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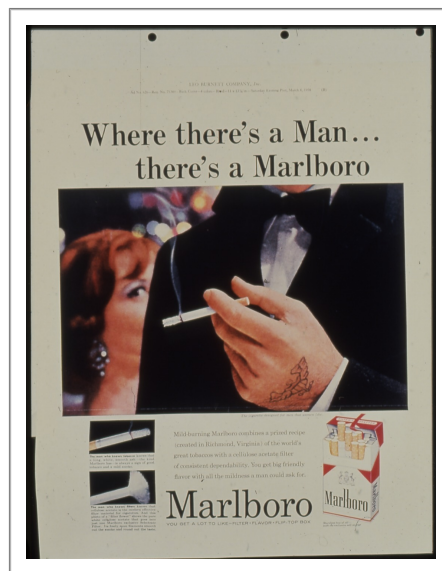
National Museum of American History Kenneth E. Behring Center

Guide to the Marlboro Oral History and Documentation Project

NMAH.AC.0198

Stacy Flaherty

1987



Archives Center, National Museum of American History

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Marlboro Oral History and Documentation Project
Date:	1926-1988
Identifier:	NMAH.AC.0198
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. (Creator) Gil, Felipe Jarrard, Tom
Extent:	17.4 Cubic feet (53 boxes, 1 map-folder)
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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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

Places:

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

Scope and Contents: 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

Scope and Contents: 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 Paulo, 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 Rodriguez, 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

Scope and Contents: Series 3: Oral History Interviews, includes original masters, preservation and research copies. Researcher copies are arranged alphabetically by interviewee's last name. See Series 2 listing (above) for more information on each interviewee.

Boxes 36-44 conatins open reel-to-reel tapes.

Box 5; Box 40	Adams, Hall (Tape 1), 1986 1 Sound recording
Box 5; Box 40	Adams, Hall (Tape 2), 1986 1 Sound recording
Box 5; Box 44	Arguelles, Rafael (Tape 1), 1986 1 Sound recording
Box 5; Box 44	Arguelles, Rafael (Tape 2), 1986 1 Sound recording
Box 5; Box 44	Arguelles, Rafael (Tape 3), 1986 1 Sound recording
Box 5; Box 43	Aybar, Manuel E., 1986 1 Sound recording
Box 5; Box 41	Bachman, Kirk R., 1986 1 Sound recording
Box 5; Box 39; Box 41	Bagdasarian, Lester, 1986 1 Sound recording
Box 5; Box 40	Benson, John (Tape 1), 1986 1 Sound recording
Box 5; Box 40	Benson, John (Tape 2), 1986 1 Sound recording
Box 5; Box 44	Bergman, Marlene, 1986 1 Sound recording
Box 5;	Butson, Elizabeth, 1986

Box 38;
Box 43

1 Sound recording

Box 5;
Box 36;
Box 39;
Box 40

Campbell, William, 1986
1 Sound recording

Box 5;
Box 36;
Box 41

Carter, Kenneth, 1986
1 Sound recording

Box 5;
Box 44

Contin, Juan, 1986
1 Sound recording

Box 6;
Box 39;
Box 40

Delby, Ralph (Tape 1), 1986
1 Sound recording

Box 6;
Box 39;
Box 40

Delby, Ralph (Tape 2), 1986
1 Sound recording

Box 6;
Box 36;
Box 41

Dillard, Bob, 1986
1 Sound recording

Box 6;
Box 41

Duff, Thomas, 1986
1 Sound recording

Box 6;
Box 38;
Box 42

Euchner, Gabrielle, 1986
1 Sound recording

Box 6;
Box 38;
Box 42

Ferguson, Ian (Tape 1), 1986
1 Sound recording

Box 6;

Ferguson, Ian (Tape 2), 1986

Box 42	1 Sound recording
Box 6; Box 42	Fockler, Knut (Tape 1), 1986 1 Sound recording
Box 6; Box 42	Fockler, Knut (Tape 2), 1986 1 Sound recording
Box 6; Box 43	Gil, Felipe (Tape 1), 1986 1 Sound recording
Box 6; Box 43	Gil, Felipe (Tape 2), 1986 1 Sound recording
Box 6; Box 39; Box 40	Glass, Earle (Tape 1), 1986 1 Sound recording
Box 6; Box 39; Box 40	Glass, Earle (Tape 2), 1986 1 Sound recording
Box 6; Box 36; Box 41	Glover, K. Dawn, 1986 1 Sound recording
Box 44	Giovanelli, Carlos, 1986
Box 6; Box 43	Gomez, Rafael M., 1986 1 Sound recording
Box 7; Box 44	Gonzalez, Jorge Alberto, 1986 1 Sound recording
Box 7; Box 42	Jarrad, Tom, 1986 1 Sound recording
Box 7; Box 41	Johnston, Phelps, 1986 1 Sound recording
Box 7;	Jones, Guy, 1986

