

Like Father, Like Son

Smoking as Family Tradition

Curated by Alan Blum, MD

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An Illustrated Exhibit Key to items featured in the exhibit

This document is meant to provide context for the material featured in the exhibit such as publication sources and dates

Introduction:

Looking for a great Father's Day gift? How about giving Dad a carton of cigarettes? That may sound like a sick joke, but before the Surgeon General's Report on Smoking and Health was published in 1964, tobacco companies made just such advertising appeals. This exhibition features ads, cigar labels, and a greeting card that play on the bond between fathers and sons and the association of smoking with manliness.





Dr. Blum introduces 'Like Father, Like Son,' dedicated to Leon Blum, MD and Gerald Leon Wallace, MD [photos below]. (1:33)

I could well have been that freckle-faced little boy on the sign handing a carton of Chesterfield cigarettes to his dad. My father, who had been a high school athlete, became hooked on Chesterfields as a medical student. This was decades before we knew that smoking caused heart disease. As a result of his ever-present cigarette, he suffered a heart attack before he was 50 and died at 60.

Throughout the 20th century and to the present day, millions of fathers have died from heart disease, emphysema, and lung cancer due to smoking, even as the tobacco industry denied that cigarettes could even cause a cough. Meanwhile, cigarettes were advertised on billboards in almost every sports arena and stadium, as well as day and night on TV and radio until banned from the airwaves in 1971, and from then increasingly in newspapers and magazines and at entertainment venues.





Whether in the form of cigarettes, cigars, or spitting tobacco, nicotine is a frequently fatal addiction that the tobacco industry has always downplayed. As if we hadn't learned the lessons of history, today e-cigarette makers are reeling in a new generation of addicts under the guise that these devices may be safer than cigarettes. Notice that these companies haven't pulled a single pack of their cigarette brands off the shelves. This is an industry that desperately wants to keep us hooked on nicotine in any form, because it is hooked on making money by addicting others.


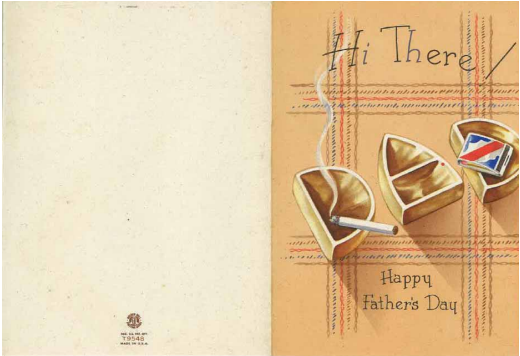


Alan Blum, MD





Director



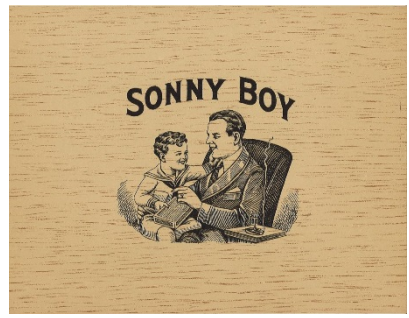

The University of Alabama Center for the Study of Tobacco and Society


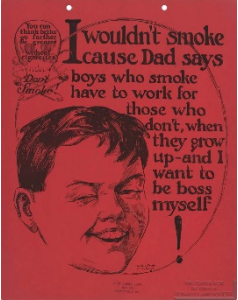

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	Item Description
1	<p data-bbox="245 245 1240 285">“Buy Here For Father’s Day June 15th – Dad Always Buys Chesterfield”</p> <div data-bbox="245 321 727 541"> <p data-bbox="245 321 727 541">In-Store Advertisement Liggett & Meyers Tobacco Company Circa 1950 (Scan Provided by Craig Remington Director, Cartographic Research Laboratory)</p> </div> <div data-bbox="794 306 1547 617">  </div>
2	<p data-bbox="245 632 467 672">Leon Blum, MD</p> <div data-bbox="245 707 396 783"> <p data-bbox="245 707 396 783">Photograph n.d.</p> </div> <div data-bbox="1284 644 1544 1016">  </div>
3	<p data-bbox="245 1031 1187 1071">Blum family photograph, with Dr. Blum’s hand on his son’s shoulder</p> <div data-bbox="245 1106 396 1182"> <p data-bbox="245 1106 396 1182">Photograph 1953</p> </div> <div data-bbox="1075 1077 1544 1402">  </div>
4	<p data-bbox="245 1430 935 1465">Dr. & Mrs. Leon Blum with friends at a night club</p> <div data-bbox="245 1501 396 1577"> <p data-bbox="245 1501 396 1577">Photograph Ca. 1950s</p> </div> <div data-bbox="1127 1440 1528 1791">  </div>

5	<p>Gerald Leon Wallace, MD</p> <p>Photograph Undated</p>	
6	<p>“Hi There! DAD, Happy Father's Day”</p> <p>Greeting Card Undated</p>	
7	<p>"Great Glove, Son!"</p> <p>Advertisement featuring Mickey Mantle Phillies Cigar <i>Sports Illustrated</i> 1964</p>	
8	<p>"You said it, Dad!"</p> <p>Phillies Cigar Advertisement <i>LIFE Magazine</i> 1964</p>	

