



Guide to the Richard Pollay. Tobacco industry promotion (TIPS) collection, 1885-2018

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Summary

Collection Title:

Richard Pollay. Tobacco industry promotion (TIPS) collection, 1885-2018

Creator:

Pollay, Richard W.

Source:

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

Abstract:

Richard W. Pollay was Professor and Curator of the History of Advertising Archives at the Sauder School of Business, University of British Columbia. Collection includes audiovisual materials in multiple formats (audio and video cassettes, optical discs), clippings of articles and advertisements, pamphlets and other printed material, artifacts and ephemera (including apparel, cups, luggage, playing cards, promotional gifts and samples of tobacco packaging and candy cigarettes), photographs and slides, research reports, corporate documents, depositions and transcripts of court case testimony and other litigation-related materials. Topics include tobacco advertising and deceptive advertising practices; package labeling and health claims; cigarette marketing; manipulation of tar and nicotine levels; "light" and menthol cigarettes; lung cancer and other smoking-related health issues; smoking cessation and anti-smoking initiatives in the United States, Canada and internationally; tobacco industry manufacturing and marketing practices; smoking initiation and teenage and young adult smoking; and marketing of tobacco products to women and minorities. Companies represented include American Tobacco, British American Tobacco, Brown & Williamson, Imperial Tobacco, Liggett & Myers, Lorillard, Philip Morris (later Altria), R.J. Reynolds/RJR Nabisco and the Tobacco Institute. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

231.0 Linear Feet

Language:

Materials in English, French, Spanish, Russian, Icelandic

Collection ID:

RL.11612

Permalink:

<https://idn.duke.edu/ark:/87924/m1k36v>

Preferred Citation

[Identification of item], Richard Pollay. Tobacco industry promotion (TIPS) collection, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

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Background

Scope and Content

Collection includes audiovisual materials in multiple formats (audio and video cassettes, optical discs), clippings of articles and advertisements, pamphlets and other printed material, artifacts and ephemera (including apparel, cups, luggage, playing cards, promotional gifts and samples of tobacco packaging and candy cigarettes), photographs and slides, research reports, corporate documents, depositions and transcripts of court case testimony and other litigation-related materials. Topics include tobacco advertising and deceptive advertising practices; package labeling and health claims; cigarette marketing; manipulation of tar and nicotine levels; "light" and menthol cigarettes; lung cancer and other smoking-related health issues; smoking cessation and anti-smoking initiatives in the United States, Canada and internationally; tobacco industry manufacturing and marketing practices; smoking initiation and teenage and young adult smoking; and marketing of tobacco products to women and minorities. Companies represented include American Tobacco, British American Tobacco, Brown & Williamson, Imperial Tobacco, Liggett & Myers, Lorillard, Philip Morris (later Altria), R.J. Reynolds/RJR Nabisco and the Tobacco Institute. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Biographical/Historical

Richard W. Pollay was Professor and Curator of the History of Advertising Archives at the Sauder School of Business, University of British Columbia. Born 1940, Connecticut; BA 1962 Rensselaer Polytechnic; MA 1963, PhD 1970 University of Chicago. Assistant Professor, University of Kansas 1966-1970; Associate Professor 1970, Professor 1986, University of British Columbia.

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Arrangement

Organized into the following series: 800 Audiovisual Materials; 900 Slides; 950 Print Advertising; 1000 Advertising and Marketing; 2000 Pollay Publications and History of Advertising Archives Working Papers; 3000 Notes and Sources for Tobacco Research; 4000 U.S. Government Reports; 5000 Tobacco Control; 6000 Public Relations, Advocacy, Health Promotion; 7000 Corporate Documents; 8000 Litigation and Court Records; 9000 Special Topics; Ephemera (Tobacciana); and 2013 Addition. The numbers in the series titles refer to record group numbers assigned by Pollay in the History of Advertising Archives.

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Administrative Information

Publication Statement

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Access Restrictions

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Access note. Some materials in this collection are digitized audiovisual materials that require special equipment. Contact Research Services with questions.

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.

Processing Information

Processed by Richard Collier, April 2018

Accessions described in this collection guide: 2008-0102, 2013-0061, 2020-0061.

Additions processed by Richard Collier February 2026. Accession 2025-0121.

Acquisition Information

The Richard Pollay. Tobacco industry promotion (TIPS) collection was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2008 and 2013.

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Related Materials

Related Material

Related materials may be found in the following Hartman Center collections:

Bates Worldwide, Inc. records;

Jean Kilbourne papers;

J. Walter Thompson Company. Account Files;

J. Walter Thompson Company. Competitive advertisements;

J. Walter Thompson Company. Corporation vertical files;

J. Walter Thompson Company. Domestic advertisements;

Liggett & Myers Tobacco Company records;

Sheldon B. Sosna papers;

Tobacco advertisements collection

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Names and Subjects

- Smoking -- United States
- Tobacco industry -- North Carolina -- History
- Tobacco -- Law and legislation -- United States
- Tobacco -- Physiological effect
- Cigarette industry
- Advertising -- Cigarettes -- United States
- Deceptive advertising -- United States
- Audiovisual materials
- John W. Hartman Center for Sales, Advertising & Marketing History
- American Tobacco Company
- British American Tobacco Company
- Brown & Williamson
- Liggett & Myers Tobacco Company
- P. Lorillard Company
- Philip Morris Incorporated
- R.J. Reynolds Tobacco Company
- Tobacco Institute (Washington, D.C.)

Collection Inventory

800. Audiovisual Materials, 1964-2010, undated

1. Tobacco Ads of the 60s. London International Advertising Awards (NY). About 50 spots for various brands, including some Canadian. Inventory in box., undated

Box AV1 > Video-cassette
RL11612-VHS-001

2. Tobacco Ads of the 70s. London International Adv. Awards (NY) About 50 spots for various brands. Despite label most seem from the 1960s and for North American Airings could be no later than 1971. Inventory in box, undated

Box AV1 > Video-cassette
RL11612-VHS-002

3. Video Smoke Shop. Video Resources, circa 60 min. Inventory in box., undated

Box AV1 > Video-cassette
RL11612-VHS-003

4a. Classic Cigarette Commercials of the 50s and 60s. Video Resources, NYC Inventory in box, undated	Box AV1 > Video-cassette RL11612-VHS-004
4b. Copy of 4a., undated	Box AV1 > Video-cassette RL11612-VHS-005
5. "Fear" Cigarette Ads (see 6 and 7 below)- 4 Demo lecture reels of spots edited from "Classic Cig. Comm. of 1950s and 1960s "Fear" and "Relax" includes Walter Winchell news., undated	Box AV1 > Video-cassette RL11612-VHS-006
6. "Macho Males" Cigarette Ads, undated	Box AV1 > Video-cassette RL11612-VHS-007
7. "Relax" Cigarette Ads, undated	Box AV1 > Video-cassette RL11612-VHS-008
8. Prof. Gerald Gorn's Reel of 1960s cigarette spots, undated	Box AV1 > Video-cassette RL11612-VHS-009
9. Cigarette TV Spots (50/60s) from TV's Lost and Found. Inventory in box., undated	Box AV1 > Video-cassette RL11612-VHS-010
10. Tobacco TV Ads: Carter vs. ATC, undated	Box AV1 > Video-cassette RL11612-VHS-011
11. "Butt Out: The Life and Death of Cigarette Advertising on TV." A&E, 1992, 45 min., 1992	Box AV1 > Video-cassette RL11612-VHS-012
12. Four Canadian Artists Against Tobacco Sponsorship (Canada 1996), 1996	Box AV1 > Video-cassette RL11612-VHS-013
13. "Inside Sports" (Canada, TSN, 1993) Players Racing (30 min), 1993	Box AV1 > Video-cassette RL11612-VHS-014
14. Business World, Advertising and Canadian Content/ Market Place Ethics, undated	Box AV1 > Video-cassette RL11612-VHS-015

15. Tobacco Sponsorship Video Clips from Vancouver and Toronto Indy races, 1994/ History of Tobacco Advertising on TV, A&E, 1992/ CBC Journal, "Selling Smoke," 1991., 1992
Box AV1 > Video-cassette
RL11612-VHS-016
-
16. American Advertising Federation, "The FDA Should Honor the First Amendment", 1995, 1995
Box AV1 > Video-cassette
RL11612-VHS-017
-
17. C. Everett Koop Profile, NOVA, 1991 / CBC Journal, "Selling Smoke", 1991. Copy 1, 1991
Box AV1 > Video-cassette
RL11612-VHS-018
-
18. C. Everett Koop Profile, NOVA, 1991 / CBC Journal, "Selling Smoke", 1991. Copy 2, 1991
Box AV1 > Video-cassette
RL11612-VHS-019
-
19. Tobacco in the 3rd World (Philippines), 20/20, 1988., 1988
Box AV1 > Video-cassette
RL11612-VHS-020
-
20. Dirty Business, Patrick Reynolds, California dept. of Health Services, undated
Box AV1 > Video-cassette
RL11612-VHS-021
-
21. Tar Wars in the Tobacco Arena, Patrick Reynolds, NBC News with Tom Brokaw. (30:00), undated
Box AV1 > Video-cassette
RL11612-VHS-022
-
- 22a. Pack of Lies: The Advertising of Tobacco, Jean Kilbourne and Rick Pollay, 1992 (38:00), 1992
Box AV1 > Video-cassette
RL11612-VHS-023
-
- 22b. Pack of Lies: The Advertising of Tobacco, Jean Kilbourne and Rick Pollay, 1992 (38:00), 1992
Box AV1 > Video-cassette
RL11612-VHS-024
-
- 22c. Pack of Lies: The Advertising of Tobacco, Jean Kilbourne and Rick Pollay, 1992 (38:00), 1992
Box AV1 > Video-cassette
RL11612-VHS-025

- | | |
|---|---|
| 23. Smokefree, Canadian Cancer Society Campaign, undated | Box AV1 > Video-cassette
RL11612-VHS-026 |
| 25. Tobacco Villain: TV Fiction 1997 from the "Feds" and "The Practice", 1997 | Box AV1 > Video-cassette
RL11612-VHS-027 |
| 26. Quit the Lie, ABC Primetime Feb. 23, 1993; Sam Donaldson and Ben Sherwood, 1993 | Box AV1 > Video-cassette
RL11612-VHS-028 |
| 27. Cigarettes in the News, 1996 CBS Wigand Interview, 1996 | Box AV1 > Video-cassette
RL11612-VHS-029 |
| 28. Cigarettes in the News, 1994 part 1, 1994 | Box AV1 > Video-cassette
RL11612-VHS-030 |
| 29. Cigarettes in the News, 1994 part 2, 1994 | Box AV1 > Video-cassette
RL11612-VHS-031 |
| 30. Cigarettes in the News, USA 1995 / Frontline January 1995/ Confessions of a Tobacco Lobbyist, Victor Crawford on 60 Minutes, 1995 | Box AV1 > Video-cassette
RL11612-VHS-032 |
| 31. Tobacco in the News, Canada 1995 Ad Ban Fails Tape 1, 1995 | Box AV2 > Video-cassette
RL11612-VHS-033 |
| 32. Tobacco in the News, Canada 1995 Ad Ban Fails Tape 2, 1995 | Box AV2 > Video-cassette
RL11612-VHS-034 |
| 33. Never Say Die, ABC News Special June 27, 1996, Peter Jennings, 1996 | Box AV2 > Video-cassette
RL11612-VHS-035 |
| 34. Showdown on Tobacco Road: Manufactured Epidemic, CBS Nightline 1989 Surgeon General News, 1989 | Box AV2 > Video-cassette
RL11612-VHS-036 |

35. US Surgeon General Press Release re: Youth
February 24, 1994, 1994 Box AV2 > Video-cassette
RL11612-VHS-037
-
36. The Tobacco Wars: International Activities,
60 Minutes, undated Box AV2 > Video-cassette
RL11612-VHS-038
-
- 36b. The Tobacco Wars: International Activities,
60 Minutes, undated Box AV2 > Video-cassette
RL11612-VHS-039
-
37. The Tobacco Wars: Asian Expansion of US
Firms, 60 Minutes, undated Box AV2 > Video-cassette
RL11612-VHS-040
-
- 37b. The Tobacco Wars tape 2, undated Box AV2 > Video-cassette
RL11612-VHS-041
-
38. "The Smoking Dilemma" Managing Our
Miracles, Show #107, undated Box AV2 > Video-cassette
RL11612-VHS-042
-
39. Passing Clouds: The Rise and Fall of
Cigarettes, Thames TV 1987, includes US and
Canadian examples, 1987 Box AV2 > Video-cassette
RL11612-VHS-043
-
40. The Making of Break-free, anti-smoking
campaign, Health and Welfare Canada, undated Box AV2 > Video-cassette
RL11612-VHS-044
-
41. Anti-Smoking public service
Announcements, International Reel 1980s and
90s, TV Bureau of Canada, undated Box AV2 > Video-cassette
RL11612-VHS-045
-
42. Massachusetts Dept. of Health Historical
Reel: EMPOWER, undated Box AV2 > Video-cassette
RL11612-VHS-046
-
43. Massachusetts Dept. of Health Historical
Reel: TRUTH, undated Box AV2 > Video-cassette
RL11612-VHS-047

44. Massachusetts Dept. of Health Historical Reel: WORDS, undated	Box AV2 > Video-cassette RL11612-VHS-048
45. STAT--60 years of Deception: Fraud and Deceit in Cigarette Advertising, undated	Box AV2 > Video-cassette RL11612-VHS-049
46. Massachusetts Dept. of Health Historical Reel, Non-smoking spots, undated	Box AV2 > Video-cassette RL11612-VHS-050
47. Massachusetts Dept. of Health Historical Reel, Master, undated	Box AV2 > Video-cassette RL11612-VHS-051
48. Massachusetts Dept. of Health Historical Reel, Master to 1996, 1996	Box AV2 > Video-cassette RL11612-VHS-052
49. Massachusetts Dept. of Health Historical Reel, Master 1996, 1996	Box AV2 > Video-cassette RL11612-VHS-053
50a. California Dept. of Health Services: Hooked; Birthday; Unthinkable; Save a Life, undated	Box AV2 > Video-cassette RL11612-VHS-054
50b. California Dept. of Health Services: Hooked; Birthday; Unthinkable; Save a Life, undated	Box AV2 > Video-cassette RL11612-VHS-055
51. Best of the Best, undated	Box AV2 > Video-cassette RL11612-VHS-056
52. UCI Anti-smoking Spots, undated	Box AV2 > Video-cassette RL11612-VHS-057
53. AD-Libbing It, Seattle, Washington (12:00), undated	Box AV2 > Video-cassette RL11612-VHS-058
54. Dirty Business, Tony Schwarz (24:00), undated	Box AV2 > Video-cassette RL11612-VHS-059

- | | |
|---|---|
| 56. Anti-Billboard project. Larry King Show 1990 and Pollay Interview 6pm news, 1990 | Box AV2 > Video-cassette
RL11612-VHS-060 |
| 57. Death in the West, 1976 (30:00), 1976 | Box AV2 > Video-cassette
RL11612-VHS-061 |
| 58. Pro-Health Public Service Announcements: American Cancer Society, OSH, 1966-1993, also Mississippi "Came" chase, 1993 | Box AV2 > Video-cassette
RL11612-VHS-062 |
| 59. QUIT TVC Compilation, Australia, 1985-1994, includes Janet Sackman, 1994 | Box AV2 > Video-cassette
RL11612-VHS-063 |
| 60. Anti-Smoking Public Service Announcements, Washington, DC 1986, 1986 | Box AV2 > Video-cassette
RL11612-VHS-064 |
| 61. Inoculation Against Cigarette Ads in High school, Dr. Jaffe, Washington DC (5:00), undated | Box AV3 > Video-cassette
RL11612-VHS-065 |
| 62. Anti-Smoking spots, Ontario Ministry of Health, 1995, 1995 | Box AV3 > Video-cassette
RL11612-VHS-066 |
| 63. Diamant Collection, Brooklyn commercials, undated | Box AV3 > Video-cassette
RL11612-VHS-067 |
| 64. Presentation reel Backup, 1995, 1995 | Box AV3 > Video-cassette
RL11612-VHS-068 |
| 65. 36 Cigarette Ads, assembled from TV Lost and Found, 1950s and 60s, undated | Box AV3 > Video-cassette
RL11612-VHS-069 |
| 66. Salem Reel Master, undated | Box AV3 > Video-cassette
RL11612-VHS-070 |
| 67. Confessions of a Simple Surgeon, Pyramid Film and Video, undated | Box AV3 > Video-cassette
RL11612-VHS-071 |

68. Tobacco: The Pushers and Their Victims, Part 1 and 2, Pyramid Film and Video, undated	Box AV3 > Video-cassette RL11612-VHS-072
69a. The Kent Conspiracy, Australian News and Ads, 1950s, undated	Box AV3 > Video-cassette RL11612-VHS-073
69b. The Kent Conspiracy, Australian News and Ads, 1950s, undated	Box AV3 > Video-cassette RL11612-VHS-074
70a. L & M reel 1954-1969, undated	Box AV3 > Video-cassette RL11612-VHS-075
70b. L & M reel 1954-1969, undated	Box AV3 > Video-cassette RL11612-VHS-076
71. RJR Camel Ads, 1935-1944, undated	Box AV3 > Video-cassette RL11612-VHS-077
72. Kent Cigarettes, Video Resources (60:00), undated	Box AV3 > Video-cassette RL11612-VHS-078
73. Newport Cigarettes, Video Resources (60:00), undated	Box AV3 > Video-cassette RL11612-VHS-079
74. Chesterfield and L & M Ads, Cipollone Production, undated	Box AV3 > Video-cassette RL11612-VHS-080
75. 17 Camel Ads 1950s and 1960s, Burton v. RJR, ATC (Kansas), undated	Box AV3 > Video-cassette RL11612-VHS-081
76. Pall Mall Commercials from Horton v. ATC numbered and edited, undated	Box AV3 > Video-cassette RL11612-VHS-082
77. Winston Select, Perfectly Aged Over 2 Years, undated	Box AV3 > Video-cassette RL11612-VHS-083
78. CBC re Tobacco (with Pollay) 1997, 1997	Box AV3 > Video-cassette RL11612-VHS-084

79. 3 programs" 48 Hours Jan. 9, 1997; Teens & Smoking. Lebow Interview. Face the Nation Apr. 12, 1998., 1997
Box AV3 > Video-cassette
RL11612-VHS-085
-
80. Press Conference Tobacco Deal June 20, 1997. BC Law Broadcast 1 CBC Oct. 1997., 1997
Box AV3 > Video-cassette
RL11612-VHS-086
-
81. 2 Programs. May 2, 1997. May 10, 1997., 1997
Box AV3 > Video-cassette
RL11612-VHS-087
-
82. Smoke Screen 1993. Gateway Communications, 1993
Box AV3 > Video-cassette
RL11612-VHS-088
-
83. 2500025534 Marlboro Advertising Presentation Ken Krom 3/2/87, 1987
Box AV3 > Video-cassette
RL11612-VHS-089
-
84. 2500025531 Philip Morris/Marlboro The Marlboro Story, undated
Box AV3 > Video-cassette
RL11612-VHS-090
-
85. 2500025504 Philip Morris Consumer Promotion (19:48), undated
Box AV3 > Video-cassette
RL11612-VHS-091
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86. Tobacco in the News 1996? Frontline, Alive, 60 Minutes, 1996
Box AV3 > Video-cassette
RL11612-VHS-092
-
87. Campaign for Tobacco-Free Kids. Press Conference. (29:00) 4/3/96, 1996
Box AV3 > Video-cassette
RL11612-VHS-093
-
88. Anti-Smoking Maggots :60 & :30 Director's Mix. Jim Edwards., undated
Box AV3 > Video-cassette
RL11612-VHS-094
-
89. 2 Programs. Never Say Die. Peter Jennings ABC 6/27/96. Mike Wallace 60 Minutes 1996 re: FDA., 1996
Box AV3 > Video-cassette
RL11612-VHS-095

90. CDHS Anti-Smoking Campaign Advertising
1998. 6/01/98., 1998 Box AV3 > Video-cassette
RL11612-VHS-096
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91. 2 Programs. Canada 1997 Drop
Sponsorship. "Kicking the Habit" BC 1997.
Smoke Ring--Smuggling. 1997-1998., 1997 Box AV3 > Video-cassette
RL11612-VHS-097
-
92. Mass. Public Service Announcements.
6 Programs: Pam Can't Breathe; Krystell;
Cigarette With Pills; Transplant; Last Goodbye
20%; My Hope., undated Box AV4 > Video-cassette
RL11612-VHS-098
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93. WO# 01316. LA County Dept. of Health
Services. Movie Trailer. 2 Spots. Equation w/
Tag. Breaking the Law w/Tag. 11/12/97, 1997 Box AV4 > Video-cassette
RL11612-VHS-099
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94. 2 Programs. PBS: Smoke in the Eye. CBC:
Butting In. U.S. & Canadian versions of a
documentary on media reporting of nicotine
spiking by tobacco companies. 4/2/96, 1996 Box AV4 > Video-cassette
RL11612-VHS-100
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95. Pack of Lies: The Truth About Cigarette
Advertising. Lecture by Prof. Pollay at the
Vancouver Institute. 3/15/97., 1997 Box AV4 > Video-cassette
RL11612-VHS-101
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- 95b. Pack of Lies: The Truth About Cigarette
Advertising. Lecture by Prof. Pollay at the
Vancouver Institute. 3/15/97., 1997 Box AV4 > Video-cassette
RL11612-VHS-102
-
97. Smoke and Mirrors: A History of Denial.
Award winning documentary film by the
American Lung Association. (75:00). 1999.,
1999 Box AV4 > Video-cassette
RL11612-VHS-103
-
98. Smoke Alarm: The Unfiltered Truth About
Cigarettes. Film produced by HBO, Consumer
Reports TV, and Campaign for Tobacco-Free
Kids to educate youth. (30:00). 1996., 1996 Box AV4 > Video-cassette
RL11612-VHS-104

99. "Lobbying For Lives: Lessons From The Front." MediCinema & Canadian Cancer Society. (30:00), undated
Box AV4 > Video-cassette
RL11612-VHS-105
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100. Benson & Hedges Symphony of Fire. Best Seat in the House. BCTV (July 1999 Promo.), 1999
Box AV4 > Video-cassette
RL11612-VHS-106
-
101. Up From the Ashes: The Fight For A New Tobacco Act. MediCinema & Canadian Cancer Society. (53:00). 1999., 1999
Box AV4 > Video-cassette
RL11612-VHS-107
-
102. Killing (00:30), Landfill (00:30), Conscience (00:30). Arnold Communications & DPH., undated
Box AV4 > Video-cassette
RL11612-VHS-108
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103. From CBC Cover Story, Rick Pollay in B.C. Suit. (10:00). 11/12/98., 1998
Box AV4 > Video-cassette
RL11612-VHS-109
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104. "Tobacco's Other Secret." From 60 Minutes 2000. Whistle blower Les Thompson discusses RJR smuggling operations into Canada. 01/18/00., 2000
Box AV4 > Video-cassette
RL11612-VHS-110
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105. A Bill Moyers Special: Free Speech For Sale. Second story in special relates to tobacco and Bill McCain (1998). Segment 20:00. PBS 1999., 1999
Box AV4 > Video-cassette
RL11612-VHS-111
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106. RJR Smuggling in Canada. (15:00). 1999., 1999
Box AV4 > Video-cassette
RL11612-VHS-112
-
107. Camel Trophy Race (30:00) 1998. Player Race Team (20:00)., 1998
Box AV4 > Video-cassette
RL11612-VHS-113
-
108. "Smoke That Cigarette." White Janssen and Doctors Ought To Care. (51:00). 1988., 1988
Box AV4 > Video-cassette
RL11612-VHS-114

109. Canadian cigarettes on television: includes Du Maurier Open; B.C. Ingredients 1998; RJR--Mafia Smuggling from the program "Fifth Estate.", 1998
Box AV4 > Video-cassette
RL11612-VHS-115
-
110. PM re: Addiction. A Sheep Video. 1999., 1999
Box AV4 > Video-cassette
RL11612-VHS-116
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111. "Friend of the Downtrodden" pool (4) includes "Sam" (We Card) prevention spots. Philip Morris PSAs. 1999., 1999
Box AV4 > Video-cassette
RL11612-VHS-117
-
112. "Manure." Canadian Cancer Society. (00:00:30)., undated
Box AV4 > Video-cassette
RL11612-VHS-118
-
113. Nixon v. American Tobacco Co. et al. Witness: Dr. Richard Pollay. December 21, 1998. (00:19:00)., 1998
Box AV4 > Video-cassette
RL11612-VHS-119
-
114. Evening Exchange 1992. Pollay Interview re: Tobacco Ads. Washington, D.C., 1992
Box AV4 > Video-cassette
RL11612-VHS-120
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115. Cigarette Ads. Benson & Hedges, Parliament, Marlboro, Virginia Slims, Vantage, Raleigh Belair, Kent., undated
Box AV4 > Video-cassette
RL11612-VHS-121
-
115. Cigarette Ads. Benson & Hedges, Parliament, Marlboro, Virginia Slims, Vantage, Raleigh Belair, Kent., undated
Box AV4 > Video-cassette
RL11612-VHS-122
-
116. Nostalgia Television presents Classic Commercials: The Early Years. Vol. 1. (00:30:00)., undated
Box AV4 > Video-cassette
RL11612-VHS-123
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117. Nostalgia Television presents Classic Commercials: The Early Years. Vol. 2. (00:30:00)., undated
Box AV4 > Video-cassette
RL11612-VHS-124

118. Nostalgia Television presents Classic Commercials: The Early Years. Vol. 3. (00:30:00)., undated Box AV4 > Video-cassette
RL11612-VHS-125
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119. Nostalgia Television presents Classic Commercials: The Early Years. Vol. 4. (00:30:00)., undated Box AV4 > Video-cassette
RL11612-VHS-126
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120. Forever Yesterday's Commercials. (01:00:00)., undated Box AV4 > Video-cassette
RL11612-VHS-127
-
121. Commercial Best Plus. (01:30:00)., undated Box AV4 > Video-cassette
RL11612-VHS-128
-
122. The Best Classic Commercials From the Fifties & Sixties. Vol. 1. (00:30:00)., undated Box AV5 > Video-cassette
RL11612-VHS-129
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123. The Best Classic Commercials From the Fifties & Sixties. Vol. 2., undated Box AV5 > Video-cassette
RL11612-VHS-130
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124. The Best Classic Commercials From the Fifties & Sixties. Vol. 3. (00:30:00)., undated Box AV5 > Video-cassette
RL11612-VHS-131
-
125. Comedy Classics presents Commercials from the 50s.(00:36:00). Produced by Parade Video., undated Box AV5 > Video-cassette
RL11612-VHS-132
-
126. Celebrity Commercials. Over 50 Superstars in all! 1987. (01:00:00)., 1987 Box AV5 > Video-cassette
RL11612-VHS-133
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127. Johnny Legend presents Commercial Mania. Special Edition. (00:30:00)., undated Box AV5 > Video-cassette
RL11612-VHS-134
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128. Classic TV. Sports Heroes Commercials of the 50s & 60s. (00:30:00)., undated Box AV5 > Video-cassette
RL11612-VHS-135

