

Alabamian Dr. Luther Terry and the Surgeon General's Report on SMOKING and HEALTH:  
A commemorative exhibition to mark the 50<sup>th</sup> anniversary  
of one of the most important medical documents of the 20<sup>th</sup> 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

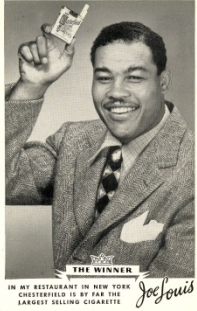



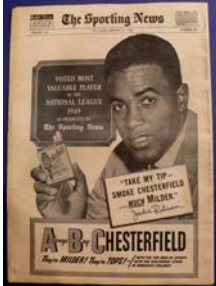
*Key to items in the exhibition*

The logo consists of a large, horizontal rectangle with a light orange background and a darker orange border. The text "THE CENTER FOR THE STUDY OF TOBACCO AND SOCIETY" is written in a bold, sans-serif font, centered within the rectangle. The rectangle has a 3D effect, with a darker orange shadow on the right side and bottom.





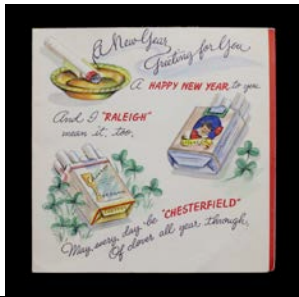

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

	<p><b>Case One :</b></p> <p><b>Cigarettes in Popular Culture, 1930's-1950's</b></p>	
1	<p><b>Miner-Matic candy cigarette bank</b></p> <p>Artifact Alexander Miner Manufacturing Corporation Dispenses Winston, Camel, and Lucky Strike Branded candy Cigarettes Circa 1955-1965</p>	
2	<p><b>Candy Cigarette Packages</b></p> <p>Artifacts (6 total) Four Star Candy Company, World Candies Inc., Howard B. Stark Company Brands: L&amp;M, Viceroy, Pall Mall, Lucky Strike, Winston, Chesterfield Circa 1950's-1960</p>	
3	<p><b>Bubble Gum Cigarette Packages</b></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><b>King-Size Candy Cigarette Carton</b></p> <p>Artifact Four Star Candy Company Christmas-themed packaging Circa 1958-1960</p>	




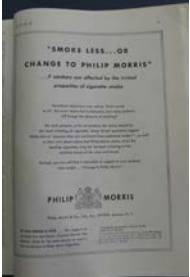


5	<b>Play Lighter and Philip Morris Bubble Gum Cigarettes</b>  Artifact Merry Manufacturing 1966	
6	<b>Penny Cigarette Vending Machine and Bank</b>  Artifact Par Beverage Corporation, Cincinnati, Ohio 1951	
7	<b>Hanna-Barbera Smoking Characters</b>  Artifact Elvin 1963	
8	<b>State of Alabama Ashtray</b>  Artifact Opelika, Alabama Circa 1950's	
9	<b>"Joe DiMaggio Slams Another Homer into the Stands!"</b>  Camel advertisement <i>Wichita Eagle</i> , Sunday Funny Pages April 17, 1938	


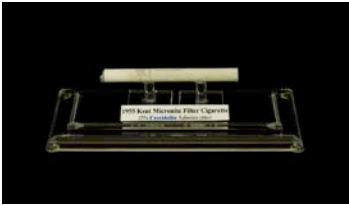
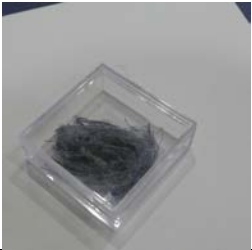


