Guide to the Marlboro Oral History and Documentation Project

NMAH.AC.0198
Stacy Flaherty
1987
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Collection Overview

Repository: Archives Center, National Museum of American History
Title: Marlboro Oral History and Documentation Project
Identifier: NMAH.AC.0198
Date: 1926-1988
Extent: 17.4 Cubic Feet (86 boxes)
Creator: Ellsworth, Scott, Dr.
Zinn, Manfredo
Marx, Dick
Nunez, Raul
Winfield, Darrel
Kwan, William
Kwong, Goddard
Adams, Hall
Landry, Jack
Arguelles, Rafael
Fockler, Knut
Philip Morris, Inc.
Gil, Felipe
Jarrard, Tom

Language: English

Administrative Information

Acquisition Information
The collection was donated to the Archives Center by Philip Morris, Inc. in 1986.

Processing Information
Collection processed by Stacy Flaherty, 1987

Preferred Citation
Marlboro Oral History and Documentation Project, Archives Center, National Museum of American History

Restrictions
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Nancy Lund
Vice President, Marketing
Philip Morris International
120 Park Avenue
New York, NY 10017
(917) 663-5000

Biographical / Historical

The history of Marlboro cigarettes offers insight into one of the great advertising and marketing success stories of the 20th century. Marlboro cigarettes were marketed from the Victorian era through the first half of this century as a women's cigarette, with tag-lines that aimed to appeal to female smokers, such as "Marlboro - Mild As May." In 1955, two transformations occurred which would affect both profitability and brand recognition: the addition of an integrated filter and the re-invention of the market through the debut of the "Marlboro Man" advertising campaign. The original Marlboro Man campaign featured close-up images of all kinds of men using the product -- the cowboy was one, along with lifeguards, sailors, drill sergeants, construction workers, gamblers and other types suggestive of a masculine spirit and rugged independence. By 1963, the "Marlboro Country" campaign began. This campaign focused on the cowboy and his symbolic canon: boots, hats, horses, and western landscapes. By the mid-1980s, Marlboro was the best-selling brand in the United States and the world, and the Marlboro cowboy was among the most widely recognized of American cultural symbols. Sold in over 180 nations, both the cigarettes and the ad campaign had become a global phenomena.

Scope and Contents

The Marlboro Oral History and Documentation Project is the result of a two-year effort supported in part by a gift from Philip Morris, Inc. Sixty oral history interviews and a variety of television commercials, print advertising, promotional materials, packaging, and industry publications were gathered to document Marlboro cigarette advertising. The bulk of the collection focuses on the period between 1954 and 1986, and examines the "Marlboro man", "Settle Back" and "Marlboro Country" campaigns. The collection is a rich source of information for researchers interested in advertising and marketing history, issues of smoking and health, and the export of both tobacco and American cultural symbols abroad. The core of the collection is a series of interviews conducted during 1985-1987 by Dr. Scott Ellsworth, an independent scholar and oral historian. The broad range of interviewees included executives of Philip Morris, advertising agency personnel from Leo Burnett, photographers, production staff, sales and
marketing personnel, and Marlboro cowboys. Twenty-seven interviews were conducted overseas, in Argentina, Brazil, the Dominican Republic, Hong Kong, Switzerland, and West Germany. Conducted primarily with Marlboro licensee and affiliate staff, the interviews focus on the marketing and advertising history of Marlboro in the six nations. These interviews and others conducted with executives of Philip Morris International in New York City also address the history of Marlboro advertising in Africa, the Middle East, China, Eastern Europe and elsewhere in Europe and Latin America. The interviews cover events from the 1930s through the 1980s. They focus on the theory and development of Marlboro advertising, its content and creation, and its modifications over the years. The foreign interviews also discuss the structure of the local cigarette marketplace, marketing and advertising techniques, and the use and modification of Marlboro advertising for different cultures. Finding aids to the oral histories include abstracts of each interview indicating the major topic discussed, a cumulative index to personal names and topics in the interviews, and brief biographical and scope notes.