129. Kenneth Anger presents "Don't Smoke that Cigarette!", undated
Box AV5 > Video-cassette
RL11612-VHS-136
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130. Smoke Gets in Your Eyes, produced by Video Yesteryear. 57 minutes., undated
Box AV5 > Video-cassette
RL11612-VHS-137
-
131. Mike Wallace. Parliament Pitch., undated
Box AV5 > Video-cassette
RL11612-VHS-138
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132. Shokus Video presents Vintage Television #420-Variety. Includes the Ed Wynn Show (1950), Easter Teleparade of Stars (1955), The Spike Jones Show (1956), and the Jimmy Durante Show (1954). Shows include commercials. Copyright 1985., 1985
Box AV5 > Video-cassette
RL11612-VHS-139
-
133. Shokus Video presents Vintage Television #715-Your Hit Parade Holiday Special. Includes the Christmas Show of Dec. 24, 1955 and the New Year's Show of Dec. 31, 1955. Shows include commercials. Copyright 1985., 1985
Box AV5 > Video-cassette
RL11612-VHS-140
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134. "I Love Lucy" 2 Classics w/original Philip Morris commercials. 1) Job Switching (Candy Factory) 2) TV Commercial ("VitaMeataVegaMin") & Laser Disc materials re: Philip Morris etc., undated
Box AV5 > Video-cassette
RL11612-VHS-141
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135. Classic TV presents Cigarette Commercials (Old Gold, Camel, Kool, Pall Mall, etc.). Approx. 60 min. Copyright 1996 Hollywood's Attic., 1996
Box AV5 > Video-cassette
RL11612-VHS-142
-
- 136A. The Last Cigarette. Documentary is a video collage exploring the mysterious appeal of tobacco, its mythology, and cultural significance in history. Produced by the Learning Channel. Duration 1:12:06. Copyright 2000., 2000
Box AV5 > Video-cassette
RL11612-VHS-143

136B. Copy of The Last Cigarette., undated	Box AV5 > Video-cassette RL11612-VHS-144
136C. Copy of The Last Cigarette., undated	Box AV5 > Video-cassette RL11612-VHS-145
137. Cigarette Commercials from the Golden Age of Television. Vol. 1. Produced by Something Weird Video. Copyright 1994., 1994	Box AV5 > Video-cassette RL11612-VHS-146
138B. The Insider, master copy (VHS), undated	Box AV5 > Video-cassette RL11612-VHS-147
138C. The Insider, viewing copy (VHS), undated	Box AV5 > Video-cassette RL11612-VHS-148
138D. The Insider, preview (VHS), undated	Box AV5 > Video-cassette RL11612-VHS-149
139. Cigarette Commercials. Includes TV ads for Old Gold, Camel, KOOL, Pall Mall. Approx. 60 minutes., undated	Box AV5 > Video-cassette RL11612-VHS-150
140. Classic Banned Cigarette Ads., undated	Box AV5 > Video-cassette RL11612-VHS-151
141a. Cigarette Commercials. Source: Steve Craig at the University of North Texas., undated	Box AV5 > Video-cassette RL11612-VHS-152
141b. Clue, undated	Box AV5 > Video-cassette RL11612-VHS-153
142. 1989 Daytime TV Ads. Includes chart of ads., 1989	Box AV5 > Video-cassette RL11612-VHS-154
143. Making a Killing: Philip Morris, Kraft and Global Tobacco Addiction. Directed by Kelly Anderson and Tami Gold (INFACT), undated	Box AV5 > Video-cassette RL11612-VHS-155

144. Philip Morris Commercials 1. Youth 2. Master Settlement Agreement 3. Master Settlement Agreement, undated
Box AV5 > Video-cassette
RL11612-VHS-156
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145. Camel TV Ads (inter.) Taste the Adventure, Pregnancy PSAs, Yul Brynner (1960s)., undated
Box AV5 > Video-cassette
RL11612-VHS-157
-
146. 1. American Cancer Society Anti-Smoking Ads 2. Commercials, undated
Box AV5 > Video-cassette
RL11612-VHS-158
-
- 147A. Virginia Slims Compilation Reel. History of Advertising Archives, 2000. Master copy., 2000
Box AV5 > Video-cassette
RL11612-VHS-159
-
- 147B. Virginia Slims Compilation Reel. History of Advertising Archives, 2000. Viewing copy., 2000
Box AV5 > Video-cassette
RL11612-VHS-160
-
148. History of the Cigarette. A White Production Archives Production in association with Doctors Ought to Care, 1990. Approx. 30 minutes., 1990
Box AV6 > Video-cassette
RL11612-VHS-161
-
149. Pollay 1995 Presentation Reel (Master) and A&E Golden Age of TV Cigarette Ads (1994)., 1994
Box AV6 > Video-cassette
RL11612-VHS-162
-
150. Pollay Presentation Reel (Backup), inc. Canada., undated
Box AV6 > Video-cassette
RL11612-VHS-163
-
151. Target Youth Cartoons. Cigarette Ads from Video Resources, NYC. Approx. 8 mins., undated
Box AV6 > Video-cassette
RL11612-VHS-164
-
152. Asher-Gould Advertising. CDHS Anti-Smoking Campaign., undated
Box AV6 > Video-cassette
RL11612-VHS-165

153. Cancer Cash, undated	Box AV6 > Video-cassette RL11612-VHS-166
154. Arnold Communications. Mass. Department of Public Health. 16 spots. 1998., 1998	Box AV6 > Video-cassette RL11612-VHS-167
155. Death in the West. Documentary. Pyramid Home Video. 32 minutes. 1983., 1983	Box AV6 > Video-cassette RL11612-VHS-168
156A. Woman and Cigarettes: A Fatal Attraction. ABC. 2001. (Master), 2001	Box AV6 > Video-cassette RL11612-VHS-169
156B . Woman and Smoking Special, undated	Box AV6 > Video-cassette RL11612-VHS-170
157. Jack Benny. 3 episodes. Some Lucky Strike ads and promotions., undated	Box AV6 > Video-cassette RL11612-VHS-171
158. TV Lost and Found: Celebrity Commercials and Vintage Commercials. (Copy), undated	Box AV6 > Video-cassette RL11612-VHS-172
159. Search for a Safer Cigarette. Nova documentary. Oct 2, 2001 (PBS)., 2001	Box AV6 > Video-cassette RL11612-VHS-173
160A. Lomas Collection of TV Ads (Smithsonian). Tape 1 of 3, Rolls 1-8. William Essy: Camel, Winston, Cavalier (1950s)., undated	Box AV6 > Video-cassette RL11612-VHS-174
160B. Lomas Collection of TV Ads (Smithsonian). Tape 2 of 3, Rolls 9-14 (Part 1)., undated	Box AV6 > Video-cassette RL11612-VHS-175
160C. Lomas Collection of TV Ads (Smithsonian). Tape 3 of 3, Rolls 9-14 (Part 2)., undated	Box AV6 > Video-cassette RL11612-VHS-176

- 161A. Cigarette Ads on US Network TV,
1950-1970 Compilation Reel. Reel 1. History of
Advertising Archives, 2000. Master copy., 2000
- Box AV6 > Video-cassette
RL11612-VHS-177
-
- 161B. Cigarette Ads on US Network TV,
1950-1970 Compilation Reel. Reel 2. History of
Advertising Archives, 2000. Master copy., 2000
- Box AV6 > Video-cassette
RL11612-VHS-178
-
- 161C. Cigarette Ads on US Network TV,
1950-1970 Compilation Reel. Reel 1. History of
Advertising Archives, 2000. Backup copy., 2000
- Box AV6 > Video-cassette
RL11612-VHS-179
-
- 161D. Cigarette Ads on US Network TV,
1950-1970 Compilation Reel. Reel 2. History of
Advertising Archives, 2000. Backup copy., 2000
- Box AV6 > Video-cassette
RL11612-VHS-180
-
162. TV Ads for Cigarettes, 1950s & 1960s.
History of Advertising Archives, 2000., 2000
- Box AV6 > Video-cassette
RL11612-VHS-181
-
171. Target Youth. History of Advertising
Archives, 2002. Backup copy., 2002
- Box AV6 > Video-cassette
RL11612-VHS-182
-
172. Tobacco Wars-1999 TLC/BBC London.
History of Advertising Archives, 2002., 2002
- Box AV6 > Video-cassette
RL11612-VHS-183
-
173. Marlboro Unlimited "The Train. The Trip.
The Gear." History of Advertising Archives,
2002., 2002
- Box AV6 > Video-cassette
RL11612-VHS-184
-
174. Getting Your Kids Into Commercials, 1989
- Box AV6 > Video-cassette
RL11612-VHS-185
-
175. Calling the Shots, undated
- Box AV6 > Video-cassette
RL11612-VHS-186
-
176. Promotion: Polishing the Apple, undated
- Box AV6 > Video-cassette
RL11612-VHS-187

177. The Ad and the Ego, 1996	Box AV6 > Video-cassette RL11612-VHS-188
178. New Ideas for Television, 1991	Box AV6 > Video-cassette RL11612-VHS-189
179. Deconstructing Advertising: Making Sense of Commercial Advertising, undated	Box AV6 > Video-cassette RL11612-VHS-190
180. How to Create Effective Public Service Ads, 1986	Box AV7 > Video-cassette RL11612-VHS-191
181. Inside Advertising, 1991	Box AV7 > Video-cassette RL11612-VHS-192
182. Have I Ever Lied to You Before?, undated	Box AV7 > Video-cassette RL11612-VHS-193
183. Bill Moyers - The Public Mind, undated	Box AV7 > Video-cassette RL11612-VHS-194
184. The Development of Pepsi-Cola Advertising, undated	Box AV7 > Video-cassette RL11612-VHS-195
185. Chevron Town Pump / Moosehead Beer, undated	Box AV7 > Video-cassette RL11612-VHS-196
186. Harry Rosen Ad Campaign, 1996	Box AV7 > Video-cassette RL11612-VHS-197
187. Sex, Buys and Advertising, undated	Box AV7 > Video-cassette RL11612-VHS-198
188. After These Messages, 1990	Box AV7 > Video-cassette RL11612-VHS-199
189. After These Messages, 1990	Box AV7 > Video-cassette RL11612-VHS-200
190. The Ads and the Id: Sex, Death, and Subliminal Advertising, undated	Box AV7 > Video-cassette RL11612-VHS-201

191. Guerilla Media Workshop, 1988	Box AV7 > Video-cassette RL11612-VHS-202
192. Guerilla Media Workshop (Highlights), undated	Box AV7 > Video-cassette RL11612-VHS-203
193. Marshall McLuhan - The Man and His Message, 1984	Box AV7 > Video-cassette RL11612-VHS-204
194. Marketing Booze to Blacks, 1990	Box AV7 > Video-cassette RL11612-VHS-205
195. Signs of the Times : An Inside Look at Outside Advertising, undated	Box AV7 > Video-cassette RL11612-VHS-206
196. Born to Shop, 1993	Box AV7 > Video-cassette RL11612-VHS-207
197. Malltime, undated	Box AV7 > Video-cassette RL11612-VHS-208
198. Auto Ads: 1900 - 1980, undated	Box AV7 > Video-cassette RL11612-VHS-209
199. The Culture Jammer's Video, 1993	Box AV7 > Video-cassette RL11612-VHS-210
200. 3 Television Commercials, 1996	Box AV7 > Video-cassette RL11612-VHS-211
201. Culture Jam: Hijacking Commercial Culture, 2001	Box AV7 > Video-cassette RL11612-VHS-212
202. Uncommercials, 1993	Box AV7 > Video-cassette RL11612-VHS-213
203. Crazy People, 1990	Box AV7 > Video-cassette RL11612-VHS-214
204. Looker / The Hucksters / The Coca-Cola Kid, undated	Box AV7 > Video-cassette RL11612-VHS-215

205. Ad Agency Movies #3, 1985	Box AV7 > Video-cassette RL11612-VHS-216
206. Ad Agency Movies #2, 1984	Box AV7 > Video-cassette RL11612-VHS-217
207. Ad Agency Movies #1, 1980	Box AV7 > Video-cassette RL11612-VHS-218
208. Thirtysomething, undated	Box AV7 > Video-cassette RL11612-VHS-219
209. Sex, Death and Advertising, 1991	Box AV7 > Video-cassette RL11612-VHS-220
210. Coke : WOMETCO B.C. LTD, 1984	Box AV7 > Video-cassette RL11612-VHS-221
211. CLIO Ads, undated	Box AV8 > Video-cassette RL11612-VHS-222
212. TV's Greatest Commercials, 1988	Box AV8 > Video-cassette RL11612-VHS-223
213. London Internation Advertising Awards, 1992	Box AV8 > Video-cassette RL11612-VHS-224
214. Hollywood (International Winners), 1985	Box AV8 > Video-cassette RL11612-VHS-225
215. Greatest Commercials Ever Made, 1995	Box AV8 > Video-cassette RL11612-VHS-226
216. World's Best Commercials III (Biggest and Best), 1991	Box AV8 > Video-cassette RL11612-VHS-227
217. Hollywood 1984 (International Winners), 1984	Box AV8 > Video-cassette RL11612-VHS-228
218. CLIO Awards, 1988	Box AV8 > Video-cassette RL11612-VHS-229
219. China TV Ads, 1990	Box AV8 > Video-cassette RL11612-VHS-230

220. London International Advertising Awards, 1993	Box AV8 > Video-cassette RL11612-VHS-231
221. Smithsonian World, 1991	Box AV8 > Video-cassette RL11612-VHS-232
222. Scali, McCabe Sloves, 1980	Box AV8 > Video-cassette RL11612-VHS-233
223. Tysons Corner Center, 1992	Box AV8 > Video-cassette RL11612-VHS-234
224. The American Advertising Museum, undated	Box AV8 > Video-cassette RL11612-VHS-235
225. Teenage A Go-Go, undated	Box AV8 > Video-cassette RL11612-VHS-236
226. Toy Commercials, undated	Box AV8 > Video-cassette RL11612-VHS-237
228. Cereal Commercials, undated	Box AV8 > Video-cassette RL11612-VHS-238
229. Car Commercials, undated	Box AV8 > Video-cassette RL11612-VHS-239
230. Celebrity Commercials, undated	Box AV8 > Video-cassette RL11612-VHS-240
231. Cast Commercials, undated	Box AV8 > Video-cassette RL11612-VHS-241
232. Sports Commercials Plus, undated	Box AV8 > Video-cassette RL11612-VHS-242
233. Commercial Best Plus, undated	Box AV8 > Video-cassette RL11612-VHS-243
234. Commercial Jingles, undated	Box AV8 > Video-cassette RL11612-VHS-244
235. All Star Toon Commercials, undated	Box AV8 > Video-cassette RL11612-VHS-245

236. The Good Old Days, undated	Box AV8 > Video-cassette RL11612-VHS-246
237. Baby Boomer Television, undated	Box AV8 > Video-cassette RL11612-VHS-247
238. TV's Censored Bloopers, 1982	Box AV8 > Video-cassette RL11612-VHS-248
239. Saturday Night Live Goes Commercial, 1991	Box AV8 > Video-cassette RL11612-VHS-249
240. The Fine Art of Separating People From Their Money, 1996	Box AV8 > Video-cassette RL11612-VHS-250
241. The Ernest Film Festival, 1986	Box AV8 > Video-cassette RL11612-VHS-251
242. Comedy Classics Presents Commercials from the 50's, 1990	Box AV9 > Video-cassette RL11612-VHS-252
243.1. Classic Commercials from the 50's & 60's: The Best vol. 1, undated	Box AV9 > Video-cassette RL11612-VHS-253
243.2. Classic Commercials from the 50's & 60's: Car Commercials, undated	Box AV9 > Video-cassette RL11612-VHS-254
243.3. Classic Commercials from the 50's & 60's: Cereal Commercials, undated	Box AV9 > Video-cassette RL11612-VHS-255
243.4. Classic Commercials from the 50's & 60's: Sports Commercials, undated	Box AV9 > Video-cassette RL11612-VHS-256
243.5. Classic Commercials from the 50's & 60's: Culture Classics, undated	Box AV9 > Video-cassette RL11612-VHS-257
244. Classic Commercials from the 50's and 60's, 1993	Box AV9 > Video-cassette RL11612-VHS-258

245. Celebrity Commercials from TV's Golden Age, 1987	Box AV9 > Video-cassette RL11612-VHS-259
246. TV's Funniest Commercials, 1993	Box AV9 > Video-cassette RL11612-VHS-260
247. CLIO Awards, 1989	Box AV9 > Video-cassette RL11612-VHS-261
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Physical Description: 2 folders

Scope and Contents

Includes Backwoods, Barclay, Basic, Beech Nut, Belair, Best Buy, Between the Acts, Black Cat, Bloomer Club, Boots, Brandon, Bravo, Bright, Brighton, Brookwood, Brotherhood, Bucks, Bull Durham, Bust the Trust

Minor brands--C, 1889-1994, undated Box 2

Physical Description: 2 folders

Scope and Contents

Includes Cambridge, Cameo, Capri, Carlton, Cartier, Cavallier, Century 100's, Chelsea, Clown, Coffin Nail, Colony, Cookie Jar, Coupon, Creole, Cronn's, Cross-Cut, Cycle

Minor brands--D, 1920-1995, undated Box 2

Scope and Contents

Includes Dakota, Dave's, Dawn, Day and Night, De-Nicotea, Decade, Deities, Diplomat, Domino, Doral, Doublets, Dr. Scott, Drum, Duke, Duke's Cameo, Du Maurier, Dunhill, Durham Whiff

Minor brands--E, 1949-1992, undated Box 2

Scope and Contents

Includes Eclipse, Embassy, Encore, Eve

Minor brands--F, 1910-1975, undated Box 2

Scope and Contents

Includes Fact, Falcon, Fatima, Favorite, Fleetwood, Frappe

Minor brands--G, 1890s-1994 Box 2

Scope and Contents

Includes Galaxy, Gold Plate, Golden Lights, GPC

Minor brands--H-J, 1894-1994, undated Box 2

Scope and Contents

Includes Hale, Half and Half, Harley Davidson, Hassan, Helmar, Heritage, Hit Parade, Hogshead, Holiday, Home Run, Honest, Horizon, Iceberg, Jade, John Alden, Johnnie Walker, Julep

Minor brands--K, 1953-2000, undated Box 2

Physical Description: 2 folders

Scope and Contents

Includes Kamel, Kent, Kentucky Kings, Kentucky Winners

Minor brands--L, 1932-1992, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes Laredo, L&M, Lark, Life, Listerine, Long Johns, Lords

Minor brands--M, 1917-1994, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes Magna, Mail Pouch, Malibu, Makaroff, Marshall's, Marvel's, Maryland, Masterpiece, Matinee, Maverick, Max, Mecca, Melachrino, Mercer, Misty, Mogul, Montclair, Moonlight, More, Multifilter, Murad

Minor brands--N, 1974-1993, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes Nebo, New Cig, New Leaf, Newport, Next, Northwind, Now

Minor brands--O, 1910-1999, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes O-Nic-O, Oasis, Old Chum, Old Gold, Old Judge, Old North State, Omar, Omni, Our Advertiser

Minor brands--P, 1915-1995, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes Parliament, Paxton, Perfection, Pet, Philip Morris, Piedmont, Pimlico, Players, Polo, Premier, Prince Albert, Pyramid

Minor brands--Q-R, 1918-1991, undated Box 3

Scope and Contents

Includes Quality, Raleigh, Ramses, Real, Refined, Regent, Rembrant, Reyno, Richland, Ritz, Riviera, Royal Farms

Minor brands--S, 1929-1993, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes Safeway, Sano, Saratoga, Satin, Savannah, Savvy, Seventy, Shahdur, Sherman, Signature, Silva Thins, Sove, Spearmint, Splendid, Spring, Spud, Sterling, Stride, Stud, Style, Sub Rosa, Sunshine

Minor brands--T, 1936-1993, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes Tall, Tall 'N Slim, Tareyton, Target, Tempo, Tennyson, Tourney, Trim, Triumph, True, True Gold, Turkey Red, Turkish Trophies, Tuxedo, Twenty Grand, Twist

Minor brands--U-V, 1885-1993, undated Box 3

Physical Description: 2 folders

Scope and Contents

Includes Vanguard, Vantage, Viceroy, Virginia, Virginia Brights/Richmond Straight Cut, Virginia Leaf, Virginia Rounds, Viscount

Minor brands--W-Z, 1963-1966, undated Box 3

Scope and Contents

Includes Waterford, Wave, Winchester, Wings, Worth, Yara, York, Zarina, Zephyr

Canadian advertising--Benson & Hedges, undated Box 3

Canadian advertising--Du Maurier, 1983-1985,
undated Box 3

Canadian advertising--Players, undated Box 3
Physical Description: 2 folders

Canadian advertising--Miscellaneous A-L,
undated Box 4
Physical Description: 2 folders

Scope and Contents

Includes Belmont, Belvedere, Buckingham, Cameo, Canadian Classic, Craven
A, Dunhill, Export A, Kool

Canadian advertising--Miscellaneous M-Z,
undated Box 4
Physical Description: 2 folders

Scope and Contents

Includes Matinee, MacDonald, Medallion, NO. 7, Peter Jackson, Rothman's,
Sweet Caporal, Vantage, Viscount

Canadian advertising--Titles and other slides,
undated Box 4

Scope and Contents

Includes slides of miscellaneous advertising, logos, clippings

Canadian and International advertising Box 4

Cartoons, 1977-1988, undated Box 4

Scope and Contents

Includes political cartoons, tobacco-related characters in popular cartoons
(Doonesbury)

Chewing and spit tobacco, 1920-1993, undated Box 4

Scope and Contents

Includes advertising for tobacco-related products, chewing and spit tobacco
(Skoal), Cigars; see Series 6031 for additional cigar slides

Healthy promotions presentation (WP96.16),
1996 Box 4

Scope and Contents

Includes advertising with health-related messages: doctor recommendations, filter technology, tar content, "light" brands; slides depict advertising dating 1930-1992 (inventory in folder)

Magazine coverage of cigarettes presentation
(WP97-11), 1997

Box 4

Scope and Contents

Text in folder including hard copies of some slides

Miscellaneous binder 1, 1954-1990, undated

Box 4

Physical Description: 2 folders

Scope and Contents

Includes anti-smoking messages, smoking prevention and cessation, public service advertisements, Pro-smoking and smoker's rights messages, tobacco industry advocacy, tobacco industry corporate advertising

Miscellaneous binder 2, 1930-2000, undated

Box 4

Scope and Contents

Includes slides on smoking and women, youth smoking, smoker research, press coverage of tobacco, tobacco product packaging and trademarks, smoking-related graphs and tables

One Hundred Illustrations of 20th Century
Cigarette Advertising (WP97.10), 1997

Box 4

Scope and Contents

Slide presentation created for viewing at tobacco-related trials; inventory in folder

One Hundred Illustrations of 20th Century
Cigarette Advertising (WP97.10)--Color master,
1997

Box 4

Physical Description: 2 folders

Scope and Contents

Slide presentation created for viewing at tobacco-related trials; inventory in folder

Pack of Lies presentation 1: Last used and
culled slides, undated

Box 4

Pack of Lies presentation 2: Titles, cartoons, graphs, undated	Box 4
Physical Description: 2 folders	
Pack of Lies presentation 3: Public relations, industry, smoking prevention, undated	Box 4
Pack of Lies presentation 4: Pre-1953 U.S. advertising, undated	Box 4
Physical Description: 2 folders	
Pack of Lies presentation 5: Medical, filters, low tar, undated	Box 4
Pack of Lies presentation 6: Target marketing: youth, women, ethnic, undated	Box 4
Pack of Lies presentation 6: Target marketing: youth, women, ethnic, undated	Box 5
Pack of Lies presentation 7: Camel, Marlboro, menthol, undated	Box 5
Pack of Lies presentation 8: New tactics and tools, undated	Box 5
Pack of Lies presentation 9: Canada best and last used, undated	Box 5
Physical Description: 2 folders	
Pack of Lies presentation 10: Canada titles, etc., undated	Box 5
Presentation: Bold and Beautiful or Black, undated	Box 5
Physical Description: 2 folders	
Scope and Contents	
Slides from 1930s-1990s	
Retail cigarette advertising, 1990s	Box 5
Scope and Contents	
Includes store signs, point of sale displays, some outdoor advertising	

Retail cigarette advertising--Street facing, 1997 Box 5

Scope and Contents

Includes outdoor signage viewed in Texarkana and Portland, Ore. Brands include Marlboro and Camel. Includes billboards, retail signs. Text with hard copies of some slides in folder

Titles 1, undated Box 5

Scope and Contents

Includes title slides for presentation decks, collection of tobacco-related advertisements

Titles 2, undated Box 5

Scope and Contents

Includes title slides for presentation decks, collection of tobacco-related advertisements

Transnational Firms vs. State Monopolies:
Lessons in Competitiveness from Marlboro
Country (WP95.2), 1995 Box 5

Scope and Contents

Includes a selection of global cigarette advertising slides dating 1930-1995; text of presentation in folder; sheet of Malaysian cigarette advertising; also includes text of The Empire Strikes Back: Responses of the Global Tobacco Industry to the Decline of Traditional Markets (WP95.3)

Trinkets and trash slide collection, 1996 Box 5

Scope and Contents

Compiled by Trinkets and Trash Services; includes slides of a variety of tobacco industry promotions: catalogs, coupons, point of purchase displays, billboards, special packs, warning labels, matches, cigars; inventory in folder

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950. Print Advertising, 1906-2006, undated

Small Format, 1906-2006, undated

Basic, 1993-2001 Box 6

Physical Description: 2 folders

Belair, 1973-1990	Box 6
Benson & Hedges, 1960-1999	Box 6
Physical Description: 5 folders	
Camel, 1913-2000	Box 6
Physical Description: 8 folders	
Camel--Promotions, 1989-2001	Box 6
Physical Description: 2 folders	
Carlton, 1964-1999	Box 6
Physical Description: 2 folders	
Chesterfield, 1921-1993	Box 6
Physical Description: 3 folders	
Doral, 1972-2000	Box 7
Physical Description: 2 folders	
Kamel, 1996-1999	Box 7
Kent, 1953-1995	Box 7
Physical Description: 4 folders	
Kool, 1936-2006	Box 7
Physical Description: 5 folders	
L&M, 1958-1978	Box 7
Lark, 1969-1992	Box 7
Lucky Strike, 1916-2000	Box 7
Physical Description: 3 folders	
Marlboro, 1928-1995	Box 7
Physical Description: 5 folders	
Marlboro, 1990-2000	Box 8
Physical Description: 8 folders	
Marlboro--Promotions, 1958-2001	Box 8
Physical Description: 4 folders	

