



Smithsonian

National Museum of American History Kenneth E. Behring Center

Guide to the Marilyn E. Jackler Memorial Collection of Tobacco Advertisements

NMAH.AC.1224

Vanessa Broussard Simmons and Craig Orr

2011 and 2017

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Marilyn E. Jackler Memorial Collection of Tobacco Advertisements
Date:	circa 1898-2017, undated
Identifier:	NMAH.AC.1224
Creator:	Jackler, Robert K. (Collector)
Extent:	20 Cubic feet (40 boxes, 1 map-folder)
Language:	Collection is in English. Some materials in Chinese, French, German, Greek, Russian, Hungarian, Spanish, and Swahili.
Summary:	The collection documents the history of tobacco advertising in America through print advertisements (magazine and newspaper), emphasizing the deceptive advertising practices employed by the tobacco industry to lure and keep smokers. Many of the advertisements contain images of celebrities, athletes, and other notable persons who endorsed tobacco products as well as ethnic imagery.

Administrative Information

Acquisition Information

The collection was donated by Robert K. Jackler in 2011 and 2017.

Provenance

The collection was assembled by Dr. Robert K. Jackler and Stanford University professor, Dr. Robert N. Proctor, for an exhibit entitled "Not a Cough in a Carload: Images from the Tobacco Industry Campaign to Hide the Hazards of Smoking."

Related Materials

Archives Center, National Museum of American History, Smithsonian Institution

NW Ayer & Sons, Incorporated Advertising Agency Records, NMAH.AC.0059

Warshaw Collection of Business Americana Subject Categories: Dry Goods, NMAH.AC.0060.S01.01.NMAH.AC.0060.S01.01.Dry Goods

Warshaw Collection of Business Americana Subject Categories: Tobacco Trade and Industry, NMAH.AC.0060.S01.01.Tobacco

Ramsay Family Papers, NMAH.AC.0088

Underwood & Underwood Glass Stereograph Collection, NMAH.AC.0143

Pipes and Tobacco Scrapbooks, 1930s-1950s, NMAH.AC.0159

Marlboro Oral History and Documentation Project, NMAH.AC.0198

Sam DeVincent Collection of Illustrated American Sheet Music, Series 13: Agriculture, Business, and Law, NMAH.AC.0300.S13

Stanley Lomas Television Commercial Collection, NMAH.AC.0342

S. Watson Dunn Advertising Ephemera Collection, NMAH.AC.0366

Archives Center Business Americana Collection, NMAH.AC.0404

Archives Center Scrapbook Collection, NMAH.AC.0468

Robinson and Via Family Papers, NMAH.AC.0475

Industry on Parade Film Collection, NMAH.AC.0507

Francis M. Mair Papers, NMAH.AC.0548

Albert W. Hampson Commercial Artwork Collection, NMAH.AC.0561

Virgil Johnson Collection of Cigarette Packages, NMAH.AC.0645

Teodoro Vidal Collection, NMAH.AC.0712

Evan Rangeloff Collection of Punchboards and Liggett & Myers Tobacco Sales Materials, NMAH.AC.0716

Garfield and Company Records, NMAH.AC.0820

Hallye M. Cornelius and Glendora Horne Collection of Cigarette Packages, NMAH.AC.0826

Archives of American Art Miscellany, NMAH.AC.0850

Uriah A. Boyden Papers, NMAH.AC.0982

Division of Work and Industry Lantern Slide Collection, NMAH.AC.1013

Lockwood Greene Records, NMAH.AC.1113

Coon Chicken Inn Records and Graham Family Papers, NMAH.AC.1153

John K. Parlett Collection of Agricultural Ephemera, NMAH.AC.1225

Saul Nesbitt Papers, NMAH.AC.1275

White, Edmunds, and Fallen Family Papers, NMAH.AC.1444

Mahler Product Packaging and Advertising Collection, NMAH.AC.1482

Archives of American Art, Smithsonian Institution

Charles Green Shaw Papers, AAA.shawchar

Eliot Elisofon Photographic Archives, National Museum of African Art, Smithsonian Institution

Emile Goria Photographs, EEPA.1977-001

National Museum of the American Indian, Smithsonian Institution

Fred E. Miller Photograph Collection, NMAI.AC.108

National Anthropological Archives, Smithsonian Institution

Henri Geiger Omwake Papers, NAA.XXXX.0203

Ivan Karp Papers, NAA.2013-30

Library of Congress Copyright Office Photographs of Native Americans, NAA.PhotoLot.59

John Peabody Harrington Papers, NAA.1976-95

William C. Sturtevant Papers, NAA.2008-24

Ralph Rinzler Folklife Archives and Collections, Smithsonian Institution

Smithsonian Folklife Festival Records: 1973 Festival of American Folklife, CFCH.SFF.1973

Smithsonian Folklife Festival Records: 1980 Festival of American Folklife, CFCH.SFF.1980

Available Formats

Over 30,000 original tobacco advertisements reside in the Archives Center. SRITA (Stanford Research into the Impact of Tobacco Advertising) maintains an annotated online digital collection of over 28,000 of these tobacco advertisements for use by scholars (tobacco.stanford.edu) and offers a traveling museum exhibit.

Processing Information

Processed by Austin Arminio, intern, 2017; Nancy Beardsley, volunteer, 2011; Rachel Dean, intern, 2017; Thomas Espe, intern, 2017; Ann Jones, volunteer, 2011; Laura McLester, volunteer, 2017; Nancy Mulry, volunteer, 2017; Erin Molly, volunteer, 2017; Evelyn Strobe, intern, 2017; Ramona Williamson, volunteer, 2011; supervised by Vanessa Simmons Broussard, archivist, October, 2011 and March 2017.

Preferred Citation

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements circa 1890-2013, undated, Archives Center, National Museum of American History.

Restrictions

The collection is open for research.

Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning intellectual property rights. Archives Center cost-recovery and use fees may apply when requesting reproductions.

Accruals

Dr. Jackler continues to donate materials to the collection.