<p><b>10</b></p>	<p><b>“The Winner”</b></p> <p>Chesterfield cigarette advertising postcard Featuring Joe Louis Liggett &amp; Myers Tobacco Company Circa 1950</p>	
<p><b>11</b></p>	<p><b><i>The Crimson-White</i></b></p> <p>Newspaper February 18, 1947</p>	
<p><b>12</b></p>	<p><b>“The Flavor’s All Yours”</b></p> <p>Philip Morris cigarette advertisement <i>The Crimson-White</i>, page 2 December 3, 1946</p>	
<p><b>13</b></p>	<p><b>“Please Be Careful”</b></p> <p>Hospital bedside card Philip Morris Circa 1940’s</p>	
<p><b>14</b></p>	<p><b>“Take My Tip – Smoke Chesterfields...Much Milder”</b></p> <p>Chesterfield advertisement featuring Jackie Robinson <i>The Sporting News</i>, page 30 January 4, 1950</p>	








	<p><b>Case Two:</b></p> <p><b>Health Claims in Cigarette Advertising, 1940's-1960's</b></p>	
20	<p><b>“Smoke Gets In The News”</b></p> <p>Feature Article  <i>Life Magazine</i>, pages 20-21  December 21, 1953</p>	
21	<p><b>“Young Man In White”</b></p> <p>Camel advertisement  <i>Time</i>, back cover  October 14, 1946</p>	
22	<p><b>“Here's a Pack of Get Well Wishes”</b></p> <p>Greeting card with cigarette motif  Norcross Inc., New York  Circa 1940's</p>	
23	<p><b>“A New Year Greeting For You”</b></p> <p>Greeting card with cigarette motif  Hallmark  1944</p>	
24	<p><b>“A Frank Statement to Cigarette Smokers”</b></p> <p>Advertisement  <i>The Chicago American</i>, page 7  January 4, 1964</p>	


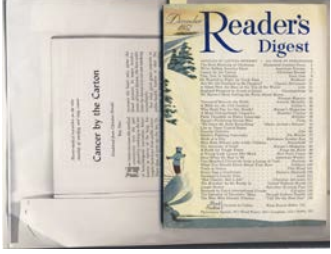
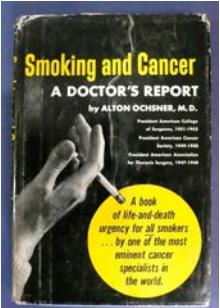
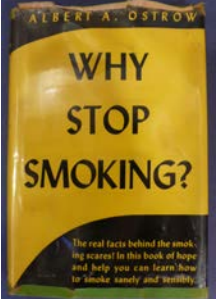
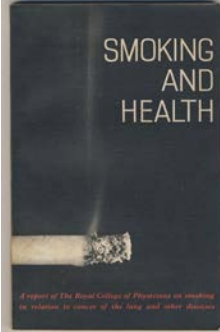




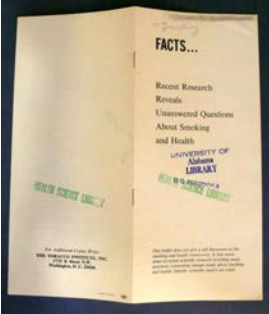


25	<p><b>“What Do Viceroy's Do For You That No Other Filter Tip Can Do?”</b></p> <p>Viceroy advertisement  <i>Time</i>, page 67  June 13, 1955</p>	
26	<p><b>JAMA (The Journal of the American Medical Association) Ashtray</b></p> <p>Artifact  Circa 1955-1960</p>	
27	<p><b><i>The Journal of the American Medical Association</i></b></p> <p>Medical journal  June 26, 1948</p>	
28	<p><b>“Smoke Less... Or Change To Philip Morris”</b></p> <p>Philip Morris advertisement  <i>The Journal of the American Medical Association</i>, page 75  October 16, 1948</p>	
29	<p><b>“Philip Morris Are Less Irritating”</b></p> <p>Philip Morris advertisement  <i>The Journal of the American Medical Association</i>, page 45  June 24, 1950</p>	
30	<p><b>Kent Cigarette Case</b></p> <p>Artifact  Promotional item given to doctors at California Medical Association annual meeting  1960</p>	


