



## SMOKE SIGNALS

100 years of tobacco advertising

**Judy Vaknin**

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### Selling points

- The only fully illustrated book on the topic
- More than 80 colour reproductions of historic advertisements
- One of the first two in a brand new series
- Sourced from a unique collection – The Library of Historic Advertising at Middlesex University
- Excellent, well researched reference book

### Description

More money has been spent on tobacco advertising in the 20th century than on the advertising of any other product. However, its recent history is one of conflict and struggle. Tobacco companies have battled fiercely to reach new markets, rejected claims of a link between tobacco and fatal illnesses, and finally fought against the implementation of advertising restrictions. *Smoke Signals* traces the story from the beginning of the century to the final years, when tobacco companies were forced to stop advertising and look for alternative ways of promoting their products. The book contains over eighty bold advertisements which reflect the social and cultural changes seen in these turbulent years and show the fascinating development of 20th-century tobacco advertising.

### About the author

**Judy Vaknin** is the archivist at Middlesex University and has been responsible for the care and management of the Library of Historic Advertising since it was acquired by the University in 1997. She qualified at University College London and was the project archivist for the Runnymede Collection at Middlesex University before becoming the University archivist.

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