

**Lady with a Lamp**  
(1946 Version)

• The pages of medical history during the last century glow with the names of great women. Florence Nightingale, the "lady with the lamp," Elizabeth Blackwell, the first American woman to be given the M.D. degree, Dr. Mary Putnam Jacobi, Dr. Jane Vial Meyer, Anna Brownell Seaman, the first nurse to be given the M.D. degree, and many others.

In America today, thanks to the efforts of these pioneers, 220 women doctors carry the lamps they inherited even further along the path of human service.

According to a recent **Nationwide survey**, **MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE**

• Men and women in every branch of medicine—111,897 in all—were queried in the nationwide study of cigarette preferences. These leading research organizations made the survey. The gist of the survey was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have won the same favor in medical circles as with millions of smokers the world around. Try Camels now.

**CAMELS** Chesterfield Tobacco

TRY CAMELS ON YOUR "T-ZONE"

That's the Taste and T for Throat—the most critical "taboo" for any cigarette. See how your taste responds to the rich, full flavor of Camel's superb blend of costlier tobaccos. In the face of the superiority of many millions of smokers, we believe Camel will win your "T-Zone" too.

**THE SHOCK OF FACING**  
*what your figure may become*

COMING, EXPOSED! YOUR FUTURE SHADOW

AVOID THAT FUTURE SHADOW by refraining from over-indulgence. If you would maintain the modern figure of fashion.

When Tempted **Reach for a LUCKY** instead

**"It's toasted"**

Your Throat Protection—against irritation—against cough.

LUCKY STRIKE CIGARETTES

PHOTOS: COURTESY OF ALAN BLUM, MD

# From the archives of Doctors Ought to Care

Cigarette advertisements in the 1930s and 1940s often carried wide-ranging medical claims. In addition to targeting consumers, tobacco industry ads appeared in medical journals.

## 'When more doctors smoked Camels'

By Steve Carrell  
AMN CORRESPONDENT

The amusing face of evil. Hard evidence of ignorance. A call to activism for physicians. Alan Blum, MD, sees all these in his exhibit, "When More Doctors Smoked Camels."

The exhibit's title comes from a consumer-oriented ad in 1946: "24 hours a day your doctor is 'on duty'... a few winks of sleep... a few puffs of a cigarette... and he's back at that job again... More doctors smoke Camels than any other cigarette." About 20 years earlier, Lucky Strike had run a similar campaign, claiming thousands of physicians

### Anti-smoking group looks at early cigaret ads

sicians thought Luckies were "less irritating to sensitive or tender throats." The exhibit is skimmed from more than 250 file boxes in the archives of Doctors Ought to Care (DOC), an anti-smoking group founded 12 years ago by Dr. Blum, who is an assistant professor of family medicine at Baylor College of Medicine, Houston.

According to Dr. Blum, consumer-oriented ads from the 1930s and 1940s often carried wide-ranging medical claims that placed cigarette-touting physicians in the company of endorsers

such as Santa Claus ("Luckies are easy on my throat"), movie stars, sports heroes, and steady-nerved circus stars. Similar ads appeared in medical journals, where other ads were directed solely at physicians. One, for example, touted the Camel cigarette booth at the AMA's 1942 Annual Meeting.

In the *New York State Journal of Medicine*, Chesterfield ads began running in 1933. They often carried claims such as, "Just as pure as the water you drink..." and practically untouched by human hands."

The *New England Journal of Medicine*, *Journal of the American Medical Association*, and *The Lancet* published cigarette ads from the 1930s through the 1950s. In some other medical journals, the ads endured even longer. *MD* magazine carried cigarette advertising in the early 1960s, and, in 1978, *Medical Dimensions* ran an ad for Vantage cigarettes, headlined: "Why I Choose to Smoke." As late as 1983, the Boston-based *Physician East* published an ad for Carlton, Dr. Blum said.

For 15 years, Philip Morris used various claims, including this one from *JAMA* in 1949: "Why many leading nose and throat specialists suggest, 'Change to Philip Morris'..." In 1935, the *New York State Medical Journal* ran an ad touting scientific studies that showed Philip Morris cigarettes were less irritating. An ad by the company in a 1943 issue of the *National Medical Journal* read: "Don't smoke" is advice hard for patients to swallow. May we

suggest instead, 'Smoke Philip Morris?' Tests showed three out of every four cases of smokers' cough cleared on changing to Philip Morris. Why not observe the results for yourself?"

Other companies added different angles for physicians, said Dr. Blum. Camel cigarettes paid tribute to medical pioneers and concluded: "Experience is the best teacher... experience is the best teacher in cigarettes, too." Old Gold reacted to early negative medical studies with the slogan: "If pleasure's your aim, not medical claims..." Some companies hired attractive women to deliver cigarette samples to physicians and the patients in their waiting rooms.

