

Alabamian Dr. Luther Terry and the Surgeon General's Report on SMOKING and HEALTH:

A commemorative exhibition to mark the 50th anniversary
of one of the most important medical documents of the 20th century





Gorgas Library, University of Alabama





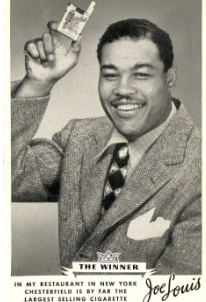
October 21, 2013- December 1, 2013






Curated by Alan Blum, MD






Director, The University of Alabama Center for the Study of Tobacco and Society



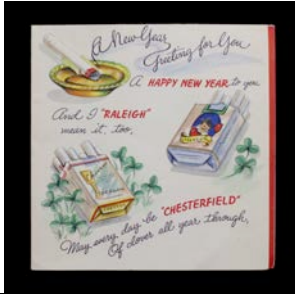



Key to items in the exhibit






1	<p>Miner-Matic candy cigarette bank</p> <p>Artifact Alexander Miner Manufacturing Corporation Dispenses Winston, Camel, and Lucky Strike Branded candy Cigarettes Circa 1955-1965</p>	
2	<p>Candy Cigarette Packages</p> <p>Artifacts (6 total) Four Star Candy Company, World Candies Inc., Howard B. Stark Company Brands: L&M, Viceroy, Pall Mall, Lucky Strike, Winston, Chesterfield Circa 1950's-1960</p>	
3	<p>Bubble Gum Cigarette Packages</p> <p>Artifacts: (3 total) Philadelphia Chewing Gum Corporation, World Candies Inc. Brands: Cool, Came Smokes, Camel Magic Colors Circa 1960's-1970's</p>	<p>See above</p>
4	<p>King-Size Candy Cigarette Carton</p> <p>Artifact Four Star Candy Company Christmas-themed packaging Circa 1958-1960</p>	
5	<p>Play Lighter and Philip Morris Bubble Gum Cigarettes</p> <p>Artifact Merry Manufacturing 1966</p>	

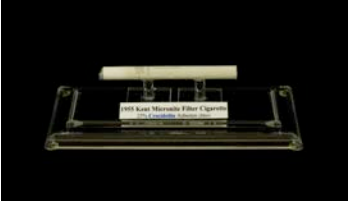




6	Penny Cigarette Vending Machine and Bank Artifact Par Beverage Corporation, Cincinnati, Ohio 1951	
7	Hanna-Barbera Smoking Characters Artifact Elvin 1963	
8	State of Alabama Ashtray Artifact Opelika, Alabama Circa 1950's	
9	"Joe DiMaggio Slams Another Homer into the Stands!" Camel advertisement <i>Wichita Eagle</i> , Sunday Funny Pages April 17, 1938	
10	"The Winner" Chesterfield cigarette advertising postcard Featuring Joe Louis Liggett & Myers Tobacco Company Circa 1950	




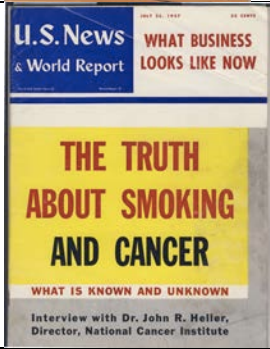
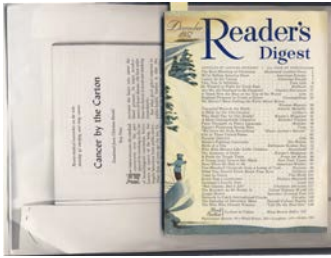
<p>11</p>	<p><i>The Crimson-White</i></p> <p>Newspaper February 18, 1947</p>	
<p>12</p>	<p>“The Flavor’s All Yours”</p> <p>Philip Morris cigarette advertisement <i>The Crimson-White</i>, page 2 December 3, 1946</p>	
<p>13</p>	<p>“Please Be Careful”</p> <p>Hospital bedside card Philip Morris Circa 1940’s</p>	
<p>14</p>	<p>“Take My Tip – Smoke Chesterfields...Much Milder”</p> <p>Chesterfield advertisement featuring Jackie Robinson <i>The Sporting News</i>, page 30 January 4, 1950</p>	
<p>15</p>	<p>Camel Smoking Billboard, Times Square, New York</p> <p>Photograph Circa 1940’s</p>	

