



# Guide to the Liggett & Myers Tobacco Company records, 1908-1996

---

This collection guide was produced in **2024**.

This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

URL: <https://library.duke.edu/rubenstein/>

---

## Table of Contents

---

<a href="#">Summary</a> .....	3
<a href="#">Background</a> .....	4
<a href="#">Arrangement</a> .....	5
<a href="#">Administrative Information</a> .....	5
<a href="#">Names and Subjects</a> .....	6
<a href="#">Collection Inventory</a> .....	6
<a href="#">General Files</a> .....	6
<a href="#">Federal Trade Commission Files</a> .....	9
<a href="#">Scripts</a> .....	10
<a href="#">Chesterfield</a> .....	11
<a href="#">Competitive Brands</a> .....	18
<a href="#">Fatima</a> .....	20
<a href="#">Other Liggett Brands</a> .....	22
<a href="#">Non-Tobacco Advertising</a> .....	29

## Summary

---

**Collection Title:**

The Liggett & Myers Tobacco Company records, 1908-1996

**Creator:**

Liggett & Myers Tobacco Company

**Source:**

John W. Hartman Center for Sales, Advertising & Marketing History

**Abstract:**

Manufacturer of tobacco products, founded in 1873 in St. Louis, Mo.; now headquartered in Morrisville, N.C. Collection includes financial records; clippings; scrapbooks; ledgers; print advertisements and posters; point of sale displays; scripts of radio and television commercials; audiovisual materials (film reels, videocassettes, DVDs); photographs, memorabilia and other materials that document primarily Liggett's marketing of tobacco products during the 20th century. Brands represented include: Chesterfield, Eve, Fatima, Home Run, L&M, Lark, Piedmont, and Spur. Advertisements for non-tobacco products, including alcoholic beverages and watch bands, are also present, and reflect a period of Liggett's product diversification. Advertising materials reflect the work of several agencies, including Cunningham & Walsh; Dancer-Fitzgerald-Sample; J. Walter Thompson; McCann Erickson; and Newell-Emmett. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

**Extent:**

56.0 Linear Feet

**Language:**

English, Chinese, Czech, Dutch, Finnish, French, German, Hungarian, Italian, Lithuanian, Norwegian, Polish, Slovak, Spanish, Swedish, Yiddish

**Collection ID:**

RL.00813

**Permalink:**

<https://idn.duke.edu/ark:/87924/m1f64w>

**Preferred Citation**

[Identification of item], The Liggett & Myers Tobacco Company records, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

## Background

---

### Scope and Content

Collection includes: financial records; clippings; scrapbooks; ledgers; print advertisements; point of sale displays; scripts of radio and television commercials; audiovisual materials (film reels, videocassettes, DVDs); photographs, memorabilia and other materials that document primarily Liggett's marketing of tobacco products during the 20th century. Brands represented include: Chesterfield, Eve, Fatima, Home Run, L&M, Lark, Piedmont, and Spur. Advertisements for non-tobacco products, including alcoholic beverages and watch bands, are also present, and reflect a period of Liggett's product diversification. Advertising materials reflect the work of several agencies, including Cunningham & Walsh; Dancer-Fitzgerald-Sample; J. Walter Thompson; McCann Erickson; and Newell-Emmett.

### Biographical/Historical

Liggett & Myers Tobacco Company was a manufacturer of tobacco products, founded in 1873 in St. Louis, Mo., through the partnership of John Edmund Liggett and George Smith Myers.

John Liggett was the grandson of Christopher Foulks, a tobacconist originally from New Jersey who migrated west in the 1820s, eventually settling in Missouri. Liggett entered the tobacco business during the 1840s and in 1873 partnered with George Myers to form the Liggett & Myers Company. The company was acquired by the American Tobacco Company in 1899, but reincorporated as Liggett & Myers Tobacco Company in 1911 after the antitrust breakup of American Tobacco; headquarters moved to Durham, N.C. The company rebranded as the Liggett Group in 1976. Liggett was acquired by British firm Grand Metropolitan in 1980, which in turn sold it to Bennett LeBow in 1986. Liggett sold the Chesterfield, L&M, and Lark brands to Philip Morris in 1999.