Biographical / Historical

Dr. Robert K. Jackler was born on January 29, 1954 to Dr. Jacob Marlowe Jackler and Marilyn Epstein. He was raised in Waterville, Maine, and attended college and medical school in Boston, Massachusetts. He moved to California for a residency in Otolaryngology-Head and Neck Surgery. In 1985, Dr. Jackler accepted a Neuroethology fellowship at the House Ear Clinic and joined the faculty at the University of California, San Francisco where he remained until 2003. Later that year he became the Sewall Professor and Chair of the Department at OHNS and professor in the Departments of Neurosurgery and Surgery at the Stanford University School of Medicine.

Dr. Jackler's medical work exposed him to numerous patients suffering from tobacco-related health problems. In addition, his mother, Marilyn Jackler, died of cancer in 2007. That year he and his wife Laurie founded the research group SRITA (Stanford Research into the Impact of Tobacco Advertising). The purpose of SRITA was to use an interdisciplinary approach to examine the ways in which the tobacco industry targeted minority groups. SRITA also wanted to examine how the industry marketed new products. During this time Dr. Jackler and his wife also began to amass a collection of advertisements and artifacts relating to tobacco products. These efforts cumulated in an exhibition of advertising imagery tracing how tobacco companies used deceptive and often patently false claims in an effort to reassure the public of the safety of their products. "Not a Cough in a Carload: Images from the Tobacco Industry Campaign to Hide the Hazards of Smoking" was dedicated to his mother, Marilyn Jackler, who started smoking as a young woman because "it was the sophisticated thing to do" and later was unable

to quit. Dr. Jackler received support from Stanford's Lane Medical Library, where the exhibit opened with an accompanying website (<http://lane.stanford.edu/tobacco/index.html>). Dr. Jackler has authored numerous papers, textbook chapters, editorials, and books in addition to his teaching, medical practice, and collecting.

Scope and Contents

The collection consists of advertisements collected by Dr. Robert Jackler for his "Not a Cough in a Carload: Images from the Tobacco Industry Campaign to Hide the Hazards of Smoking" exhibition. The heart of the collection consists of paper advertisements from national magazines and newspapers dating from 1898-2017. The bulk of these materials are for cigarettes but also include cigars and tobacco. A smaller amount of material are advertisements for holders, lighters and matches, pipes, smokers' drops, and toothpaste. Included among these materials are also some point of purchase displays and ephemera from major tobacco companies.

The material emphasizes the deceptive advertising practices intended to convince people that tobacco use was safe, and the use of doctors, dentists, athletes, opera singers, actors, and others to endorse them. Actresses and actors that appeared in some of these advertisements included Lucille Ball, Madge Bellamy, Constance Bennett, Sam Bernard, Billie Burke, Eddie Cantor, Richard Carle, Sue Carol, Madeleine Carroll, Boake Carter, Charlie Chan, Charlie Chaplin, Ina Claire, George M. Cohan, Claudette Colbert, June Collyer, Betty Compson, Gary Cooper, Clifton Crawford, Myrna J. Darby, Marlene Dietrich, Dolores Del Rio, Sally Eilers, Clifton Fadiman, Douglas Fairbanks, William Faversham, W.C. Fields, Muriel Finley, Sidney Fox, Kay Francis, Janet Gaynor, Bill Haines, Jean Harlow, Miriam Hopkins, Jack Holt, Leslie Howard, Edmund Lowe, Al Jolson, Harry Lauder, Carole Lombard, Myrna Loy, Dorothy Mackaill, Herbert Marshall, Groucho Marx, Norina Matchabella, Philip Merivale, Robert Montgomery, Catherine Moylan, Ramon Novarro, Maureen O'Sullivan, Barbara Stanwyck, Margaret Sullivan, Norma Talmadge, Lawrence Tibbett, William T. Tilden, Spencer Tracy, Helen Twelvetrees, Lenore Ulric, Lupe Velez and David Warfield. Some of the athletes that endorsed tobacco products included Ty Cobb, James J. Corbett, Johnny Farrell, Lou Gehrig, Walter Hagen, Willie Hoppe, Matt McGrath, Vincent Richards, Damon Runyon, Babe Ruth, Earl Sande, Martin Sheridan, Fred Spencer, Jr., Gaston Strobino and Ted Williams. Musicians that appeared in some of the advertisements included Frances Alda, Carl Gantvoort, George Gershwin, Dinh Gilly, Nanette Guilford, Jack Henderson, Helen Jepson, Karl Jörn, Lauritz Melchior, Dick Powell, John Philip Sousa, and Leo Slezak. Other notable celebrities included Robert Lee, Amelia Earhart, Georges Fontana, Rube Goldberg, Martin Johnson, Alice Roosevelt Longworth, Marjorie Moss, Robert Taylor, Rudy Vallée, Amy Vanderbilt, King Vidor, George White, Florenz Ziegfeld, and Elsie de Wolfe.

To appeal to even wider audiences, advertisements incorporated iconic images such as Mount Rushmore, the American flag, the Statue of Liberty, and Santa Claus. Other advertisements used images of happy times and personal milestones, such as weddings, graduation day, Father's Day, etc., which smokers were told were incomplete without the aid of a cigarette.

Dr. Jackler later donated additional material which includes updated advertisements on modern themes, such as the economy (advertising touting bargain prices); technological changes (hard pack, improved filter, "light" cigarettes); and include more images of minorities. The initial donation had a series of advertisements with images of African Americans, but these additional ads allow researchers access to an even larger and more diverse set of examples of how tobacco was marketed to minorities. Dr. Jackler also expanded his research into much older magazines and newspapers. The addendum features advertisements from defunct, obscure, and short lived brands, in addition to the most popular and familiar ones. This enables researchers to study such themes as why the more successful companies' advertisements succeeded. These materials were integrated with the rest of the collection.

The collection is arranged into twelve series. Series one is cigarette advertisements dating from 1903-2017 and is divided by the media where it appeared in. Series two, contains advertisements for cigars dating from 1901-2017 and is also divided by media. Series three is chewing tobacco advertisements dating from 1898-2010 and is arranged into two subseries magazines and newspapers. Series four through series nine are advertisements marketing non-tobacco products and accessories for smokers. In addition, series ten contains point of purchase displays. Series

eleven is born digital content. And finally, series twelve contains other forms of advertising and ephemera created by tobacco companies to assist in the sale of their products.