Box 36; Box 41	1 Sound recording
Box 7; Box 36; Box 41	Kinney, Cici, 1986 1 Sound recording
Box 7; Box 40	Krom, Kenneth (Tape 1), 1986 1 Sound recording
Box 7; Box 40	Krom, Kenneth (Tape 2), 1986 1 Sound recording
Box 7; Box 38; Box 43	Kwan, William (Tape 1), 1986 1 Sound recording
Box 7; Box 38; Box 43	Kwan, William (Tape 2), 1986 1 Sound recording
Box 7; Box 38	Kwong, Goddard (Tape 1), 1986 1 Sound recording
Box 7; Box 38; Box 43	Kwong, Goddard (Tape 2), 1986 1 Sound recording
Box 7; Box 39; Box 40	Landry, John (Tape 1), 1986 1 Sound recording
Box 7; Box 39; Box 40	Landry, John (Tape 2), 1986 1 Sound recording
Box 7; Box 44	Leon, Luis Manuel, 1986 1 Sound recording
Box 7;	Lo, Emily (Tape 1), 1986

Box 43	1 Sound recording
Box 7; Box 43	Lo, Emily (Tape 2), 1986 1 Sound recording
Box 7; Box 43	Lo, Johnny/Kowk, Karen (Tape 1), 1986 1 Sound recording
Box 7; Box 43	Lo, Johnny/Kowk, Karen (Tape 2), 1986 1 Sound recording
Box 8; Box 38; Box 43	Ma, William, 1986 1 Sound recording
Box 8; Box 39; Box 40	Marx, Dick (Tape 1), 1986 1 Sound recording
Box 8; Box 39; Box 40	Marx, Dick (Tape 2), 1986 1 Sound recording
Box 8; Box 39; Box 40	Marx, Dick (tape 3), 1986 1 Sound recording
Box 8; Box 36; Box 41	McKnight, Bobby, 1986 1 Sound recording
Box 8; Box 36; Box 41	McBain, Neil, 1986 1 Sound recording
Box 8; Box 44	Millhiser, Ross, 1986 1 Sound recording
Box 8;	Musial, David, 1986

Box 36; Box 42	1 Sound recording
Box 8; Box 36; Box 41	Muse, Norman, 1986 1 Sound recording
Box 8; Box 43; Box 44	Nunez, Rual (Tape 1), 1986 1 Sound recording
Box 8; Box 43; Box 44	Nunez, Rual (Tape 2), 1986 1 Sound recording
Box 8; Box 36; Box 40	Oates, James, 1986 1 Sound recording
Box 8; Box 37; Box 42	Paschoud, Jean-Pierre (Tape 1), 1986 1 Sound recording
Box 8; Box 38; Box 42	Paschoud, Jean-Pierre (Tape 2), 1986 1 Sound recording
Box 9; Box 44	Restrepo, Juan Luis, 1986 1 Sound recording
Box 9; Box 36; Box 41	Rodriguez, Gilberto, 1986 1 Sound recording
Box 9; Box 36; Box 41	Smirnoff, David, 1986 1 Sound recording
Box 9;	Surtees, Bruce, 1986

Box 36; Box 41	1 Sound recording
Box 9; Box 39; Box 42	Tso, Daniel, 1986 1 Sound recording
Box 9	Ulrich, Gubter, 1986 1 Sound recording
Box 9; Box 44	Vergara, Juan, 1986 1 Sound recording
Box 9; Box 44	Weissman, George, 1986 1 Sound recording
Box 9; Box 42	Whitfield, Kelly, 1986 1 Sound recording
Box 9; Box 36; Box 42	Winfield, Darrell, 1986 1 Sound recording
Box 9; Box 37; Box 42	Thorisman, Wolff (Tape 1), 1986 1 Sound recording
Box 9; Box 37; Box 42	Thorisman, Wolff (Tape 2), 1986 1 Sound recording
Box 9; Box 44	Zabeo, Roberto, 1986 1 Sound recording
Box 9; Box 44	Zinn, Manfredo (Tape 1), 1986 1 Sound cassette
Box 9; Box 44	Zinn, Manfredo (Tape 2), 1986 1 Sound recording
Box 9;	Zinn, Manfredo (Tape 3), 1986