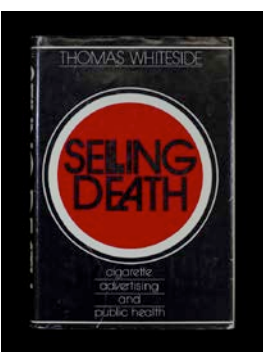


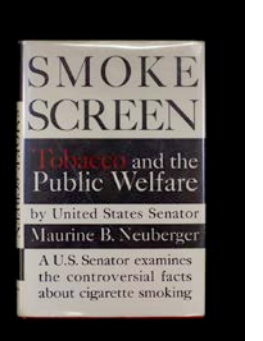
31	<b>Kent Cigarette Case</b>  Artifact Promotional item given to doctors at National Medical Association annual meeting 1960	See above
32	<b>“No Medical Evidence Or Scientific Endorsement Has Proven Any Other Cigarette To Be Superior”</b>  Kent advertisement <i>Newsday</i> , page 12 March 16, 1964	
33	<b>Kent Cigarette With Crocidolite Asbestos Filter</b>  Artifact 1955	
34	<b>Crocidolite Asbestos</b>  Artifact 2004	
35	<b>Medical Themed Matchbooks</b>  Artifacts (3 items) Medial Inn of Birmingham; Greater Baltimore Medical Center; Doctor's Club of Houston, Texas Circa 1950's to 1980's	
36	<b>“Nurses Everywhere Agree: Viceroy Has The Smoothest Taste of All”</b>  Viceroy advertisement <i>R. N.: A Journal For Nurses</i> , page 112 February 1957	



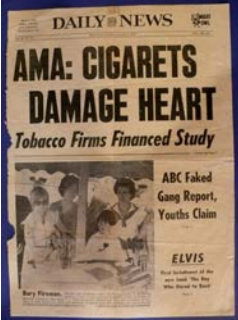




37	<p><b><i>R.N.: A Journal For Nurses</i></b></p> <p>Nursing Journal June 1956</p>	
38	<p><b>Nurses' Ashtray, Riley County Hospital</b></p> <p>Artifact Circa 1955-1960</p>	
39	<p><b>“Candy Striper” Selling Cartons of Cigarettes at UAB Hospital</b></p> <p>Photographic reproduction UAB Archives Circa 1960</p>	
	<p><b>Case Three:</b></p> <p><b>Manufacturing Controversy on Smoking and Health, 1950's-1980's</b></p>	
40	<p><b>“Smoking and Lung Cancer”</b></p> <p>Cover Story <i>Consumer Reports</i> June 1963</p>	


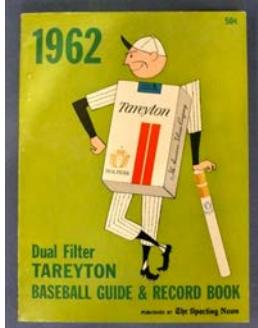



<p>41</p>	<p><b>“The Truth About Smoking and Cancer”</b></p> <p>Cover story  <i>Consumer Reports</i>  June 1963</p>	
<p>42</p>	<p><b>“Cancer By The Carton”</b>  (2)  Article  <i>Reader’s Digest</i>, pages 7-8  December, 1952</p>	
<p>43</p>	<p><b><i>Smoking And Cancer: A Doctor’s Report</i></b></p> <p>Alton Ochsner, M.D.  Book  New York: Julian Messner  1954</p>	
<p>44</p>	<p><b><i>Why Stop Smoking?</i></b></p> <p>Albert A. Ostrow  Book  New York: E.P. Dutton  1955</p>	
<p>45</p>	<p><b><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></b>  (2)  Book  London: Pitman Medical Publishing Company  1962</p>	

<p><b>46</b></p>	<p><b><i>Smoke Without Fear</i></b></p> <p>Donald G. Cooley  Reprint of industry-paid article published in <i>True – A Man's Magazine</i>, May 1954  “Who says smoking gives men lung cancer?”  New York: National Association of Tobacco Distributors  1954</p>	
<p><b>47</b></p>	<p><b><i>A Brief Review of The Smoking-Lung Cancer Theory</i></b></p> <p>Clarence Cook Little  Reprint of lecture  New York: Tobacco Industry Research Committee  1960</p>	
<p><b>48</b></p>	<p><b><i>Facts: Recent Research Reveals Unanswered Questions About Smoking And Health</i></b></p> <p>Brochure  Washington, DC: The Tobacco Institute  Circa 1965</p>	
<p><b>49</b></p>	<p><b>“Gee Mommy, You Sure Enjoy Your Marlboro”</b></p> <p>Marlboro advertisement  <i>Saturday Evening Post</i>, page 139  November 9, 1950</p>	
<p><b>50</b></p>	<p><b>Mother, Child, Food Products, Cigarettes</b></p> <p>Printed photograph, page 9  <i>R. J. Reynolds Tobacco Company Annual Report</i>, page 9  1966</p>	