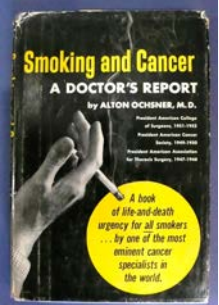



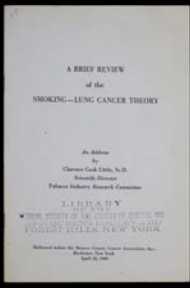
16	<p>Dr. Kool Penguin</p> <p>Artifact Promotional item given to doctors at medical conferences Brown & Williamson Tobacco Company Circa 1952</p>	
17	<p>“Tell Him to Switch to Kools and He’ll Be All Right”</p> <p>Kool advertisement <i>Saturday Evening Post</i>, page 97 October 23, 1937</p>	
18	<p>“I’m Sending Chesterfields to All My Friends”</p> <p>Chesterfield Advertisement Christmas theme featuring Ronald Reagan <i>Life</i>, page 61 December 3, 1951</p>	
19	<p>“Luckies Are Easy On My Throat”</p> <p>Lucky Strike advertisement Christmas theme featuring Santa Claus 1937</p>	
20	<p>“Smoke Gets In The News”</p> <p>Feature Article <i>Life Magazine</i>, pages 20-21 December 21, 1953</p>	

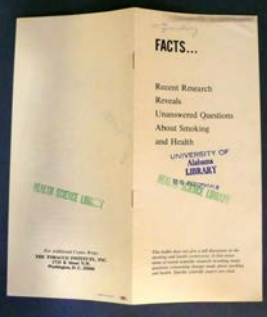



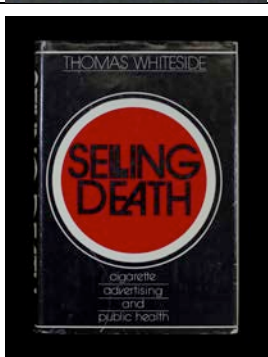
21	<p>“Young Man In White”</p> <p>Camel advertisement <i>Time</i>, back cover October 14, 1946</p>	
22	<p>“Here’s a Pack of Get Well Wishes”</p> <p>Greeting card with cigarette motif Norcross Inc., New York Circa 1940’s</p>	
23	<p>“A New Year Greeting For You”</p> <p>Greeting card with cigarette motif Hallmark 1944</p>	
24	<p>“A Frank Statement to Cigarette Smokers”</p> <p>Advertisement <i>The Chicago American</i>, page 7 January 4, 1964</p>	
25	<p>“What Do Viceroy's Do For You That No Other Filter Tip Can Do?”</p> <p>Viceroy advertisement <i>Time</i>, page 67 June 13, 1955</p>	
26	<p>JAMA (The Journal of the American Medical Association) Ashtray</p> <p>Artifact Circa 1955-1960</p>	



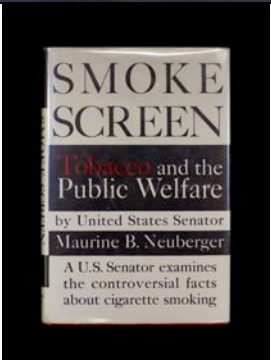


27	<p><i>The Journal of the American Medical Association</i></p> <p>Medical journal June 26, 1948</p>	
28	<p>“Smoke Less... Or Change To Philip Morris”</p> <p>Philip Morris advertisement <i>The Journal of the American Medical Association</i>, page 75 October 16, 1948</p>	
29	<p>“Philip Morris Are Less Irritating”</p> <p>Philip Morris advertisement <i>The Journal of the American Medical Association</i>, page 45 June 24, 1950</p>	
30	<p>Kent Cigarette Case</p> <p>Artifact Promotional item given to doctors at California Medical Association annual meeting 1960</p>	
31	<p>Kent Cigarette Case</p> <p>Artifact Promotional item given to doctors at National Medical Association annual meeting 1960</p>	See above
32	<p>“No Medical Evidence Or Scientific Endorsement Has Proven Any Other Cigarette To Be Superior”</p> <p>Kent advertisement <i>Newsday</i>, page 12 March 16, 1964</p>	

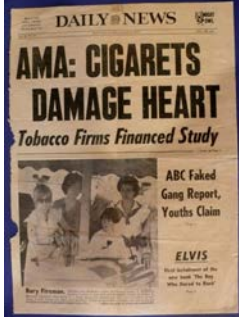




33	Kent Cigarette With Crocidolite Asbestos Filter Artifact 1955	
34	Crocidolite Asbestos Artifact 2004	
35	Medical Themed Matchbooks Artifacts (3 items) Medial Inn of Birmingham; Greater Baltimore Medical Center; Doctor's Club of Houston, Texas Circa 1950's to 1980's	
36	"Nurses Everywhere Agree: Viceroy Has The Smoothest Taste of All" Viceroy advertisement <i>R. N.: A Journal For Nurses</i> , page 112 February 1957	
37	<i>R.N.: A Journal For Nurses</i> Nursing Journal June 1956	






