



Smithsonian
National Museum of American History
Kenneth E. Behring Center

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

The materials in the Marlboro Collection are made available for research according to the established practices and principles of the Archives Center and the National Museum of American History.

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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 6: Publications and Research Material, 1960-1988

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:

Subjects:

- 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
- 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.

Occupations:

Cinematographers

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	Warsaw 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.

Box 4, Folder 1	Master index
Box 4, Folder 2	Hall Adams, Jr., Chairman and CEO, Leo Burnett, Co., interviewed in New York City
Box 4, Folder 3	Rafael Arguelles, Marketing Director, Massalin Particulares, interviewed in Buenos Aires, Argentina
Box 4, Folder 4	Manuel E. Aybar, Market Researcher, E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic
Box 4, Folder 5	Kirk Bachman, first assistant cameraman, freelancer, interviewed in Marfa, Texas
Box 4, Folder 6	Lester Bagdasarian, Jr., Art Director, Leo Burnett, Co., interviewed in Chicago, Illinois
Box 4, Folder 7	John Benson, former Account Executive with Leo Burnett, interviewed in Chicago, Illinois
Box 4, Folder 8	Marlene Bregman, Director of Marketing Services, Leo Burnett Publicidade, interviewed in Sao Paolo, Brazil
Box 4, Folder 9	Elizabeth Butson, Vice-President, Philip Morris, USA, interviewed in New York City
Box 4, Folder 10	William Campbell, Executive Vice President of marketing for Philip Morris, USA interviewed in New York City
Box 4, Folder 11	Kenneth Carter, Art Director, Leo Burnett Co., interviewed in Alpine, Texas
Box 4, Folder 12	Juan O. Contin, Promotion Director at E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic
Box 4, Folder 13	Ralph Delby, Art Director, Leo Burnett, interviewed in Chicago, Illinois
Box 4, Folder 14	Bob Dillard, editor of local newspaper and extra in "Cowboy Dreams", interviewed in Marfa, Texas
Box 4, Folder 15	Fernando X. Donoso, interpreter for Felipe Gil, Santo Domingo, Dominican Republic

Box 4, Folder 16 Thomas Duff, Accountant, Leo Burnett Co., interviewed in Marfa, Texas

Box 4, Folder 17 Gabrielle Euchner, Product Manager, Philip Morris, GMBH, interviewed in Munich, West Germany

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 Giovanelli, Director of Marketing Research, Massalin 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 Gonzalez, 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

Box 4, Folder 38 William Ma, Hong Kong Sales Manager, Philip Morris Asia, interviewed in Hong Kong

Box 4, Folder 39 Dick Marx, music producer, Dick Marx and Associates, interviewed in Chicago, Illinois

Box 4, Folder 40 Neil McBain, former Art Director, Leo Burnett, interviewed in Chicago, Illinois

Box 4, Folder 41 Bobby McKnight, actor in Cowboy Dreams, interviewed in Marfa, Texas

Box 4, Folder 42 Ross Milhiser, Vice Chairman of the Board of Directors, Philip Morris, Inc., interviewed in New York City

Box 4, Folder 43 Norman Muse, Chairman and Chief Creative Officer, Leo Burnett, interviewed in Chicago, Illinois

Box 4, Folder 44 David Musial, producer, Leo Burnett, interviewed in Chicago, Illinois

Box 4, Folder 45 Raul Nunez, Director of Marketing, E. Leon Jimenes, Santo Domingo, Dominican Republic

Box 4, Folder 46 James Oates, Account Executive, Leo Burnett, interviewed in Chicago, Illinois

Box 4, Folder 47 Jean-Pierre Paschoud, Director of Marketing, Philip Morris, interviewed in Lausanne, Switzerland

Box 4, Folder 48 Expedy Pou, interpreter for Rafael M. Gomez, Santo Domingo, Dominican Republic

Box 4, Folder 49 Juan Luis Restrepo, Brand Manager, E. Leon Jimenes, interviewed in Santo Domingo, Dominican Republic

