



3rd March 2010

PRESS RELEASE

Make Smoking History!

The Black Country Living Museum has teamed up with Dudley NHS to make smoking a thing of the past. The museum which is setting up a tobacconist shop is hoping to find smoking memorabilia dating between 1935 and 1939 to deck out its shelves and Dudley NHS is hoping smokers will stub it out and consign their habit to history!

Stephen Howard, Assistant Curator, Displays said: “The Museum is hoping to find pipe smoking paraphernalia, cigar boxes, snuff boxes, vintage tobacco tins in good condition and cigarette packets of the era such as Du Maurier, Passing Clouds, Woodbine, Park Drive, Weights, Cinderella, Navy Cut and Senior Service.

“There was little awareness of the health risks associated with smoking at the time. Indeed smoking was considered glamorous with over 75% of the population partaking! Slogans such as ‘Craven A will not affect your throat!’ were common place.”

Joy Boyes, PR and Campaigns Officer, NHS Dudley said: “Going smoke free is the one single thing people can do to not only to improve their health but also increase their chances of living longer. Tobacco smoke contains over 4000 chemicals, including more than 50 known cancer-causing substances, and is responsible for many serious and fatal diseases including lung cancer, coronary heart disease, bronchitis and emphysema.”

In the early nineteen hundreds loose tobacco cost between three and four pence an ounce whilst cigarettes were even cheaper with a packet of 5 Woodbines costing just tuppence. Today a 20-a day smoking habit would set you back more than £2000 a year or £20,000 over a decade!

It has been proven that support from local NHS stop smoking services, combined with treatments such as Champix or nicotine gum and patches, can be up to four times more effective than willpower alone. Last year the Dudley Stop Smoking Service helped over 4,500 local people to stop smoking.

Ruth Olding, Tobacco Control Programme Manager, Dudley Public Health said: “This time of year around No Smoking Day many smokers think about stopping and our FREE service is there to offer them all the help and advice they need.”

If you have any information relating to smoking memorabilia please contact Stephen Howard, Assistant Curator, Display at stephenh@bclm.co.uk
For help and advice to stop smoking call 0800 0850 652, text CAN to 80800 or visit www.dudleystopsmoking.co.uk

-Ends-

Photographic Opportunity:

Costumed guides together with old-fashioned smoking memorabilia will be available for a photographic opportunity at the Black Country Living Museum on Friday 5th March at 12 noon.

Image attached

Caption: Costumed Guide, Roger Boyling at the Black Country Living Museum

Note to Editors:

About the Museum

The Black Country Living Museum is one of the UK's leading open air museums. Attracting over 300,000 visitors each year to an astonishing 26 acre site just two miles from the town centre of Dudley, it captures and admires the achievements and culture of the region's past and the extraordinary impact this had on the wider world. With its thriving village spanning 150 years of history from c1770 to the 1920s, canal, tram way, school, public park and fairground, alongside the energy of an industrial landscape of mining, steam power, heavy metalwork and lime kilns, the Museum offers a visitor experience that few others can match. We also have one of the best fish and chips shops for miles around!

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