

carefully crafted and promoted. For this reason, tobacco control professionals should closely monitor Salem promotions and begin to plan appropriate advocacy activities.

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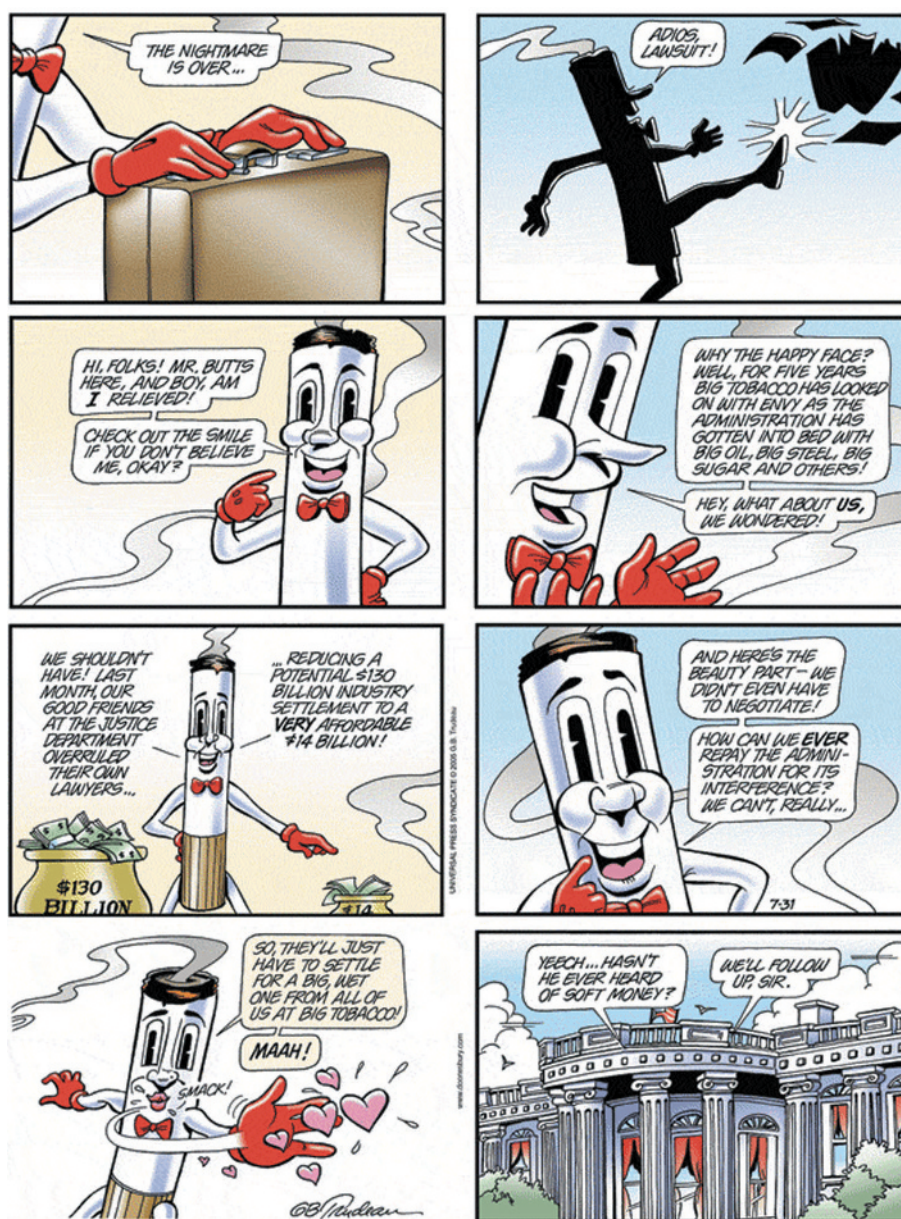
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USA: cartoonists take up smoking

Delegates to the 13th World Conference on Tobacco OR Health, to be held in Washington DC from 12–15 July 2006, will be able to see a unique exhibition presenting a history of the past 50 years of anti-smoking activities as seen through the eyes of newspaper editorial cartoonists. The exhibition, at the

National Museum of Health and Medicine, produced in cooperation with the Association of American Editorial Cartoonists, will include more than 60 original artworks, together with the headlines and other items related to the events that inspired the artists. There will be an exhibition-related event at the museum during the conference, including a talk by KAL, cartoonist for *The Economist* and *The Baltimore Sun*.

The Lighter Side



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