Marlboro--Sports, 1971-2002	Box 8
Physical Description: 2 folders	
Merit, 1976-2000	Box 8
Physical Description: 7 folders	
More, 1974-1989	Box 8
Newport, 1971-2001	Box 9
Physical Description: 4 folders	
Now, 1975-1993	Box 9
Physical Description: 2 folders	
Old Gold, 1927-1978	Box 9
Pall Mall, 1916-2001	Box 9
Physical Description: 2 folders	
Parliament, 1952-2000	Box 9
Physical Description: 3 folders	
Philip Morris, 1940-1990	Box 9
Players, 1983-1996	Box 9
Raleigh, 1930-1985	Box 9
Salem, 1957-1999	Box 9
Physical Description: 6 folders	
Tareyton, 1954-2000	Box 9
True, 1970-1990	Box 9
Physical Description: 2 folders	
Vantage, 1971-1997	Box 10
Physical Description: 4 folders	
Viceroy, 1948-1993	Box 10
Physical Description: 2 folders	
Winston, 1955-2003	Box 10
Physical Description: 10 folders	

Women's brands--Capri, 1987-1999	Box 10
Physical Description: 3 folders	
Women's brands--Misty, 1991-1999	Box 10
Women's brands--Virginia Slims, 1970-2001	Box 10
Physical Description: 6 folders	
Women's brands--Virginia Slims, 1997-2001	Box 11
Women's brands--Minor brands, 1971-1999	Box 11
Physical Description: 2 folders	
Scope and Contents	
Includes Dakota, Eve, Max, Newport Slim, Newport Stripes, Ritz, Satin, Style	
Minor brands--A, 1946-2000	Box 11
Scope and Contents	
Includes Alligator, Alpine, American, American Spirit, Arctic Lights, Aspen	
Minor brands--B, 1916-1992	Box 11
Scope and Contents	
Includes Backwoods, Barclay, Bright, Brookwood, Bucks, Bull Durham	
Minor brands--C-E, 1917-1998	Box 11
Scope and Contents	
Includes Cambridge, Capri, Cartier, Cavalier, Cemetery, Century, Chelsea, Colony, Cross-Cut, Crown's of London, Dave's, Decade, Drum, Duke, Du Maurier, Dunhill, Egyptian Deities, Embassy, Eve	
Minor brands--F-L, 1915-2001	Box 11
Scope and Contents	
Includes Fact, Fatima, Golden Lights, GPC, Half and Half, Helmar, Hit Parade, Holiday, Horizon, Iceberg, Jade, Juleps, Just Black, Kentucky Winners, King Sano, Laredo, Long Johns	
Minor brands--M, 1906-1998	Box 11

Scope and Contents

Includes, Magna, Malibu, Maryland, Masterpiece, Max, Mercer, Misty, Montclair, Moonlight, More, Multifilter, Murad

Minor brands--N-R, 1917-2003 Box 11

Scope and Contents

Includes Natural American Spirit, Next, Now, Omar, Omni, Paxton, Piedmont, Pyramid, Real, Regent, Richland, Ritz, Riviera

Minor brands--S, 1929-1984 Box 11

Scope and Contents

Includes Saratoga, Satin, Scotch Buy, Seventy, Sherman's, Silva Thins, Spring, Spud

Minor brands--S-Y, 1930-1998 Box 11

Scope and Contents

Includes, Sterling, Stride, Style, Tall, Tempo, Triumph, True, Twenty Grand, Twist, USA, Viceroy, Virginia Rounds, Waterford, White Owl, Wings, York

Corporate advertising, 1945-2001 Box 11

Scope and Contents

Includes pamphlets collected at tours or tobacco companies

Industry-sponsored anti-smoking campaigns, 1985-2003 Box 11

Outdoor advertising, 1999, undated Box 11

Solicitations to smoke, 1933-1985 Box 11

Smoker surveys and direct mail, 1990-2000 Box 11

Smoking advocacy (Smokers' rights, etc.), 1959-1999 Box 11

Physical Description: 4 folders

Tobacco industry sponsorship (events, sports, etc.), 1988-2000 Box 11

Large Format, 1914-2002, undated

Benson & Hedges, 1970-1995	Box 12
Camel, 1919-1929	Box 12
Camel, 1930s	Box 13
Camel, 1940s	Box 13a
Camel, 1950-2000	Box 13b
Carlton, 1963-1984	Box 14
Chesterfield, 1929-1949	Box 14
Chesterfield, 1950-1960s	Box 14a
Kent, 1953-1980	Box 14a
Kool, 1934-1999	Box 15
L&M, 1954-1978	Box 15
Lark, 1963-1972	Box 16
Lucky Strike, 1927-1930s	Box 16
Lucky Strike, 1930-1969	Box 16a
Lucky Strike, 1970-2000	Box 17
Marlboro, 1927-1969	Box 17
Marlboro, 1960-1989	Box 17a
Marlboro, 1990-2000	Box 18
Maryland, Merit, 1976-2000	Box 18
Newport, 1959-2000	Box 18
Old Gold, 1930-1972	Box 18a
Pall Mall, 1924-1972	Box 19
Parliament, 1955-2001	Box 19
Philip Morris, 1938-1966	Box 19a

Salem, 1956-2000	Box 20
Tareyton, 1950-1972	Box 20
Vantage, 1971-1989	Box 20a
Velvet, 1922	Box 20a
Viceroy, 1947-1979	Box 20a
Virginia Slims, 1968-2000	Box 21
Winston, 1951-2000	Box 21
Minor brands A-G, 1929-2002, undated	Box 21a

Scope and Contents

Includes Adam, All American, American Spirit, Antonio & Cleopatra, Barclay, Basic, Belair, Brandon, Bucks, Bull Durham, Cambridge, Capri, Century, Chelsea, Dave's, Dunhill, Doral, Duke, Embassy, Encore, Eric, Eve, Fatima, Fleetwood, Galaxy/Alpine, Golden Lights

Minor brands H-R, 1914-2002, undated	Box 22
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Scope and Contents

Includes Half and Half, Hit Parade, Iceberg, Julep, Kamel, King Sano, Life, Listerine, Magna, Maryland, Masterpiece, Misty, Montclair, Moonlight, More, Multifilter, Murad, New Leaf, Next, Now, Oasis, Omar, Omni, Players, Pyramid, Raleigh, Ramses, Regent, Rooster, Samson, Sano, Silva Thins, Skoal, Spring, Spud, Tempo, Tennyson, Triumph, True, Turkey Red, Tuxedo, White Owl, York

Minor brands S-Y, 1914-2002 and undated	Box 22a
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Miscellaneous, 1939-2000	Box 22a
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Scope and Contents

Includes contests, industry promotions, anti-smoking campaigns

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1000. Advertising and Marketing, 1937-2006, undated

1001. Cigarette advertising in medical journals, 1940-1955

Contents of binder, 1940-1955 Box 23
Physical Description: 2 folders

1002. Cigarette advertising in nursing journals, 1940-1956

Contents of binder, 1940-1956 Box 23
Physical Description: 2 folders

1003. Overseas Marketing of Tobacco (Working papers and sources), 1980-1995

Contents of binder of articles, 1980-1995 Box 23
Physical Description: 2 folders

Contents of binder of articles, 1992-1995 Box 24

Contents of binder of unprocessed tobacco articles, 1984-1995 Box 24

International Promotion of Cigarettes: An Annotated Bibliography, Richard Pollay and David Carter-Whitney, 1990 Box 24

Promotion of Cigarettes Overseas: An Annotated Bibliography. WP95.4. Richard Pollay and Robin Ritchie, 1995 Box 24

The Empire Strikes Back: Responses of the Global Tobacco Industry to the Decline of Traditional Markets. WP95.3. Robin Ritchie, 1995 Box 24

1004. Overseas Advertising and Promotion, 1989-2006, undated

Effect of Tobacco Advertising on Tobacco Consumption (U.K.), 1992 Box 24

GASP Smoke Free Solutions (U.K.)--Catalog, 2006 Box 24

Health or Tobacco: An End to Tobacco Advertising and Promotion (New Zealand), 1989 Box 24

International Trade--Advertising and Promoting U.S. Cigarettes in Selected Asian Countries, 1992 Box 24

Introduction to International Trade Agreements and Their Impact on Public Measures to Reduce Tobacco Use (Canada/U.K.), 2001 Box 24

Pushing Smoke: Tobacco Advertising and Promotion (WHO/Denmark), undated Box 24

Towards a Europe Free from Tobacco Advertising (WHO Denmark/Finland), 1991 Box 24

1005. Cigarette Advertising in Canada, 1966-2005

Backgrounder: Tobacco on Trial Project, 1990 Box 24

Bill C-51 (Tobacco Products Control Act)--Articles about tobacco regulation in other countries, 1983-1987 Box 24

Bill C-51 (Tobacco Products Control Act)--Clippings and articles, 1987-1990 Box 25

Physical Description: 3 folders

Bill C-51 (Tobacco Products Control Act)--Statements and testimony, 1987-1988 Box 25

Physical Description: 2 folders

Bill C-51 (Tobacco Products Control Act)--Statements and testimony, 1987-1988 Box OV3

Bill C-51 and Bill C-204 (Non-Smokers Health Act) debates, 1988 Box 25

Bill-C71 (Tobacco Act, regulating tobacco packaging and marketing), 1996-1997 Box 25

Physical Description: 2 folders

Bill C-204: Stan Buda (Ted Bates) Submission to the Legislative Committee, 1987 Box 25

Break Free: Directional Paper of the National Program to Reduce Tobacco Use in Canada, 1987	Box 25
Cynthia Callard et al: Curing the Addiction to Profits, 2005	Box 25
Examination of the Factors Influencing Juvenile Smoking Initiation in Canada, 1987	Box 26
FTC (Federal Trade Commission)--Petition for Regulation of Unfair and Deceptive Alcoholic Beverage Advertising and Marketing Practices, 1985	Box 26
Gallup--Attitudes Toward Smoking Restrictions, 1987	Box 26
Health Canada Concept Testing, 1998	Box 26
House of Commons Standing Order 108(2): Plain Packaging of Tobacco Products, 1994	Box 26
Info-Tabac: Newsletter for a Tobacco-Free Quebec, 2005	Box 26
J.J. Boddewyn: Tobacco Advertising in a Free Society, 1986	Box OV3
Jacques Cole: Tobacco Ads UK: No Words, Logos, Models, Brands or Packages, 1989	Box 26
John Luik (Niagara Institute) articles, 1988-1997	Box 26
Maureen Baker: Tobacco Smoking, 1986	Box 26
Mealey's Litigation Reports: Tobacco, 1988	Box 26
Michael Waterson: Expert Witness Statement, circa 1988	Box 26
National Survey of the Behaviour, Knowledge and Attitudes of Canadians Regarding Cancer, 1986	Box 26
Neil Collishaw articles and papers, 1987	Box 26

Non-Smokers Rights Association, 1984-1989	Box 26
Non-Smokers Rights Association--David Sweanor: Response to Charter of Rights Arguments Against the Tobacco Products Control Act, 1988	Box 26
Non-Smokers Rights Association--Give Kids a Chance, 1987	Box 26
Ontario Tobacco Research Unit directory, 2004	Box 26
Putting Health First: The Case for Plain Packaging of Tobacco Products, 1994	Box 27
Randy Woods: Tobacco Sponsorship Advertising in the Ottawa/Hull Region, 1993	Box 27
Regina v. Imperial Tobacco, 1972	Box 27
Report on Tobacco and Cigarette Smoking, 1974	Box 27
Richard Pollay: Information and Imagery in Contemporary Canadian Cigarette Ads, 1990	Box 27
Richard Pollay, Anne Lavack: Targeting of Youths by Cigarette Makers, 1993	Box 27
Smoking and Public Policy in Canada, 1988	Box 27
Statistics, 1986-1989	Box 27
Study of Cigarette Advertising, Manitoba, 1966	Box 27
Tobacco Industry Voluntary Packaging and Advertising Code, 1995	Box 27
Towards Zero Consumption: Generic Packaging of Tobacco Products, 1994	Box 27
When Packages Can't Speak: Possible Impacts of Plain and Generic Packaging of Tobacco Products, 1995	Box 27

1006. Cigarette Advertising and Articles in Time, Life, 1942-1979

Contents of binder (photocopies), 1942-1979	Box 27
Contents of binder (photocopies), 1942-1979	Box 28
Physical Description: 2 folders	
Loose advertisements--Beechnut, 1942	Box OV3
Loose advertisements--Camel, 1937-1947	Box OV3
Physical Description: 2 folders	
Loose advertisements--Chelsea, 1941-1946	Box OV3
Loose advertisements--Chesterfield, 1937-1947	Box OV3
Loose advertisements--Domino, 1941-1942	Box OV3
Loose advertisements--Kool, 1937-1941	Box OV3
Loose advertisements--Lucky Strike, 1937-1947	Box OV3
Physical Description: 2 folders	
Loose advertisements--Old Gold, 1938-1946	Box OV3
Loose advertisements--Pall Mall, 1937-1947	Box OV3
Loose advertisements--Philip Morris, 1939-1947	Box OV3
Loose advertisements--Regent, 1940-1946	Box OV3
Loose advertisements--Spud, 1939-1943	Box OV3
Loose advertisements--Other brands, 1937-1947	Box OV3

1007. Cigarette Advertising in Ebony, 1950-1964

Contents of binder (photocopies), 1950-1964	Box 28
Photocopies of advertisements, 1950-1964	Box OV3
Physical Description: 2 folders	

1008. Sixty Years of Deception: An Analysis and Compilation of Cigarette Advertisements 1925-1985 (Health Advocacy Center), 1986

Volume 1: 1925-1939, 1986 Physical Description: 3 folders	Box 28
Volume 2: 1940-1953, 1986	Box 28
Volume 2: 1940-1953, 1986 Physical Description: 2 folders	Box 29
Volume 3: 1954-1963, 1986 Physical Description: 3 folders	Box 29
Volume 4: 1964-1968, 1986 Physical Description: 2 folders	Box 29
Volume 5: 1969-1973, 1986 Physical Description: 2 folders	Box 30
Volume 6: Black and Hispanic ads (English and Spanish), 1986 Physical Description: 4 folders	Box 30
1009. Advertising Professionals on Cigarette Advertising Regulation, 1996-2001	
Contents of binder of clippings, 1996-2001	Box 30
1011. Media Campaign Resource Center	
Resource Book for Tobacco Control vol. 2, 1998	Box 31
1012. Ad Smarts (Scott Newman Center: Preventing Drug Abuse Through Education for the Promotion of Health and Media Education, 1993	
Module A: Media and Advertising, 1993	Box 31
Module B: Alcohol Advertising, 1993	Box 31
Module C: Tobacco Advertising, 1993	Box 31
Module D: Media, Tobacco and Alcohol Advertising, 1993	Box 31
Module E: Media Action, 1993	Box 31
1034. Tobacco Reporter, 1995-2003	

Selection of issues, 1995-2003 Box 32

Physical Description: 5 folders

1035. Tobacco Control: An International Journal, 1992-2006

Vol. 1 through Vol. 8, 1992-1999 Box 32

Physical Description: 8 folders

Vol. 9 through Vol. 12, 2000-2003 Box 33

Physical Description: 4 folders

Vol. 12 through Vol. 15, 2003-2006 Box 34

Physical Description: 4 folders

1036. Tobacco Advertising in Life Magazine, 1953-2000

Contents of binder: Index to advertisements in
Life, 2000 Box 34

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2000. Pollay Publications and History of Advertising Archives Working Papers, 1922-2006, undated

2001. Richard Pollay Publications, 1985-2006

Chronological notes on cigarette advertising
history, 1985-1997 Box 35

Physical Description: 2 folders

Cigarette publications binder Vol. 1,
1990-1994 Box 35

Physical Description: 2 folders

Scope and Contents

Propaganda, Puffing and the Public Interest (1990); The Major Minor Issue: Children, Cigarettes and Advertising Self-Regulation in the Sixties (1993); The Changing Character of American Cigarette Advertising (1993); Tricks of the Tobacco Trade (1993); Cigarette Advertising Pertinent Research and Impertinent Opinions: Our Contributions to the Cigarette Advertising Policy Debate (1993); Sifting the Ashes: An Intellectual History of Cigarette Advertising Research (1994); Consumer Reports on Cigarettes 1936-1993 (1994); Advertising Issues in the Tobacco Journals 1950-1954 (1994); As Anyone Can Plainly See: Brand Imagery in Cigarette Packaging and Promotion (1994); Stop and Think! Consider this before yo develop

retail cigarette warnings (1994); Kids, Baseball and the Marlboro Man (1994); Printers Ink and Tobacco Tar 1964-1970 (1994); Advertising Issues in the Tobacco Journals 1955-1959 (1994)

Cigarette publications binder Vol. 2,
1990-1991

Box 35

Scope and Contents

Black and White and Read All Over: Cigarette Advertising in Ebony and Life 1950-1965 (1990); Cigarette Health Risk Misconceptions Among Americans and Canadians (1990); The Functions and Management of Cigarette Advertising (1991); Information and Imagery in Contemporary Canadian Cigarette Ads; Propaganda, Puffing and the Public Interest (1990); The More Things Change (1991)

Cigarette publications binder Vol. 3,
1992-1993

Box 35

Physical Description: 2 folders

Scope and Contents

Blowing Away the Smoke Screen: A Few of the Tobacco Industry's Yellow Lies (1991); Signs and Symbolism in American Cigarette Advertising: A Historical Analysis of the Use of "Pictures of Health" (1991); Cigarette Ad Exposure to Youth: TV Use under Self-Regulation 1963 (1992); Historical Content Analysis of Cigarette Advertising (1992); Separate, but Not Equal: Racial Segmentation in Cigarette Advertising (1992); Printers Ink and Tobacco Tar 1955-1959 (1993); Printers Ink and Tobacco Tar 1950-1954 (1993); Cigarette Advertising and Life 1937-1947 (1993); Printers Ink and Tobacco Tar 1960-1963 (1993); Getting Good and Being Super Bad: Chapters in the Promotion of Cigarettes to Blacks (1993); The Targeting of Youths by Cigarette Marketers: Archival Evidence on Trial (1993)

Cigarette publications binder Vol. 4,
1987-1990

Box 35

Scope and Contents

Themes and Tactics in Cigarette Advertising 1938-1983: Technical Report on Methods and Measures (1987); Tracking the Marlboro Man, Speedy Alka-Seltzer, and the Pepsi Generation Through the Smithsonian Archives (1987); Getting Away with Murder: Cigarette Advertising to Take Your Breath Away (1988); Promotion and Policy for a Pandemic Product: Notes on the History of Cigarette Advertising (1988); On Misleading Studies "Proving" that Cigarette Ad Bans Don't Work (1989); Filters, Flavor, Flim-Flam, too! On "Health Information" and Policy Implications in Cigarette Advertising (1989); More Chronological Notes on the Promotion of

Cigarettes (1990); International Promotion of Cigarettes: An Annotated Bibliography (1990)

Cigarette publications binder Vol. 4,
1987-1990

Box 36

Scope and Contents

Themes and Tactics in Cigarette Advertising 1938-1983: Technical Report on Methods and Measures (1987); Tracking the Marlboro Man, Speedy Alka-Seltzer, and the Pepsi Generation Through the Smithsonian Archives (1987); Getting Away with Murder: Cigarette Advertising to Take Your Breath Away (1988); Promotion and Policy for a Pandemic Product: Notes on the History of Cigarette Advertising (1988); On Misleading Studies "Proving" that Cigarette Ad Bans Don't Work (1989); Filters, Flavor, Flim-Flam, too! On "Health Information" and Policy Implications in Cigarette Advertising (1989); More Chronological Notes on the Promotion of Cigarettes (1990); International Promotion of Cigarettes: An Annotated Bibliography (1990)

Cigarette publications binder Vol. 5, 1994

Box 36

Physical Description: 2 folders

Scope and Contents

Recommendations for a British Columbia Tobacco Control Strategy (1994); Advertising and Selling the Tobacco Industry 1948-1953 (1994); Advertising and Selling the Tobacco Industry 1954-1958 (1994); Printers Ink and Tobacco Tar 1933-1949 (1994); Advertising Issues in the Tobacco Journals 1960-1962 (1994); Targeting the Young Is an Old Story: A History of Cigarette Advertising to the Young (1994); Preventing Tobacco Use Among Young People (1994); Exposure of U.S. Youth to Cigarette Television Advertising in the 1960s (1994); Advertising Issues in the Tobacco Journals 1963-1965 (1994); The Cowboy and Genital Joe (1994)

Cigarette publications binder Vol. 6,
1994-1995

Box 36

Physical Description: 2 folders

Scope and Contents

Tricks of the Tobacco Trade (1995); Readers Digest's Ingestion of Tobacco 1924-1994 (1995); Cigarette Advertising and Marketing Strategies: How this Information Can Be Used in Litigation (1994); Transnational Firms vs. State Monopolies: Lessons in Competitiveness from Marlboro Country (1995); Thoughtless Persuasion: Cigarette Advertising to Minimize Cognitive Processing and Counter-arguments (1995); Targeting Tactics in Selling Smoke: Youthful Aspects of 20th Century Cigarette Advertising (1995); "Below the Belt" Cigarette Advertising (1995); Promotion of

Cigarettes Overseas: An Annotated Bibliography (1995); You've Come the Wrong Way, Baby! Chapters in the Continuing Saga of Cigarette Advertising Targeting Women (1995); Chronological Notes re: Kent Cigarettes 1952-1959 (1995);

Cigarette publications binder Vol. 7,
1995-1996

Box 36

Scope and Contents

The Empire Strikes Back: Responses of the Global Tobacco Industry to the Decline of Traditional Markets (1995); Dressed to Kill in Suits and Lies (1996); Primary Goal Clearly to Hook Teens (1995); Re: Lifestyle Advertising for Cigarettes (1995); Separate But Not Equal: Racial Segmentation in Cigarette Advertising (1992); The BUZ in Canada without an ad ban (1995); Realized Market Share among Old and New Smokers and Advertising Share of Voice (1996); Cigarette Advertising and Realized Market Share among Mature and Immature Smokers (1996); The Last Straw? Cigarette Advertising and Realized Market Shares Among Youths and Adults, 1979-1993 (1996); Pretty Pictures and a Pack of Lies: Understanding How Cigarette Advertising and Promotion Works (1996); Be Un-Happy, Go Luckies: Notes on Lucky Strike Advertising with special emphasis on 1950-1965 (1996); Deadly Targeting of Women in Promoting Cigarettes (1996); Advertising and Promotion Programs (1996); It's No Accident: Tobacco Advertising Attracts Youth; Unfairly Sublime or Fairly Ridiculous: On "Crotch Canyon," "Genital Joe" Camel and other Below the Belt Cigarette Ads (1997)

Cigarette publications binder Vol. 8,
1997-1999

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Physical Description: 2 folders

Scope and Contents

Unfairly Sublime or Fairly Ridiculous: On "Crotch Canyon," "Genital Joe" Camel and other Below the Belt Cigarette Ads (1997); Reality Checks: Counter-Advertising Lessons From Trade Practices (1997); Hacks, Flacks and Counter-attacks: Cigarette Advertising, Sponsored Research, and Controversies (1997); Tobacco Marketing Targets Youth (1997); Flaws and Fallacies of Proposed Congressional Cigarette "Settlement"; Is Outdoor Advertising FAIR to Children? (1998); Publicly Visible Cigarette Advertising (1998); Tobacco Use among U.S. Racial/Ethnic Minority Groups; Tricks of the Tobacco Trade (1998); How Cigarette Advertising Works in the Courtroom: Lessons from Litigation (1999); Successful Images and Failed Fact: The Dark Side of Marketing Seemingly Light Cigarettes (1999)

Cigarette publications binder Vol. 9,
2000-2001

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Scope and Contents

Targeting youth and concerned smokers: evidence from Canadian tobacco industry documents (2000); Export "A" ads are extremely expert, eh? (2001); Sifting the Ashes: Understanding Cigarette Marketing Through Historical and Archival Research (2001); Marketing Cigarettes with Low Machine-Measured Yields; Content Analysis of Cigarette Advertising: A Critical Review of the Literature; Marketing to Youth: Evidence from Corporate Documents (2001); Exposing Mr. Butts' Tricks of the Trade; The Dark Side of Marketing Seemingly "Light" Cigarettes: Successful Images and Failed Fact

Cigarette publications binder Vol. 10,
1990-1998

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Scope and Contents

Propaganda, Puffing and the Public Interest (1990); The Unscientific Perspective of the Tobacco Industry Research Committee 1954 (1998); Exposure of U.S. Youth to Cigarette Television Advertising in the 1960s (1994); Separate but not Equal: Racial Segmentation in Cigarette Advertising (1992); Preventing Tobacco Use Among Young People (1994); Promises, promises: self-regulation of US cigarette broadcast advertising in the 1960s (1994); Targeting of Youths by Cigarette Marketers: Archival Evidence on Trial (1993); "Below the Belt" cigarette advertising; Nicotine Addiction is a Deadly Pediatric Disease (1994); Deadly Targeting of Women in Promoting Cigarettes (1996); Targeting Tactics in Selling Smoke: Youthful Aspects of 20th Century Cigarette Advertising (1995); The Last Straw? Cigarette Advertising and Realized Market Shares Among Youths and Adults 1979-1993 (1996); Tobacco Use Among U.S. Racial/Ethnic Minority Groups; Exhibited and Exposed: Annotations to Documents Discussed in Minnesota et al Plaintiffs v. Philip Morris et al Defendants; Tricks of the Tobacco Trade (1998);

Cigarette publications binder Vol. 11,
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Exposing Mr. Butts Tricks of the Trade (2002); How Cigarette Advertising Works: Rich Imagery and Poor Information (2002); Zebras in Russia! Where Next?; Targeting of Asian Americans and Pacific Islanders by the tobacco industry: results from the Minnesota Tobacco Document

Repository (2002); A premier example of the illusion of harm reduction cigarettes in the 1990s (2003); Countering the Advertising of Addiction: Legislating Restrictions to Cigarette Advertising in Canada (2002); A Premier (tm) Example of Cigarette New Product Development and Unfulfilled Promises: Bullshit and Ruses (2003); The Kool Content from Advertising and Tobacco Trade Sources and Sundry Chronological Notes (2003); On Marketing "Light" and Mild Cigarettes (2003); Disclosures in the Trial Documents; Un exemple flagrant de la promesse illusoire de la reduction des dommages de la cigarette au cours des annees 1990 (2002); Expert report of Richard W. Pollay; Smoking in Movies and TV Shows (2006); Taking ad-Vantage of lax advertising regulation in the USA and Canada: Reassuring and distracting health-concerned smokers (2006)