51	<p><b>Marlboro 100 Candy Cigarettes</b></p> <p>Artifact Howard B. Stark Company Circa 1980</p>	
52	<p><b>Selling Death: Cigarette Advertising and Public Health</b></p> <p>Thomas Whiteside Book New York: Liveright 1971</p>	
53	<p><b>“AMA Will Undertake Smoking-Health Study”</b></p> <p>Article <i>Tobacco-The International Weekly</i>, page 13 New York: Lockwood Trade Journal December 13, 1963</p>	
54	<p><b>“Cigarette Producers Donate \$10 Million to AMA Research”</b></p> <p>Article <i>Tobacco-The International Weekly</i>, page 9 New York: Lockwood Trade Journal February 14, 1964</p>	
55	<p><b><i>Smoke Screen: Tobacco And The Public Welfare</i></b></p> <p>Maurine B. Neuberger Englewood Cliffs: Prentice Hall, Inc. 1963</p>	

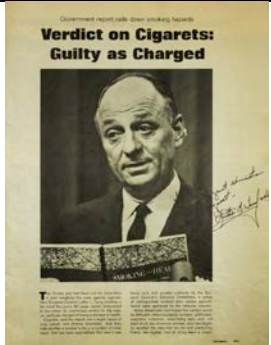

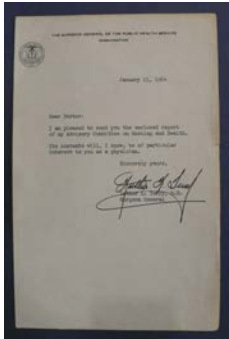
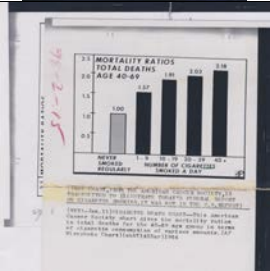

56	<p><b>“Childish Habit:</b></p> <p>Editorial  <i>The Echo</i>, page 2  Newspaper of Woodmere Academy (high school),  Woodmere, NY  October 30, 1964</p>	
57	<p><b>“Come to Marlboro Country” First Aid Kit</b></p> <p>Artifact purchased at gift shop of Philip Morris Cigarette Manufacturing Plant, Richmond, Virginia  Circa 1986</p>	
58	<p><b>“AMA: Cigaretts Damage Heart”</b></p> <p>Article  <i>New York Daily News</i>, front page  August 8, 1978</p>	
59	<p><b>“Particularly Sensitive Political Issues Letter to Editorial Staff of JAMA”</b></p> <p>Memorandum from George Lundberg, MD, editor of the  Journal of the American Medical Association  September 7, 1982</p>	
60	<p><b>Mayo Clinic Cigarette Case</b></p> <p>Artifact  Circa 1960</p>	







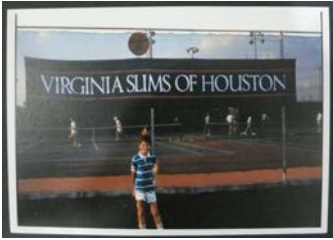

61	<p><b>Beatles Movie: “A Hard Day’s Night”</b></p> <p>Trading card 1996</p>	
62	<p><b>Dual Filter Tareyton Baseball Guide and Record Book</b></p> <p><i>The Sporting News</i> Promotional booklet 1962</p>	
	<p><b>Case Four:</b></p> <p><b>January 11, 1964, The State Department, Washington, DC</b></p>	
63	<p><b>“Smoking Held Cancer Cause; Scientists Urge Remedial Action”</b></p> <p>Article <i>The Dallas Morning News</i>, front page January 12, 1964</p>	
64	<p><b>“Tie Cancer to Cigarets”</b> <b>“U.S. Report Reviews Research On Health”</b></p> <p>Headline and article <i>Chicago Tribune</i>, front page January 12, 1964</p>	