Arrangement

The collection is arranged in twelve series.

Series 1, Cigarette Advertisements, 1903-2017, undated

Subseries 1.1, Magazine Advertisements, 1910-2017, undated

Subseries 1.2, Newspaper Advertisements, 1903-2004, undated

Series 2, Cigar Advertisements, 1901-2017, undated

Subseries 2.1, Magazine Advertisements, 1910-2017, undated

Subseries 2.2, Newspaper Advertisements, 1901-1958, undated

Series 3, Chewing Tobacco Advertisements, 1898-2010, undated

Subseries 3.1, Magazine Advertisements, 1898-2010, undated

Subseries 3.2, Newspaper Advertisements, 1907-1981, undated

Series 4, Holder Advertisements, 1923-1957, undated

Series 5, Lighters and Accessories Advertisements, 1934-1977, undated

Series 6, Matches Advertisements, 1949, undated

Series 7, Pipes Advertisements, 1920-1971, undated

Series 8, Smokers' Drops Advertisements, 1958

Series 9, Toothpaste Advertisements, 1920, undated

Series 10, Point of Purchase Displays, undated

Series 11, Born Digital Content, undated

Series 12, Ephemera, 1960-2013, undated

Names and Subject Terms

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

Subjects:

- Actors in the advertising industry
- Advertising, Newspaper -- 20th century
- Advertising, magazine -- 1960-2000
- Advertising, magazine -- 20th century
- American Indian -- Tobacco
- Business Advertising -- Tobacco
- Children -- 20th century
- Cigar lighters -- 1930-1980
- Cigars
- Culture change -- introduction of pipes and tobacco
- Endorsements in advertising

Health
Health issues
Matches
Medical care
Pipe smoking
Printed ephemera -- 1950-1970
Smoking
Smoking -- 1940-1990
Smoking paraphernalia
Teenagers
Tobacco -- 20th century
Tobacco -- 20th century -- Virginia
advertising -- Business ephemera
advertising -- Tobacco
advertising -- Tobacco -- Cigars
medical research

Cultures:

American Indian -- Tobacco

Types of Materials:

Advertisements
Advertisements -- 19th century
Advertisements -- 20th century
Ephemera
Ephemera -- 19th century
Ephemera -- 20th century
Newspaper advertisements
Newspaper clippings
Point-of-purchase displays
Point-of-purchase displays -- 20th century
Printed ephemera

Preferred Titles:

Look (magazine)

Container Listing

Series 1: Cigarette Advertisements, 1903-2017, undated

Subseries 1.1: Magazine Advertisements, 1910-2017, undated

Box 9, Folder 1	Adam, 1972
Box 27, Folder 1; Box 32, Folder 1	Advance, 1983 - 1983, undated
Box 27, Folder 2	Alas, undated
Box 1, Folder 2	Alaska, undated
Box 1, Folder 1; Box 40, Folder 1	Abdulla, 1920 - 1939, 1930-1940
Box 1, Folder 3	Albany, 1959
Box 27, Folder 3; Box 9, Folder 2	Alpine, 1989 - 1992, 1961-1965
Box 32, Folder 2	American Club, 1954 - 1954, undated
Box 1, Folder 4; Box 32, Folder 3	American Spirit, 2000-2012, 2003 - 2003
Box 27, Folder 3	Aria, undated
Box 32, Folder 4; Box 27, Folder 4	Arctic Lights, 1978 - 1979, 1978 - 1978
Box 32, Folder 5	Arizona, 1946 - 1949
Box 32, Folder 6; Box 40, Folder 2	Army Club, 1925, 1946 - 1946
Box 32, Folder 7	Astor, undated
Box 27, Folder 5	Ateshian, undated

Box 9, Folder 3	Bar One, 1952
Box 1, Folder 5	Barclay, 1981-1985
Box 9, Folder 3	Barclay, 1981-1985
Box 27, Folder 6	Basic, 1993 - 2001
Box 1, Folder 5	Beech Nut, 1942
Box 1, Folder 5	Belair, 1973-1990
Box 9, Folder 4	Belair, 1971-1983
Box 1, Folder 6	Benson & Hedges, 1991-1994 Notes: Warning Chief Medical Officers Specials and Kings
Box 1, Folder 7	Benson & Hedges, 1997-1999 Notes: Cigarettes as people
Box 9, Folder 5	Benson & Hedges, 1957-1996 Notes: Monuments: Mt. Rushmore and Statute of Liberty Wedding Light Ultralights
Box 9, Folder 6	Benson & Hedges, 1951-1994 Notes: Only the Bbest Will do, Pay More, You Get More, Ultra Lights, Pleasure
Box 9, Folder 7	Benson & Hedges, 1970-1989 Notes: America's favorite For people who like to smoke
Box 27, Folder 7	Benson & Hedges, sweepstakes, 1976 - 1992, undated
Box 32, Folder 8	Benson & Hedges, 1963 - 1999
Box 27, Folder 8	Black Cat, 1911 - 1911
Box 40, Folder 3; Box 27, Folder 9	Boguslavsky, 1913 - 1913
Box 27, Folder 10	Bond Street, 2004 - 2012
Box 9, Folder 8	Boston, 2006
Box 9, Folder 8	Boule d'Or, 1971
Box 9, Folder 8	Brandon, 1962

Box 32, Folder 9; Box 1, Folder 8; Box 27, Folder 11	Bright, 1983 - 1983, 1982
Box 9, Folder 9	Briggs, 1937
Box 40, Folder 4	Buckingham, 1930 - 1939
Box 27, Folder 12	Bucks, 1990 - 1991
Box 32, Folder 10	Bufs, 1956 - 1956
Box 32, Folder 11; Box 27, Folder 13; Box 22, Folder 43	Bull Durham, 1915 - 1992, 1914-1992, undated
Box 27, Folder 14; Box 11, Folder 1	Cambridge, 2000 - 2009, 1981
Box 38, Folder 1; Box 9, Folder 10	Camel, 1910 - 1930 Notes: Single case throat irritation, More people, Agree, Fun to be Fooled, Fresh, Extra
Box 38, Folder 4-5; Box 9, Folder 11	Camel, 1933-2004
Box 38, Folder 2; Box 1, Folder 9	Camel, 1935-1968
Box 1, Folder 10	Camel, French advertisements, 1970-2006
Box 1, Folder 11	Camel, 1988-1997 Notes: Camel Joe Ultra Lights and Light Smooth Character Camel's 75th Birthday
Box 1, Folder 12-15	Camel, catalogs, 1992-1998 Notes: Camel Cash-Joe Genuine Taste
Box 1, Folder 16	Camel, 1992 and undated Notes: Spanish ads Camel shape around the world Lights
Box 10, Folder 1	Camel, 1936-1937 Notes: For Digestions Sake...
Box 10, Folder 2	Camel, 1934-1940

