

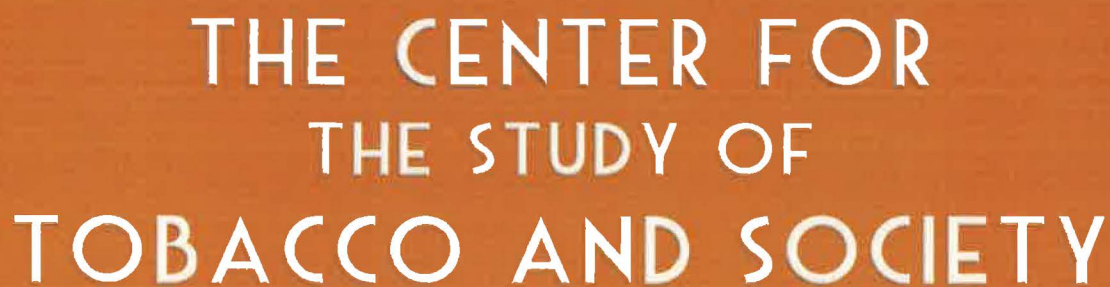
The Surgeon General's Report on Smoking and Health:
Marking 50 Years Since the Government's First Call for Remedial Action

Louisiana State University Health Sciences Center John P. Isché Library
November 17, 2014-November 18, 2014

Curated by Alan Blum, MD
Professor and Gerald Leon Wallace, MD, Endowed Chair in Family Medicine
Director, The University of Alabama Center for the Study of Tobacco and Society
College of Community Health Sciences, Tuscaloosa, Alabama
ablum@cchs.ua.edu

Key to items in the exhibition

Due to limited space, some items listed may not be on display

The logo consists of a dark orange rectangular border enclosing a lighter orange rectangle. Inside the lighter rectangle, the text "THE CENTER FOR THE STUDY OF TOBACCO AND SOCIETY" is written in white, all-caps, sans-serif font, centered and arranged in four lines.

THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY

Play Lighter and Philip Morris Bubble Gum Cigarettes

Artifact
Merry Manufacturing
Circa 1955-1960



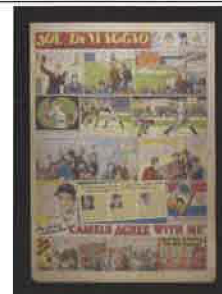
Candy Cigarette Packs

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



"Joe DiMaggio Slams Another Homer into the Stands!"

Camel advertisement
RJ Reynolds Tobacco Company
Wichita Eagle, Sunday funny pages
April 17, 1938



"Scores every time"

Tareyton advertisement
American Tobacco Company
The Saturday Evening Post
August 27, 1955



“The Winner”

Chesterfield cigarette advertising postcard
Featuring Joe Louis
Liggett & Myers Tobacco Company
Circa 1950



“Please Be Careful”

Hospital bedside card
Philip Morris Tobacco Company
Circa 1940



“Tell Him to Switch to Kools and He’ll Be All Right”

Kool advertisement
Brown & Williamson Tobacco Company
Saturday Evening Post, page 97
October 23, 1937



“I’m Sending Chesterfields to All My Friends”

Chesterfield Advertisement
Christmas theme featuring Ronald Reagan
Liggett and Myers Tobacco Company
Life, page 61
December 3, 1951



“Luckies Are Easy On My Throat”

Lucky Strike advertisement
Christmas theme featuring Santa Claus
American Tobacco Company
1937



"After A Man's Heart...Nothing Else Will Do"

Chesterfield advertisement
Liggett and Myers Tobacco Company
Saturday Evening Post;
New York State Journal of Medicine
1937



Doctor's Club Matchbook

Various matchbooks including
Medical Inn of Birmingham; Greater Baltimore Medical
Center; Doctor's Club of Houston, Texas
Circa 1960's to 1980's



"The difference in price is just a few pennies..."

