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*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

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Marilyn E. Jackler Memorial Collection of Tobacco Advertisements
<b>Date:</b>	circa 1898-2017 undated
<b>Identifier:</b>	NMAH.AC.1224
<b>Creator:</b>	Jackler, Robert K. (Collector)
<b>Extent:</b>	20 Cubic feet (40 boxes, 1 map-folder)
<b>Language:</b>	Collection is in English. Some materials in Chinese, French, German, Greek, Russian, Hungarian, Spanish, and Swahili.
<b>Summary:</b>	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.

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## 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](http://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.

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## 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.

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## 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 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 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**

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## 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 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	<a href="#">Camel, 1943-1954</a> 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	<a href="#">Chesterfield, 1926-1963</a> 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, 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;	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 Virginia 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
Box 40, Folder 11; Box 33, Folder 5; Box 12, Folder 19	Kent, 1962-2000s, 1960 - 2009 Notes: 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 Notes: 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;	Kool, 1950 - 1959, 1951-1958

Box 36, Folder 11	
Box 12, Folder 23	Kool, 1940-1984
Box 12, Folder 24	Kool, 1958-2000 Notes: 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 Notes: There's Only one way to play it Kool and mild today
Box 2, Folder 17	Kool, 1997-2006 Notes: 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 Notes: Miracle Tip, Unlocks Flavor, Modern, More
Box 13, Folder 2	L & M, 1959-1972 Notes: 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 Notes: Light on Sweets, Adams Apple, Reach for a Lucky
Box 13, Folder 8	<a href="#">Lucky Strike</a> Notes: 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 Notes: It's Toasted Star Best Friend/Inhale Cream of Crop American Ooriginal Light My Lucky
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Box 22, Folder 11	Zira, 1916
Box 22, Folder 13	Zira, 1912
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Box 5, Folder 40      Zubelda, 1912-1915

Box 22, Folder 12      Zubelda, 1912

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Box 36, Folder 22	Astral, 1990 - 1999
Box 30, Folder 18	Avo Uvezian, 2003 - 2003
Box 30, Folder 19	Balsa Hermanos, undated
Box 30, Folder 20	Barney's, undated
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Box 36, Folder 24; Box 22, Folder 14	Blackstone, 1940 - 1949, 1944-1960
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Box 30, Folder 24	Capitan de Tueros, 1970 - 1999
Box 30, Folder 25	Cara Mia, 1990 - 1999
Box 5, Folder 41; Box 30, Folder 26	Celstino Vega, 1990 - 1999, 1997
Box 36, Folder 25; Box 22, Folder 15	Cigar Institute of America Incorporated, 1950 - 1959, undated
Box 30, Folder 27	Cigarellos Centenario, 1910 - 1910
Box 36, Folder 26	Cigar-lets, 1940 - 1979

Box 30, Folder 28	Cimero, undated
Box 22, Folder 16; Box 36, Folder 27	Cinco, 1918-1947
Box 30, Folder 29	Cohiba, 1980 - 2010
Box 30, Folder 30	Cojimar, undated
Box 36, Folder 28	Corina Baron, undated
Box 30, Folder 31	Cruz Reel, undated
Box 30, Folder 32	Davidoff, 1990 - 1999
Box 30, Folder 33	Diablo, 2010 - 2017
Box 30, Folder 34	Don Cavier, undated
Box 30, Folder 35; Box 5, Folder 42	Don Diego, 1990 - 1999, 1996 and undated
Box 30, Folder 36	Don Sebastian, 1999 - 1999
Box 30, Folder 37	Dunhill, 1990 - 2010
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Box 37, Folder 5	Macanudo, 1970-1979 and 2000-2017
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Box 30, Folder 52	Parodi, undated
Box 5, Folder 47; Box 37, Folder 7	Phillies, 1958-1959, 1950 - 1959

Box 22, Folder 19	Phillies, 1962-1965
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Box 30, Folder 54	La Preferencia, 1910 - 1919
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Box 30, Folder 59	Swisher Sweets, 2002 - 2002, undated
Box 30, Folder 60; Box 5, Folder 49	Tall N' Slim, 1970 - 1979, undated
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Box 37, Folder 12      Winchester, 1970 - 2009

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Box 30, Folder 65      Miscellaneous, undated

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Box 6, Folder 8      Chancellor, 1907

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Box 6, Folder 10      Cinco, 1916

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Box 6, Folder 25	El Belmont, 1911
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Box 6, Folder 63	Jose Vila, 1914
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Box 6, Folder 65	Juan de Fuca, 1919-1921
Box 6, Folder 66	King Edward, 1958
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Box 7, Folder 13	Marguerite, 1911
Box 7, Folder 14	Mercantile, 1940
Box 7, Folder 15	Mi Favorita, 1914