Box 4, Folder 50	Gilberto Rodriquez, owner, Toltec Cafe (used in "Cowboy Dreams"), interviewed in Alpine, Texas
Box 4, Folder 51	David Smirnoff, freelance executive film producer for Starlight Productions, interviewed in High Frontier Ranch, Jeff Davis County, Texas
Box 4, Folder 52	Bruce Surtees, motion picture photographer for "Cowboy Dreams" interviewed in Marfa, Texas
Box 4, Folder 53	Daniel Tso, Director of Brand management, Philip Morris U.S.A., interviewed in New York City
Box 4, Folder 54	Gunther Ulrich, Manager of Market Information and Alaysis, Philip Morris, GMBH, interviewed in Munich, West Germany
Box 4, Folder 55	Juan Vergara, Chief of Publicity and Promotion, Philip Morris, interviewed in Sao Paolo, Brazil
Box 4, Folder 56	George Weissman, Director Emeritus of Philip Morris, Inc., interviewed in New York City
Box 4, Folder 57	Kelly Whitfield, local resident in "Cowboy Dreams" interviewed in Fort Russell, Marfa, Texas
Box 4, Folder 58	Darrell Winfield, Marlboro cowboy, interviewed in Riverton, Wyoming
Box 4, Folder 59	Thorisman Wolff, Manager of Public Relations, Philip Morris, GMBH, interviewed in Munich, West Germany
Box 4, Folder 60	Robert Zabeo, Director of Marketing for Philip Morris in Brazil, interviewed in Sao Paolo, Brazil
Box 4, Folder 61	Manfredo Zinn, Director of Marketing, Massalin Particulares, interviewed in Buenos Aires, Argentina

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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	Adams, Hall (Tape 1), 1986 <i>1 Sound recording</i>
Box 5	Adams, Hall (Tape 2), 1986 <i>1 Sound recording</i>
Box 5	Arguelles, Rafael (Tape 1), 1986 <i>1 Sound recording</i>
Box 5	Arguelles, Rafael (Tape 2), 1986 <i>1 Sound recording</i>
Box 5	Arguelles, Rafael (Tape 3), 1986 <i>1 Sound recording</i>
Box 5	Aybar, Manuel E., 1986 <i>1 Sound recording</i>
Box 5	Bachman, Kirk R., 1986 <i>1 Sound recording</i>
Box 5	Bagdasarian, Lester, 1986 <i>1 Sound recording</i>
Box 5	Benson, John (Tape 1), 1986 <i>1 Sound recording</i>
Box 5	Benson, John (Tape 2), 1986 <i>1 Sound recording</i>
Box 5	Bergman, Marlene, 1986 <i>1 Sound recording</i>
Box 5	Butson, Elizabeth, 1986 <i>1 Sound recording</i>
Box 5	Campbell, William, 1986 <i>1 Sound recording</i>

Box 5	Carter, Kenneth, 1986 <i>1 Sound recording</i>
Box 5	Contin, Juan, 1986 <i>1 Sound recording</i>
Box 6	Delby, Ralph (Tape 1), 1986 <i>1 Sound recording</i>
Box 6	Delby, Ralph (Tape 2), 1986 <i>1 Sound recording</i>
Box 6	Dillard, Bob, 1986 <i>1 Sound recording</i>
Box 6	Duff, Thomas, 1986 <i>1 Sound recording</i>
Box 6	Euchner, Gabrielle, 1986 <i>1 Sound recording</i>
Box 6	Ferguson, Ian (Tape 1), 1986 <i>1 Sound recording</i>
Box 6	Ferguson, Ian (Tape 2), 1986 <i>1 Sound recording</i>
Box 6	Fockler, Knut (Tape 1), 1986 <i>1 Sound recording</i>
Box 6	Fockler, Knut (Tape 2), 1986 <i>1 Sound recording</i>
Box 6	Gil, Felipe (Tape 1), 1986 <i>1 Sound recording</i>
Box 6	Gil, Felipe (Tape 2), 1986 <i>1 Sound recording</i>
Box 6	Glass, Earle (Tape 1), 1986 <i>1 Sound recording</i>
Box 6	Glass, Earle (Tape 2), 1986 <i>1 Sound recording</i>
Box 6	Glover, K. Dawn, 1986

