

  
**Jacobi, Lori**

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**From:** Blum, Alan  
**Sent:** Thursday, March 29, 2007 11:59 AM  
**To:** Eric Solberg  
**Cc:** Jacobi, Lori  
**Subject:** RE: Stanford tobacco exhibition

I feel like an idiot. You did produce the brochure on the museum, plus the theme issue of the newsletter about the museum. But it's long past time for an updated brochure and packet. Great idea. By the way, I received a message that Dr. Jackler "returned my call." (I called the librarian, not him.) No answer on his cell phone. It'll be interesting to talk with him. AB

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**From:** Eric Solberg [mailto:eric.solberg@sbcglobal.net]  
**Sent:** Thu 3/29/2007 10:01 AM  
**To:** Blum, Alan  
**Subject:** Re: Stanford tobacco exhibition

Do you and Lori have a packet on the center/archive that would include a nice description (perhaps taken from our earlier NEH grant) with high quality photo copies of various articles covering both the center/archive and the many exhibitions that have been written up? It seems that you could always have this ready to go and it wouldn't ever appear as overkill, but rather a professional looking "press kit" complete with contact information. The item could all be assembled into a professional-looking folder. Ultimately, it would be nice to put together a professional brochure on the center/archive that would include a history of the collection, description of its contents, description of each exhibition (perhaps with a list of cities/organizations in which they appeared), previous support (perhaps limited to the big names - i.e. McGovern, Sugden, NEH, etc.), past projects (including collaborators - WHO, etc.) and current projects (Roswell Park, etc.). One could probably print a very professional, four-color brochure for around \$1,000 - \$2,000 that would include photos and scanned images. I wonder if a graphic-arts student would be interested in at least designing the layout? You and I could provide the text.

Just a thought.

----- Original Message -----

**From:** "Blum, Alan" <ablum@cchs.ua.edu>  
**To:** "Eric Solberg" <eric.solberg@sbcglobal.net>  
**Sent:** Thursday, March 29, 2007 9:28 AM  
**Subject:** RE: Stanford tobacco exhibition

Late fourth.

Somehow I don't think it's Jackler who'd the bigger problem. (He's an ENT chair who has 132 papers to his name, none on smoking.) It's Proctor, by default if for no other reason that he's a historian who ought to know who has done what in the field he has adopted as his very own. (Stanford had another press release For that matter, should I mention Rick Pollay as a publicly available tobacco advertising archive, even though I have my own problems with him? Proctor, as you know, had a big commentary in The Lancet crapping on medical historians who testified for the tobacco industry.

I also forgot the article on you and me in USA Today talking about the

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museum (nice article, with a picture of us holding up old ads and stuff), The Lancet 1985 editorial commending me for the theme issue of the NY State Journal (that covered every aspect including historical), the 1980 "Medicine vs Madison Avenue" commentary in JAMA (then there's no excuse for Proctor not to have known), and the New England Journal letters after Warner's piece on physicians and tobacco that had failed to mention DOC's work.

Overkill-R-me, but in this instance I think Proctor should realize that the next word would be "plagiarism." Also, their thesis for this exhibit is simplistic. I found the Houston Chronicle article on our Jones Library exhibition, "The Unfiltered Truth About Smoking and Health," which shows how the AMA colluded with the industry. I could tell them that the thesis is simplistic, but that might give an embarrassed Proctor an opening to stick to the party line that the tobacco companies were the only real evil among us. AB

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From: Eric Solberg [mailto:eric.solberg@sbcglobal.net]  
Sent: Thu 3/29/2007 7:15 AM  
To: Blum, Alan  
Subject: Re: Stanford tobacco exhibition

Yes, just send it. I almost wrote a note to the faculty member (Jackler, or whatever his name was) to suggest he do some homework. By the way, what generation is the movement in?

----- Original Message -----

From: "Blum, Alan" <ablum@cchs.ua.edu>  
To: "Eric Solberg" <eric.solberg@sbcglobal.net>  
Sent: Wednesday, March 28, 2007 10:35 PM  
Subject: RE: Stanford tobacco exhibition

Thanks for this quick reply. What do you think about my sending it, as is? I included a specific dig at Proctor, you may have read. The librarian was very friendly, with a cross between intrigued and embarrassed about it. She has already notified the various parties, and she has my home number. Sounded at first like this ENT chair got into it because his mother died of lung cancer. But they started getting a bit full of themselves and hooked up with Proctor. You really do have to wonder how a medical historian could think that this hasn't been done. At every step of the way, even as a medical student, I looked around to see who had done something like this. I told the librarian that I found it difficult to believe that a medical historian would have known what else was going on in the field. AB

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From: Eric Solberg [mailto:eric.solberg@sbcglobal.net]  
Sent: Wed 3/28/2007 9:35 PM  
To: Blum, Alan  
Subject: Re: Stanford tobacco exhibition

I saw the original write up/press release from Stanford. Seems Proctor is more of a fraud than some of his colleagues led on. What was the name of the other historian who didn't have anything nice to say about Proctor, and said that he's not well-respected in the field? So, in some ways, this shouldn't surprise you. As for the faculty member at Stanford, he's like

everyone else who just discovered the issue - no one reads anything nor does any homework. I fear that you'll see things like this happen more and more as time goes by. The irony is, that despite more and more health professionals discovering this issue, there isn't much progress being made outside of clean indoor air legislation at the state and local levels.

----- Original Message -----

From: "Blum, Alan" <ablum@cchs.ua.edu>

To: <eric.solberg@sbcglobal.net>

Sent: Wednesday, March 28, 2007 9:18 PM

Subject: Stanford tobacco exhibition

<<Stanford tobacco exhibition.doc>> I know, I know. There's a war going on and all sorts of other crap. But you really should read the pieces about the Stanford exhibition (100 copies of old ads, collected off of ebay). Thoughts, besides overkill? AB