

REVISED, May 17, 2006

“Cartoonists Take Up Smoking” exhibit
National Museum of Health and Medicine, Washington DC, April 2006

Tribute to Herb Block

Herblock, “They keep talking about life and death-“ Jan. 12, 1979 *The Washington Post*
(copy mounted on foam core)

Herblock, “Smoke gets in your eyes,” *The Washington Post* November 30, 1977 (copy
mounted on foam core)

Herblock, “Liar, liar...” *The Washington Post* May 9, 1997 (copy mounted on foam core)

Text panel:

At front of show

Deering, “Much of their culture is shrouded in mystery...” Arkansas Democrat-Gazette 2004 Creators Syndicate, inc. framed (12 ½ h x 20 ½ w)

Opening text (print poster-size): On January 11, 1964, at a crowded press conference in Washington, DC, United States Surgeon General Luther Terry released *Smoking and Health*, a report of an advisory committee that had been charged to review all of the published scientific research on the health effects of smoking. The report's unequivocal conclusion that cigarette smoking caused lung cancer and other diseases was supposed to end the debate about the dangers of tobacco that had raged for decades, if not centuries.

This exhibition retraces the battles over smoking in the 40 years since the Surgeon General's report, as seen through the eyes of the nation's newspaper editorial cartoonists. These trenchant works of art satirize cigarette company executives and lobbyists for seeming to believe that the only addictive thing about tobacco is money. The tobacco industry's opposition to restrictions on smoking in public places, as well as its

circumvention of curbs on cigarette advertising, has provided fodder for editorial cartoonists. But the artists have also poked fun at anti-smoking fervor and the hypocrisy of state attorneys-general for seeking cash damages from the tobacco industry, with which the states had long been in cahoots.

Progress in reducing smoking has come about slowly because of the failure of the very forces that should have been in the vanguard to end the tobacco pandemic. Medical associations, universities, newspaper and magazine publishers, sports and arts organizations, political parties, and many elected officials have accepted money from the tobacco industry and have not been prepared to bite the hand that feeds them.

Alan Blum, MD

The University of Alabama Center for the Study of Tobacco and Society
Curator, "Cartoonists Take Up Smoking"

Surgeon General's Report

NO "US Report Indicts Cigarettes" *The Detroit Free Press* 1/12/64 (scan & mount)
Smoking and Health (Cover of Report) Report of the Advisory Committee to the Surgeon General of the Public Health Service, US Department of Health, Education, and Welfare, Public Health Service Publication 1103, 1964

"The Great Cigarette Mystery" cartoon by Draper Hill, *The Worcester Evening Gazette*, 1/15/65

Luther Terry photo, LIFE Magazine, "Verdict on Cigarettes..." 1/24/64

"LINK CIGARETS TO LUNG CANCER" *Chicago Tribune* front page, 1/12/64

"THE CIGARETTE REPORT" *New York Journal American* entire front page (mounted on top of Tribune) 1/12/64

Collage from Newsweek featuring cartoonist Bassett, *Newsweek* 1/27/64

Newsweek cover, 8/22/05, Peter Jennings

Text panel: In 1939, Drs. Alton Ochsner and Michael DeBakey published their observations on the relationship between smoking and lung cancer. For many years, they and the handful of outspoken physician opponents of cigarettes were met with

indifference or ridicule within the medical profession, doubtless in part due to the fact that well into the 1950s more than two-thirds of doctors smoked.

In 1964, the Report of the Advisory Committee to the Surgeon General on Smoking and Health reviewed the medical literature and summarized the devastating scientific case against smoking. The Surgeon General's report concluded that cigarette smoking was the major cause of lung cancer in men and was causally related to laryngeal and oral cancer.

Farming

N. Anderson, "Tobacco put my kids..." 6/12/94 (12 h x 15 ¼ w)

Crow ?? / 1818 - Crowe, 2004, two panel tobacco in barn (11 ¾ h x 26 w)

"Maryland Farmers Turn From Tobacco to Flowers" *The New York Times* 2/25/01

Flue-cured tobacco cooperative ad, *Tobacco Reporter* January 2006

Flue-cured tobacco cooperative ad, *Smokeshop* December 2005

The National City Bank of New York ad, publication and date unknown

Text panel: Tobacco continues to be a profitable crop in the US, but due to the rising cost of labor and the greater awareness of the dangers of smoking, tobacco farming is in decline. Since 1998, through funds allocated under the Master Settlement Agreement negotiated between the state attorneys-general and the cigarette manufacturers, tobacco farmers have been offered a buy-out option to encourage them to plant alternative crops.

