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LIKE FATHER, LIKE SON:

University of Alabama Center for the Study of Tobacco and Society Posts New Exhibition on Smoking as a Family Tradition

Looking for a cool 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 released in 1964 by Alabamian Dr. Luther Terry, tobacco companies made just such Father's Day appeals.

The University of Alabama Center for the Study of Tobacco has posted, "Like father, like son," a gallery of tobacco advertisements and ephemera on the theme of handing down the tradition of smoking from generation to generation, on its website <https://csts.ua.edu/fathers>.



"I could well have been that freckle-faced little boy on the sign in the window of the store who's handing a carton of Chesterfield cigarettes to his dad," noted the Center's director Alan Blum, MD. "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 continued to deny that cigarettes could even cause a cough. Meanwhile,

cigarettes were advertised on billboards in almost every sports arena and stadium, as well as night and day on TV and radio until banned from the airwaves in 1971, 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," said Dr. Blum. "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."

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