<p><b>65</b></p>	<p><b>“U.S. Plans Legal War to Cut Cigaret Smoking”</b>  <b>“Hazards to Health Attached”</b>  <b>“State Bill Asks Cigaret Warning”</b></p> <p>Headline and articles  <i>The Detroit News</i>, front page  July 11, 1964</p>	
<p><b>66</b></p>	<p><b>“‘Remedies’ For Health Menace Promised; U.S. Report Indicates Cigarets”</b></p> <p>Article  <i>The Detroit Free Press</i>, front page  January 12, 1964</p>	
<p><b>67</b></p>	<p><b>“Cigarettes Peril Health, U.S. Report Concludes; ‘Remedial Action’ Urged”</b></p> <p>Article  <i>The New York Times</i>, front page  January 12, 1964</p>	
<p><b>68</b></p>	<p><b>“The Cigaret Report Links Cancer, Other Diseases”</b>  <b>“But Statistics Are Disputed”</b>  <b>“See Here, Men, Eight s For Five Smokers”</b></p> <p>Articles  <i>New York Journal American</i>, front page  January 12, 1964</p>	
<p><b>69</b></p>	<p><b>“Surgeon General Give [sic] Smoking Report”</b></p> <p>Wire service photograph  Associated Press  January 11, 1964</p>	





70	<p><b>“Verdict On Cigarets: Guilty as Charged”</b></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>																							
71	<p><b><i>Smoking and Health</i></b> <b><i>Report of the Advisory Committee to the Surgeon General of the Public Health Service</i></b></p> <p>Book US Department of Health, Education, and Welfare 1964 <i>Signed by Charles LeMaistre, 2007</i></p>																							
72	<p><b>Letter From Luther Terry, MD, to Physicians</b></p> <p>Correspondence Sent with copy of Surgeon General’s Report on Smoking and Health to U.S. doctors January 15, 1964</p>																							
73	<p><b>“Mortality Ration Statistics Chart”</b></p> <p>Wire service photograph Associated Press January 11, 1964</p>	 <table><caption>MORTALITY RATIOS TOTAL DEATHS AGE 40-69</caption><thead><tr><th>Category</th><th>Mortality Ratio</th></tr></thead><tbody><tr><td>NEVER SMOKED</td><td>1.00</td></tr><tr><td>SMOKED REGULARLY</td><td>1.40</td></tr><tr><td>SMOKED 1-14 CIGARETTES A DAY</td><td>1.20</td></tr><tr><td>SMOKED 15-24 CIGARETTES A DAY</td><td>1.30</td></tr><tr><td>SMOKED 25-34 CIGARETTES A DAY</td><td>1.40</td></tr><tr><td>SMOKED 35-44 CIGARETTES A DAY</td><td>1.50</td></tr><tr><td>SMOKED 45-54 CIGARETTES A DAY</td><td>1.60</td></tr><tr><td>SMOKED 55-64 CIGARETTES A DAY</td><td>1.70</td></tr><tr><td>SMOKED 65-74 CIGARETTES A DAY</td><td>1.80</td></tr><tr><td>SMOKED 75+ CIGARETTES A DAY</td><td>1.90</td></tr></tbody></table>	Category	Mortality Ratio	NEVER SMOKED	1.00	SMOKED REGULARLY	1.40	SMOKED 1-14 CIGARETTES A DAY	1.20	SMOKED 15-24 CIGARETTES A DAY	1.30	SMOKED 25-34 CIGARETTES A DAY	1.40	SMOKED 35-44 CIGARETTES A DAY	1.50	SMOKED 45-54 CIGARETTES A DAY	1.60	SMOKED 55-64 CIGARETTES A DAY	1.70	SMOKED 65-74 CIGARETTES A DAY	1.80	SMOKED 75+ CIGARETTES A DAY	1.90
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74	<p><b>“No Smoking During Conference”</b></p> <p>Wire service photograph Associated Press January 11, 1964</p>																							