Kent advertisement
P. Lorillard Tobacco Company
Circa 1955



"Guard against throat-scratch"


Pall Mall advertisement
American Tobacco Company
Circa 1953



"Fredric March says... This is it"

L&M advertisement
Liggett and Myers Tobacco Company
Life Magazine
February 22, 1954



| | |
|---|---|
| <p>JAMA, Hospital Number</p> <p>Medical Journal <i>The Journal of the American Medical Association</i> May 6, 1950</p> |  |
| <p>“Chesterfields make a hit with me because they’re Milder”</p> <p>Chesterfield advertisement featuring William Bendix <i>The Journal of the American Medical Association</i> August 14, 1948</p> |  |
| <p>“For you Proof of MILDNESS with no unpleasant after-taste”</p> <p>Chesterfield advertisement featuring Joan Fontaine Liggett and Myers Tobacco Company <i>The Journal of the American Medical Association</i> April 21, 1951</p> |  |
| <p>“The Cigarette that smells Milder smells Milder”</p> <p>Chesterfield advertisement featuring Gene Tierney Liggett and Myers Tobacco Company <i>The Journal of the American Medical Association</i> August 26, 1950</p> |  |
| <p>“Lady with a Lamp”</p> <p>Camel advertisement RJ Reynolds Tobacco Company Circa 1947</p> |  |

"The Doctor Makes His Rounds"

Camel advertisement
RJ Reynolds Tobacco Company
Circa 1947



"A Frank Statement to Cigarette Smokers"

Advertisement
Tobacco Industry Research Committee
The Chicago American, page 7
January 4, 1954



R.N.: A Journal For Nurses

Nursing journal with cigarette advertisements
RN
June 1956



"Candy Striper" Selling Cartons of Cigarettes at UAB Hospital, Birmingham

Photographic reproduction
UAB Archives
Circa 1960



"Childish Habit"

Editorial
The Echo, page 2
Newspaper of Woodmere Academy (high school),
Woodmere, NY
October 30, 1964



Kent Cigarette Case

Artifact

Promotional item given to doctors at
California Medical Association annual meeting
P. Lorillard Tobacco Company
1960



Smoke Without Fear

Donald G. Cooley

Reprint of industry-paid article published in *True – A Man's Magazine*, May 1954:

“Who says smoking gives men lung cancer?”

National Association of Tobacco Distributors
1954

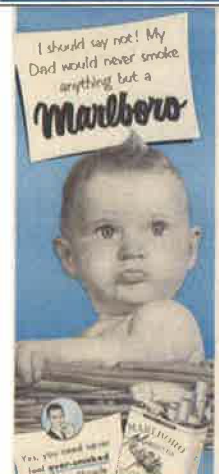


“I should say not!”

Marlboro advertisement

The Saturday Evening Post

Philip Morris Tobacco Company
Circa 1950

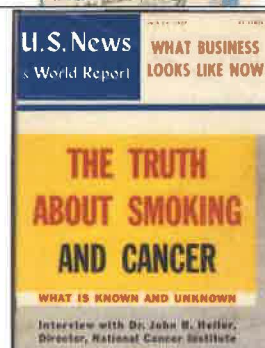


“The Truth About Smoking and Cancer”

Cover story (Photographic Copy)

U.S. News and World Report

July 26, 1957




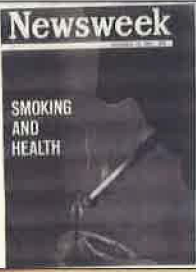

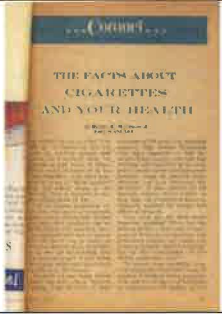
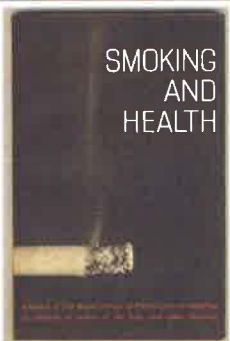
“Cancer by the Carton”

