

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY



# **Cartoonists Take Up Smoking: A History of Political Satire and Tobacco**

**ALAN BLUM, MD**

*Professor and Endowed Chair in Family Medicine  
University of Alabama School of Medicine*

**Associaton of American Editorial Cartoonists  
Association of Canadian Cartoonists  
Toronto, Ontario, Canada**

**June 29, 2001**

***Updated and expanded for this exhibition, August 1, 2022***

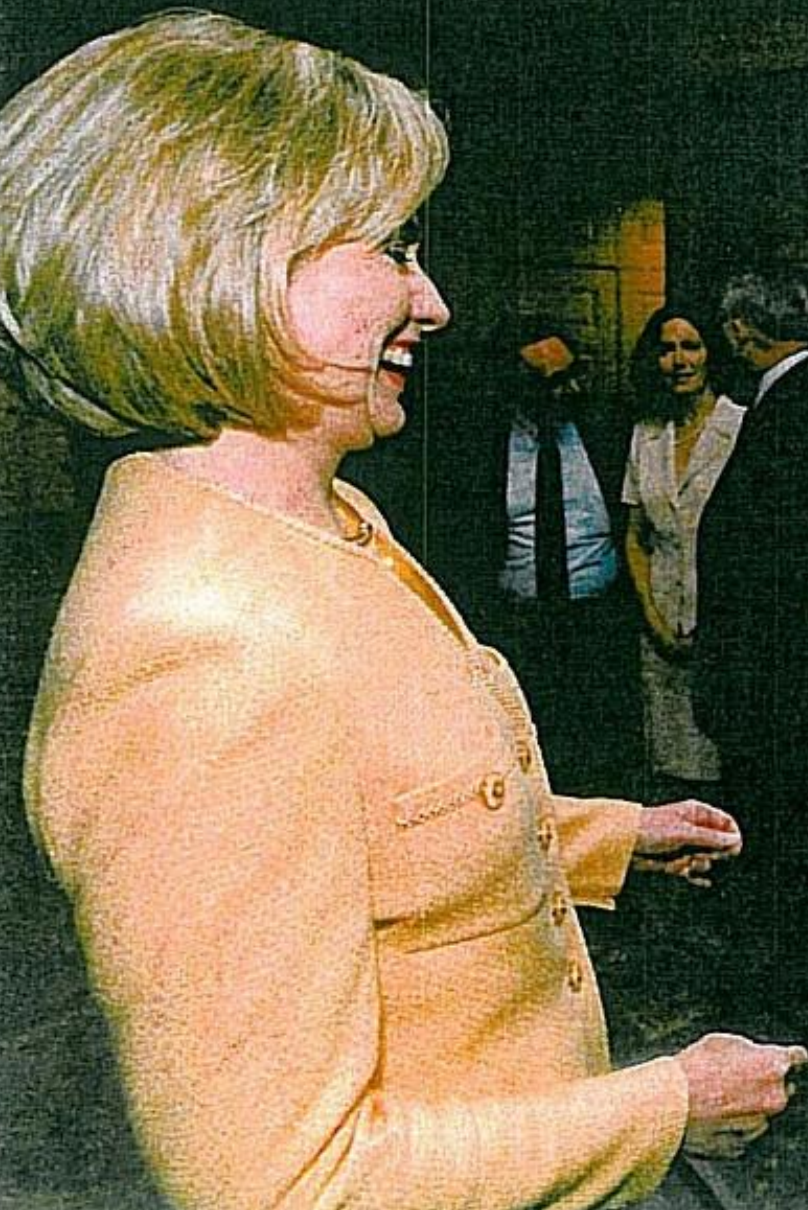
## Introduction

CARTOONISTS  
TAKE UP  
**SMOKING**

CARTOONISTS  
TAKE UP  
**SMOKING**



## Introduction



# **Introduction:**

## **A potpourri**



MUCH OF THEIR  
CULTURE IS SHROUDED  
IN MYSTERY, BUT WE'RE  
PRETTY SURE WHY  
THEY DIED OUT...



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TWO COUGHS AND A WHEEZE  
MEANS THEY WANT KING REGULARS, ONE  
COUGH AND A HACK MEANS MENTHOL  
LIGHTS. THREE COUGHS, LOW TAR,  
A GASP AND TWO HACKS...

SMOKE SHOP

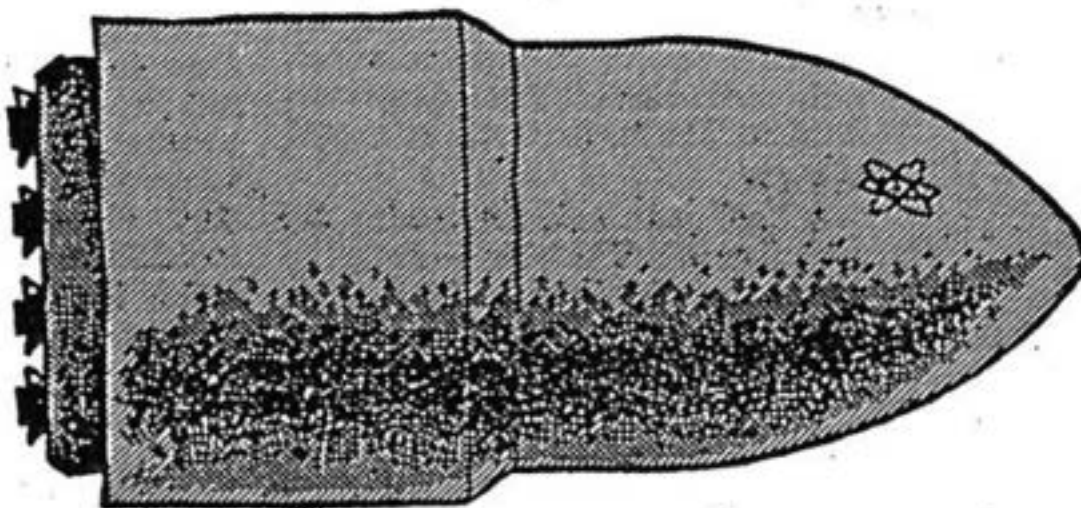


CARTONS

STAYSKAL  
97 TAMPA  
TRIBUNE

Taylor  
© 1982

A.



B.



WHICH IS THE  
LEADING CAUSE  
OF DEATH IN  
AMERICA?

✓ C.



300,000 DEATHS  
ANNUALLY

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CANCER  
RESEARCH  
LAB

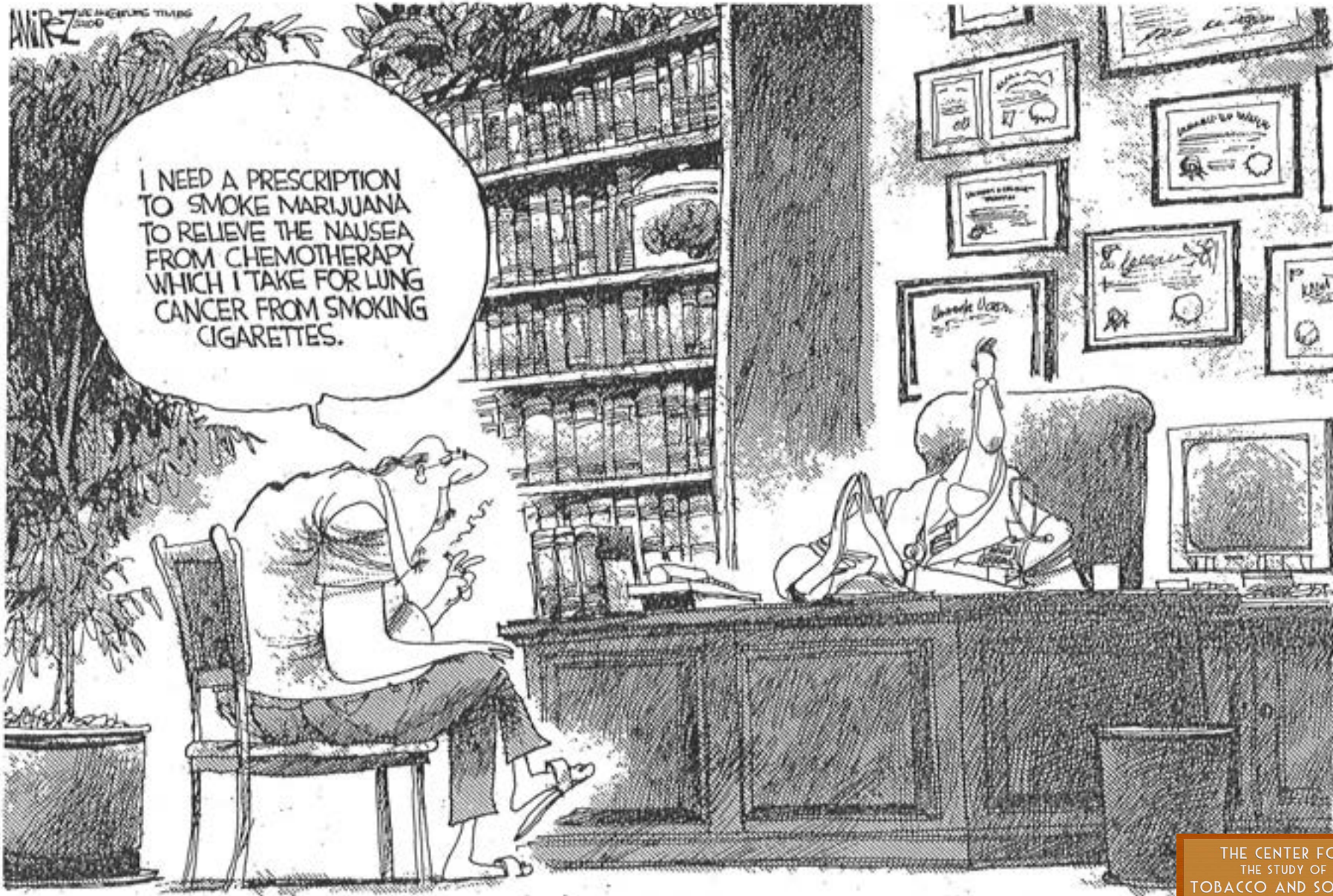
this new guy is driving me  
crazy talking on the phone  
day and night!! quick... let  
me bum a cigarette ?!!

CELLULAR  
PHONES

CAFFEINE

TOBACCO







THIS PLACE GIVES  
ME THE WILLIES... MY LATE  
HUSBAND LEAPED FROM  
THIS VERY SPOT

A SUICIDE  
VICTIM, HOW  
TRAGIC!



NO, A NICOTINE  
ADDICT... DROPPED  
HIS LAST PACK  
OVER THE SIDE



WHEN I WANT TO PUT MY  
FEET UP, KICK BACK, AND  
RELAX, I SMOKE SOME  
OF THESE!!...



The Miami Herald

MORIN

"CONFIDENTIAL MEMOS  
FROM THE 1960s ON  
HOW TO HOOK SMOKERS  
WITH NICOTINE ADDICTION!!





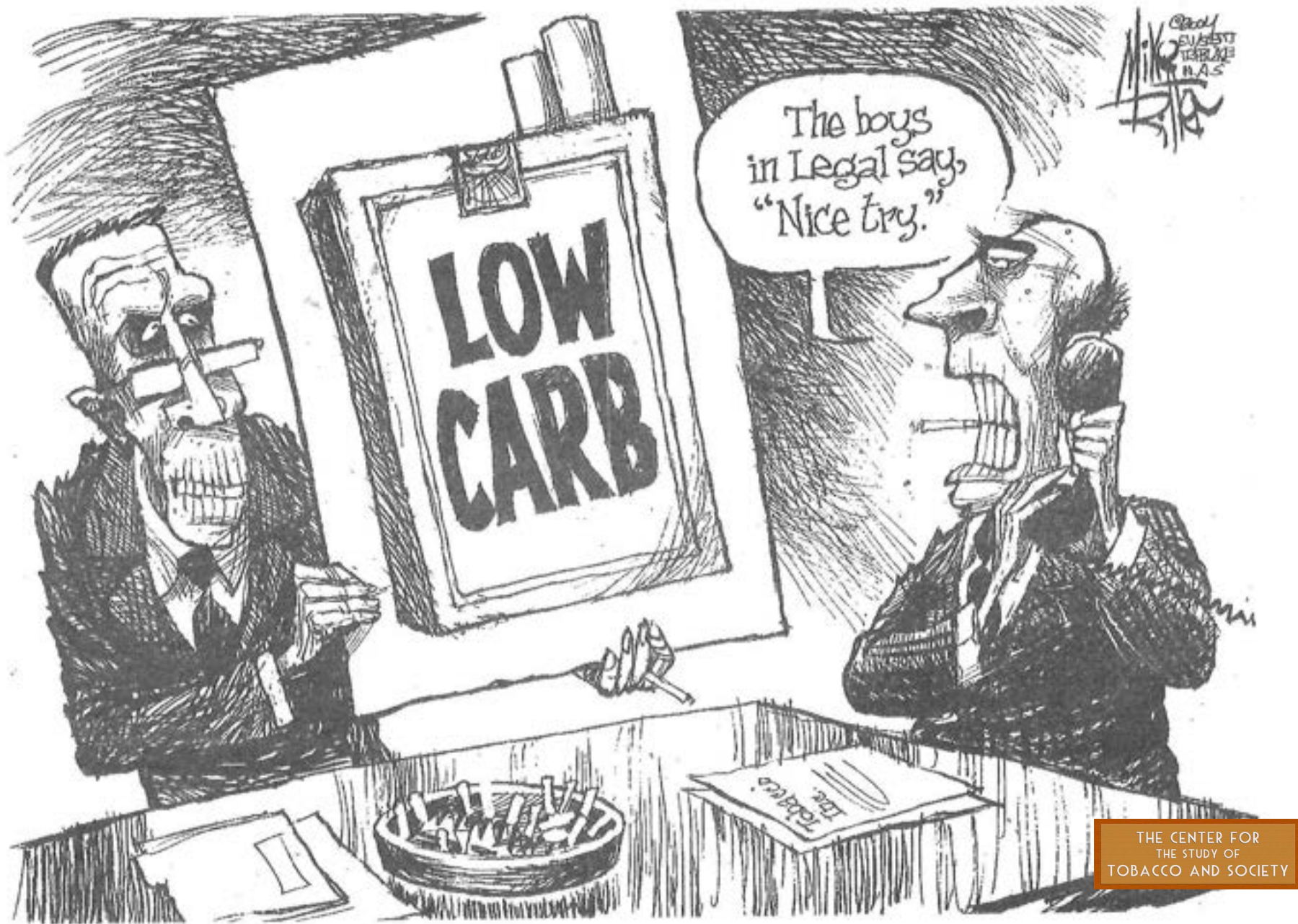
DR. KESSLER,  
FDA COMMISSIONER  
ANNOUNCED TODAY  
THAT SCIENTIFIC  
STUDIES REVEALED,  
NICOTINE  
IS ADDICTIVE...

AND THIS JUST IN,  
SCIENTISTS HAVE  
JUST RECEIVED  
CONFIRMATION OF  
GRAVITY...



**RIGGS**  
THE  
SPEERMAN REVIEW

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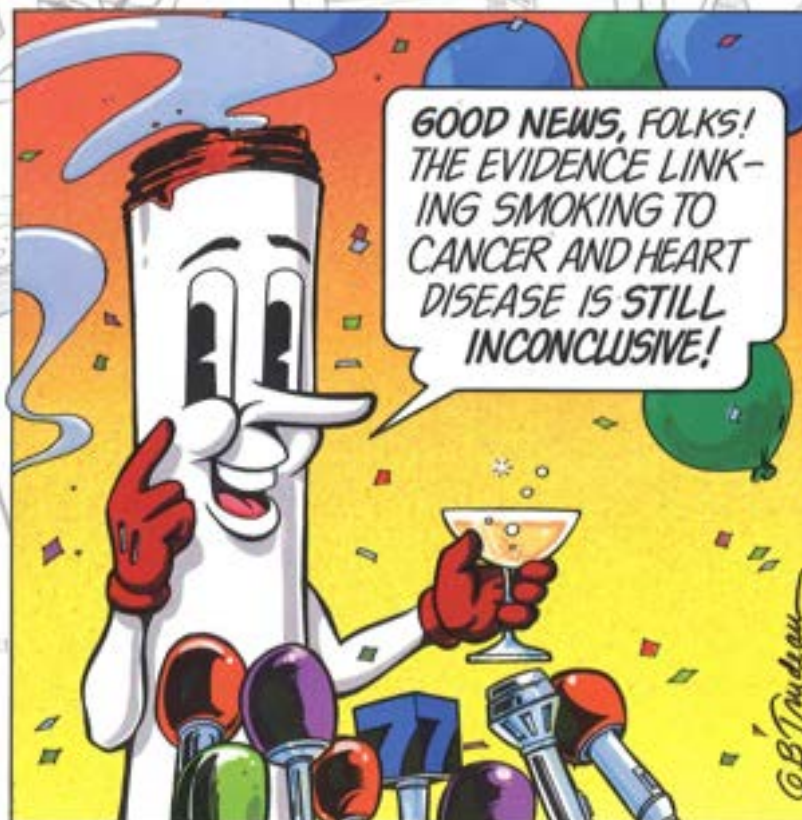
©1992 - NEA / THE CLARION-LEDGER **LARRICK**

REPRODUCED BY PERMISSION OF JIM LARRICK



# CANCER NEWS

Volume 45 Number 3 Autumn 1992

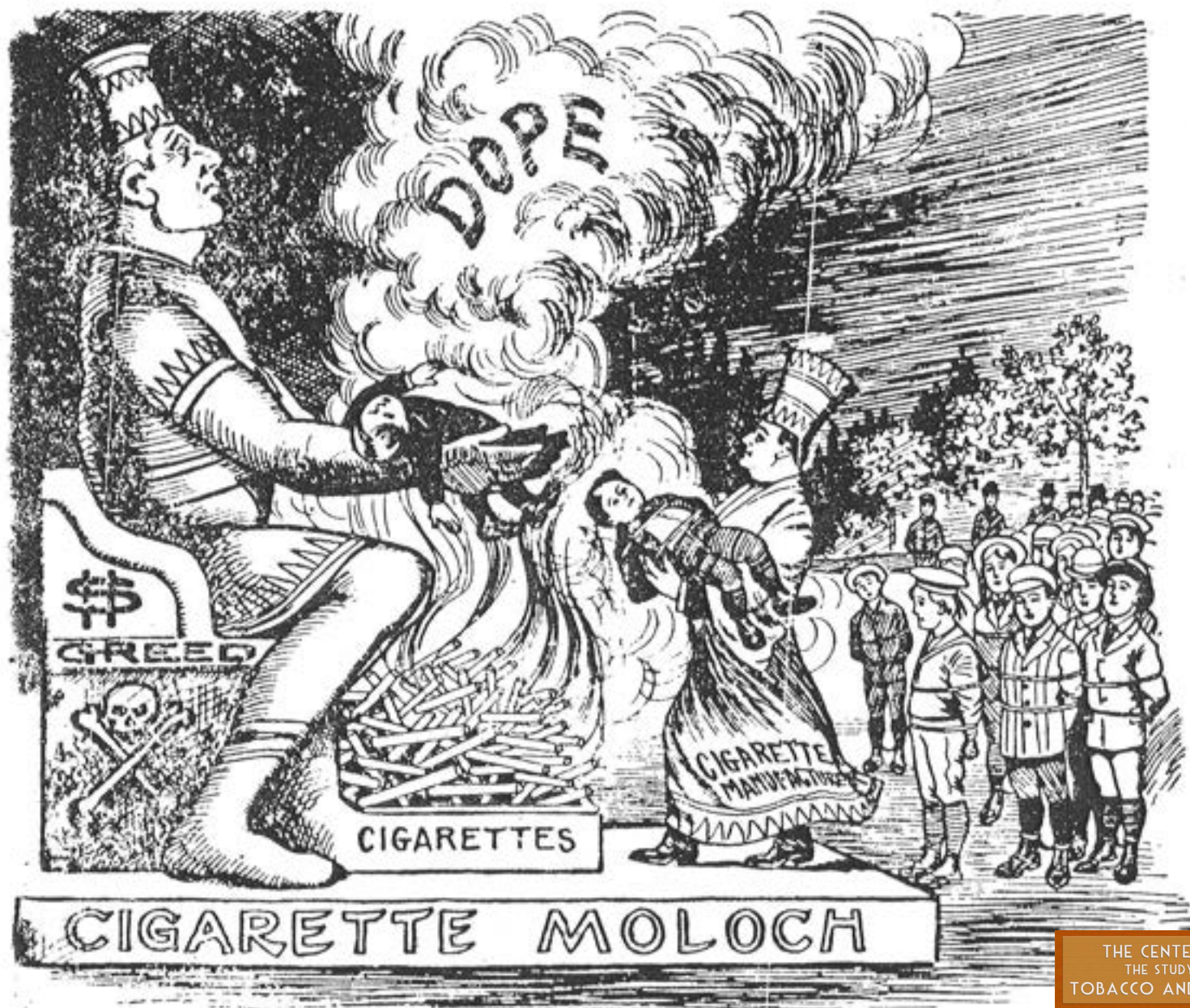


## Mr. Butts Fires Up Smokeout

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# Historical



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The sacrifice of American youth. How long will this abomination be tolerated?





SANCTA NICOTINA CONSOLATRIX. THE POOR MAN'S FRIEND

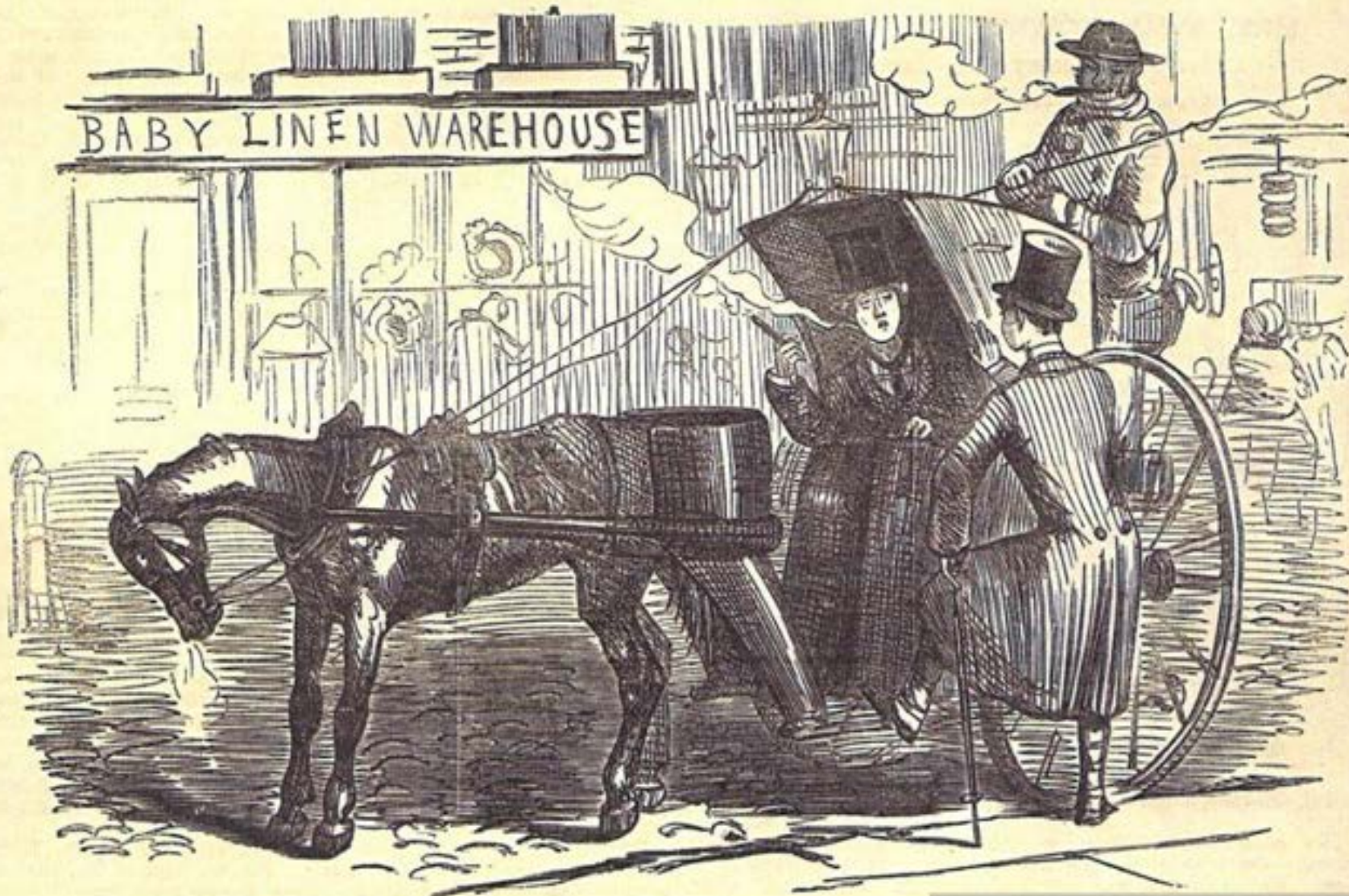
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SWELL STRUGGLING WITH THE CIG'RETTE POISONER.