<p>38</p>	<p>Nurses' Ashtray, Riley County Hospital</p> <p>Artifact Circa 1955-1960</p>	
<p>39</p>	<p>"Candy Striper" Selling Cartons of Cigarettes at UAB Hospital</p> <p>Photographic reproduction UAB Archives Circa 1960</p>	
<p>40</p>	<p>"Smoking and Lung Cancer"</p> <p>Cover Story <i>Consumer Reports</i> June 1963</p>	
<p>41</p>	<p>"The Truth About Smoking and Cancer"</p> <p>Cover story <i>Consumer Reports</i> June 1963</p>	
<p>42</p>	<p>"Cancer By The Carton"</p> <p>Article <i>Reader's Digest</i>, pages 7-8 December, 1952</p>	



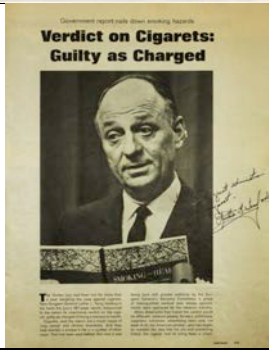
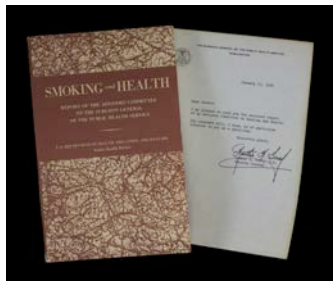
43	<p><i>Smoking And Cancer: A Doctor's Report</i></p> <p>Alton Ochsner, M.D. Book New York: Julian Messner 1954</p>	
44	<p><i>Why Stop Smoking?</i></p> <p>Albert A. Ostrow Book New York: E.P. Dutton 1955</p>	
45	<p><i>Smoking and Health: A Report of The Royal College of Physicians on Smoking in Relation to Cancer of The Lung and Other Diseases</i></p> <p>Book London: Pitman Medical Publishing Company 1962</p>	
46	<p><i>Smoke Without Fear</i></p> <p>Donald G. Cooley Reprint of industry-paid article published in <i>True</i> – <i>A Man's Magazine</i>, May 1954 “Who says smoking gives men lung cancer?” New York: National Association of Tobacco Distributors 1954</p>	
47	<p><i>A Brief Review of The Smoking-Lung Cancer Theory</i></p> <p>Clarence Cook Little Reprint of lecture New York: Tobacco Industry Research Committee 1960</p>	

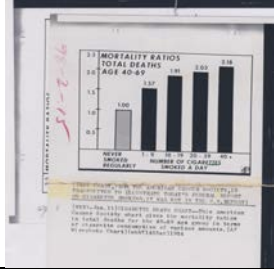

<p>48</p>	<p><i>Facts: Recent Research Reveals Unanswered Questions About Smoking And Health</i></p> <p>Brochure Washington, DC: The Tobacco Institute Circa 1965</p>	
<p>49</p>	<p>“Gee Mommy, You Sure Enjoy Your Marlboro”</p> <p>Marlboro advertisement <i>Saturday Evening Post</i>, page 139 November 9, 1950</p>	
<p>50</p>	<p>Mother, Child, Food Products, Cigarettes</p> <p>Printed photograph, page 9 <i>R. J. Reynolds Tobacco Company Annual Report</i>, page 9 1966</p>	
<p>51</p>	<p>Marlboro 100 Candy Cigarettes</p> <p>Artifact Howard B. Stark Company Circa 1980</p>	
<p>52</p>	<p>Selling Death: Cigarette Advertising and Public Health</p> <p>Thomas Whiteside Book New York: Liveright 1971</p>	