	Notes:	Nerves Get a Lift, Never Get on Your Nerves, Steady and Don't Get on Your Nerves
Box 10, Folder 3	Camel, 1934-1964 Notes:	Don't Get Your Wind up, Pleasure helps Disposition
Box 10, Folder 4	Camel, 1931-2001 Notes:	For Digestion's Sake, First in Service, T-Zone, More People Agree, Choice of Experience, Monuments, Camel Joe [Joe Camel]
Box 10, Folder 5	Camel, 1943-1954 Notes:	More Doctors, T-Zone, More People, First Service, Experience is the Best Teacher Christmas/Santa, Father's Day
Box 10, Folder 6	Camel, 1941-1956 Notes:	First in Service
Box 10, Folder 7	Camel, 1928-1968 Notes:	Real Cigarette, More People, Mildness, Slow and Long Burning, Agree with Me, I'd Walk a Mile, 28% Less Nicotine, Extra
Box 10, Folder 8	Camel, 1997-2006 Notes:	Casino, Still Roaring, Big Fat Delicious Wides, Mighty Tasty, What You're Looking For
Box 10, Folder 9	Camel, 2000-2005 Notes:	Pleasure to Burn, Turkish Blends
Box 23, Folder 1	Camel, undated	
Box 27, Folder 15	Camel, 1970 - 1979	
Box 27, Folder 16	Camel, lights and filters, 1980 - 1989	
Box 27, Folder 17	Camel, filters, genuine taste, lights, 1990 - 1999	
Box 27, Folder 18	Camel, Mighty Tasty, Smooth Character, What You're Looking For, Wides, 1990 - 1999	
Box 27, Folder 19	Camel, 1990 - 1999	
Box 27, Folder 20	Camel, Number Nine, Pleasure to Burn, 2000 - 2009	
Box 27, Folder 21	Camel, 2000 - 2009	
Box 40, Folder 5	Caporal Doux, 1934	
Box 1, Folder 17;	Capstan, 1930 - 1959, 1951-1954, undated	

Box 32, Folder 13;
Box 38, Folder 6;
Box 27, Folder 23

Box 1, Folder 17; Box 32, Folder 12	Capri, 1990 - 1999, 1994
Box 1, Folder 18	Carlton, 1976-1994
Box 11, Folder 1	Carlton, undated
Box 32, Folder 14	Carlton, 1970 - 1989
Box 27, Folder 24	Cartier, undated
Box 27, Folder 22	Camel, 2000 - 2000
Box 27, Folder 25	Carvellis Freres, undated
Box 1, Folder 19; Box 27, Folder 26	Cavalier, [1950s], undated
Box 1, Folder 19	Champagne, [1980s?]
Box 27, Folder 27	Charm, undated
Box 1, Folder 20	Chesterfield, 1929-1990
Box 36, Folder 8; Box 11, Folder 2	Chesterfield, 1950 - 1969, 1916-1965 Notes: ABC, Best for You, They Satisfy, It's Chesterfield
Box 11, Folder 3	Chesterfield, 1926-1963 Notes: They Satisfy, It's Chesterfield, Pleasure, ABC, Best for You
Box 11, Folder 5	Chesterfield, 1931-1964
Box 11, Folder 6	Chesterfield, 1937-1956
Box 23, Folder 2	Chesterfield, featuring Joe Louis
Box 27, Folder 28	Chesterfield, 1910 - 1939
Box 27, Folder 29	Chesterfield, 1940 - 2017
Box 32, Folder 15	Chesterfield, 1910 - 1939

Box 32, Folder 16	Chesterfield, 1940 - 1949
Box 32, Folder 17	Chesterfield, 1950 - 2017
Box 1, Folder 19	Churchman's Number One, 1953-1954
Box 11, Folder 7	Colony, 1966
Box 1, Folder 21	Craven "S", undated
Box 27, Folder 30	Commander, undated
Box 36, Folder 9	Condal, undated
Box 27, Folder 31	Continent, 2010 - 2010
Box 32, Folder 18; Box 27, Folder 32	Continental, , undated, undated
Box 27, Folder 33	CoolTipt, 1940 - 1949
Box 1, Folder 21	Craven "A", undated
Box 11, Folder 8	Craven "A", 1929-1952
Box 23, Folder 3	Craven "A", 1925-1944
Box 40, Folder 6; Box 27, Folder 34	Craven "A", 1920 - 1979
Box 27, Folder 35	Dakota, 1990 - 1990
Box 27, Folder 36	Dave's, 1990 - 1999
Box 27, Folder 37; Box 32, Folder 19	Davidoff, 2000 - 2009, 1990 - 2009
Box 1, Folder 22; Box 27, Folder 38; Box 32, Folder 20	Dawn, 1975, 1970 - 1979
Box 27, Folder 39	Debs, 1940 - 1949
Box 27, Folder 40; Box 11, Folder 7	Decade, 1970 - 1979