Spitting tobacco

(Deleted Stein and Bensen cartoons)

Boyd 97 / 1814 - Boyd, "If you chew..." July 1997, (13 ¼ h x 16 w)

Cann 00 / 1675 - Canaday, Baseball player, Japan, chopsticks (11 ¼ h x 14 ¼ w)

"Smokeless but still tobacco" *Los Angeles Times* 2/21/05

Skoal stadium ad, *Newsweek* 5/30/05

Skoal pouch ad, *Heartland* March/April 2003

Ptooye..., Macnelly cartoon, *Richmond Times-Dispatch* 9/20/98

Skoal monster truck ad, FIND DATE AND PUBLICATION

Red Seal ad, *Petersen's Hunting* April 2005

Kodiak ad, *Field and Stream* May 2005

Text panel: **(Deleted first two paragraphs)**

Addiction to spitting tobacco by young athletes remains a significant problem.

Nonetheless, the United States Smokeless Tobacco Company, makers of SKOAL and Copenhagen, promotes this product as a safer alternative to cigarettes.

Testimony

Prigge, "Dr. Kessler..." Spokesman Review 7/2/94 (13 h x 18 w)

Morin, "When I want to put my feet up, kick back, and relax, I smoke some of these..." The Miami Herald 3/11/96 (14 h x 17 ¼ w)

Matson, 5/9/94, "If I'm addicted to anything..." 5/9/94 (13 7/8 h x 14 w)

Ohma 94 / 112 - Ohman, "What is the content of a cigarette?" (14 h x 17 ¼ w)

Photo of Henry Waxman

Copy of NYT photo of executives testifying. AP World Wide Photos 1994 (4/14/94 NYT)

NYT Magazine cover 3/20/94, Trudeau cartoon

Text panel: On April 14, 1994, Representative Henry Waxman (Democrat, California) convened the House Subcommittee on Health to consider more stringent regulation of tobacco products. The top executives of the cigarette companies were subpoenaed to appear at the hearing. Although each executive testified under oath that "nicotine is not addictive," the publication of internal tobacco industry documents by *The New York Times* and other newspapers contradicted their sworn statements.

Food and Drug Administration Commissioner David Kessler also testified that tobacco companies manipulate the amount of nicotine in cigarettes to maintain smokers' addiction.

Clean Air Laws

**Auth 98 / 1870 - Auth, "Let's go inside and get a breath of fresh air." 1/2/98
(13 h x 16 ¾ w)**

Delo ?? / 1799 - Delonas, smoking in Bryant park 2000 (11 ¾ x 14 ¾)

Benn ??/1844 no smoking/no finger wagging, print of cartoon, n.d. (11 ¾ h x 14 w)

"Calif. Bars, Casinos go smoke-free," *USA Today*, 1/2/98

"California's Ban To Clear Smoke Inside Most Bars" *The New York Times*, 12/31/97

"Secondhand smoke causes breast cancer, study says" *USA Today*, 3/9/05

"Smoke-free zones extend outdoors" *USA Today*, 11/2/05 (also sent original, re-scan?)

"Westin touches match to smoke-free trend" *USA Today*, 1/31/06

"Voters back total smoking ban" *Lincoln Journal Star*, 11/3/04

"Firestorm could be brewing over secondhand smoke" *USA Today*, 3/9/05

"Could your workplace kill you?" *Lincoln Journal Star*, 3/9/03

"Smoking still a smoldering battle at work" *Arkansas Democrat Gazette*, 3/7/93

"Big city puts out smokers' lights," *USA Today* April 7, 1988

"Butt Out" *Time* 4/18/88 cover

Text panel: Since the 1970s, battles over the passage of clean indoor air legislation have been waged in state legislatures and city councils. In 2004 Alabama became the 50th state to pass a measure restricting smoking in public places.

