



Smithsonian
National Museum of American History
Kenneth E. Behring Center

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

NMAH.AC.1224

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2011

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Collection Overview

Repository:	Archives Center, National Museum of American History
Title:	Marilyn E. Jackler Memorial Collection of Tobacco Advertisements
Identifier:	NMAH.AC.1224
Date:	circa 1898-2017 undated
Extent:	20 Cubic feet (40 boxes, 1 map-folder)
Creator:	Jackler, Robert K.
Language:	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.

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

There are several collections relating to the advertising and marketing of tobacco in the Archives Center. The Warshaw collection's series on "Tobacco Trade" consists of nine cubic feet of business ephemera, circa 1850-1950. The N W Ayer Advertising Agency Records contain complete advertising campaigns for over 130 tobacco brands, 1899-1951, for companies such as Fatima, Murad, Pall Mall, Philip Morris, and R.J. Reynolds. The Marlboro Oral History and Documentation Collection documents the development of the Marlboro Man advertising campaign, 1940-1986. The Virgil Johnson Collection of Cigarette Packages, circa 1890-1997, contains over six thousand packages arranged into albums. The Cornelius and Horne Collection of Cigarette Packages consists of seventy three labels collected by a United States Navy captain in the Pacific theatre in 1945.

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

Preferred Citation

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements circa 1890-2013, 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 appear 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 Sullavan, 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 note worthy 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 into 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

Series 13: 2017 Addenda

Container Listing

Series 1: Cigarette Advertisements, 1903-2017

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 Warning Chief Medical Officers Specials and Kings
Box 1, Folder 7	Benson & Hedges, 1997-1999 Cigarettes as people
Box 9, Folder 5	Benson & Hedges, 1957-1996 Monuments: Mt. Rushmore and Statute of Liberty Wedding Light Ultralights
Box 9, Folder 6	Benson & Hedges, 1951-1994 Only the Bbest Will do, Pay More, You Get More, Ultra Lights, Pleasure
Box 9, Folder 7	Benson & Hedges, 1970-1989 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, 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 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 Camel Joe Ultra Lights and Light Smooth Character Camel's 75th Birthday
Box 1, Folder 12-15	Camel, catalogs, 1992-1998 Camel Cash-Joe Genuine Taste
Box 1, Folder 16	Camel, 1992 and undated Spanish ads Camel shape around the world Lights
Box 10, Folder 1	Camel, 1936-1937 For Digestions Sake...
Box 10, Folder 2	Camel, 1934-1940 Nerves Get a Lift, Never Get on Your Nerves, Steady and Don't Get on Your Nerves
Box 10, Folder 3	Camel , 1934-1964 Don't Get Your Wind up, Pleasure helps Disposition
Box 10, Folder 4	Camel, 1931-2001 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 Image(s) 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 First in Service
Box 10, Folder 7	Camel, 1928-1968 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

Casino, Still Roaring, Big Fat Delicious Wides, Mighty Tasty, What You're Looking For

Box 10, Folder 9 Camel, 2000-2005
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;
Box 32, Folder 13;
Box 38, Folder 6;
Box 27, Folder 23 Capstan, 1930 - 1959, 1951-1954, undated

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 ABC, Best for You, They Satisfy, It's Chesterfield
Box 11, Folder 3	Chesterfield, 1926-1963 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, 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, 1990 - 2009
Box 27, Folder 50	Eclipse, 2000 - 2009
Box 2, Folder 1	Egyptian Deities, 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 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 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 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; Box 32, Folder 36	Greys, 1937, 1930 - 1939, 1920 - 1929
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, undated
Box 2, Folder 10	Helmar, 1917
Box 12, Folder 14	Helmar, 1918 and 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; Box 28, Folder 19	Karelia, 2005 - 2005
Box 12, Folder 16; Box 33, Folder 3	Kensitas , 1936-1952, 1950 - 1959 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 Science and Educators, Proof, Protection, You'll Feel Better Filter Best
Box 12, Folder 18	Kent, 1955-1978 Brighten, Good Times, Satisfies Best, Treat Kindly, [Something] and Kent
Box 40, Folder 11; Box 33, Folder 5; Box 12, Folder 19	Kent , 1962-2000s, 1960 - 2009 Clear and Alive Menthol Where It's At Light Up Tar and Filter Focus