Box 40, Folder 7; Box 27, Folder 41; Box 32, Folder 21	De Reszke, 1910 - 1949, 1920 - 1929
Box 27, Folder 42	Deringer, 1971 - 1971, undated
Box 1, Folder 22	Domino, undated
Box 11, Folder 9	Doral, 1970-2003
Box 11, Folder 10	Doral, 1971-1972
Box 27, Folder 43	Doral, 1970 - 2009
Box 32, Folder 22	Doral, 1970 - 1979
Box 27, Folder 44	Drum, 1980 - 1989
Box 27, Folder 45	Dubliss, 2000 - 2017
Box 27, Folder 47; Box 27, Folder 46; Box 11, Folder 11	Duke, , undated, undated, undated
Box 1, Folder 23	du Maurier, 1969-1982 and undated
Box 11, Folder 11	du Maurier, 1958-1959 and undated
Box 27, Folder 48	du Maurier, 1930 - 2009
Box 27, Folder 49; Box 32, Folder 23; Box 1, Folder 24	Dunhill, 1986, 1990 - 2009
Box 27, Folder 50	Eclipse, 2000 - 2009
Box 2, Folder 1	Egyptian Dieities, 1916
Box 12, Folder 1	Egyptian Deities, 1920
Box 27, Folder 51	Egyptian Deities, 1910 - 1929
Box 32, Folder 24	Egyptian Deities, 1910 - 1919
Box 32, Folder 25	Elements, 2000 - 2009

Box 27, Folder 52	Elite, 1970 - 1979
Box 12, Folder 2	Embassy, 1943-1954
Box 12, Folder 3	Embassy, 1949 and undated Notes: Inhale to Your Heart's Content
Box 32, Folder 26	Embassy, 1950 - 1999
Box 2, Folder 2	Encore, 1952-1954
Box 27, Folder 54	Epique, 2000 - 2009
Box 27, Folder 53	Escort, 1980 - 2009
Box 27, Folder 55; Box 32, Folder 27	Esse, 2000 - 2017, undated
Box 27, Folder 56	Essence, undated
Box 27, Folder 57	Estelle, 2010 - 2017
Box 12, Folder 4	Eve, 1970-1985 Notes: Farewell to Ugly, The Lady Has Taste, There's A Little Even in Every Woman
Box 12, Folder 5	Eve, 1971-1982
Box 28, Folder 1	Eve, 1970 - 2009
Box 32, Folder 28	Eve, 1970 - 1979, undated
Box 32, Folder 29; Box 2, Folder 3	Fact, 1970 - 1979, 1977-1978
Box 2, Folder 4	Fatima, 1916-1928
Box 12, Folder 6	Fatima, 1913-1952
Box 36, Folder 10; Box 40, Folder 8; Box 28, Folder 2	Fatima, 1910 - 1919, 1910 - 1959
Box 32, Folder 30	Fatima, 1910 - 1929
Box 12, Folder 7	Fleetwood, 1942-1943

	Notes: A Cleaner, Finer Smoke
Box 12, Folder 8	Fontenoy, undated
Box 12, Folder 9; Box 28, Folder 3	Four Square, 1930 - 1939, 1952
Box 28, Folder 4	Free, undated
Box 12, Folder 10	Galaxy, 1965
Box 32, Folder 31; Box 2, Folder 5; Box 28, Folder 5	Gauloises, 1980 - 2009, [1990s?], undated
Box 2, Folder 6	Gitanes, undated
Box 12, Folder 10	Gitanes, 1932
Box 28, Folder 6	Gitanes, undated
Box 32, Folder 32	Gitanes, 1930 - 1939
Box 32, Folder 33	Gitanes, undated
Box 2, Folder 7	Gitanes Blondes, [1990s?]
Box 28, Folder 7; Box 32, Folder 34	Glamour, 2000 - 2009, undated
Box 2, Folder 8	Gold Coast, undated
Box 12, Folder 11	Gold Flake, 1929, 1939, 1952
Box 23, Folder 4	Gold Flake, undated
Box 32, Folder 35; Box 2, Folder 8	Golden Lights, 1979, 1970 - 1989
Box 28, Folder 8	GPC, 1990 - 1999
Box 28, Folder 9; Box 2, Folder 9; Box 40, Folder 9;	Greys, 1937, 1930 - 1939, 1920 - 1929

Box 32, Folder 36	
Box 12, Folder 12; Box 32, Folder 37	Half and Half, 1936-1964, 1930 - 1959
Box 28, Folder 10	Hamlet, 2002 - 2002
Box 12, Folder 13; Box 32, Folder 38	HB, undated
Box 2, Folder 10	Helmar, 1917
Box 12, Folder 14	Helmar, 1918, undated
Box 28, Folder 11	Helmar, 1910 - 1919
Box 28, Folder 12	Hilton, undated
Box 12, Folder 15; Box 32, Folder 39	Hit Parade, 1950 - 1959, 1957-1959
Box 28, Folder 13	Hypnose, undated
Box 28, Folder 14; Box 2, Folder 11	Iceberg, 1975 - 1975, undated
Box 2, Folder 12	International News, [1982?]
Box 28, Folder 15	Jade, 2002 - 2002
Box 28, Folder 16	Job, 1985 - 1985
Box 28, Folder 17	Jockey, undated
Box 2, Folder 13	Johnnie Walker, undated
Box 2, Folder 13	Julep, [1942?]
Box 12, Folder 13	Julep, circa 1940s
Box 32, Folder 40	Julep, undated
Box 33, Folder 1; Box 28, Folder 18	Kamel, 1990 - 1999
Box 3, Folder 2;	Karelia, 2005 - 2005

Box 28, Folder 19	
Box 12, Folder 16; Box 33, Folder 3	Kensitas, 1936-1952, 1950 - 1959 Notes: With Ultra Violet Rays, Kensitas--That's good! Kensitas--That's Good Viginia Tobacco! Your Throat Protection
Box 23, Folder 5	Kensitas, 1936
Box 40, Folder 10; Box 28, Folder 20	Kensitas, 1920 - 1929
Box 33, Folder 4; Box 12, Folder 17	Kent, 1953-1961, 1950 - 1959 Notes: Science and Educators, Proof, Protection, You'll Feel Better Filter Best
Box 12, Folder 18	Kent, 1955-1978 Notes: Brighten, Good Times, Satisfies Best, Treat Kindly, [Something] and Kent
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Series 11: Born Digital Content, 2010-02-2011-04-28

Location of Originals: Born digital PowerPoint files stored in the Smithsonian Institutions' Digital Asset Management System (DAMS).
Scope and Contents: Consists of a Powerpoint presentation converted to PDF file.

Subseries 11.1: Doctors, Dentists, and Nurses Smoking, 2010-02-2011-02

8 Digital files

Language: English.

[More Doctor's Smoke Camels, 2011-01-16](#)

1 Digital file (AC1224-0000001)

Language: English.