Airlines

Kot 90/1823 "Of course there is a down side..."(12 ½ h x 19 w)

Stayskal 1984 "Look on the bright side...maybe there will be an emergency and the oxygen bags will drop down." 6/5/84 (13 h x 17 w)

"Today, only no smoking signs will light up on shorter flights" *The New York Times* 4/23/88

Engle case document, pg. 1

Richard Durbin photo off internet, color

Richard Durbin photo, black and white original

Smoking section and non-smoking sign (two sided)

Airline Seating chart showing smoking and non-smoking sections, Northwest Orient, Meyers Printing, Minneapolis, MN 1/82

Viceroy ad, *Life Magazine* 1/18/63

Airline smoking section signs, "No smoking forward of these seats," and Smoking permitted aft of these seats"

Text panel: In the face of mounting evidence of the harmful effects of smoking in confined spaces, the airlines failed to protect the health and safety of passengers and

crew. The airlines' approach---designated smoking and nonsmoking sections---did not reduce exposure to tobacco smoke.

In the 1980s, several studies linked lung cancer and other diseases in non-smokers to exposure to tobacco smoke. Led by Patty Young, a group of flight attendants lobbied Congress to end smoking on commercial aircraft. Although fiercely opposed by the tobacco industry and most airlines, a federal smoking ban on domestic flights of less than two hours went into effect in 1988. Two years later, the ban was extended to all flights. The popularity of this measure intensified the focus on smoking as an occupational health hazard and a danger for children and other non-smokers

Joe Camel

Plan 94 / 1845 - Plante, "He's cool alright..." 2/26/94(11 h x 14 ½ w)

Wilk 94 / 544 - Wilkinson, "Joe Camel...the later years" 2/28/94 (10 ½ h x 14 ½ w)

Keef 97 / 568 - Keefe, "And now the Feds put Joe Camel..." (12 ¾ h x 17 w)

Stayskal, "Look on the bright side...he eats all his peas since I told him that's what Joe Camel does when he's not smoking!" 12/16/91 Tampa Tribune, (13 h x 15 3/8 w)

Sarg 98/1770 – Sargent, "From th' front office...we needt' lay low for a while..." (11 3/8 h x 14 w)

Joe Camel ad (motor cycle), *National Lampoon* August 1990

Joe Camel ad (race car), *Toyota Grand Prix of Miami*, Pub. by Miami Motorsports, Inc. 1993

Joe Camel ad (race track), *Nissan Grand Prix of Miami*, Fro the Camel GT Championship, February 24-25, 1990, Miami Motorsports, Inc.

"Butt Out! Tobacco giants mull dropping ad icons as part of \$300B deal," *New York Post* April 17, 1997

"RJ Reynolds targeted kids," *Austin American-Statesman* January 15, 1998

RJ Reynolds cigarette ordering book, nd

Marlboro ad, *Elle* Feb. 1994

Text panel: In 1988 R J Reynolds Tobacco Company introduced a cartoon character, Joe Camel, to invigorate sagging US sales of its flagship brand. By 1991, the *Journal of the*

American Medical Association had published a study revealing that more children could recognize Joe Camel than could identify Mickey Mouse or Fred Flintstone. Until 1997 RJ Reynolds resisted all calls to end the Joe Camel campaign. Tobacco companies have always asserted that they have never targeted teenagers. Yet in the US, 60 percent of adults who smoke begin by age 16, and their favorite brand by far is the most heavily promoted cigarette: Marlboro.

Taxation

Harville, "How th'#\$%! Can I afford my oxygen when the price." Stephens Media Group 6/4/03 (14 ¼ h x 18 ¼ w)

Loch 94 / 1868 – Locher, "The president (wheeze) is increasing (hack, hack)..." (12 h x 15 ½ w)

Lang 91 / 1833 - Lange, "As long as the BINGO money flows..." 4/12/91 (16 ¾ h x 18 w)

"Cigarette tax favored to help schools" *The Dallas Morning News* 12/21/03

"States Moving to End Tribes' Tax-free Sales" *The New York Times* 9/28/03

Text panel: **In the past five years** more than 40 states have raised cigarette taxes.

Although research suggests that a 10 percent increase in cigarette taxes can reduce consumption by three to five percent in the short term, **a less noble reason law makers favor** such taxation is to reduce the deficits in state budgets. Recently, financially strapped state governments have begun to reconsider tax free sales of cigarettes on Indian reservations. Are cigarette taxes imposed primarily to reduce smoking or are governments more concerned about bringing in revenue?