Box 7, Folder 16	Milo, 1916
Box 7, Folder 17	Muriel, 1913-1948
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Box 7, Folder 20	Old Virginia Cheroots, 1925
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Box 7, Folder 24	Owl, 1915-1917
Box 22, Folder 29	Owl, 1916-1917
Box 22, Folder 28	La Palina, 1930
Box 7, Folder 25	Palma de Cuba, 1912-1914
Box 7, Folder 26	Pantelas Elegantes, 1911
Box 7, Folder 27	Pathfinder, 1903
Box 7, Folder 28	Pennant, 1909
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Box 7, Folder 32	Player's Perfectos, 1954
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Box 7, Folder 40	Robert Burns, 1921-1938
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Box 7, Folder 43	Rosadora, 1915
Box 7, Folder 44	Royal Bengal, 1902-1911
Box 7, Folder 45	Royalist, 1943
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Box 7, Folder 47	Sanchez y Haya, 1903-1913
Box 7, Folder 48	San Felice, 1927-1931
Box 7, Folder 49	Savarona, 1909
Box 7, Folder 50	Seidenberg, 1938
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Box 22, Folder 36	Tanforan, 1917
Box 7, Folder 53	Tom Keene, 1902-1917
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Box 7, Folder 58	Tungsten, 1916
Box 7, Folder 59	United, 1911
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Box 7, Folder 61	Upmann's, 1916
Box 7, Folder 62	Van Dyck, 1912, 1938
Box 7, Folder 63	Van Dyck, 1910-1936
Box 24, Folder 13	Van Dyck, 1929
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Box 22, Folder 40	Webster, 1930
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Y-B, 1927-1936

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Box 37, Folder 13	Blue Boar, 1916
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Box 30, Folder 67; Box 8, Folder 4	Copenhagen, 2001 - 2001, 1999-2007, undated
Box 8, Folder 5	Country Doctor, 1946 and undated
Box 30, Folder 68	Creek Chewing Tobacco, 2002 - 2002
Box 22, Folder 44	Dills Best, 1929-1930
Box 37, Folder 14	Drum, undated
Box 8, Folder 6	Edgeworth, undated
Box 37, Folder 14; Box 22, Folder 44	Edgeworth, 1932-1949 and undated
Box 24, Folder 14	Five Brothers Plug Tobacco, undated
Box 30, Folder 68; Box 8, Folder 7	Flying Dutchman, , undated, undated
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Box 8, Folder 25; Box 30, Folder 75	Timber Wolf, 2000 - 2000, 2002
Box 8, Folder 26	Tuxedo Tobacco, 1926
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Box 22, Folder 43 Bull Durham, 1914-1992, undated

Box 8, Folder 29 Duke's Mixture, 1912

Box 22, Folder 50 Granger, 1933-1934

Box 22, Folder 51 Half and Half, 1926

Box 8, Folder 30 Harmony, 1916

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Box 8, Folder 32 Mascot, 1913

Box 8, Folder 33 Mayo's, 1914-1915

Box 24, Folder 19 Nigger Hair, 1916

Box 8, Folder 34 Old Briar, 1927

Box 30, Folder 77; Piper Heidsieck, 1907, 1917 - 1917  
Box 8, Folder 35

Box 8, Folder 36 Player's Please, 1945

Box 8, Folder 37 Prince Albert, 1911-1914

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Box 8, Folder 39	Rosadora, 1915
Box 8, Folder 40	Skoal, 1980-1981
Box 8, Folder 41	Stag, 1913
Box 37, Folder 21	Star, 1910 - 1919
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Box 26, Folder 6	Gilolite, 1934
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Box 26, Folder 17	S.T. Dupont, 1977
Box 26, Folder 18	Video Luxury, 1948
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Box 26, Folder 22	E.A. Carey, 1964
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Box 26, Folder 24	Medico, [1946-1971?]
Box 26, Folder 24	Monterey, [1946?]
Box 26, Folder 24	Pipe (Playboy), undated
Box 26, Folder 24	Poet Pipes, undated
Box 26, Folder 25	Royalton, [1943-1945?]
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Box 26, Folder 25	Sterling Hall, [1946?]
Box 26, Folder 25	Sterncrest, [1947?]
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Box 26, Folder 26	Weber, [1947-1963?]