Box 44	1 Sound recording
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

Scope and Contents: 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

Box 53, Folder 3 Proofsheets, 1981-1986

Box 53, Folder 4 Proofsheets, 1982

Box 53, Folder 5 Proofsheets, 1983

Box 53, Folder 6 Proofsheets, 1984

Box 53, Folder 7 Proofsheets (A-L), 1985

Box 53, Folder 8 Proofsheets (M-Z), 1985

Box 53, Folder 9 Proofsheets, 1986

Subseries 4.2: Posters, 1984-1985

Box 53, Folder 1 Posters (German), undated

Box 53, Folder 2 Posters, 1984-1985

Map-folder 1 Come to Marlboro Country, 1980s

Map-folder 1 You can hear em' coming a mile away, out here in Marlboro Country, 1980s

Map-folder 1 Marlboro Country Music, the Stadler brothers, Roicky Skaggs, and lee Greenwood, 1983

Map-folder 1 It's home, forty miles from nowhere, out here in Marlboro Country, 1980s

Map-folder 1 Marlboro, 1980s

Map-folder 1 Come to where the flavor is. Come to Marlboro Country, 1980s

Map-folder 1 You get a lot to like, 1980s

Map-folder 1 The chuckwagon. A place a man can sit a spell, fill his belly and have a smoke or two. Come to where the flavor is., 1980s

Map-folder 1

Longhorns if you're tough enough to handle em', they call you a cowboy, 1980s

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

Box 16;

[Print Ads, Outdoor Ads, and International Ads, 1927-1962](#)

Box 47

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".)

Advertiser: Philip Morris, Inc.

Language: English.

Notes: AC0198-0000006 (AC Scan)

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

Slide of color proof sheet (reproduction of photograph) of model dressed as a cowboy; photographer unidentified.

Topic: Cigarettes -- 1950-2000

Smoking

advertising -- Cigarettes

Cowboys

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".)

Advertiser: Philip Morris, Inc.

Creator: Leo Burnett Co.

Language: English.

Notes: AC0198-0000007 (AC Scan)

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

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

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".)

Advertiser: Philip Morris, Inc.

Creator: Leo Burnett Co.

Language: English.

Notes: AC0198-0000008 (AC Scan)

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

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

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

Genre/Form: Proof sheets -- 1940-1990

Box 16

[New improved Marlboro filter \[35mm slide of color proof sheet\], Circa 1960](#)

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

Advertiser: Philip Morris, Inc.
Creator: Leo Burnett Co.
Language: English.
Notes: AC0198-0000009 (AC Scan)

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

Slide of color proof sheet (reproduction of photograph) image of man in a suit and cowboy hat holding a cigarette with the Eiffel Tower in the background.

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

Genre/Form: Proofs -- 1960-1990

Place: Tour Eiffel (Paris, France)

Box 16

[Try Marlboro in the king-size soft pack \[35mm slide of b & w proof sheet\], Circa 1960](#)

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

Advertiser: Philip Morris, Inc.
Creator: Leo Burnett Co.
Language: English.
Notes: AC0198-0000010 (AC Scan)

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

Slide of b & w proof sheet (reproduction of photograph) image of Baltimore Colts football player, Johnny Sample, holding a cigarette pack.

Names: Sample, Johnny
Baltimore Colts (Football team)

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

Genre/Form: Proofs -- 1960-1990

Box 16

[The Marlboro Man \[35mm slide of b & w proof sheet\], 1957](#)

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

Advertiser: Philip Morris, Inc.
Creator: Leo Burnett Co.
Language: English.
Notes: AC0198-0000011 (AC Scan)

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

Topic: Cigarettes -- 1950-2000
Smoking
advertising -- Cigarettes
Genre/Form: Proof sheets -- 1940-1990

Box 17;

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

Box 48

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".)

Advertiser: Philip Morris, Inc.

Language: English.

Notes: AC0198-0000004 (AC Scan)

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

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

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

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".)

Advertiser: Philip Morris, Inc.

Creator: Leo Burnett Co.

Language: English.

Notes: AC0198-0000005 (AC Scan)

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

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

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

Genre/Form: Proofs -- 1960-1990

Box 18;

Print Ads, Outdoor Ads, and International Ads, 1973-1981

Box 49

Box 19; [Print Ads, Outdoor Ads, and International Ads, 1982-1984](#)
Box 50

Box 20; [Print Ads. Outdoor and international advertisements, 1981-1986](#)
Box 51; [Image\(s\): 1984-1986; outdoor and international advertisements](#)
Box 52

Subseries 4.4: Television Commercials, 1955-1986

Scope and **Box 46 contains 3/4" Umatic tapes.**

Contents:

Box 21, Video **Marlboro Television Ads, 1955-1956**
AC0198-RV0001; **1 Videocassettes (U-matic)**