1 Sound recording

- Box 6 Gomez, Rafael M. , 1986
1 Sound recording
- Box 7 Gonzalez, Jorge Alberto, 1986
1 Sound recording
- Box 7 Jarrad, Tom, 1986
1 Sound recording
- Box 7 Johnston, Phelps, 1986
1 Sound recording
- Box 7 Jones, Guy, 1986
1 Sound recording
- Box 7 Kinney, Cici, 1986
1 Sound recording
- Box 7 Krom, Kenneth (Tape 1), 1986
1 Sound recording
- Box 7 Krom, Kenneth (Tape 2), 1986
1 Sound recording
- Box 7 Kwan, William (Tape 1), 1986
1 Sound recording
- Box 7 Kwan, William (Tape 2), 1986
1 Sound recording
- Box 7 Kwong, Goddard (Tape 1), 1986
1 Sound recording
- Box 7 Kwong, Goddard (Tape 2), 1986
1 Sound recording
- Box 7 Landry, John (Tape 1), 1986
1 Sound recording
- Box 7 Landry, John (Tape 2), 1986
1 Sound recording
- Box 7 Leon, Luis Manuel, 1986

1 Sound recording

- Box 7 Lo, Emily (Tape 1), 1986
1 Sound recording
- Box 7 Lo, Emily (Tape 2), 1986
1 Sound recording
- Box 7 Lo, Johnny/Kowk, Karen (Tape 1), 1986
1 Sound recording
- Box 7 Lo, Johnny/Kowk, Karen (Tape 2), 1986
1 Sound recording
- Box 8 Ma, William, 1986
1 Sound recording
- Box 8 Marx, Dick (Tape 1), 1986
1 Sound recording
- Box 8 Marx, Dick (Tape 2), 1986
1 Sound recording
- Box 8 Marx, Dick (tape 3), 1986
1 Sound recording
- Box 8 McKnight, Bobby, 1986
1 Sound recording
- Box 8 McBain, Neil, 1986
1 Sound recording
- Box 8 Millhiser, Ross, 1986
1 Sound recording
- Box 8 Musial, David, 1986
1 Sound recording
- Box 8 Muse, Norman, 1986
1 Sound recording
- Box 8 Nunez, Rual (Tape 1), 1986
1 Sound recording
- Box 8 Nunez, Rual (Tape 2), 1986

1 Sound recording

Box 8 Oates, James, 1986
1 Sound recording

Box 8 Paschoud, Jean-Pierre (Tape 1), 1986
1 Sound recording

Box 8 Paschoud, Jean-Pierre (Tape 2), 1986
1 Sound recording

Box 9 Restrepo, Juan Luis, 1986
1 Sound recording

Box 9 Rodriguez, Gilberto, 1986
1 Sound recording

Box 9 Smirnoff, David, 1986
1 Sound recording

Box 9 Surtees, Bruce, 1986
1 Sound recording

Box 9 Tso, Daniel, 1986
1 Sound recording

Box 9 Ulrich, Gubter, 1986
1 Sound recording

Box 9 Vergara, Juan, 1986
1 Sound recording

Box 9 Weissman, George, 1986
1 Sound recording

Box 9 Whitfield, Kelly, 1986
1 Sound recording

Box 9 Winfield, Darrell, 1986
1 Sound recording

Box 9 Thorisman, Wolff (Tape 1), 1986
1 Sound recording

Box 9 Thorisman, Wolff (Tape 2), 1986

1 Sound recording

Box 9	Zabeo, Roberto, 1986 <i>1 Sound recording</i>
Box 9	Zinn, Manfredo (Tape 1), 1986 <i>1 Sound cassette</i>
Box 9	Zinn, Manfredo (Tape 2), 1986 <i>1 Sound recording</i>
Box 9	Zinn, Manfredo (Tape 3), 1986 <i>1 Sound recording</i>
Box 10	Adams to Contin (duplicate set)
Box 11	Delby to Gomez (duplicate set)
Box 12	Gonzalez to Lo (duplicate set)
Box 13	Restrepo to Zinn (duplicate set)

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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 16	<p>You get a lot to like with a Marlboro [35mm slide of color proof sheet], 1961 <i>1 Item (35mm slide on film in paper mount.; 2" x 2").</i></p> <p>Image(s): You get a lot to like with a Marlboro [35mm slide of color proof sheet].</p> <p>Philip Morris, Inc., Advertiser English.</p> <p>Slide of color proof sheet (reproduction of photograph) of model dressed as a cowboy; photographer unidentified.</p> <p>Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.</p> <p>Local Numbers AC0198-0000006 (AC Scan)</p> <p>Topic: Cigarettes -- 1950-2000</p>

Cowboys
Smoking
advertising -- Cigarettes

Genre/
Form: Proofs -- 1960-1970

Box 16

You get a lot to like with a Marlboro [35mm slide of color proof sheet], 1961
1 Item (35mm slide on film in paper mount.; 2" x 2".)