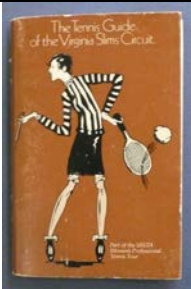



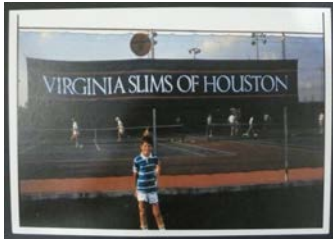
<p>53</p>	<p>“AMA Will Undertake Smoking-Health Study”</p> <p>Article <i>Tobacco-The International Weekly</i>, page 13 New York: Lockwood Trade Journal December 13, 1963</p>	
<p>54</p>	<p>“Cigarette Producers Donate \$10 Million to AMA Research”</p> <p>Article <i>Tobacco-The International Weekly</i>, page 9 New York: Lockwood Trade Journal February 14, 1964</p>	
<p>55</p>	<p><i>Smoke Screen: Tobacco And The Public Welfare</i></p> <p>Maurine B. Neuberger Englewood Cliffs: Prentice Hall, Inc. 1963</p>	
<p>56</p>	<p>“Childish Habit:</p> <p>Editorial <i>The Echo</i>, page 2 Newspaper of Woodmere Academy (high school), Woodmere, NY October 30, 1964</p>	
<p>57</p>	<p>“Come to Marlboro Country” First Aid Kit</p> <p>Artifact purchased at gift shop of Philip Morris Cigarette Manufacturing Plant, Richmond, Virginia Circa 1986</p>	


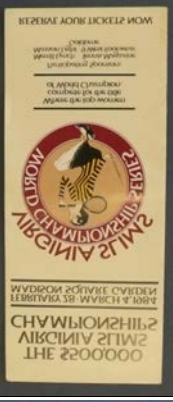

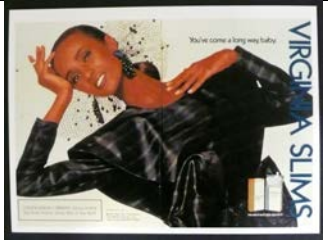

58	<p>“AMA: Cigaretts Damage Heart”</p> <p>Article <i>New York Daily News</i>, front page August 8, 1978</p>	
59	<p>“Particularly Sensitive Political Issues Letter to Editorial Staff of JAMA”</p> <p>Memorandum from George Lundberg, MD, editor of the <i>Journal of the American Medical Association</i> September 7, 1982</p>	
60	<p>Mayo Clinic Cigarette Case</p> <p>Artifact Circa 1960</p>	
61	<p>Beatles Movie: “A Hard Day’s Night”</p> <p>Trading card 1996</p>	
62	<p>Dual Filter Tareyton Baseball Guide and Record Book</p> <p><i>The Sporting News</i> Promotional booklet 1962</p>	

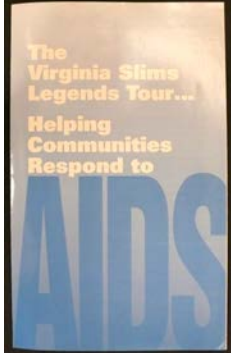




<p>63</p>	<p>“Smoking Held Cancer Cause; Scientists Urge Remedial Action”</p> <p>Article <i>The Dallas Morning News</i>, front page January 12, 1964</p>	
<p>64</p>	<p>“Tie Cancer to Cigarets” “U.S. Report Reviews Research On Health”</p> <p>Headline and article <i>Chicago Tribune</i>, front page January 12, 1964</p>	
<p>65</p>	<p>“U.S. Plans Legal War to Cut Cigaret Smoking” “Hazards to Health Attached” “State Bill Asks Cigaret Warning”</p> <p>Headline and articles <i>The Detroit News</i>, front page July 11, 1964</p>	
<p>66</p>	<p>“‘Remedies’ For Health Menace Promised; U.S. Report Indicates Cigarets”</p> <p>Article <i>The Detroit Free Press</i>, front page January 12, 1964</p>	
<p>67</p>	<p>“Cigarettes Peril Health, U.S. Report Concludes; ‘Remedial Action’ Urged”</p> <p>Article <i>The New York Times</i>, front page January 12, 1964</p>	






<p>68</p>	<p>“The Cigaret Report Links Cancer, Other Diseases” “But Statistics Are Disputed” “See Here, Men, Eight Ashtrays For Five Smokers”</p> <p>Articles <i>New York Journal American</i>, front page January 12, 1964</p>	
<p>69</p>	<p>“Surgeon General Give [sic] Smoking Report”</p> <p>Wire service photograph Associated Press January 11, 1964</p>	
<p>70</p>	<p>“Verdict On Cigarets: Guilty as Charged”</p> <p>Article (2 copies) <i>Life</i>, page 56A-64 January 11, 1964 One issue autographed by Luther Terry, MD to Alan Blum, MD circa 1980</p>	
<p>71</p>	<p><i>Smoking and Health</i> <i>Report of the Advisory Committee to the Surgeon General of the Public Health Service</i></p> <p>Book US Department of Health, Education, and Welfare 1964 Signed by Charles LeMaistre, 2007</p>	



