



**BAYLOR
COLLEGE OF
MEDICINE**

One Baylor Plaza
Houston, Texas 77030

Department of Family
Medicine
(713) 523-9991

Address correspondence to:
5510 Greenbriar
Houston, Texas 77005

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C. Everett Koop, M.D.
Surgeon General
United States Public
Hubert Humphrey Building
Health Service
200 Independence Ave., S.W.
Washington, D.C. 20201

Dear Chick,

I thought you would appreciate seeing what has been distributed in the Dallas airport in recent weeks. Laughable though it may be, this kind of propaganda is passed out by people who both solicit contributions from unsuspecting travelers and do not clearly identify themselves. I sincerely hope you will continue to your thoughtful and constructive approaches to educating the public about AIDS.

On the smoking front, I continue to devote an increasing amount of time to the issue of the targeting of minority groups by the tobacco and alcohol industries. Numerous inquiries have come about as the result of my presentation at your Inter-Agency meeting in March. I noticed that you addressed the NAACP meeting earlier this month, and I would appreciate receiving a copy of your remarks.

I would also value your thoughts on how I might obtain assistance in establishing my tobacco archive as a public information resource. The archive consists of more than 200 boxes containing several hundred thousand documents, books, journals, advertisements, video and audio tapes, and popular media coverage of the tobacco issue. To the best of my knowledge, it is both the most comprehensive collection of tobacco advertising images and sociopolitical documentation of the issue. The archive has been evaluated by historians who feel it is a unique and important collection for researchers in numerous disciplines. It is difficult for me to believe that a university or health-related institution somewhere could not benefit from assisting me in setting up this archive. But as far as I can gather, there is nothing remotely resembling this resource at any medical school or school of public health. As an example of the use of the archive, virtually all of the more than 400 illustrations used in my two smoking issues at the New York State Journal of Medicine were from my personal collection. The archive is growing at the rate of a box a month, thanks to correspondents from around the world.

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Lastly many of these correspondents are being called upon to assist in the production of the first comprehensive world tobacco newspaper. I have been seeking support for this project, which would be published by the archive once it is established in office space. Again, your ideas would be appreciated.

Sincerely,

Alan Blum, M.D.
Assistant Professor

AB/teh