Liggett products: Fatima (1870s); Piedmont (approximately 1909); Chesterfield (1912); L&M (1953); Lark (1963); Eve (1970); generic cigarettes concept (1980)

Sources: Wikipedia "Liggett Group" viewed February 22, 2024; Britannica "Liggett Group Inc." viewed February 22, 2024.

[Return to Table of Contents](#)

## Arrangement

---

Organized into the following series: General Files; Federal Trade Commission Files; Scripts; Chesterfield; Competitive Brands; Fatima; Other Liggett Brands; Non-Tobacco Advertising.

[Return to Table of Contents](#)

---

## Administrative Information

---

### Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive  
Duke University  
Durham 27708

[askRL@duke.edu](mailto:askRL@duke.edu)

URL: <https://library.duke.edu/rubenstein/>

### Access Restrictions

Collection is restricted.

Access note: Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

Access note: Collection contains fragile materials that require careful handling and may require extra assistance from staff. Contact Research Services for access..

### Use Restrictions

The copyright interests in this collection have not been transferred to Duke University. For more information, consult the copyright section of the Regulations and Procedures of the David M. Rubenstein Rare Book & Manuscript Library.

## Acquisition Information

The collection was received as gifts in 1999-2021 from Liggett & Myers and Susan Nunn.

## Processing Information

Processed by Richard Collier, Feb. 2024;

Accessions described in this collection guide: 1999-0366, 2000-0126, 2005-0058, 2021-0152.

[Return to Table of Contents](#)

---

## Names and Subjects

---

- Advertising -- History
- Broadcast advertising
- Advertising -- Tobacco
- Radio scripts
- Tobacco industry -- North Carolina
- Television scripts
- Advertising -- Cigarettes -- United States
- Cigarette industry -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History

---

## Collection Inventory

---

### General Files, 1910-1996

Advertising index, 1910-1923	Box 75
<b>Physical Description:</b> 2 folders	
Artwork, 1932	Box 61
Artwork, 1976-1977	Box 69
Artwork, mechanicals, 1927-1980	Box 65
<b>Physical Description:</b> 3 folders	

Broker integration manual, 1992 <b>Physical Description:</b> 4 folders	Box 73
Catalogue of presents offered for tobacco tags, coupons, 1913	Box 73
Comparative results, 1923-1924	Box 82
Denver promotion, 1976	Box 73
Domestic industry overview, 1996 <b>Physical Description:</b> 2 folders	Box 73
Estimates, 1958-1959	Box 73
Financial reports, 1933-1934 <b>Scope and Contents</b> Includes: financial statement; report on tobacco industry; stock dividend announcements	Box 73
Financial statements, 1915	Box 83
International Tobacco Division, approximately 1980	Box 73
Inventory Adjuster brochure, approximately 1980	Box 73
J. Walter Thompson advertisement: Five new brands of excitement, 1974	Box 69
Labels, 1980s	Box 61
Labels, 1980s	Box 73
Liggett Group sales plan, 1996 <b>Physical Description:</b> 2 folders	Box 73
Map of domestic sales regions, 1982	Box 69
Marketing in Support of Liggett's Mission Statement, 1992	Box 73
National Association of Tobacco Distributors (NATD), 1956-1966	Box 73

**Biographical / Historical**

Historical note: NATD Established 1932; merged with National Candy Wholesalers Association (NCWA) to form American Wholesale Marketers Association (AWMA) 1991; changed name to Convenience Distributors Association (CDA) 2015

New York Giants baseball score sheet, 1949	Box 73
Outdoor images, 1950s	Box 73
Packaging examples, 1970s-1980	Box 84
Permanent Mass Display brochure, approximately 1980	Box 73
Photograph of tobacco field, 1940s	Box 73
Point of sale display examples, 1980-1992	Box 85
<b>Scope and Contents</b>	
Includes: Chesterfield; Class A; Convoy; Decade; Dorado; Econo Buy; Eve	
Point of sale display examples, 1974-1990	Box 86
<b>Scope and Contents</b>	
Includes: Frontier; Gold Leaf; L & M; Lark; Price Breaker; Quality; Rainbow; Savvy; Scotch Buy; Total; Tourney	
Point of sale display examples, 1980-1987	Box 87
<b>Scope and Contents</b>	
Includes: Multiple brand promotions; Q-Seal rewards	
Postcard of Richmond factory, 1940s	Box 73
Publicity scrapbook, 1963-1974	Box 88
Publicity scrapbook, 1975-1976	Box 89
Publicity scrapbook, 1976	Box 90
Publicity scrapbook, 1978	Box 91
Publicity scrapbook, 1978	Box 92

