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Cover legend: During the Christmas season, we give glad tidings. But for generations we also gave packets of Lucky Strike, Camel, Chesterfield, and Player's. The cover collage of advertisements in popular magazines from the first half of the 20th century is selected from the travelling exhibition, "Merry X-Ray and A Happy New Lung: When Santa Sold Cigarettes," created by Alan Blum, MD, Director of the University of Alabama Center for the Study of Tobacco and Society Information: ablum@cchs.ua.edu



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