Sponsorship

Mink 88 / 1809 - Blum/Minkler (13 ¾ h x 17 ¾ w)

Matson, "A Dance Against the New Antismoking Bill" *The New York Observer*,

10/17/94 (15 5/8 h x 15 5/8 w)

Tol 01 / 1812 - Toles, "PM changes name to Altria..." (13 h x 14 ½ w)

Kirk 90/862 K. Anderson, PM Diversification, Oct. 1990 (13 ¼ h x 17 w)

Alvin Ailey American Dance Theater ad, *The New Yorker* December 7 & 14, 1998

Philip Morris Vatican exhibit ad, *Metropolitan Opera Centennial Gala* (program)

10/22/83

Philip Morris and the Arts, Corporate publication, n.d.

Philip Morris and the Arts: A 30 year celebration, 1989, Philip Morris Companies, Inc.

Text panel: Sponsorship of art museums, dance troupes, symphony orchestras, and opera companies was pioneered in the 1950s by Philip Morris, manufacturer of Marlboro cigarettes, to offset the bad news about smoking. Cultural sponsorship was so successful in enhancing its image in the arts and business communities that Philip Morris adopted the slogan, "It takes art to make a company great." In 1994 Philip Morris asked leaders of the Metropolitan Opera, the Metropolitan Museum of Art, Lincoln Center for the Performing Arts, the Joffrey Ballet, and other cultural organizations to lobby against a bill before the New York City Council to restrict smoking in public places.

Lawsuits/Settlement

Dav 2000 / 1797 - Davies, "We had no idea that tobacco was harmful..."

(16 h x 19 ½ w)

Stei 98 / 1808 - Steiner, "Sure my fee for the tobacco deal was \$100 million..."

(14 ½ h x 11 ¾ w)

Varv 00 / 1811 - Varvel, "Stop! We need its golden eggs!" 7/13/00 (13 h x 17 w)

Fitz 00 / 1508 - Fitzsimmons, "Party's over dirtbag!" 7/23/00 12 h x 15 w)

Kal 00 / 970 - Kallauger, "Tobacco companies respond to the \$145 billion Fla.

lawsuit!!" 7/20/2000 (13 ½ h x 16 ¾ w)

Bok 98 / 1471 - Bok, "Cough, cough, cough, gag" 4/13/98 (14 h x 17 w)

Dani ?? / 856- Daniel- "Want to fight the tobacco giant with me?" (12 h x 15 ¾ w)

Ritt 98 / 1808 - Ritter, "The Tobacco Settlement ...It's for the children."

4/12/98 (15 ¼ h x 18 w)

Babi 98 / 760 - Babin- "We're through talking..." (13 ½ h x 17 w)

Rog 98 / 607 - Rob Rogers, "After serious negotiations we're finally making "Big

Tobacco" pay." 11/25/98 (14 ½ h x 18 w)

Trev 99/1854- "If it please the court..." 9/24/99 (14 ½ h x 18 w)

Broo 96/1528, "Lawwsuits for Phillip Morrris" Mar 1996 (12 h x 17 w)

Ohman, "Old cigarette Machine, New Cigarette Machine (settlement)" The

Oregonian 1998 (13 ½ h x 16 ½ w)

McCoy, “You have cancer due to your years of smoking.” (13 h x 16 w)

Stayskal, “Cigarette Maker Liggett will settle smokers class-action suit” 3/17/96

Tampa Tribune (13 h x 15 ½)

Fell 1998, “I hear the states reached a settlement...” (14 h x 18 w)

“Pay \$145 billion” *Sun-Sentinel*, 7/15/00, 2 versions, choose one

“Cigarette Verdict” *Daily News*, 6/14/88 (Cipollone case)

“Landmark Verdict in Smoker’s Death” *New York Post*, 6/14/88 (Cipollone case)

“Jury Kicks Butt” *New York Post*, 1/10/04 (Gladys Frankson verdict)

“Oregon Supreme Court backs \$79.5 million tobacco award” *The Oregonian*, 2/2/06

“Philip Morris told to pay \$10.1 billion in lawsuit” *Belleville News-Democrat*, 3/22/03