### LAST REFUGE OF A BANISHED SMOKER.

*First Juvenile Swell.* "JUMP IN, OLD FELLAH!"

*Second ditto.* "WHERE ARE YOU GOING?"

*First ditto.* "OH! NOWHERE! I'VE ONLY HIRED HIM TO HAVE SOMEWHERE

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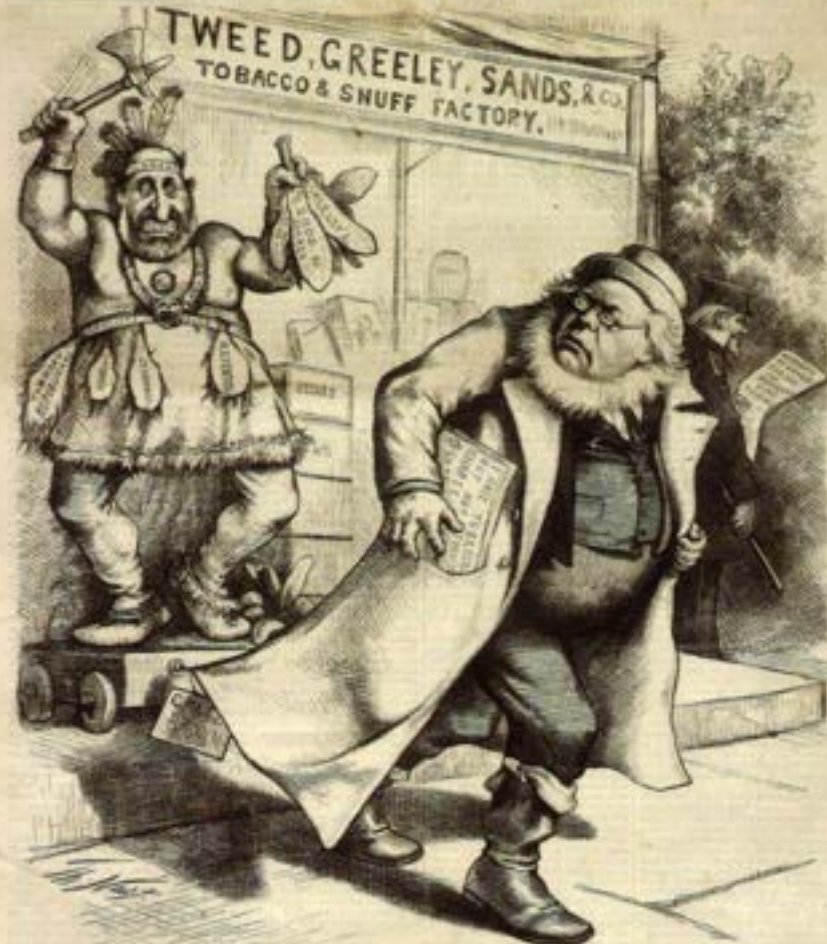
# HARPER'S WEEKLY.

A  
JOURNAL OF CIVILIZATION.

Vol. XVI—No. 417.]

NEW YORK, SATURDAY, NOVEMBER 8, 1873.

Price 10 Cents.



"SAVE ME FROM MY TOBACCO PARTNER!"  
—The Runner. "Do, kindly, won't you, or I shall never get to the West."

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© 1987, P. Lorillard Co., Inc. 1788

.. not a cough in a carload

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PROFESSOR BUTTS TRIPS OVER A HAZARD ON A MINIATURE GOLF COURSE AND LANDS ON AN IDEA FOR AN AUTOMATIC DEVICE FOR EMPTYING ASH TRAYS.

BRIGHT FULL MOON (A) CAUSES LOVE BIRDS (B) TO BECOME ROMANTIC AND AS THEY GET TOGETHER THEIR WEIGHT CAUSES PERCH (C) TO TIP AND PULL STRING (D) WHICH UPSETS CAN (E) AND SPRINKLES WOOLEN SHIRT (F) CAUSING IT TO SHRINK AND DRAW ASIDE CURTAIN EXPOSING PORTRAIT OF WIGWAG PUP'S MASTER (G). AS PUP (H) SEES MASTER'S PICTURE HE WIGWAGS TAIL FOR JOY AND UPSETS ASH TRAY (I), SPILLING ASHES AND SMOULDERING BUTTS INTO ASBESTOS BAG (J) ATTACHED TO SKY ROCKET (K). BUTT (L) PASSING FUSE (M), IGNITES IT AND CAUSES ROCKET TO SHOOT OUT OF WINDOW DISPOSING OF ASHES.

YOU SHOULD ALWAYS HAVE TWENTY OR THIRTY HIGH-POWERED AEROPLANES READY TO GO OUT AND SEARCH FOR THE ASBESTOS BAG.

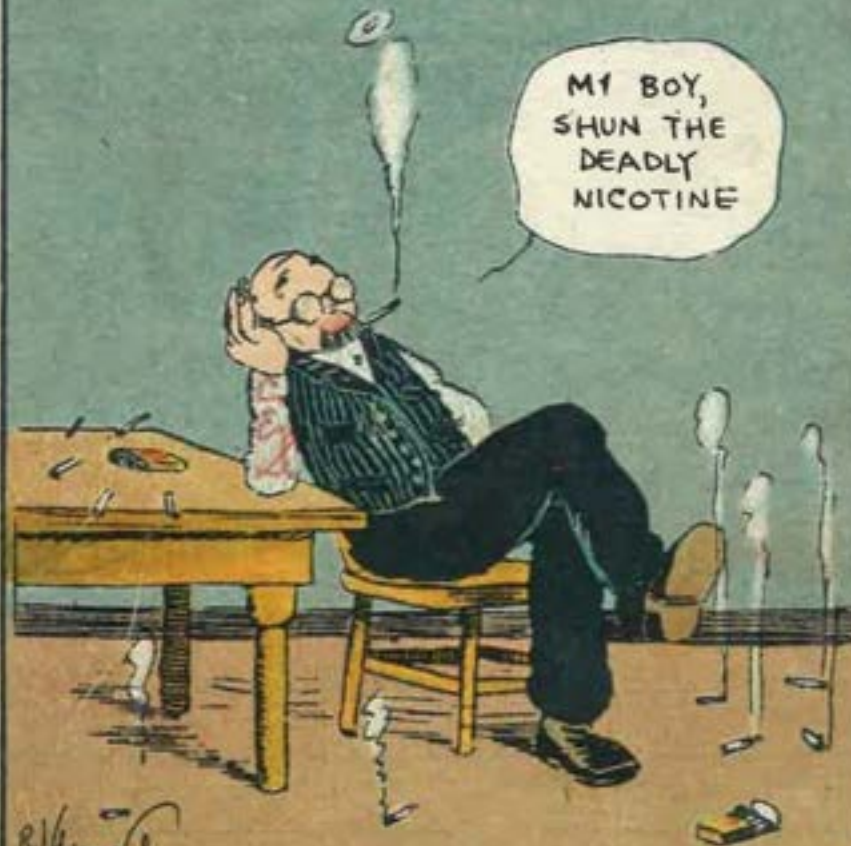


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# THE ANCIENT ORDER OF THE GLASS HOUSE

"PEOPLE WHO LIVE ETC. ETC."



R. H. G. H.

CHARTER MEMBER NO. 1

**T**HE MAN WHO TELLS HIS SON THAT  
CIGARETTE SMOKING HAS PUT  
MILLIONS OF YOUNG MEN ON  
THE BLINK.

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NEXT?



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# Farmers





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*JOHN B. LEE*  
CASHME TOBACCO.COM

Cash Crop



Cash Crop II



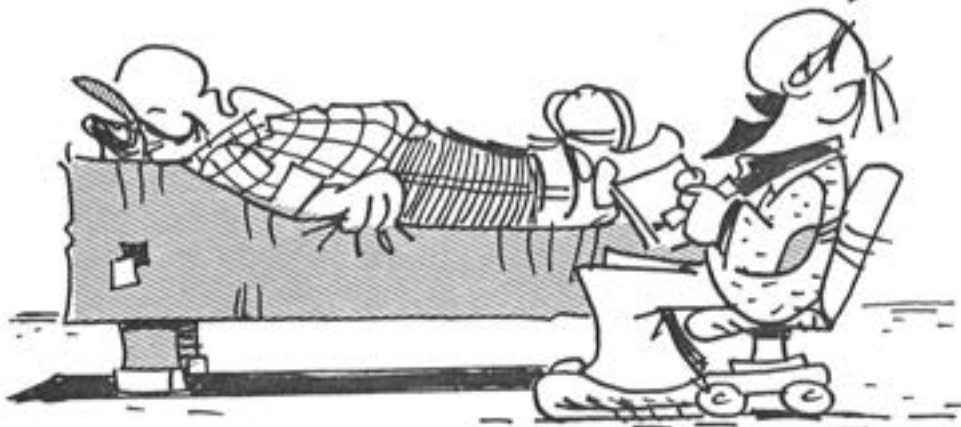


FOR DR. BLUM, WITH APPRECIATION + RESPECT ——— DEL PETT 2/00 LEXINGTON, KENTUCKY

I'VE GOT TO HAVE  
TOBACCO, DOC...I'M  
HOOKED! I CAN'T  
SURVIVE WITHOUT  
TOBACCO!

COME, COME,  
MR. QUIGBY...  
YOU CAN QUIT  
SMOKING IF  
YOU REALLY  
WANT TO-

I DON'T  
SMOKE IT...  
I GROW  
IT-



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DANIEL  
© THE KNOXVILLE  
NEWS-SENTINEL





NICK FERGON  
© 1994 The Cancer Journal

# Health Consequences



Russell and Cummings *CONTINUED*



**COMING UP** from a dunking, Boudier is given a wet overview by Cummings. She had no waterproof make-up, but even it won't stay under hard sun.



**RESTING** between takes, the beleaguered star reclines in an attitude of bored disgust on her back, which is slowly reabsorbing into the back bench there.



**DRYING OUT** between takes with help of blankets, towel and some studio lamps, Robert and Boudier seek temporary comfort before getting wet again.

Smokers discover the new cigarette you can

# Inhale to your heart's content!

A really mild, flavorful smoke that enters your mouth pleasantly cool and filtered. Embassy's extra length of fine, mellow tobacco provides extra enjoyment plus an extra margin of protection. With Embassy, you can inhale to your heart's content!



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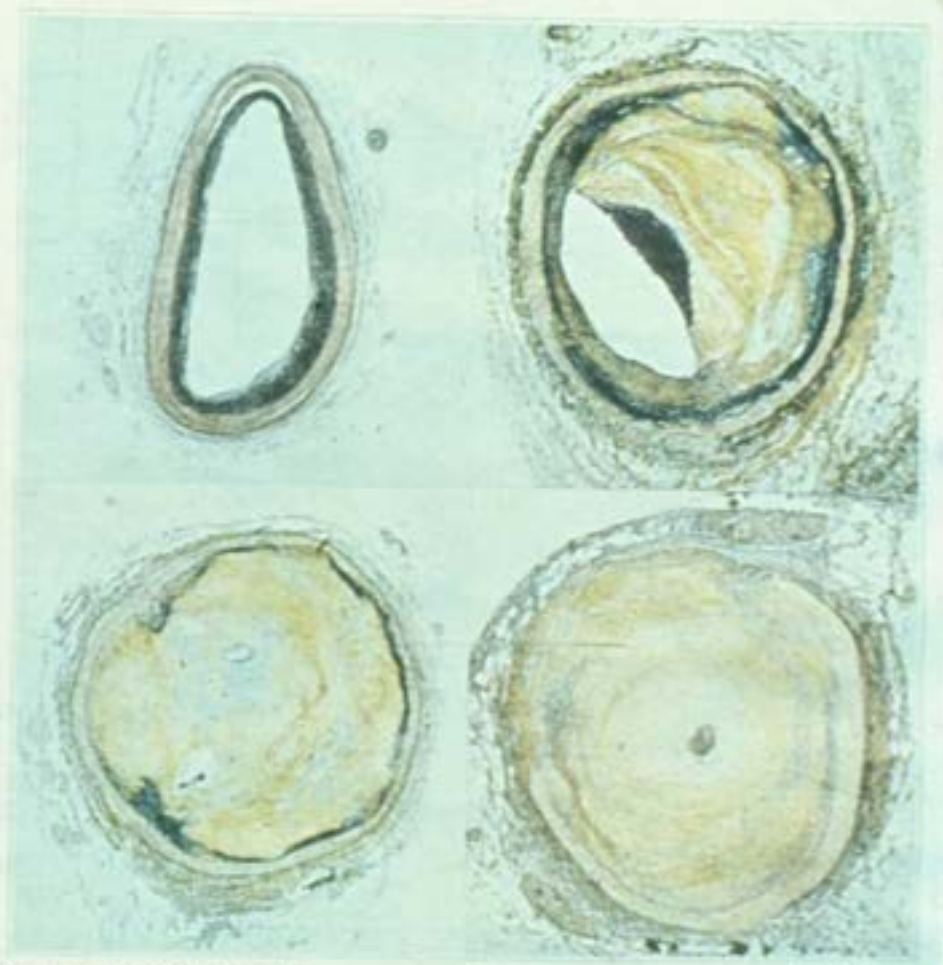


Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health

© 1985 Philip Morris Inc. All rights reserved. TM & ® Philip Morris Inc.

# The New York Times Magazine

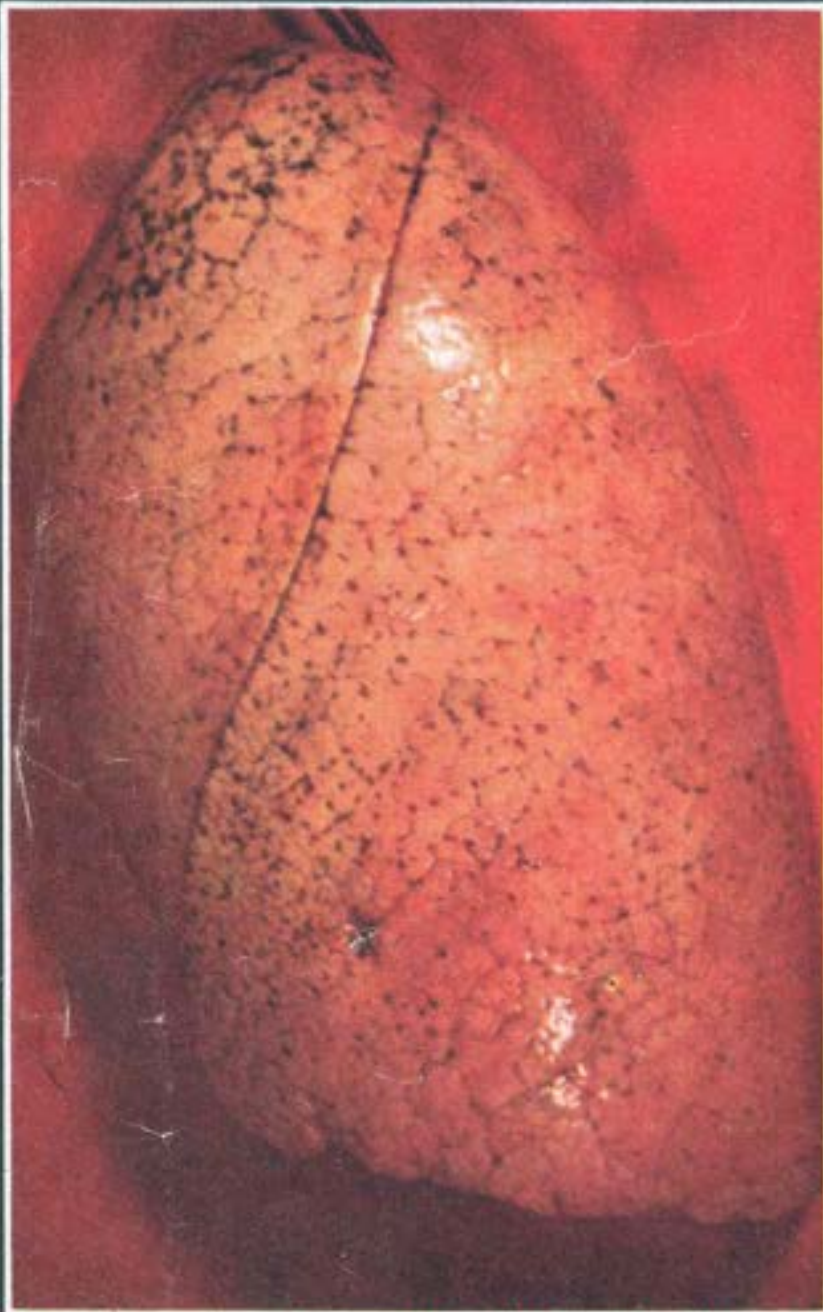
March 31, 1985 \$2.50



Coronary artery: Closing in on life

CONTINUED PAGE 28





**This is a normal lung, with its characteristically healthy pink coloring.**

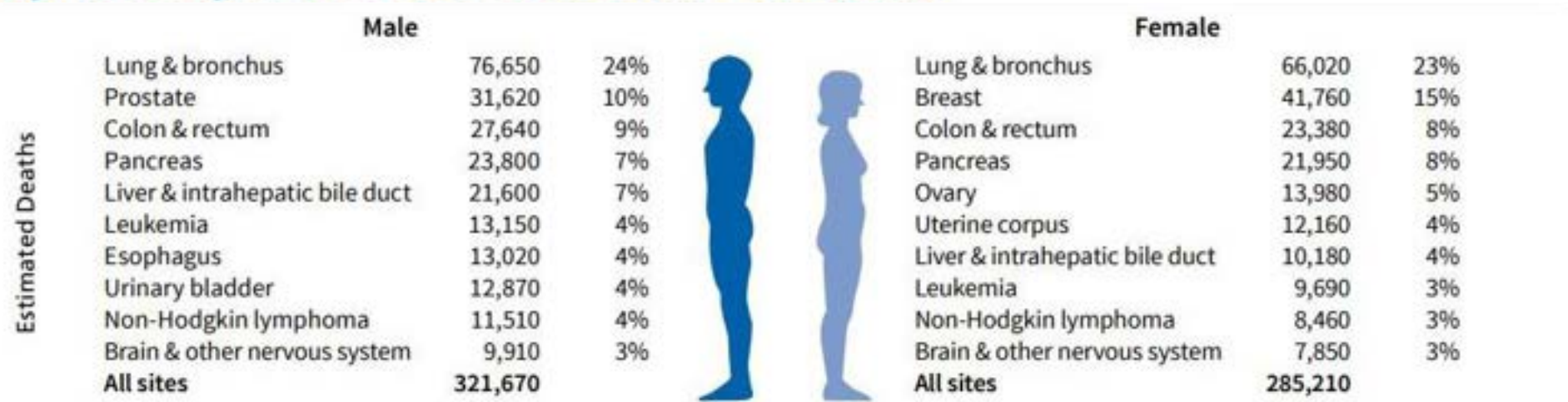


**This is a cancerous lung. The white growth at the top of the lung is the cancer.**





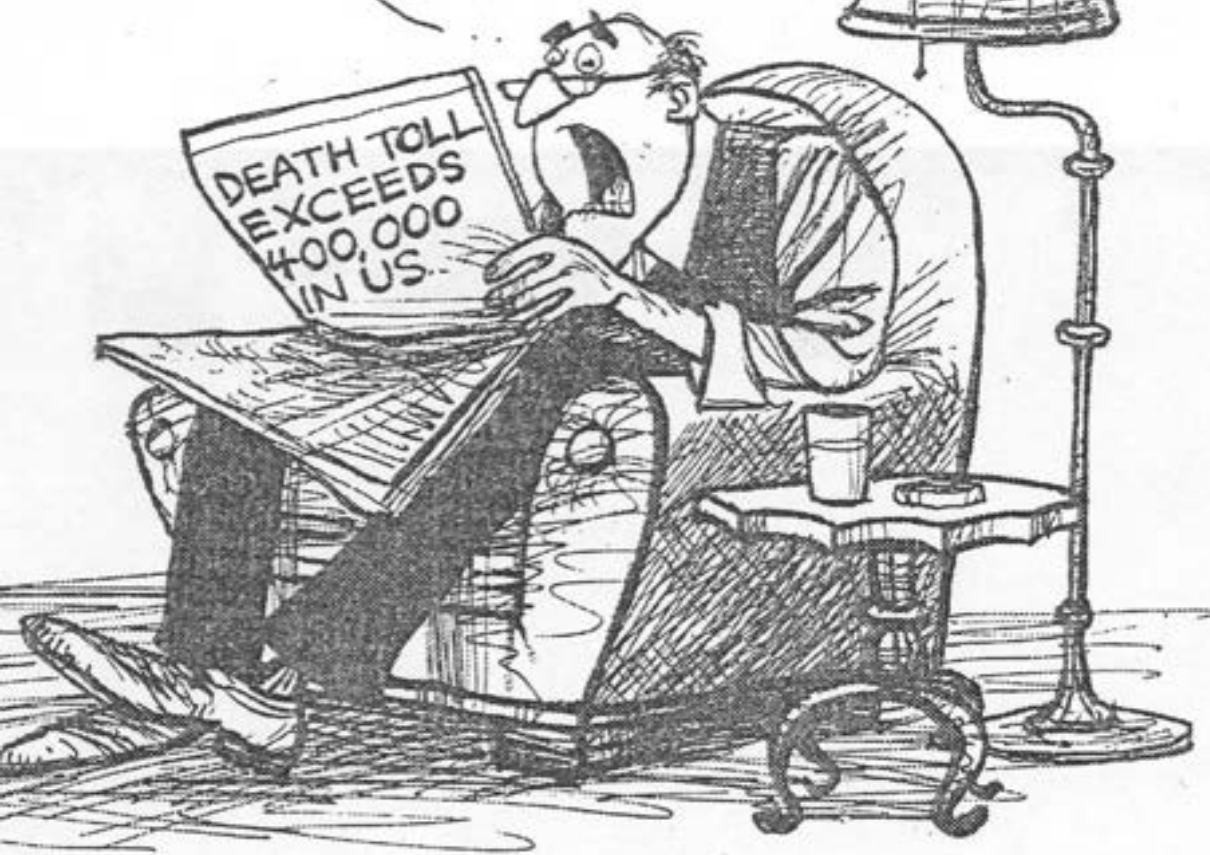
Figure 3. Leading Sites of New Cancer Cases and Deaths – 2019 Estimates



Estimates are rounded to the nearest 10, and cases exclude basal cell and squamous cell skin cancers and in situ carcinoma except urinary bladder. Estimates do not include Puerto Rico or other US territories. Ranking is based on modeled projections and may differ from the most recent observed data.

OHMYGOD!!!

1/15/89 Globe



WHEW,..FOR A  
MINUTE THERE,  
I THOUGHT IT WAS A  
REAL DISASTER!