Arrangement

The collection is divided into seven series.

Series 1: Research Files, 1943-1987
Series 2, Interviewee Files, 1986
Series 3; Oral History Interviews, 1986
Series 4: Advertising Materials, 1926-1986
Series 5: Promotional items and packaging, 1926-1986
Series 7: Travel Slides Generated by Project Team, 1926-1986

Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Cultures:
   Accountants
   Advertising agencies -- 20th century
   Advertising campaigns -- 20th century
   Advertising photography
   Advertising, Newspaper -- 20th century
   Advertising, magazine -- 20th century
   Art directors
   Cigarette industry -- 20th century
   Cigarettes -- advertising -- 20th century
   Cinematographers
   Copy writers
   Cowboys -- 20th century
   Photographers
   Photography, Advertising -- 20th century
Smoking -- 1940-1990
T.V. commercial producers
Television advertising -- Cigarettes -- 1940-1990
Travel photography -- 1940-1990
advertising -- Cigarettes -- 20th century

Types of Materials:

Articles
Audiotapes -- 1980-1990
Color slides -- 1960-1990
Commercials
Newsletters
Posters
Proofs (printed matter)
Slides (photographs) -- 1950-2000
Videotapes

Names:
Leo Burnett, Inc.

Geographic Names:
Argentina -- Advertising
Brazil -- Advertising
China -- Advertising
Dominican Republic -- Advertising
Hong Kong -- Advertising
Switzerland -- Advertising
West Germany -- Advertising

Preferred Titles:

*Marlboro (cigarette brand)*
Container Listing

Series 1: Research Files, 1943-1987
Series 1: Research Files, contains background materials gathered by the Archives Center project team and includes news clippings, chronologies, and other secondary source materials.

Box 1, Folder 1 Bibliography, 1986
Box 1, Folder 2 Project Handbook, 1987
Box 1, Folder 3 Marlboro Chronology, 1955-1975
Box 1, Folder 4 Articles: Marlboro Personalities, various sources
Box 1, Folder 5 "Cowboy Dreams" story board, 1986
Box 1, Folder 6 Television advertisements, video reel listings
Box 1, Folder 7 International ads, historical reel listing
Box 1, Folder 8 International ads, Hong Kong listing
Box 1, Folder 9 Radio advertisements
Box 1, Folder 10 Warshaw collection images
Box 1, Folder 11 Miscellaneous print ads
Box 1, Folder 12 Articles: Philip Morris chronology and corporate profiles (various sources)
Box 1, Folder 13 Articles: Philip Morris, Inc., pre-1950s
Box 1, Folder 14 Articles: Philip Morris, Inc., 1950s
Box 1, Folder 15 Articles: Philip Morris, Inc., 1960s
Box 1, Folder 16 Articles: Philip Morris, Inc., 1970s
Box 1, Folder 17 Articles: Philip Morris, Inc., 1980s
Box 1, Folder 18 Philip Morris, Inc., foreign cigarette business and advertising
Box 1, Folder 19 Business Week cigarette sales figures, 1949-1971
Box 1, Folder 20 "The Facts Behind Filter-Tip Cigarettes", Readers' Digest, July 1957 and "Wanted and Available - Filter Tips That Really Filter", Readers' Digest, August 1957
Box 1, Folder 21 Articles: Four Sixes Ranch, Texas
Box 2, Folder 1  Articles: cigarette advertising
Box 2, Folder 2  Articles: cowboy images in advertising
Box 2, Folder 3  Articles: tobacco advertising regulations
Box 2, Folder 4  Cigarette ban article listing
Box 2, Folder 5  Articles: tobacco
Box 2, Folder 6  Articles: women and smoking
Box 2, Folder 7  "Smoking or Health: The Choice is Yours", World Health magazine, February-March 1980
Box 2, Folder 8  "Marketing and Distribution of Tobacco" study prepared by the UNCTAD Secretariat of the United Nations, 1978
Box 2, Folder 9  Flyer for "Death in the West: One of the Most Powerful Anti-Smoking Films Ever Made," 1986
Box 2, Folder 10 Federal Trade Commission Staff Report on the Cigarette Advertising Investigation (public version), May 1981
Box 3, Folder 1  Articles: Leo Burnett Company, Inc.
Box 3, Folder 2  Reader's Guide information on Marlboro, July 1943 - October 1982
Box 3, Folder 3  Miscellaneous secondary sources

