

the states under the Master Settlement Agreement negotiated in 1998 by the tobacco companies with the attorneys-general—has fooled public health groups into thinking they would at long last tap into the best minds in the advertising field for effective paid antismoking campaigns in the mass media.

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"Cartoonists Take Up Smoking" was curated by Dr. Blum, with assistance from Lori Jacobi, MA, Archivist, The University of Alabama Center for the Study of Tobacco and Society
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On January 11, 1964, at a packed press conference in Washington, DC, United States Surgeon General Luther Terry, MD, an Alabamian, announced the publication of *Smoking and Health*, the landmark report that indicted cigarette smoking as an unequivocal cause of lung cancer and other diseases.

Newspapers reported the story in banner headlines reserved for wars, natural disasters, and presidential elections. Until that moment, the tobacco industry had always had the last word through its ability to flood the mass media with advertising messages that glamorized smoking and allayed consumer anxieties about the harm cigarettes might cause. Now the dangers of smoking were no longer debatable.

Yet forty years later, progress in reducing the toll taken by tobacco has come about slowly because of a combination of sophisticated advertising, political clout, and lucrative payoffs to the very forces that should have been in the vanguard to end the smoking pandemic. Presidents, governors, Members of Congress, state legislators, publishers, editors, broadcasters, medical school deans, scientific researchers, and leaders of universities, organized medicine, arts organizations, and

professional sports have been chronic recipients of tobacco industry funding and have seldom been willing to bite the hand that feeds them.

This exhibition retraces the modern era of anti-smoking advocacy, as seen through the eyes of newspaper editorial cartoonists. These trenchant works of art satirize tobacco company executives and lobbyists, from their sabotage of clean indoor air legislation and airline smoking bans to their circumvention of restrictions on cigarette advertising and donations to politicians. But the cartoons have also poked fun at the intolerance shown by some anti-smoking crusaders and expose the hypocrisy of state attorneys-general seeking cash damages from an industry with whom the states had long been in cahoots. Above all, editorial cartoonists have revealed that the most addictive thing about tobacco is money.

Contrary to popular belief, the war on smoking has not been won. Indeed, the inability to curb cigarette use among adolescents may represent the worst public health failure in history. Today the number of Americans who smoke is about the same as in 1964, and the cohort of users is younger than ever. Moreover, the flow of money from Big Tobacco—hundreds of millions of dollars handed over to