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PRESS RELEASE

New Development is a Hard Habit to Quit!

Small bonfires have been lit with the plethora of news stories urging smokers to stub it out but the Black Country Living Museum in Dudley has issued an appeal for smokers and ex smokers to pass their habit on to them!

The museum which is setting up a tobacconist shop on its new 1930s high street needs memorabilia dating between 1935 and 1939 to deck out its shelves. Preedy's Tobacconist Shop is set to open at the museum next summer and had more than 40 shops in the Midlands. The Dudley attraction is hoping to strike it lucky and set fans aflame with a public appeal for all things smokin!

Stephen Howard, Assistant Curator, Displays said: "To help ensure the accurate reconstruction of an important part of our social history we are keen to hear from anyone with connections to the industry or with access to memorabilia. We are looking for display fixtures for pipes, smoking paraphernalia, vintage tobacco tins in good condition, cigarette packets of the era such as Du Maurier, Passing Clouds, Woodbine, Park Drive, Weights, Cinderella, Navy Cut and Senior Service; snuff boxes, point of sale cards, posters and cigarette cards. We all know the great damage that cigarettes do to our health but it is important that the museum truly reflects the times and the importance of smoking in everyday life. Cigarettes had a relatively clean image, with little awareness of links with heart and lung disease. I'm

sure men and women brought up in the 30s and 40s will remember the slogan ‘Craven A will not affect your throat!’”

In the 1930s smoking was considered a glamorous and universal occupation and 75% of the population smoked. Loose tobacco was sold at three and four pence an ounce and cigarettes were cheap with a packet of 5 Woodbines costing as little as tuppence - the price of a newspaper. In the thirties the brand you smoked reflected as much about your personality as the clothes you wore!

If you have any information which could help us in our search please contact Stephen Howard, Assistant Curator, Display at stephenh@bclm.co.uk to make an appointment.

-Ends-

Photographic Opportunity:
Images attached

For further information contact:

Fiona Carding, Media Relations Officer Tel: 0121 521 5692 Email: fionac@bclm.co.uk Mobile: 07901 575995

Emma Middleton, Marketing Manager Tel: 0121 521 5603 Mobile: 07747 312196