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Series 2: Interviewee Files, 1986

Series 2: Interviewee Files, contains oral abstracts of each interview, and occasionally, additional information about the interviewee. Arranged alphabetically by interviewees' last name.

<table>
<thead>
<tr>
<th>Box 4, Folder 1</th>
<th>Master index</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 4, Folder 2</td>
<td>Hall Adams, Jr., Chairman and CEO, Leo Burnett, Co., interviewed in New York City</td>
</tr>
<tr>
<td>Box 4, Folder 3</td>
<td>Rafael Arguelles, Marketing Director, Massalin Particulares, interviewed in Buenos Aires, Argentina</td>
</tr>
<tr>
<td>Box 4, Folder 4</td>
<td>Manuel E. Aybar, Market Researcher, E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic</td>
</tr>
<tr>
<td>Box 4, Folder 5</td>
<td>Kirk Bachman, first assistant cameraman, freelancer, interviewed in Marfa, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 6</td>
<td>Lester Bagdasarian, Jr., Art Director, Leo Burnett, Co., interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 7</td>
<td>John Benson, former Account Executive with Leo Burnett, interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 8</td>
<td>Marlene Bregman, Director of Marketing Services, Leo Burnett Publicidade, interviewed in Sao Paolo, Brazil</td>
</tr>
<tr>
<td>Box 4, Folder 9</td>
<td>Elizabeth Butson, Vice-President, Philip Morris, USA, interviewed in New York City</td>
</tr>
<tr>
<td>Box 4, Folder 10</td>
<td>William Campbell, Executive Vice President of marketing for Philip Morris, USA interviewed in New York City</td>
</tr>
<tr>
<td>Box 4, Folder 11</td>
<td>Kenneth Carter, Art Director, Leo Burnett Co., interviewed in Alpine, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 12</td>
<td>Juan O. Contin, Promotion Director at E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic</td>
</tr>
<tr>
<td>Box 4, Folder 13</td>
<td>Ralph Delby, Art Director, Leo Burnett, interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 14</td>
<td>Bob Dillard, editor of local newspaper and extra in &quot;Cowboy Dreams&quot;, interviewed in Marfa, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 15</td>
<td>Fernando X. Donoso, interpreter for Felipe Gil, Santo Domingo, Dominican Republic</td>
</tr>
<tr>
<td>Box 4, Folder 16</td>
<td>Thomas Duff, Accountant, Leo Burnett Co., interviewed in Marfa, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 17</td>
<td>Gabrielle Euchner, Product Manager, Philip Morris, GMBH, interviewed in Munich, West Germany</td>
</tr>
</tbody>
</table>
Box 4, Folder 18  Ian Ferguson, Marketing Director, Philip Morris, interviewed in Lausanne, Switzerland

Box 4, Folder 19  Knut Fockler, Marketing Director, Philip Morris GMBH, interviewed in Munich, West Germany

Box 4, Folder 20  Felipe Gil, Director of Publicity, E. Leo Jimenes, interviewed in Santo Domingo, Dominican Republic

Box 4, Folder 21  Carlos Giovanelly, Director of Marketing Research, Massalim Particulares, interviewed in Buenos Aires, Argentina

Box 4, Folder 22  Earl Glass, Art Director, Leo Burnett Co, interviewed in Chicago, Illinois

Box 4, Folder 23  K. Dawn Glover, schoolteacher and extra in "Cowboy Dreams" interviewed in Marfa, Texas