“Jury: Cigarette Maker Guilty” *The Union Leader* (Manchester, NH), 6/14/88

“Anti-smoking funds sparse” *USA Today* 1/30/01

“Smoked! Big tobacco loses \$145B suit,” *Daily News* (NY) July 15, 2000

“\$400,000 award in smoking death,” *New York Newsday* June 14, 1988

“\$8 million award to widow punishes tobacco company,” *NYT* 1/10/04

Text panel: In 1994 the attorney general of Mississippi, Mike Moore, sued cigarette manufacturers to recover the Medicaid costs of caring for patients with smoking-related diseases. His counterparts in Florida, Texas, and Minnesota soon followed. **In 1998** the attorneys-general of the remaining 46 states entered into an agreement with the five largest cigarette makers. This Master Settlement Agreement includes restrictions on cigarette advertising and promotion (such as an end to the use of billboards) and requires the tobacco companies to make annual payments to the states totaling \$206 billion through 2025. Ironically, the more cigarettes that are sold, the more money accrues to the states; and only a small percentage of this revenue is earmarked for campaigns to reduce demand for tobacco products. Also in the mid-1990s, revelations by former cigarette company employees gave momentum to thousands of individual and class action lawsuits against the tobacco industry brought by the families of dead and dying smokers.

Women**Marg 90 / 1234 - Margulies, Dakota (14 ½ h x 18 ½ w)****Mark 01 / 1235 - Markstein, "Women smoking deaths have doubled..."
(12 ¾ h x 15 ¾ w)**Virginia Slims Tennis tournament ad, *Houston Metropolitan*, April 1992Dakota ad, *Sports Illustrated* 2/4/91Virginia Slims ad, "You've come a long way baby." *Glamour*, February 1978Virginia Slims Dueling Divas ad, *The Dallas Morning News* 5/12/99"Smoking Continues to take a heavy toll on women," *The Tuscaloosa News* 3/28/01

Camel ad, publication unknown, 2000

Camel ad, "Pleasure to burn," *Cosmopolitan* Sept. 2005Newport ad, *US Weekly* 9/12/05

Text panel: In 1968 Philip Morris launched its Virginia Slims cigarette brand with the slogan, "You've come a long way, baby." The name underscored the pressure on women to be thin, and the slogan associated smoking with the women's liberation movement. In 1971, the company created the Virginia Slims Women's Tennis Circuit, telecasts of which circumvented the TV ban on cigarette advertising. Over the next 25 years, athletes as young as 14 were shown playing their matches amid dozens of court-side banners for Virginia Slims.

By 1985 lung cancer had surpassed breast cancer as the leading cause of cancer deaths among US women, a fact that went virtually unreported in women's magazines, nearly all of which continued to accept cigarette advertising. Most still do.

Politicians**McCo ?? / 1861 - Mc Coy, "Oh yeah that plant looks ready" (12 ¾ h x 15 w)****Horsey 1995, "BBBut, Senator Helms! Our teacher says smoking is bad for our health." Seattle Post-Intelligencer North America Syndicate (14 ¼ h x 17 w)****Uer??/1810 - Weurker, Bob Dole morphs into Joe Camel (13 ½ h x 18 ½ w)****Mats 96/1867, "The great debate: who inhaled?" 10/21/96 (12 ¼ h x 17 ½ w)***The American Spectator* March 2000, cover featuring caricature of Clinton smoking Cigar*The New Republic* May 18, 1998, cover featuring pack of cigarettes labeled "The tobacco

Liberals”

Fatima ad featuring capitol building, *Life* n.d.

Philip Morris ad featuring Barbara Jourdan *The New York Times Magazine* 10/21/90

Text Panel: In 1993 President Bill Clinton proclaimed himself the first anti-smoking president. Mrs. Clinton declared the White House smoke-free. However, President Clinton continued to smoke cigars and admitted to having smoked marijuana while in college, although noting, "I didn't inhale."

While serving as Senate majority leader, a post he won in 1981 in part due to support from North Carolina Senator Jesse Helms, Bob Dole blocked all significant new regulations of the tobacco industry. Philip Morris and RJ Reynolds became major contributors to Dole's political campaigns and the Dole Foundation for Employment of People with Disabilities. During his 1996 presidential campaign, Dole defended his longstanding acceptance of funds from the tobacco industry and downplayed the dangers of smoking. "We know it's [tobacco] not good for kids," he said, "but a lot of other things aren't good...Some would say milk's not good."