Publicity scrapbook, 1980-1981	Box 93
Publicity scrapbook, 1980-1981	Box 94
Publicity scrapbook, 1982-1983	Box 95
Publicity scrapbook, 1984-1986	Box 96
Slide presentation, approximately 1992	Box 73
Spec sheets--A-G international, 1976-1978	Box 73
Spec sheets--A-G international, 1976-1978	Box 75
Surgeon General warnings, 1980s	Box 61
Visitors book, 1951	Box 97
Visitors book, 1951	Box 98

[Return to Table of Contents](#)

### **Federal Trade Commission Files, 1952-1968**

Advertising, 1957-1959	Box 73
Asheville Tobacco Board of Trade, 1962	Box 73
Billing, 1952-1954	Box 73
Brown & Williamson, 1959-1968	Box 73
Lorillard, 1957-1964	Box 73
<b>Physical Description:</b> 2 folders	
Masterpiece promotion, 1965	Box 73
Oasis advertising, 1957-1958	Box 73
Philip Morris, 1954-1957	Box 73
Philip Morris, 1957	Box 75
Ponca Wholesale Mercantile Company, 1960-1961	Box 73
Puerto Rico, 1957	Box 73

Tar and nicotine testing, 1958-1959	Box 73
Testing ratings and standards, 1958-1959	Box 73
Vended cigarettes, 1957-1961	Box 73
Vending machine placement, 1954-1956	Box 75

[Return to Table of Contents](#)

### Scripts, 1949-1961

Black Saddle, DA's Man, 1958-1959	Box 73
Broadcast, 1960-1961	Box 73
<b>Physical Description:</b> 2 folders	
Chesterfield, 1956-1961	Box 73
<b>Physical Description:</b> 4 folders	
Chesterfield/Dragnet, 1956	Box 74
Club Oasis, 1957-1958	Box 74
<b>Physical Description:</b> 2 folders	
Duke football, 1958-1959	Box 74
<b>Physical Description:</b> 2 folders	
Eddie Fisher Show, 1957-1959	Box 74
<b>Physical Description:</b> 3 folders	
Fatima/Dragnet, 1949-1950	Box 74
<b>Physical Description:</b> 2 folders	
Oasis, Duke, 1957-1961	Box 74
<b>Physical Description:</b> 2 folders	
Steve Canyon Show, 1958-1959	Box 74
<b>Physical Description:</b> 2 folders	
Various programs, 1957-1958	Box 74
<b>Physical Description:</b> 2 folders	

**Scope and Contents**

Includes: Dean Martin Spectacular, Ed Wynn Show, National Horse Show, Pied Piper, The Investigator

[Return to Table of Contents](#)