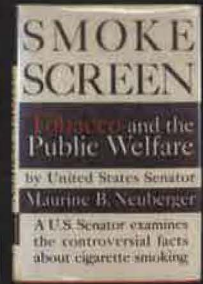

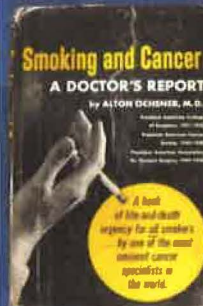

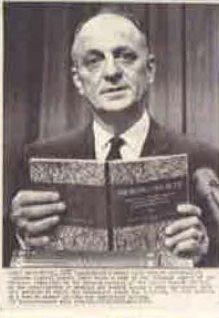
Article

Reader's Digest, pages 7-8

December, 1952



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|---|---|
| <p>“The World Cigarette Pandemic”</p> <p>Medical journal <i>New York State Journal of Medicine</i> December 1983</p> <p>“The World Cigarette Pandemic Part II”</p> <p>Medical journal <i>New York State Journal of Medicine</i> July 1985</p> |  |
| <p>“Smoking and Health”</p> <p>Cover, foam core mounted <i>Newsweek</i> November 18, 1963</p> |  |
| <p>“Who Says Smoking Gives Men Lung Cancer?”</p> <p>Article <i>True: The Men’s Magazine</i> July 1954</p> |  |
| <p>“The Facts About Smoking and Your Health “</p> <p>Article <i>Coronet</i> May 1950</p> |  |
| <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> |  |

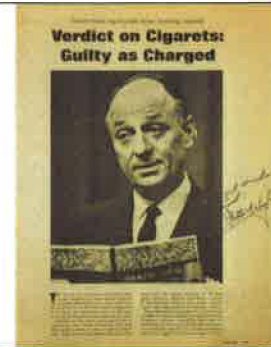
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| <p><i>Smoke Screen: Tobacco and the Public Welfare</i></p> <p>Maurine B. Neuberger Book Englewood Cliffs: Prentice Hall, Inc. 1963</p> |  |
| <p><i>Why Stop Smoking?</i></p> <p>Albert A. Ostrow Book New York: E.P. Dutton 1955</p> |  |
| <p><i>Smoking And Cancer: A Doctor's Report</i></p> <p>Alton Ochsner, M.D. Book New York: Julian Messner 1954</p> |  |
| <p>Cautionary memorandum about publishing tobacco articles in <i>JAMA</i></p> <p>Memorandum to editorial staff from George Lundberg, MD, editor of the <i>Journal of the American Medical Association</i> September 7, 1982</p> |  |
| <p>“Surgeon General Give[s] Smoking Report”</p> <p>Wire service photograph Associated Press January 11, 1964</p> |  |

“Verdict on Cigaretts: Guilty as Charged”

Article

Life, page 56A-64

January 11, 1964



Letter from Luther Terry, MD, to US physicians

Letter sent with copy of Surgeon General's Report on Smoking and Health to all U.S. doctors

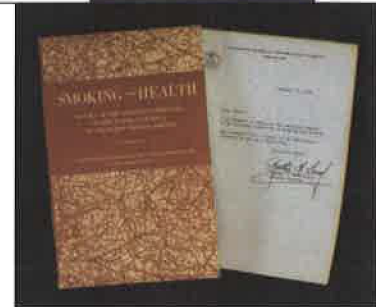
January 15, 1964



***Smoking and Health
Report of the Advisory Committee to the Surgeon
General of the Public Health Service***

Book

US Department of Health, Education, and Welfare
1964



**Tie Cancer to Cigaretts”
“U.S. Report Reviews Research On Health”**

Headline and article

Chicago Tribune, front page

January 12, 1964



**“Cigarettes Peril Health, U.S. Report Concludes;
‘Remedial Action’ Urged”**

Article

The New York Times, front page

January 12, 1964



“SMOKING: The Government Report”

Article

TIME Magazine

January 17, 1964



“To Smoke—Or Not to Smoke?”

Article

Newsweek

January 27, 1964



**Photographs of Dr. Alston Ochsner
and Dr. Alan Blum**

Photographic reproduction

Ochsner Clinic, New Orleans

Circa 1981



Cancer Research

Magazine cover featuring researchers on smoking

Drs. E. Cuyler Hammond and Daniel Horn

Cancer Research

November 1978



"I can't say this strongly enough..."

Wayne Stayskal
Editorial Cartoon
Chicago Tribune
1981