Box 4, Folder 24  Rafael Gomez, Sales Manager, E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic

Box 4, Folder 25  Jorge Alberto Gonzales, Director of Marketing, Massalin Particulares, interviewed in Buenos Aires, Argentina

Box 4, Folder 26  Tom Jarrard, Marlboro wrangler, interviewed in Lander, Wyoming

Box 4, Folder 27  Phelps Johnston, copywriter, Leo Burnett, interviewed in Chicago, Illinois

Box 4, Folder 28  Guy Jones, grip, interviewed in Marfa, Texas

Box 4, Folder 29  Cici Kinney, Production Coordinator, "Cowboy Dreams", interviewed in Marfa, Texas

Box 4, Folder 30  Kenneth Krom, Creative Director, Leo Burnett, interviewed in Chicago, Illinois

Box 4, Folder 31  William Kwan, Area Manager, Philip Morris, Asia, interviewed in Hong Kong

Box 4, Folder 32  Karen Kwok, Associate Account Advertising Director, Leo Burnett, interviewed in Hong Kong

Box 4, Folder 33  Goddard Kwong, Promotions Manager, Philip Morris Asia, interviewed in Hong Kong

Box 4, Folder 34  John Landry, Senior Vice-President, Philip Morris, interviewed in New York City

Box 4, Folder 35  Luis Manuel Leon, Assistant to the Marketing Director and grandson of the founder of E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic

Box 4, Folder 36  Emily Lo, Advertising Manager, Philip Morris Asia, interviewed in Hong Kong

Box 4, Folder 37  Johnny Lo, Media Group head, Leo Burnett, interviewed in Hong Kong
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<thead>
<tr>
<th>Box 4, Folder 38</th>
<th>William Ma, Hong Kong Sales Manager, Philip Morris Asia, interviewed in Hong Kong</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 4, Folder 39</td>
<td>Dick Marx, music producer, Dick Marx and Associates, interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 40</td>
<td>Neil McBain, former Art Director, Leo Burnett, interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 41</td>
<td>Bobby McKnight, actor in Cowboy Dreams, interviewed in Marfa, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 42</td>
<td>Ross Milhiser, Vice Chairman of the Board of Directors, Philip Morris, Inc., interviewed in New York City</td>
</tr>
<tr>
<td>Box 4, Folder 43</td>
<td>Norman Muse, Chairman and Chief Creative Officer, Leo Burnett, interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 44</td>
<td>David Musial, producer, Leo Burnett, interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 45</td>
<td>Raul Nunez, Director of Marketing, E. Leon Jimenes, Santo Domingo, Dominican Republic</td>
</tr>
<tr>
<td>Box 4, Folder 46</td>
<td>James Oates, Account Executive, Leo Burnett, interviewed in Chicago, Illinois</td>
</tr>
<tr>
<td>Box 4, Folder 47</td>
<td>Jean-Pierre Paschoud, Director of Marketing, Philip Morris, interviewed in Lausanne, Switzerland</td>
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<tr>
<td>Box 4, Folder 48</td>
<td>Expedy Pou, interpreter for Rafael M. Gomez, Santo Domingo, Dominican Republic</td>
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<tr>
<td>Box 4, Folder 49</td>
<td>Juan Luis Restrepo, Brand Manager, E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic</td>
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<td>Box 4, Folder 50</td>
<td>Gilberto Rodriguez, owner, Toltec Cafe (used in &quot;Cowboy Dreams&quot;), interviewed in Alpine, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 51</td>
<td>David Smirnoff, freelance executive film producer for Starlight Productions, interviewed in High Frontier Ranch, Jeff Davis County, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 52</td>
<td>Bruce Surtees, motion picture photographer for &quot;Cowboy Dreams&quot; interviewed in Marfa, Texas</td>
</tr>
<tr>
<td>Box 4, Folder 53</td>
<td>Daniel Tso, Director of Brand management, Philip Morris U.S.A., interviewed in New York City</td>
</tr>
<tr>
<td>Box 4, Folder 54</td>
<td>Gunther Ulrich, Manager of Market Information and Alaysis, Philip Morris, GMBH, interviewed in Munich, West Germany</td>
</tr>
<tr>
<td>Box 4, Folder 55</td>
<td>Juan Vergara, Chief of Publicity and Promotion, Philip Morris, interviewed in Sao Paolo, Brazil</td>
</tr>
<tr>
<td>Box 4, Folder 56</td>
<td>George Weissman, Director Emeritus of Philip Morris, Inc., interviewed in New York City</td>
</tr>
<tr>
<td>Box 4, Folder 57</td>
<td>Kelly Whitfield, local resident in &quot;Cowboy Dreams&quot; interviewed in Fort Russell, Marfa, Texas</td>
</tr>
<tr>
<td>-----------------</td>
<td>------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Box 4, Folder 58</td>
<td>Darrell Winfield, Marlboro cowboy, interviewed in Riverton, Wyoming</td>
</tr>
<tr>
<td>Box 4, Folder 59</td>
<td>Thorisman Wolff, Manager of Public Relations, Philip Morris, GMBH, interviewed in Munich, West Germany</td>
</tr>
<tr>
<td>Box 4, Folder 60</td>
<td>Robert Zabeo, Director of Marketing for Philip Morris in Brazil, interviewed in Sao Paolo, Brazil</td>
</tr>
<tr>
<td>Box 4, Folder 61</td>
<td>Manfredo Zinn, Director of Marketing, Massalin Particulares, interviewed in Buenos Aires, Argentina</td>
</tr>
</tbody>
</table>

