The University of Alabama Center for the Study of Tobacco and Society was founded in 1998 to explore historical and contemporary aspects of tobacco marketing, the influence of the tobacco industry, and efforts to reduce tobacco use and promotion. The Center has produced more than a dozen exhibitions for museums and libraries on compelling and controversial aspects of the tobacco pandemic. In 2014 to commemorate the 50th anniversary of the US Surgeon General’s landmark report of smoking and health, the Center created a traveling exhibition, “The Surgeon General vs. The Marlboro Man: Who Really Won?” The exhibition includes more than 130 objects from the Center’s collection of over 100,000 items. Several of the most iconic and iconic items are included here. The Center is developing online versions of the exhibitions and welcomes inquiries by individuals and institutions about hosting any of the Center’s exhibitions. Contact Dr. Alan Blum at ablum@cchs.ua.edu.