Box 28, Folder 21	Kent, 1960 - 1989
Box 12, Folder 19	Kentucky Kings, 1960
Box 28, Folder 22; Box 33, Folder 6	Kim, undated
Box 12, Folder 16	King Sano, undated
Box 12, Folder 20	King Sano, 1956-1962
Box 28, Folder 23	King Sano, 1950 - 1959
Box 33, Folder 7; Box 28, Folder 24	Kiss, 2000 - 2017, 2000 - 2019
Box 2, Folder 14; Box 33, Folder 8	Kool , 1938-1980, 1960 - 1969 Coame all the way up to Kool Menthol Mist Super Lights Penguin
Box 33, Folder 9; Box 12, Folder 21	Kool, 1970 - 1979, 1929-1979
Box 12, Folder 22; Box 36, Folder 11	Kool , 1950 - 1959, 1951-1958
Box 12, Folder 23	Kool, 1940-1984
Box 12, Folder 24	Kool, 1958-2000 Snow Fresh, Cool, Kool Say No More
Box 2, Folder 15	Kool, 1971-2007
Box 2, Folder 16; Box 33, Folder 10	Kool, 1980 - 1989, 1981-1988 There's Only one way to play it Kool and mild today
Box 2, Folder 17	Kool, 1997-2006 B Kool XL Natural Lighted Menthols
Box 28, Folder 25	Kool, 1980 - 1989
Box 28, Folder 26	Kool, 1990 - 1999
Box 28, Folder 27	Kool, 2000 - 2009
Box 33, Folder 11	Krone, 1970 - 1979
Box 2, Folder 18	Life, undated
Box 13, Folder 1	L & M , 1954-1969 Miracle Tip, Unlocks Flavor, Modern, More
Box 13, Folder 2	L & M, 1959-1972

Never Interrupt, Moment, Miscellaneous

Box 13, Folder 3	L & M, 1958-1972
Box 13, Folder 4	L & M, 1959-1962 and undated
Box 40, Folder 12; Box 28, Folder 28; Box 33, Folder 14	L & M, 1950 - 1979
Box 33, Folder 12	La Femme, undated
Box 28, Folder 29	LD Slims, 2000 - 2009
Box 13, Folder 5; Box 33, Folder 13	Lark, 1965-1972, undated
Box 13, Folder 6	Lark, 1970-1971
Box 28, Folder 30	Lark, 1970 - 1979
Box 28, Folder 31	Life, 1940 - 1949
Box 28, Folder 32; Box 33, Folder 15	London Life, 1910 - 1919
Box 33, Folder 16; Box 28, Folder 33	Long Johns, 1970 - 1979, undated
Box 33, Folder 17; Box 28, Folder 34	Lord, 1970 - 1979, undated
Box 28, Folder 35	L.T. Brown, 1975 - 1975
Box 33, Folder 18; Box 28, Folder 36	Lucia, 2000 - 2009
Box 2, Folder 19; Box 33, Folder 21-22	Lucky Strike, 1990s, 1960s, 1928-2001
Box 33, Folder 19; Box 40, Folder 13; Box 13, Folder 17	Lucky Strike, 1910 - 1919, 1928 - 1929, 1927-1937 Light on Sweets, Adams Apple, Reach for a Lucky
Box 13, Folder 8	Lucky Strike Image(s) It's Toasted, Less irritating! Your Throat Protection Be Happy Go Lucky! Feel Your Level Best There's Never a Rough Puff Tobacco that Counts Height of Good Taste Never Let You Down Do You Inhale? I'll Eat My Hat L.S.M.F.T.
Box 13, Folder 9	Lucky Strike It's Toasted Star Best Friend/Inhale Cream of Crop American Ooriginal Light My Lucky

Box 13, Folder 10	Lucky Strike, 1935-1967
Box 14, Folder 1	Lucky Strike, 1928-1938 Image(s) It's Toasted, Fat Shadow, Pass Up on Sweets, Instead of a Sweet, A Light Smoke, No Throat Irritation, No Cough, Sunshine Mellow Adam's Apple, Cream of Crop
Box 14, Folder 2	Lucky Strike, 1930, 1950s Taste Better Comics
Box 33, Folder 20; Box 14, Folder 3	Lucky Strike, 1930s, 1932 Nature in the raw
Box 40, Folder 14; Box 14, Folder 4	Lucky Strike, 1930 - 1949, 1933-1947 Painting Series: Means Fine Tobacco Men Who Know Tobacco Best
Box 14, Folder 5	Lucky Strike, 1933-1961 Taste Better, Be Happy-Go Lucky, Honest Taste
Box 14, Folder 6	Lucky Strike, 1936-1937 A light smoke
Box 33, Folder 23; Box 14, Folder 7	Lucky Strike, 2000, 1938-2000 Lucky's PILay More, Means Fine Tobacco, Men Who Know Best
Box 23, Folder 6	Lucky Strike It's Toasted Food and Success
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Series 11: Born Digital Content, 2010-02-2011-04-28

Consists of a Powerpoint presentation converted to PDF file.

Born digital PowerPoint files stored in the Smithsonian Institutions' Digital Asset Management System (DAMS).