[20,679 Physicians, 2011-01-16](#)

1 Digital file (AC1224-0000002-000001)

Language: English.

[Throat Doctors, 2011-02-12](#)

1 Digital image (AC1224-0000003-0000001)

Language: English.

[Doctor's Hawk Cigs, 2011-02-13](#)

1 Digital file (AC1224-0000004)

Language: English.

[Targeting Doctors, 2010-02-27](#)

1 Digital file (AC1224-0000005)

Language: English.

[Nurses, 2010-05-12](#)

1 Digital file (AC1224-0000006)

Language: English.

[Dentist Recommends, 2011-02-12](#)

1 Digital file (AC1224-0000007)

Language: English.

[Hospitalized Patients, 2010-09-05](#)

1 Digital file (AC1224-0000008)

Subseries 11.2: Good for Your Throat, 2010-08-2011-03

9 Digital files

Language: English.

[Guard Your Throat, 2011-02-13](#)

1 Digital file (AC1224-0000009)
Language: English.

[Your Adam's Apple, 2010-04-11](#)
1 Digital file (AC1224-0000010)
Language: English.

[Famous Voices, 2010-08-08](#)
1 Digital file (AC1224-0000011)
Language: English.

[Singers, 2011-01-08](#)
1 Digital file (AC1224-0000012)
Language: English.

[Throat Scratch, 2010-12-05](#)
1 Digital file (AC1224-0000013)
Language: English.

[Your "T" Zone, 2010-08-08](#)
1 Digital file (AC1224-0000014)
Language: English.

[Not a Cough in a Carload, 2011-03-28](#)
1 Digital file (AC1224-0000015)
Language: English.

[Why Be Irritated?, 2011-03-28](#)
1 Digital file (AC1224-0000016)
Language: English.

Here's Johnny, 2011-03-19
1 Digital file (AC1224-0000017)
[Digital Content: Here's Johnny!, 2011-03-19](#)
Language: English.

Subseries 11.3: For Your Health, 2010-02-2011-03

8 Digital files

Language: English.

[Do You Inhale?, 2011-02-13](#)
1 Digital file (AC1224-0000018)
Language: English.

[To Your Heart's Content, 2010-02-14](#)
1 Digital file (AC1224-0000019)
Language: English.

[For Digestion Sake, 2011-04-28](#)

1 Digital file (AC1224-0000020)
Language: English.

[Medical Cigarettes, 2010-09-12](#)

1 Digital file (AC1224-0000021)
Language: English.

[Best For You, 2010-09-12](#)

1 Digital file (AC1224-0000022)
Language: English.

[Feel Your Best, 2011-01-09](#)

1 Digital file (AC1224-0000023)
Language: English.

[Healthy Cigars and Pipes, 2011-02-13](#)

1 Digital file (AC1224-0000024)
[Digital Content: Healthy Cigars & Pipes, 2011-02-13](#)
Language: English.

[British Health Claims, 2011-03-03](#)

1 Digital file (AC1224-0000025)
Language: English.

Subseries 11.4: Scientific and Medical Authority, (bulk 2011-01-2011-03)

5 Digital files

Language: English.

[Pseudoscience, 2011-03-28](#)

1 Digital file (AC1224-0000026)
Language: English.

[Medical Authority, 2011-01-16](#)

1 Digital file (AC1224-0000027)
Language: English.

[Not One Single Case, 2010-08-08](#)

1 Digital file (AC1224-0000028)
Language: English.

[Factories Labs Machines, 2011-01-08](#)

1 Digital file (AC1224-0000029)
Language: English.

[Accuray, 2011-03-28](#)

1 Digital file (AC1224-0000030)

Subseries 11.5: Menthol Medicates, (bulk 2011-01-2011-03)

7 Digital images

Language: English.

[Switch When Sick, 2011-01-08](#)
1 Digital file (AC1224-0000031)

[Kool Your Throat, 2010-10-24](#)
1 Digital file (AC1224-0000032)

[Mint Julep, 2011-01-08](#)
1 Digital file (AC1224-0000033)

[Mouth Happy, 2010-10-03](#)
1 Digital file (AC1224-0000034)

[Menthol for Women, 2011-03-05](#)
1 Digital file (AC1224-0000035)

[Newport Teases Teens, 2011-03-19](#)
1 Digital file (AC1224-0000036)

[Recent Menthol, 2011-03-19](#)
1 Digital file (AC1224-0000037)

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9 Digital images

Language: English.

[Protects Your Health, 2011-03-30](#)
1 Digital file (AC1224-0000038)

[Doctor Ordered, 2011-01-16](#)
1 Digital file (AC1224-0000039)

[Thinks for Himself, 2010-09-15](#)
1 Digital file (AC1224-0000040)

[Voice of Wisdom, 2010-04-03](#)
1 Digital file (AC1224-0000041)

[You're So Smart, 2010-04-03](#)
1 Digital file (AC1224-0000042)

[Miracle Tip, 2010-04-03](#)
1 Digital file (AC1224-0000043)

[Marlboro Men, 2011-03-20](#)
1 Digital file (AC1224-0000044)

[Reduced Carcinogens, 2011-01-09](#)
1 Digital file (AC1224-0000045)

[High Tech Filters, 2011-03-30](#)
1 Digital file (AC1224-0000046)

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7 Digital images

Language: English.

[Light, 2011-03-20](#)
1 Digital file (AC1224-0000047)

[Super Light, 2010-08-29](#)
1 Digital file (AC1224-0000048)

[Ultra Light, 2011-28-03](#)
1 Digital file (AC1224-0000049)

[Less Nicotine, 2010-08-08](#)
1 Digital file (AC1224-0000050)

[Low Tar, 2010-12-24](#)
1 Digital file (AC1224-0000051)

[Mild as May, 2010-12-18](#)
1 Digital file (AC1224-0000052)

[Never a Rough Puff, 2010-5-12](#)
1 Digital file (AC1224-0000053)

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Language: English.