©1985 SAN DIEGO UNION

SKELLY

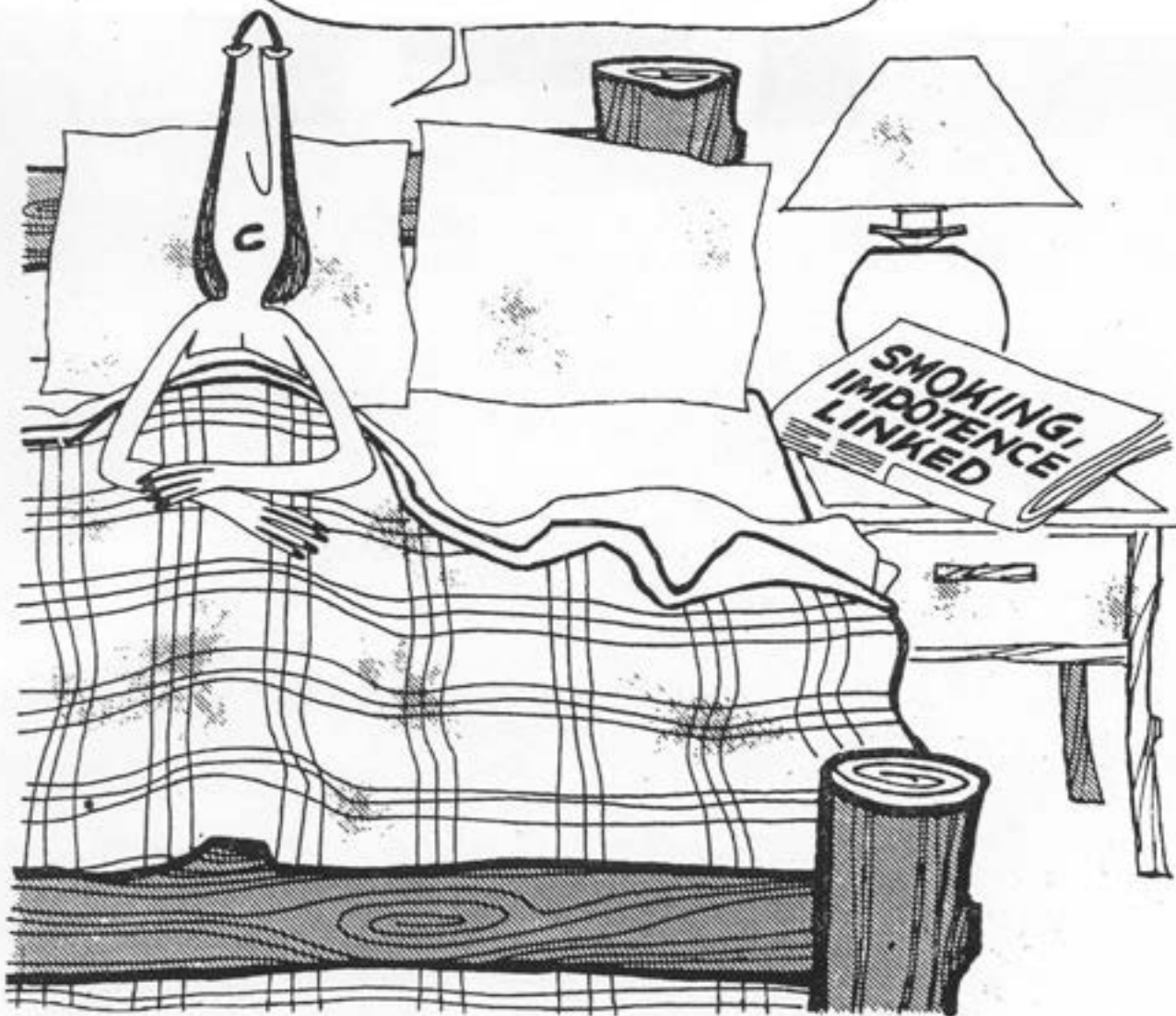


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S.KELLY

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COPLEY NEWS SERVICE

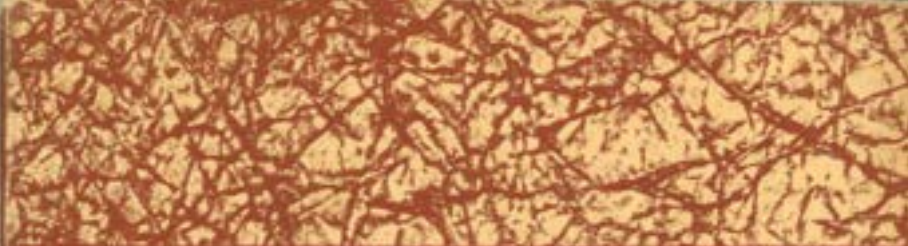
**MARLBORO MAN,  
SCHMARLBORO MAN.**



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# **The 1964 Surgeon General's Report**

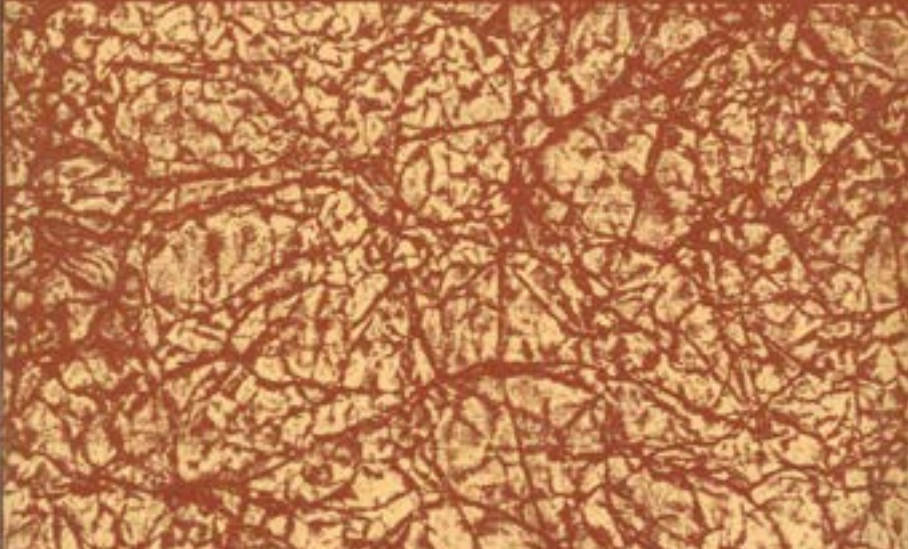


# SMOKING *and* HEALTH

REPORT OF THE ADVISORY COMMITTEE  
TO THE SURGEON GENERAL  
OF THE PUBLIC HEALTH SERVICE

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U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE  
Public Health Service



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"All the News  
That's Fit to Print"

NEWS SUMMARY AND INDEX, PAGE 95

VOL. CXIII, No. 38,704.

© 1964 by The New York Times Company.  
Times Square, New York, N. Y. 10036

NEW YORK, SUNDAY, J

# CIGARETTES PERIL HEALTH, U. S. REPORT CONCLUDES; 'REMEDIAL ACTION' URGED

## CANCER LINK CITED

Smoking Is Also Found  
'Important' Cause of  
Chronic Bronchitis

Committee's summary of its  
findings, Pages 64 and 65.

By WALTER SULLIVAN

Special to The New York Times

WASHINGTON, Jan. 11—The long-awaited Federal report on the effects of smoking found today that the use of cigarettes contributed so substantially to the American death rate that "appropriate remedial action" was called for.

The committee that made the report gave no specific recommendations for action. But health officials said that possible steps might include educational campaigns, the requirement that cigarette packages carry warnings and control of advertising.

The report dealt a severe blow to the rear-guard action fought in recent years by the tobacco industry. It dismissed one by



DISCUSSES SMOKING REPORT  
Luther Terry, the Surgeon General, at news conference held in Washington.

Associated Press Wirephoto

## Johnson Chides the G.O.P. For Opposing His Budget

By WARREN WEAVER, JR.

## SIX-PHASE INQUIRY ON ASSASSINATION CHARTED BY PANEL

Aides Chosen for Detailed  
Study of Kennedy Slaying  
and Security Agencies

By ANTHONY LEWIS

Special to The New York Times

WASHINGTON, Jan. 11—The staff of the commission investigating President Kennedy's assassination has divided its job into six broad areas of inquiry.

One covers every detail of Lee Oswald's activities on the day of the assassination, Nov. 22. Oswald was charged with the crime.

A second topic is the life and background of Oswald—an attempt to reconstruct his associations and ideas and psychology.

Oswald's career in the Marine Corps and his stay in the Soviet Union will be handled separately as a third.

His murder in the Dallas police station will be the fourth subject, including all the controversial questions of how it was allowed to happen.

Fifth will be the story of Jack Ruby, the nightclub operator who slipped into the police station and shot Oswald. This will be a particularly delicate subject because of possible conflict with Ruby's trial.

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Government report nails down smoking hazards

## Verdict on Cigaretts: Guilty as Charged



**T**he 10-man jury had been out for more than a year weighing the case against cigarettes. Now Surgeon General Luther L. Terry, holding in his hand the jury's 367-page report, announced to the nation its unanimous verdict on the cigarette: guilty as charged of being a menace to health.

Cigarettes, said the report, are a major cause of lung cancer and chronic bronchitis. And they help shorten a smoker's life in a number of other ways. This had been said before. But now it was

being said with greater authority by the Surgeon General's Advisory Committee, a group of distinguished medical men whose appointments were approved by the tobacco industry.

Many Americans had hoped the verdict would be different. Tobacco people, farmers, suppliers, salesmen, advertising in one way or another, had long resisted the idea that their old friend, the cigarette, had all along been

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First of Gallico's Profiles of Sports Greats — See Sports



The American People for Americans

# Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

SUNDAY, JANUARY 12, 1964

CITY  
★★ FINAL

UNITED STATES—The 32¢ 44-1000 Chicago Tribune

12 EDITIONS—TWENTY CENTS

# TIE CANCER TO CIGARETS

## U. S. REPORT REVIEWS RESEARCH ON HEALTH

Panel of 10 Medical Advisers Tells Surgeon General: Hazard Calls for 'Remedial Action'

BY HERBERT GOLDENFARB  
Chicago Tribune Staff Writer

Washington, Jan. 11.—The government committee's report on smoking and health, released today, said that the cigarette is a direct cause of lung cancer and other fatal diseases, and might cause.

The committee said that there is "strong evidence that there has appeared here and there in reflecting the health hazard of smoking." It also found the danger and more one smoking, and that the danger is growing.

It was also found that cigarette and pipe smoking have been associated in the laboratory with mice, in connection with cigarette, but that pipe smoking appears to cause less cancer.

"Report Shows Now"

The report said that the cigarette smoke is a major cause of lung and other cancer and of bronchitis, and that that there are people who have a much higher death rate than others.

It also smoking is a major cause of lung and other cancer and of bronchitis, and that that there are people who have a much higher death rate than others.

## PARTIAL TEXT OF TOBACCO PANEL REPORT

Washington, Jan. 11 (AP)—The report is a partial text of the "committee and members" of smoking and health, of the report of the advisory

## Plane Hits Skyscraper, 4 Die

Bodies Fall 28 Floors in Kansas City

Kansas City, Mo., Jan. 11 (AP)—A single-engine plane crashed into a skyscraper today, and four people were killed.

All four occupants of the plane were killed. The victims were Jack Harrison, 37, the pilot, and his wife, Mrs. Harrison, 37, and Mrs. Lawrence Thompson and their son, 10, all of Kansas City.

The plane struck the 28th floor of the headquarters of the telephone company building at 11th and Oak streets today, and four people were killed.

The bodies of the victims were found on the 28th floor of the building.

## Panamanian Student Is Buried



## VIOLENCE IN PANAMA RUNS THRU THIRD DAY

### U. S. TO PROBE REDS' HAND IN PANAMA RIOTS

BY NANCY GREEN  
Chicago Tribune Staff Writer  
Washington, Jan. 11.—The Red hand of Communism may be suspected in the rioting in Panama today, the committee of 12-121 accused by President Johnson on the charges along the street and today.

Officials have reported today that there are about 12-121 accused by President Johnson on the charges along the street and today.

### Chiari Demands All-New Pact with U. S.

WASHINGTON, Jan. 11 (AP)—The United States agreed early today to withdraw its troops from the military base between the Canal Zone and the Republic of Panama.

PANAMA CITY, Jan. 11.—Fighting between Panamanians and United States soldiers with dead Americans today just after midnight. At the same time, President Johnson's press

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## What New York Doctors Think of Smoking

By EDWARD BARR

With the report of the U. S. Public Health Service, showing a link between cigarette smoking and lung cancer, most New York doctors in good agreement: It will and it must.

Doctors from both groups to have been convinced of the facts of heavy smoking even before the Public Health

"The U. S. Public Health Service cannot expect influence on smoking habits and, in fact, I suspect more the report and the fact going to make it."

"I have always said I have no statistics of my own, but I have no doubt that the fact is, I believe the cigarette habit is a bad one."

"I tell my patients I'm not healthy, healthy, and the doctors say I'm healthy. But I'm not healthy because I'm smoking."

"I tell my patients I'm not healthy, healthy, and the doctors say I'm healthy. But I'm not healthy because I'm smoking."

Public Health Service report will influence many New York doctors.

"I tell my patients I'm not healthy, healthy, and the doctors say I'm healthy. But I'm not healthy because I'm smoking."

A COMPLETE  
TV MAGAZINE  
YOURS FREE

New York  
**Journal American**  
SUNDAY, JANUARY 12, 1964  
No. 22,340

SUNDAY EDITION

Today's  
Weather  
Jan. 12  
Forecast

# THE CIGARET REPORT Links Cancer, Other Diseases

See Here, Men, Eight Ashtrays for Five Smokers!



This is panel of 20 and five who headed committee on smoking. Of 20 on panel five smoke. Note eight ashtrays (inset).

WILLIAM RANDOLPH HEARST JR., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

Other members of committee are seated at the table. From left to right: Dr. William Randolph Hearst Jr., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

Other members of committee are seated at the table. From left to right: Dr. William Randolph Hearst Jr., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

## But Statistics Are Disputed

### The Dispute

Dr. William Randolph Hearst Jr., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

### The Report

Dr. William Randolph Hearst Jr., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

## Editor's Report:

### States of Two Unions

WILLIAM RANDOLPH HEARST JR., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.



W. R. HEARST JR.

WILLIAM RANDOLPH HEARST JR., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

## GIs Use Tear Gas, Rout Panama Mob

WILLIAM RANDOLPH HEARST JR., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

## Smoking Report Is Size of Book

WILLIAM RANDOLPH HEARST JR., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

### Today in the Journal-American:

WILLIAM RANDOLPH HEARST JR., chairman of the committee, is at head of table in the right, and others of committee panel of five are seated at the table.

Famous Front Pages—A Fascinating Historic Series Begins Today on

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## Cigarette Box



# The Great Cigarette Mystery







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"NOW I'M SO NERVOUS,  
I SMOKE NINE PACKS A DAY"



THURS. JAN. 13, 1994

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# Doctors

...TELL HIM  
TO SWITCH  
TO KOOL  
*and he'll be all right*

DOCTOR...larynx...overheats...choke in every walk of life agree that KOOL are soothing to your throat. Is this smoking pleasure a secret? Not a bit of it! KOOL are a blend of the choicest Turkish and Domestic tobaccos...with a touch of mild menthol added for refreshing, cooling flavor. And each pack brings you a valuable coupon, good in the U.S.A. for a wide choice of beautiful, practical premiums. Switch to KOOL and save those coupons! Brown & Williamson Tobacco Corp., Box 999, Louisville, Ky.

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RAIDEN CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

#### SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS



RAIDEN CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS



RAIDEN CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS



RAIDEN CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS



RAIDEN CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

15







# GOT A COLD ?

Smoke KOOLS as your  
steady smoke for that  
clean, KOOL taste !

# A REPORT ON THE FINDINGS OF A GROUP OF DOCTORS\*



✓ Men and women with irritation of the nose and throat due to smoking were instructed to change to Philip Morris Cigarettes. Then day after day, each doctor kept a record of each case. The final results, published in authoritative medical journals, proved conclusively that when smokers changed to Philip Morris, every case of irritation cleared completely or definitely improved.

*Philip Morris do not claim to cure irritation. But they do say this:—an ingredient, a source of irritation in other cigarettes, is now used in the manufacture of Philip Morris.*

\*From facts published in authoritative medical journals. Names on request.

Call for **PHILIP MORRIS**  
AMERICA'S *finest* 15' CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 37 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME



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# Camel invites you

TO ENJOY THE INTERESTING FEATURES  
OF THE CAMEL CIGARETTE EXHIBIT AT THE

**A. M. A. CONVENTION — JUNE 8 TO 12**

**RESPIRATORY ABSORPTION OF NICOTINE FROM CIGARETTE SMOKE**

The photo-mural at the right shows the actual absorption of nicotine from cigarette smoke, according to the scientific method of measurement.

25%

13%

50%

1943 CONVENTION

See for the first time the dramatic visualization of nicotine absorption from cigarette smoke in the human respiratory tract—

See the giant photo-murals of Camel laboratory research experiments in the burning rate and nicotine production in the smoke of the 5 largest-selling brands of cigarettes—

Keep up to the minute on international news with the Camel Cigarette *Trans-Lux* "flash" bulletins, while you enjoy a supply of slow-burning Camel Cigarettes—

The smoke of slow-burning CAMELS contained less nicotine than that of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself!

In the same tests, CAMEL burned slower than any of the 4 other largest-selling brands tested.

● SEND FOR REPRINT of an important contribution to medical literature—"The Cigarette, The Soldier, and The Physician," *The Military Surgeon*, July, 1941—revealing many new angles about smoking. Write Camel Cigarettes, Medical Relations Division, 1 Pershing Square, New York City.

# Camel

THE CIGARETTE OF COSTLIER TOBACCOS

See you now at the NEW YORK STATE JOURNAL OF MEDICINE

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TOBACCO AND SOCIETY



# AMA Keeps Its Tobacco Stocks

CHICAGO (AP) — The American Medical Association yesterday refused to divest its pension fund of \$1.4 million in tobacco stocks despite the urging of doctors who said the group should not profit from a leading cause of death.

The AMA's House of Delegates defeated the proposal by a voice vote that appeared decisive but close.

"I'm terribly embarrassed that the issue of cigarette stock ownership has to be defended by my profession," said Dr. Alan Blum, a family practitioner from

Chicago who introduced the anti-tobacco resolution two years ago.

"This is an industry that has tainted the families and lives of millions of Americans," he said. "T" (tobacco companies) are w any drug pusher ever. Th ible for more deaths th ns and all drugs comb

The American had no immediate action.

SEVEN OUT OF  
TEN DOCTORS AGREE!  
IT MAY BE DANGEROUS  
TO YOUR HEALTH BUT  
FOR OUR PENSION FUND  
IT'S... GANGBUSTERS!





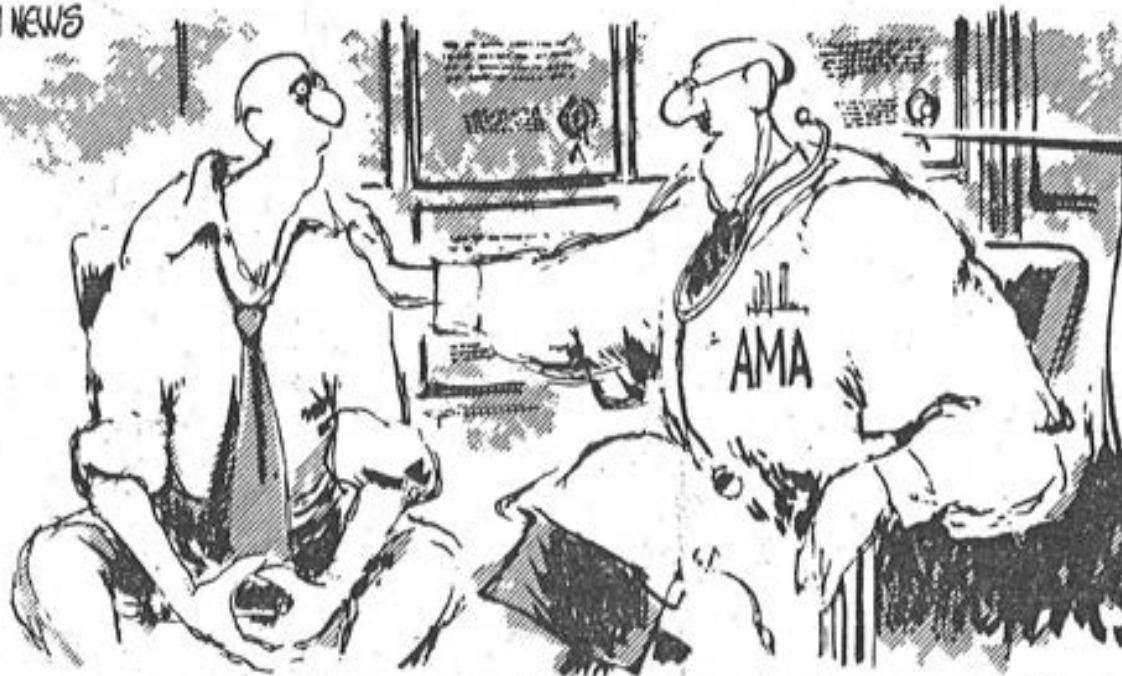


STAYSKAL  
81 CHICAGO  
TRIBUNE

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY

"I CAN'T SAY THIS STRONGLY ENOUGH, MR. MORSON.... IF YOUR CIGARETS ARE MADE BY ANYBODY OTHER THAN PHILIP MORRIS OR REYNOLDS INDUSTRIES YOU'VE GOT TO STOP SMOKING!"





I'M TERRIBLY  
SORRY. YOU  
HAVE LUNG  
CANCER!



... AND LISTEN, HOW'S  
MY TOBACCO STOCK  
DOING?





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THE STUDY OF  
TOBACCO AND SOCIETY

*"On the contrary . . . your smoking, and the secondary smoke you create, helps keep me and my colleagues in business!"*



# Warning Labels

The Surgeon General Warns:  
HOLY MACKEREL! WHAT ARE  
YOU, SOME KIND OF DUMMY?  
DO YOU REALIZE WHAT YOU'RE  
DOING? YECCH! THESE  
THINGS'LL KILL YOU!  
BOY, ARE THEY  
BAD!!!

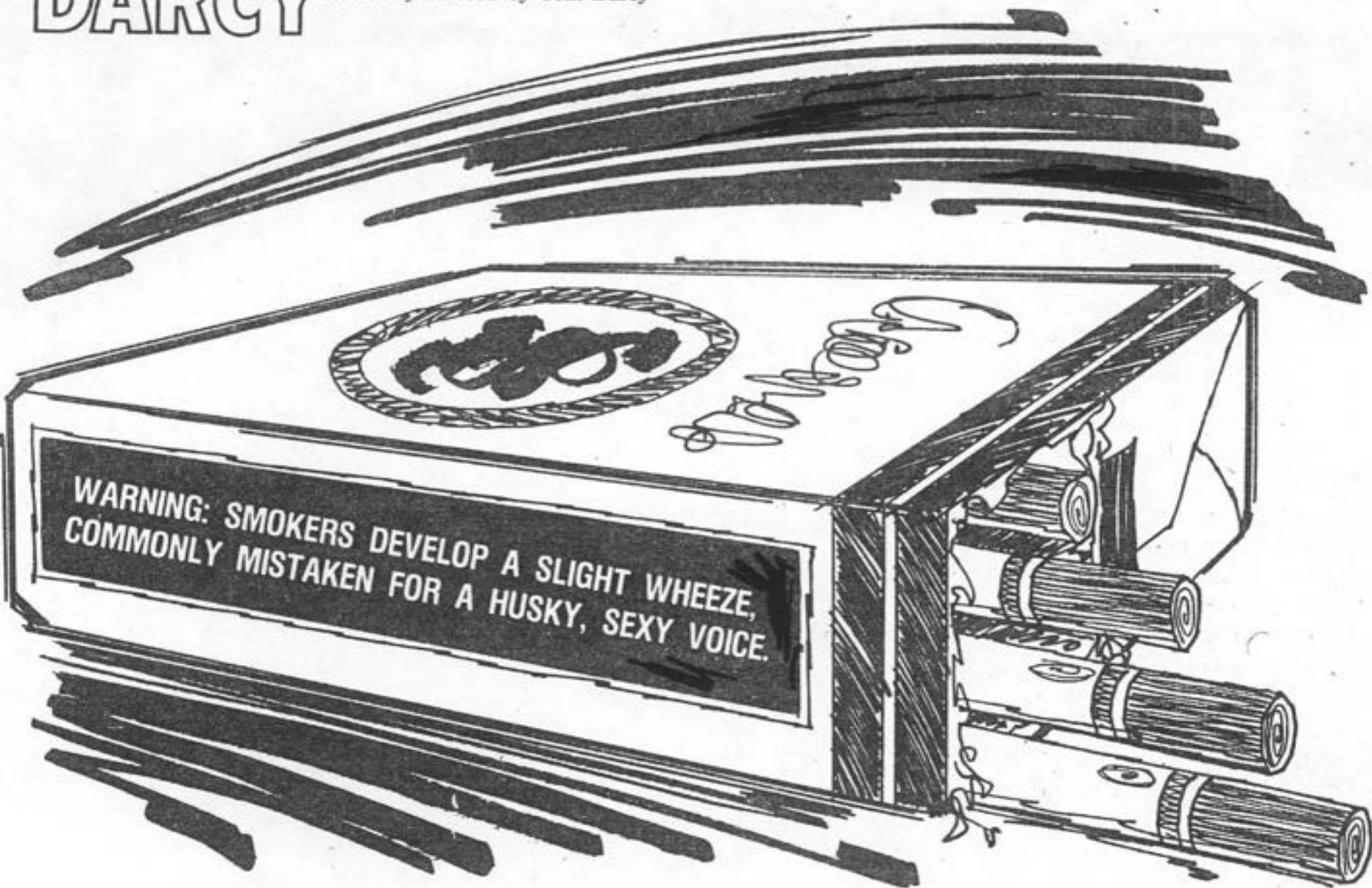


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TOBACCO AND SOCIETY



# DARCY

Newsday cartoon by Tom Darcy



The label — if the tobacco industry had its way.