Dying Art of Cigarette Promotion, circa 1997 Box 37

Physical Description: 2 folders

Point of Sale (POS) Advertising of Cigarettes: Functions, Management and Consequences, 2004 Box 38

Working Papers Binder 1, 1987-1989 Box 38

Physical Description: 2 folders

Scope and Contents

Filters, Flavors and Flim-Flam Too! Notes on the History of Cigarette Advertising (1988); 87.1: Themes and Tactics in Cigarette Advertising 1938-1983; 87.2: Chronological Notes on the History of Cigarette Advertising; 88.1a: Promotion and Policy for a Pandemic Product; 88.1b: Notes about the History of Cigarette Advertising; 89.1: On Misleading Studies "Proving" that Cigarette Ad Bans Don't Work

Working Papers Binder 2, 1990 Box 38

Physical Description: 2 folders

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90.1: A Scientific Smoke Screen; 90.2: More Chronological Notes on the Promotion of Cigarettes; 90.3: International Promotion of Cigarettes: An Annotated Bibliography

Working Papers Binder 3, 1990-1992 Box 38

Physical Description: 2 folders

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90.4: Black and White and Read All Over: Cigarette Advertising in Ebony and Life; 90.5: Cigarette Health Risk Misperceptions Among

Americans and Canadians; 91.1: Cigarettes Through the Advertising Ages 1950-1959; 91.2: Cigarettes Through the Advertising Ages 1960-1964; 91.3: Cigarettes Through the Advertising Ages 1965-1969; 92.1: Cigarettes Through the Advertising Ages 1970-1974; 92.2: The Tides of Tobacco Advertising 1935-1956; 92.3: Cigarette Ad Exposure to Youth: TV Use under Self-Regulation 1963; 92.4: Historical Content Analysis of Cigarette Advertising

Working Papers Binder 4, 1991-1992 Box 38

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Cigarettes Through the Advertising Ages; The Tides of Tobacco Advertising

Working Papers Binder 4, 1991-1992 Box 39

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Cigarettes Through the Advertising Ages; The Tides of Tobacco Advertising

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93.1: Printers Ink and Tobacco Tar 1950-1954; 93.2: Printers Ink and Tobacco Tar 1955-1959; 93.3: Cigarette Advertising and LIFE 1937-1947; 93.4: Printers Ink and Tobacco Tar 1960-1963; 93.5: Getting Good and Being Super Bad: Chapters in the Promotion of Cigarettes to Blacks

Working Papers Binder 6, 1994 Box 39

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94.1: Sifting the Ashes: An Intellectual History of Cigarette Advertising Research 1987-1993; 94.2: Consumer Reports on Cigarettes 1936-1993; 94.3: Advertising Issues in the Tobacco Journals 1950-1954; 94.4: As Anyone Can Plainly See: Brand Imagery in Cigarette Packaging and Promotion; 94.5: Stop and Think! Consider this before you develop retail cigarette warnings; 94.6: Kids, Baseball and the Marlboro Man; 94.7: Printers Ink and Tobacco Tar 1964-1970; 94.8: Advertising Issues in the Tobacco Journals 1955-1959

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94.10: Advertising and Selling the Tobacco Industry 1948-1953; 94.11: Advertising and Selling the Tobacco Industry 1954-1958; 94.12: Printers Ink and Tobacco Tar 1933-1949; 94.13: Advertising Issues in the Tobacco

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95.1: Reader's Digest's Ingestion of Tobacco 1924-1994; 95.2: Transnational Firms vs. State Monopolies: Lessons in Competitiveness from Marlboro Country; 95.3: The Empire Strikes Back: Responses of the Global Tobacco Industry to the Decline of Traditional Markets; 95.4: Promotion of Cigarettes Overseas: An Annotated Bibliography; 95.5: You've Come the Wrong Way, Baby! Chapters in the Continuing Saga of Cigarette Advertising Targeting Women; 95.6: Chronological Notes re: Kent Cigarettes 1952-1959

Working Papers Binder 9, 1996

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Scope and Contents

96.1: Be Un-Happy, Go Luckies: Notes on Lucky Strike Advertising with special emphasis on 1950-1965; 96.2: Even More Chronological Notes on Cigarette Advertising (pre-1950); 96.3: Even More Chronological Notes on Cigarette Advertising (1950s); 96.4: Even More Chronological Notes on Cigarette Advertising (1960s)

Working Papers Binder 10, 1996

Box 40

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96.5: Even More Chronological Notes on Cigarette Advertising (1970s); 96.6: Even More Chronological Notes on Cigarette Advertising (1980s); 96.7: Even More Chronological Notes on Cigarette Advertising (1990-1995); 96.8: Bibliography for Even More Chronological Notes on Cigarette Advertising

Working Papers Binder 11, 1996

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Physical Description: 2 folders

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96.9: Cigarette Promotion and Media Decisions 1966-1979; 96.10: Cigarette Promotion and Media Decisions 1980-1993; 96.11: Chronological Notes re L&M Advertising; 96.12: Sponsoring Cigarette Sales 1950-1969; 96.13: Consumer Advertising and Cigarettes 1964-1967; 96.14: Notes re Salem Advertising 1955-1975; 96.15: Advertising and Selling the Tobacco

Industry 1935-1947; 96.16: Healthy Promotions for and by U.S. Cigarette Marketers

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Physical Description: 2 folders

Scope and Contents

96.16: Healthy Promotions for and by U.S. Cigarette Marketers

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97.1: Advertising and Selling the Tobacco Industry 1929-1935; 97.2: Advertising/Marketing of Low Yield Cigarettes; 97.3: Campaign Consistency in Cigarette Advertising Across Time, Product Forms and Brands; 97.4: Many More Notes on Cigarette Advertising, thru 1996; 97.5: Current Events on the Canadian Cigarette Advertising Front

Working Papers Binder 14, 1997 Box 41

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97.6: Who Are They Kidding? Cigarette Marketing Targeting Canadian Youth; 97.7: Public Relations in the Private Interest--More Tricks of the Tobacco Trade; 97.8: Dressed to Kill in Suits and Lies; 97.9: The Truth Seems a Little Twisted--Advocacy Advertising by the Cigarette Industry 1954-1997; 97.10: One Hundred Illustrations of 20th Century Tobacco Promotion; 97.11: Magazine Coverage of Cigarettes--Friendly Editorial Environments (and occasional irony) as see on matched magazine covers; 97.12: Bah, Humbug! On "The Ghost of Cigarette Advertising Past"

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Physical Description: 2 folders

Scope and Contents

97.10: One Hundred Illustrations of 20th Century Tobacco Promotion (with slides)

Working Papers Binder 16, 1997 Box 41

Scope and Contents

97.11: Magazine Coverage of Cigarettes--Friendly Editorial Environments (and occasional irony) as see on matched magazine covers (with slides)

Working Papers Binder 17, 1998 Box 41

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98.1: Is Outdoor Advertising FAIR to Children?; 98.2: Publicly Visible Cigarette Advertising; 98.3: Protecting Children as Consumers; 98.4: Exhibited and Exposed; 98.5: The Unscientific Perspective of the Tobacco Industry Research Committee 1954; 98.6: How Cigarette Advertising Works--Rich Imagery and Poor Information

Working Papers Binder 18, 1999

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Physical Description: 2 folders

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99.1: Marlboro Brand Imagery--Advertising Examples from the Tobacco Industry Promotion Series, History of Advertising Archives

Working Papers Binder 19, 1999

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99.1: Marlboro Brand Imagery--Advertising Examples from the Tobacco Industry Promotion Series, History of Advertising Archives; 99.2: Quotes and Notes re Marketing of Light Cigarettes; 99.3: Myth Conceptions and the Stark Reality about Cigarette Advertising and Promotion; 99.4: Successful Images and Failed Fact--The Dark Side of Marketing Seemingly Light Cigarettes

Working Papers Binder 20, 2000

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99.4.1: Successful Images and Failed Fact--The Dark Side of Marketing Seemingly Light Cigarettes; 2000.1: Tobacco Sponsorship Appealing to Male Youths in Canada--Positioning Cigarettes as Symbols of Masculinity, Independence, Rebelliousness, Excitement and Adventure; 2000.2: The Commercial Experiment--A Demonstrative on the Roles of Various Types of Promotional Spending; 2000.3: 1963 Television Schedules of Cigarette Sponsorships

Working Papers Binder 21, 2001-2002

Box 42

Physical Description: 2 folders

Scope and Contents

Chronological listing of Pollay research work products on cigarette advertising and related topics as of March 2001; Export "A" Ads are Extremely Expert, Eh?; 01.1: Sourcing, Processing, Dating and Authenticating Broadcast Cigarette Advertisements, an Affidavit; 01.3:

"Light" and "Mild" Cigarette Advertising, Canadian Examples; How Cigarette Advertising Works: Rich Imagery and Poor Information (2002)

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02.1 Cigarette Ads of the 1990s

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02.1 Cigarette Ads of the 1990s

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Countering the Advertising of Addiction: Legislating Restrictions to Cigarette Advertising in Canada; 02.1 Cigarette Ads of the 1990s

Working Papers Binder 25, 2003-2004 Box 42

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History of Advertising Archives Working Paper Series as of April 2004; 03.1: A Premier (tm) Example of Cigarette New Product Development and Unfulfilled Promises--Bullshit and Ruses; 03.2: How Cigarette Advertising Works (French version); 03.3: The Kool Content from Advertising and Tobacco Trade Sources and Sundry Chronological Notes; 03.4: On the Marketing of "Light" and Mild Cigarettes; 04.1 20th Century Cigarette Advertising Notes (read me; CD-R moved to Audiovisual Materials: RL11612-OP-015)

Working Papers Binder 26, 2004-2006 Box 42

Scope and Contents

04.2: Witness Statement of Richard Warren Pollay re Point of Sale Advertising; 04.3: A Summary of Opinions and Conclusions re Tobacco Marketing; 04.4: A Summary of Opinions and Conclusions re Tobacco Marketing(revices to include POS); 05.1: The advertising of so-called "light" and "mild" cigarettes; 06.1: The Essentials of Advertising and Marketing--A Compilation of Workshops on the Marketing of Cigarettes

Working Papers Binder 27, 2004 Box 43

Physical Description: 3 folders

Scope and Contents

04.3: A Summary of Opinions and Conclusions re Tobacco Marketing

2002. Pollay-Morphic Propaganda, 1985-2003

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2003. Pollay Publication Sources, 1922-2005, undated

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3000. Notes and Sources for Tobacco Research, 1923-2006, undated

3001. Cigarette Advertising Through the Advertising Ages 1950-1974 [Tobacco news appearing in Advertising Age magazine], 1991-1992

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3002. The Tides of Tobacco Advertising 1935-1956 [Tobacco articles appearing in Tide magazine], 1935-1992

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3003. Advertising and Selling (Ad Agency) [Tobacco articles appearing in Advertising and Selling magazine], 1928-1958

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Physical Description: 2 folders

3004. Marketing and Media Decisions [Media Decisions 1966-1979; Marketing and Media Decisions 1979-1990; MediaWeek 1990-1993], 1966-1993

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3005. Public Relations/Private Interest, 1993-1997	
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3006. Consumer Advertising (magazine) 1964-1967, 1964-1996	
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3007. Chronological Notes on Cigarette Advertising History, 1926-2004	
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**3007.1. Additional Chronological Notes on Cigarette Advertising History,
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3012. Sources--Canada, 1988-1997

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3013. Cigarette Advertising in Ebony, 1951-1991

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3014. Cigarettes in Consumer Reports magazine, 1937-1997

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3015. Sources--Reader's Digest, 1923-1993

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3016. Sources--Printer's Ink, 1933-1970

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3018. Sources--Tobacco Journals, 1950-1963

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3019. Nicotine News and Actions, 1994-1995

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3020. SCARC (Smoking Control Advocacy Resource Center) Daily News Summaries, 1996-1999

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3021. Master Tobacco Settlement (Industry vs. States), 1997-1998	
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3022. Tobacco Current Events and News, 1996-1999

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3023. "Light" Tobacco Materials, 1964-2002, undated

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KBM Group document list, 1999 Box OV3

3025. Tobacco Advertising and Promotion Experts, undated

Expert report of Marvin E. Goldberg, PhD
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3026. History and Trends in the U.S. Cigarette Market, 1979

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4000. U.S. Government Reports, 1954-2003

4001. Food & Drug Administration (FDA), 1995-1998

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4002. Federal Trade Administration (FTC), 1954-2003

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Survey of adolescent and adult attitudes, values, behavior, intentions and knowledge related to cigarette smoking, 1980 Box 60

Trade Regulation Rule for the Prevention of Unfair or Deceptive Advertising and Labeling of Cigarettes, 1964 Box OV3

Working Paper 134: Cigarette Advertising, Health Information and Regulation Before 1970 (John Calfee), 1985 Box 60

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B.C. [British Columbia]: Leading the Pack on Tobacco, 1994	Box 62
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Directions: The Directional Paper of the National Strategy to Reduce Tobacco Use, 1993	Box 62
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Smoking Behaviour of Canadians 1996-1997, 1999 Box 62

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Lee Sarokin; Daynard and Morin, The Cipollone Documents: Following
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Screen: A Documentary History of Some Public Relations Efforts for and by the Tobacco Industry Research Council (TIRC) 1954-1958; Warner, Tobacco Industry Scientific Advisors: Serving Society or Selling Cigarettes?; Haines v. Liggett Group et al, opinion of Judge H. Lee Sarokin

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Physical Description: 2 folders

Scope and Contents

AG-35: Players Filter '81 creative guidelines; AG-36: F'85 marketing plan; AG-38: Project Twiggy phase 2; AG-40: The LTN (low tar and nicotine)

smoking experience; AG-41: Response of the market and of Imperial Tobacco to the smoking and health environment

Attorney General documents V.8, 1982

Box OV3

Physical Description: 2 folders

Scope and Contents

AG-35: Players Filter '81 creative guidelines; AG-36: F'85 marketing plan; AG-38: Project Twiggy phase 2; AG-40: The LTN (low tar and nicotine) smoking experience; AG-41: Response of the market and of Imperial Tobacco to the smoking and health environment

Attorney General documents V.9, 1977-1988

Box 72

Physical Description: 3 folders

Scope and Contents

AG-50; AG-51: The following philosophies have effectively governed ITL's marketing planning and activities; AG-52: Fiscal 1980 marketing objectives; AG-53: Memorandum of agreement between Imperial Tobacco and Royal Canadian Golf Association; AG-54: Exploratory concept research--Matinee print advertising; AG-55: Matinee print ad; AG-56: Medallion 1988; AG-61: Project Day exploratory phase in Edmonton; AG-62: Project Day exploratory phase in Toronto; AG-63: Project Day exploratory phase in Edmonton DA2; AG-216: Project 16 (English youth); AG-217: Project 16

Attorney General documents V.10, 1982-1986

Box 72

Physical Description: 2 folders

Scope and Contents

AG-220: Project Stereo advertising evaluation; AG-222: Export family strategy document

Catalog of corporate documents, undated

Box 72

Cigarette market strategy research (RJR-186), 1982

Box 72

Contents of binder--Articles and appeal documents, 1994-2002

Box 72

Physical Description: 2 folders

Scope and Contents

Includes: RJR-MacDonald Inc. v. Canada (A.G.)--Reflections from the perspective of health (Rob Cunningham); Supreme Court of Canada

appeal documents; Expert reports "How Cigarette Advertising Works: Rich Imagery and Poor Information" and "The Role of Packaging seen through Industry Documents (Richard Pollay)

Contents of binder--Expert opinions, 1989 Box 72

Physical Description: 2 folders

Scope and Contents

Testimony from J. Allen Best, Joel Cohen, John Jenkins, Katherine Covell, Leonard Reid, Michael Chandler, Michael Waterson, Richard Pollay, William Leiss

Contents of binder--Expert opinions, 1989 Box 73

Scope and Contents

Testimony from J. Allen Best, Joel Cohen, John Jenkins, Katherine Covell, Leonard Reid, Michael Chandler, Michael Waterson, Richard Pollay, William Leiss

Contents of binder--Functions and Management of Cigarette Advertising (Richard Pollay), 1989 Box 73

Physical Description: 2 folders

Contents of binder--Selected court documents, 1977-1988 Box 73

Physical Description: 4 folders

Scope and Contents

AG-21b: Project Viking v.2 an attitudinal model of smoking; AG-21c: Project Viking v.3 product issues; AG-21d: Project Viking wave 2; AG-216: Project 16 (English youth); AG-217: Project Plus/Minus (juvenile smoking); RJR-6: Youth 1987

Contents of binder--Summary arguments/ Memoire d'argumentation, 1990 Box 73

Physical Description: 2 folders

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Court transcript v.55, 1990 Box 73

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Export family marketing strategy (RJR-174), undated	Box 73
Fiscal '80 media plans (ITL-13), undated	Box 73
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Project Stereo advertising evaluation (AG-027), 1986	Box 73
Project Stereo Phoenix management presentation, undated	Box 73
Research dimensions document for Vantage (RJR-189), 1979	Box 73
RJR-M brand family and smoker segmentation study (RJR-175), 1986	Box 73
RJR-M young adult study (RJR-7), 1987	Box 73
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Supreme Court of Canada/Appeal--Factum--Annex--Volume 6, 1994	Box 73
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Supreme Court of Canada/Appeal--Factum--Annex--Volume 10, 1994	Box 74
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Tobacco Products Control Act exhibits in AG of Canada v. ITL, 1991	Box 75
Vantage family 1983-1987 strategic plan; 1983 operating plan (RJR-178), 1982	Box 75
Vantage usage and attitude study (RJR-176), 1983	Box 75
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8002. Cipollone v. Liggett Group, 1929-1990, undated

Article--Cigarette Advertising Regulation Today: Unintended Consequences and Missed Opportunities? (John Calfee), undated	Box 76
Article--Cigarette Wars, undated	Box OV3
Article--Cigarettes and Health: A Legal Analysis (Richard Wegman), 1966	Box 76
Article--Embattled Tobacco's New Strategy, 1963	Box OV3
Article--Ghost of Cigarette Advertising Past (John Calfee), 1986	Box 76
Article--History of Smokeless Tobacco in the United States (Arden Christian and Elbert Glover), 1987	Box 76
Article--Mixed Messages for Women: A social history of cigarette smoking and advertising (Virginia Ernster), 1985	Box 76
Article--Tobacco Industry Response to Public Health Concern: A Content Analysis of Cigarette Ads (Kenneth Warner), 1985	Box 76
Brief for Petitioner (U.S. Supreme Court), 1990	Box 76
Chronologies, 1965-1981	Box 76
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Scope and Contents	
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Congressional appeal to FTC regarding cigarette advertising, 1979	Box 76
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Scope and Contents	
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Depositions--Claude Martin, 1987-1988	Box 76
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Depositions--Domenica Cilento, 1984	Box 76
Depositions--Harold Kassarian, 1987	Box 76
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Depositions--Richard Pollay--Exhibit Books vols. 1-4, 1990	Box 76
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Depositions--Roger Blackwell, 1987	Box 76
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Depositions--Rose Cipollone, 1984	Box 77
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Depositions--Thomasina Deyglio, 1987	Box 77
Direct examinations, 1984-1987	Box 77
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Testimony from Antonio Cipollone, Domenica Cilento, Thomas De Francesco, Thomasina Deyglio	

Expert witnesses, circa 1987	Box 77
Scope and Contents	
Includes Benjamin Klein, Claude Martin, Dexter Neadle, Harold Kassarian, Richard Pollay, Robert Blackwell, Seymour Sudman	
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Federal Trade Commission (FTC)--Report: Consumer Beliefs and Behavior with Respect to Cigarette Smoking (Martin Fishbein), 1977	Box 77
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Federal Trade Commission (FTC)--Review of the Nature and Extent of Cigarette Advertising in the United States (Robert Hutchings), 1981	Box 77
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Federal Trade Commission (FTC)--Staff report on FTC cigarette advertising investigation, 1981	Box 77
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Federal Trade Commission (FTC)--Working Paper: Cigarette Advertising, Health Information and Regulation before 1970 (John Calfee), 1985	Box 77
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Highlights: Chronology of cigarette advertising and health claims 1928-1987, circa 1988	Box 77
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Jury charge, interrogatories, circa 1990	Box 77
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Major opinion summary, undated	Box 77

National Association of Broadcasters
(NAB)--Voluntary cigarette advertising code,
1964-1968 Box 77

Opinion of Judge Sarokin, 1989 Box 77

Philip Morris, 1970-1974 Box 77

Scope and Contents

Includes timeline of "tar derby," marketing research, material on
Parliament and Virginia Slims cigarette packaging and promotion

Plaintiff exhibits--Loose documents, 1934-1974 Box 77

Physical Description: 2 folders

Plaintiff exhibits--Numbered 1700, 1971 Box 77

Scope and Contents

Cigarette Market presentation prepared for Lorillard

Plaintiff exhibits--Numbered 1701-1704,
1972-1973 Box 77

Scope and Contents

1701: Consumer reaction to proposed concepts for True cigarettes; 1702:
True cigarette concept test; 1703: Brand image research for Lorillard;
1704: Summary and implications of Monitor presentation (social values
and consumer behavior)

Plaintiff exhibits--Numbered 1705-1710,
1974-1975 Box 77

Scope and Contents

1705: Monitor presentation; 1706: Summary of True focus group oral
report; 1707: Filter cigarette smokers' attitudes toward Super Hi-Fi
cigarettes and their perceptions of True; 1708: Super Hi-Fi strategy
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Cigarette advertising presentation for Lorillard/Loews Theatres

Plaintiff exhibits--Numbered 1721-1724,
1976-1981 Box 77

Scope and Contents

1721: Super Hi-Fi cigarette opportunity and situation analysis; 1722: True strategies; 1723: Consumer smoking patterns, effects of government reports; 1724: Research on factors effecting cigarette usage

Plaintiff exhibits--Numbered 2000-2003,
1950-1958

Box 77

Scope and Contents

Gallup poll questions on smoking and health opinions; research on physician smoking habits and attitudes; smoking and cardiovascular disease

Plaintiff exhibits--Numbered 2004-2005a,
1959, undated

Box 77

Scope and Contents

2004: Roper study on smoking and kinds of cigarettes; 2005: Philip Morris memo on Roper study; 2005A: Doctors and Smoking

Plaintiff exhibits--Numbered 2006-2008,
1960-1964

Box 77

Scope and Contents

2006: Tobacco Institute study on doctors' attitudes toward tobacco and health; 2007: Minutes of Tobacco Institute Public Relations Committee meeting; JWT report to Liggett & Myers on advertising impact and consumer attitude; 2008: Hill & Knowlton study of impact of Surgeon General reports

Plaintiff exhibits--Numbered 2009-2016,
1966-1972

Box 78

Scope and Contents

2009: Tobacco Institute poll on smoking attitudes; 2009a: Memo from Edwin Finch (President, Brown & Williamson) to Sen. Earle Clements (President, Tobacco Institute) about warning labels on cigarette packages; 2010: Memo from John Kraft to Sen. Clements concerning a smoking attitude study; 2011: Hooper research report on smoking attitudes; 2012-2013: Memos from Rosser Reeves (Tiderock) to Sen. Clements concerning a Ted Bates telephone survey on smoking attitudes; 2014: Memo from David Loomis (Ted Bates) to Reginald Wells (Tiderock) summarizing smoking research; 2015: Gallup poll on smoking and health;

2016: Roper study of public attitudes toward smoking and the tobacco industry

Plaintiff exhibits--Numbered 2017-2018, 1976 Box 78

Scope and Contents

2017: Highlights from smoking and health survey; 2018: Gallup poll on cigarette smoking

Plaintiff exhibits--Numbered 2019, 1969 Box 78

Physical Description: 6 folders

Scope and Contents

2019: U.S. Public Health Service study "Use of Tobacco"

Plaintiff exhibits--Numbered 2100-2202, 1960-1975 Box 78

Scope and Contents

2100: Memo from W.C. Hoyt to Dr. C.C. Little regarding the American Cancer Society; 2101: Domestic cigarette advertising expenditures; 2200-2202: Philip Morris summaries of smoking surveys;

Plaintiff exhibits--Numbered 2307, 1957 Box 78

Physical Description: 2 folders

Scope and Contents

2307: Motivational survey for Liggett & Myers

Plaintiff exhibits--Numbered 2800-2822, 1967-1968 Box 78

Scope and Contents

Documents relating to True Magazine, National Enquirer articles about smoking and health, cancer

Plaintiff exhibits--Numbered P2-P7, 1968-1970 Box 78

Scope and Contents

P2: Philip Morris report on consumer promotion offer; P4: Philip Morris Virginia Slims consumer study; P5-P7: Philip Morris summaries of telephone surveys

Plaintiff exhibits--Numbered P8-P11,
1968-1970 Box 78

Scope and Contents

P8: Philip Morris summaries of telephone surveys; P9-P11: Philip Morris cigarette tracking research

Plaintiff exhibits--Numbered P12-P16,
1970-1972 Box 78

Scope and Contents

P12-P16: Philip Morris cigarette tracking research;

Plaintiff exhibits--Numbered P20-P24,
1968-1973 Box 78

Scope and Contents

Documents relating to Virginia Slims marketing

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Richard Pollay articles and presentations,
backup file, 1987, undated Box 78

Richard Pollay expert witness, 1987-1988 Box 78

Richard Pollay radio cigarette commercials
tape log, undated Box 78

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Cassettes RL-11612-CAS-021 and RL11612-CAS-022 removed to
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Slater/Altman study: Cigarette Advertising
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Michael Slater, David Altman, Cheryl Albright, Nathan Maccoby; Stanford
University Institute for Communication Research

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Tobacco Industry Research Committee (TIRC) background memorandum for press, radio and tv, and special writers, 1955	Box 78
Tobacco Institute, 1959-1974	Box 78
Tobacco Institute fan mail, 1970, undated	Box 78
Tobacco Products Liability Project press release, 1988	Box 78

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Trial brief--Lorillard, 1987	Box 79
Trial brief--Philip Morris, 1987	Box 79
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8003. Allgood v. R.J. Reynolds, American Tobacco Company, 1930s-1996

Correspondence and miscellaneous, 1993-1996	Box 80
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Richard Pollay declarations in opposition to defendant motion for summary judgment, 1993	Box 80
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Physical Description: 4 folders	
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Physical Description: 4 folders	

Documents produced pursuant to Plaintiffs'
request re: Advertising--12H, 1930s-1950s Box 83

Physical Description: 4 folders

Documents produced pursuant to Plaintiffs'
request re: Advertising--12I, 1930s-1950s Box 83

Physical Description: 4 folders

Documents produced pursuant to Plaintiffs'
request re: Advertising--12J, 1930s-1950s Box 83

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Documents produced pursuant to Plaintiffs'
request re: Advertising--12K, 1930s-1950s Box 83