[Image\(s\): You get a lot to like with a Marlboro \[35mm slide of color proof sheet\].](#)

Philip Morris, Inc., Advertiser

Leo Burnett Co., Creator

English.

Slide of color proof sheet (reproduction of photograph) image of reclining man in tuxedo with red carnation smoking a cigarette.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Local Numbers

AC0198-0000007 (AC Scan)

Topic: Cigarettes -- 1950-2000
Smoking
advertising -- Cigarettes

Genre/
Form: Proofs -- 1960-1990

Box 16

Where there's a Man ... there's a Marlboro [35mm slide of color proof sheet], 1958

1 Item (35mm slide on film in paper mount.; 2" x 2".)

[Image\(s\)](#)

Philip Morris, Inc., Advertiser

Leo Burnett Co., Creator

English.

Slide of color proof sheet (reproduction of photograph) image of man's tattooed hand holding a cigarette. Man in a tuxedo.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Local Numbers

AC0198-0000008 (AC Scan)

Topic: Cigarettes -- 1950-2000
Smoking
advertising -- Cigarettes

Genre/
Form: Proof sheets -- 1940-1990

1 Item (35mm slide on film in paper mount.; 2" x 2".)

[Image\(s\): The Marlboro Man \[35mm slide of b & w proof sheet\].](#)

Philip Morris, Inc., Advertiser

Leo Burnett Co., Creator

English.

Slide of b & w proof sheet (reproduction of photograph) image of man smoking in a white jacket with a tattooed hand putting a carnation in a buttonhole.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Local Numbers

AC0198-0000011 (AC Scan)

Topic: Cigarettes -- 1950-2000
Smoking
advertising -- Cigarettes

Genre/
Form: Proof sheets -- 1940-1990

Box 17

Print Ads, Outdoor Ads, and International Ads, 1962-1973

[Image\(s\)](#)

Box 17

Come to where the flavor is. Come to Marlboro Country [35mm slide of color proof sheet], 1969

1 Item (35mm slide on film in paper mount.; 2" x 2".)

[Image\(s\): Come to where the flavor is. Come to Marlboro Country \[35mm slide of color proof sheet\].](#)

Philip Morris, Inc., Advertiser

English.

Slide of color proof sheet (reproduction of photograph) image of cowboy sitting on horseback, smoking a cigarette.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Local Numbers

AC0198-0000004 (AC Scan)

Topic: Cigarettes -- 1950-2000
Cowboys
Smoking
advertising -- Cigarettes

Genre/
Form: Proofs -- 1960-1990

Box 17

Marlboro Country [35mm slide of b & w proof sheet], 1962

1 Item (35mm slide on film in paper mount.; 2" x 2".)

[Image\(s\): Marlboro Country \[35mm slide of b & w proof sheet\].](#)

Philip Morris, Inc., Advertiser

Leo Burnett Co., Creator

English.

Slide of b & w proof sheet (reproduction of photograph) image of cowboy silhouette against the ocean and setting sun within a US map outline.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

Local Numbers

AC0198-0000005 (AC Scan)

Topic: Cigarettes -- 1950-2000
Cowboys
Smoking
advertising -- Cigarettes

Genre/
Form: Proofs -- 1960-1990

- 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)
- Box 21, Video AC0198-
RV0003 Marlboro Television Ads, 1957-1958
1 Videocassettes (U-matic)
- Box 21, Video AC0198-
RV0004 Marlboro Television Ads, 1958-1959
1 Videocassettes (U-matic)
- Box 21, Video AC0198-
MV0005 Marlboro Television Ads, circa 1959-1963
1 Videocassettes (U-matic)
Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)