Box 26, Folder 26	WDC, [1920-1947?]
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## Series 8: Smokers' Drops Advertisements, 1958

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Smith Brothers, 1958

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## Series 9: Toothpaste Advertisements, undated

Box 26, Folder 28      Listerine, undated

Box 26, Folder 28      Pepsodent, 1920

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## Series 10: Point of Purchase Displays, undated

Map-folder 1	Kool, undated
Map-folder 1	Luckies, undated
Map-folder 1	George Washington, undated
Map-folder 1	<a href="#">Viceroy's Filter the Smoke! As Your Dentist, I Would Recommend Viceroy's, circa 1949</a>

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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)

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### 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.

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### 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.

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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)

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## 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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## Subseries 11.6: Filter Safety Myths, 2010-04-2011-03

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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**Subseries 11.7: Light, Super, and Ultra Light, (bulk 2010-05-2010-12)**

*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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**Subseries 11.8: Reassuring Brand Names, 2010-08-2010-12**

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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**Subseries 11.9: It's Toasted, (bulk 2010-10-2010-11)**

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)

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**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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Subseries 11.11: Psychological Exploits, 2011-03-23-2011-03-28

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)

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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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### Subseries 11.13: Women's Cigarettes, 2011-03-23-2011-03-28

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](#)

1 Digital file (AC1224-0000090)

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

1 Digital file (AC1224-0000091)

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

1 Digital file (AC1224-0000092)

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### Subseries 11.14: Smoking to Keep Slim, 2010-07-2011-03

[Instead of a Sweet, 2011-03-29](#)

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](#)  
1 Digital file (AC1224-0000103)

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Subseries 11.15: Targeting Teens, (bulk 2010-12-2011-03)

Language: English.

[School Days, 2011-03-19](#)  
1 Digital file (AC1224-0000104)

[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)

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### 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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### Subseries 11.17: Movie Stars Endorsers, 2010-11-2011-03

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](#)

1 Digital file (AC1224-0000124)

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### Subseries 11.18: Smoking in Sports, (bulk 2011-03)

Language: English.

[Don't Get Your Wind, 2011-01-08](#)  
1 Digital file (AC1224-0000125)

[Baseball, 2011-03-28](#)  
1 Digital file (AC1224-0000126)

[Football, 2011-03-30](#)  
1 Digital file (AC1224-0000127)

[Golf, 2011-03-28](#)  
1 Digital file (AC1224-0000128)

[Tennis, 2011-03-28](#)  
1 Digital file (AC1224-0000129)

[Boxing, 2011-03-28](#)  
1 Digital file (AC1224-0000130)

[Ice Hockey, 2010-09-19](#)  
1 Digital file (AC1224-0000131)

[Bowling, 2010-09-19](#)  
1 Digital file (AC1224-0000132)

[Winter Sports, 2011-03-28](#)  
1 Digital file (AC1224-0000133)

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

[Bicycle, 2010-06-27](#)  
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)

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### 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)

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**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)

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**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)

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**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](#)  
1 Digital file (AC1224-0000152)

[Religious Symbols, 2010-08-13](#)  
1 Digital file (AC1224-0000153)

[Cultural Icons, 2011-03-30](#)  
1 Digital file (AC1224-0000154)

[Ordinary Life, 2011-03-19](#)  
1 Digital file (AC1224-0000155)

[Artistic, 2010-12-10](#)  
1 Digital file (AC1224-0000156)

[Luxury Cigarettes, 2011-03-28](#)  
1 Digital file (AC1224-0000157)

[Snobbish Cigarettes, 2011-03-28](#)  
1 Digital file (AC1224-0000158)

[Gay, 2011-03-26](#)  
1 Digital file (AC1224-0000159)

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**Subseries 11.23: War and Aviation, 2010-07-2011-03**

Language: English.

[World War I, 2010-12-10](#)  
1 Digital file (AC1224-0000160)

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

[Women In War, 2010-07-25](#)  
1 Digital file (AC1224-0000162)

[Aviation, 2011-03-30](#)  
1 Digital file (AC1224-0000163)

[Spacemen, 2010-12-24](#)  
1 Digital file (AC1224-0000164)

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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)

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### 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)

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### 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](#)

1 Digital file (AC1224-0000176)

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



1 Digital file (AC1224-0000177)

[Salem Modern, 2010-12-10](#)  
1 Digital file (AC1224-0000178)

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

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

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### Subseries 11.27: Early Orientalist, (bulk 2011-01)

Language: English.

[Murad, 2011-01-16](#)  
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)

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### 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](#)  
1 Digital file (AC1224-0000192)

[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)

[1950s Chic, 2011-03-19](#)  
1 Digital file (AC1224-0000196)

[1960s Groovy, 2011-03-12](#)  
1 Digital file (AC1224-0000197)

[1970s Disco, 2011-03-30](#)  
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