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Documents produced pursuant to Plaintiffs'
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Documents produced pursuant to Plaintiffs'
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Documents produced pursuant to Plaintiffs'
request re: Advertising--12N, 1930s-1950s Box 84

Physical Description: 2 folders

Documents produced pursuant to Plaintiffs'
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Physical Description: 3 folders

Documents produced pursuant to Plaintiffs'
request re: Advertising--12P, 1930s-1950s Box 84

Physical Description: 3 folders

Documents produced pursuant to Plaintiffs'
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Physical Description: 2 folders

Documents produced pursuant to Plaintiffs'
request re: Advertising--12R, 1930s-1950s Box 84

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Documents produced pursuant to Plaintiffs'
request re: Advertising--12EE, 1930s-1950s Box 86

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Documents produced pursuant to Plaintiffs'
request re: Advertising--12FF, 1930s-1950s Box 86

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Documents produced pursuant to Plaintiffs'
request re: Advertising--12FF, 1930s-1950s Box 87

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Documents produced pursuant to Plaintiffs'
request re: Advertising--12II, 1930s-1950s Box 87

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request re: Advertising--12JJ, 1930s-1950s Box 87

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request re: Advertising--12LL, 1930s-1950s Box 87

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Documents produced pursuant to Plaintiffs'
request re: Advertising--12MM, 1930s-1950s Box 87

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Documents produced pursuant to Plaintiffs'
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Physical Description: 2 folders

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request re: Advertising--12OO, 1930s-1950s Box 88

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Documents produced pursuant to Plaintiffs'
request re: Advertising--12PP, 1930s-1950s Box 88

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Documents produced pursuant to Plaintiffs'
request re: Advertising--Unnumbered,
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Physical Description: 3 folders

8004. Lerardi v. Lorillard, 1952-1993

Contents of binder, 1952-1993 Box 88

Physical Description: 3 folders

Scope and Contents

Includes deposition of William Thompson (executive on Kent account at Young & Rubicam), print advertisements, clippings and articles

8005. Connor v. R.J. Reynolds (Florida), 1995-1996

Contents of binder, 1995-1996 Box 88

Physical Description: 2 folders

Scope and Contents

Transcript of videotape deposition of Jean Connor

8006. State of Maryland v. Philip Morris et al, 1998

Second amended complaint, 1998 Box 88

8007. Wilkes v. American Tobacco Company, 1951-1993

Contents of binder, 1951-1993 Box 88

Scope and Contents

Errata sheet; correspondence and other materials

Contents of binder, 1951-1993 Box 89

Physical Description: 2 folders

Scope and Contents

Partial transcript of Pollay deposition

Contents of binder, 1951-1993

Box OV4

Scope and Contents

Correspondence, first amended complaint

8008. Widdick/Maddox v. Brown & Williamson (Florida), 1998

Court TV Online--The Tobacco Conspiracy Trial, 1998

Box 89

Deposition--Angela Widdick, 1998

Box 89

Deposition--Margaret Maddox, 1998

Box 89

Physical Description: 2 folders

Deposition--Richard Pollay, 1998

Box 89

Physical Description: 4 folders

Scope and Contents

Includes compressed pages, exhibits

8009. Carter v. American Tobacco Company (Florida), 1910-1998, undated

American Tobacco Company press releases, 1954-1971

Box 89

Article--Criminal Negligence in the Cigarette Industry and How Its Customers Paid with Their Lives (Norwood Wilner), undated

Box 89

Correspondence and miscellaneous, 1998

Box 89

Deposition--Richard Pollay, 1996

Box 89

Physical Description: 2 folders

Printed materials, 1910-1994

Box 89

Physical Description: 4 folders

8010. Haines v. Liggett Group (New Jersey), 1957-1992, undated

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Deposition--Martha Simmons Blatchford Rossi, 1984 Physical Description: 2 folders	Box 89
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Deposition--Thomas Barbera, 1985 Physical Description: 2 folders	Box 89
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Deposition--William Zahn, 1986	Box 89
Exhibit--Claim test for 6 copy themes for Kent cigarettes, 1962	Box 90
Exhibit--Copy test of Kent and six competitive filter brands, 1961	Box 90
Exhibit--CPI test of Kent "Taste Buds" commercials, 1962 Scope and Contents CPI: Lennen & Newell agency's Competitive Persuasion Index	Box 90
Exhibit--Exploratory study of consumer identification of and association with specific trade names, 1964	Box 90
Exhibit--Kent 24-hour television recall, 1962	Box 90
Exhibit--Kent 24-hour television recall, Dick Van Dyke Show, 1964	Box 90

Exhibit--Kent 60-second television statement, 1964 Box 90

Exhibit--Kent creative review, 1963 Box 90

Exhibit--Kent print CPI tests, 1962 Box 90

Exhibit--Letter Robert Wald to Bryan Jacques, FTC, regarding wording of Kent cigarette advertisements, 1961 Box 90

Exhibit--Market target-buying incentive study of cigarette market, 1964 Box 90

Physical Description: 2 folders

Exhibit--Print CPI test of Kent "Satisfies Best" advertisement, 1963 Box 90

Exhibit--Submission of Lorillard to Code Administrator in opposition to ruling on Micronite Filter, 1964 Box 90

Exhibit--Test of two Kent copy appeals, 1961 Box 90

Mealey's Litigation Reports: Haines Order, 1992 Box 90

8011. Mangini v. R.J. Reynolds (California), 1958-1998, undated

Contents of binder, 1992-1998 Box 90

Scope and Contents

Includes complaint, press, Henry Waxman memo, indices to documents

Contents of binder, 1994-1996 Box 90

Scope and Contents

Includes Smoke and Mirrors (Ken Silverstein), partial transcript of presentation by Neal Cohen on tobacco industry influence on "grassroots" campaigns for liability limits

Contents of binder--Mangini documents v. 1, 1958-1997 Box 90

Physical Description: 3 folders

Scope and Contents

Index to documents at front of volume

Contents of binder--Mangini documents v. 2,
1971-1993, undated

Box 90

Physical Description: 3 folders

Scope and Contents

Index to documents at front of volume

Contents of binder--Mangini documents v. 3,
1972-1987

Box 90

Physical Description: 3 folders

Scope and Contents

Index to documents at front of volume

Contents of binder--Mangini documents v. 4,
1969-1993, undated

Box 90

Scope and Contents

Index to documents at front of volume

Contents of binder--Review of RJR internal
documents produced in Mangini v. R.J.
Reynolds Co., Civil No. 939359: The case that
rid California and the American Landscape
of "Joe Camel" (Patrick Coughlin and Frank
Janacek), undated

Box 90

Correspondence and miscellaneous,
1996-1998, undated

Box 90

Index to Camel business plans 1965-1984 and
undated, undated

Box 90

RJR/Camel business plans, 1965-1977,
undated

Box 90

Physical Description: 6 folders

Scope and Contents

See index folder for document titles

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See index folder for document titles	

RJR/Camel business plans, 1988-1990	Box 92
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RJR documents produced pursuant to court order, 1965-1975	Box 94
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RJR documents produced pursuant to court order--France, 1974-1991, undated Box 98

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RJR documents produced pursuant to court order--Miscellaneous, 1976-1991, undated Box 98

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RJR documents produced pursuant to court order--Perception tracking, 1984-1991, undated Box 98

Physical Description: 2 folders

RJR documents produced pursuant to court order--Print advertising, point of sale, etc., 1980s-1990s Box 98

Physical Description: 5 folders

RJR documents produced pursuant to court order--Youth smoking, 1970-1990s Box 98

Physical Description: 5 folders

RJR documents produced pursuant to court order--Youth smoking--International, undated Box 98

Scope and Contents

Articles from Great Britain, Switzerland

RJR documents produced pursuant to court order--Youth smoking--Pro-defendant responses to issue, tobacco industry public relations, etc., 1980s Box 99

Physical Description: 6 folders

8012. Florida Attorney General v. Brown & Williamson et al, 1930-1995, undated

Contents of binder--Propaganda notebook, 1964-1995, undated Box 99

Physical Description: 3 folders

Contents of binder--Youth documents v. 1 of 5, 1961-1984, undated Box 99

Physical Description: 4 folders

Contents of binder--Youth documents v. 2 of 5,
1981-1988 Box 99

Physical Description: 4 folders

Contents of binder--Youth documents v. 3 of 5,
1930-1990 Box 99

Contents of binder--Youth documents v. 5 of 5,
1950-1993 Box 99

Physical Description: 5 folders

8013. Horton v. American Tobacco Company (Mississippi), 1949-1990, undated

American Tobacco Company correspondence
and miscellaneous, 1949-1972 Box 100

American Tobacco Company correspondence
and miscellaneous, 1964-1976, undated Box OV4

Deposition--Richard Pollay, 1990 Box 100

Physical Description: 2 folders

Deposition--Robert Heiman, 1986 Box 100

Scope and Contents

Videotape of deposition (RL11612-VHS-328) moved to Audiovisual
Materials

Direct examination--Richard Pollay, 1988 Box 100

Physical Description: 3 folders

Federal Trade Commission documents, 1967,
undated Box 100

Plaintiff exhibits--134: Pall Mall course of
action, 1958 Box OV4

Plaintiff exhibits--135: Trends in public
attitudes on the possibility of a health hazard
in cigarette smoking (Gallup), 1959 Box OV4

Plaintiff exhibits--136: Significance of the
survey findings to Pall Mall Famous cigarettes,
1960 Box OV4

Plaintiff exhibits--137: The present position of Pall Mall in the cigarette market, a motivational research study, 1961	Box OV4
Plaintiff exhibits--140: National consumer study of cigarette smoking habits, 1963	Box OV4
Plaintiff exhibits--141: Pall Mall quantification of advertising objectives, 1963	Box OV4
Plaintiff exhibits--142: Smoking habits among three ethnic groups (Negro, Puerto Rican, Mexican), 1963	Box OV4
Plaintiff exhibits--148: National smoking habits study findings significant to Pall Mall Famous cigarettes, 1964	Box OV4
Plaintiff exhibits--159: Present competitive position of Pall Mall Gold 100's and Silva Thins, 1969	Box OV4
Plaintiff exhibits--161: Hard copy of oral presentation on key issues: media habits study, 1975	Box OV4
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Tobacco Institute--William Kloepfer (Vice President, Public Relations), index to Cipollone trial exhibits, 1985	Box 100
Tobacco On Trial newsletter, 1990	Box 100

8014. Mississippi v. American Tobacco Company et al, 1997

Contents of binder--Deposition of Ronald Morris, 1997 Box 100

Physical Description: 2 folders

8015. State of Minnesota and Blue Cross and Blue Shield of Minnesota v. Philip Morris et al, 1979-1998

Contents of binder--Brown & Williamson employee manual "Tobacco: Issues Answers Actions, 1979 Box 100

Contents of binder--Cheryl Perry (School of Public Health, University of Minnesota) 1: Direct examination, 1998 Box 100

Contents of binder--Cheryl Perry (School of Public Health, University of Minnesota) 2: Cross examination-a, 1998 Box 100

Contents of binder--Cheryl Perry (School of Public Health, University of Minnesota) 3: Cross examination-b, 1998 Box 100

Contents of binder--"Crown Jewels" documents, 1998 Box 100

Scope and Contents

Includes: Findings of fact, conclusions of law and recommendations regarding non-Liggett privilege claims; excerpts from transcripts regarding health risks of smoking, manipulation of nicotine and awareness of nicotine as addictive substance, and other issues

Contents of binder--James Morgan (Philip Morris), 1998 Box 100

Physical Description: 2 folders

Contents of binder--Lynn Beasley (R.J. Reynolds), 1998 Box 100

Physical Description: 2 folders

Contents of binder--Minnesota trial, 1998 Box 101

Physical Description: 2 folders

Scope and Contents

Includes Brown & Williamson employee manual; original complaint; news articles; list of trial exhibits; Blue Cross "Quick View" on tobacco litigation

Contents of binder--Minnesota trial excerpts, 1998 Box 101

Physical Description: 3 folders

Scope and Contents

Includes list of trial exhibits; excerpts of testimony from state, Philip Morris, Lorillard, Brown & Williamson, R.J. Reynolds, Liggett; consent judgment

Contents of binder--Minnesota trial exhibits list, 1998 Box 101

Contents of binder--Robert Dolan (Harvard Business School), 1998 Box 101

Tobacco: A catalog of Minnesota tobacco case related materials (compiled by Robins, Kaplan, Miller & Ciresi LLP), 1998 Box 101

Trial transcript--Andrew Schindler, 1998 Box 101

Physical Description: 2 folders

Trial transcript--Vol. 40: Roger Black, Robert Dolan; vol. 41: Robert Dolan; vol. 42: Robert Dolan, Adam Jaffe, 1998 Box 101

8016. FAIR (Federation of Advertising Industry Representatives) v. City of Chicago, 1996-1998, undated

Correspondence and miscellaneous, 1996-1998, undated Box 101

Deposition--Richard Pollay, 1998 Box 101

Expert opinion (Richard Pollay): Outdoor Advertising of Cigarettes, 1998 Box 101

8017. Gloria Scott and Deania Jackson v. American Tobacco Company et al (Louisiana), 1994-1997

Affidavits, 1996-1997 Box 101

Scope and Contents

Includes: Charles Tolbert (Louisiana State University); David Iauco (R.J. Reynolds); David Townsend (R.J. Reynolds); Ellen Merlo (Philip Morris); James Myracle (Philip Morris); Michael Parrish (University of California, San Diego); Robert Norrell (University of Alabama); Ronald Faber (University of Minnesota); Stephen Thomas Jones (Lorillard)

Affidavits, 1996-1997 Box OV4

Defendants' joint answers to class certification
interrogatories, 1994 Box 101

8018. James R. Lindsay et al v. Tacoma Pierce County Health Department (Washington), 1997-1998

Contents of binder, 1997-1998 Box 101

Physical Description: 4 folders

Scope and Contents

Includes correspondence; pre-trial statements; motions; witness and exhibit lists; depositions

8019. Complex Asbestos Litigation, 1953-1999, undated

Contents of binder--Colour-copied ads,
1998-1999 Box 101

Contents of binder--Cross-examination
documents, 1953-1990, undated Box 101

Contents of binder--Cross-notice of taking
deposition of Richard Pollay, 1999 Box 101

Contents of binder--Plaintiffs' exhibit vol. 11,
1953-1979 Box 101

Physical Description: 2 folders

Scope and Contents

Primarily documents from Tobacco Industry Research Committee

Contents of binder--Plaintiffs' exhibit vol. 12,
1953-1997 Box 102

Physical Description: 2 folders

Scope and Contents

Primarily documents from Tobacco Industry Research Committee; Hill & Knowlton

Contents of binder--Plaintiffs' exhibit vol. 20, 1953-1992 Box 102

Physical Description: 2 folders

Contents of binder--Youth targeting documents: all firms, drawn primarily from Minnesota Trial, 1957-1998 Box 102

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Deposition of Richard Pollay, 1998-1999 Box 102

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Deposition of Richard Pollay--Bobby Newcomb et al, 1998 Box 102

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Deposition of Richard Pollay--Exhibits, 1998 Box 102

Physical Description: 3 folders

Deposition of Richard Pollay--Exhibits, 1998 Box 103

Physical Description: 3 folders

Patricia Henley v. Philip Morris--Opinion and order on defendant's motions for a new trial, 1999 Box 103

PR Newswire articles, 1999 Box 103

8020. Wisconsin v. Philip Morris, 1952-1998, undated

Contents of binder--Preparatory materials no. 1, 1952-1998, undated Box 103

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Scope and Contents

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Contents of binder--Preparatory materials no.
3, 1952-1998, undated Box 103

Physical Description: 3 folders

Contents of binder--Preparatory materials no.
4, 1952-1998, undated Box 103

Physical Description: 4 folders

8022. Williams-Branch v. Philip Morris (Oregon), 1954-1999

Contents of binder, 1960s-1999 Box 103

Physical Description: 3 folders

Scope and Contents

Includes correspondence, exhibit lists, defendant exhibits, testimony of Richard Pollay, appellate documents

Contents of binder, 1960s-1999 Box 104

Scope and Contents

Includes correspondence, exhibit lists, defendant exhibits, testimony of Richard Pollay, appellate documents

Contents of binder--Plaintiff exhibits,
1954-1999 Box 104

Physical Description: 4 folders

Contents of binder--Transcript of Pollay
testimony, 1999 Box 104

Physical Description: 3 folders

8023. State of Florida v. The Tobacco Companies, 1995

Contents of binder--Third amended complaint,
1995 Box 104

8024. Girton v. American Tobacco Company (Pennsylvania), 1988

Contents of binder--Deposition of Robert
Heimann, 1988 Box 104

8025. Butler v. Philip Morris et al, 1958-1986

Contents of binder--Plaintiff exhibits,
1958-1986 Box 104

8026. State of Texas v. American Tobacco Company et al, 1964-1981

Contents of binder--Liggett documents,
1964-1981 Box 104

8027. Cordova v. Liggett Group et al, 1992

Contents of binder, 1992 Box 104

Physical Description: 2 folders

Scope and Contents

Includes complaints, correspondence, analysis of Pollay deposition

8028. Roth, et al v. ACandS, Inc. et al (Kansas; asbestos suit), 1952-1996

Contents of binder 1, 1952-1996 Box 104

Physical Description: 2 folders

Scope and Contents

Includes Lorillard exhibits, annual reports, Kent marketing, magazine ads and articles

Contents of binder 2, 1954-1996 Box 104

Physical Description: 2 folders

Scope and Contents

Includes magazine ads and articles, notes from defendant exhibits, Pollay chronological notes, correspondence

8029. Pusey v. Owens Corning Fiberglass (Delaware), 1951-1996

Contents of binder, 1951-1996 Box 104

Physical Description: 2 folders

Scope and Contents

Primarily magazine articles, plus correspondence

8030. John G. Allman, et al, v. Philip Morris et al (California), 1994

Contents of binder--Consolidated amended
class action complaint, 1994 Box 104

8031. State of Washington v. American Tobacco Company et al, 1996

Contents of binder--Complaint for injunctions, damages, etc., 1996

Box 104

Physical Description: 2 folders

8032. John J. Neri et al v. Reynolds Tobacco Company (New York), 1999

Contents of binder, 1999

Box 104

Physical Description: 2 folders

Scope and Contents

Includes William Farone expert witness disclosure and resume, Richard Pollay expert witness disclosure and CV, correspondence, K. Michael Cummings expert witness report, Claude Martin expert report

8033. Vincent Insolia, et al v. Philip Morris et al, 1999

Contents of binder, 1999

Box 105

Scope and Contents

Includes correspondence, defendant expert witness reports: Thomas Reeves, Timothy Meyer, Theodore Wilson, Edward Morse, Lucy Henke

8036. Michael Christopher Nixon et al v. Philip Morris et al (Australia), 1999, undated

Contents of binder, 1999, undated

Box 105

Physical Description: 2 folders

Scope and Contents

Includes correspondence, statements of claim, Affidavits (Richard Mizerski, Roderick Power, Richard Pollay, exhibits

8037. Lorillard Tobacco et al v. Thomas Reilly, Attorney General (Massachusetts), 2000

Contents of binder, 2000

Box 105

Scope and Contents

Includes AP news story, U.S. District Court Memorandum and Order

8039. Rev. Jesse Brown v. Philip Morris et al, 1999

Contents of binder, 1999

Box 105

Scope and Contents

Includes amended complaint, e-news article from smokescreen.org, U.S. District Court order to dismiss

8040. Whitley v. Raybestos-Manhattan (California), 1997-2000

Contents of binder, 1997-2000 Box 105

Scope and Contents

Includes correspondence, depositions of Joan Hoff (from Dunn & Wiley v. RJR Nabisco Holdings) and G. Donald Ferree

Deposition--Richard Pollay, 1999 Box 105

8041. State of Arizona v. American Tobacco Company et al, 1946-1998

Contents of binder--Depositions, etc., 1998 Box 105

Scope and Contents

Motion for preliminary injunction; memorandum in support of motion for preliminary injunction; depositions by David Burns (University of California, San Diego), K. Michael Cummings (Roswell Park Cancer Institute)

Contents of binder--Exhibits 1-27, 1946-1998 Box 105

Physical Description: 3 folders

Contents of binder--Exhibits 28-44, 1957-1998 Box 105

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8042. Anderson v. Fortune Brands et al (New York), 1974-2000

Articles, 1990-2000 Box 105

Correspondence and miscellaneous, 2000 Box 105

Defense Powerpoint presentation, 2000 Box 105

Deposition--Clyde Anderson, 1999 Box 105

Deposition--Richard Pollay (from Cipollone trial), 1990 Box 105

Salem cigarette marketing and advertising materials, 1974-2000 Box 105

8043. Caputo, et al v. Imperial Tobacco, et al (Ontario), 2000

Contents of binder, 2000 Box 105

Scope and Contents

Includes correspondence, affidavit of Ronald Faber (University of Minnesota)

8044. Little v. Brown & Williamson (South Carolina), 1990-2001

Contents of binder 1, 1990-2000 Box 105

Physical Description: 2 folders

Scope and Contents

Includes affidavit of Richard Pollay, Carlton brand review

Contents of binder 2, 1992-2001 Box 105

Scope and Contents

Includes Carlton brand review, sample cigarette advertisements, correspondence, complaint

Contents of binder 3, 1994-2000 Box 105

Physical Description: 2 folders

Scope and Contents

Includes correspondence; Freedom of Information Act requests; depositions of Martin Little, Samuel Little, Suzanne Little

8045. Boeken v. Philip Morris and International House of Pancakes (California), 2001

Contents of binder--Complaint for personal injuries, 2001 Box 105

Deposition--Marvin Goldberg (Penn State), 2001 Box 105

Physical Description: 3 folders

8046. Blue Cross and Blue Shield of New Jersey v. Philip Morris et al, 1973-2001

Contents of binder 1, 1973-2000 Box 106

Scope and Contents

Includes Richard Pollay deposition; Pollay articles; article "Smoking Initiation by Adolescent Girls" (1994); RJR research planning memorandum on some thoughts about new brands of cigarettes for the youth market (1973)

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Scope and Contents

Report of David Scheffman

Contents of binder 3, 2001

Box 106

Physical Description: 2 folders

Scope and Contents

Report and testimony of Richard Semenik

Contents of binder 4, 1995-2001

Box 106

Scope and Contents

Includes motions to exclude or limit testimony of Richard Pollay; articles; correspondence; preparatory materials; pretrial deposition of Jeffrey Wigand

Contents of binder 5, 1999-2001

Box 106

Scope and Contents

Includes portion of ruling on youth targeting documents; John Solow paper "Exorcising the Ghost of Cigarette Advertising Past: Collusion, Regulation and Fear Advertising" (1999); Blue Cross opening statement

Contents of binder 6, 2001

Box 106

Physical Description: 2 folders

Scope and Contents

Transcript of trial pp. 1605-1887

Contents of binder 7, 2001

Box 106

Scope and Contents

Transcript of trial pp. 1888-2037

Contents of binder 8, 1989-2000 Box 106

Physical Description: 2 folders

Scope and Contents

Includes Joseph Mulholland paper "The Effect of Advertising on the Level and Composition of Cigarette Consumption (1989); Canadian appellate opinion from Le Procureur general du Canada c. RJR-MacDonald, Imperial Tobacco (1993; in French)

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Scope and Contents

Includes defense Powerpoint presentation; Plaintiff exhibits

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2000-2001 Box 106

Expert report--David Scheffman (Vanderbilt),
2000 Box 106

Expert report--James Heckman (University of
Chicago), 2000 Box 106

Expert report--Jon Krosnick (Ohio State), 2001 Box 106

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Utah), 2000 Box 106

Expert report--Thomas DiBacco (American
University), 2000 Box 106

8047. William P. Gronberg v. Liggett & Myers et al, 1999-2000

Contents of binder, 1999-2000 Box 106

Scope and Contents

Includes correspondence; defendant response to complaint; expert report for Richard Carchman, Hamilton Cravens, Harmon McCallister, Richard Pollay

8048. National Asbestos Workers Medical Fund, et al v. Philip Morris, et al, 1998

Contents of binder, 1998 Box 106

Scope and Contents

Includes correspondence; second amended complaint

8049. R.J. Reynolds v. Pollay, 2001

Contents of binder Box 106

Physical Description: 2 folders

Scope and Contents

Includes Petition to the Court; letters rogatory; Complaint and demand for a jury trial (Emmett Hall v. R.J. Reynolds, et al [Florida]);

8050. State of Minnesota v. Philip Morris, et al, 1998

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Findings of Fact, Conclusions, 1998 Box 106

8051. People of California ex. Rel. Bill Lockyer v. R.J. Reynolds--Outdoor Ads, 2000-2001

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Physical Description: 3 folders

Contents of Binder--Exhibit B (Pomona Raceway materials), 2001 Box 107

Physical Description: 3 folders

Contents of Binder--Exhibit C,D, E, 2000-2001 Box 107

Physical Description: 3 folders

Scope and Contents

Exhibit C: Correspondence; Exhibit D: Information on Sears Point Raceway from Internet; Exhibit E: Information on Pomona Raceway from Internet

Contents of Binder--Exhibit F,G, 2000-2001 Box 107

Physical Description: 2 folders

Scope and Contents

Exhibit F: Sears Point Raceway documents; Exhibit G: Pomona Raceway documents; discovery documents

8052. Schwarz v. Philip Morris, 1952-2001

Contents of binder 1--Trial exhibits, 1952-2001 Box 107

Physical Description: 3 folders

Contents of binder 2, 1973-2001 Box 107

Physical Description: 3 folders

Scope and Contents

Includes materials from Philip Morris Document Site; depositions of Richard Schwarz, Paul Schwarz, Shirley Chuck-Dye

Contents of binder 3, 1954-2001 Box 107

Physical Description: 2 folders

Scope and Contents

Includes correspondence; cigarette advertising; Pollay writings; trial materials; trial exhibits

8053. Toy Trial Group (Delaware; asbestos litigation), 1950-1997

Contents of binder 1, 1950-1997 Box 107

Scope and Contents

Includes correspondence; defendants' exhibits

Contents of binder 2, 1964-1997 Box 107

Scope and Contents

Includes defendants' exhibits; depositions materials; correspondence

8054. J.T.I. MacDonald, et al v. Attorney General of Canada, 1980-2003

Anne Lavack (University of Winnipeg)--
Literature on warning labels (abstracts and citations), 2001 Box 107

Anne Lavack (University of Winnipeg)--
Marketing Objectives and Tools: Inside the Tobacco Industry, 2000 Box 107

Anne Lavack (University of Winnipeg)--
Marketing of Tobacco Products: A Review of the Academic Literature 1993-1996, 1997 Box 107

Anne Lavack (University of Winnipeg)--
Tobacco Company Corporate Documents: A
Review and Summary, 1997 Box 107

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Scope and Contents

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Tobacco) examination, 2002 Box 108