Warning Labels

Stayskal, "Washington's thinking of putting stronger warnings on cigarette packages and wants to know if you have a writer available!" Chicago Tribune Sept. 22, 1982

Stayskal, "I cut my smoking down 25% because one of those warnings...." Tampa Tribune May 24, 1984 (12 3/8 h x 15 7/8 w)

Philip Morris ad, *GQ* (Germany) May 2005

Cover, Flight Attendant Medical Research Institute (descriptive brochure received at FAMRI Third Annual Scientific Symposium, May 2004)

Text panel: In response to the 1964 Surgeon General's report, Congress passed the Federal Cigarette Labeling and Advertising Act of 1965 which required that all cigarette packs carry the warning, "Caution: Cigarette Smoking May Be Hazardous to Your Health." In 1969 this was changed to the sterner, "Warning: The Surgeon General has

Determined That Cigarette Smoking Is Dangerous to Your Health.” In 1981 the FTC reported that the warning labels had little effect on public attitudes about smoking. As a result, since 1984 every pack of cigarettes is now required to carry one of four labels that list specific diseases or dangers of smoking: “SURGEON GENERAL’S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, and May Complicate Pregnancy.”; “SURGEON GENERAL’S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.”; “SURGEON GENERAL’S WARNING: Smoking by Pregnant Women May Result in Fetal Injury, Premature Birth, and Low Birth Weight.”; and, “SURGEON GENERAL’S WARNING: Cigarette Smoke Contains Carbon Monoxide.”

Warning labels on cigarettes in other countries tend to be much larger and more blunt than those in the United States. The label on the cigarette pack in the German ad above translates as “Smoking Can be Deadly.”

There is little evidence to prove that warning labels have had a significant impact in the US. This could change with the addition of shocking images of diseased lungs and hearts, gangrenous limbs, and coughing children. Such graphic labels have been introduced in Canada and the European Union.

At end of show

**Matson, “I’d walk a mile for a teenage smoker” The New York Observer,
4/28/97 (14 ¾ h x 19 ¼ w)**

Text panel: 40 years after the Surgeon General’s report, we are still wandering in the desert, almost as far away from the promised land as we were when we began the journey. Progress has come about so slowly because of a combination of political clout and lucrative payoffs to the very forces that should have been in the vanguard to end the tobacco pandemic. Congress (Democrat and Republican representatives alike), the mass media, medical organizations, and academia have all been chronic recipients of largesse from the tobacco industry, and have not been prepared to bite the hand that fed them.

Meanwhile the health community has carried on, bouncing from one failed multimillion dollar public-relations crusade after another only to settle each time for voluntary agreements crafted by the tobacco industry.

The US public health community has also put its faith in mirages: safer cigarettes that promise to reduce death and disease, policy coalitions that propose prohibitionist legislation, personal injury lawsuits against the tobacco companies, and state attorneys-general who worship the golden calf of tobacco cash settlements. Medical school curricula remain devoid of comprehensive interdisciplinary instruction to address and tackle tobacco problems.

The flow of Big Money from Big Tobacco—hundreds of millions of dollars handed over to the states under the Master Settlement Agreement negotiated by the tobacco companies with the attorneys-general in 1998—has fooled antismoking groups into thinking **that** they would at long last **be able to** buy the best minds in the advertising game for major campaigns in the mass media. It did not happen.

??? Where to put

Stayskal, "Two coughs and a wheeze" Tampa Tribune June 24, 1997 (12 h x 14 w)

Display Case-American Medical Association

Stayskal, "I can't say this strongly enough, Mr. Morson..." Chicago Tribune
6/15/81