**Chesterfield, 1924-1976**

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1924-1925 Box 1

**Physical Description:** 3 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1924-1934 Box 26

**Physical Description:** 9 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1924-1939 Box 25

**Physical Description:** 7 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, Spanish

---

1924-1939 Box 50

**Physical Description:** 11 folders

**Scope and Contents**

Materials in English, Spanish, Polish

---

1924-1939, 1974-1978 Box 52

**Physical Description:** 8 folders

**Scope and Contents**

Materials in English, Spanish, Italian, Polish, Yiddish, German

---

1924-1987

Box 70

**Physical Description:** 3 folders

**Scope and Contents**

Materials in English, French, Spanish, Norwegian

---

1925-1933

Oversize-folder 2

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1926-1928

Box 1

**Physical Description:** 2 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1926-1939, 1974-1980

Box 51

**Physical Description:** 9 folders

**Scope and Contents**

Materials in English, Spanish, Finnish

---

1926

Box 2

**Physical Description:** 6 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, French, Spanish

---

1927

Box 3

**Physical Description:** 5 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, French, Spanish, Norwegian

---

1928

Box 3

**Physical Description:** 2 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, French, Spanish, Dutch

---

1928

Box 4

**Physical Description:** 2 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1929

Box 4

**Physical Description:** 3 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, French, Spanish

---

1929

Box 5

**Physical Description:** 3 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1929-1930

Box 5

**Physical Description:** 3 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1929-1931

Box 6

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1930-1931 Box 6

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1930-1932 Box 6

**Physical Description:** 3 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, Spanish, German

---

1930-1976 Box 69

---

1930 Box 7

**Physical Description:** 4 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1931 Box 8

**Physical Description:** 6 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1931 Box 9

**Physical Description:** 7 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, Dutch, French, Spanish

---

1931-1932 Box 10

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1932

Box 10

**Physical Description:** 2 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, French, German, Italian, "Jewish" (Yiddish?), Polish, Spanish

---

1932

Box 11

**Physical Description:** 5 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, French, Spanish

---

1932

Box 12

**Physical Description:** 4 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

**Scope and Contents**

Materials in English, Spanish

---

1933

Box 13

**Physical Description:** 4 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1933

Box 14

**Physical Description:** 5 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

- 1933 Box 15  
**Physical Description:** 4 folders  
**Access Restrictions:**  
Restricted: Contains fragile materials that require careful handling  
**Scope and Contents**  
Materials in English, Spanish
- 
- 1933 Box 16  
**Physical Description:** 4 folders  
**Access Restrictions:**  
Restricted: Contains fragile materials that require careful handling  
**Scope and Contents**  
Materials in Bohemian (Czech), English, Dutch, French, German, Hungarian, Italian, "Jewish" (Yiddish?), Lithuanian, Norwegian, Polish, Slovak, Spanish
- 
- 1933 Box 17  
**Physical Description:** 4 folders  
**Access Restrictions:**  
Restricted: Contains fragile materials that require careful handling  
**Scope and Contents**  
Materials in Arabic, Bohemian (Czech), Dutch, English, French, German, Hungarian, Italian, "Jewish" (Yiddish?), Lithuanian, Norwegian, Polish, Slovak, Spanish, Swedish
- 
- 1934 Box 18  
**Physical Description:** 3 folders  
**Access Restrictions:**  
Restricted: Contains fragile materials that require careful handling  
**Scope and Contents**  
Materials in Chinese, English, Spanish
- 
- 1934 Box 19  
**Physical Description:** 5 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1934

Box 20

**Physical Description:** 5 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1935

Box 21

**Physical Description:** 6 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1935

Box 22

**Physical Description:** 4 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1937

Box 22

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1938

Box 23

**Physical Description:** 5 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1939

Box 24

**Physical Description:** 7 folders

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

Chesterfield radio jingles, 1965

Box 99 > Audio-reel RL.00813-RR-0001

**Access Restrictions:**

Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. Contact Research Services for access.

[Return to Table of Contents](#)

## **Competitive Brands, 1921, 1975-1978**

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

Belair, 1975-1978	Box 27
Benson & Hedges, 1975-1978	Box 27
<b>Physical Description:</b> 4 folders	
Camel, 1975-1978	Box 27
Camel, 1978	Box 71
Carlton, 1975-1978	Box 28
Doral, 1975-1976	Box 28
Fact, 1976-1978	Box 28
Gauloises, 1975	Box 28
Golden Lights, Kent, Merit, 1977-1978	Box 66
Iceberg 100s, 1975-1977	Box 28
Kent, 1974-1978	Box 28
<b>Physical Description:</b> 2 folders	
Kool, 1975-1978	Box 29
<b>Physical Description:</b> 3 folders	
LT Brown, 1975-1976	Box 29
Long Johns, 1975-1976	Box 29
Lucky Strike, 1975-1977	Box 29