	<p><b>Case Five:</b></p> <p><b>Equal Smoking Rights For Women, 1930's-1990's</b></p>	
75	<p><b>“I’m A 200-Watt Woman”</b></p> <p>Virginia Slims advertisement <i>Savoy</i>, page 2-3 June/July 2001</p>	
76	<p><b>“If You’re Going to Enter, Make An Entrance”</b></p> <p>Virginia Slims advertisement <i>Family Circle</i>, page 2-3 March 13, 2001</p>	
77	<p><b><i>Philip Morris Magazine</i></b></p> <p>Magazine November-December 1989</p>	
78	<p><b>“‘Slims’ Cancer Benefit Sparks Ire”</b></p> <p>Article <i>Miami Herald</i>, page 1D December 29, 1976</p>	
79	<p><b>The Tennis Guide of the Virginia Slims Circuit</b></p> <p>Promotional booklet Philip Morris 1974</p>	






80	<b>Child Wearing Virginia Slims T-Shirt</b>  Photograph 1988	
81	<b>Virginia Slims Houston Tournament T-Shirt</b>  Child's t-shirt 1988	
82	<b>“Why Is This Woman Selling Cigarettes?”</b>  Cover Story <i>The Washington Monthly</i> September 1989	
83	<b>Child In Front Of Virginia Slims of Houston Sign</b>  Photograph 1988	
84	<b>“The 350,000 Virginia Slims Championships of New York”</b>  Promotional brochure Philip Morris 1983	







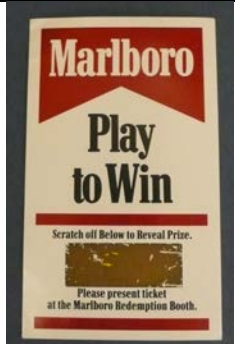


90	<p><b>“Emphysema Slims: Throw Tobacco Out Of Sports”</b></p> <p>Spoof advertisement reproduction Doctors Ought to Care (DOC) 1980</p>	
91	<p><b>“Emphysema Slims Spoofs Sports Events”</b></p> <p>Article <i>Santa Fe Journal</i>, Journal North Section page 1 August 24, 1990</p>	
92	<p><b>“Smoking Rises as Killer of Women”</b></p> <p>Article <i>Tampa Tribune</i>, front page March 28, 2001</p>	
93	<p><b>“After A Man’s Heart...Nothing Else Will Do”</b></p> <p>Chesterfield advertisement <i>Saturday Evening Post</i> 1937</p>	
94	<p><b>“After A Man’s Heart...Nothing Else Will Do”</b></p> <p>Chesterfield advertisement <i>New York State Journal of Medicine</i>, back cover May 1, 1937</p>	<p>See above</p>




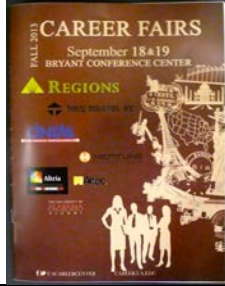



<p><b>95</b></p>	<p><b><i>The World Cigarette Pandemic</i></b></p> <p>Medical journal First US medical journal theme issue on tobacco <i>New York State Journal of Medicine</i> December 1983</p>	
	<p><b>Case Six:</b></p> <p><b>The Two-Faced Media, 1970's-2000's</b></p>	
<p><b>96</b></p>	<p><b>“Sharon Osborne’s Cancer Battle”/ Kool Advertisement</b></p> <p>Magazine <i>People</i>, front and back cover July 29, 2002</p>	
<p><b>97</b></p>	<p><b>“Women and Heart Disease”/ Camel Mellow Turkish Blends Advertimeement</b></p> <p>Magazine <i>Time</i>, front and back cover April 28, 2003</p>	
<p><b>98</b></p>	<p><b>“The Health Issue”/ Marlboro Advertisement</b></p> <p>Magazine <i>Swing Generation</i>, front and back cover April 1998</p>	