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Series 3: Oral History Interviews, 1986

Series 3: Oral History Interviews, includes original masters, preservation and research copies. Researcher copies are arranged alphabetically by interviewee's last name.

Researcher listening copies; arranged alphabetically by interviewees last name; see SERIES 2 listing (above) for more information on each interviewee.

Box 5          Hall Adams- Juan Contin
Box 6          Ralph Delby - Rafael Gomez
Box 7          Jorge Gonzalez - Johnny Lo
Box 8          William Ma - Jean-Pierre Paschoud
Box 9          Juan Luis Restrepo - Manfredo Zinn
Box 10         Hall Adams - Juan Contin (second copy)
Box 11         Ralph Delby - Rafael Gomez (second copy)
Box 12         Jorge Gonzalez - Johnny Lo (second copy)
Box 13         Juan Luis Restrepo - Manfredo Zinn (second copy)
Series 4: Advertising, 1926-1986

Series 4; Advertising, is divided into five sub-series as follows: Proofsheets, 1981-1986 (English, Spanish); Posters, 1984-1985 (English, Spanish, German); Print ads and Billboards, 1927-1986 (in slide format); Television commercials, 1955-1986; Radio commercials, 1956-57; 1986

Subseries 4.1: Proofsheets, 1981-1986

Map-folder 1 Proofsheets, 1981-1986
Map-folder 1 Proofsheets, 1982
Map-folder 1 Proofsheets, 1983
Map-folder 1 Proofsheets, 1984
Map-folder 1 Proofsheets, 1985
Map-folder 1 Proofsheets, 1986

Subseries 4.2: Posters, 1984-1985

Map-folder 1 Posters, 1984-1985
Map-folder 1 Posters (German), undated

Subseries 4.3: Print Ads, Outdoor Ads, and International Ads, 1926-1986

Box 16 Print Ads, Outdoor Ads, and International Ads, 1927-1962
Image(s)
Box 17 Print Ads, Outdoor Ads, and International Ads, 1962-1973
Image(s)
Box 18 Print Ads, Outdoor Ads, and International Ads, 1973-1981
Box 19 Print Ads, Outdoor Ads, and International Ads, 1982-1984
Image(s)
Box 20 1984-1986; outdoor and international advertisements
Image(s)

