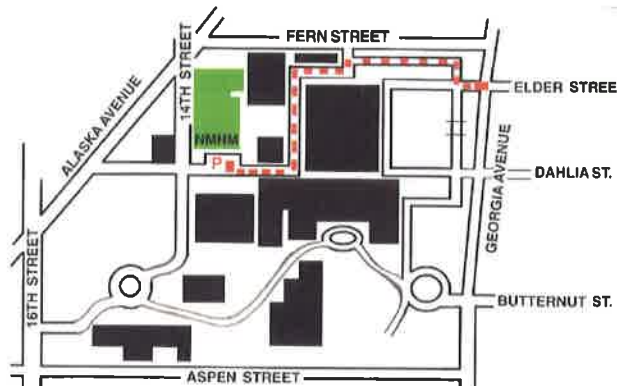




This exhibit retraces the 40-year battle over the use and promotion of cigarettes since the publication of the landmark Surgeon General's report on smoking and health in 1964. It also addresses complacency on the part of organized medicine, politicians, and the mass media in ending the tobacco pandemic.

The exhibit is curated using material from the The University of Alabama Center for the Study of Tobacco and Society. The Center holds one of the largest archives on the history of the tobacco industry and the anti-smoking movement. Comments, questions and suggestions are encouraged and can be addressed to Dr. Blum at ablum@cchs.ua.edu



Visits are self-guided and take about 2 hours. Free, guided tours are available for the public at 1 p.m. on the 2nd and 4th Saturdays of each month. The museum also offers free guided tours to groups of 10 or more. Please call (202) 782 2200 in advance for reservations.

Directions

The museum is located five miles north of the White House in northwest Washington, D.C. on the campus of Walter Reed Army Medical Center (WRAMC).

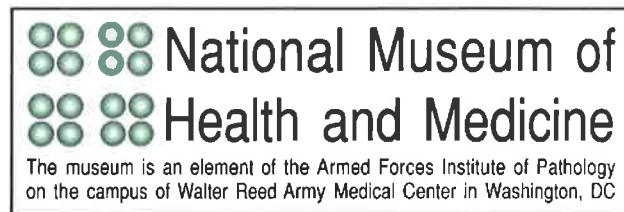
At the gate, the driver and all adults in the vehicle will need to show a valid driver's license or other picture ID, and tell the guard that the museum is your destination.

Make an immediate right inside the gate and follow the road as it winds around behind the hospital. At the stop sign make a right turn, drive about 500 ft and turn right into the horseshoe driveway in front of the museum. Park anywhere along the side of the horseshoe. A free parking pass will need to be obtained from the front desk inside the museum, and displayed on the dashboard. On weekends, parking on the WRAMC campus is open and a pass is not needed.

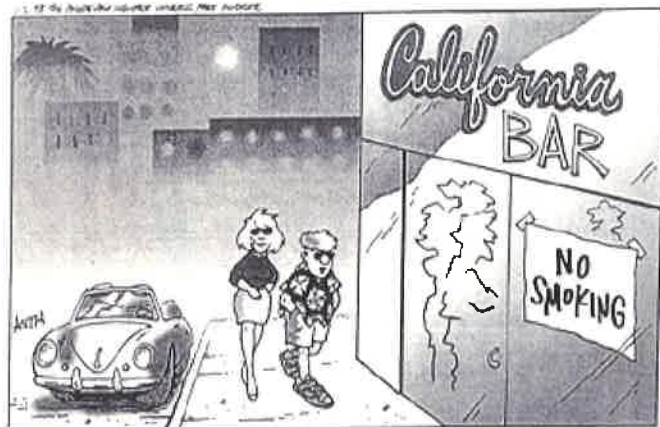
CARTOONISTS TAKE UP SMOKING



A collection of editorial cartoons addressing the tobacco controversies of the latter half of the twentieth century



www.nmhm.washingtondc.museum



"LET'S GO INSIDE AND GET A BREATH OF FRESH AIR..."

"Cartoonists Take Up Smoking" features 55 original cartoons by more than 50 nationally known American editorial cartoonists and is supplemented by smoking-related items, from the original newspaper headlines that inspired the cartoons to advertisements promoting the health benefits of lighting up. Also displayed are several artifacts, as well as two preserved lungs -- one showing the ill effects of smoking and the other a healthy lung -- from the museum's anatomical collection.

In their artist's statement, several of the cartoonists relate that their family members have suffered from smoking-related illnesses. For example, David Fitzsimmons of The Arizona Star, said "My mother and father died within a month of each other because of their inability to overcome their addiction to cigarettes. I understand, firsthand, the impact of tobacco on the lives of people."

Note that not all cartoonists have depicted tobacco as an evil weed. Indeed, several could be described as anti-anti-smoking, in part based on their belief in the freedom to choose. Clay Bennett of the Christian Science Monitor wonders if there also should be laws against nagging and finger-wagging. The New York Post's Sean Delonas foresees the advent of a smoke police force roaming sidewalks and parks (lower right).

The exhibit, which was produced with the cooperation of the Association of American Editorial Cartoonists, will be on display at the museum during the week of the World Conference on Tobacco or Health, July 10-15, at the Washington Convention Center in Washington, D.C.

It is on display at the museum, which is open every day except Dec. 25 from 10 a.m. to 5:30 p.m. The museum is located at Walter Reed Army Medical Center, 6900 Georgia Ave. and Elder Street, NW, Washington, D.C. For more information call (202) 782 2200 or visit www.nmhm.washingtondc.museum. Admission and parking are free.

"The wide-ranging controversies surrounding tobacco are captured in the cartoons, from the misguided quest for a safe cigarette to the targeting of tobacco advertising to women and minority groups. Cartoons on smoking have had an impact at both the local and national levels. Editorial cartoons practically laughed Joe Camel out of town and helped pass countless clean indoor air laws." -Alan Blum, M.D., curator of "Cartoonists Take Up Smoking"



According to a recent *Nationwide survey*:
**MORE DOCTORS SMOKE CAMELS
 THAN ANY OTHER CIGARETTE**

In the 1940s, tobacco companies routinely advertised in medical journals and magazines, like the Journal of the American Medical Association and in Time, as shown here.

A cigarette case bearing the logo of the Mayo Clinic in Rochester, Minn.