Marlboro, 1975-1978	Box 30
<b>Physical Description:</b> 4 folders	
Max, 1975-1978	Box 31
More, 1975-1978	Box 31
Newport, 1975-1978	Box 31
Now, 1976-1978	Box 31
Old Gold, 1975-1977	Box 31
Pall Mall, 1975-1978	Box 32
Parliament, 1975-1978	Box 32
Raleigh, 1975-1978	Box 32
Real, 1977-1978	Box 32
Salem, 1975-1978	Box 33
<b>Physical Description:</b> 2 folders	
Saratoga, 1975-1978	Box 33
Silva Thins, 1975-1978	Box 33
Suedes, 1975-1978	Box 33
Tall, 1976-1977	Box 33
Tareyton, 1975-1978	Box 34
11975-1978	Box 34
Vantage, 1975-1978	Box 34
Various brands, 1921	Box 36
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Viceroy, 1975-1978	Box 34

---

Virginia Slims, 1975-1978	Box 35
<b>Physical Description:</b> 2 folders	
Winston, 1975-1978	Box 35
<b>Physical Description:</b> 3 folders	

---

[Return to Table of Contents](#)

## **Fatima, 1908-1955**

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1908-1912	Box 37
-----------	--------

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1912-1919	Box 38
-----------	--------

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1913-1915	Box 39
-----------	--------

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1914-1915	Box 40
-----------	--------

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1915	Box 41
------	--------

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1917	Box 42
------	--------

### **Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

1918	Box 43
<b>Access Restrictions:</b> Restricted: Contains fragile materials that require careful handling	
1919	Box 44
<b>Access Restrictions:</b> Restricted: Contains fragile materials that require careful handling	
1920	Box 45
<b>Access Restrictions:</b> Restricted: Contains fragile materials that require careful handling	
1920	Box 46
<b>Access Restrictions:</b> Restricted: Contains fragile materials that require careful handling	
1920	Box 47
<b>Access Restrictions:</b> Restricted: Contains fragile materials that require careful handling	
1923-1928	Box 48
<b>Access Restrictions:</b> Restricted: Contains fragile materials that require careful handling	
1925	Box 71
1926-1953	Box 61
1928-1955	Box 49
<b>Access Restrictions:</b> Restricted: Contains fragile materials that require careful handling	
1934-1955	Box 65

[Return to Table of Contents](#)

## Other Liggett Brands, 1910-1992

### Access Restrictions:

Restricted: Contains fragile materials that require careful handling

Chesterfield, Decade, Kent, L&M--Newspaper advertisements, 1958-1959, 1980 Box 65

Chewing tobacco, 1930s-1960s Box 61

Chewing tobacco--Pinkerton, 1960s Box 71

Cigarette advertisements--Reel 1, approximately 1960s Box 99 > Film-reel RL.00813-F16-0001

### Access Restrictions:

Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection

Cigarette advertisements--Reel 2, approximately 1960s Box 99 > Film-reel RL.00813-F16-0002

### Access Restrictions:

Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection

Cigarette advertisements--Reel 3, approximately 1960s Box 99 > Film-reel RL.00813-F16-0003

### Access Restrictions:

Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection

### Scope and Contents

Includes: Lark; Chesterfield

Cigarette advertisements--Reel 4, approximately 1960s Box 99 > Film-reel RL.00813-F16-0004

### Access Restrictions:

Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection

**Scope and Contents**

Includes: Lark; Chesterfield

---

Cigarette advertisements--Reel 5, approximately 1960s

Box 99 > Film-reel RL.00813-F16-0005

**Access Restrictions:**

Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection

**Scope and Contents**

Includes: Lark; Chesterfield; L&M yacht; Straights

---

Cigarette advertisements--Reel 6, approximately 1960s

Box 99 > Film-reel RL.00813-F16-0006

**Access Restrictions:**

Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection

**Scope and Contents**

Includes: Tareyton; Philip Morris; Tempo; Lark

---

Condax, Every Day Smoke, Imperiales, Liggett's Drug Store, Pick Plug, Richmond Straight Cut, Whittle Cut, 1916