**SURGEON  
GENERAL**

~ OFFICE ~

TOO STRONG

YOU'RE THE SCUM OF THE EARTH.

CIGARETTES

*Engelhart*





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THE STUDY OF  
TOBACCO AND SOCIETY

**CAUTION:** THE SURGEON GENERAL HAS DETERMINED THAT TOBACCO CAUSES  
SILLINESS, LIES AND STUPIDITY.

Jim Day  
LAS VEGAS REVIEW-JOURNAL  
day@lvj.com 98

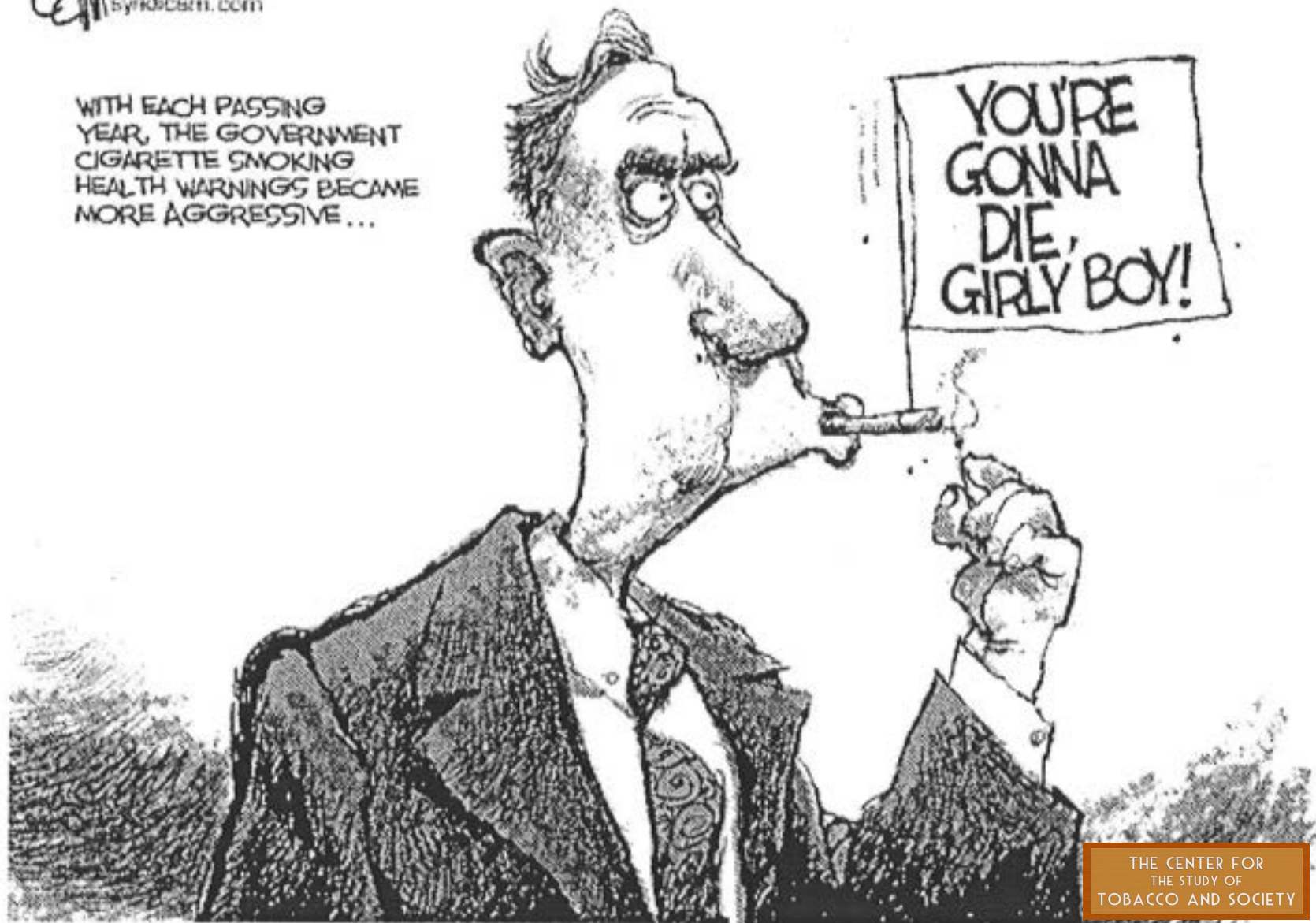


HEALTH EXPERTS URGE THE  
USE OF INNOVATIVE PACKAGING  
OF CIGARETTES TO  
FURTHER DISCOURAGE  
TEEN SMOKING....

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TOBACCO AND SOCIETY



WITH EACH PASSING  
YEAR, THE GOVERNMENT  
CIGARETTE SMOKING  
HEALTH WARNINGS BECAME  
MORE AGGRESSIVE...



HEALTH CANADA WANTS STILL *TOUGHER*  
WARNINGS ON CIGARETTE PACKAGES...



EA  
9998

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TOBACCO AND SOCIETY

MARKETERS-Z, HEALTH CANADA-O



**Joseph Califano, Jr.**

## Anti-Smoking Ads

# Califano Dares Tobacco Industry

*By Maitland Zane*

Health, Education and Welfare Secretary Joseph A. Califano Jr. challenged the tobacco industry yesterday in San Francisco to plow \$80 million into a massive anti-smoking campaign directed at young people, especially teenage girls.

Warning again that cigaret smoking is "public health enemy No. 1," he said that more teenage girls now smoke than boys, and predicted that within four years lung cancer will supplant breast cancer as the major cause of cancer deaths among women.

Califano said the tobacco companies deny it, but they actually "target" their advertising at teenagers by using attractive models in their campaigns.

Estimating that tobacco companies spend \$800 million in the U.S. promoting their products, he urged

a special study of smoking among young people, especially teenage girls.

Califano also said an estimated 3½ million Americans succeeded in kicking the habit last year out of an estimated 17 million who made the effort.

"We estimate that 90 percent of the country's 54 million smokers would like to quit," Califano said.

Among the several hundred people in his San Francisco Hilton Hotel audience were six teenagers from Saratoga High, who said most young people start smoking "because it's a problem resisting the pressure," as one panelist, Todd Mosher, put it.

"Smoking is a symbol of rebellion," said Julie Judd. "They think it makes them mor

Califano's alleg

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## Hot Issue

### HEW's Califano Finds His Anticigarette Drive Burns Up Many People

He Is Attacked by All Sides,  
But Also Wins Support;  
Is Carter Hurt in South?

Main Focus: Nation's Youth

By RICH JAROSLOV  
AND DOUGLAS R. SHADE

Staff Reporters of THE WALL STREET JOURNAL  
Soon after the government launched its latest anticigarette campaign, a new bumper sticker began appearing on the cars of the nation's smokers. "Joe Califano," it reads, "is hazardous to my health."

It has been 10 years since the Surgeon General called cigarettes a danger to health, but Health, Education and Welfare Secretary Joseph Califano is finding that the smoking controversy is hotter than ever. Since he declared cigarettes "public health enemy No. 1" in a speech last January, Mr. Califano has been at the center of a nationwide debate over just what can or should be done to discourage smoking.

The question could be fatal to millions of people. Some 56 million Americans currently smoke about 626 billion cigarettes a year, at a cost of nearly \$16 billion. Moreover, cigarettes have been linked to a variety of often-fatal ailments, including cancer, emphysema and heart disease. The government contends that smoking kills 335,000 people a year.

That Mr. Califano's program is controversial at all indicates the issue's emotional impact. His 10-year program is largely a collection of research and educational efforts aimed mostly at young people, combined with calls for voluntary action by private industry and by other federal agencies. "This isn't a prohibition campaign," Mr. Califano declares. "That kind of campaign won't work."



## What's News—

### Business and Finance

CONSUMER PRICES' continuing steep rise could make it even harder for the President to sell the public on his voluntary anti-inflation program, some officials fear. March's prices jumped an adjusted 0.8%, equivalent to a 9.6% annual pace, and brought the inflation rate to a 9.3% annual rate in the first period.

(Story on Page 2)

Many raw materials and industrial parts prices showed an unusually sharp increase in April, according to a survey of corporate purchasing agents.

(Story on Page 2)

A prime rate rise to 8 1/4% from 8% is expected to gain momentum this week at major banks following Chase Manhattan's action Friday. The move was in response to the Fed's boosting of its target interest rate on federal funds to 7 1/4% from 6 1/4%.

(Story on Page 2)

Federal banking agencies are seeking ways to help savings institutions retain deposits; the slump in savings inflows experienced by such institutions since January is likely to be accelerated by interest-rate moves by the Fed and some major banks.

(Story on Page 2)

General Motors boosted its prices an average \$100 a car in a surprise move, and Ford and Chrysler are expected to follow the lead quickly. Separately, GM filed suit seeking to prevent the EPA from using spot checks as cars come off assembly lines as a means of predicting whether the vehicle will meet pollution standards.

(Story on Page 4)

Honda boosted its prices for cars sold in the U.S. an average \$229 a unit.

(Story on Page 12)

Chrysler plans a \$300 million pro-

### World-Wide

THE MIDEAST ARMS sales remain linked in receipt, Vance asserted.

In a CBS TV interview, the Secretary of State indicated the President still clings to an all-or-nothing stance regarding the proposed sale of jet fighters to Israel, Egypt and Saudi Arabia he submitted to Congress Friday. The President did drop his public insistence that the three be considered as a package in what is seen as a primarily symbolic gesture to appease legislators. Over the weekend, Senate Majority Leader Byrd predicted the sales will get through. But Vance's view that the sales will foster Mideast stability was challenged by visiting Israeli Foreign Minister Dayan in an ABC TV interview.

Asked about Israeli interference in congressional business, Dayan responded: "These are killing machines, not washing machines."

Israeli Prime Minister Begin arrived in New York for the start of a week-long tour of the U.S. coinciding with Israel's 30th anniversary. He will meet with Carter in Washington today, but Dayan said Begin isn't bringing any new peace proposals with him. At a synagogue address yesterday afternoon, Begin stressed defense preparedness.

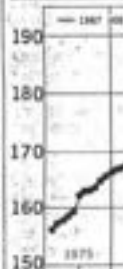
The administration's switch on its arms sales proposals, while soothing Congress and Israel, is likely to irritate Egypt. And in Cairo, Egyptian Foreign Minister Kamel supervised U.S. Ambassador EHR for an explanation of statements attributed to Carter appearing to indicate a softening toward Israel's position.

RODESIA'S key black faction demanded an official's reinstatement.

The United African National Council after a four-hour meeting preceded by a mass demonstration, called for the immediate expropriation of black justice commissioner Byron Hove, dismissed for criticizing the racial makeup of Rhodesia's police and judiciary. But Bishop Abel Muzorewa, who heads the UANC, stopped short of pulling out of the new biracial government over the issue as he had threatened to do. Muzorewa claimed Hove was fired without his knowledge, a charge denied by the other two black groups.

Abbot, who left for London, said: "I am disappointed, but I will not let this defeat us. We will continue to work for a better future for Rhodesia."

## Cons



CONSUMER PRICES rose 1.1% in the 12 months ending in February, the 12th consecutive month of gains. (See story on p. 2)

## Rest Easy Our Man The New

He Quits  
After F  
Then C

By I  
Staff Reporters  
PITTSBURGH  
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giving me the c  
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take the flow  
City's premier  
weekend. Mean  
ping down the  
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Couple No. 2  
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a major local  
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plated the sorry  
tion.  
"And now,"  
"Couple No. 2."  
"I adjust the  
remember my  
tion." Take the

“THEY KEEP TALKING ABOUT LIFE AND DEATH—  
WE’VE GOT MONEY AT STAKE HERE!”







GOVT. ATTACK ON CIGARETTE SMOKING-

"SHEVY"



with sincere  
best wishes —  
— BIZER





**James J. Kilpatrick**

# 'By what authority has Califano made himself the great nanny of us all?'

WASHINGTON — Two months have passed since HEW Secretary Joseph Califano produced his 15th anniversary edition of "Smoking and Health." That report has been giving me a slow burn. It deals with every issue in this field but the key issue:

How did smoking get to be Joe Califano's business in the first place?

The anniversary edition is as thick as two building bricks and equally indigestible. It is replete with tables, charts, graphs and bibliographies. It is a massive, stupefying, encompassing piece of work.

But it never bothers to justify the role of government in undertaking to persuade people to stop smoking. If the government's campaign of behavioral modification can't be justified, it should be stopped. By what authority has Califano made himself the great nanny of us all?

Califano hasn't the slightest doubt or reservation about his mission. He tells us he does not mean to use "coercion." Perish the thought! But he does mean to use every technique of persuasion, education, advertising and publicity to modify the behavior of one-third of the adult population. He means to change the personal habits of 54 million men and women. His mission is "to help them stop smoking," and he means to spend tax funds toward that end. So presumptuous a solicitude, with our money, is almost enough to

make some of us who have stopped smoking take up the habit again.

The rationale that ordinarily is advanced for the government's pushy intervention in our private lives is that smoking causes lung cancer; lung cancer victims have to be hospitalized; hospitalization often involves public funds; therefore, Califano is justified, etc. This is the same rationale by which professional dogooders justify laws requiring helmets for motorcyclers and airbags in automobiles.

But this line of reasoning is fatally defective. Every terminal ailment under moon or sun may require hospitalization. We all will die sometime, smokers and nonsmokers alike. The kinds of lung cancer attributed to cigarette smoking constitute but a part of the 350,000 deaths from cancer annually, and all malignancies combined produce less than half the deaths that result from heart disease. The point is that nearly 2 million people die every year, willy-nilly; it's absurd to suppose that government, in some godlike role, has a duty to wipe out mortality and lead us into everlasting life, simply to cut down on hospital costs.

Neither is it the function of government to read us sermons and lectures, and to subject us to behavioral modification, on the grounds of "working days lost" or "life expectancy reduced." In a free society, industrial production is not

primarily the responsibility of the state, but of the private marketplace. What we do with our lives and bodies — where we find our pleasures, how we exercise our tastes — is our business, not Joe Califano's. The proper role of government is not to inhibit our liberties, but to make our liberties secure.

This is what a free society is all about. So long as an individual's habit causes no significant harm to anyone else, the state has no right to reshape him in ways that are thought to be more wholesome. There is no evidence that John Doe's smoking is a danger to public health or to public safety. John's own personal health, I submit, is John's own responsibility.

I am not recommending that anyone take up smoking. I quit 20 months ago when I concluded that the pleasure of a good cigarette was outweighed by the damage done to my lungs by inhaling a hot, abrasive gas, but that was my decision. Unlike Califano and the anti-smoking fanatics, I have not tried to impose my value judgment on another soul. The government ought to leave a free people alone! Let us find our own way to heaven or to hell.

James J. Kilpatrick, a nationally syndicated columnist, was for 16 years the editor of the Richmond (Va.) News Leader.



YOU'VE COME  
A LONG WAY  
BABY!



GARNER .78  
TO SUEY CALIFANO  
MY warmest regards &  
BEST WISHES - BILL GARNER  
THE COMMERCIAL APPEAL

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY




WARNING: THE AMERICAN TOBACCO  
INSTITUTE HAS DETERMINED THAT  
HEW SECRETARY JOSEPH CALIFANO  
IS DANGEROUS TO YOUR CIVIL LIBERTIES







A black and white political cartoon. The Statue of Liberty is depicted as a skeleton, standing on a pedestal. She holds a torch in her right hand, which is emitting a large, dark, swirling cloud of smoke. In her left hand, she holds a sign that reads "ENJOY!". She has a cigarette in her mouth. A speech bubble from a crowd of people at the bottom left contains the text "WHAT THE HELL DOES CALIFANO KNOW ABOUT IT?".

WHAT THE HELL  
DOES CALIFANO  
KNOW ABOUT IT?

**Secondhand smoke**



Found by eminent doctors: on comparing, four leading cigarette brands average three times as much as the strikingly contrasted Philip Morris — the irritation lasts more than five times as long!

# CALL FOR PHILIP MORRIS

AMERICA'S FINEST CIGARETTE



Enjoy to the full the flavor and aroma of the World's finest tobacco — with no worry about throat irritation — even if you inhale!



CALL FOR  
PHILIP  
MOR-RIIIS!



DER  
THE HOUSTON POST®

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TOBACCO AND SOCIETY



YOU'D BETTER  
CUT DOWN ON  
YOUR BREATHING!

Journal  
SECONDHAND  
SMOKE KILLS  
53,000 NON-  
SMOKERS A YEAR

MEDICAL RECORD  
JOHN Q. SMITH  
NON-  
SMOKER

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Dir.  
ADAR ©91  
Hendrika Ador Fischer



STAYSKAL  
79 CHICAGO  
TRIBUNE

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TOBACCO AND SOCIETY



GEORGE FISHER

## THE FISHER CIGARETTE SMOKER'S HELMET

SMOKERS! ARE YOU CURSED, INSULTED  
OR SNARLED AT BY WIMRISH  
NON-SMOKERS? WELL, FIE ON THEM!  
YOU HAVE **YOUR** RIGHTS, TOO! WITH THIS  
NEW, REVOLUTIONARY HELMET, YOU CAN  
FILL YOUR ENTIRE RESPIRATORY SYSTEM  
WITH DELIGHTFUL SMOKE AND **DARE**  
ANY NERVY NON-SMOKER TO CAST  
THE SLIGHTEST SCORN IN  
YOUR DIRECTION.

George Fisher  
ARKANSAS  
GAZETTE

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TOBACCO AND SOCIETY

NEWS HEADLINE ☐

HUSBANDS'  
SECOND-HAND  
SMOKE THREAT  
TO WIVES

IT WAS SELF-  
DEFENSE, OFFICER...  
HE PULLED A  
CIGARETTE ON ME...



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THE STUDY OF  
TOBACCO AND SOCIETY


*Samuel*  
© THE KNOXVILLE  
NEWS-SENTINEL





"HE CERTAINLY RESEMBLES YOU, MARTHA... WHY HIS SKIN IS THE EXACT SAME SHADE OF GREEN AS YOUR EYES!"

TO ALAN FROM  
FRIEND WAYNE



Would You Like  
SMOKING OR  
Passive SMOKING?



## Introduction



"Do you mind if I smoke?"

## Introduction

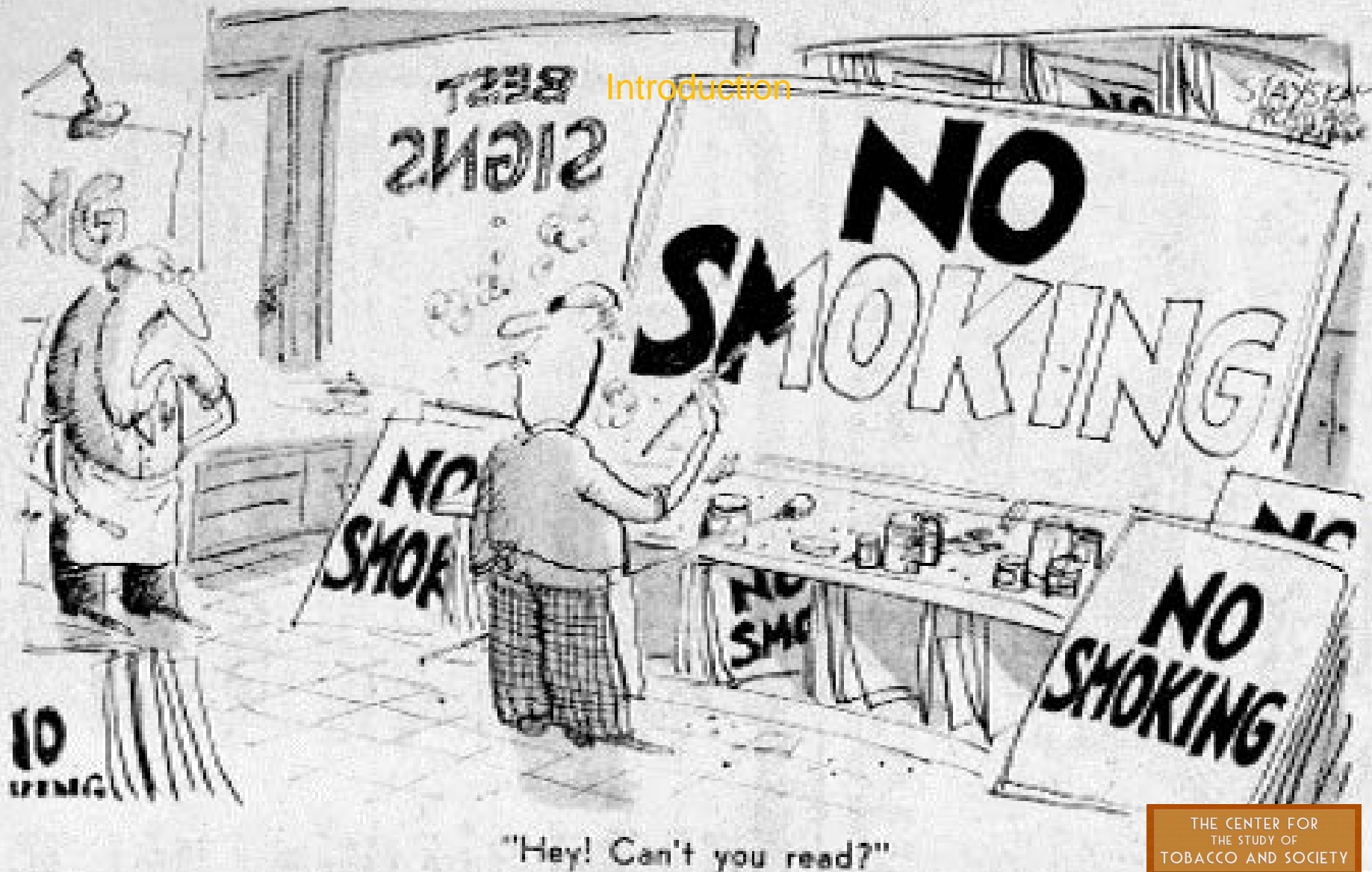


"I'VE GOT AN OPENING IN THE BUSINESS OFFICE BUT THEY WANT SOMEBODY EXPERIENCED IN NON-SMOKING!"





## Introduction





STAYSKAL  
FOR CHICAGO  
TRIBUNE

## Introduction



"SEE, FRED, I TOLD YOU WE WERE SITTING IN THE NO-SMOKING SECTION!"

**Thirdhand smoke**





JUST AS AMERICANS  
COME TO GRIPS WITH  
THE DANGERS OF SECOND-  
HAND SMOKE, A NEW  
MENACE LOOMS—

## THIRD- HAND SMOKE

IS KILLING  
THOUSANDS OF  
AMERICANS A YEAR!

HEALTH  
WATCH



TYPICALLY, WE HAVE  
TROUBLE UNDERSTANDING  
THE CONCEPT...

YOU LEFT YOUR SMOKY  
SHIRT FROM THE BAR  
NEXT TO MY CLEAN BLOUSE—  
UNBELIEVABLE! ARE YOU  
TRYING TO KILL ME?

ARE YOU  
INSANE OR  
JUST NUTS?



... AND THE TOBACCO  
INDUSTRY IS ALWAYS  
THERE TO STONEWALL.

THERE IS NO OBJECTIVE EVIDENCE  
TO LINK EXPOSURE TO NON-SMOKERS  
WHO HANG AROUND SMOKERS TO  
CANCER.



THE DEBATE RAGES,  
DECIMATING SOCIAL  
STABILITY AND DIVIDING  
FAMILIES.

IF YOU DON'T LOVE ME ENOUGH TO  
STOP DRAGGING HOME YOUR NICOTINE +  
CONTAMINATED CARCASS, AT LEAST  
THINK OF THE CHILDREN!