99	<p><b>“What Causes Cancer”/ Viceroy Advertisement</b></p> <p>Magazine  <i>Newsweek</i>, front and back cover  January 26, 1976</p>	
100	<p><b>“How To Reverse Heart Disease”/ Marlboro Advertisement</b></p> <p>Magazine  <i>U.S. News and World Report</i>, front and back cover  August 6, 1990</p>	
101	<p><b>“One American Woman in 10 Will Get Breast Cancer”/ Carlton Advertisement</b></p> <p>Magazine  <i>Time</i>, front and back cover  January 14, 1991</p>	
102	<p><b>“War: The Drug Crisis”/ Kent Advertisement</b></p> <p>Magazine  <i>Ebony</i>, front and back cover  May 1986</p>	
103	<p><b>“The Beauty of Health”/ Now 100 Advertisement</b></p> <p>Magazine  <i>Ms.</i>, front and back cover  May 1986</p>	

104	<p><b>“Just How Bad Is Second-Hand Smoke?”/ Benson and Hedges Advertisement</b></p> <p>Magazine  <i>National Review</i>, front and back cover  May 16, 1994</p>	
	<p><b>Case Seven:</b></p> <p><b>Marlboro Country, 1960's-present</b></p>	
105	<p><b>Marlboro Race Car</b></p> <p>Store display artifact  Philip Morris  Circa 1990's</p>	
106	<p><b>Marlboro Cup Soccer Pennant</b></p> <p>Artifact  Circa 1990</p>	
107	<p><b>Marlboro Play to Win Scratch Ticket</b></p> <p>Artifact  Philip Morris  1990</p>	

<p><b>108</b></p>	<p><b>Child and Marlboro Race Car at Art Gallery of New South Wales</b></p> <p>Photograph 1982</p>	
<p><b>109</b></p>	<p><b>Major League Baseball Players and Marlboro Sign at Shea Stadium, New York</b></p> <p>Photograph from television screen 1983</p>	
<p><b>110</b></p>	<p><b>“Come to Where The Flavor Is. Come to Marlboro Country”</b></p> <p>Marlboro advertisement <i>Life</i>, page 58-59 December 26, 1969</p>	
<p><b>111</b></p>	<p><b>Marlboro Country Store</b></p> <p>Premium catalogue Philip Morris 1994</p>	
<p><b>112</b></p>	<p><b>Marlboro Country Cityscape</b></p> <p>Magazine Advertisement Circa 1963</p>	

113	<p><b>“The World’s Most Valuable Brands”</b></p> <p>Cover Story  <i>Financial World</i>  July 8, 1996</p>	
114	<p><b>“Marlboro Racing 1990”</b></p> <p>Marlboro advertisement  <i>Sports Illustrated</i>, 6-page center foldout  May 28, 1990</p>	
115	<p><b>“I Want Responsibility Starting Day One”</b></p> <p>Altria Family of Companies advertisement  <i>Crimson White</i>, page 5  January 30, 2013</p>	
116	<p><b><i>Career Fairs Fall 2013 Bryant Conference Center</i></b></p> <p>Program  University of Alabama Career Center  September 18-19, 2013</p>	
117	<p><b>“Who’s Altria And Why Would I Want To Work There?”</b></p> <p>Altria Family of Companies Advertisement  Published in <i>Career Fairs Fall 2013 Bryant Conference Center</i>  September 18-19, 2013</p>	



118	<p><b>Students at Altria Booth at Campus Career Fair</b></p> <p>Photographic reproduction From CANTBEATTHISEXPERIENCE.COM 2012</p>	
119	<p><b>“Philip Morris Will Stop Cigarette Production If Cancer Link Proven</b></p> <p>Article <i>The Straits Times</i> (Malaysia), page 19 August 23, 1997</p>	
120	<p><b>“Welcome to Marlboro”</b></p> <p>Direct mail promotion Received by University of Alabama undergraduate student October 2013</p>	
121	<p><b>“Barfboro”</b></p> <p>Doctors Ought to Care (DOC) Parody DOC’s Deck-O-Butts trading card 1990</p>	