Box 53

**Access Restrictions:**

Restricted: Contains fragile materials that require careful handling

---

Convoy, 1976

Box 71

---

Coupon brand, 1926

Box 61

---

Cycle, 1949-1952

Box 65

---

Dawn, 1975

Box 71

---

Decade, 1977-1980	Box 71
<b>Physical Description:</b> 2 folders	
Decade, 1980	Box 61
Decade, 1980	Box 65
Devon, 1964	Box 61
Devon, 1964	Box 65
Dorado, 1980s	Box 71
Dubec, Favorite, Liggett motorcycle contest, Pic Nic Twist, Recruit, Rex, Richmond Straight Cut, Star, 1913-1915	Box 53
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Duke's, 1939-1941	Box 71
Duke's, 1952	Box 61
Dunhill promotion (sketch of plaza), 1975	Box 65
Eagle 20s, 1976	Box 71
Eagle, 1976	Box 65
Eve, 1975-1981	Box 71
Eve, 1975-1982	Box 61
<b>Physical Description:</b> 3 folders	
Eve, 1976-1988	Box 65
Fair Play, Favorite, Pick, 1910	Box 54
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Generics, 1970s-1984	Box 71
Generics, 1984	Box 66

Grand Duke, Imperiales, Obak, Sultan, 1916	Box 55
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Granger, 1928	Box 61
Harmony, Picayune, 1916	Box 55
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Holiday promotions, 1962-1970s	Box 61
Home Run, 1924	Box 76
L&M, 1957-1981	Box 64
<b>Physical Description:</b> 9 folders	
L&M, 1957-1982	Box 62
<b>Physical Description:</b> 12 folders	
L&M, 1974-1981	Box 67
<b>Physical Description:</b> 10 folders	
L&M, 1975-1978	Box 69
L&M Flavor Lights--Insertion orders, magazine, 1977	Box 71
L&M Flavor Lights--Insertion orders, newspaper, 1976	Box 77
L&M Flavor Lights--Insertion orders, newspaper, 1976	Box 78
L&M Flavor Lights--Insertion orders, newspaper, 1977	Box 79
L&M Flavor Lights--Insertion orders, newspaper, 1977	Box 80
L&M Flavor Lights--Insertion orders, newspaper, 1977	Box 81

---

L&M point of sale display stand, approximately 1960s	Oversize-folder 1
Lark, 1974-1979	Box 69
Lark, 1975-1984 <b>Physical Description:</b> 2 folders	Box 66
Lark, 1975-1984 <b>Physical Description:</b> 3 folders	Box 71
Lark, 1978-1992 <b>Physical Description:</b> 2 folders	Box 63
Liggett corporate advertising, 1968-1979	Box 63
Liggett television advertisements tape 1, approximately 1962-1968	Box 99 > Video-cassette RL.00813-Bcam-0001
<b>Access Restrictions:</b>  Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection	
Liggett television advertisements tape 2, approximately 1962-1968	Box 99 > Video-cassette RL.00813-Bcam-0002
<b>Access Restrictions:</b>  Restricted: Collection contains fragile audiovisual formats that may need to be reformatted before use. See Use Copy DVDs in collection	
Liggett television advertisements use copy dvd 1, approximately 1962-1968	Box 71 > Optical-disc RL.00813-OP-0001
<b>Scope and Contents</b>  Contents list in box	
Liggett television advertisements use copy dvd 2, approximately 1962-1968	Box 71 > Optical-disc RL.00813-OP-0002

---

**Scope and Contents**

Contents list in box

---

Miscellaneous brands, 1920s-1986 Box 69

**Scope and Contents**

Includes: Cycle, Decade, Doral, Eve, Multiple brand advertising, Omni

---

Miscellaneous brands, 1930s-1960s Box 71

**Scope and Contents**

Includes: Coupon, Harmony, Jockey, King Bee, Home Run, Picayune, Piedmont, Princess, Red Man, Spur, Tiger Stripe, Tip Top, True Blue

---

Miscellaneous brands, 1940s-1970s Box 63

**Physical Description:** 2 folders

**Scope and Contents**

Includes: Corn Cake, Dawn, Dorado, Masterpiece, Pyramid, Savvy, Tareyton, Tourney

