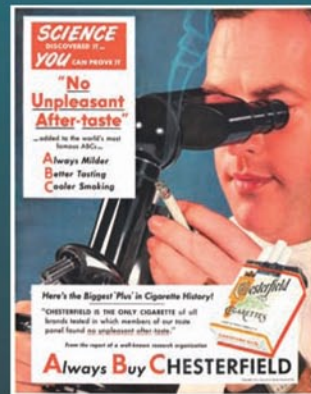


A study in contrasts: While marketing campaigns touted the approval of fictitious physicians and scientists, within the labs a different truth began to emerge.

Selling with a white coat

Pioneers IN THE LAB



Alton B. Ochsner, MD 20



Ernst Wynder, MD 50

Early University Researchers

As a medical student observing the autopsy of a lung cancer patient, Alton B. Ochsner, MD 20, was told he was unlikely to see such a case again. But he saw many more, especially among World War I veterans who had picked up the smoking habit. In the 1930s, he wrote one of the first case reports linking smoking and lung cancer and mounted a lifelong war on smoking.

Three decades after Ochsner came medical student Ernst Wynder, MD 50. With the skeptical blessing of noted surgeon Everts A. Graham, MD, a smoker himself, Wynder began a survey of smoking among lung cancer patients. His groundbreaking work was published in the 1950 *Journal of the American Medical Association*, with Graham as co-author. "Wynder's work provided the substance, and Graham's prominence provided credibility and authority," wrote surgeon C. Barber Mueller, MD 42, in his 2002 biography of Graham.

Already well-known for performing the first successful removal of a cancerous lung in 1933, Graham continued on with laboratory studies — and at last was convinced. Tragically, that recognition came too late for him; a 50-year smoker, who tried to quit after acknowledging the link, he developed an aggressive form of lung cancer in 1957 and died within three months. As he wrote to Wynder:

"I suppose you have heard... about the irony that fate has played on me... I was very anxious for you to be one of the first ones to know about my illness because... of our long and happy cooperation in the enterprise of trying to defeat the enemy who seems to have got the best of me now."

Everts A. Graham, MD, in the smoking laboratory, 1953.

COURTESY OF TIME/LIFE PUBLICATIONS

As cigarettes became a ubiquitous sign of American culture, so too did the array of clever ads intended to grow the market. Appeals to the authority of science and medicine even implied health benefits — weight loss, relaxation and sensory pleasure. Rampant claims that "facts," "data," and "evidence" supported these conclusions led an unwary public to believe that certain brands stood out from the pack. Even after the dangers of smoking were recognized, the tobacco industry continued to promote smoking as a matter of informed choice, with filtered cigarettes as somehow the better selection.

VIEW THESE AND OTHER EXAMPLES ONLINE AT: lane.stanford.edu/tobacco

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