- 2006.02.01 Cigarette box, metal, Mayo Clinic
 2006.02.02 Riley County Hospital ash tray, metal
 2006.02.03-06 National Medical Assoc. cig. Boxes,
 Plastic (1958, 1959, 1959, 1960) All contain cigarettes except 06
 2006.02.07 Country Doctor tobacco tin (Philip Morris)
 2006.02.08 *Smoking and Health: Report of the advisory committee to the
 Surgeon General of the Public Health Service* Public Health Service Publication
 #1103
- 2006.02.09 *Tobacco and Health* AMA-ERF Report 1978 (in sleeve)
 2006.02.10 Camel ad, "Lady with a Lamp" n.d. NO
 2006.02.11 Daily News 8/6/78, "AMA: Cigarettes Damage heart" no
 2006.02.12 Little Johnny warning to patients who smoke, "Please be careful"
 2006.02.13 Match book, Medical Inn of Birmingham NO
 2006.02.14 Same as 13 NO
 2006.02.15 Match book, The Vulcan, Birmingham NO
 2006.02.16 Journal of the Amer. Assoc. of Med Student Feb. 1939, V. 3 N. 5
 2006.02.17 Same as above, May 1939, V. 3, N. 8
 2006.02.18 Same as above, March 1939, V. 4, N. 6
 2006.02.19 Same as above, Feb. 1938, V. 2, N.5
 2006.02.20 Same as above, Dec. 1938, V. 3, N. 3
 2006.02.21 The Journal of Osteopathy, Oct. 1947
 2006.02.22 The Laryngoscope July 1937
 2006.02.23 JAMA V. 113, N. 27, 12/30/39 NO
 2006.02.24 Chesterfield ad, JAMA 8/26/50 NO
 2006.02.25 JAMA, V. 151, N. 3, 1/17/53 NO
 2006.02.26 American Journal of Obstetrics and Gynecology April 1929, V. 17,
 N. 4
- 2006.02.27 Medical Woman's Journal May 1942 NO
 2006.02.28 Medical Record V. 159, N. 9 NO
 2006.02.29 Medical Record V. 160, N. 3 NO
 2006.02.30 Life Magazine 11/11/46
 2006.02.31 Life Magazine 8/5/46
 2006.02.32 Life Magazine 9/16/46
 2006.02.33 Life Magazine 4/15/46
 2006.02.34 Life Magazine 3/18/46
 2006.02.35 Life Magazine 11/25/46
 2006.02.36 Philip Morris tribute to Amer. Doctor NO
 2006.02.37 Mailing tube for #36 NO
 2006.02.38 New York State J. of Med, Dec. 1983 NO
 2006.02.39 New York State J of Med July 1985
 2006.02.40 "Know Your Doctor" 1947 with letter, R J Reynolds Tobacco Co.
 2006.02.41 "Know Your Doctor" 1947

Display Case-Smoking on Airlines

- 2003.01.152 book, *Airline: identity, design and culture* by Keith Lovegrove.
 teNeues: New York, 2000.NO
- 2004.01.266 Daily Mail cigarette tobacco pouch pack, Montreal
- 2005.01.273 Air France cigarette pack
- 2004.01.268 airline seat ash tray
- 2003.01.02 Air Hotess cigarette pack
- 2003.01.01 Airline cigarettes, pack
- 2003.01.250 Kent cigarettes, sample pack, Braniff
- 2003.01.03 Ozark air lines sample pack of cigarettes, Philip Morris
- 2001.01.169 Viceroy Cigarettes, sample pack, American Airlines NO
- 2003.01.168 Rothman's cigarettes, sample pack, Air France
- 2003.01.167 Kent cigarettes, sample pack, TWA
- 2003.01.170 Winston cigarettes sample pack
- 2003.01.89 KLM match book
- 2003.01.220 American Airlines Stewardess manual, 1955 NO
- 2003.01.202 "Welcome Aboard" American Airlines booklet, 1957 NO
- 2003.01.200 "Welcome Aboard" American Airlines booklet, 1952 NO
- 2003.01.198 American Airlines Stewardess Trainee information booklet, 1970 NO
- 2003.01.197 "Health Hints for a Stewardess" American Airlines NO
- 2003.01.185 Muse Air Magazine, Sept. 1983 NO
- 2003.01.90 Chesterfield ad, "Coast to Coast"
- 2003.01.208 Eastern Flight Attendants 50th Anniversary booklet, 1981 NO
- 2003.01.99 Lucky Strike ad featuring Amelia Earhart, 1928
- 2003.01.156 Philip Morris ad, "You can't help inhaling..." n.d.
- 2003.01.119 Little Johnny Philip Morris ad, The Sat. Eve. Post, 7/12/47
- 2005.01.293 Photo of Patty Young
- 2004.01.167 Daily Mail tobacco tin
- 2006.01.320 TWA "Airtray"
- 2006.01.321 Philip Morris cigarettes, TWA

Other Foam core pieces were added