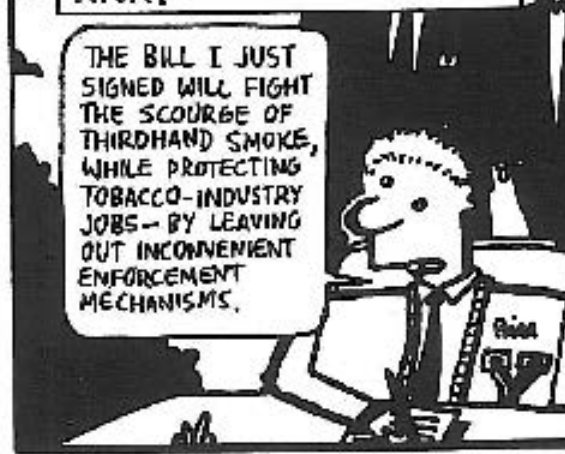
WE DON'T  
HAVE KIDS,  
YOU IDIOT!

BECAUSE YOUR  
THIRDHAND  
SMOKING  
KILLED THEM!



FINALLY, CONGRESS  
ACTS, AND THE NATION  
IS SAVED FROM CIVIL  
WAR!

THE BILL I JUST  
SIGNED WILL FIGHT  
THE SCOURGE OF  
THIRDHAND SMOKE,  
WHILE PROTECTING  
TOBACCO-INDUSTRY  
JOBS— BY LEAVING  
OUT INCONVENIENT  
ENFORCEMENT  
MECHANISMS.



UNFORTUNATELY, YET  
ANOTHER THREAT LURKS  
IN THE SHADOWS...

SALLY WAS JUST  
AN INNOCENT  
37-YEAR-OLD UNTIL  
HER BROTHER-IN-LAW'S  
BOSS' NEIGHBOR TOOK  
UP SMOKING. WITHIN  
WEEKS SHE WAS DEAD—  
THE VICTIM OF  
**FOURTHHAND  
SMOKE!**

HEALTH  
WATCH



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THE STUDY OF  
TOBACCO AND SOCIETY

5-28-98-C





NALLY, CONGRESS  
TS, AND THE NATION  
SAVED FROM CIVIL  
AR!

E BILL I JUST  
WED WILL FIGHT  
SCOURGE OF  
ROHAND SMOKE,  
LE PROTECTING  
ACCO-INDUSTRY  
S - BY LEAVING  
INCONVENIENT  
DOCUMENT  
HANDS OFF.



UNFORTUNATELY, YET  
ANOTHER THREAT LURKS  
IN THE SHADOWS...

SALLY WAS JUST  
AN INNOCENT  
37-YEAR-OLD UNTIL  
HER BROTHER-IN-LAW'S  
BOSS' NEIGHBOR TOOK  
UP SMOKING. WITHIN  
WEEKS SHE WAS DEAD -  
THE VICTIM OF  
**FOURTHHAND  
SMOKE!**

HEALTH  
WATCH



# Clean indoor air laws



APRIL 16, 1988

\$7.00

# TIME



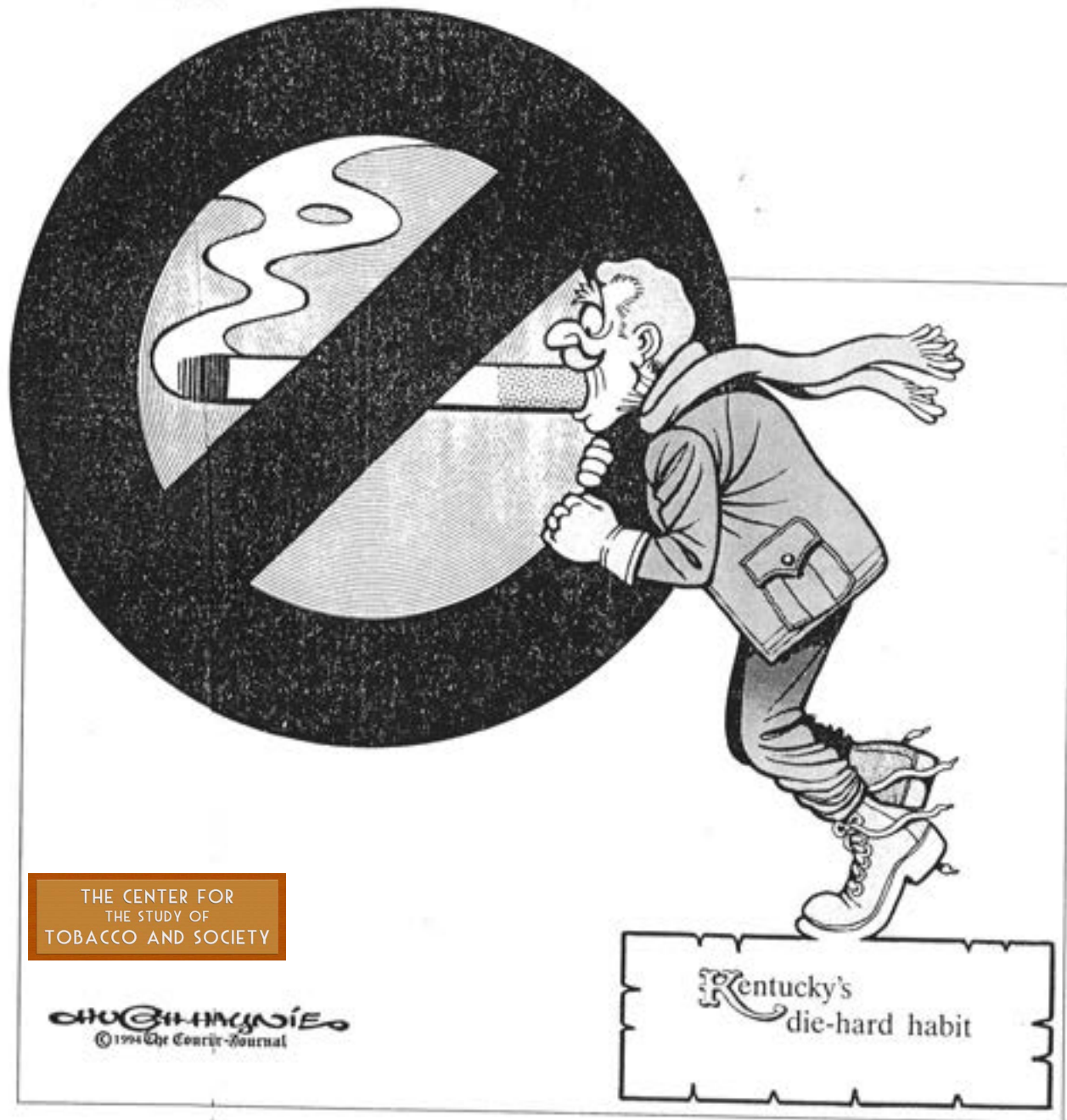
## *Butt Out!*

### The War over Smoking



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FRIDAY, MARCH 11, 1994



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THE STUDY OF  
TOBACCO AND SOCIETY

HUGH HENNESSY  
© 1994 The Courier-Journal

Kentucky's  
die-hard habit





LEXINGTON  WWW.KENTUCKY.COM

# HERALD-LEADER

EKU RAISES TUITION AND HOUSING FEES CITY | REGION — B1

APRIL 23, 2004 | FRIDAY | METRO FINAL EDITION |

50¢

## EPISCOPAL CHURCH

### Panel finds priest guilty

SAYS PLATT STOLE FROM CHURCH FUND

By Frank E. Lockwood  
HERALD-LEADER STAFF WRITER

Rev. Chris Platt is guilty of "crime" and "conduct unbecoming a member of the clergy," an Episcopal Church tribunal ruled yesterday.

The panel, consisting of three priests and two rank-and-file Episcopalians, said that Platt had repeatedly stolen money from the bishop's discretionary fund and from St. Augustine's Chapel at the University of Kentucky.

The thefts and Platt's "sloppy and improper bookkeeping

# LIGHTS OUT FOR LIGHTING UP

## COURT UPHOLDS SMOKING BAN



Smoke Free



By LUOGS Ordinance 17-2003

Expect to see stickers like this at restaurants and businesses.

Where is smoking

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THE STUDY OF  
TOBACCO AND SOCIETY



## Introduction





## Introduction



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"WOULD YOU LIKE THE SMOKING OR THE SECONDHAND SMOKING SECTION?"













Mauldin, Chicago Sun

"Mind if I drink?"

THE CENTER FOR  
THE STUDY OF

# The New York Times

South  
show  
wide  
cloud  
more

Copyright © 1997 The New York Times

WEDNESDAY, DECEMBER 31, 1997

Printed in O

## ay Ordeal: umined Life

BERG

lished this year, as it has  
for several years, by a grow-  
end among students to apply  
arty admission in autumn  
set the anxiety over with by

t for most applicants, it is  
the zero hour. And though  
seem to have more collabo-  
s than ever before, from co-  
dive English teachers to  
Web sites that offer success-  
says for sale, the competi-  
seems tougher than ever,  
that so many early appli-  
have whittled the number  
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to write what makes them  
e," said a sympathetic Jan-  
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THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY



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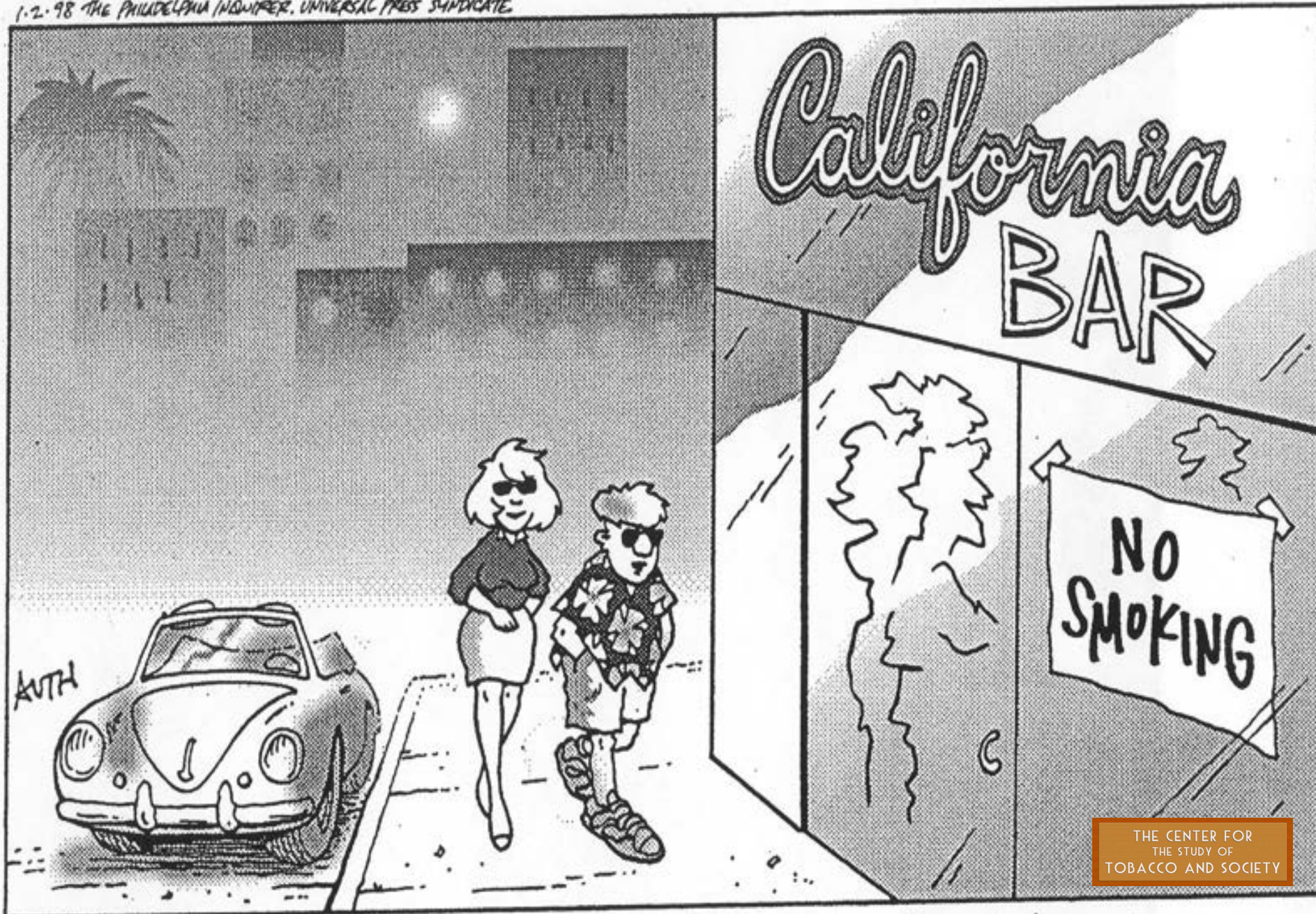
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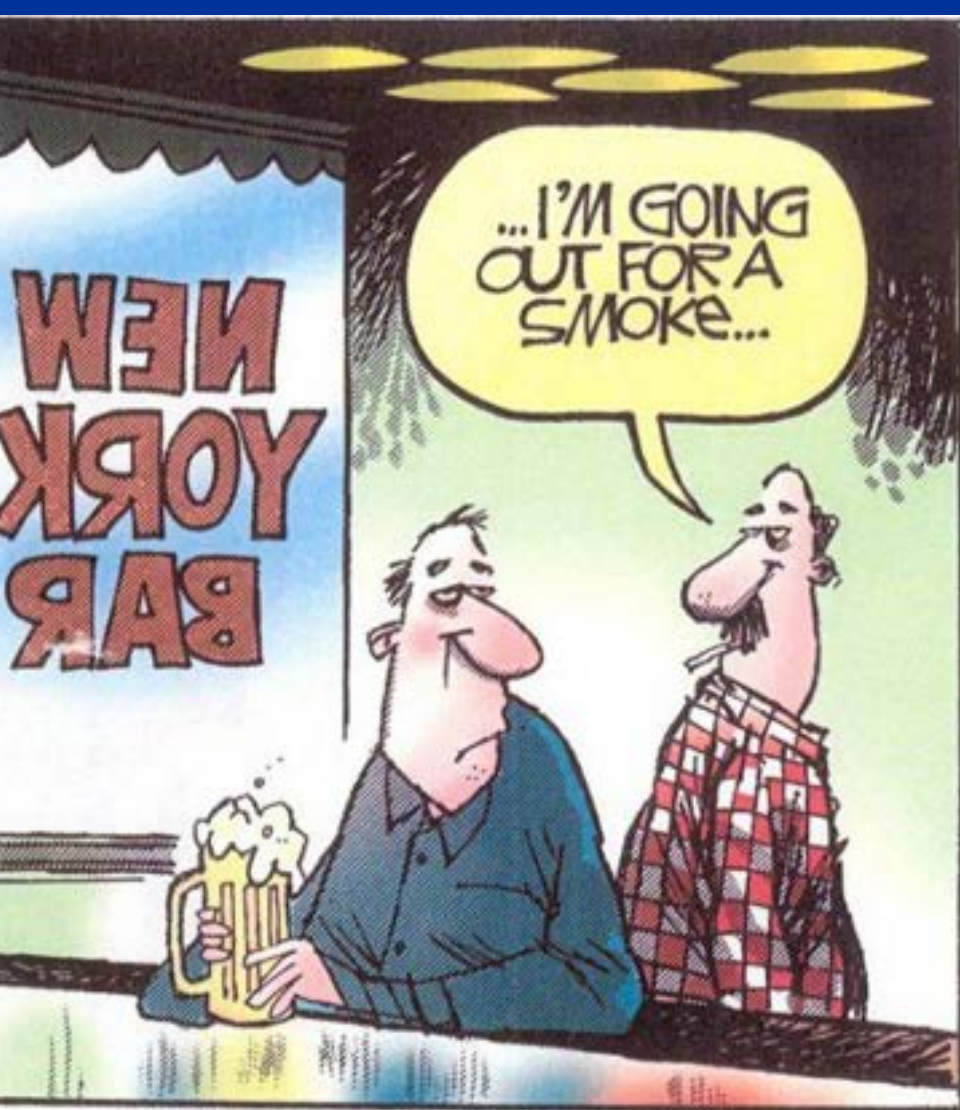




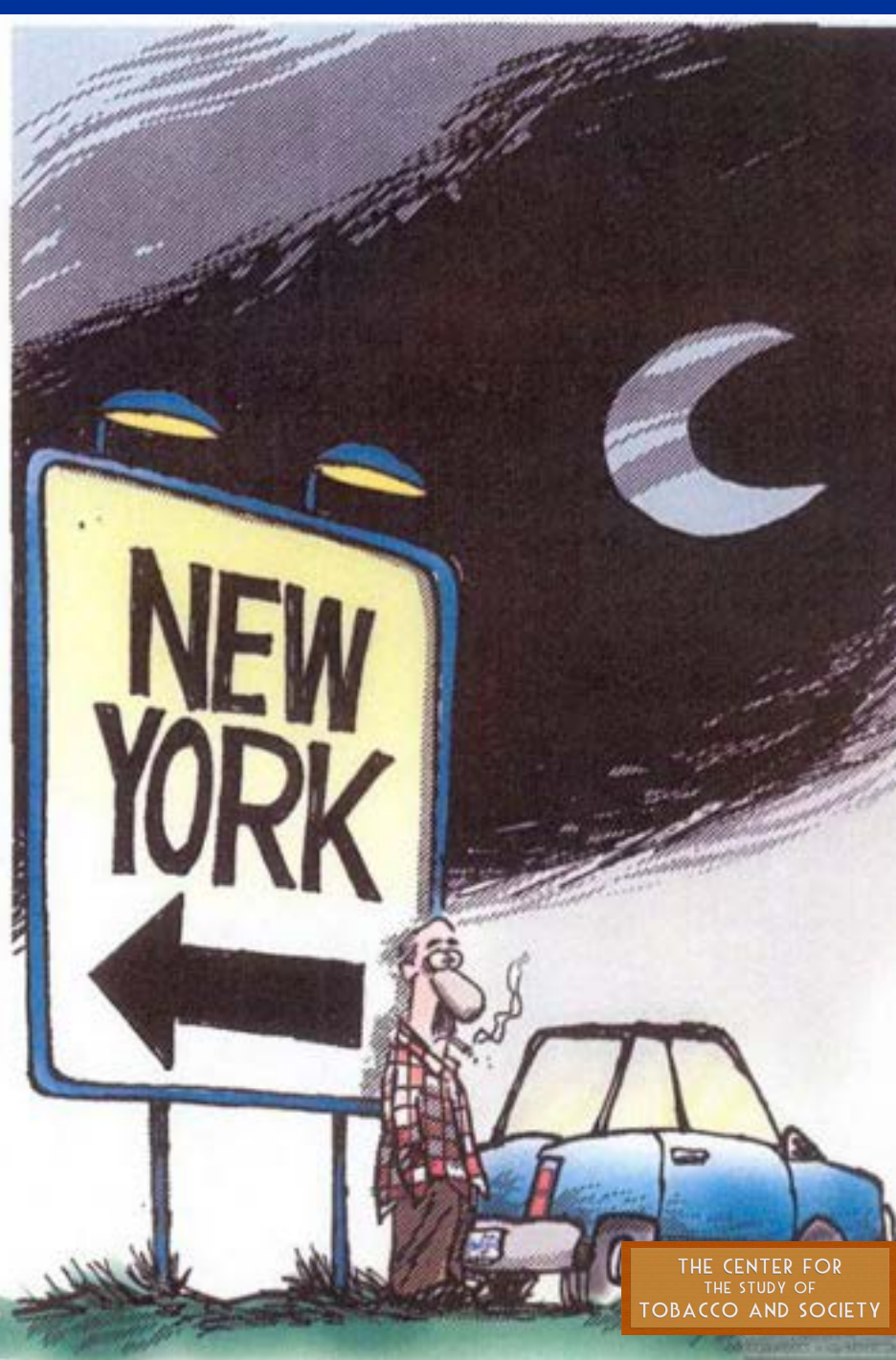
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"LET'S GO INSIDE AND GET A BREATH OF FRESH AIR..."





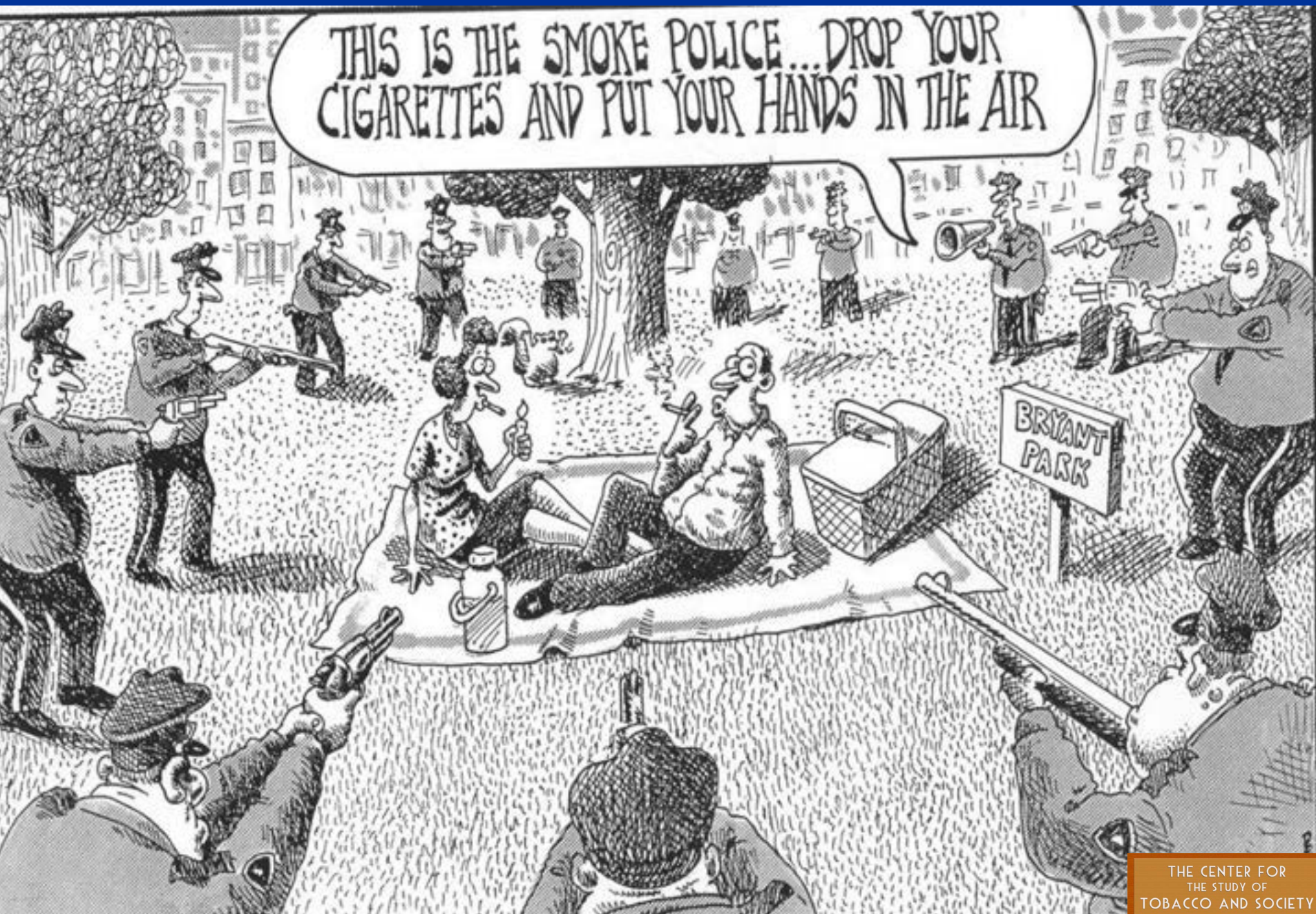
MATT HANDELSMAN © 2003 Newsday



THE CENTER FOR  
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THIS IS THE SMOKE POLICE... DROP YOUR  
CIGARETTES AND PUT YOUR HANDS IN THE AIR







"OF ALL THE GIN JOINTS IN ALL THE TOWNS IN ALL THE WORLD. . ."



TOPLESS? OKAY...

LADY, DID  
YOU KNOW  
IT'S AGAINST  
THE LAW  
TO SMOKE  
VIRTUALLY  
EVERYWHERE  
IN ONTARIO?