Box 45

Box 21, Video **Marlboro Television Ads, 1956-1957**
AC0198-RV0002; **1 Videocassettes (VHS)**

Box 45

Box 21, Video **Marlboro Television Ads, 1957-1958**
AC0198-RV0003; **1 Videocassettes (U-matic)**

Box 45

Box 21, Video **Marlboro Television Ads, 1958-1959**
AC0198-RV0004; **1 Videocassettes (U-matic)**

Box 45

Box 21, Video **Marlboro Television Ads, circa 1959-1963**
AC0198-MV0005; **1 Videocassettes (U-matic)**
Notes: **Digital reference copy in Smithsonian Institution Digital Asset Management System (DAMS)**

Box 21, Reel AC0198-RV0006; Box 45	Marlboro Television Ads, 1959 1 Videocassettes (U-matic)
Box 22, Video AC0198-RV0007; Box 45	Marlboro Television Ads, 1961-1962 1 Videocassettes (VHS)
Box 22, Video AC0198-RV0008; Box 45	Marlboro Television Ads, 1962-1964 1 Videocassettes (U-matic)
Box 22, Video AC0198-RV0009; Box 45	Marlboro Television Ads, 1964-1965 1 Videocassettes (U-matic)
Box 22, Video AC0198-RV0010; Box 45	Marlboro Television Ads, 1965 1 Videocassettes (U-matic)
Box 22, Video AC0198-RV0011; Box 45	Marlboro Television Ads, 1965-1967 1 Videocassettes (U-matic)
Box 22, Video AC0198-RV0012; Box 45	Marlboro Television Ads, 1967-1969 1 Videocassettes (U-matic)
Box 23, Video AC0198-RV0013; Box 45	Marlboro Television Ads 1 Videocassettes (U-matic)
Box 23, Video AC0198-RV0014; Box 46	The Marlboro Story 1 Videocassettes (VHS)
Box 23, Video AC0198-RV0014	Marlboro International Television Commercials, 1986 1 Videocassettes (VHS)
Box 23, Video AC0198-RV0016; Box 46	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; Box 46	Television Commercials-Marlboro Lights 1 Videocassettes (U-matic)
Box 46	Phillip Morris International, Marlboro TV Commercials, Switzerland

Box 46	Phillip Morris International, Marlboro T.V. Commercials, Brazil
Box 46	Phillip Morris International, Marlboro T.V. Commercials, Germany
Box 46	Phillip Morris International, Marlboro T.V. Commercials, Hong Kong, Historical reel
Box 46	Phillip Morris International, Marlboro T.V. Commercials, Hong Kong, Marlboro Case History, 1973
Box 46	Phillip Morris International, Marlboro T.V. Commercials, 1986 Notes: Includes: Raider, Dawn, Oasis and Cowboy Dreams.
Box 46	Phillip Morris International, Marlboro T.V. Commercials, Brazil and Dominican Republic
Box 46	Marlboro International, Historical Reel 1, 1965-1982
Box 46	Marlboro International, Historical Reel 2, 1982
Box 46	Philip Morris International, Marlboro T.V. Commercials, Argentina, Ultra Lights

Subseries 4.5: Radio Commercials, 1956-1957; 1986

Box 14; Box 36	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

Scope and Contents: 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
Notes: 7 items

Box 25, Folder 1 Switzerland
Notes: 5 items

Box 25, Folder 2 West Germany
Notes: 8 items

Box 25, Folder 3 Hong Kong
Notes: 4 items

Box 25, Folder 4 Dominican Republic
Notes: 6 items

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Series 6: Publications and Research Material, 1960-1988

Scope and Contents: 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	The Call News, 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
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

Scope and Contents: 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](#)

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

1 Item (2" x 2".)

Advertiser: Philip Morris, Inc.

Language: Spanish; Castilian.

Notes: AC0198-0000001 (AC Scan)

35mm slide on film in paper mount.

In box 32, folder 4.

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

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

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

Genre/Form: Proofs -- 1960-1990

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

1 Item (2" x 2".)

Advertiser: Philip Morris, Inc.

Language: Spanish; Castilian.

Notes: AC0198-0000002 (AC Scan)

35mm slide on film in paper mount.

In box 32, folder 4.

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

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.

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

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".)

Advertiser: Philip Morris, Inc.

Language: English.

Notes: AC0198-0000003 (AC Scan)

35mm slide on film in paper mount.

In box ?, folder ?.

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

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

Topic: Cigarettes -- 1950-2000

Smoking

advertising -- Cigarettes

Cowboys

Genre/Form: Proofs -- 1960-1990

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