

"When More Doctors Smoked Camels"

Medical Claims in Cigarette Advertisements, 1888-1988

An Exhibition by Alan Blum, M.D. at the Jones [Houston
Academy of Medicine Library in Jesse Jones Bldg] Library,

Texas Medical Center, Houston, Texas

November 1988 to February 1989

CASE 1

1. Welcome Cigarettes pin-up
(19th Century pin-up card) DOC Tobacco Archive
2. Mild & Sweet Welcome Cigarettes (reverse)
(19th Century pin-up card) DOC Tobacco Archive
3. 20,679 Physicians endorse Luckies
TIME, December 15, 1930, back cover
4. Do you INHALE? (Lucky Strike)
TIME, June 27, 1932, back cover
5. They don't get your wind Lou Gerhig (Camel)
TIME, May 27, 1935, (ad page between) p.24 & 25
6. Stars of the circus (Camel)
TIME, September 13, 1937, (ad page between) p.20 & 21.
7. FOUND important facts (Camel)
TIME, July 23, 1934, back cover
8. The Shock of Facing What your Figure may Become (Lucky
Strike) Travel, March, 1930, back cover
9. Sound Advice/Swimmer (Lucky Strike)
Collier's, August 23, 1930, back cover
10. Throat Protection (Lucky Strike)
The Literary Digest, February 27, 1937, back cover

11. Santa 'Luckies are easy on my throat' (Lucky Strike)
Esquire, January, 1936, back cover
12. Gary Cooper 'It's common sense' (Lucky Strike)
Time, August 9, 1937, back cover

CASE 2

13. After a Man's Heart (Chesterfield)
1937, DOC Tobacco Archive
 14. Blum, Alan. The Cigarette Underworld, Secaucus, N.J.:
Lyle Stuart, Inc. 1985
 15. FRESH? So do I? (Camel)
The Saturday Evening Post, February 6, 1932, p.61.
 16. "The World Cigarette Pandemic Part II", New York
Journal of Medicine, July, 1985, p. 278-477.
 17. Doctor (Camel) The Saturday Evening Post, November 14,
1931, p.67.
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18. ON REQUEST 'Smoking Studies' (Philip Morris) New York
State Journal of Medicine, August, 1942, p. 1425.
 19. PLEASE ASK US - (Philip Morris) New York State Journal
of Medicine, November 15, 1938, p.33.
 20. Interested in Cigarette Advertising? (Philip Morris)
New York State Journal of Medicine, October, 1942,
p.1811.
 21. Lab tests, clinical tests (Philip Morris) New York
State Journal of Medicine, January, 1945, p.85
 22. Smoking Hygiene (Camel) New York State Journal of
Medicine, October, 1942, p. 1793
 23. Doctor, be your own judge (Philip Morris)
Journal of the National Medical Association,
November, 1952, p. 6

24. ~~Camel Invites You to the AMA Convention~~ (Camel)
New York State Journal of Medicine, June 1, 1942,
p. 1027
25. Smoking ... Nicotine (Camel) New York Journal of
Medicine, November 1, 1942, p.1985.
26. Medical Relations Division (Camel) New York State
Journal of Medicine, August 1, 1942, p. 1409
27. Not one single case of throat irritation (Camel)
Journal of the National Medical Association,
July, 1950, p. 19
28. PROGRESS through RESEARCH (Camel) Journal of the
National Medical Association, September, 1953, p.29
29. Micronite filter (Kent) MD, March, 1960, p.194
30. Journal of the National Medical Association,
September, 1943, Cover
31. "Don't Smoke" (Philip Morris) Journal of the National
Medical Association, September, 1943. back cover
32. New York State Journal of Medicine, May 1, 1937, Cover
33. After a man's heart (Chesterfield) New York State
Journal of Medicine, May 1, 1937. back cover
34. In advising patients on smoking (Philip Morris)
The Laryngoscope, January, 1937, p. 8
35. Experience is the best teacher-Lister (Camel)
The Journal of Osteopathy, October, 1947, p.9
36. Experience is the best teacher-Helmholtz (Camel)
The Journal of Osteopathy, June, 1947, p.9
37. Why Many Leading Nose and Throat Specialists Suggest
'Change to Philip Morris' (Philip Morris) Journal of
the American Medical Association, March 12, 1949, p.66

38. Open-24 hours (Camel) New York State Journal of Medicine, January 1, 1945, p.3
39. Doctor of the Purple Heart (Camel) New York State Journal of Medicine, November 1, 1945, p.2241.

CASE 3

40. SOMETHING WONDERFUL Lucy & Desi (Philip Morris)
LIFE, November 10, 1952, p.82
41. An Ounce of Prevention - Johnny (Philip Morris)
DOC Tobacco Archive
42. I'm Sending Chesterfields-Ronald Reagan (Chesterfield)
1951, DOC Tobacco Archive

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43. Scientific Tests-Janet Blair (Lucky Strike) LIFE,
August 7, 1950. back cover
44. Lady with a Lamp 1946 (Camel) LIFE, November 30, 1946.
45. The Doctors behind the Doctor (Camel) LIFE,
December 23, 1946, back cover

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46. Why did you change to Camels, Robert Young? (Camel)
LIFE, July 14, 1952, back cover
47. Arthur Godfrey (Chesterfield) LIFE, March 23, 1953,
back cover
48. SCIENCE discovered it--you can prove it
(Chesterfield) LIFE, September 17, 1951. back cover

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49. Every Doctor in private practice (Camel) LIFE,
January 21, 1946, back cover
50. THIS IS IT - Fredric March (L & M) LIFE, February 22,
1954, p. 38

51. 28% less nicotine (Camel) LIFE, January 27, 1941,
back cover

52. NOSE, THROAT (Chesterfield) 1952, DOC Tobacco Archive

53. Guard against throat scratch (Pall Mall) LIFE ,
October 27, 1982, p. 85

54. 19,293 Dentists Advice (Viceroy) LIFE, August 18, 1947,
p. 10

55. A Treat Instead of a Treatment (Old Gold) DOC Tobacco
Archive

CASE 4

56. LIFE Cronkite cover-Marlboro LIFE, November,
1980, back cover

57. Should You Smoke Cleaner (Premier) Time, November 21,
1988, p.7-9

58. I'm Realistic I Only Smoke Facts (Fact) Time,
January 2, 1978, back cover

59. Introducing the Solution (Camel) Time, May 28, 1979,
back cover

60. TIME-heart attacks-Winston
Time, June 1, 1981, back cover

61. Ms. Health Cover-Now
May, 1986, back cover

62. NEWSWEEK Cancer Cover-Viceroy
Newsweek, January 26, 1976, back cover

63. ENQUIRER Plan to cut Cancer risk-Century
The National Enquirer, March 18, 1986,
back cover

64. TIME-Slimming Down Cover-Virginia Slims.

Time, January 20, 1986, back cover

65. To keep a slender figure (Lucky Strike) Time,

August 26, 1929, back cover