ALAN COOPER  
MONTREAL  
GAZETTE



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TOBACCO AND SOCIETY



Arnold Roth





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TOBACCO AND SOCIETY

NORTH AMERICA SYNDICATE *Bennett*

# Airline smoking ban



PASSENGER ENTRANCE  
COATROOM

1A	1A	1B
2A	2A	2B
3A	3A	3B
4A	4A	4B

NO  
S  
M  
O  
K  
I  
N  
G

**NORTHWEST ORIENT**  
**727-200**  
**ECHO CONFIGURATION**

LAVATORY  
GALLEY

BASSINET

3C	3C	3D
4C	4C	4D

BASSINET

5A	5B	5C
6A	6B	6C
7A	7B	7C
8A	8B	8C
9A	9B	9C
10A	10B	10C
11A	11B	11C
12A	12B	12C
13A	13B	13C
14A	14B	14C
15A	15B	15C
16A	16B	16C
17A	17B	17C
18A	18B	18C
19A	19B	19C
20A	20B	20C
21A	21B	21C
22A	22B	22C
23A	23B	23C
24A	24B	24C
25A	25B	25C

NOTE 1

NOTE 1

NO  
S  
M  
O  
K  
I  
N  
G

NOTE 2

NOTE 2

BASSINET

5D*	5E*	5F*
6D	6E	6F
7D	7E	7F
8D	8E	8F
9D	9E	9F
10D	10E	10F
11D	11E	11F
12D	12E	12F
13D	13E	13F
14D	14E	14F
15D	15E	15F
16D	16E	16F
17D	17E	17F
18D	18E	18F
19D	19E	19F
20D	20E	20F
21D	21E	21F
22D	22E	22F
23D	23E	23F
24D	24E	24F
25D	25E	25F
26D	26E	26F
27D	27E	

SERVICE AND EMERGENCY DOOR

28D	28E	28F
29D*	29E*	29F*

727-200 ECHO COACH CAPACITY  
COACH SEATS NOT OCCUPIED  
COACH SEATS OCCUPIED  
FO SEATS OCCUPIED

134

NOTE 1 - HANDICAPPED SEATING

NOTE 2 - DO NOT SEAT HANDICAPPED IN EMER. EXIT

ROWS 15 AND 17.

\* DURING CONVERSION PERIOD, CHECK WHETHER COATROOM HAS  
ON AIR-  
SEAT-  
ALREADY

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SPENCE & SONS  
200 "E" • REV. 1/82 • MEYERS PRITG. MPLS. MN.

on the flight.

- "No Smoking" indicator lights must remain lighted during the flight.

- Fines: Up to \$1,000 for violators; \$2,000 for tampering with lavatory smoke alarms.

Source: Associated Press

## *Today, Only 'No Smoking' Signs Will Light Up on Shorter Flights*

By The Associated Press

Flight attendants and ticket agents will ply passengers with free candy and gum and get tough if necessary to enforce a new Federal prohibition on smoking that takes effect today on thousands of domestic flights.

The new regulation, which outlaws smoking on flights of less than two hours, carries stiff fines for violations: up to \$1,000 for smoking and \$2,000 for tinkering with lavatory smoke alarms.

It applies to about 80 percent of all United States flights, or an estimated 13,600 flights a day.

Under the regulations, airlines are

says it has spent more than \$180,000 developing programs to comply with the ban.

Along with the stick of heavy fines, airlines are also offering the carrot of sweets for passengers trying to squelch the urge to smoke.

Northwest Airlines, whose tough policy goes beyond the Federal rules by banning smoking on nearly all domestic flights, plans to hand out candy and mints as well as bubble gum to passengers. American will offer hard candies suggested by the

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STAYSKAL  
79 CHICAGO  
TRIBUNE

WHERE'S  
THE SAFEST  
PLACE ON  
THE PLANE  
TO SIT?

IN THE  
NO-SMOKING  
SECTION!

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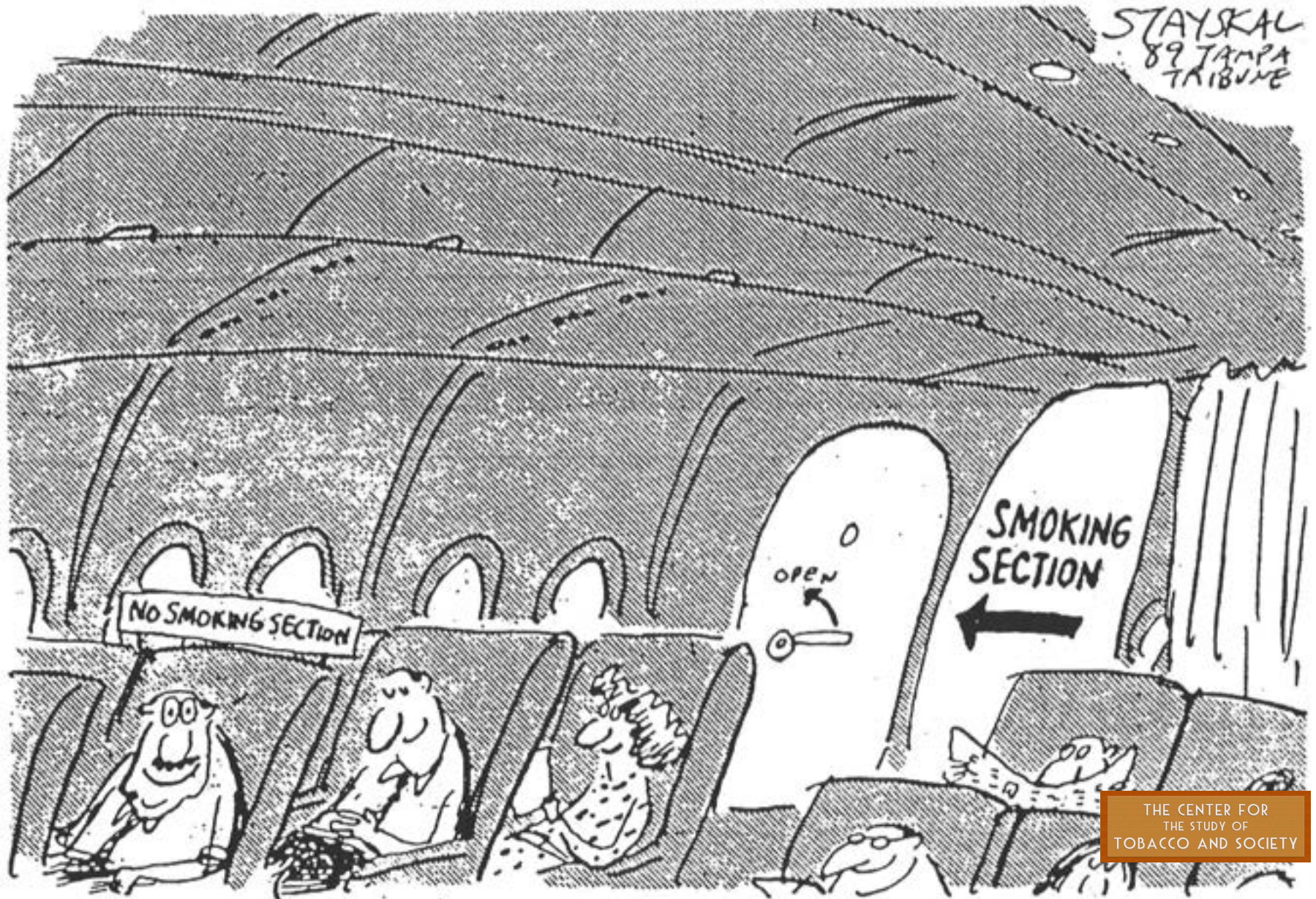


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"LOOK ON THE BRIGHT SIDE...MAYBE THERE WILL BE AN EMERGENCY  
AND THE OXYGEN BAGS WILL DROP DOWN!"



STAYSKAL  
89 TAMPA  
TRIBUNE



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A. COMPROMISE TO A PLAN TO TOTALLY BAN ALL SMOKING  
ON DOMESTIC FLIGHTS.





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“Which section would you like . . . ‘no smoking’ or ‘grumbling about no smoking?’ ”

**NORTHWEST**  
NO SMOKING ON ALL U.S. FLIGHTS

NON-STOP? OR  
SHALL I SCHEDULE  
YOU A SMOKE BREAK  
IN CHICAGO?

**TICKETS**

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"GOOD GLORY, IT'S COME TO THIS, HAS IT?!"

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# DUNAGIN'S PEOPLE



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"Non-smoking or walking?"





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*"Confidentially, I don't think these non-smoking flights are going to catch on . . ."*

HI, KIDS! SAM HERE, WITH ANOTHER REASON NOT TO SMOKE. DID YOU KNOW THAT EVERY TIME YOU BUY CIGARETTES,



TOBACCO SETTLEMENT MONEY GOES TO COLORADO TO REIMBURSE IT FOR THE COSTS OF TREATING TOBACCO ILLNESSES. BUT THE MONEY ISN'T USED FOR TREATMENT.



LAWMAKERS SPEND IT ON OTHER PROJECTS, AND TRAGICALLY, THOSE PROJECTS HAVE BECOME DEPENDENT ON IT. REMEMBER, KIDS, WHEN YOU LIGHT UP,



YOU ARE ADDICTING ANOTHER COLORADO POLITICIAN TO TOBACCO MONEY.



ed  
stein

AHH...COOL, FRESH, CLEAN COLORADO MOUNTAIN AIR! KIDS, DO YOU KNOW WHAT SMOKING DOES TO YOUR SENSE OF SMELL?



AND DID YOU KNOW THAT, TO DATE, COLORADO HAS RECEIVED \$ 200 MILLION FROM THE TOBACCO SETTLEMENT?



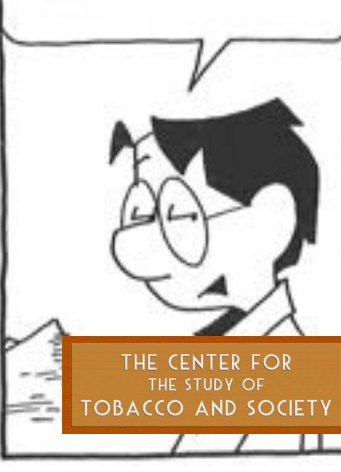
THOSE FUNDS SUPPOSEDLY REIMBURSE THE STATE FOR THE COST OF TREATING TOBACCO-RELATED ILLNESSES.



BUT NOT ONE CENT HAS GONE TO PAY FOR HEALTH CARE FOR SMOKERS. WE SPEND IT ALL ON OTHER PROGRAMS.



KIDS, THAT BAD SMELL AROUND HERE IS NOT JUST FROM TOBACCO SMOKE.



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IT'S THE DEVIL'S BARGAIN  
WE MADE WITH THE TOBACCO  
COMPANIES: THEY KEEP SELLING  
A DEADLY PRODUCT WITHOUT  
GOVERNMENT REGULATION,

AND WE KEEP THE MONEY  
AND PRETEND IT'S ALL SQUARE.

SURE, COLORADO HAS BIG  
PLANS FOR THOSE BILLIONS,  
BUT IF OUR CONSCIENCE EVER  
STARTS TO BOTHER US,

WE CAN QUIT ANY TIME.

66.01

edSTEIN

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**IF THE TOBACCO  
INDUSTRY  
MADE TIRES...**

HEY, IS IT **OUR**  
FAULT IF PEOPLE  
KNOWINGLY INDULGE  
IN SELF-DESTRUCTIVE  
BEHAVIOR?

**Firestone**

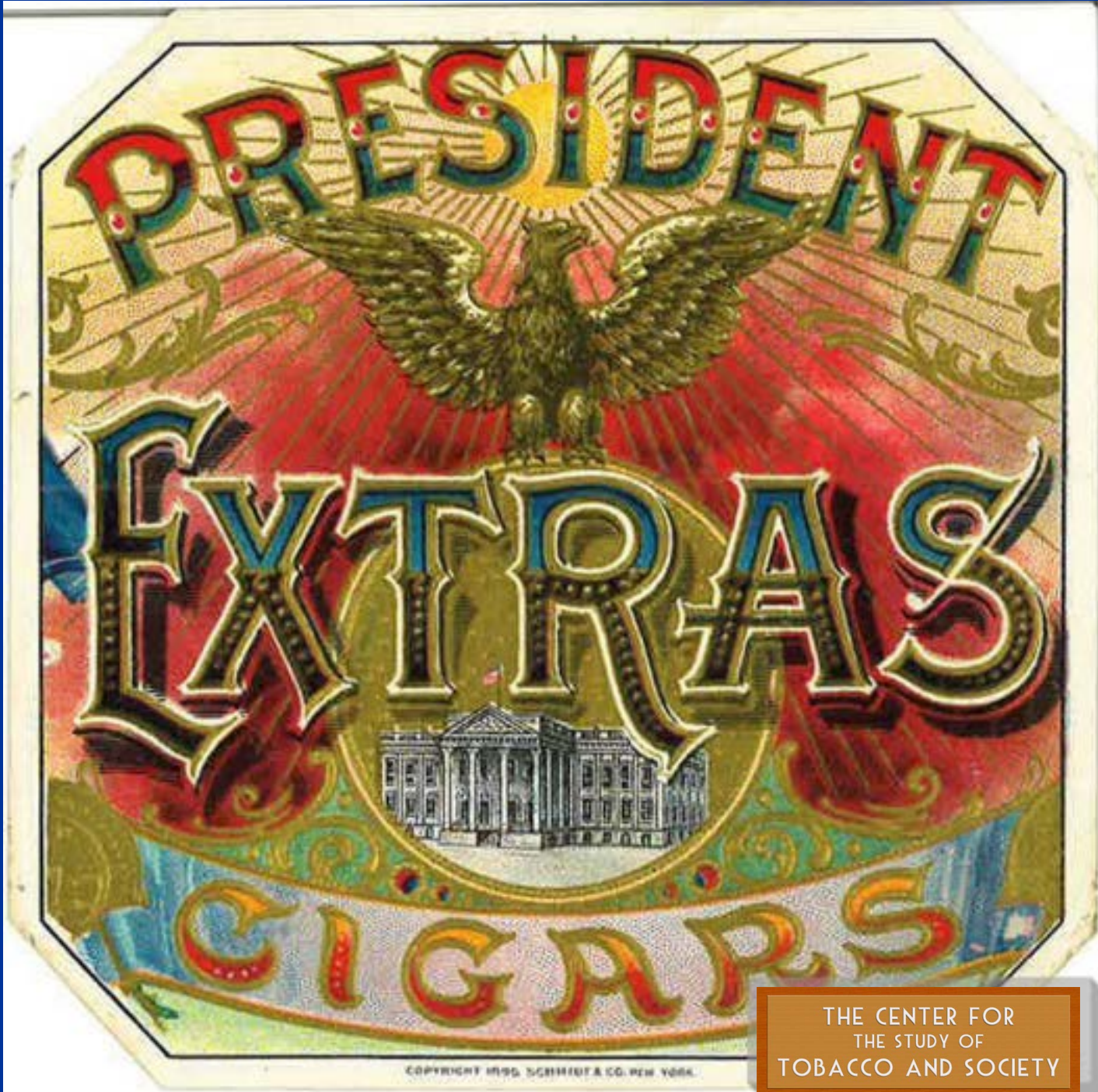
WARNING: DRIVING MAY BE HAZARDOUS TO YOUR HEALTH





# Politicians





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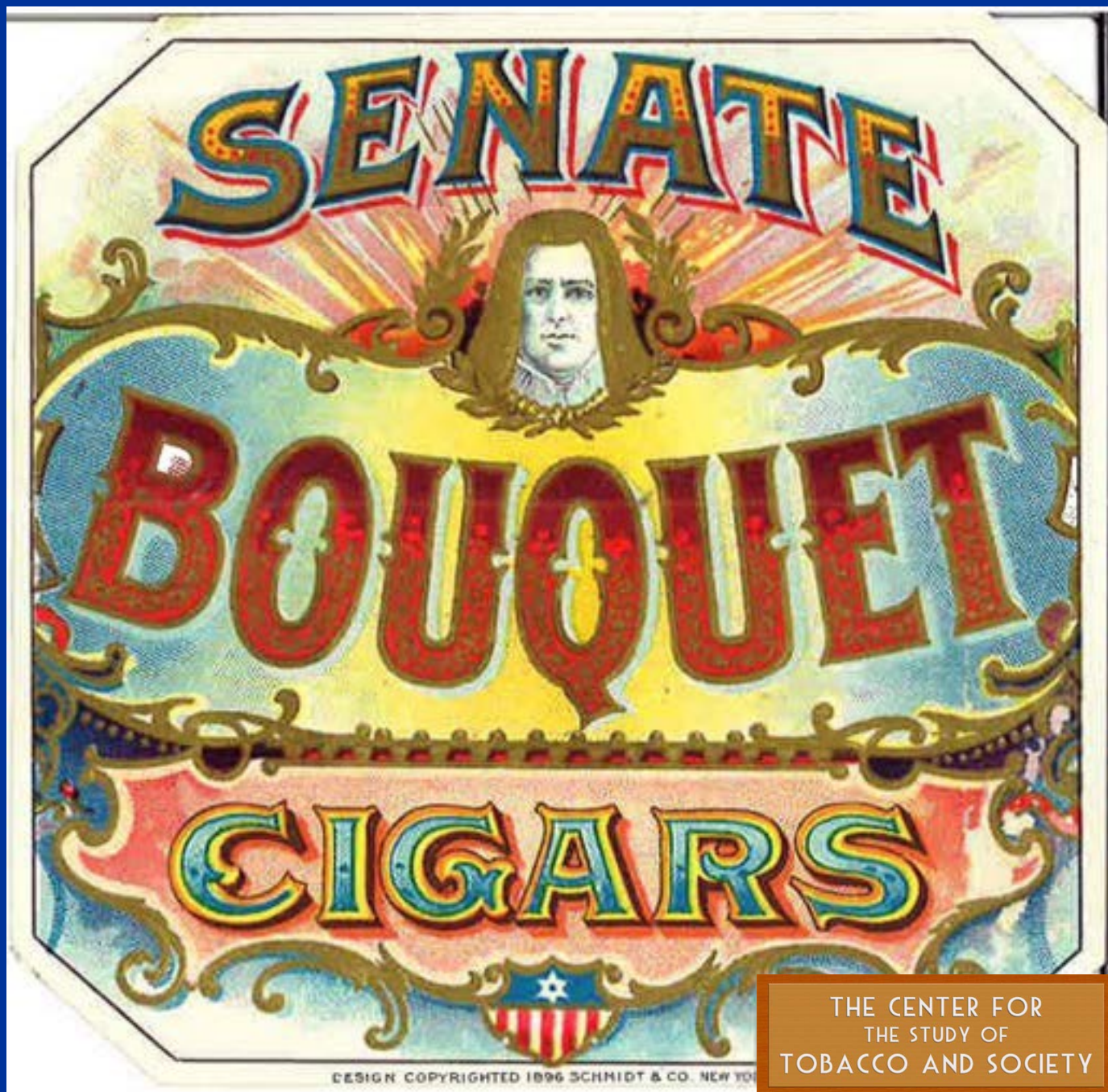




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DESIGN COPYRIGHTED 1896 SCHMIDT & CO. NEW YORK

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... and at all 6 stands  
in the Capitol building

*A fact:*

The 6 tobacco stands in the Capitol building at Washington are patronized mainly by the big business and professional men from all sections of the United States who are constantly coming into and passing out of Washington.

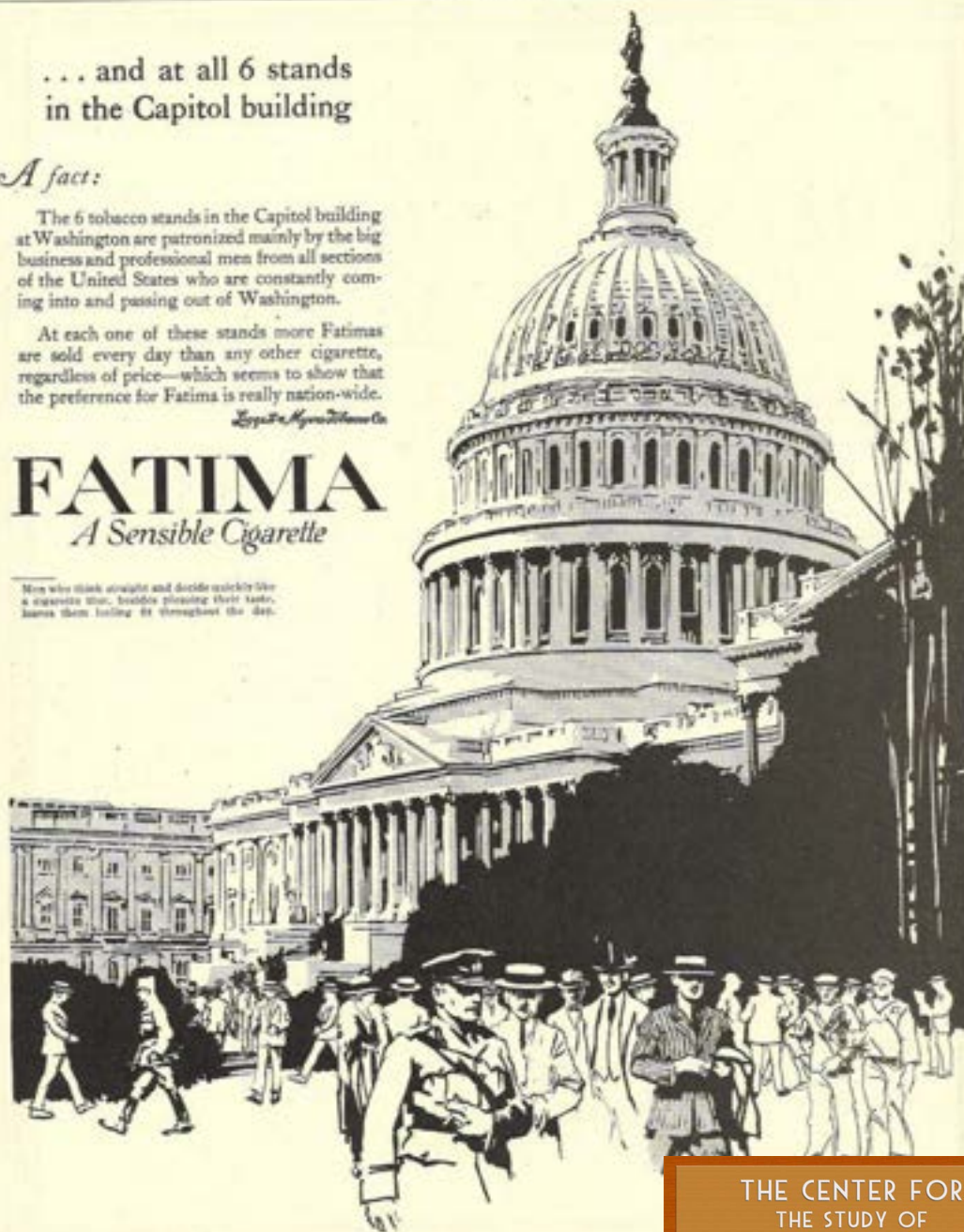
At each one of these stands more Fatimas are sold every day than any other cigarette, regardless of price—which seems to show that the preference for Fatima is really nation-wide.

*Liggett & Myers Tobacco Co.*

# FATIMA

*A Sensible Cigarette*

Men who think straight and decide quickly like a cigarette that, besides pleasing their taste, keeps them going all throughout the day.



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NOW: THE LOWEST OF ALL BRANDS.  
SOFT PACK 100s FILTER, MENTHOL: 3 mg. "tar",  
0.3 mg. nicotine av. per cigarette by FTC method.

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous to Your Health.

# IT'S OFFICIAL

Confirmed by the 1985 U.S. Gov't Report



Now is **still** lowest.

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*Smoke Gets in Your Eyes*

# TOBACCO ROAD



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WARNING: Cigarette smoking  
may cause severe schizophrenia.

HORSEY SEATTLE POST-  
INTELLIGENCER  
© 1984



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Horsey, Seattle Post-Intelligencer



B-B-BUT,  
SENATOR HELMS!  
OUR TEACHER SAYS  
SMOKING IS BAD  
FOR OUR HEALTH!

SCHOOL  
DRUG  
FREE  
ZONE

NONSENSE!  
YA CAIN'T GIT  
AIDS FROM  
CIGARETTES!



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©1995 SEATTLE  
POST INTELLIGENCER  
NORTH AMERICA  
SYNDICATE



No funds for those  
who engage in  
**DELIBERATE,  
DISGUSTING,  
REVOLTING**  
conduct!

**AIDS**

**HELMS**

Jesse -  
You comin'  
to bed,  
or what?