Contents of binder--Expert witnesses, 2000 Box 108

Physical Description: 2 folders

Scope and Contents

Expert reports from Adrian Wilkinson (psychologist in private practice), Michael Waterson (World Advertising Research Center), Lucy Henke (University of Louisiana, Lafayette), Rafe Engle (lawyer), Gerald Wilde (emeritus, Queen's University), Roderick Power (emeritus, Macquarie University)

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references 21-26, 1993-2000 Box 108

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(English and French), 2002 Box 108

Physical Description: 2 folders

Contents of binder--Supporting materials for the defense, 1993-2000 Box 108

Physical Description: 3 folders

Scope and Contents

Includes articles, scholarly reports, expert report of Zalman Amit (Concordia University)

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Physical Description: 2 folders

John Pierce expert report, 2000 Box OV5

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Richard Pollay--Contracts, correspondence, etc., 1997-2003 Box 108

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Rob Parker (Canadian Tobacco Manufacturers' Council--CMTC) speech to Calgary Chamber of Commerce, 1999 Box 108

Supporting documents for plaintiffs, etc., 1980-2002 Box 108

Physical Description: 2 folders

Scope and Contents

Includes Robert Heath, Hidden power of advertising; journal articles; Admap bibliographies

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8055. Oliver and Dates v. R.J. Reynolds, et al ("Lights" case), 1972-2000, undated

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"Lights" documents, 1972-2000 Box 109

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Pollay documents, 1998-2000 Box 109

Scope and Contents

Includes affidavit, writings, articles by others, correspondence

8056. Group Health Plan v. Philip Morris, et al, 2000-2001

Correspondence and miscellaneous,
2000-2001 Box 109

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8057. Miscellaneous Litigation and Consulting, 1996-2001

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Folder D. State of California v. R.J. Reynolds,
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Health, 1998 Box 109

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8058. Caputo, et al v. Imperial Tobacco, et al (Toronto), 1951-2002

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Tobacco industry advertising reports, 1998-2002	Box 110
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Scope and Contents

Includes Physicians for a Smoke-Free Canada report on advertising expenditures 1987-1998; FTC cigarette reports; Imperial Tobacco annual information

8059. Miles v. Philip Morris (Illinois), 2003

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Joel Cohen (University of Florida)-Transcript of testimony, 2003 Box 110

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8060. Betty Bullock v. Philip Morris, et al (California), 2002

Marvin Goldberg (Penn State) testimony, 2002 Box 110

Physical Description: 4 folders

8061. Brown, et al v. American Tobacco Company, et al (California), 2001-2002, undated

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Jeffrey Arnett (University of Maryland) articles on adolescent smoking and cigarette advertisements, 2001 Box 110

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8062. Reller v. Philip Morris, et al (California), 1954-2003, undated

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8064. Clara Gault Freeman v. Brown & Williamson (Georgia), 1946-2004, undated

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Contents of binder--Journal articles, 1987-2002 Box 111

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Scope and Contents

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Scope and Contents

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Scope and Contents

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1980s Box 113

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8065. United States of America v. Philip Morris, et al, 1999-2005, undated

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Justice litigation, 1999-2003 Box 113

Scope and Contents

Includes "Tobacco industry statements in the US Department of Justice lawsuit" prepared for Rep. Waxman; U.S. vs. Philip Morris, et al Complaint for Damages and Appendix to Complaint

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Folder 2. Role of slotting fees and trade promotions in shaping how tobacco is marketed in retail stores (Paul Bloom, University of North Carolina-Chapel Hill), 2003	Box 113
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8066. British American Tobacco, et al v. Secretary of State for Health (Great Britain; point of sale litigation), 2002-2004, undated

Book of pleadings (plenary summons, statement of claim), 2004	Box 114
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Scope and Contents

Includes judicial review claim form; detailed statement of grounds; suggested reading list; witness statement of Timothy Geoffrey Fraser Lord (Tobacco Manufacturers Association); witness statement of Andrew William Brown (Advertising Association); first witness statement of Frederic Gaidon (Altadis/SEITA)

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Scope and Contents

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8999. Tobacco Litigation-Related Print Materials, 1960s-2001

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Scope and Contents

Index to articles at beginning of binder

8999.1. Contents of binder--Tobacco on Trial 2, 1990-1994 Box 114

Physical Description: 2 folders

Scope and Contents

Index to articles at beginning of binder

8999.1. Contents of binder--Tobacco on Trial 3, 1995 Box 114

8999.2. Contents of binder--Tobacco Litigation '98: The Burning Issues, 1998 Box 114

Physical Description: 4 folders

Scope and Contents

Includes Andrews Tobacco Industry Litigation Reporter; attendee and speaker lists; Brian Campf--Class actions by smokers: Recent activity in the certified class actions; E. Ralph Walker--Defective cigarette design:

What is it and how do you prove it?; I. Alan Feingold, et al--Presenting the medical expert in a lung cancer case: A trial demonstration; Harry Potter and Thomas Gilde--Health care cost recovery actions: The Texas and Minnesota cases revisited; Vincent Miller--Using statistics to measure tobacco-related health care costs; Steve Berman--Privilege issues in tobacco litigation; John Broaddus--Recent developments in the Union Trust Fund litigation; Gregory Leyh et al--The impact of the proposed Tobacco Product Liability Act of 1998 on individual cases, class actions, health care cost recovery actions, and the public health community; Richard Pollay--Dirty tricks and sly tactics: On misleading cigarette advertising and public relations; Patrick Coughlin--Consumer fraud claims: An analysis of what has worked in various states and other countries; Carolyn Dressler et al--Presenting the nicotine addiction expert: A trial demonstration; Kenneth McClain--Revelations from the Liggett documents

8999.3. Contents of binder--Affidavits and Opinions I, 1987-2001 Box 114

Physical Description: 2 folders

Scope and Contents

Table of contents at beginning of binder

8999.3. Contents of binder--Affidavits and Opinions II, 1987-2001 Box 114

Physical Description: 2 folders

8999.4. Contents of binder--"Aces" miscellaneous information for trials #1, 1960s-2000 Box 114

Physical Description: 2 folders

8999.4. Contents of binder--"Aces" miscellaneous information for trials #2, 1960s-2000 Box 115

Physical Description: 2 folders

[Return to Table of Contents](#)

9000. Special Topics, 1919-2002, undated

9001. Tobacco and Youth--United States, 1986-2002

Adolescent Smoking: Research and Health Policy (Paul Cleary et al), 1986 Box 115

ASSIST (American Stop Smoking Intervention Study for Cancer Prevention) resource packet, 1999	Box 115
Campaign for Tobacco-Free Kids print advertisement, 1997	Box 115
Contents of binder--Kids Can Trash Tobacco Advertising conference, 1996	Box 115
Contents of binder--Operation Storefront: Youth Against Tobacco Advertising and Promotion, phase II, 1996	Box 115
People of the State of California v. R.J. Reynolds, statement of decision, 2002	Box 115
Tobacco and Youth Reporter, 1988 Autumn	Box OV1
Tobacco Free Youth: How to Reduce Sales to Minors in Your Community, 1992	Box 115
Youth Tobacco Surveillance--United States, 2000, 2001	Box 115

9002. Tobacco and Youth--Canada, 1988-1998

Beauty from the Inside Out: A Smoking Prevention Workshop for Adolescent Girls facilitator guide, 1994	Box 115
Contents of binder--Healthy Canada Heart Smart Kids resource packet, 1995	Box 115
Physical Description: 3 folders	
Smoke-Free educational resource kit for educators of children ages 3 to 6, 1988	Box 115
Scope and Contents	
Cassette tape (RL11612-CAS-023) removed to Audiovisual Materials	
Smoke-Free Class of 2000 grade 7 module, 1994	Box 115
Tobacco Or Kids materials, 1998	Box 115
Youth and Tobacco Fact Sheets, 1993-1995	Box 115

Youth Smoking Survey, 1994 Box 115

9005. Innovations in Youth Tobacco Control, 2002

Contents of binder--Conference materials, 2002 Box 115

Physical Description: 2 folders

Scope and Contents

Video (RL11612-VHS-343) removed to Audiovisual Materials

9501. Tobacco and Women, 1969-1995

Contents of binder--Targeting Women, 1969-1989 Box 115

Physical Description: 2 folders

Scope and Contents

Includes Hal Weinstein: How an agency builds a brand--The Virginia Slims story; Katherine Jones: Women's brands--Cigarette advertising explicitly directed toward women; R.J. Reynolds Dakota cigarette documents

Dakota cigarette marketing materials, 1989-2000 Box 115

National Workshop on Women and Tobacco (Canada), 1988 Box 115

Women and Tobacco: A Framework for Action (Canada), 1995 Box 115

Women and Tobacco: Second National Workshop (Canada), 1995 Box 115

9801. Tobacco and Events, 1995

Contents of binder--Sports, 1995 Box 115

9803. Tobacco and Sponsorships, circa 1998

What is the purpose of tobacco industry sponsorships?, circa 1998 Box 115

9900. General Tobacco-Related Materials, 1919-2000, undated

9901.1. Such Popularity Must Be Deserved:
The Advertising of Chesterfield and Marlboro
Cigarettes 1924-1969, 1992 Box 115

Scope and Contents

Jennifer Herndon Master's thesis, UNC-CH

9901.2. Oligopolistic Competition and
Cigarette Advertising 1946-1965, 1968 Box 115

Physical Description: 3 folders

Scope and Contents

Noel Zabriskie doctoral dissertation, University of Illinois

9901.3. An Evaluation of the Effects of Socially
Induced Stress on Cigarette Smoking, 1983 Box 115

Scope and Contents

Peter Illich Master's thesis, Concordia University

9901.4. The Political Dynamics of Regulating
Advertising in Malaysia: A Case Study of
Cigarette Advertising, 1996 Box 116

Physical Description: 2 folders

Scope and Contents

Teck-Hua Ngu doctoral dissertation, Penn State

9904. Robert Wood Johnson Foundation
Conference materials, 1997 Box 116

9905. Tobacco Industry Sponsorship in the
United States, 1995-1999 (Michael Siegel,
Boston University), 2000 Box 116

9906. Museum and library collections, undated Box 116

Scope and Contents

Includes brochures from Duke University, Cummings Center for
Advertising Studies, Marlboro Advertising History Collection

9907. Smoking celebrities lists, undated Box 116

Physical Description: 2 folders

9907. Tobacco: Does it really hurt me? (in Physical Culture, June issue), 1919	Box 116
9907. Tobacco Hall of Shame (Roswell Park Cancer Institute), 1991	Box 116

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Ephemera (Tobacciana), 1894-2002, undated

Apparel, undated

Alpine Lights--Rain cap, "It's a whole new Alpine", undated	Box E1
Camel--Apron, Joe Camel "What's Cookin'?", undated	Box E1
Camel--Joe Camel boxer shorts, undated	Box E1
Camel--Joe Camel gym shorts, undated	Box E1
Camel--Sandal, Club Camel, undated	Box E1

Scope and Contents

"Camel" letters in reverse on sole so it prints brand name in the sand

Camel--Scarf, undated	Box E1
Dakota Lights--Bandana, undated	Box E1
Dakota Lights--String tie, clasp has Dakota logo, undated	Box E1
Peter Jackson--Bib (for competition) for Peter Jackson Tour, undated	Box E1
Winston--Trousers, undated	Box E1

Scope and Contents

Drawstring trousers printed with Winston logo, "How good it is" slogan

Apparel--Hats, 1989-1992, undated

Basic--Your Basic Hat, black, undated	Box E2
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Beech-Nut--Beech-Nut Choice Tobacco Leaf Chewing Tobacco, blue and white, undated	Box E2
Buz--Catch a Buz 604/688-2735, Black, undated	Box E2
Cambridge--Black and red, undated	Box E2
Camel--Club Camel, blue and white, undated	Box E2
Camel--Camel GT, G.I. Joe's Grand Prix, undated	Box E2
Camel--Joe Camel billiards, purple and teal, undated	Box E2
Camel--Camel Powered, Smokin' Joe's Racing, purple and gold doo-rag style, undated	Box E2
Camel--Retro script, blue, undated	Box E2
Camel--Smooth Character, blue corduroy, undated	Box E2
Camel--Smooth Character, blue acid wash, undated	Box E2
Chattanooga Chew--Easygoing flavor born in the south, white/yellow/black, undated	Box E2
Cigar Afficionado--Black, undated	Box E2
Copenhagen--Copenhagen Snuff, red and white, undated	Box E2
Copenhagen--Copenhagen Snuff United States Tobacco Co., gray/black/maroon, undated	Box E2
Export "A"--White, undated	Box E2
Export "A"--Salmon Showdown, green and tan, undated	Box E2
John Player--John Player Special racing, black, undated	Box E2
Kool--"K", green and black, undated	Box E2

Kool--Race car, green and tan, undated	Box E2
Kool--White plastic visor, undated	Box E2
Levi Garrett--The Hunter's Choice, camouflage, undated	Box E3
Lucky--Get Lucky, red and white, undated	Box E3
Magna--Magnatude, black, undated	Box E3
Marlboro--Adventure Team, red, undated	Box E3
Marlboro--Adventure Team gator, red and white, undated	Box E3
Marlboro--Logo, red and white, undated	Box E3
Marlboro--"M" with rodeo horse, black, undated	Box E3
Marlboro--Marlboro Unlimited, black, undated	Box E3
Marlboro--Racing Team, black corduroy, undated	Box E3
Marlboro--Racing Team, red, undated	Box E3
Marlboro--Rodeo horse, black, undated	Box E3
Marlboro--Red corduroy, undated	Box E3
Marlboro--Red corduroy with piping, undated	Box E3
Newport--High visibility green, undated	Box E3
Newport--Newport Racing Team, white, undated	Box E3
Newport--Newport Ski Spee, green corduroy, undated	Box E3
Philip Morris--Logo, tan and gold, undated	Box E3
Philip Morris--Logo, black and gold, undated	Box E3

Players--Player's Ltd. Racing, two-tone blue, undated	Box E3
R.J. Reynolds--The RJR Cup, white visor, undated	Box E4
Rothmans--Logo, blue and white, undated	Box E4
Salem--Green corduroy, undated	Box E4
Salem--Salem SoundWaves, high visibility, undated	Box E4
Salem--Salem Spirit, blue, undated	Box E4
Salem--White, sailboat logo, undated	Box E4
Skoal Bandits--Skoal Bandit logo, National Tobacco Co. Limited, green and white, undated	Box E4
Unknown--Formula racing insignia, blue, undated	Box E4
Vantage--Vantage Championship, red visor, undated	Box E4
Vantage--Vantage Cup Senior PGA Tour, white visor, undated	Box E4
Vantage--Vantage Golf PGA Tour, white visor, undated	Box E4
Winston--Eagle logo, red, undated	Box E4
Winston--No Bull, black and tan, undated	Box E4
Winston--The Wrap Only Winston Has It, black, undated	Box E4
Winston--The Wrap Only Winston Has It, white, undated	Box E4
Winston--Winston Cup 1989 Daytona 500, red and white, 1989	Box E4

Winston--Winston Cup 1992 Daytona 500, red and white, 1992 Box E4

Winston--Winston Eagle Racing, red, undated Box E4

Apparel--Shirts, 1987-1999, undated

Anti-smoking, parodies, etc.--(Iraq War) Crosshairs, "I'd fly 10,000 miles to smoke a camel"; white, 1980s Box E5

Anti-smoking, parodies, etc.--Tobacco town, the smoker's destination; blue denim, undated Box E5

Anti-smoking, parodies, etc.--American Cancer Society/Massachusetts Department of Public Health. Front: Youth Helping Youth Dis Tobacco; back: American Cancer Society Smoker's Quitline 1-800-try-to-stop, la linea dejalo 1-800-8-dejalo; white, undated Box E5

Anti-smoking, parodies, etc.--D.A.R.E. to keep kids off drugs; black, undated Box E5

Anti-smoking, parodies, etc.--No! Cigarette; tan/green/purple, undated Box E5

Anti-smoking, parodies, etc.--Front: Tobacco Free; back: Trash your ash, Butt Out, St. Paul Tobacco Reduction Project; green, undated Box E5

Anti-smoking, parodies, etc.--B.C. Council on Smoking and Health/B.C. Ministry of Health. Front: Thumbs Up! Thumbs Down! A program about tobacco use in the movies, Watch what you're watching; gray, undated Box E5

Anti-smoking, parodies, etc.--Front: Endorsed by the Grim Reaper, Vancouver Cigarette Festival May 19-Oct. 10, 1999; back: de Murderer, multinational, Death Festival, Deadson & Wretches, Symphony of Tar, Slayer's Racing Team, <http://airspace.bc.ca>, (604) 444-8016; white, 1999 Box E5

Anti-smoking, parodies, etc.--Front: Alaska High School Heroes, American Lung Association; back: smoking skull, Surgeon

General's Warning: Smoking causes lung cancer, heart disease, emphysema, and may complicate pregnancy; black, undated	Box E5
Anti-smoking, parodies, etc.--Front: surgeons, Welcome to Tarboro Country, Generation Truth, www.generationtruth.net, (888) 50TRUTH; white, undated	Box E5
Anti-smoking, parodies, etc.--Front: Tobacco. Tumor causing, teeth staining, smelly, puking habit. Arizona Department of Health Services; black, undated	Box E5
Anti-smoking, parodies, etc.--Back: Camel/Oreo; Don't buy cookies from the house of cancer, STAT 1990; gray, 1990	Box E5
Anti-smoking, parodies, etc.--D.A.R.E. to keep kids off drugs, Sponsored by Warren Electrical Contractors; blue, undated	Box E5
Anti-smoking, parodies, etc.--Front: Emphysema Slims, Throw tobacco out of sports, "Doctors Ought to Care" DOC, 5510 Greenbrier, Houston, TX 77005; white, undated	Box E5
Anti-smoking, parodies, etc.--Front: American Cancer Society Great American Smokeout 10th anniversary; white, 1987	Box E5
Beech-Nut--Front: Beech-Nut softer & moister chewing tobacco; white, undated	Box E5
Bucks--Front: Buck the System; back: Bucks with deer; white, undated	Box E5
Capri--Front: Capri Super Slims; white, undated	Box E5
Camel--Back: Camel 75th birthday! Camel. 75 years and still smoking. Joe Camel and pyramid; blue, 1988	Box E6
Camel--Front: Camel; back: Joe Camel in suit; yellow rain jacket, undated	Box E6

Camel--Front: Camel; back: Camel smooth character, Joe Camel; white, undated	Box E6
Camel--Front: Camel; back: A Pack of Camels, Joe Camel on motorcycle; white, 1990	Box E6
Camel--Front: Camel billiard ball; back: Joe Camel billiards; green, undated	Box E6
Camel--Front: Camel football; back: Joe Camel sports fan; black, undated	Box E6
Camel--Front: Camel genuine taste; back: Camel pyramid; white tank top, undated	Box E6
Camel--Front: Camel groove blender; back: Camel big Vegas groove blender; white, undated	Box E6
Camel--Front: Camel ampersand; back: Where it's @, black, 1997	Box E6
Camel--Front: Camel silhouette; back: camel eclipse, undated	Box E6
Camel--Front: Club Camel member; back: Club Camel wish you were here; white, 1991	Box E6
Camel--Front: The Hard Pack; back: Camel presents the hard pack, Joe Camel musician, white, 1991	Box E6
Camel--Front: Joe's beach club; back: Joe's beach club tell em Joe sent you; white, 1993	Box E6
Copenhagen--Front: Copenhagen Tough Co.; sleeve: U.S. Tobacco; back: Copenhagen Tough Co., Kokomo Havasu, Lake Havasau spring 1998; black, undated	Box E5
Kool--Front and back Kool logo; white and green, undated	Box E6
Kool--Front: Kool it fits; black, undated	Box E6

Marlboro--Front: Marlboro; back: Marlboro Wild West collection, Marlboro Man; black, undated	Box E7
Marlboro--Front: Marlboro; back: Penrod's on the beach; red, undated	Box E7
Marlboro--Front: Marlboro; red, undated	Box E7
Marlboro--Front: Marlboro; white, undated	Box E7
Marlboro--Front: Marlboro; white and red, undated	Box E7
Marlboro--Front: Marlboro; back: Marlboro Man silhouette; white, undated	Box E7
Marlboro--Front: Marlboro; back: Rodeo State Fair Sept. 26-Oct. 1, Gear for the Great Wide Open, finest quality, authentic wear, Marlboro Country Store; white, undated	Box E7
Marlboro--Front: Marlboro; back: Marlboro Man; white, undated	Box E7
Marlboro--Front: Marlboro Adventure Team; back: map "Lizard Rock, Outlaw Gap, Thunder Pass; white, undated	Box E7
Marlboro--Front: Marlboro Adventure Team; back: motorcycle; white, undated	Box E7
Marlboro--Front: Marlboro Adventure Team; back: truck; white, undated	Box E7
Marlboro--Front: Marlboro cigarette pack; white, undated	Box E7
Marlboro--Front: Marlboro, race car; back: Marlboro racing '92; white, 1992	Box E7
Marlboro--Front: Marlboro racing, checkerboard; back: Marlboro racing team; white, undated	Box E7

Marlboro--Front: Marlboro racing team, checkerboard; back: Marlboro racing team; red, undated	Box E7
Marlboro--Front and back: Marlboro racing Team Penske; white, undated	Box E7
Marlboro--Front and back: Marlboro racing Team Roberts; white sweat shirt, undated	Box E8
Marlboro--Front: Marlboro Unlimited; back: Marlboro Unlimited Pipestone Pass, Three Forks, Grey Bull Basin, Horse Creek, Rock Springs, Trout Creek Pass; white, undated	Box E8
Marlboro--Front: Marlboro World Championship Team; maroon, undated	Box E8
Marlboro--Front: McLaren race car; white, undated	Box E8
Marlboro--Front: Moto-Sport 11 June 1995, The first Alesi win Canadian Grand Prix 1995; back: Ferrari; white, 1995	Box E8
Newport--Front: Newport; white, undated	Box E8
Newport--Front: Newport; back: Newport, suspender design; white, undated	Box E8
Newport--Front: Newport alive with pleasure; back: Newport; white and green, undated	Box E8
Newport--Front: Newport alive with pleasure; white, undated	Box E8
Newport--Front: Newport alive with pleasure; white and green, undated	Box E8
Salem--Front: Everybocy's coming to the fresh side, Salem Fresh Wrap; back:, 1993	Box E8
Salem--Front: Salem; back: Salem fresh on the scene; black, 1990	Box E8
Salem--Front: Salem Fresh Wrap; back: Escape to the Fresh Side; white, 1992	Box E8

Salem--Front: Salem El Refrescante Tour; white, undated	Box E8
Salem--Front: Salem SoundWaves refreshest new music; white, undated	Box E8
Salem--Front: Salem the refreshest, sailboat, undated	Box E8
Salem--Front: Shake it up, Salem the refreshest, champagne bottle; white, undated	Box E8
Salem--Front and back: Salem fresh on the scene; black plastic rain jacket, undated	Box E9
Vantage--Front: Vantage golf PGA tour; blue pullover windbreaker, undated	Box E9
Virginia Slims--Front: Virginia Slims Series; red, undated	Box E9
Virginia Slims--Front: You've come a long way baby; white, undated	Box E9
Winston--Front: 16th annual Winston Smokin' Wheels Guam USA 93, The largest international motorsport event in the Pacific!; white, English and Japanese, 1993	Box E9
Winston--Front: 1988 Inaugural Seafair Performance Corner National, NHRA Winston Drag Racing Seattle Washington; sleeve: Top Eliminator SS sport service; pink, 1988	Box E9
Winston--Front: Eagle, summer '92; back: Winston and eagle; white, 1991	Box E9
Winston--Front: Championship Drag Racing NHRA 29th Annual Chief Auto Parts Winternationals, Winston Drag Racing, Pomona, CA 1989; back: Budweiser king of beers 20th annual Summernationals 1989, Winston Drag Racing, Englishtown New Jersey; white, 1989	Box E9
Winston--Front: Winston; back: eagle; black, undated	Box E9

Winston--Front: Winston Cup 1993, Winston Cup Series Daytona '93, from Daytona to Atlanta; back: NASCAR Winston Cup Series 1993 Tour from Daytona to Atlanta, race schedule, That's worth a Winston; white, 1993

Box E9

Winston--Front: Winston Cup Series Daytona; white sweat shirt, undated

Box E9

Winston--Front: Winston Racing Series, stock car; white, undated

Box E9

Winston--Front and back: Winston Racing Team; black and red, undated

Box E9

Drinking and bar accessories, 1991-2001, undated

Basic--Thermos, Your Basic beverage center, black, undated

Box E10

Benson & Hedges--Covered drink cup, Benson & Hedges Blues, undated

Box E10

Camel--Coasters, Camel since 1913 and Pleasure to Burn, 2001

Box E10

Camel--Insulated can holder, Club Camel, blue with Joe Camel, 1991

Box E10

Craven "A"--Coasters (in French), undated

Box E10

Scope and Contents

Text: Du 15 au 25 Juillet, Fou rire Craven A Sortez votre fou! Serie Cabaret. L'Univers Fou Craven A. Serie Club Soda. Serie Craven A Fou bars en bars. Juste pour rire

Dakota--Insulated mug, blue, undated

Box E10

Scope and Contents

Surgeon General warning label attached

Kool--Bar mat, Kool Filter Kings, green, undated

Box E10

Scope and Contents

Surgeon General warning label attached

Kool--Can opener, Come up to Kool, white, undated Box E10

Lucky Strike--Coasters, undated Box E10

Scope and Contents

Text: L.S./M.F.T. Lucky Strikes Again, The moment is right for it

Marlboro--Sports cup with straw, red, 1991 Box E10

Marlboro--Thermos, Coleman red and white, undated Box E10

Merit--Coasters, You've got Merit, white, undated Box E10

Multiple cigarette brands depicted on a plastic tumbler, undated Box E10

Satin--Serving tray, undated Box E11

Scope and Contents

Replica of vintage advertising. Text: Satin Aristocratic in Quality Democratic in Price, Satin Turkish blend cigarettes 20 for 15cts.

