



17TH WORLD CONFERENCE
ON TOBACCO OR HEALTH

FROM ANTI-SMOKING ACTIVIST TO ARCHIVIST... AND BACK AGAIN

THE UNIVERSITY OF
ALABAMA

How Exhibitions on the History of Tobacco Control Are Helping
to Educate a New Generation: Highlights of Six Exhibitions

THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY

Alan Blum, MD, University of Alabama Center for the Study of Tobacco and Society, Tuscaloosa, AL, USA ablum@ua.edu

Public Health Practice

EP-226-3

1989 WHEN MORE DOCTORS SMOKED CAMELS

A Century of Health Claims in Cigarette Advertising



This exhibition, featuring more than 60 original cigarette advertisements from 1888 to 1988, debuted at the Texas Medical Center Library in Houston, Texas, in February 1989 in conjunction with the First National Conference on Tobacco Use in America at MD Anderson Cancer Center. The exhibition has since traveled to medical schools around the U.S. An updated version is available for showing.

2006 SMOKING IN THE BALCONY ONLY

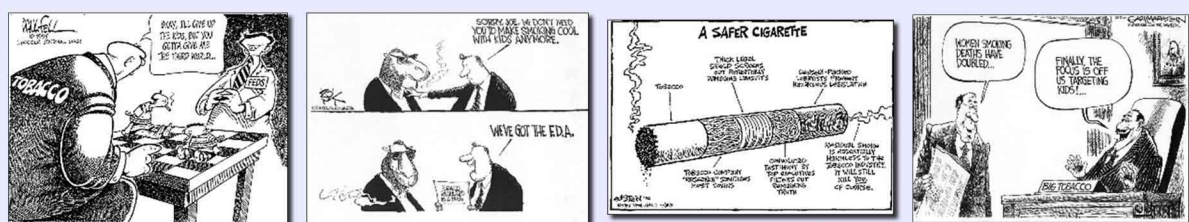
When Movie Stars Sold Cigarettes



This exhibition, which featured over 50 items and a large-screen showing of smoking scenes from movies, opened at the BAMA Theatre, Tuscaloosa, Alabama, and will be featured at the 2018 Conclave of the Theatre Historical Society of America.

2004 CARTOONISTS TAKE UP SMOKING

The War on Smoking as Seen Through the Eyes of America's Newspaper Editorial Cartoonists



This exhibition of nearly 200 items, supported by the Association of American Editorial Cartoonists and the Herblock Foundation, was on view in 2005-6 at the National Museum of Health and Medicine in Washington, D.C., and traveled to eight other cities.

2013 THE SURGEON GENERAL VS. THE MARLBORO MAN: WHO REALLY WON?

Commemorating the 50th Anniversary of the Report on Smoking and Health



On January 11, 1964, U.S. Surgeon General Dr. Luther Terry released his advisory committee's 387-page report, Smoking and Health, which detailed scientific evidence of the association between smoking and cancer.

New York State Journal of Medicine published the first theme issue on tobacco to appear in a U.S. medical journal in December 1983 and a follow-up theme issue in July 1985.

Cover story, U.S. News & World Report, August 6, 1990: "How to Reverse Heart Disease," with Philip Morris' Marlboro cigarette advertisement on the back cover.

Cover story, Financial World, July 8, 1996: "The World's Most Valuable Brands," with a photo of Philip Morris CEO Geoffrey Bible.

Article, The Straits Times (Malaysia), August 23, 1997: "Philip Morris will stop cigarette production if cancer link proven"

2005 UP IN SMOKE

The Flight Attendants' Fight for Clean Air Aloft



1932 advertisement for Camel cigarettes, featuring a flight attendant serving cigarette packs to passengers and the caption, "FRESH cigarettes are now served in the skies"

1952 advertisement for Chesterfield cigarettes, featuring a flight attendant serving cigarette packs to passengers and a statement: "Chesterfields are provided exclusively on all United's Stratocruiser flights to Honolulu."

1961 advertisement for Player's cigarettes, featuring a Swiss flight attendant

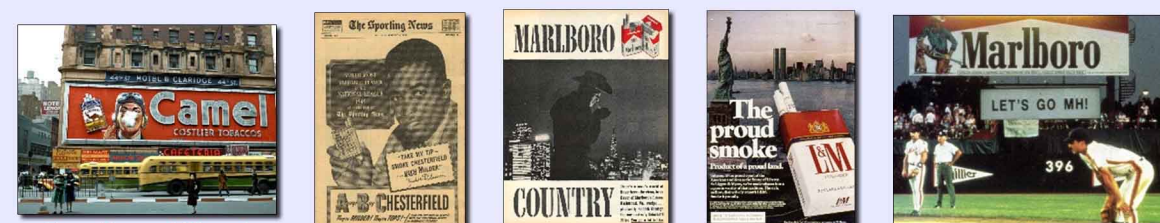
1982 airline seating chart for a Northwest Orient airplane; the pink seats denote the non-smoking area, while the blue seats denote the smoking area

Photograph of Patty Young, the American Airlines flight attendant who began campaigning for smoke-free flights in 1967, focusing on the health hazards of second-hand smoke. She was instrumental in persuading the U.S. Congress to ban smoking on domestic flights in 1990.

"Up in Smoke," supported by the Flight Attendant Medical Research Institute (FAMRI), included more than 50 items. It was exhibited at the Louis A. Turpen Aviation Museum at the San Francisco (California) International Airport; the Buffalo Niagara International Airport, Buffalo, New York; the Southern Museum of Flight, Birmingham, Alabama; and the FAMRI Scientific Symposium, Miami Beach, Florida.

2018 BIG TOBACCO IN THE BIG APPLE

New York City, Home of the Tobacco Industry and Its Allies



This comprehensive online-only exhibition, featuring nearly 1,000 items including video and audio, can be viewed in the spring of 2018 at www.csts.ua.edu.