THE UNIVERSITY OF **ALABAMA**

FROM ANTI-SMOKING ACTIVIST TO ARCHIVIST... AND BACK AGAIN

How Exhibitions on the History of Tobacco Control Are Helping to Educate a New Generation: Highlights of Six Exhibitions

Alan Blum, MD, University of Alabama Center for the Study of Tobacco and Society, Tuscaloosa, AL, USA ablum@ua.edu

THE CENTER FOR THE STUDY OF TOBACCO AND SOCIETY

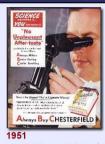
WHEN MORE DOCTORS SMOKED CAMELS

A Century of Health Claims in Cigarette Advertising











This exhibition, featuring more than 60 original cigarette advertisements from 1888 to 1988, debuted at the Texas Medical Center Library in Houston, Texas, in February 1989 in conjunction with the First National Conference on Tobacco Use in America at MD Anderson Cancer Center. The exhibition has since traveled to medical schools around the U.S. An updated version is available for showing. See also online at: csts.ua.edu/exhibitions/1988-camels/

2004 CARTOONISTS TAKE UP SMOKING

The War on Smoking as Seen Through the Eyes of America's Newspaper Editorial Cartoonists









Gary Markstein, Milwaukee Journal Sentinel, 2001

This exhibition of nearly 200 items, supported by the Association of American Editorial Cartoonists and the Herblock Foundation, was on view in 2005-6 at the National Museum of Health and Medicine in Washington, D.C., and traveled to eight other cities. Exhibition online at: csts.ua.edu/cartoonists (Updated 2019)

2005

The Flight Attendants' Fight for Clean Air Aloft



1932 advertisement for Camel cigarettes, featuring a flight attendant serving cigarette packs to passengers and the caption. "FRESH cigarettes are now served in the skies'



1952 advertisement for Chesterfield cigarettes, featuring a flight attendant serving cigarette packs to passengers and a statement: "Chesterfields are provided exclusively on all United's Stratocruiser flights to Honolulu.



1961 advertisement for Player's cigarettes, featuring a Swiss flight attendant



1982 airline seating chart for a Northwest Orient airplane: the pink seats denote the nonsmoking area. while the blue seats denote the smoking area



Philip Morris 4-cigarette pack Ozark Airlines Complimentary Cigarettes Ca. 1950



Photograph of Patty Young, the American Airlines flight attendant who began campaigning for smoke-free flights in 1967, focusing on the health hazards of second-hand smoke. She was instrumental in persuading the U.S. Congress to ban smoking on domestic flights in

"Up in Smoke," supported by the Flight Attendant Medical Research Institute (FAMRI), included more than 50 items. It was exhibited at the Louis A. Turpen Aviation Museum at the San Francisco (California) International Airport; the Buffalo Niagara International Airport, Buffalo, New York; the Southern Museum of Flight, Birmingham, Alabama; and the FAMRI Scientific Symposium, Miami Beach, Florida. See also online at: csts.ua.edu/airlines

2006

SMOKING IN THE BALCONY ONLY

When Movie Stars Sold Cigarettes







Dolores del Rio for Lucky Strike, 1938

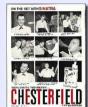


Chesterfield, 1951

John Wayne for Ronald Reagan for Camel, 1951



Rosalind Russell for



Frank Sinatra for L&M. 1955

Chesterfield, 1957

This exhibition, which featured over 50 items and a large-screen showing of smoking scenes from movies, opened at the BAMA Theatre, Tuscaloosa, Alabama, and will be featured at the 2018 Conclave of the Theatre Historical Society of America, Exhibition online at: csts.ua.edu/movies

THE SURGEON GENERAL VS. THE MARLBORO MAN: WHO REALLY WON?

Commemorating the 50th Anniversary of the Report on Smoking and Health







New York State Journal of Medicine published the first theme issue on tobacco to appear in a U.S. medical journal in December 1983 and a follow-up theme issue in July 1985



Cover story, U.S. News & World Report, August 6, 1990: "How to Reverse Heart Disease," with Philip Morris' Marlboro cigarette advertisement on the back cover



Cover story, Financial World, July 8, 1996: "The World's Most Valuable Brands. with a photo of Philip Morris CEO Geoffrey Bible



Article, The Straits Times (Malaysia), August 23, 1997: "Philip Morris will stop cigarette production if cancer link proven"

This exhibition of more than 130 items debuted at the Gorgas Library of the University of Alabama before traveling to the Lyndon Baines Johnson Presidential Library, Austin, Texas; the Texas Medical Library, Houston, Texas; and the LSU Health Sciences Center Library, New Orleans, Louisiana. See also online at: csts.ua.edu/exhibitions/2014-sq-v-mm/

2018

BIG TOBACCO IN THE BIG APPLE

New York City, Home of the Tobacco Industry and Its Allies



Times Square billboard with Camel ad, 1943



Baseball legend Jackie Robinson for Chesterfield, The Sporting







Shea Stadium hasehall park billboard, 1985

This comprehensive online-only exhibition, featuring nearly 1,000 items including video and audio, can be viewed online at: csts.ua.edu/btba SEÉ ALSO THE CENTER'S 2019 EXHIBITIONS AT: csts.ua.edu/exhibitions