Vantage--Insulated mug, Vantage the right light, black, 1992 Box E10

Games and sports paraphernalia, 1933-1992, undated

Benson & Hedges--Playing cards, undated Box E12

Camel--Magician's Handy Book of Cigarette Tricks also coin and card magic, by Paul Carlton, 1933 Box E12

Camel--Playing cards, 75th birthcay, Joe Camel, 1988 Box E12

Camel--Playing cards, Club Camel, 1992 Box E12

Camel--Playing cards, The Hard Pack, 1991 Box E12

Camel--The Game (cards, dice, score pad), 1992 Box E12

Chesterfield--Bridge by Ely Culbertson (book), 1935	Box E12
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Lucky Strike--Bridge game card by Milton C. Work, hand no. 45 in a series, undated	Box E12
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Scope and Contents

Text on one side "Ok-Miss America! We thank you for your patronage;
other side describes bidding systems and game play

Marlboro--Playing cards (menthol green), 1989	Box E12
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Marlboro--Playing cards mailing, Wild West series, two packs in box, 1991	Box E12
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Now--Playing cards, undated	Box E12
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Old Gold--Punch board game, 1940s	Box E12
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Player's Navy Cut--Playing cards "Player's Please", undated	Box E12
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Real--Playing cards, undated	Box E12
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Salem--Bingo game card, undated	Box E12
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Skoal--Playing cards, 1992	Box E12
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Vantage--Golf set (tees, ball markers, spike and divot tool, undated	Box E12
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Virginia Slims--Playing cards, 1985	Box E12
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Luggage, undated

Camel insulated bag, Joe Camel "Smooth Character"	Box E13
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Camel pool cue bag, Joe Camel "Smooth Character"	Box E13
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Marlboro duffle	Box E13
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Philip Morris duffle	Box E13
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Salem nylon duffle	Box E14
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Salem pool cue bag, "Salem SoundWaves"	Box E14
Vantage bag	Box E14
Virginia Slims SlimSak bag in box, "You've come a long way baby"	Box E14
Winston bag	Box E14
Winston insulated bag with built-in radio	Box E14

Miscellaneous, 1988, undated

Automobile windshield shade--Camel 75th anniversary	Box E15
Badge--L&M logo	Box E15
Badge--Marlboro logo	Box E15
Badge--Marlboro race car	Box E15
Badge--Philip Morris logo	Box E15
Badge--Red Man, "America's Best Chew"	Box E15
Badge--Winston Cup Series (NASCAR)	Box E15
Badge--Winston eagle	Box E15
Badge--Winston eagle 1	Box E15
Badge--Winston Million--Daytona, Talladega, Charlotte, Darlington	Box E15
Badge--Winston, The Winston checkered flags	Box E15
Bubble gum package--Big League Chew Original shredded bubble gum (1988), 1988	Box E15
Button--Accord "Ask about the Ultra-mild Taste Accord"	Box E15
Button--Kool Jazz Festival	Box E15
Camera--Parliament Lights, blue plastic point-and-shoot 35mm	Box E16

Candy cigarette boxes; parody brands--Camal; Chesterfeeld, Lucky Stripe "It's Tasty"; Pell Mell tasty cigarettes	Box E15
Cigarette/matches wall display--Kool "Light up a Kool" with penguin	Box E16
Cigarette pack--Kool box replica with sticky back for display mounting	Box E16
Comb--Marlboro	Box E15
Decal--Lucky Strikes Again	Box E15
Grocery checkout separator--Salem "natural menthol cigarettes"	Box E16
Grocery checkout separator--Winston "Filter Cigarettes"	Box E16
Keychain--Marlboro	Box E15
Keychain--Philip Morris brands	Box E15
Keychain--Winston	Box E15
Letter opener--Philip Morris	Box E16
Magnet--Lucky Strike vintage pack design (face only, magnet strip has been removed)	Box E15
Magnet--Marlboro	Box E15
Makeup applicator--Virginia Slims "You've come a long way baby"	Box E16
Megaphone--Winston, Cardboard tube with slogans "Yell for your team" and "Winston tastes good like a cigarette should"	Box E16
Name tag holder--Winston	Box E15
Paperweight?--Camel, padlock design	Box E16
Pen--Souvenir of visitor tour, R.J. Reynolds Co.	Box E16

Pencil set--Philip Morris (pencils, sharpener, eraser)	Box E16
Peppermint wrapper--Winston "Extra cool" made in Malang, Indonesia	Box E15
Picture--Virginia Slims "Sin City"	Box E16
Pin--Features Skoal, Copenhagen, Happy Days smokeless tobacco	Box E15
Pin--Marlboro	Box E15
Rolling paper dispenser--Vogue Pure White Papers (in English and French), wall mounting	Box E16
Wallet--Marlboro	Box E16
Wallet--Merit	Box E16
Windshield scraper--Marlboro	Box E16

Packaging (Cigar and Cigarette cartons, packs and boxes), undated

Big Man Chewing Tobacco pouch	Box E17
Free Non-Tobacco carton (Tobacco- and nicotine-free smoking product made from cocoa bean hulls)	Box E17
Holland Cigars box (Slogan "Super King Size")	Box E17
Honest Long Cut Smoking and chewing tobacco	Box E17
Next De-Nic 100s carton (9 packs of regular and one menthol)	Box E17
Red Man Totems stick of chewing tobacco	Box E17
Savvy 100s carton	Box E17
Tucketts Preferred cigar box	Box E17
Samples of cigarette packs	Box E18

Scope and Contents

Includes 555 Filter Kings (Great Britain); American Blend; American Full; American Lights; American Spirit; Austin Lights; Benson & Hedges; Boots (Mexico, in Spanish); Bull Durham Lights; Camel Filters (Joe Camel collector packs); Camel Lights (Hard collector pack with 1926 ad); Camel Lights (Soft collector pack with 1934 ad; offer for vintage lighter); Cost Cutter; Dakota Lights; Daqingshan (China); Double Happiness (China); Dunhill (New Zealand); Falcon Lights; Gold Coast; Good Companion (Hong Kong); GPC Approved; Harley Davidson; Heritage Lights; Holiday (Australia; Series with various government health warnings); Hollywood (tax exempt export pack); Home Run; Hope (Japan); Jin Si Hou (China); Joy (Denmark; slogan "Joy to the World"); Kamel; Kool; Magna Lights; Maverick Specials; Mercer; New Look Light; Newport Menthol (10-cigarette sample size pack); Pall Mall; Players Extra (Canada); Players Select; Premier (Slogan "The Cleaner Smoke." Tobacco is heated, not burned); Prime Menthol; Private Stock

Samples of cigarette packs

Box E19

Scope and Contents

Includes Alas Extra (Mexico, in Spanish); Benson & Hedges (New Zealand); Carlton Soft Pack; Cartier; City 100s; Craven "A"; Dakar (Canada, with graphic health warning); Eve Lights 120s; Faros (Mexico); Full Flavor 100s; GPC Approved; Hope (Japan); Look Light 100s (Denmark); Marlboro Lights 25s; Merit Ultra Lights; Metro Menthol; Misty Menthol; Monarch Lights; Newport Stripes; Philip Morris Navy; Players 100s; Players Navy Cut; Prime 100s Lights; Pyramid Ultra; Rave; Real; Rocky Mountains (Denmark); Rothmans (New Zealand); Sigari Marconi cigars; Signature; Spring Lemon; Star (Switzerland; picture of Berlin Wall); Swisher Sweets; Tall 120s; Tourney; Triumph Menthol; U.S.A. Gold; Virginia Slims; VQ Ultra Lights (Value & Quality); West Quickies; Winston Select; Worth King Size; Yidaitianjiao (China)

Printed Material, 1894-2002, undated

Calendar--Merit, 1994	Box E20
Catalog--Camel Cash vol. 2, 1992	Box E20
Catalog--Camel Cash vol. 5, 1994	Box E20
Catalog--Dakota Trading Company, 1990	Box E20
Collector cards--Silk Cut (Great Britain), 1993	Box E20

Collector cards--W.C. MacDonald (Great Britain): British Consol, Brier, 1934	Box E20
Cookbook--Benson & Hedges presents 100 of the world's greatest recipes by James Beard, 1976	Box E20
Postcards--Best of Luck Strike (Germany), 1996	Box E20
Promotion--Lucky Strike "Lucky Time" mailing, 1998	Box E20
Promotion--Lucky Strike postcards/scooter contest (Switzerland), 2002	Box E20
Promotion--Merit coffee mug offer, 1991	Box E20
Promotion--Next mailing, came with free packs, 1989	Box E20
Promotion--Salem free pouch/watch package, undated	Box E20
Sign--Camel Genuine Taste, 1995-1997	Box E20
Sign--Camel license plate, 75th anniversary, 1988	Box E20
Sign--Camel menthol, 1996	Box E20
Sign--Cancer cures smoking (picture of tombstone), 1967	Box E20
Sign--No smoking, undated	Box E20
Sign--Players "Say Player's Please" with strike pad, circa 1950s	Box E20
Sign--Smoke Caton Quality Cigar, undated	Box E20
Sign--Warning the Sugeon General has determined that warnings from the Surgeon General can be hazardous to a good time, undated	Box E20

Stickers--Anti-smoking, INFACT "Stop Marketing Tobacco to Children", undated	Box E20
Wall thermometer--Salem "Refresh Your Taste!", undated	Box E20
Book cover--Anti-smoking: Trash Tobacco Slam the Can; Family Health Foundation of Nebraska/Nebraska DOC (Doctors Ought to Care), 2000	Box E21
Bumper stickers--Anti-smoking, INFACT "Stop Marketing Tobacco to Children", undated	Box E21
Calendar--Camel, Joe Camel, 1993	Box E21
Calendar--Camel, Joe Camel Weekends, 1993	Box E21
Cigar labels, undated	Box E21
Contents of binder--Anti-smoking advocacy, satire, etc., 1 of 3, 1988-2000, undated	Box E27
Physical Description: 2 folders	
Scope and Contents	
Materials in English, French, Russian, Icelandic, others	
Contents of binder--Anti-smoking advocacy, satire, etc., 2 of 3, 1950s-2002	Box E27
Physical Description: 2 folders	
Contents of binder--Anti-smoking advocacy, satire, etc., 3 of 3, 1991-2000	Box E27
Contents of binder--Cartoons 1, 1951-1996, undated	Box E27
Scope and Contents	
Includes cartoons from Bizarro, Boston Globe, Doonesbury, Financial Post, Globe and Mail, Newsweek, Sally Forth, The Far Side, The Modern World, The Nation, The Oregonian, Vancouver Sun, Washington Post	
Contents of binder--Cartoons 2, 1987-1996, undated	Box E27
Physical Description: 2 folders	

Contents of binder--Cartoons 3, 1887-2001	Box E27
Physical Description: 2 folders	
Contents of binder--Clippings 1, 1952-1998	Box E27
Contents of binder--Clippings 2, 1991-2002	Box E27
Contents of binder--International tobacco advertisements A-C, 1925-1995	Box E27
Scope and Contents	
Includes 555, Alpine, Barclay, Benson & Hedges, Cambridge, Camel, Cartier, Commodore, Craven A	
Contents of binder--International tobacco advertisements D-H, 1986-1995	Box E27
Scope and Contents	
Includes Davidoff, Djarum, Dunhill, Escort, Fellows	
Contents of binder--International tobacco advertisements J-L, 1985-1995	Box E27
Scope and Contents	
Includes Javanese Jongens, John Player, Kent, Lord, Lucky Strike	
Contents of binder--International tobacco advertisements M-P, 1983-2001	Box E27
Scope and Contents	
Includes Marlboro, Mercedes, Mild Seven, Newport, Panda, Peter Jackson, Pierre Cardin, Prince	
Contents of binder--International tobacco advertisements P-Z, 1980-1995	Box E27
Scope and Contents	
Includes Rothmans, Peter Stuyvesant, Philip Morris, Salem, St. Moritz, Sterling, Summit, Superlights, Top Club, Winfield, Winston, Wills	
Contents of binder--Smoking cessation products and methods, 1894-2002	Box E27
Physical Description: 2 folders	

Contents of binder--Spit, chew, cigars 1 of 2, circa 1900s-2000	Box E27
Contents of binder--Spit, chew, cigars 2 of 2, 1916-2000	Box E27
Contents of binder--Visual aids, 1967-2002	Box E27
Scope and Contents	
Includes charts, tables and other graphic materials used by Pollay in presentations and lectures	
Promotions--Camel, Buy 2 packs and get 1 free, store display, 2000	Box E21
Promotions--Camel, Buy 2 packs get a Camel "T" free, package, undated	Box E21
Promotions--Camel, Free Camel Hardpack T-shirt with 3-pack purchase, package, 1991	Box E21
Promotions--Camel, Genuine Taste tank top free with 3-pack purchase, package, undated	Box E21
Promotions--Camel, Joe's Place tumbler free with 2-pack purchase, package, undated	Box E21
Sign--Camel Genuine Taste, 1996	Box E21
Sign--Lucky Strike, An American Original (woman with WWII bomber), undated	Box E21
Sign--Lucky Strike, Be Happy Go Lucky, Lucky Strike Means Fine Tobacco (woman with automobile), undated	Box E21
Sign--Old Gold presents Babe Ruth in the blindfold cigarette test (replica of 1930 sign), 1991	Box E21
Sign--Old Gold, The favorite of the fair, wins new friends every day, undated	Box E21
Shopping bag--Camel, Copenhagen Airport, undated	Box E22

Shopping bag--Kent, Alders International duty free shops, undated	Box E22
Shopping bag--Marlboro, undated	Box E22
Shopping bag--Marlboro, Camus Cognac, Hong Kong Airport duty free shop, undated	Box E22
Shopping bag--Marlboro, "See Buy Fly," Amsterdam Airport Shopping Centre, undated	Box E22
Shopping bag--Philip Morris USA, Benson & Hedges, Marlboro, Merit, Virginia Slims, undated	Box E22
Shopping bag--Virginia Slims, "Shopping fling, hot fashions at slim prices", undated	Box E22
Vinyl banner--Winston "Smoke This. True Taste No bull., undated	Box E22

Promotional packages, offers, etc., 1988-1997, undated

Alpine direct response, 1989	Box E23
Scope and Contents	
Box with sample pack of Alpine, coupons	
American Full Flavor Post-It offer, 1990	Box E23
Scope and Contents	
Blister pack with two packs of cigarettes, Pack of Post-It notes with dispenser, fox motif	
Benson & Hedges direct response, 1988	Box E23
Scope and Contents	
Box with sample pack of Benson & Hedges 100s Lights, coupons	
Bucks, 1992	Box E23
Scope and Contents	
Three packs attached to a box containing a T-shirt	
Camel calendar offer, 1993	Box E23

Scope and Contents

Weekend Calendar free with 2-pack purchase

Camel VHS tape offer "Smooth Moves #203),
1989

Box E23

Canadian cigarette package designs, undated

Box E23

Scope and Contents

Post-regulation graphic health warning designs: Cigarettes are highly addictive; Cigarettes cause strokes; Cigarettes cause mouth cancer; cigarettes cause lung cancer; cigarettes can cause a slow and painful death; protect your children's health; Nitrosamines cause cancer. English and French labels.

Chelsea lighter offer, 1989

Box E23

Scope and Contents

Blister pack with two packs of cigarettes, butane lighter shaped like a cosmetics compact

Hogshead free pack offer, undated

Box E23

Scope and Contents

Box containing three packs

Kent picture frame offer, undated

Box E23

Scope and Contents

Box containing two packs of cigarettes, free silver plated picture frame, mail-in card for free film developing

Lung Association et al (Canada) smoking
advocacy direct response, undated

Box E23

Scope and Contents

Two boxes: One contains a bunny plush and a pack of cigarettes "Warning this box contains a product strictly regulated under the Hazardous Products Act"; the other box compares American and Canadian cigarette pack warning labels "How many lawyers does it take to write a cigarette warning?"; project of Canadian Cancer Society, Canadian Council on Smoking and Health, Canadian Medical Association, Heart and Stroke Foundation of Canada, Non-Smokers' Rights Association, Physicians for a Smoke-Free Canada, and the Lung Association.

Market research direct response, undated Box E23

Scope and Contents

Box containing two packs of cigarettes labeled "Leading National Brand Lights taste challenge" and offer for two free packs

Merit coffee mug offer, 1991 Box E23

Scope and Contents

"Hot Deal." Blister pack of Maxwell House Instant Coffee single serving packs, ad for Merit on back

Newport Stripes brush offer, 1990 Box E23

Scope and Contents

Hanging card with pack of Newport Stripes, free folding hair brush, dollars off offer on back of card

Next De-Nic 100s direct response, 1989 Box E23

Scope and Contents

Box with one pack of regular, one menthol cigarettes (de-nicotinized cigarettes)

Red Man free pouch offer, 1989 Box E23

Scope and Contents

Box with buy one, get one pouch free offer, mail in coupon in box, store coupon on back

Sterling Special Blend sample pack, undated Box E23

Scope and Contents

Ten cigarettes in complementary giveaway box

Style eyeshadow offer, 1992 Box E24

Scope and Contents

Blister pack with package of cigarettes, two-tone compact of "Raquel for Style" eye shadow with applicator and carrying slip, mail-in offer on back

Tourney cents off offer, 1989 Box E24

Scope and Contents

Two packs of cigarettes, 30-cents off store coupon

Virginia Slims sewing needle set, undated Box E24

Virginia Slims Superslims direct response, 1989 Box E24

Scope and Contents

Box introducing "the first low smoke cigarette for women" containing one pack of cigarettes

Winston free hat offer, 1997 Box E24

Scope and Contents

Box with two packs of cigarettes and free baseball hat (moved to Apparel subseries), mail-in offer

Winston free lighters offer, circa 1997 Box E24

Scope and Contents

Box with two packs of cigarettes and two free Bic disposable lighters, red with "No Bull"; "New Winston No additives. True taste"; "Winston's naked." Lighters removed to Smoking Accessories subseries.

Smoking accessories, 1900s(?)-1993

Ashtray--Joe Camel, 1992 Box E25

Ashtray--Lucky Strike, undated Box E25

Cigarette and cigar tins and boxes, undated Box E26

Scope and Contents

Includes Black Cat Plain and Cork (Canada); Camel Filters; Chesterfield; Craven Plain (England); John Player Special (Canada); Karel Minor (Holland); Kinney Brothers' Sweet Caporal "Truly Mild--Truly Fresh" (several designs, one includes a letter gifting the tin; Lucky Strike Flat Fifties; MacDonald's British Consols (Canada); Millbank Straight Cut (Canada); Player's Navy Cut Mild (Canada); Sportsman Extra Mild (Canada); State Express 333 "Three Threes" (England); Turret (Canada); Wills's Gold Flake (Canada); Winston EVO Evolved light blend flask

Lighters, 1985-1991, undated Box E25

Scope and Contents

Includes Camel (vintage style, Joe Camel); Marlboro; Matinee; Pall Mall; Player's Navy Cut; Salem; Vantage

Lighters (deaccessioned, scanned images only), undated

Box E25

Scope and Contents

Includes Camel (Joe Camel); Magna Lites; Marlboro; Salem; Winston

Matchbooks, undated

Box E25

Scope and Contents

Includes Camel; Export A; Kent; Marlboro; Old Gold; R.J.Reynolds Whitaker Park Plant; Rothmans; Tareyton; Winston

Quit-smoking--Better Quit cigarette replacement device, 1980s

Box E25

Quit-smoking--Light-free smokeless cigarettes (foam replica cigarettes), 1980s

Box E25

Quit-smoking--Quit 4 Life kit (Healthy Canada, 1993

Box E25

Rolling papers--Bugler, 1973

Box E25

Rolling papers--R.J. Reynolds, undated

Box E25

[Return to Table of Contents](#)

2013 Addition, 1922-2012, undated

9001. Tobacco and Youth--United States, 1967-2006

Contents of binder--Brown & Williamson documents, 1967-1999

Box A1

Contents of binder--Corporate exhibits, 1961-2001

Box A1

Contents of binder--Corporate youth materials (targeting minorities and youth), 1973-1997

Box A1

Contents of binder--Lorillard documents, 1998

Box A1

Contents of binder--Philip Morris no. 1,
1974-1999 Box A1

Physical Description: 2 folders

Contents of binder--Philip Morris no. 2,
1981-2000 Box A1

Contents of binder--R.J. Reynolds no. 1,
1972-1997 Box A1

Physical Description: 2 folders

Contents of binder--R.J. Reynolds no. 1,
1978-2006 Box A1

Physical Description: 2 folders

Contents of binder--Target youth documents,
1997-1998 Box A1

Scope and Contents

Summaries and excerpts compiled by Jeffrey Arnett

9004. Candy Cigarette Project, 1939-2011, undated

Contents of binder--Activity log and research
results, 2000 Box A1

Physical Description: 2 folders

Contents of binder--Documents 1, 1961-1997 Box A1

Physical Description: 2 folders

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 2, 1989-1992,
undated Box A1

Physical Description: 2 folders

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 3, 1972-1998,
undated Box A1

Physical Description: 2 folders

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 4, 1939-1998,
undated

Box A1

Physical Description: 2 folders

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 5, 1946-1995,
undated

Box A1

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 6, 1966-1996,
undated

Box A1

Physical Description: 2 folders

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 7, 1966-1999,
undated

Box A1

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 8, 1990-1997,
undated

Box A1

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 8, 1990-1997,
undated

Box A3

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 9, 1995-1998

Box A3

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 10, 1991-1998,
undated

Box A3

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 11, 1991-1998

Box A3

Scope and Contents

Contents at beginning of binder

Contents of binder--Documents 12, 1991-1998,
undated

Box A3

Scope and Contents

Contents at beginning of binder

Julia Powell and Robert Proctor--"Not too bad
an advertisement": Brown and Williamson's
Sweet and Smoky Partnership with Candy
Cigarettes, undated

Box A3

Pollay--Candy cigarette database
documentation with candy maker information,
undated

Box A3

Pollay--Candy Cigarettes: Examples in
Evidence from the Pollay Collections (Working
Paper 10.1), 2010

Box A3

Pollay--Research notes, 2000-2011

Box A3

**9004. Candy Cigarette Project--Samples of Candy Cigarette Packaging
and Displays, undated**

Alexander Miner Mfg. (New York, N.Y.)--
Candy Cigarettes carton (Pall Mall, Lucky
Strike, Camel, LM, Chesterfield, Kent, Winston
depicted)

Box A2

Anderson Candy (Bloomfield, N.J.)--Lucky Mike

Box A2

Beacon Sweets, Inc. (Newark, N.J.)--Tareyton, Viceroy	Box A2
Benedict Chocolate Varieties (New York, N.Y.)-- Cammels	Box A2
Ce De, Inc. (Bloomfield, N.J.)--Camel, Lucky Smart	Box A2
Crown Products, Co. (Chicago, Ill.)--Phillip Morris & Co. Ltd	Box A2
Four Star Candy Co. (Newark, N.J.)-- Chesterfeels, Kent, L&M, Marlboro, Newport, Pall Mall, Parliament, Salem, Viceroy, Winston	Box A2
Four Star Candy Co. (Newark, N.J.)--King Size Candy Cigarettes carton (Pall Mall, Viceroy, LM, Winston depicted)	Box A2
Harvard Brand (American Nut and Chocolate Company, Boston Mass.)--Bucky Strike, Cemal, Chresterfeld	Box A2
Harvard Brand (American Nut and Chocolate Company, Boston Mass.)--Just Like Daddy! Candy King Size Cigarettes retail display box	Box A2
International: Allan Candy Company (Aldershot, Canada)--Cammels, Lucky Ten, Olde Golde	Box A2
International: Ferton (France; for Triple-C Imports, Burlington Ontario, Canada)--Mexico	Box A2
International: La Cubana S.A. (Mexico)-- Raleigh, Viceroy	Box A2
International: Steenland BV Gouda (Holland)-- Lucky Spike	Box A2
International: Unknown (France)--Old Mail	Box A2
Peco (Pecheur Lozenge Co., Brooklyn N.Y.)-- Camel, Chesterfield, Kool, Lucky Strike, Pall Mall	Box A2

Smiley Candy Co. (Easton, Pa.)--Camales,
Chesterettes, Kent, Marboro, Newport, Oasis,
Pal Moll Box A2

Star Chocolate Corporation (New York, N.Y.)--
Camels Box A2

Stark Candy Company (also known as Howard
B. Stark Co., Milwaukee and Pewaukee, Wis.)--
Carlton, Chesterfield, Cool, Herbert Tareyton,
Marlboro, Oases, Pall Mall, Stark Strike,
Tareyton, Viceroy Box A2

Swell brand (Swell Confections Inc. also
known as Philadelphia Chewing Gum
Corporation, Havertown, Pa.)--Cool, L&N,
Lucky Spike, Marlbro, Pell Mell, Viceray,
Viceroy Box A2

Sylvan Sweets (also known as Sylvan-Pecheur,
Easton Pa.)--Chest-O-Luck, Lucky Camel,
Lucky Smile, Pall Mall Box A2

U.S. STOP, Inc. (Society To Oppress Pollution,
Denver, Colo.)--Coughin' Nails Box A2

World Candies, Inc. (Brooklyn, N.Y.)--Barclay,
Camel, Chesterfield, Cool, Kool, L&M, L&N,
Lark, Lucky Strike, Lucky Stripe, Marlboro,
Pall Mall, Pell Mell, Tareyton, Terryton,
Viceray, Viceroy, Winston Box A2

World Candies, Inc. (Brooklyn, N.Y.)--World's
King Size Candy Cigarettes retail display
box (Marlboro, LM, Pall Mall, Lucky Strike
depicted) Box A2

Ephemera (Tobacciana), 2000, undated

Leather pouch--Tobacco, Death Valley, CA,
undated Box A4

Temporary tattoo--Heart with "smoke free
breathe easy"; Smoke free Birmingham
Project, 2000 Box A4

Kool Merchandising and Promotional Material, 1930s-2002

Comic books--Willie the Penguin, no. 1,2,4,6, 1951-1952	Box A5
Desk pen--Kool box with ballpoint on cord, undated	Box A4
Duffle bag--Team Kool Green, undated	Box A6
Hat--Team Kool Green, undated	Box A6
Inflatable balloon, 1980	Box A6
Keychain, undated	Box A4
Kool House Rewards catalog, 2000	Box A4
Kool Spades Slam playing cards, 2002	Box A4
Marbles set--Got a cough? Smoke Kools, 1950s	Box A4
Pins--Willie and Millie Penguin, 1950s	Box A5
Pocket protector "Come Up to Kool", undated	Box A5
Point of purchase display photograph, 1990s	Box A5
Print advertisements, 1956-2002	Box A5
Promotion--K Boom free radio with pack, 2000	Box A4
Promotion--Kombo bottle opener/lighter free with pack, 2001	Box A4
Sign--Keep a clear head with Kools, 1930s	Box A5
Slides of various Kool promotions, undated	Box A5
T-shirt--Kool It Fits, black, undated	Box A6
Used razor blade cup--Safety first, Willie the Penguin says: Used razor blades can cut you up so kindly put them in this cup! Got a Cough? Smoke Kools as your Steady Smoke	Box A5
Willie the Penguin "Dr. Kool" statuette, undated	Box A4

Windbreaker, black with Kool logo, undated Box A6

Wrist bands, terrycloth, undated Box A4

Motivational Research, 1938-2009

Advertising copy, 1954-1994 Box A7

Chicago Tribune study: Cigarettes their role and function, 1952 Box A7

Cigarette Scare: What'll the Trades Do?, 1953 Box A7

Cigarette smoking motivation study (Research Services Ltd.), 1956 Box A7

Contemporary consumer attitudes toward cigarettes, smoking and health (Imperial Tobacco, Canada), 1969 Box A7