Subseries 4.4: Television Commercials, 1955-1986

Box 21, Video AC0198-RV0001 Marlboro Television Ads, 1955-1956
1 videocassettes (u-matic)
Box 21, Video AC0198-RV0002 Marlboro Television Ads, 1956-1957
1 videocassettes (vhs)
<table>
<thead>
<tr>
<th>Box Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 21, Video AC0198-RV0003</td>
<td>Marlboro Television Ads, 1957-1958</td>
</tr>
<tr>
<td>Box 21, Video AC0198-RV0004</td>
<td>Marlboro Television Ads, 1958-1959</td>
</tr>
<tr>
<td>Box 21, Video AC0198-MV0005</td>
<td>Marlboro Television Ads, circa 1959-1963</td>
</tr>
<tr>
<td>Box 21, Reel AC0198-RV0006</td>
<td>Marlboro Television Ads, 1959</td>
</tr>
<tr>
<td>Box 22, Video AC0198-RV0007</td>
<td>Marlboro Television Ads, 1961-1962</td>
</tr>
<tr>
<td>Box 22, Video AC0198-RV0008</td>
<td>Marlboro Television Ads, 1962-1964</td>
</tr>
<tr>
<td>Box 22, Video AC0198-RV0009</td>
<td>Marlboro Television Ads, 1964-1965</td>
</tr>
<tr>
<td>Box 22, Video AC0198-RV0010</td>
<td>Marlboro Television Ads, 1965</td>
</tr>
<tr>
<td>Box 22, Video AC0198-RV0011</td>
<td>Marlboro Television Ads, 1965-1967</td>
</tr>
<tr>
<td>Box 22, Video AC0198-RV0012</td>
<td>Marlboro Television Ads, 1967-1969</td>
</tr>
<tr>
<td>Box 23, Video AC0198-RV0013</td>
<td>Marlboro Television Ads</td>
</tr>
<tr>
<td>Box 23, Video AC0198-RV0014</td>
<td>The Marlboro Story</td>
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<tr>
<td>Box 23, Video AC0198-RV0014</td>
<td>Marlboro International Television Commercials, 1986</td>
</tr>
<tr>
<td>Box 23, Video AC0198-RV0016</td>
<td>Leo Burnett Marlboro Television Commercials</td>
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<tr>
<td>Box 23, Video AC0198-RV0017</td>
<td>International Television Commercials-Case Histories Hong Kong and Germany</td>
</tr>
<tr>
<td>Box 23, Video AC0198-RV0018</td>
<td>Television Commercials-Marlboro Lights</td>
</tr>
</tbody>
</table>

Subseries 4.5: Radio Commercials, 1956-1957; 1986
Box 14 Marlboro Radio Spots, 1956-1957

Box 14 Dominican Baseball Broadcast with Marlboro Commercials, November 1986

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Series 5: Promotional Items and Packaging, 1926-1986

Series 5: Promotional Items and Packaging includes boxes, softpacks, cartons, cookbooks, playing cards, and other material from the United States, Switzerland, West Germany, Hong Kong and the Dominican Republic.

<table>
<thead>
<tr>
<th>Box</th>
<th>Location</th>
<th>Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Box 24</td>
<td>United States</td>
<td>7 items</td>
</tr>
<tr>
<td>Box 25, Folder 1</td>
<td>Switzerland</td>
<td>5 items</td>
</tr>
<tr>
<td>Box 25, Folder 2</td>
<td>West Germany</td>
<td>8 items</td>
</tr>
<tr>
<td>Box 25, Folder 3</td>
<td>Hong Kong</td>
<td>4 items</td>
</tr>
<tr>
<td>Box 25, Folder 4</td>
<td>Dominican Republic</td>
<td>6 items</td>
</tr>
</tbody>
</table>

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Series 6: Publications and Research Materials, contains Philip Morris publications concerning the tobacco industry, as well as research material on the Marlboro international campaigns.