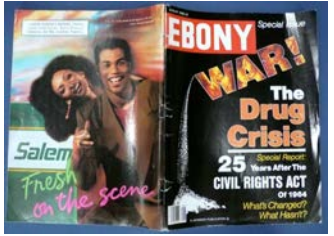


72	Letter From Luther Terry, MD, to Physicians Correspondence Sent with copy of Surgeon General's Report on Smoking and Health to U.S. doctors January 15, 1964	
73	"Mortality Ration Statistics Chart" Wire service photograph Associated Press January 11, 1964	
74	"No Smoking During Conference" Wire service photograph Associated Press January 11, 1964	
75	"I'm A 200-Watt Woman" Virginia Slims advertisement <i>Savoy</i> , page 2-3 June/July 2001	
76	"If You're Going to Enter, Make An Entrance" Virginia Slims advertisement <i>Family Circle</i> , page 2-3 March 13, 2001	
77	<i>Philip Morris Magazine</i> Magazine November-December 1989	



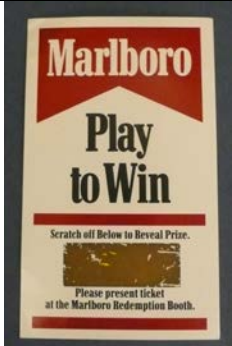


78	<p>“Slims’ Cancer Benefit Sparks Ire”</p> <p>Article <i>Miami Herald</i>, page 1D December 29, 1976</p>	
79	<p>The Tennis Guide of the Virginia Slims Circuit</p> <p>Promotional booklet Philip Morris 1974</p>	
80	<p>Child Wearing Virginia Slims T-Shirt</p> <p>Photograph 1988</p>	
81	<p>Virginia Slims Houston Tournament T-Shirt</p> <p>Child’s t-shirt 1988</p>	
82	<p>“Why Is This Woman Selling Cigarettes?”</p> <p>Cover Story <i>The Washington Monthly</i> September 1989</p>	
83	<p>Child In Front Of Virginia Slims of Houston Sign</p> <p>Photograph 1988</p>	

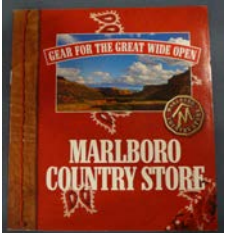
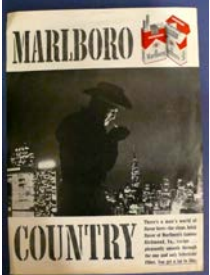




84	<p>“The 350,000 Virginia Slims Championships of New York”</p> <p>Promotional brochure Philip Morris 1983</p>	
85	<p>“The \$500,000 Virginia Slims Championships”</p> <p>Promotional brochure Philip Morris 1984</p>	
86	<p>“Virginia Slims: The Cigarette That’s Hers Alone”</p> <p>Virginia Slims advertisement <i>United States Tobacco Journal</i>, page 16 July 26, 1979</p>	
87	<p>“You’ve Come A Long Way, Baby”</p> <p>Photographic reproduction Virginia Slims advertisement featuring Iman Circa 1988</p>	
88	<p>Literary Volunteers of America and Virginia Slims World Championship Series Partners For Reading</p> <p>Promotional brochure featuring Billie Jean King Philip Morris 1988</p>	





<p>89</p>	<p>The Virginia Slims Legends Tour: Helping Communities Respond to AIDS</p> <p>Promotional brochure Philip Morris 1995</p>	
<p>90</p>	<p>“Emphysema Slims: Throw Tobacco Out Of Sports”</p> <p>Spoof advertisement reproduction Doctors Ought to Care (DOC) 1980</p>	
<p>91</p>	<p>“Emphysema Slims Spoofs Sports Events”</p> <p>Article <i>Santa Fe Journal</i>, Journal North Section page 1 August 24, 1990</p>	
<p>92</p>	<p>“Smoking Rises as Killer of Women”</p> <p>Article <i>Tampa Tribune</i>, front page March 28, 2001</p>	
<p>93</p>	<p>“After A Man’s Heart...Nothing Else Will Do”</p> <p>Chesterfield advertisement <i>Saturday Evening Post</i> 1937</p>	