[True, 2010-12-05](#)
1 Digital file (AC1224-0000054)

[Vantage, 2010-08-13](#)
1 Digital file (AC1224-0000055)

[Merit, 2010-08-23](#)
1 Digital file (AC1224-0000056)

[Fact, 2010-09-18](#)

1 Digital file (AC1224-0000057)

[Life, 2010-09-18](#)

1 Digital file (AC1224-0000058)

[Real, 2010-09-18](#)

1 Digital file (AC1224-0000059)

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Language: English.

[It's Toasted, 2011-02-13](#)

1 Digital file (AC1224-0000060)

[Nature in the Raw, 2010-10-24](#)

1 Digital file (AC1224-0000061)

[Sheep Dip, 2010-11-25](#)

1 Digital file (AC1224-0000062)

[Sunshine Mellows, 2011-02-13](#)

1 Digital file (AC1224-0000063)

Subseries 11.10: Freshness, Purity, Natural, and Organic, (bulk 2010-08-2011-03)

Language: English.

[Freshness, 2011-03-28](#)

1 Digital file (AC1224-0000064)

[Fresh as Mountain Air, 2010-03-10](#)

1 Digital file (AC1224-0000065)

[Springtime!, 2010-12-24](#)

1 Digital file (AC1224-0000066)

[Pure and Clean, 2011-03-28](#)

1 Digital file (AC1224-0000067)

[Digital Content: Pure & Clean, 2011-03-28](#)

[Natural, 2011-01-09](#)

1 Digital file (AC1224-0000068)

[Organic, 2010-08-13](#)

1 Digital file (AC1224-0000069)

[No Additives, 2011-03-30](#)
1 Digital file (AC1224-0000070)

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Language: English.

[Calms Your Nerves, 2011-03-23](#)
1 Digital file (AC1224-0000071)

[Get a Lift, 2011-03-23](#)
1 Digital file (AC1224-0000072)

[Your Disposition, 2011-03-23](#)
1 Digital file (AC1224-0000073)

[Sex Sells, 2011-03-28](#)
1 Digital file (AC1224-0000074)

[It's Fun to be Fooled, 2011-03-23](#)
1 Digital file (AC1224-0000075)

[No Cigarette Hangover, 2011-03-23](#)
1 Digital file (AC1224-0000076)

Subseries 11.12: Targeting Women, 2011-03-24-2011-03-30

Language: English.

[Let's Smoke Girls, 2011-03-30](#)
1 Digital file (AC1224-0000077)

[Today's Women, 2011-03-30](#)
1 Digital file (AC1224-0000078)

[You're So Smart, 2011-03-23](#)
1 Digital file (AC1224-0000079)

[Brides with Butts, 2011-03-28](#)
1 Digital file (AC1224-0000080)

[Couples in Love, 2011-03-30](#)
1 Digital file (AC1224-0000081)

[Keep Kissable, 2011-03-28](#)
1 Digital file (AC1224-0000082)

[Objectifying Women, 2011-03-28](#)

1 Digital file (AC1224-0000083)

[LS MFT, 2011-03-24](#)

1 Digital file (AC1224-0000084)

[Lady's Cigars, 2011-03-24](#)

1 Digital file (AC1224-0000085)

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Language: English.

[Virginia Slims, 2011-03-28](#)

1 Digital file (AC1224-0000086)

[Eve, 2011-03-23](#)

1 Digital file (AC1224-0000087)

[Misty, 2011-03-23](#)

1 Digital file (AC1224-0000088)

[Capri, 2011-03-27](#)

1 Digital file (AC1224-0000089)

[Max, 2010-08-23](#)

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[Styke & Satin, 2011-03-23](#)

1 Digital file (AC1224-0000091)

[Marlboro, 2011-03-23](#)

1 Digital file (AC1224-0000092)

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1 Digital file (AC1224-0000093)

[Future Shadow Faces, 2011-01-01](#)

1 Digital file (AC1224-0000094)

[Tempted to Over-indulge, 2011-03-30](#)

1 Digital file (AC1224-0000095)

[Keeps You Slim, 2011-03-28](#)

1 Digital file (AC1224-0000096)

[Super Slim, 2011-03-28](#)

1 Digital file (AC1224-0000097)

[Slim & Sassy, 2010-07-18](#)
1 Digital file (AC1224-0000098)

[Think Light, 2010-08-08](#)
1 Digital file (AC1224-0000099)

[Slim & Light, 2010-12-10](#)
1 Digital file (AC1224-0000100)

[Thinner, 2010-12-10](#)
1 Digital file (AC1224-0000101)

[Cigarette Diet, 2010-12-10](#)
1 Digital file (AC1224-0000102)

[Long & Lean, 2010-12-10](#)
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Subseries 11.15: Targeting Teens, (bulk 2010-12-2011-03)

Language: English.

[School Days, 2011-03-19](#)
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[Young Smokers, 2011-01-20](#)
1 Digital file (AC1224-0000105)

[Be Happy, Go Lucky, 2010-03-14](#)
1 Digital file (AC1224-0000106)

[Comic Strips, 2010-11-25](#)
1 Digital file (AC1224-0000107)

[Today's Youth, 2011-03-30](#)
1 Digital file (AC1224-0000108)

[Flavored Cigarettes, 2010-08-13](#)
1 Digital file (AC1224-0000109)

[Joe Camel, 2010-12-24](#)
1 Digital file (AC1224-0000110)

[Give Aways, 2010-07-12](#)
1 Digital file (AC1224-0000111)

[Newport Teases Teens, 2011-03-30](#)

1 Digital file (AC1224-0000112)

Subseries 11.16: Infants and Children, 2010-12-2011-03

Language: English.

[Babies, 2010-03-27](#)

1 Digital file (AC1224-0000113)

[Children, 2011-03-28](#)

1 Digital file (AC1224-0000114)

[Gift for Daddy, 2011-02-12](#)

1 Digital file (AC1224-0000115)

[Candy Cigarettes, 2010-12-18](#)

1 Digital file (AC1224-0000116)

[Santa Puffing, 2011-03-28](#)

1 Digital file (AC1224-0000117)

[School Programs, 2010-12-10](#)

1 Digital file (AC1224-0000118)

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Language: English.