Medical journals did carry anti-smoking information during this era of free-wheeling advertising, but the editorials and studies were far fewer than the cigarette ads, Dr. Blum said.

Cigarette advertising in medical publications slackened when tobacco companies shifted their advertising budgets to television, and eventually scientific studies compelled journals to drop the ads, Dr. Blum said. In the early 1950s, 67% of physicians smoked, he said, but as the scientific research mounted, physicians were among the first to quit.

The first issue of *JAMA* in 1883 contained an article on the hazards of smoking for children, but the scientific research remained scattered until the appearance of landmark studies such as the 1952 *JAMA* article on smoking and bronchial carcinoma, by Alton Oschner, MD, and others. *JAMA's* decision to ban cigarette ads came in reac-

See **CIGARET ADS**, next page

T 1 3

**Kent**—the one show you proof of greater cigarette that can health protection

**Kent**

WATSON & WATSON  
MANUFACTURERS



**20,679<sup>†</sup> Physicians**  
*say "LUCKIES are less irritating"*  
**"It's toasted"**  
 Your Throat Protection  
 against irritation against cough

The figures quoted have been checked and verified by the LUCKY STRIKE, RONA, B&W, and AMERICAN TOBACCO CO. (INC.)

PHOTOS COURTESY OF ALAN BLUM, MD

### Extinguishing smoking

Cigarette ads included one for Camel's booth at the 1942 AMA Annual Meeting. Some journals ran cigarette ads from the '30s through '50s, but ads endured longer elsewhere.

## Cigarette ads

Continued from preceding page  
 tion to such studies, in accordance with the AMA's general approach of formulating policy based on scientific evidence, said the journal's editor, George Lundberg, MD.

The tobacco industry has developed sophisticated campaigns in response to the preponderance of evidence linking smoking with cancer and lung disease, Dr. Blum said. The key to an effective

counter-response, he said, is to study and understand the industry's marketing strategies. "The solution to the tobacco problem is not scientific research," he said. "It's market and advertising research."

He urged all physicians to become anti-smoking activists. "An individual physician may feel good telling a 20-year-old to stop smoking," he said, "but that good deed does not compare with the effect a physician can have by impacting an entire community."

He suggested other avenues

for activism: boycotting products made by tobacco company conglomerates, canceling subscriptions to magazines that carry cigarette ads, and working to ban cigarette billboards. DOC distributes stickers, to be placed on magazine covers, that read: "Many of the ads in this magazine are misleading, deceptive, and/or a rip-off. For example, smoking does not make one glamorous, macho, successful, or athletic. It does make one sick, poor, and dead. We care about you and your health. Love,

*Camel invites you*  
 TO ENJOY THE INTERESTING FEATURES  
 OF THE CAMEL CIGARETTE EXHIBIT AT THE  
**A.M.A. CONVENTION — JUNE 8 TO 12**

**Camel**  
THE GOOD SOURCE FOR GOOD-FLAVORING CIGARETTES

DOC." The stickers cost 10 cents each and are available from DOC, 1423 Harper St., Augusta, Ga. 30912.

Medical and health groups also have materials available. A Massachusetts Medical Soci-

ety kit includes more mildly worded stickers and an office sign saying the MD boycotts magazines with cigarette ads. The free kit is available from the society at 1440 Main St., Waltham, Mass. 02154.

**Big Game Hunters**  
 He hunts the "big game" of all... the physicians and medical researchers of America. He hunts for a cigarette with a difference... a difference that makes a difference. He is the doctor who reflects a sense of feeling for the common man... a feeling for the common man.

No place in the world, not even the remotest jungle, is too far, too dangerous, as too difficult for him to penetrate when the needs of medical science cry, "This man is done."

*According to a recent Nationwide survey:*  
**MORE DOCTORS SMOKE CAMEL THAN ANY OTHER CIGARETTE**

1000 physicians, surgeons, specialists, doctors in every branch of medicine... 115,597 doctors in all... were in this survey by three independent research organizations. The only survey was to determine what the most doctors choose for their brand name of choice was Camel.

The test of us, doctors smoke for... Their taste, recognizes and appreciates the rich, full flavor and the coolness of Camel's choice, tobacco just as done.

**YOUR "Y-ZONE" WILL TELL YOU...**  
**T for Taste...**  
**T for Throat...**  
 she's your "proving ground" for any cigarette. See if Camels don't suit your "Y-Zone" to a "T."

**CAMELS**  
K.J. English Ltd. and Company, Weymouth, Dorset, England