

Puff, puff and away



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The William F. Eisner Museum of Advertising & Design's new exhibit, "Up in Smoke," looks at the history of tobacco and anti-smoking advertising. The exhibit, which opened this week, is on loan from a New York-based advertising industry group.

Exhibit reviews a century of tobacco advertising

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This country's love affair with the cigarette, and how the romance went sour, are being recounted at the William F. Eisner Museum of Advertising & Design, where tobacco ads from the early 1900s to the present are on display.

The Up in Smoke exhibit, which opened this week, is on loan from the One Club, the New York-based advertising industry group that puts on the prestigious One Show awards. The Eisner appearance is the first non-New York display of the ads, which include print and broadcast.

The earliest work in the show is an artsy French magazine ad circa 1900 that touted a rolling paper. The cigarette-rolling machine had been in-

vented nearly 20 years earlier, but many smokers rolled their own cigarettes in the early 20th century.

U.S. ads from around 1910 for Bull Durham tobacco use images of blacks that would be regarded as racist now but which were commonplace at the time.

By the 1920s, cigarette-rolling machines were helping the tobacco companies to crank out lots of product, and the industry cranked up its advertising machine to create a market for the smokes.

Celebrity smokers

Bonnie Sumner, a local anti-smoking activist who contributed some pieces from her collection to the Eisner exhibit, relates the story of a 1929

Please see **CIGARETTES, 2D**

IF YOU GO

"Up in Smoke: A History of Cigarette Advertising" opened Wednesday and runs through June 15 at the William F. Eisner Museum of Advertising & Design.

Where: 208 N. Water St.

Hours: Wednesdays: 11 a.m. to 5 p.m.; Thursdays: 11 a.m. to 8 p.m.; Fridays: 11 a.m. to 5 p.m.; Saturdays: noon to 5 p.m.; Sundays: 1 p.m. to 5 p.m. Closed Monday and Tuesday.

Admission: Adults, \$4.50; Youth, seniors over 55, \$2.50

Alan Blum Lecture: "Taking on Madison Avenue: Fighting Smoke with Fire — A History of Anti-Smoking Advertising," 7 p.m., March 6. Admission: \$7.50 general public; \$3 students with valid ID, includes admission to the museum.



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A cigarette girl hawks Camels at the "Up in Smoke" exhibit of tobacco industry advertising at the William F. Eisner Museum of Advertising & Design. The exhibit features ads that hark from the early 1900s to the present. About half the exhibit is dedicated to anti-smoking campaigns.

Showing a century of selling smoke

CIGARETTES, From 1D

publicity stunt by Edward Bernays, who is regarded in the industry as the father of public relations.

Bernays saw the opportunity to market cigarettes to women by linking smoking to the right to vote. He hired women to pose as suffragettes and march down Fifth Avenue in New York, holding cigarettes aloft to announce their independence, Sumner says.

To further set the stage for the Lucky Strike brand he was hired to promote, Bernays managed to convince retailers along the parade route to feature green and red clothing, to match the colors of the cigarette packages.

At about the same time, the tobacco industry was using celebrities as role models for smokers. The exhibit includes ads that feature Amelia Earhart, Bing Crosby, Ronald Reagan, Jane Wyman, George Gershwin and Miss America from 1932.

Other selling themes that are expressed in the ads at the Eisner include health, beauty and relaxation.

"Reach for a Lucky instead of a

sweet," says a 1920s ad aimed at the weight-conscious.

Camel cigarettes boasted about a 30-day test of its products that produced no throat irritation.

From 'gross' to preachy

The tobacco industry ads are balanced by a display of anti-smoking advertising that accounts for half of the exhibit. For the Milwaukee showing, some work has been added that was done after 2000, when the "Up in Smoke" show was organized.

New additions include current cigarette industry campaigns as well as TV spots produced by the BVK agency in Glendale for the Wisconsin Tobacco Control Board. Those ads used money from Wisconsin's share of the \$206 billion master settlement of 1998 between the tobacco industry and 46 states.

The BVK spots focus on the health dangers of second-hand smoke to non-smokers and are among the better efforts of the anti-smoking effort, Eisner curator Charles Sable says.

"They're so far behind the cigarette companies," says Sable, looking at the

work of the anti-tobacco forces from the past 20 years.

Early efforts were preachy, and some were gross, he says, adding that more recent ads are more effective.

Examples of gross ads on display at the Eisner include one that shows a disfigured face, with the explanation that the condition is a sample of what smoking does to the inside of the body. Another ad compares a set of healthy lungs with a carbon-ridden set of lungs from a smoker.

Sable emphasizes that the Eisner museum is not taking a position on smoking, either for or against, by running the "Up in Smoke" show.

"We are presenting this as historical fact," Sable says.

As part of the program, the museum will sponsor a lecture on March 6 by Alan Blum, a physician who is a nationally known expert on advertising campaigns to reduce smoking. Blum, who is a professor of family medicine at the University of Alabama, founded Doctors Ought to Care in 1977.

The "Up in Smoke" show continues through June 15.

Chrysler posts \$1.38 billion profit after \$2 billion loss

DILBERT

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