

FW: Stanford Tobacco Advertising Website is Now Live

Blum, Alan

Sent: Monday, March 15, 2010 12:06 AM**To:** Blum, Alan

From: Blum, Alan**Sent:** Wednesday, November 05, 2008 5:10 PM**To:** David Stevenson**Subject:** FW: Stanford Tobacco Advertising Website is Now Live

This is the supplemental item referred to in my earlier email. AB

-----Original Message-----

From: Robert K. Jackler, MD [<mailto:rjackler@ohns.stanford.edu>]**Sent:** Saturday, July 28, 2007 12:33 PM**To:** Cummings, Michael; Tac Tacelosky; geneb@tobacco.org; tac@smokescreen.org**Cc:** Brown, Anthony; rproctor@stanford.edu; Blum, Alan; Heidi Heilman**Subject:** RE: Stanford Tobacco Advertising Website is Now Live

Mike:

Alan Blum contacted me after he after the Stanford museum exhibit went up in January. Although I was not aware at the time of his earlier work, he was clearly a pioneer in this field. He was kind enough to send me a number of his journal reprints. We will cite these in future scholarly publications. Hopefully, we will find an opportunity to collaborate in future national exhibits.

Our images come from over 1000 originals we have amassed at Stanford. Only 2 of the approx. 500 images on the website come from web sources and this is temporarily while I search for original images. If you have a copy of the Blow Some My Way ads of the late 1920s I would be grateful for the opportunity to obtain access to an original image (or at least a high quality scan).

We have obtained a special high resolution, large format scanner. Our archive of images is now nearly 100 GB. On request, we will provide high resolution ads for scholars needing publication quality images. You are, of course, warmly welcome to come visit us in Palo Alto and view the original collection.

We are well acquainted with Rick Pollay's splendid collection at Roswell Park. It was an inspiration for us. Our images are of much higher quality (under 100 k versus 600 to 800 k). We also went to get trouble to restore each image using photoshop to sometime like original brightness and luster. We only did this for the low resolution images, the main archive (60-100 MB each) are unaltered.

We welcome comments and suggestions on the content and organization of the website. We are particularly interested in anecdotes about specific images, campaigns, and themes. We plan to upload version 2.0 of the site in a few weeks with augmented analytical text elements.

Best wishes,

Rob

Robert K. Jackler, MD
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-----Original Message-----

From: Cummings, Michael [<mailto:Michael.Cummings@RoswellPark.org>]
Sent: Sat 7/28/2007 8:32 AM
To: Robert K. Jackler, MD; Tac Tacelosky; geneb@tobacco.org; tac@smokescreen.org
Cc: Brown, Anthony; rproctor@stanford.edu; Alan Blum
Subject: RE: Stanford Tobacco Advertising Website is Now Live

Robert:

Very nice website. Many of the ads look like they come from the Saturday Evening Post and Life Magazine collection that Paula Lawlor scanned when she was a paralegal working for Mike Puize (a lawyer representing tobacco victims in LA) and from the Rick Pollay ad collection that we (RPCI) posted online a number of years ago (thanks to Tac).

I have you been in touch with Alan Blum, MD? Alan is probably the most knowledgeable collector of tobacco advertising and has created several unique exhibits himself. I'm sure your colleague Robert Proctor knows Alan. I would encourage you to get in touch with him as he will be able to provide useful context to much of the material you're displaying.

The TV ads come from a collection that Rich Pollay shared with me; nicely sorted by year, company, and brand.

We also have Tobacco Institute materials from material turned over the the NYS Attorney General's office a few years ago as part of the MSA.

Tac is helping us get this online for others to use.

Mike

-----Original Message-----

From: Robert K. Jackler, MD [<mailto:rjackler@ohns.stanford.edu>]
Sent: Saturday, July 28, 2007 11:21 AM
To: Tac Tacelosky; geneb@tobacco.org; tac@smokescreen.org
Cc: Brown, Anthony; Cummings, Michael; rproctor@stanford.edu
Subject: RE: Stanford Tobacco Advertising Website is Now Live

Tac:

Please double click on the image and a 600-800 JPEG will launch. It was a high priority for us to provide a version in which the text on each ad was legible and

also to make the images available to those who wished to use images in Powerpoint.

In version 2.0, to be launched in a month or so, we will try to make it more obvious that this functionality exists. Right now, you can see a small not to the upper right - View larger Image. We spent a great deal of time making sure images were of high quality and would be usable to colleagues. We also plan a comprehensive book on telling the story false health clean in tobacco ads.

We also have a collection of videos related to our theme including a few terrific More Doctors Smoke Camels examples. Plan is to make a small site around this as well. Please let us know when we can add a link to the <http://www.tobaccovideos.com> site.

We also have a museum exhibit (<http://news-service.stanford.edu/news/2007/february7/med-cigarette-020707.html>) which we hope to have travel around the country over the next few years.

Best wishes,

Rob

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-----Original Message-----

From: Tac Tacelosky [<mailto:tac@cheztac.com>]
Sent: Sat 7/28/2007 5:36 AM
To: Robert K. Jackler, MD; geneb@tobacco.org; tac@smokescreen.org
Cc: Brown, Anthony; Cummings, Michael
Subject: RE: Stanford Tobacco Advertising Website is Now Live

Very cool site! Out of curiosity, why are you using flash rather than GIF's and JPEG's? Often people want to grab the ads and integrate them with PowerPoint or other presentations, Flash makes it very difficult to do that. Also it's harder to search, get spidered, etc.

Anyway, very nice site, and I think it would be even more accessible also having a pure HTML version.

I've cc'd folks from Roswell, I'm working with them on a large video site, some of them are available at <http://www.tobaccovideos.com>, but we haven't announced a release yet. We're dealing with the same Flash issue for the videos, wanting to make them available to people in an avi format for integration with other presentations, but with video the issue is file size.

Tac

-----Original Message-----

From: Dr. Robert Jackler [<mailto:rjackler@ohns.stanford.edu>]
Sent: Friday, July 27, 2007 8:34 PM
To: geneb@tobacco.org; tac@smokescreen.org

Subject: Stanford Tobacco Advertising Website is Now Live

Colleagues:

The website of our museum exhibit:

Not a Cough in A Carload:

The Tobacco Industry Campaign to Hide the Hazards of Smoking

Can now be viewed at tobacco.stanford.edu

It has approximately 500 high resolution images in a flash based web site. The images primarily stem from the 1920s to the 1950s, an era of overt hucksterism in tobacco advertising. In coming months plan to add in certain enhancement, including a video collection of false health claim TV ads from the 40's and 50's.

We welcome your comments and suggestions.

Best wishes,

Rob Jackler
Laurie Jackler
Robert Proctor

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