- Box 27, Folder 1: Philip Morris magazine, Fall 1985 - Winter 1987
- Box 27, Folder 2: Philip Morris, Inc. Annual Reports, 1953-1985
- Box 28, Folder 2: Philip Morris Research Center material
- Box 28, Folder 4: Call News photographs
- Box 28, Folder 5: Happenings, Feb./Mar. 1986
- Box 29, Folder 1: Tobacco Observer, November 1985 - July 1987
- Box 29, Folder 2: Maxwell Report, Cigarette Industry Sales, 1983-1986
- Box 29, Folder 3: Tobacco Merchants Association, Special Reports, 1975-1985
- Box 29, Folder 4: Merchandising materials catalog
- Box 29, Folder 5: World Tobacco Directory, 1986
- Box 29, Folder 6: Smoking Issues Status Book, 1-2
- Box 30, Folder 1: World Tobacco magazine, June 1984 - December 1985
- Box 30, Folder 2: Tobacco Reporter, May - November 1985
- Box 31, Folder 1: Tobacco International Turkey/Bulgaria, 1985-01-25
- Box 31, Folder 2: Tobacco International Greece/Yugoslavia, 1985-03-08
- Box 31, Folder 3: Tobacco International Great Britain/America, 1985-03-22
- Box 31, Folder 5: Tobacco International, Latin America, 1985-06-28
- Box 31, Folder 6: Tobacco International, Thailand, 1985-08-23
- Box 31, Folder 7: Tobacco International, Japan, 1985-09-06
- Box 31, Folder 8: Tobacco International, China, 1985-09-20
- Box 31, Folder 9: Tobacco International, mid-winter meeting issue, 1986-02-07
Box 31, Folder 10  Tobacco International, Pakistan, 1986-01-10
Box 31, Folder 11  Tobacco International, Spain, 1986-02-21
Box 32, Folder 1  Argentina Case History, 1972-1986
Box 32, Folder 2-4  Argentina Print advertising
Box 32, Folder 9-11  Brazil background materials
Box 32, Folder 12  Brazil Marlboro case history, n.d.
Box 32, Folder 13  Brazil notes, n.d.
Box 32, Folder 14  Brazil Philip Morris em Noticias, 1/87
Box 32, Folder 15-21  Dominican Republic background materials
Box 32, Folder 22; 24-25  Dominican Republic - E. Leon Jimenes background materials
Box 32, Folder 23  Dominican Republic Lexicon
Box 32, Folder 26-27  El Leoncito, Dominican Republic, 1985
Box 33, Folder 1-4  El Leoncito, Dominican Republic, 1985
Box 33, Folder 5-10  El Leoncito, Dominican Republic, 1986
Box 33, Folder 11-14  El Leoncito, Dominican Republic, 1987
Box 33, Folder 15  El Leoncito, Dominican Republic, 1988
Box 34, Folder 1  China, general information on cigarette industry
Box 34, Folder 2  Hong Kong background materials
Box 34, Folder 3-4  Hong Kong Marlboro Case History, 1976-1981
Box 34, Folder 5  Hong Kong Lexicon
Box 34, Folder 6  Hong Kong Marlboro Advertising, Leo Burnett
Box 34, Folder 7-8  Hong Kong, general material on cigarette industry
Box 34, Folder 9  West Germany, research materials
Box 34, Folder 10  German Cigarette Market (booklet), 1985
Box 34, Folder 11  German Marlboro Story (video script)
Box 34, Folder 12  Hollywood magazine (Adventure tour information, 1986)
Box 34, Folder 13  Switzerland research materials
Box 34, Folder 14  Miscellaneous international market information

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Series 7: Travel Slides Generated by Project Team, 1926-1986

Series 7: Travel Slides taken by the project team during the filming of two Marlboro commercial "shoots" in Texas and Utah, and at international locations.

Box 26  Marfa, West Texas; Moab, Utah

Box 26  Argentina; Brazil; China; Dominican Republic; Hong Kong; Switzerland; West Germany

Image(s)

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