94	<p>“After A Man’s Heart...Nothing Else Will Do”</p> <p>Chesterfield advertisement <i>New York State Journal of Medicine</i>, back cover May 1, 1937</p>	See above
95	<p><i>The World Cigarette Pandemic</i></p> <p>Medical journal First US medical journal theme issue on tobacco <i>New York State Journal of Medicine</i> December 1983</p>	
96	<p>“Sharon Osborne’s Cancer Battle”/ Kool Advertisement</p> <p>Magazine <i>People</i>, front and back cover July 29, 2002</p>	
97	<p>“Women and Heart Disease”/ Camel Mellow Turkish Blends Advertiment</p> <p>Magazine <i>Time</i>, front and back cover April 28, 2003</p>	
98	<p>“The Health Issue”/ Marlboro Advertisement</p> <p>Magazine <i>Swing Generation</i>, front and back cover April 1998</p>	
99	<p>“What Causes Cancer”/ Viceroy Advertisement</p> <p>Magazine <i>Newsweek</i>, front and back cover January 26, 1976</p>	

<p>100</p>	<p>“How To Reverse Heart Disease”/ Marlboro Advertisement</p> <p>Magazine <i>U.S. News and World Report</i>, front and back cover August 6, 1990</p>	
<p>101</p>	<p>“One American Woman in 10 Will Get Breast Cancer”/ Carlton Advertisement</p> <p>Magazine <i>Time</i>, front and back cover January 14, 1991</p>	
<p>102</p>	<p>“War: The Drug Crisis”/ Kent Advertisement</p> <p>Magazine <i>Ebony</i>, front and back cover May 1986</p>	
<p>103</p>	<p>“The Beauty of Health”/ Now 100 Advertisement</p> <p>Magazine <i>Ms.</i>, front and back cover May 1986</p>	
<p>104</p>	<p>“Just How Bad Is Second-Hand Smoke?”/ Benson and Hedges Advertisement</p> <p>Magazine <i>National Review</i>, front and back cover May 16, 1994</p>	

<p>105</p>	<p>Marlboro Race Car</p> <p>Store display artifact Philip Morris Circa 1990's</p>	
<p>106</p>	<p>Marlboro Cup Soccer Pennant</p> <p>Artifact Circa 1990</p>	
<p>107</p>	<p>Marlboro Play to Win Scratch Ticket</p> <p>Artifact Philip Morris 1990</p>	
<p>108</p>	<p>Child and Marlboro Race Car at Art Gallery of New South Wales</p> <p>Photograph 1982</p>	
<p>109</p>	<p>Major League Baseball Players and Marlboro Sign at Shea Stadium, New York</p> <p>Photograph from television screen 1983</p>	
<p>110</p>	<p>"Come to Where The Flavor Is. Come to Marlboro Country"</p> <p>Marlboro advertisement <i>Life</i>, page 58-59 December 26, 1969</p>	

111	Marlboro Country Store Premium catalogue Philip Morris 1994	
112	Marlboro Country Cityscape Magazine Advertisement Circa 1963	
113	“The World’s Most Valuable Brands” Cover Story <i>Financial World</i> July 8, 1996	
114	“Marlboro Racing 1990” Marlboro advertisement <i>Sports Illustrated</i> , 6-page center foldout May 28, 1990	
115	“I Want Responsibility Starting Day One” Altria Family of Companies advertisement <i>Crimson White</i> , page 5 January 30, 2013	
116	<i>Career Fairs Fall 2013 Bryant Conference Center</i> Program University of Alabama Career Center September 18-19, 2013	

<p>117</p>	<p>“Who’s Altria And Why Would I Want To Work There?”</p> <p>Altria Family of Companies Advertisement Published in <i>Career Fairs Fall 2013 Bryant Conference Center</i> September 18-19, 2013</p>	
<p>118</p>	<p>Students at Altria Booth at Campus Career Fair</p> <p>Photographic reproduction From CANTBEATTHEEXPERIENCE.COM 2012</p>	
<p>119</p>	<p>“Philip Morris Will Stop Cigarette Production If Cancer Link Proven</p> <p>Article <i>The Straits Times</i> (Malaysia), page 19 August 23, 1997</p>	
<p>120</p>	<p>“Welcome to Marlboro”</p> <p>Direct mail promotion Received by University of Alabama undergraduate student October 2013</p>	
<p>121</p>	<p>“Barfboro”</p> <p>Doctors Ought to Care (DOC) Parody DOC’s Deck-O-Butts trading card 1990</p>	