campaign for Camels  
cigarettes that posthumously honored  
great medical discovers ..."

Dr. Alan Blum



"Following a series of postwar advertisements praising America's fighting, smoking physicians, R.J. Reynolds introduced a campaign, based on a survey of 113,579 physicians, that claimed, "More Doctors smoke Camels than any other cigarette."

Dr. Alan Blum

EXHIBIT CONTINUES IN LOBBY AND CASES  
LEADING TO ADMINISTRATION OFFICES.

"Advertisements nearly identical to those that appeared in medical journals also ran each week in the three most popular magazines of the era, LIFE, TIME and The Saturday Evening Post, thus assuring maximum media saturation.

The "More Doctors smoke Camels" theme could be heard on most prime-time radio programs.

By the 1950s television had become the predominant medium, and the bulk of advertising budgets was shifted into the sponsorship of the most popular programs."

Dr. Alan Blum

"Lorillard had launched nationally televised "scientific" demonstrations to show the efficacy and implicit medical benefits of its Micronite filter.

Although the advertisements never disclosed the composition of "Micronite," there is evidence that the material ... was asbestos."

Dr. Alan Blum

"Even though the cigarette companies have never publicly acknowledged any lasting harm attributed to their product, 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 is the filter."

Dr. Alan Blum

EXHIBIT CONTINUES IN FLAT DISPLAY CASES.

Plus ça change ...

"Although tobacco companies no longer overtly make specific medical claims, many of their advertisements continue to imply that one brand or another may be safer. The latest in a long line of claims and gimmicks that began with the "less irritating" appeals of the 1930s escalated with the advent of filter tips in the 1950s, and "low tar" brands in the 1970s, is the so-called "smokeless cigarette" Premier.

In contrast to the tens of millions of dollars spent to introduce this new brand (\$3 billion will be spent in 1989 alone on all tobacco advertising and promotion) there is virtually no money spent on mass media advertising to educate the next generation about the lethal aspects of smoking. Contrary to popular belief, the "war against smoking" is not being won, either in the United States or around the world. And in a sense, tobacco companies remain our leading health educators."

Dr. Alan Blum

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