9	<p>"Free Big League Style Baseball Cap for You or Your Boy"</p> <p>Set of Three In-Store Advertisements Red Man Chewing Tobacco Ca. 1955</p> 
10	<p>"When Your Son Starts Smoking"</p> <p>Girard cigar advertisement <i>The Saturday Evening Post</i>, page 85 1910</p> 
11	<p>"A Daddy He Can Brag About"</p> <p>Velvet Joe pipe tobacco advertisement <i>The Saturday Evening Post</i>, page 104 March 16, 1918</p> 
12	<p>"Gee Dad You Always Get the Best"</p> <p>Advertisement Marlboro <i>Saturday Evening Post</i> 1953</p> 

13	<p>"I should say not"</p> <p>Advertisement Marlboro <i>Colliers</i> June 23, 1951</p>	 <p>A vertical advertisement for Marlboro cigarettes. At the top, a baby's face is shown against a blue background. Above the baby, a speech bubble reads: "I should say not! My Dad would never smoke anything but a Marlboro". Below the baby, a pack of Marlboro cigarettes is visible. A small circular inset shows a man's face with the text: "Yes, you need never feel uncomfortable - that's the miracle of Marlboro!"</p>
14	<p>"And Dad Said, 'Be A Man!'"</p> <p>Greeting Card 1911</p>	 <p>A vertical greeting card. It features a cartoon illustration of a young boy wearing a red shirt, dark overalls, and a brown bowler hat. He is holding a small object in his right hand. At the bottom of the card, the text reads: "AND DAD SAID, 'BE A MAN!'"</p>
15	<p>"Sonny Boy"</p> <p>Cigar Box Label Ca. 1910</p>	 <p>A rectangular cigar box label with a textured, brown background. The title "SONNY BOY" is printed in a bold, serif font at the top. Below the title is a black and white illustration of a man in a suit and a young boy sitting together, looking at a book or document. The man is pointing at the book.</p>
16	<p>"Daddy's Favourite"</p> <p>Advertisement Players Navy Cut Tobacco Cigarettes <i>The Illustrated London News</i> September 26, 1925</p>	 <p>A vertical advertisement for Player's Navy Cut cigarettes. At the top, there is a small illustration of a child sitting on the floor, playing with a drum and some blocks. Below the illustration, there is a block of text in a small font. At the bottom, the text "PLAYER'S NAVY CUT TOBACCO & CIGARETTES" is printed in a bold, serif font. Below this, in a smaller font, it says "REGISTERED TOBACCO & CIGARETTE CO. LTD."</p>

17	<p>"Happy Birthday Dad We Know Your ABC's"</p> <p>Advertisement Chesterfield Liggett & Meyers <i>TIME Magazine</i> 1946</p>	
18	<p>"I wouldn't smoke cause Dad says boys who smoke work for those who don't..."</p> <p>Anti-Smoking Poster Ca. 1920</p>	
19	<p>"When a cigarette means a lot..."</p> <p>Advertisement L&M Cigarettes Ca. 1955</p>	



“I’m in a battle I don’t want to lose at all.”

Public Service Advertisement
American Cancer Society
1968

This poignant, pioneering public service announcement (PSA) was regularly shown on TV from 1968 to 1971. In 1967, after failing to get New York City television station CBS to air anti-smoking messages, attorney John Banzhaf III filed a complaint with the Federal Communications Commission (FCC) to apply the Fairness Doctrine that required TV networks to provide free air time to opposing views on matters of public controversy. He argued that since the ubiquitous cigarette commercials were broadcasting only pro-smoking messages, TV stations should be required to run anti-smoking messages. The FCC agreed, and the decision was upheld in federal court.

The ad features actor William Talman, best known for his role as district attorney Hamilton Burger, who was always getting outsmarted by criminal defense attorney Perry Mason, played by Raymond Burr, in the TV courtroom drama “Perry Mason,” which ran from 1957 to 1966. In the decade before he became a TV star, Talman frequently played film noir roles in which he was often seen smoking a cigarette.

In the ad, Talman introduces us to wife and children before revealing his battle with lung cancer. “So take some advice about smoking and losing from someone who’s been doing both for years,” he concludes, looking directly at the viewer, “If you don’t smoke, don’t start. If you do smoke, quit. Don’t be a loser.”

This and other anti-smoking advertisements on TV had such an immediate impact on the public that the tobacco industry soon announced it would remove all of its cigarette commercials from TV if Congress gave it an exemption from anti-trust law violations. The last cigarette ad on US television appeared on January 1, 1971. But this also meant that TV stations no longer had to broadcast anti-smoking messages to meet the requirements of the Fairness Doctrine. As a result, there was a dramatic reduction in the number of anti-smoking PSAs and a leveling off of the rate of decline in smoking.

Former Secretary of Health, Education and Welfare ,Joseph Califano, on quitting smoking for his son

“Until 1975 Joseph A. Califano Jr. smoked as many as three packs of cigarettes a day, but he kicked the habit at the request of his then 11-year-old son, Joe. Mr. Califano, the Secretary of Health, Education and Welfare, recounted this today while outlining the Federal Government’s new antismoking proposals.

“Mr. Califano said that his son had ‘told me that the best birthday present I could give him would be to stop smoking.’ He added: ‘I set about then to give up cigarettes. And the best present I could give Joe turned out to be one of the hardest things I have ever tried to do.’”

New York Times
January 12, 1978

“It was September, and I asked him what he wanted for his birthday. He said, ‘I want you to stop smoking.’ ‘No, seriously,’ I said. ‘What do you want for your birthday and for Christmas?’ And he repeated that wish.

“Joe’s now a surgical oncologist and director of the Head and Neck Cancer Center at the University of California at San Diego.”

Joseph A. Califano, Jr.
Personal communication, June 13, 2019