- Box 21, Reel AC0198-
RV0006 Marlboro Television Ads, 1959
1 Videocassettes (U-matic)
- Box 22, Video AC0198-
RV0007 Marlboro Television Ads, 1961-1962
1 Videocassettes (VHS)
- Box 22, Video AC0198-
RV0008 Marlboro Television Ads, 1962-1964
1 Videocassettes (U-matic)
- Box 22, Video AC0198-
RV0009 Marlboro Television Ads, 1964-1965
1 Videocassettes (U-matic)
- Box 22, Video AC0198-
RV0010 Marlboro Television Ads, 1965
1 Videocassettes (U-matic)
- Box 22, Video AC0198-
RV0011 Marlboro Television Ads, 1965-1967
1 Videocassettes (U-matic)
- Box 22, Video AC0198-
RV0012 Marlboro Television Ads, 1967-1969
1 Videocassettes (U-matic)
- Box 23, Video AC0198-
RV0013 Marlboro Television Ads
1 Videocassettes (U-matic)
- Box 23, Video AC0198-
RV0014 The Marlboro Story
1 Videocassettes (VHS)
- Box 23, Video AC0198-
RV0014 Marlboro International Television Commercials, 1986
1 Videocassettes (VHS)
- Box 23, Video AC0198-
RV0016 Leo Burnett Marlboro Television Commercials
1 Videocassettes (U-matic)
- Box 23, Video AC0198-
RV0017 International Television Commercials-Case Histories Hong Kong and Germany
1 Videocassettes (VHS)
- Box 23, Video AC0198-
RV0018 Television Commercials-Marlboro Lights
1 Videocassettes (U-matic)

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.

Box 24	United States 7 items
Box 25, Folder 1	Switzerland 5 items
Box 25, Folder 2	West Germany 8 items
Box 25, Folder 3	Hong Kong 4 items
Box 25, Folder 4	Dominican Republic 6 items

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Series 6: Publications and Research Material, 1960-1988

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 1	The Force, sales force magazine, 1978-1985
Box 28, Folder 2	Philip Morris Research Center material
Box 28, Folder 3	<i>The Call News</i> , 1960-1967, 1978-1982
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 4	Tobacco International, Africa, 1985-05-31
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 Image(s)
Box 32, Folder 5-8	Argentina Research materials, 1980; 1982-1983; 1985-1986
Box 32, Folder 9-11	Brazil background materials
Box 32, Folder 12	Brazil Marlboro case history, undated
Box 32, Folder 13	Brazil notes, undated
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\(s\)](#)

Venga donde esta el sabor. Venga al mundo Marlboro [35mm slide of color proof sheet], 1986

1 Item (2" x 2").

[Image\(s\): Venga donde esta el sabor. Venga al mundo Marlboro \[35mm slide of color proof sheet\].](#)

Philip Morris, Inc., Advertiser

Spanish; Castilian.

Slide of color proof sheet (reproduction of photograph) of man driving a snowmobile; photographer unidentified. Ad in Spanish for the Argentina market.

In box 32, folder 4.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

35mm slide on film in paper mount.

Local Numbers

AC0198-0000001 (AC Scan)

Topic: Cigarettes -- 1950-2000
Smoking
Snowmobiles
advertising -- Cigarettes

Genre/ Proofs -- 1960-1990

Form:

Venga donde esta el sabor. Venga al mundo Marlboro [35mm slide of color proof sheet], 1980

1 Item (2" x 2").

[Image\(s\): Venga donde esta el sabor. Venga al mundo Marlboro \[35mm slide of color proof sheet\].](#)

Philip Morris, Inc., Advertiser

Spanish; Castilian.

Slide of color proof sheet (reproduction of photograph) nine photographs of Marlboro formula one race car; photographer unidentified. Ad in Spanish for the Argentina market.

In box 32, folder 4.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

35mm slide on film in paper mount.

Local Numbers

AC0198-0000002 (AC Scan)

Topic: Automobile racing
Cigarettes -- 1950-2000
Smoking
advertising -- Cigarettes

Genre/
Form: Proofs -- 1960-1990

You get a lot to like - filter - flavor - flip-top box [35mm slide of color proof sheet],
Circa 1960

1 Item (2" x 2".)

[Image\(s\): You get a lot to like - filter - flavor - flip-top box \[35mm slide of color proof sheet\].](#)

Philip Morris, Inc., Advertiser

English.

Slide of color proof sheet (reproduction of photograph) image of cowboy smoking a cigarette.

In box ?, folder ?.

Unrestricted research use on site by appointment. Photographs must be handled with cotton gloves unless protected by sleeves.

35mm slide on film in paper mount.

Local Numbers

AC0198-0000003 (AC Scan)

Topic: Cigarettes -- 1950-2000
Cowboys
Smoking
advertising -- Cigarettes

Genre/Form: Proofs -- 1960-1990

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