**TOBACCO  
INDUSTRY**



AISLIN 79  
MONTREAL  
CANADA



PAUL FELL

© 1995

LINCOLN JOURNAL STAR

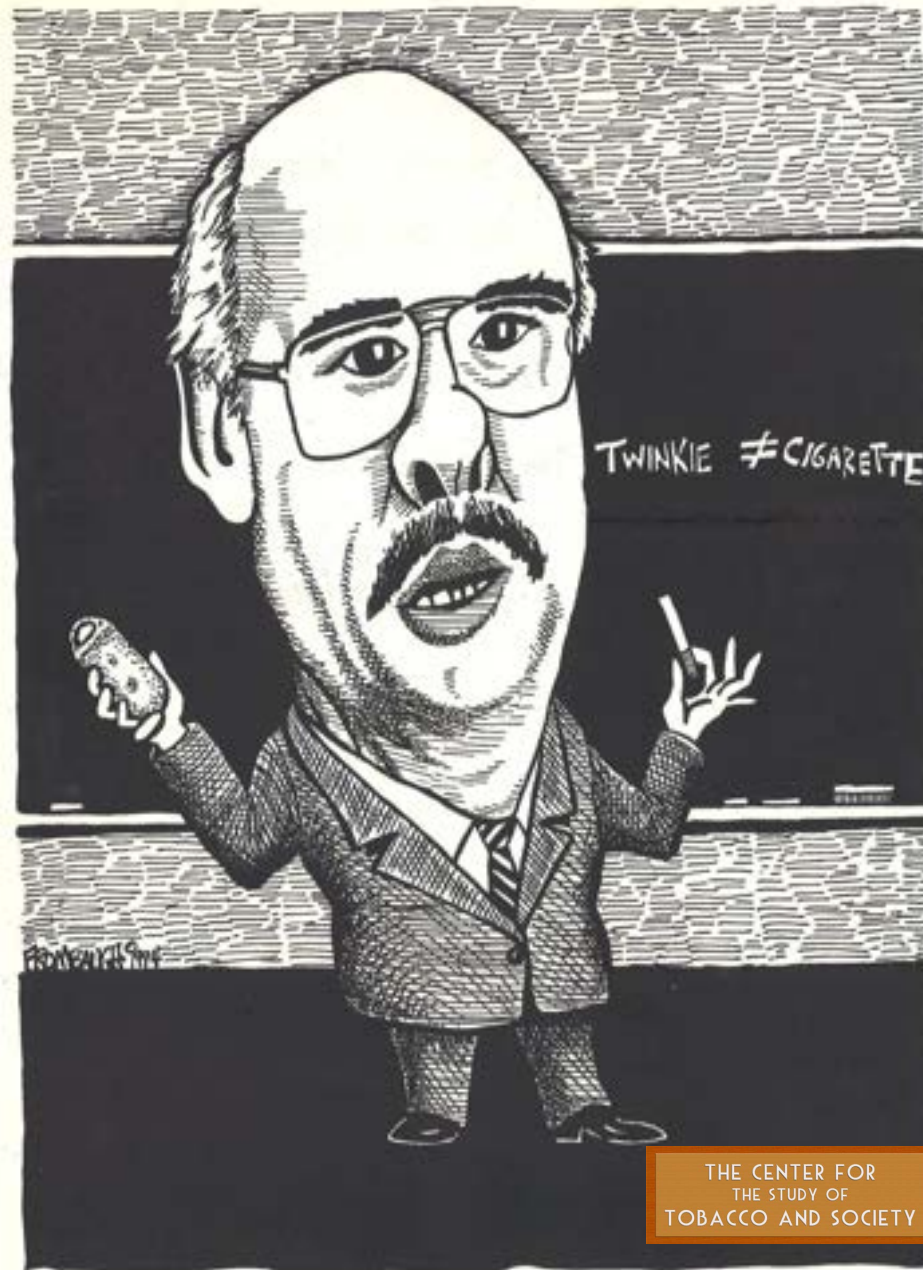




# the Terrorist and his Accomplice







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WAXMAN

AFTER<sup>THE</sup> FALL

THOMAS BLILEY, A PHILIP MORRIS STOOGES, WILL HEAD THE HEALTH + ENVIRONMENT SUBCOMMITTEE...

SECONDHAND  
SMOKE IS  
GOOD  
FOR YOU!

FROM AUGH CITY NEWS



SMOKERS HAVE THE  
RIGHT TO GIVE  
YOU CANCER!

RESTAURANTS HAVE THE  
RIGHT TO GIVE YOU  
CANCER!

HAVEN'T THESE POOR  
TOBACCO COMPANIES  
SUFFERED ENOUGH?



# Berry's World



© 1995 by NEA, Inc.

*"OK — I give up! WHO are you: Rush Limbaugh or Bill Clinton?"*

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HAVING BEEN IMPEACHED FOR LYING, BILL CLINTON EMBARKS ON A NEW CAREER.

# BIG TOBACCO



MIKE SMITH — LAS VEGAS SUN MAGAZINE FEATURE SYNDICATED  
TO DR. ALAN BLUM. BEST WISHES. MIKE SMITH

**Willie**  
THE PENGUIN

IN THE HEAT OF ELECTIONS



REMEMBER THE RULES—



AND REGARDLESS OF PARTY, CAST YOUR BALLOT FOR KOOLS!



**THROAT ROUGH?**

Switch from "hots" to KOOLS  
as your steady smoke  
for that clean, KOOL taste!



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PSST...  
WANT A  
CIGARETTE,  
KID?

# JOE ELEPHANT!



MIKE  
PETERS

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<http://www.grimmy.com> 81998 DAYTON DAILY NEWS TRIBUNE MEDIA SERVICES

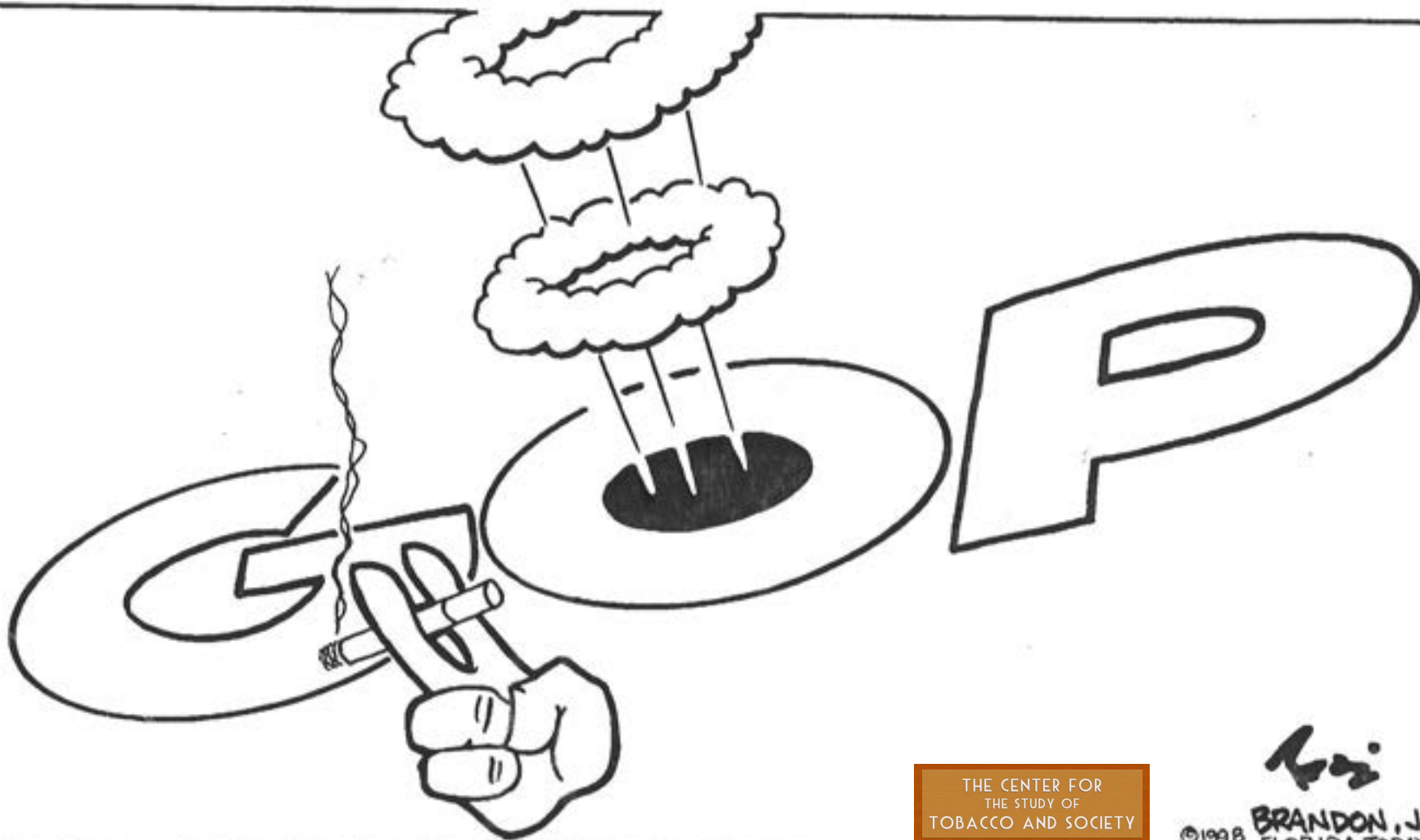
MIKE PETERS/Dayton Daily News



# REPUBLICAN NATIONAL CONVENTION







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*Kai*  
©1998 **BRANDON, JR.**  
FLORIDA TODAY

USING TOBACCO  
ISN'T NECESSARILY  
ADDICTIVE!



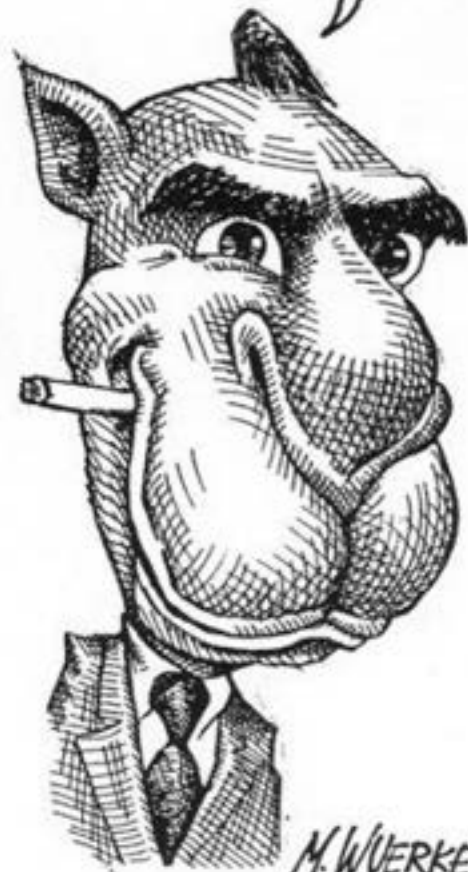
IT'S NOT LIKE YOU'RE  
GOING TO GET HOOKED  
BY TAKING A FEW  
PUFFS....



TAKING HUNDREDS OF  
THOUSANDS OF DOLLARS  
FROM THE TOBACCO LOBBY  
ISN'T NECESSARILY  
NEGATIVE



IT'S NOT LIKE IT'S  
GOING TO CHANGE  
THE FACE OF MY  
CAMPAIGN!....



M. WUERKER

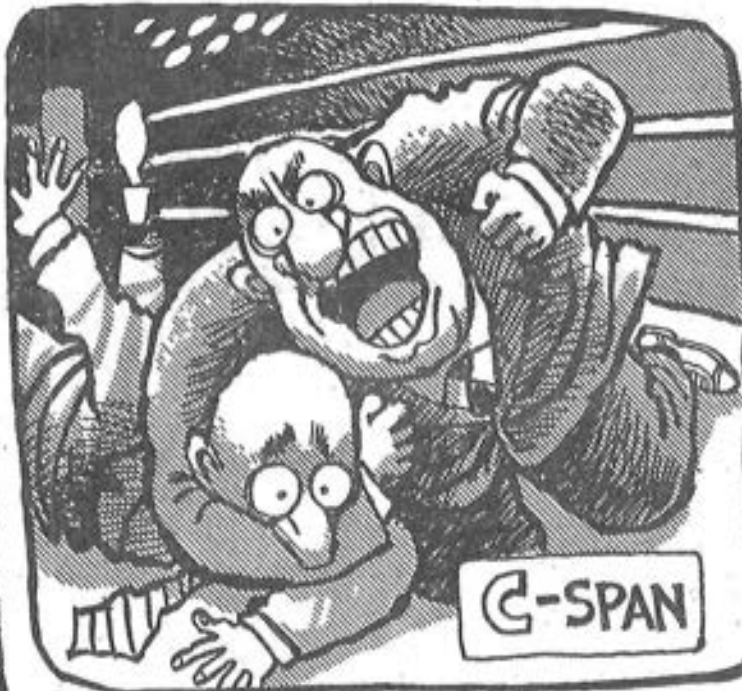


"I DO BELIEVE, SAID ALICE... THAT THEY  
LIVE IN THE SAME HOUSE"



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# PRO WRESTLING *and* POLITICS: THE PERFECT MATCH



DID YOU SEE THAT LAME  
CHOKE HOLD ON THE  
TOBACCO INDUSTRY?...  
OR THAT BOGUS PILE-DRIVER  
ON CAMPAIGN SPENDING?...  
IT'S ALL FAKE, SON!

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ROGERS



YOU'VE BEEN CAUGHT TIME  
AND TIME AGAIN TELLING  
LIES TO THE AMERICAN  
PEOPLE!



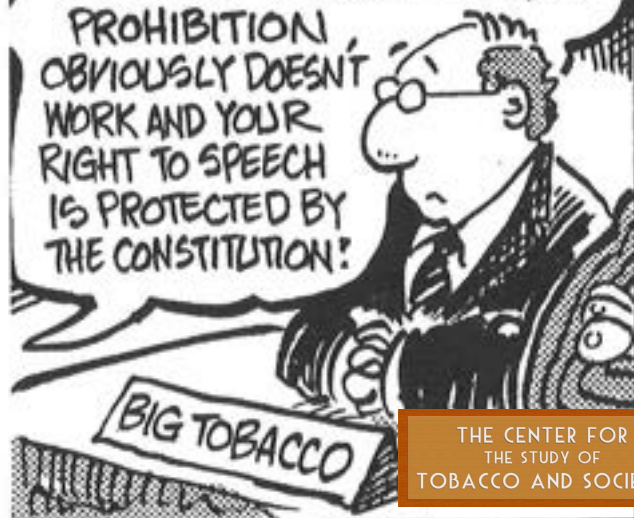
YOU ENRICH YOURSELVES  
BY PREYING UPON THE  
WEAKNESSES OF  
OTHERS!



YOU MANIPULATE YOUNG  
MINDS BY GIVING THEM A  
FALSE SENSE OF SECURITY  
WHEN WHAT YOU'RE  
REALLY SELLING  
IS ADDICTIVE  
AND DEADLY!



OUR CHILDREN NEED TO  
BE PROTECTED FROM THE  
LIKES OF YOU ... BUT **HOW?**  
PROHIBITION  
OBVIOUSLY DOESN'T  
WORK AND YOUR  
RIGHT TO SPEECH  
IS PROTECTED BY  
THE CONSTITUTION!



SO I'M LEFT WITH JUST THIS  
ONE QUESTION THAT I'D  
LIKE EACH OF YOU  
TO ANSWER...



... HAVE YOU NO SHAME?





BEG! —



ROLL OVER! —



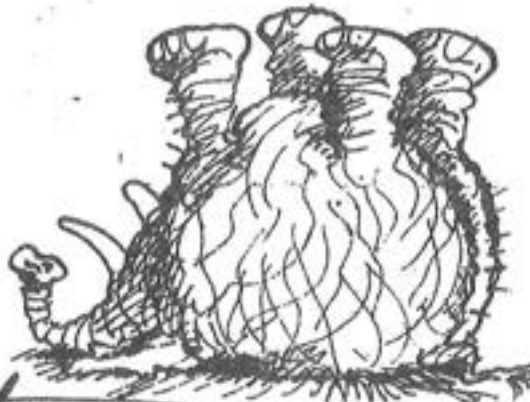
SIT UP! —



SPEAK! —



PLAY DEAD! —



GOOD BOY —



*Cotton*  
SPRINGFIELD NEWS-SUN, Copley NEWS SERVICE





DEMS SEARCHING FOR CAMPAIGN TIME



ENOUGH IS ENOUGH! THIS REGIME IS  
IMPOSING ITS MURDEROUS, BRUTAL AGENDA  
ON ITS OWN PEOPLE! IT'S TIME TO BRING  
**THEM DOWN!**



HE'S FINALLY  
GETTING TOUGH  
WITH IRAN?

HE'S TALKIN'  
ABOUT  
TOBACCO  
COMPANIES





# The MARLBORO JOURNAL of MEDICINE

by MATT BORS

A NEW BILL, THE FAMILY SMOKING PREVENTION AND TOBACCO CONTROL ACT, PROPOSES PUTTING THE CLAIMS OF CIGARETTE COMPANIES UNDER THE MICROSCOPE OF THE FDA TO EVALUATE "SAFETY STANDARDS" FOR THIS UNSAFE-BY-ANY-STANDARD PRODUCT.



WE MADE THE BILL TITLE SO LONG ONLY NON-SMOKERS HAVE THE LUNG POWER TO SAY IT IN ONE BREATH.

THE NAME ALMOST DARES LAWMAKERS TO VOTE AGAINST IT.

I SUPPORT ALL BILLS WITH THE WORDS "CHILD," "FAMILY" AND "MOTHER TERESA'S HALO" IN IT!



THE BILL WILL BAN THE TERM "LIGHTS" AND HEAVILY REGULATE DIP AND CHEW.



NEW BRANDS LIKE "LIGHT AND LUSCIOUS" CAMEL No.9's WILL BE OUTLAWED.



GOOD NEWS... FOR PHILIP MORRIS, THE BIGGEST BACKER OF THE BILL ALONG WITH THE AMERICAN CANCER SOCIETY.

WE'RE LOOKING FORWARD TO EXPANDING OUR 50% SHARE OF THE CANCER MARKET!



MOST OF THE COWBOY KILLER'S EXISTING AND POTENTIAL COMPETITORS WILL BE SNUBBED OUT BY THE FDA.



HOPEFULLY, THEY WILL USE THIS RIGOROUS PROCESS FOR ALL NEW PRODUCTS.



BUT ONLY BECAUSE IT HAD A CARTOON SPOKESMAN!

WHEN YOU'RE DYING, YOU CAN USE FDA-APPROVED CANCER DRUGS!



PERHAPS LEGISLATION SHOULD HAVE WARNING LABELS AS WELL.









# The industry

# A responsible tobacco industry prevails

By Joseph Cullman 3rd

Chairman, executive committee,  
Philip Morris Inc.

(Excerpted from an address May 19 before the annual meeting of the Tobacco Merchants Association of the U.S., Hotel Pierre, New York, NY.)

Throughout our industry's and our country's history, battles have been led and won by people who realize that democracy is not a spectator sport, who are ready to work around the clock to formulate strategies, prepare arguments and present positions to the Congress of the United States, to 50 state legislatures — or to a single consumer with the power to approve or disapprove of our business at the retail counter or in the voting booth.

Even in an industry like ours, where so many have done so much, there are those who have held the tobacco banner especially high. Bowman Gray of R.J. Reynolds made an eloquent — and successful — case for the tobacco industry at the FTC labeling hearings of 1965. Curt Judge of Lorillard, who is now chairman of the Tobacco Institute's executive committee, joined me in offering Congressional testimony against unreasonable advertising and labeling decrees in 1969.

It's not my wish in saluting these great men to give the impression of an old campaigner, wearing the ribbons of a previous fight and telling you what the real war was like. To the contrary, the fight goes on — and on familiar battle-grounds.

## Few new issues

There are very few issues we face to-

when broadcast advertising for cigarettes ended, worldwide cigarette consumption rose from three trillion units to nearly five trillion. Cigarette sales continue to rise in Finland and Italy, where all cigarette advertising is banned, and in Sweden, where the rotating health warning is in effect.

In 1971, 120 brands of cigarettes were being marketed in the United States. Last

"We prevail because we make and sell a legitimate product that people around the world — more than 50 million Americans among them — enjoy. If we didn't deserve this public support, we'd have gone out of business long ago — with or without adverse legislation."

Joseph Cullman 3rd

tries, we have been creative in combining marketing and technology. I would point out here that technology doesn't only mean microchips, space shuttles and genetics. It means manufacturing such broadly used products as toothpaste, candy and — lest we forget — cigarettes in extraordinary volume and uniform quality every day of the year. Our industry has combined marketing and technology to

gone out of business long ago — with or without adverse legislation.

Even the people who want to put us out of business grudgingly concede that our sales keep rising in spite of smoking restrictions and tax increases. But they won't admit to the reason for this contrary set of circumstances. People enjoy our products. They always have and they always will. In the midst of all the industry's aberrations going back centuries, people have kept on smoking.

But we must continue to justify this confidence.

## Continued vigilance

We have to remain vigilant. We'll always be on hit lists of anti-tobacco legislators and lobbyists. The names may have changed over the past three decades, but the issues haven't.

We have to stand firm on the health issue. Legislators cannot be allowed to pass laws that would change behavior on assumptions that have not been scientifically proven.

As we must not relax our quality standards. As our prices rise, only consistent excellence will persuade smokers to keep buying our products and voting for their continued availability.

We are privileged to be part of the oldest and greatest American industry. But neither privilege nor greatness comes cheaply. Ask a Bowman Gray or a Curt Judge or anyone who has been in the



year, there were more than 230, as the cigarette industry continued to tailor its products to specific tastes and market segments.

## Consistent performer

Tobacco is America's oldest business and its most consistent economic performer. We are among the highest in profitability and return on assets and we are the lowest in import penetration. Tobacco offers a refreshing contrast to

introduce low-tar and ultra low-tar cigarettes.

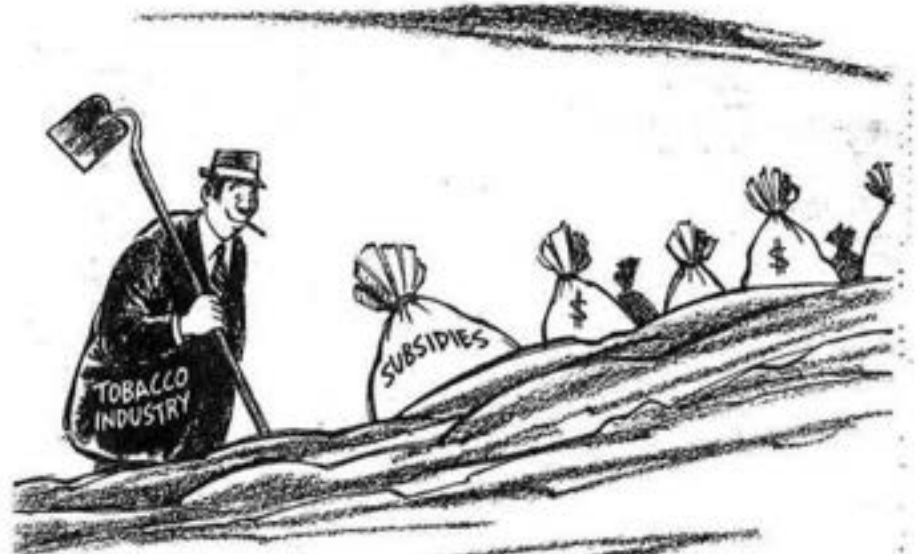
We have increased our manufacturing capacity and productivity with cigarette-making machines that can produce upwards of six thousand cigarettes per minute. If America's automobile makers had paid as much attention to their product as we did, we wouldn't see so many cars on our roads. Philip Morris is part of this industry-wide move with a \$300 million manufacturing plant in Concord, North Carolina

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**"You're right to use young people in your ads:  
Smokers don't grow too old, you know."**



'How's Your Crop Coming Along?'