---

Miscellaneous brands, 1936-1980 Box 66

**Scope and Contents**

Includes: Big Nine, Buffalo, Duke's, Rainbow, Red Horse, Red Man

---

Multiple brand advertising, 1929-1981 Box 63

**Physical Description:** 2 folders

---

Multiple brand advertising, 1965-1983 Box 66

**Physical Description:** 2 folders

---

Multiple brand advertising, 1980-1982 Box 71

---

Multiple brand advertising, 1980-1982 Box 72

**Physical Description:** 2 folders

---

Multiple brand advertising, 1980-1983 Box 68

---

Multiple brand advertising--Point of sale displays, 1978 Box 69

---

Oasis (English, Spanish), 1957-1962	Box 63
<b>Physical Description:</b> 2 folders	
Oasis--Print advertisements, scripts, 1957-1962	Box 72
<b>Physical Description:</b> 2 folders	
Oasis, 1957-1962	Box 68
Omni, 1984	Box 63
Omni, 1984	Box 68
Omni, 1984	Box 72
Pals, 1925	Box 72
Piedmont (English, German), 1916	Box 56
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Piedmont, 1918	Box 57
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Piedmont, 1919	Box 58
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Piedmont, 1919	Box 59
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Piedmont, 1920	Box 60
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Piedmont, 1920-1952	Box 68
<b>Physical Description:</b> 2 folders	

Piedmont, 1925	Box 72
Piedmont, 1927-1928	Box 63
Polo, 1925	Box 72
Scrapbook pages, 1924	Box 76
<b>Scope and Contents</b>	
Includes: Conдах, Every Day Smoke, Spur, Sweet Orange, Virginia Brights	
Spur, 1924	Box 76
<b>Physical Description:</b> 2 folders	
Spur, 1928, 1942	Box 68
Spur (Spanish), 1932-1936	Box 72
Spur, 1934	Box 63
St. Moritz, 1975-1978	Box 72
St. Moritz, 1978	Box 68
Three Pals, 1922	Box 63
Turkey Red (English, Yiddish), Turkish Trophies, Twin Oaks, 1910	Box 54
<b>Access Restrictions:</b>	
Restricted: Contains fragile materials that require careful handling	
Velvet display advertising samples album, 1910s	Box 186 > Item 1
Virginia Brights, 1970s	Box 72

[Return to Table of Contents](#)

### **Non-Tobacco Advertising, 1956-1971**

Alcoholic beverages, approximately 1970	Box 68
---	--------

**Scope and Contents**

Includes: Austin Nichols; J&B scotch; Metaxa ouzo; Red Cap wine; Wild Turkey

Alcoholic beverages, approximately 1970-1971	Box 76
<b>Physical Description:</b> 2 folders	
<b>Scope and Contents</b>	
Includes: Bombay Gin; Fine & Royal Canadian; Gold Leaf cognac; Grand Marnier; J&B scotch; Metaxa; Ron Bardinet rum; W.C. Fields; Wild Turkey	
Alcoholic beverages--Bombay Gin, approximately 1970	Box 72
Alcoholic beverages--Campari, approximately 1970	Box 72
Alcoholic beverages--Carillon Importers, 1969-1970	Box 72
Alcoholic beverages--Gin, rum, vodka, approximately 1970	Box 72
Alcoholic beverages--Harold J. Grossman, Imported Wines and Spirits, 1964	Box 72
Alcoholic beverages--Liqueurs, approximately 1970	Box 72
Alcoholic beverages--Metaxa, approximately 1970	Box 72
Alcoholic beverages--Whiskey, approximately 1970	Box 72
Alcoholic beverages--Wild Turkey, 1968-1970	Box 72
Alcoholic beverages--Wine, brandy, cognac, approximately 1970	Box 72
Brite, 1969-1970s	Box 72
Liggett Group product line, 1970s	Box 63
National Oats Company, 1970	Box 63
National Oats Company, 1970	Box 72
Pet food: Alpo, Vets', 1969-1970	Box 72
Pet food: Alpo, Vets', 1969-1971	Box 68

Spick Food Company (Fruits), approximately  
1956

Box 72

[Return to Table of Contents](#)