[Female Stars, 2011-03-28](#)

1 Digital file (AC1224-0000119)

[Male Stars, 2011-03-28](#)

1 Digital file (AC1224-0000120)

[Iconic Couples, 2010-11-21](#)

1 Digital file (AC1224-0000121)

[Champion Endorsers, 2011-03-30](#)

1 Digital file (AC1224-0000122)

[TV Stars, 2011-01-09](#)

1 Digital file (AC1224-0000123)

[Directors & Producers, 2011-03-19](#)

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Language: English.

[Don't Get Your Wind, 2011-01-08](#)
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[Football, 2011-03-30](#)
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[Golf, 2011-03-28](#)
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[Tennis, 2011-03-28](#)
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[Bowling, 2010-09-19](#)
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[Winter Sports, 2011-03-28](#)
1 Digital file (AC1224-0000133)

[Water Sports, 2011-03-19](#)
1 Digital file (AC1224-0000134)

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1 Digital file (AC1224-0000135)

[Be a Sport, 2011-03-19](#)
1 Digital file (AC1224-0000136)

[Sponsorships, 2010-11-21](#)
1 Digital file (AC1224-0000137)

Subseries 11.19: African Americans, (bulk 2011-03)

Language: English.

[Targeting African Americans, 2011-03-19](#)
1 Digital file (AC1224-0000138)

[Targeting with Menthol, 2011-03-19](#)

1 Digital file (AC1224-0000139)

[Targeting Black Women, 2011-03-28](#)

1 Digital file (AC1224-0000140)

[Mixed Races, 2011-03-30](#)

1 Digital file (AC1224-0000141)

[Racist Ads, 2010-09-15](#)

1 Digital file (AC1224-0000142)

Subseries 11.20: No Medical Claims, (bulk 2010-03-2010-12)

Language: English.

[We Don't Make Medical Claims, 2010-12-10](#)

1 Digital file (AC1224-0000143)

[Treat Not Treatment, 2010-03-10](#)

1 Digital file (AC1224-0000144)

Subseries 11.21: Cigarettes as People, 2010-08-2011-01

Language: English.

[Dancing Boxes, 2010-12-10](#)

1 Digital file (AC1224-0000145)

[Zira Girls, 2010-09-05](#)

1 Digital file (AC1224-0000146)

[B&H People, 2011-01-08](#)

1 Digital file (AC1224-0000147)

[Tobacco People, 2010-08-28](#)

1 Digital file (AC1224-0000148)

Subseries 11.22: Cultural Icons, (bulk 2010-11-2011-03)

Language: English.

[Politics & Politicians, 2010-11-21](#)

1 Digital file (AC1224-0000149)

[Lawyers & Judges, 2010-07-10](#)

1 Digital file (AC1224-0000150)

[All That Jazz, 2011-03-19](#)
1 Digital file (AC1224-0000151)

[Landmarks, 2011-03-30](#)
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[Luxury Cigarettes, 2011-03-28](#)
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[Snobbish Cigarettes, 2011-03-28](#)
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[Gay, 2011-03-26](#)
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Subseries 11.23: War and Aviation, 2010-07-2011-03

Language: English.

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[World War II, 2011-01-09](#)
1 Digital file (AC1224-0000161)

[Women In War, 2010-07-25](#)
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[Aviation, 2011-03-30](#)
1 Digital file (AC1224-0000163)

[Spacemen, 2010-12-24](#)
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Subseries 11.24: Cigars, Pipes, Holders, Smokeless, 2010-12-2011-03

Language: English.

[Cigars, 2011-03-30](#)

1 Digital file (AC1224-0000165)

[Lady's Cigars, 2010-12-10](#)

1 Digital file (AC1224-0000166)

[Pipes, 2011-03-28](#)

1 Digital file (AC1224-0000167)

[Cigarette Holders, 2011-03-38](#)

1 Digital file (AC1224-0000168)

[Smokeless Tobacco, 2011-01-08](#)

1 Digital file (AC1224-0000169)

Subseries 11.25: Propaganda and Documents, 2010-06-2010-12

Language: English.

[Industry Propaganda, 2010-12-23](#)

1 Digital file (AC1224-0000170)

[Smoking Gun Documents, 2010-06-17](#)

1 Digital file (AC1224-0000171)

Subseries 11.26: Recent Strategies, (bulk 2010-08-2010-12)

Language: English.

[Kamel, 2010-08-07](#)

1 Digital file (AC1224-0000172)

[Pleasure to Burn, 2010-10-24](#)

1 Digital file (AC1224-0000173)

[On the Wild Side, 2010-08-10](#)

1 Digital file (AC1224-0000174)

[Camel Modern, 2011-03-28](#)

1 Digital file (AC1224-0000175)

[Lucky Strike Modern, 2010-08-21](#)

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[Kool Modern, 2010-10-24](#)

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[Silk Cut, 2010-12-12](#)
1 Digital file (AC1224-0000179)

[Bizarre, 2010-12-24](#)
1 Digital file (AC1224-0000180)

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Language: English.

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1 Digital file (AC1224-0000181)

[Omar, 2011-01-08](#)
1 Digital file (AC1224-0000182)

[Helmar, 2011-01-09](#)
1 Digital file (AC1224-0000183)

[Mogul, 2010-02-14](#)
1 Digital file (AC1224-0000184)

[Mecca, 2010-05-12](#)
1 Digital file (AC1224-0000185)

[Fatima, 2011-01-09](#)
1 Digital file (AC1224-0000186)

[Deities, 2010-02-14](#)
1 Digital file (AC1224-0000187)

[Abdullas, 2011-01-09](#)
1 Digital file (AC1224-0000188)

[Remeses, 2011-01-08](#)
1 Digital file (AC1224-0000189)

Subseries 11.28: Then and Now, (bulk 2010-09-2011-03)

Language: English.

[Then & Now, 2010-12-10](#)
1 Digital file (AC1224-0000190)

[Tit for Tat Ads, 2010-09-06](#)
1 Digital file (AC1224-0000191)

[Long Cigarettes, 2010-03-30](#)
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[Quit Smoking, 2010-12-10](#)
1 Digital file (AC1224-0000193)

[Spoofs, 2010-12-05](#)
1 Digital file (AC1224-0000194)

[Elegance, 2011-01-08](#)
1 Digital file (AC1224-0000195)

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[1960s Groovy, 2011-03-12](#)
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