R.J. Puffs  
TOBACCO  
COMPANY

IN CASE  
OF FIRE,  
INHALE



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TOBACCO AND SOCIETY

STAYSKAL  
83 CHICAGO  
TRIBUNE



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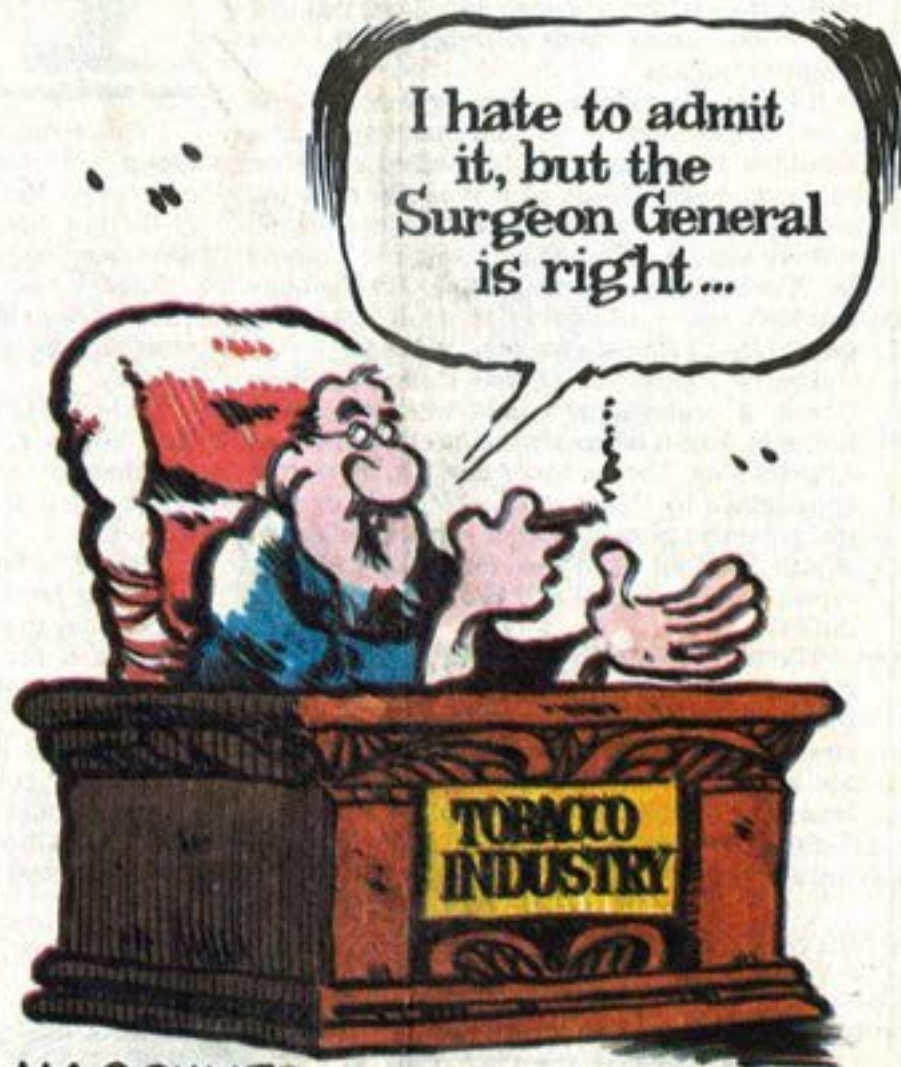
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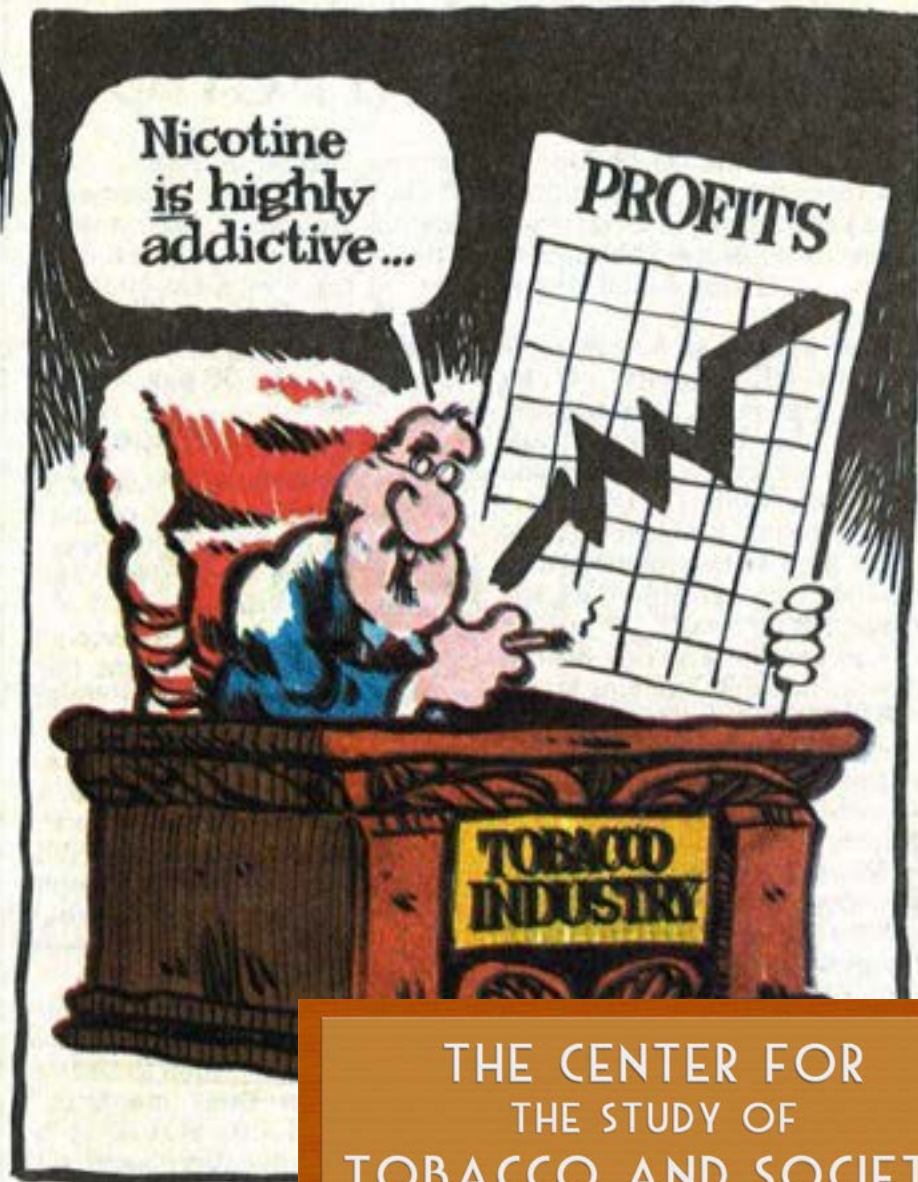


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MARGULIES  
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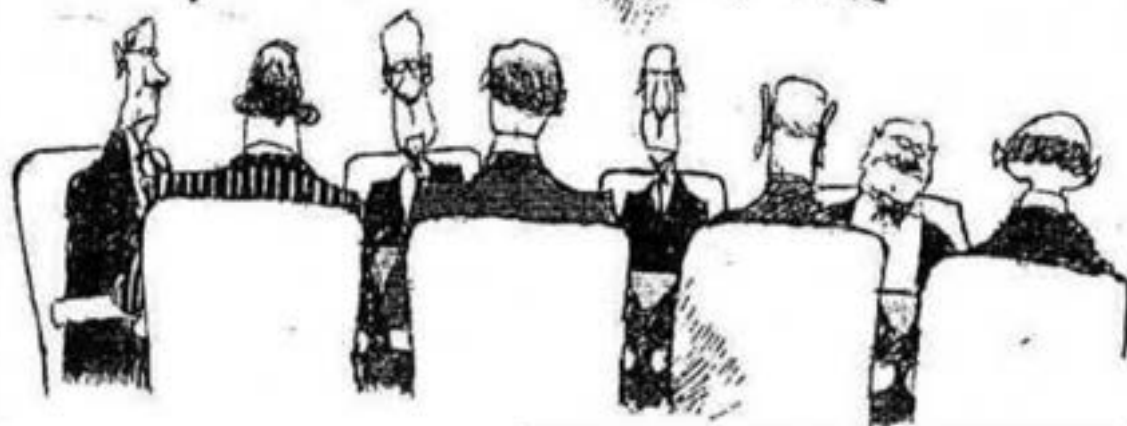
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Something's got to  
be done about handguns!  
They're killing too many  
of our young people!...

...Before we do...

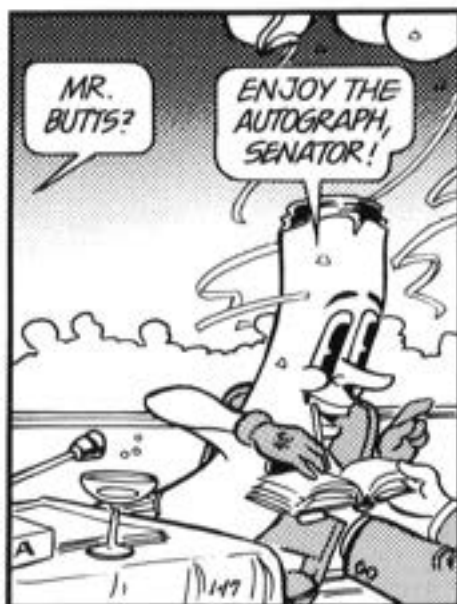
TOBACCO  
INDUSTRY



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# Doonesbury Flashbacks

BY GARRY TRUDEAU

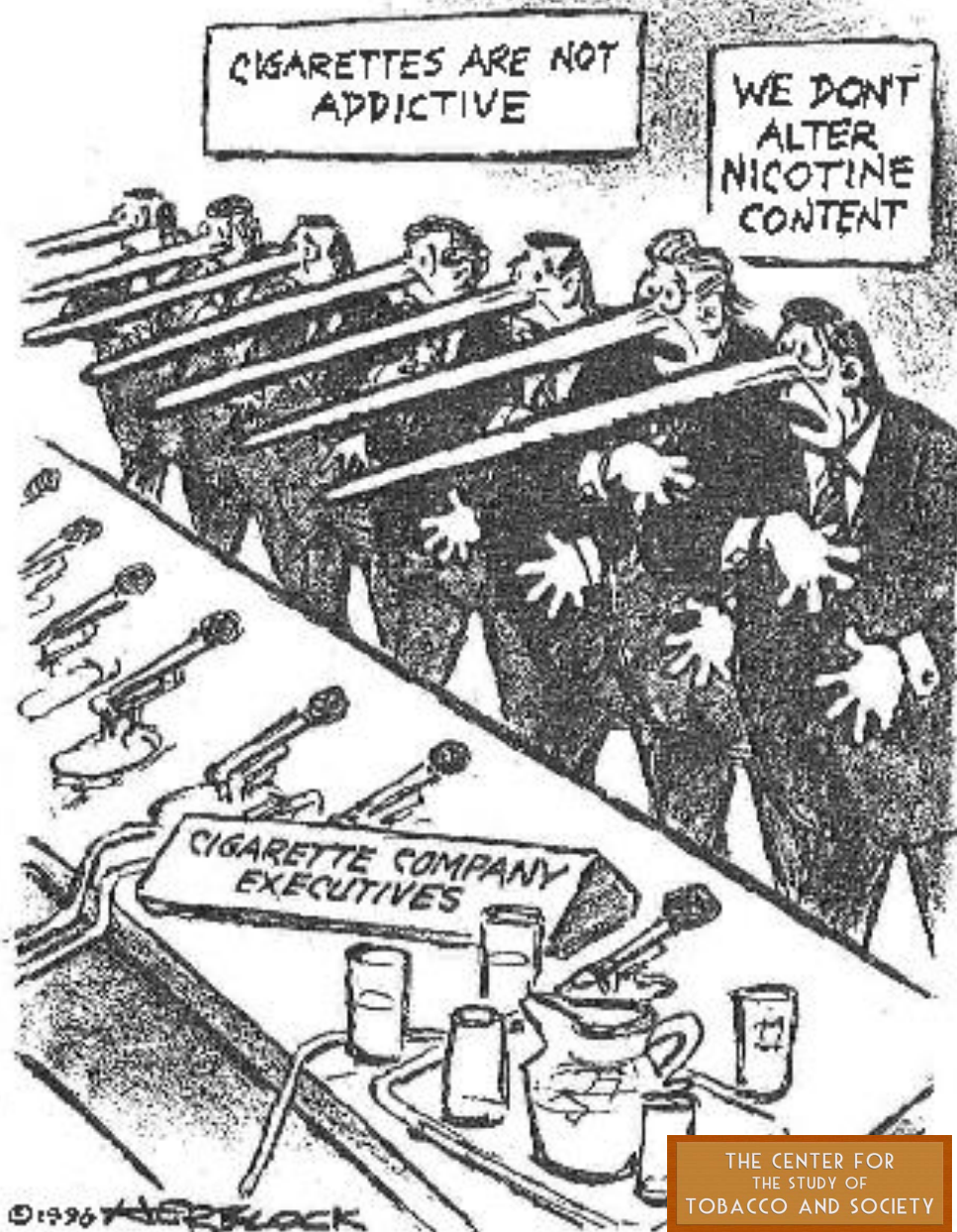


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"WHAT-US TELL FIBS OF SOME KIND?"





I DO NOT BELIEVE  
THAT NICOTINE  
IS ADDICTIVE...

I DO NOT BELIEVE  
THAT NICOTINE  
IS ADDICTIVE...

I DO NOT BELIEVE  
THAT NICOTINE  
IS ADDICTIVE...



VICHARVILLE  
COLLECTIONS MEDIA GROUP 3/6/02

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CIGARETTES  
ARE NOT  
ADDICTIVE.

CIGARETTES  
DO NOT  
CAUSE LUNG  
CANCER.

WE DO NOT  
MARKET  
CIGARETTES  
TO CHILDREN.

GOVERNMENT  
REGULATION OF  
TOBACCO WILL  
CREATE A BLACK  
MARKET FOR  
CIGARETTES.



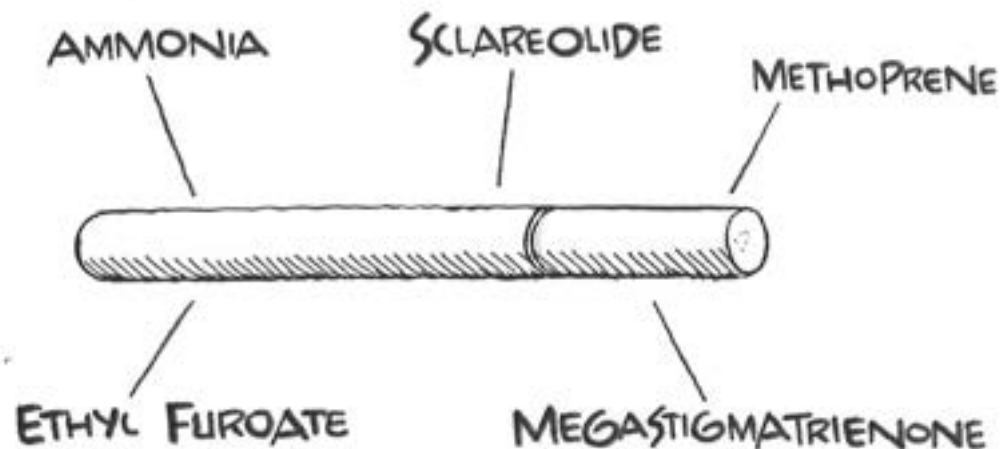
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E-MAIL: [milt@spokesman.com](mailto:milt@spokesman.com)

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WHAT IS THE CONTENT  
OF A CIGARETTE?



WHAT IS THE CONTENT  
OF A CIGARETTE  
COMPANY EXECUTIVES'  
TESTIMONY?



"LIAR, LIAR, PANTS ON FIRE!"



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# Lawsuits



"That," the jury said, "is your milder, better-tasting cigarette!..."



When you try your first Fleetwood, you will taste the result of a new idea in cigarette-blending. Its exquisite flavor was created with the guidance of a professional jury of tasters of fine wines, teas, and coffees. Blend after blend was developed until they came to one which their sensitive tastes found both milder and better-tasting than any of the six leading brands.

And with new taste-goodness, Fleetwood also brings you extra protection against nicotine, throat irritation, and tar

that stain fingers and teeth. Provided you smoke it no farther than an old-size cigarette, Fleetwood's extra length will flavor and soothe each puff of smoke, make it memorably Osmore! A cheer, four smoke it Fleetwood's promise. Try a pack today.

**FLEETWOOD**

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY





# NEW YORK POST

LATE CITY FINAL

TUESDAY, JUNE 14, 1966 / Hazy skyline, higher humidity, 90-95 today, fair, low 70s tonight / Details, Page 2

35¢ in New York City 50¢ elsewhere

# LANDMARK VERDICT IN SMOKER'S DEATH

Cigarette firm  
ordered to  
pay 400G

PAGE 5

**MYSTERY DEATH  
OF MOM, 3 KIDS**

Page 17

**COLORIZED  
FLICKS BATTLE**

EBERT, Page 23

**BRONX DA: RIVAL  
TIED**

Page 7

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DOOKINS 3/96 RICHMOND TIMES-DISPATCH

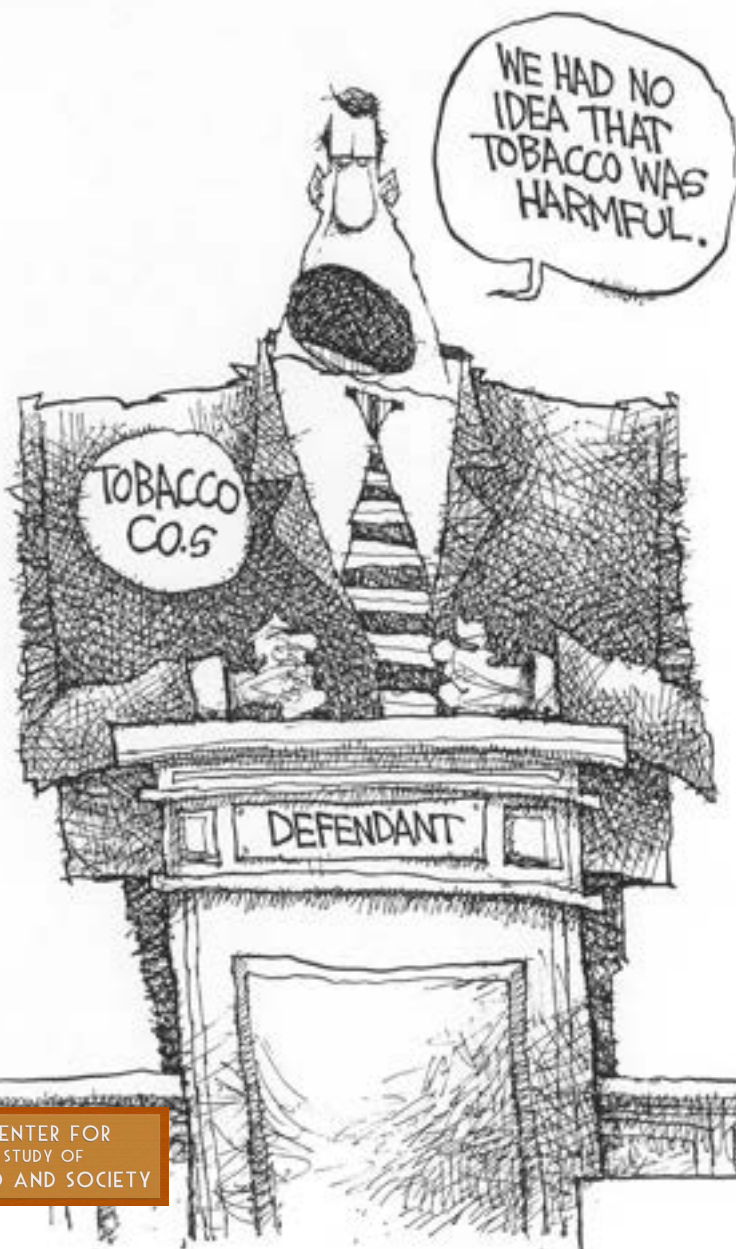
# LAW-W-WSUITS FOR PHIL-L-LIP MOR-R-R-RIS!...







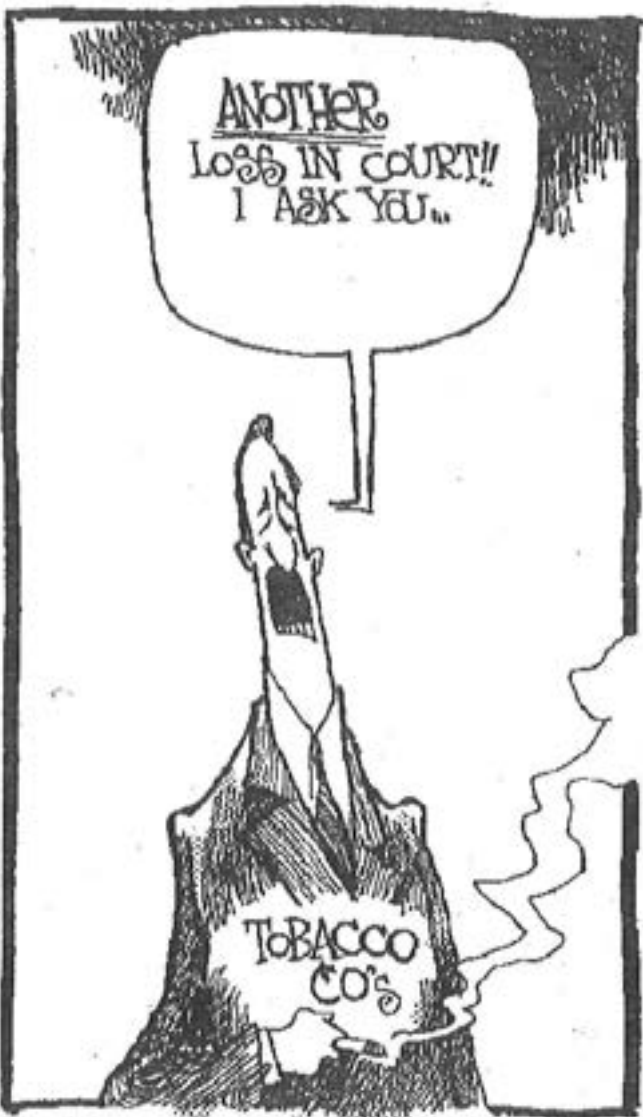
©1967 HERBLOCK



HMMM...



Best Wishes  
L. B. Smith  
J. Smith



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ROK

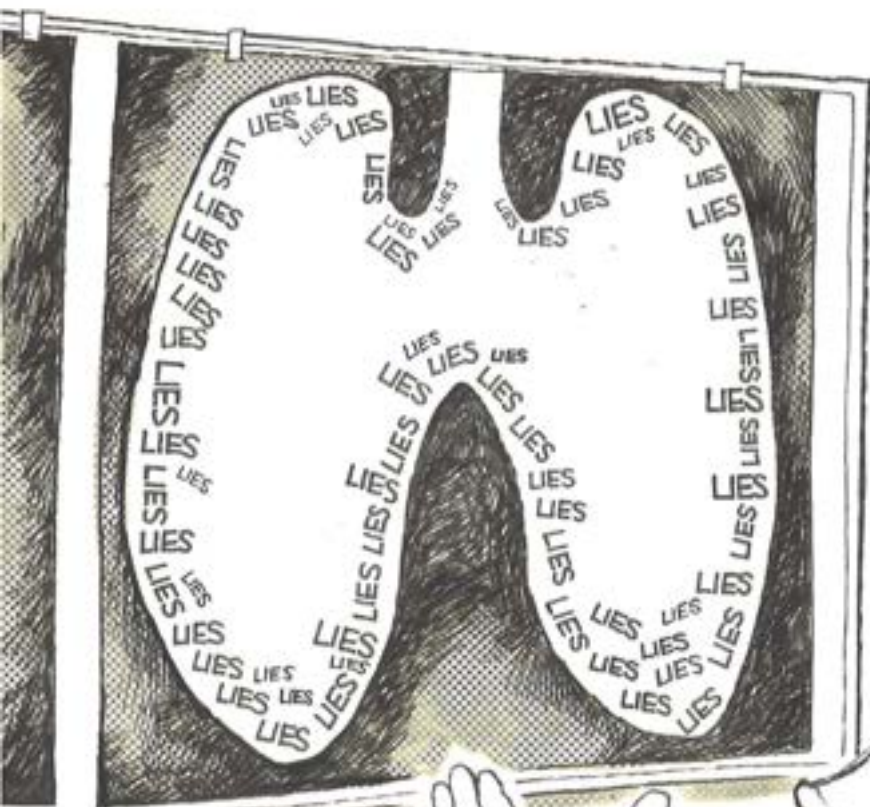
OF COURSE YOU WOULDN'T  
BENEFIT DIRECTLY FROM A  
TOBACCO DEAL BUT, IN  
ADDITION TO COVERING  
MY LEGAL FEE, A  
SIZABLE CONTRIBUTION  
WOULD BE MADE TO A  
GOVERNMENTAL ENTITY  
IN YOUR NAME.

PROVIDED YOU PROMISE  
NOT TO SUE.

COUGH  
COUGH  
COUGH  
GAG







YOU'VE BEEN  
BREATHING THE STUFF  
SO LONG, IT'S FINALLY  
AFFECTING YOUR HEALTH.



To Dr. Blum - all the best, StoneGreen