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

8 digital files

More Doctor's Smoke Camels , 2011-01-16
1 digital file (AC1224-0000001)

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

20,679 Physicians , 2011-01-16
1 digital file (AC1224-0000002)

[Image\(s\): 20,679 Physicians , 2011-01-16](#)

Throat Doctors , 2011-02-12
1 Digital image (AC1224-0000003)

[Image\(s\): Throat Doctors , 2011-02-12](#)

Doctor's Hawk Cigs , 2011-02-13
1 digital file (AC1224-0000004)

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

Targeting Doctors , 2010-02-27
1 digital file (AC1224-0000005)

[Image\(s\): Targeting Doctors , 2010-02-27](#)

Nurses , 2010-05-12
1 digital file (AC1224-0000006)

[Image\(s\): Nurses , 2010-05-12](#)

Dentist Recommends , 2011-02-12
1 digital file (AC1224-0000007)

[Image\(s\): Dentist Recommends , 2011-02-12](#)

Hospitalized Patients, 2010-09-05
1 digital file (AC1224-0000008)

[Image\(s\): Hospitalized Patients, 2010-09-05](#)

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

9 digital files

Guard Your Throat , 2011-02-13
1 digital file (AC1224-0000009)

[Image\(s\): Guard Your Throat , 2011-02-13](#)

Your Adam's Apple, 2010-04-11

1 digital file (AC1224-0000010)

[Image\(s\): Your Adam's Apple, 2010-04-11](#)

Famous Voices, 2010-08-08

1 digital file (AC1224-0000011)

[Image\(s\): Famous Voices, 2010-08-08](#)

Singers, 2011-01-08

1 digital file (AC1224-0000012)

[Image\(s\): Singers, 2011-01-08](#)

Throat Scratch, 2010-12-05

1 digital file (AC1224-0000013)

[Image\(s\): Throat Scratch, 2010-12-05](#)

Your "T" Zone, 2010-08-08

1 digital file (AC1224-0000014)

[Image\(s\): Your "T" Zone, 2010-08-08](#)

Not a Cough in a Carload, 2011-03-28

1 digital file (AC1224-0000015)

[Image\(s\): Not a Cough in a Carload, 2011-03-28](#)

Why Be Irritated?, 2011-03-28

1 digital file (AC1224-0000016)

[Image\(s\): Why Be Irritated?, 2011-03-28](#)

Here's Johnny, 2011-03-19

1 digital file (AC1224-0000017)

[Image\(s\): Here's Johnny!, 2011-03-19](#)

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

8 digital files

Do You Inhale?, 2011-02-13

1 digital file (AC1224-0000018)

[Image\(s\): Do You Inhale?, 2011-02-13](#)

To Your Heart's Content, 2010-02-14

1 digital file (AC1224-0000019)

[Image\(s\): To Your Heart's Content, 2010-02-14](#)

For Digestion Sake, 2011-04-28

1 digital file (AC1224-0000020)

[Image\(s\): For Digestion Sake, 2011-04-28](#)

Medical Cigarettes , 2010-09-12

1 digital file (AC1224-0000021)

[Image\(s\): Medical Cigarettes , 2010-09-12](#)

Best For You, 2010-09-12

1 digital file (AC1224-0000022)

[Image\(s\): Best For You, 2010-09-12](#)

Feel Your Best, 2011-01-09

1 digital file (AC1224-0000023)

[Image\(s\): Feel Your Best, 2011-01-09](#)

Healthy Cigars and Pipes, 2011-02-13

1 digital file (AC1224-0000024)

[Image\(s\): Healthy Cigars & Pipes, 2011-02-13](#)

British Health Claims, 2011-03-03

1 digital file (AC1224-0000025)

[Image\(s\): British Health Claims, 2011-03-03](#)

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

5 digital files

Pseudoscience, 2011-03-28

1 digital file (AC1224-0000026)

[Image\(s\): Pseudoscience, 2011-03-28](#)

Medical Authority, 2011-01-16

1 digital file (AC1224-0000027)

[Image\(s\): Medical Authority, 2011-01-16](#)

Not One Single Case, 2010-08-08

1 digital file (AC1224-0000028)

[Image\(s\): Not One Single Case, 2010-08-08](#)

Factories Labs Machines , 2011-01-08

1 digital file (AC1224-0000029)

[Image\(s\): Factories Labs Machines , 2011-01-08](#)

Accuray , 2011-03-28

1 digital file (AC1224-0000030)

[Image\(s\): Accuray , 2011-03-28](#)

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

7 Digital images

Switch When Sick, 2011-01-08

1 digital file (AC1224-0000031)

[Image\(s\): Switch When Sick, 2011-01-08](#)

Kool Your Throat, 2010-10-24

1 digital file (AC1224-0000032)

[Image\(s\): Kool Your Throat, 2010-10-24](#)

Mint Julep, 2011-01-08

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