Contents of binder, 1969-1975 Box A7

Physical Description: 2 folders

Scope and Contents

Includes: Senate hearing on H.R. 6543 on cigarette advertising and labeling; Philip Morris behavioral research annual report; Alan Meyer et al, Motivational conflicts engendered by the ongoing discussion of cigarette smoking

Ernest Dichter, articles about, 1947-2007 Box A7

Physical Description: 2 folders

How an Agency Builds a Brand: The Virginia Slims Story (Hal Weinstein, Leo Burnett), 1970 Box A7

In-depth exploratory study on cigarette smoking habits and attitudes (Liggett & Myers), 1969 Box A7

Marlboro, 1956-1988 Box A7

Miscellaneous articles, 1938-2008 Box A7

Physical Description: 4 folders

Motivation survey of cigarettes for Liggett & Myers vol. 1, 1957 Box A7

Physical Description: 2 folders

Present competitive position of Pall Mall Gold 100s and Silva Thins (for American Tobacco), 1969 Box A7

Pseudo-scientific hocus pocus: motivational research's Australian application (Amanda McLeod), 2009 Box A7

Psychological map of the cigarette world (for Ted Bates), 1967 Box A7

Repetition is Reputation, 1943 Box A7

Research proposal: An action oriented research program for discovering and creating the best possible image for Viceroy cigarette (Ted Bates), 1975 Box A7

Roper study: Study of attitudes toward cigarette smoking and different types of cigarettes, 1959 Box A7

Selections from Ernest Dichter papers, Hagley Library, 1947-1963 Box A7

Physical Description: 2 folders

The Image, the Brand and the Consumer (William Tyler, Leo Burnett), 1957 Box A7

[Untitled] Pilot test for research on Kool brand and menthol cigarette market (Brown & Williamson), 1960s Box A7

Vantage and Merit smokers (for R.J. Reynolds), 1982 Box A7

Winston brand image (R.J. Reynolds), 1982 Box A7

Printed Material, 1922-2006, undated

American Journal of Public Health--Tobacco and the Media, 2002 Box A7

BMJ (Journal of the British Medical Association)--Towards a smoke free world, 2000	Box A7
555 Light, Basic advertisements, 1997-1998	Box A12
Camel advertisements, 1933-1953, 1996	Box A12
Camel advertisements, 1931-1935, 1998	Box A13
Physical Description: 3 folders	
Camel advertisements, 1931-1958	Box A15
Camel advertisements--Comics, 1934-1940	Box A12
Camel advertisements--Comics (also Prince Albert), 1936-1938	Box A13
Camel advertising in motorcycle magazines, 1984-1996	Box A7
Camel Cigarette Collectibles 1964-1995 (Douglas Congdon-Martin), 1997	Box A7
Camel, Newport, Pall Mall, Viceroy advertisements, 1963-1972	Box A13
Chesterfield advertisements, 1929-1951	Box A12
Chesterfield advertisements, 1922-1935	Box A13
Chesterfield advertisements, 1931-1949	Box A15
Communication Research Trends--The Social and Cultural Effects of Advertising, 1994	Box A7
Encore, Kent, Lark, Lucky Strike advertisements, 1930-1968	Box A15
Getting Away with Murder: The Dying Art of Cigarette Advertising promotional postcard with vintage Lucky Strike ad on front, undated	Box A7
Journal of Social Issues--Social Science Perspectives on Tobacco Policy, 1997	Box A7

Joy satirical advertisement postcard (Acme Ads Subvertising), undated	Box A7
Kamel advertisements, 1996-1998	Box A12
Kamel advertisements, 1997-1998	Box A13
Kool advertisements, 1952-1999	Box A12
Kool advertising fans, circa 1933-1935	Box A12
Kool articles, 2004-2006	Box A8
Life Magazine--Government report nails down smoking hazards Verdict on Cigaretts: Guilty as Charged, 1964	Box A15
Lucky Strike advertisements, 1928	Box A12
Lucky Strike advertisements, 1931-1935	Box A13
Physical Description: 2 folders	
Lynda Barry--Ernie Pook's Comeek "Are you freaking because you're smoking?", undated	Box A8
Marlboro advertisements, 1998	Box A12
Marlboro advertisements, 1988-1993	Box A13
Marlboro point-of-purchase displays, signs, etc., 1990-1998	Box A13
Mother Jones--Special issue on the tobacco industry, 1996	Box A8
Moonlight Tobacco Co., Salem advertisements, 1998	Box A12
Old Gold advertisements, 1935	Box A13
Pack of Lies: The Advertising of Tobacco promotional flyer (video project of Richard Pollay and Jean Kilbourne), undated	Box A8
Philip Morris--U.S. Bill of Rights mailing (with facsimile of document), 1990	Box A12

Philip Morris, Raleigh, Winston advertisements, 1936-1970	Box A15
Priorities for Health--Final issue, on tobacco, 2001	Box A8
Priorities for Long Life and Good Health--Issue on tobacco, 1996	Box A8
"Pure Canadian Classics" advertisement with health warning, undated	Box A8
Quit (Charles Wetherall)--Stop-smoking guide the size and shape of a cigarette package, 1979	Box A8
Real Edge (lifestyle magazine funded by Brown & Williamson), 2000	Box A8
Tobacco Control--Discoveries and disclosures in corporate documents, 2002	Box A8
Vanity Fair--Smoking guns, big tobacco's war against Jeffrey Wigand (Marie Brenner), 1996	Box A8
Vantage, Winston advertisements, 1997-1998	Box A12
Viceroy advertisement, undated	Box A13

Research and Writing by Pollay, 1967-2011, undated

Contents of binder--100 Illustrations of 20th Century Cigarette Promotion, 1997	Box A8
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Physical Description: 2 folders

Scope and Contents

Text, print advertisements and slides. Ads range 1946-1997; index in front of binder

Contents of binder--Advertising as Myth Information (seminar), 1989	Box A8
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Physical Description: 2 folders

Contents of binder--Brand-based Notes, 1995-2007	Box A8
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Physical Description: 2 folders

Scope and Contents

Includes working papers on Chesterfield, Kent, Kool, L&M, Lucky Strike, Newport, Salem cigarette brands

Contents of binder--Cigarette TV Ads: An Inventory of 23 Compiled Brand Reels (Working Paper 06.4), 2006

Box A8

Contents of binder--Dying Art of Cigarette Pomotion (collection of articles by Pollay), 1997

Box A8

Physical Description: 2 folders

Contents of binder--Functions and Management of Cigarette Advertising, 1990

Box A8

Contents of binder--Getting Away with Murder (slides), undated

Box A8

Scope and Contents

Includes texts: Themes and Tactics in Cigarette Advertising 1938-1983; Selling Smoke

Contents of binder--Healthy Promotions for and by U.S. Cigarette Marketers, 1996

Box A8

Physical Description: 2 folders

Contents of binder--Marlboro Brand Imagery, 1999

Box A8

Contents of binder--Pollay publications on advertising history vol. 1, 1976-1986

Box A8

Physical Description: 2 folders

Scope and Contents

Index at front of binder

Contents of binder--Pollay publications on advertising history vol. 2, 1987-1994

Box A8

Physical Description: 2 folders

Scope and Contents

Index at front of binder

Contents of binder--Pollay publications on tobacco vol. 1, 2006-2007 Box A8

Physical Description: 2 folders

Scope and Contents

Index at front of binder

Contents of binder--Pollay publications on tobacco vol. 2, 2007-2010 Box A9

Scope and Contents

Index at front of binder; CD-Rom (RL11612-OP-077) removed to Audiovisual Materials

Contents of binder--Pollay publications on tobacco vol. 3, 2011 Box A9

Scope and Contents

Index at front of binder

Contents of binder--Seaboard Life Non-Smokers, 1995-1997 Box A9

Scope and Contents

Contents comprise lecture notes, various articles on youth smoking and targeting of youth by tobacco advertising

Contents of binder--Selling Smoke, 1988 Box A9

Contents of binder--Slide collection, 1995-2001 Box A9

Scope and Contents

Includes notes, articles on tobacco regulation, "Transnational Firms vs. State Monopolies"

Contents of binder--Tricks of the Tobacco Trade, 2001 Box A9

Early publications, 1967-1976 Box A9

Inventories: Select Cigarette U.S. TV Ads of the 1950s and 1960s (to accompany DVDs available for purchase) (Working Paper 07.3), 2007 Box A9

Scope and Contents

DVDs (RL11612-OP-068 and RL11612-OP-069) removed to Audiovisual Materials

Lecture/presentation notes, undated Box A9

Life Magazine--Index of tobacco-related advertisements 1953-1970, undated Box A9

Marlboro research notes and materials, 1950-2009 Box A9

Physical Description: 2 folders

U.S. Cigarette Radio Advertising 1933-1952: CD and Descriptive Inventory (Working Paper 10.2), 2010 Box A9

Scope and Contents

CD (RL11612-OP-081) removed to Audiovisual Materials

Research and Writing by Others, 1933-2012, undated

Contents of binder--Anthony Biglan on Youth (in USA v. Philip Morris et al), 2005 Box A9

Physical Description: 2 folders

Contents of binder--Dean Krugman on Advertising (in USA v. Philip Morris et al), 2004 Box A9

Physical Description: 2 folders

Advocacy Institute--Truth and the Consequences of Cigarette Advertising, 1992 Box A9

Allan Brandt--The Cigarette Century (Excerpt), 2007 Box A9

Allan Brandt--Inventing Conflicts of Interest: A History of Tobacco Industry Tactics, 2012 Box A9

American Academy of Family Physicians et al--Letter to the Food and Drug Administration regarding regulation of non-face-to-face sales of tobacco products, 2012 Box A9

Benjamin Alamar and Stanton Grantz-- Effect of Increased Social Unacceptability of Cigarette Smoking on Reduction in Cigarette Consumption, 2006	Box A9
Bob Froese et al--Marketing of Tobacco Products, 1996	Box A9
Canadian Cancer Society--Cigarette Package Health Warnings International Status Report, 2010	Box A9
Carolyn Dresler and Stephen Marks--The Emerging Human Right to Tobacco Control, 2006	Box A9
Committee of Experts on Tobacco Industry Documents--Tobacco Company Strategies to Undermine Tobacco Control Activities at the World Health Organization, 2000	Box A9
Crawford Moodie et al--Young adult smokers' perceptions of plain packaging: a pilot naturalistic study, 2011	Box A9
Chris Lovato et al--Tobacco Point-of-Purchase Marketing in School Neighbourhoods and School Smoking Prevalence, 2007	Box A9
David Hammond--Health warning messages on tobacco products: a review, 2011	Box A9
David Hammond and Carla Parkinson-- The impact of cigarette package design on perceptions of risk, 2009	Box A9
David Timberlake et al--A Content Analysis of Camel Snus Advertisements in Print Media, 2011	Box A9
E.C. Feighery et al--An examination of trends in amount and type of cigarette advertising and sales promotions in California stores, 2002-2005, 2008	Box A9

Evan Blecher--The impact of tobacco advertising bans on consumption in developing countries, 2008	Box A9
Framework Convention Alliance for Tobacco Control--Tobacco Advertising & Promotion (Fact sheet #9), 2005	Box A9
Garfield Mahood--The wins and losses in Canada's new tobacco package warning system, 2011	Box A9
Gary Fooks et al--Corporate Social Responsibility and Access to Policy Elites: An Analysis of Tobacco Industry Documents, 2011	Box A9
Gerard Hastings and Kathryn Angus--When is social marketing not social marketing?, 2011	Box A9
Gerard Hastings and Lynn MacFadyen--Keep Smiling No One's Going to Die: An analysis of internal documents from the tobacco industry's main UK advertising agencies, 2000	Box A9
Gregory Connolly et al--Public Attitudes Regarding Banning of Cigarettes and Regulation of Nicotine, 2012	Box A9
Health Behavior News--Tobacco Companies Find Loopholes in Settlement Stance on Outdoor Ads, 2008	Box A9
Henry Farrell--The Billion Dollar Smoke: A Working Truth in Reference to Cigarettes and Cigarette Smoking, 1933	Box A9
Henry Saffer and Frank Chaloupka--Tobacco Advertising: Economic Theory and International Evidence, working paper 6958, 1999	Box A9
Janet Hoek and Sandra Jones--Regulation, public health and social marketing: a behaviour change trinity, 2011	Box A9

Janine Paynter and Richard Edwards--The impact of tobacco promotion at the point of sale: A systematic review, 2009 Box A9

Jennifer Ibrahim and Stanton Glantz--The Rise and Fall of Tobacco Control Media Campaigns, 1967-2006, 2007 Box A9

Jennifer Kreslake et al--Tobacco Industry Control of Menthol in Cigarettes and Targeting of Adolescents and Young Adults, 2008 Box A9

Joanna Cohen et al--Tobacco Promotions at Point-of-Sale: The Last Hurrah, 2008 Box A9

John Ayanian and Paul Cleary--Perceived Risks of Heart Disease and Cancer Among Cigarette Smokers, 1999 Box A9

John Solow--Exorcising the Ghost of Cigarette Advertising Past: Collusion, Regulation and Fear Advertising, 2001 Box A9

Scope and Contents

Includes copy of 1955 FTC news release announcing cigarette advertising regulations, and Advertising Age articles on medical claims in cigarette ads

Jon Wiener--Big Tobacco and the Historians, 2010 Box A9

Juliana Doxey and David Hammond--Deadly in pink: the impact of cigarette packaging among young women Box A9

K.L. Lum et al--Signed, sealed and delivered: "big tobacco" in Hollywood 1927-1951, 2008 Box A9

Kim Klausner--Menthol cigarettes and smoking initiation: a tobacco industry perspective, 2011 Box A9

Kurt Ribisl--Research Gaps Related to Tobacco Product Marketing and Sales in the Family Smoking Prevention and Tobacco Control Act, 2011 Box A9

Lisa Henriksen--Comprehensive tobacco marketing restrictions: promotion, packaging, price and place, 2012	Box A9
Lisa Henriksen et al--Targeted Advertising, Promotion, and Price For Menthol Cigarettes in California High School Neighborhoods, 2011	Box A9
Louis Kyriakoudes--Affidavit filed for Gadaleta v. AC&S, Inc. et al, 2004	Box A9
M. Wakefield et al--The cigarette pack as image: new evidence from tobacco industry documents, 2002	Box A9
Marc Weinberger et al--Joe Camel: Post-mortem of a brand spokesperson, 2010	Box A9
Mariaelena Gonzalez et al--Through tobacco industry eyes: civil society and the FCTC process from Philip Morris and British American Tobacco's perspectives, 2011	Box A9
Mark Reed et al--The temporal relationship between advertising and sales of low-tar cigarettes, 2006	Box A9
Martin Foster et al--The state of knowledge regarding tobacco harm, 1920-1964: industry and public health service perspectives, 2006	Box A9
Marvin Goldberg--Expert report (prototype), undated	Box A9
Marvin Goldberg--How the tobacco industry continues to dupe the public into believing light cigarettes provide lower health risks than regular cigarettes (Senate testimony), 2007	Box A9
Marvin Goldberg--Why New Tobacco "Harm Reduction" Products Should Be Regulated, 2008	Box A9
Marvin Goldberg et al--The role of tobacco advertising and promotion: themes employed	

in litigation by tobacco industry witnesses, 2006	Box A9
Melanie Wakefield--Welcome to cardboard country: how plain packaging could change the subjective experience of smoking, 2011	Box A9
Nathaniel Wander et al--Corporate hegemony and social permission in Virginia Slims' "peculiar marriage" of tennis and tobacco, 2008	Box A10
National Cancer Institute--Monograph 19: The Role of the Media in Promoting and Reducing Tobacco Use, Executive Summary, 2008	Box A10
Norbert Hirschhorn and Stan Shatenstein, curators--The Best of the Lighter Side (tobacco related comics) 1992-2009, 2012	Box A10
O.B.J. Carter et al--The effect of retail cigarette pack displays on unplanned purchases: results from immediate postpurchase interviews, 2009	Box A10
Patricia McDaniel and Ruth Malone--"I always thought they were all pure tobacco": American smokers' perceptions of "natural" cigarettes and tobacco industry advertising strategies, 2007	Box A10
Peter Morris--"Personally, I Have Nothing Against Smoking": The Lethal Alliance between Baseball and the Cigarette, 2009	Box A10
Philip Morris--Editorial that ran in Black Enterprise voicing support for black consumers, 1988	Box A10
Philip Smith et al--Correcting Over 50 Years of Tobacco Industry Misinformation, 2011	Box A10
Phyra McCandless et al--Quid Pro Quo: Tobacco Companies and the Black Press, 2012	Box A10
R.M. Davis--British-American Tobacco ghost- wrote reports on tobacco advertising bans by	

the International Advertising Association and J.J. Boddewyn, 2008	Box A10
Reiner Hanewinkel et al--Cigarette Advertising and Adolescent Smoking, 2010	Box A10
Reiner Hanewinkel et al--Cigarette Advertising and Teen Smoking Initiation, 2011	Box A10
Richard Daynard and Eric LeGresley--Product Liability, 2012	Box A10
Robert Jackler and Hussein Samji--The Price Paid: Manipulation of Otolaryngologists by the Tobacco Industry to Obfuscate the Emerging Truth that Smoking Causes Cancer, 2011	Box A10
Robert John et al--Point-of-Sale Marketing of Tobacco Products: Taking Advantage of the Socially Disadvantaged, 2009	Box A10
Robert Proctor--Golden Holocaust (Excerpt), 2011	Box A10
Robert Proctor--History of the discovery of the cigarette-lung cancer link: evidentiary traditions, corporate denial, global toll, 2012	Box A10
Robert Proctor--Tobacco and Health (expert witness report from USA v. Philip Morris et al), 2004	Box A10
Ron Borland et al--Impact of Graphic and Text Warnings on Cigarette Packs: Findings from Four Countries over Five Years, 2009	Box A10
Ron Borland et al--Impact of structural packaging design on young adult smokers' perceptions of tobacco products, 2011	Box A10
Sarah Lochlann Jain--"Come Up to the Kool Taste": African American Upward Mobility and the Semiotics of Smoking Menthols, 2003	Box A10
Seema Mutti et al--Beyond light and mild: cigarette brand descriptors and perceptions of	

risk in the International Tobacco Control (ITC) Four Country Survey, 2011	Box A10
Semira Gonseth et al--The tobacco industry's past role in weight control related to smoking, 2011	Box A10
Sherry Emery et al--The Effects of Smoking-Related Television Advertising on Smoking and Intentions to Quit Among Adults in the United States 1999-2007, 2012	Box A10
Simon Chapman and Gemma Derrick--Bibliographic analysis of papers and authors published in Tobacco Control 1998-September 2011, 2012	Box A10
Stacey Anderson--Marketing of menthol cigarettes and consumer perceptions: a review of tobacco industry documents, 2011	Box A10
Stacey Anderson et al--Implications of the federal court order banning the terms "light" and "mild": what difference could it make?, 2007	Box A10
Stacey Anderson et al--Tobacco documents research methodology, 2011	Box A10
Stanton Glantz--Pinocchio shows how to end the tobacco epidemic, 2012	Box A10
Stella Aguinaga Bialous and Silvy Peeters--A brief overview of the tobacco industry in the last 20 years, 2012	Box A10
Surgeon General--Preventing Tobacco Use Among Youth and Young Adults, 2012	Box A10
Suzan Burton et al--The association between seeing retail displays of tobacco and tobacco smoking and purchase: findings from a diary style survey, 2011	Box A10
Terrell Stevenson and Robert Proctor--The Secret and Soul of Marlboro: Philip Morris and	

the Origins, Spread, and Denial of Nicotine
Freebasing, 2008 Box A10

Tess Boley Cruz et al--The Menthol Marketing
Mix: Targeted Promotions for Focus
Communities in the United States, 2010 Box A10

Timothy Dewhirst--New directions in tobacco
promotion and brand communication, 2009 Box A10

Timothy Dewhirst--Tobacco Portrayals in U.S.
Advertising and Entertainment Media, 2008 Box A10

Timothy Dewhirst and Robert Sparks--
Brand mismanagement: Rothmans cigarette
marketing 1957-2000, 2011 Box A10

Timothy Dewhirst and Wonkyong Lee--
Cigarette advertising in the Republic of Korea:
A case illustration of The One, undated Box A10

Tobacco Control Legal Consortium--Regulating
Tobacco Marketing: A "Commercial Speech"
Factsheet for State and Local Governments,
2010 Box A10

Tom McNichol--Mint that Kills: The Curious
Life of Menthol Cigarettes, 2011 Box A10

Wilm Quentin et al--Advertising bans as a
means of tobacco control policy: a systematic
literature review of time-series analyses, 2007 Box A10

Youn Ok Lee and Stanton Glantz--Menthol:
putting the pieces together, 2011 Box A10

Yussuf Saloojee and Ross Hammond--Fatal
Deception: The tobacco industry's "new"
global standards for tobacco marketing, 2001 Box A10

1019. Tobacco Promotion in Circus Programs, 1923-1999, undated

Circus banner photographs, undated Box A10

Correspondence and miscellaneous,
1995-1999 Box A10

Hagenbeck-Wallace Circus--Magazine and Daily Review, 1933	Box A10
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Ringling Brothers and Barnum & Bailey--Magazine and Daily Review, 1923	Box A10
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Ringling Brothers and Barnum & Bailey--Magazine and Daily Review, 1935-1957	Box A11
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Physical Description: 6 folders

Ringling Brothers and Barnum & Bailey--Souvenir Program, 1958-1966	Box A11
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2020 Addition, 1936

Physical Description: 1 Files

American Tobacco, Lucky Strike "A Light Smoke" poster, 1936	Oversize-folder 1
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2024 addition, 1932-2014

Memorabilia, approximately 1978-1997

Camel	Box A16
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Scope and Contents

Includes: ashtray; automobile sun shade; Camel Cash belt buckle; eight-ball; matchbook calculator; necktie; plastic Joe Camel head

Kool	Box A16
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Scope and Contents

Includes: luggage tag; marble game

Lucky Strike--"Lucky Strikes Again" pin	Box A16
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Marlboro	Box A16
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Scope and Contents

Includes: Adventure Team luggage tag; boxer shorts; comb; duffel; flashlight; insulated lunch box; match boxes; pen; pin; sew-on patch

Merit--"Breakthrough" book Box A16

Philip Morris--Deck of playing cards Box A16

Salem Box A16

Scope and Contents

Includes: keychain game; small backpack clock

Winston Box A16

Scope and Contents

Includes: Matchbox calculator; Winston Cup stop watch

Print Advertising, 1932-2014

Benson & Hedges, 1972 Box A18

Binder (contents list in folder), 1932-2014 Box A17

Camel, 1933-1958 Box A18

Physical Description: 2 folders

Chesterfield, 1935-1957 Box A18

Embassy, 1940s-1950s Box A18

Kent, 1953-1970 Box A18

Lucky Strike, 1937-1968 Box A18

Marlboro, 1952-1972 Box A18

Old Gold, 1938-1950 Box A18

Pall Mall, 1950-1952 Box A18

Philip Morris, 1940s-1950s Box A18

Salem, 1973 Box A18

Spud, 1939, 1956 Box A18

Various brands, 1938. 1958 Box A18

Scope and Contents

Includes: Camel 1938; Chesterfield 1938; Philip Morris comics 1958

Various brands, 1938-1999 Oversize-folder 2

Scope and Contents

Includes: Camel 1953; Camel comic 1947; Camel laminates 1988-1999; Chesterfield 1938

Various brands, 1939-1970 Box A18

Scope and Contents

Includes: Craven "A" 1939; Fatima 1952; Fleetwood 1943; Julep 1941; King Sano 1962; Lark 1970; Tareyton 1957

Viceroy "Men who think for themselves" campaign, 1958-1959 Box A17

Scope and Contents

Also includes correspondence and scripts.

Viceroy "Men who think for themselves" campaign, 1958-1959 Box A18

Winston, 1957-1973 Box A18

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2026 Additions, 1927-2018

General Printed Materials, 1927-2015

Binder--Deposition and trial "Aces", 1953-2014 Box A19

Physical Description: 2 folders

Binder--Quebec class action, 2015 Box A19

Physical Description: 2 folders

Binder--Quebec expert opinion ("lights" and "mild"), 2005-2011 Box A19

Physical Description: 2 folders

Camel merchandising, 1988-1998	Box A19
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Camel print advertisements, 1932-1974	Box A23
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Cartoon advertisements, 1937-1960	Box A23
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Scope and Contents

Includes: Bond Street, Camel, Lucky Strike, Philip Morris, Prince Albert, Viceroy, Winston

Dying art of cigarette advertising, 1990	Box A19
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Kent cigarette advertising 1952-1986, 1995	Box A19
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Marlboro print advertisements, 1956-1963	Box A23
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Marlboro sign, 1992	Box A23
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Menthol print advertisements, 1934-1970	Box A23
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Scope and Contents

Includes: Kool, Newport, Oasis, Spud

Photos of cigarette advertising, 1940s-1990s	Box A19
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Point of sale (POS) advertising of cigarettes, 2004	Box A19
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Propaganda, puffing and the public interest, 1990	Box A19
---	---------

Tobacco Control (magazine), 2002 March	Box A19
--	---------

Tricks of the tobacco trade, 1992, 1997	Box A19
---	---------

Physical Description: 2 folders

Various print advertisements, 1928-1971	Box A23
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Scope and Contents

Includes: Chesterfield, Eve, Kent, L&M, Lark, Lucky Strike, Old Gold, Pall Mall, Philip Morris, Tareyton, Viceroy

Various tobacco promotions, 1927-1994	Box A23
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Scope and Contents

Includes: Kool envelope (1933); Letter from Thomas Logan to Dr. Edward King re: Lucky Strike ad claims; Prime sticker; Skoal Racing sticker; Winston/Salem cook's hat

Witness statement: Point of sale advertising of tobacco, 2004-2006 Box A19

Physical Description: 2 folders

Working paper 94.1: Sifting the ashes, 1994 Box A19

Working paper 96.16: Healthy promotions for and by U.S. cigarette marketers (with slides), 1996 Box A19

Physical Description: 2 folders

Working paper 97-11: Magazine coverage of cigarettes, 1997 Box A19

Working paper 99.1: Marlboro brand imagery, 1999 Box A19

Working paper 06.3: Cigarette advertising in late 20th century Canada, 2006 Box A19

Physical Description: 2 folders

Working paper 06.4: Cigarette TV ads, 2006 Box A19

File of Cigarette Advertising Publications, 1987-2013

1. Tracking the Marlboro Man, Speedy Alka Seltzer and the Pepsi Generation through the Smithsonian, 1987 Box A20 > Folder 1

2. Filters, flavor, flim-flam too! Cigarette advertising content and its regulation, 1989 Box A20 > Folder 1

3. Propaganda, puffing and the public interest, 1990 Box A20 > Folder 1

4. Information and imagery in contemporary Canadian cigarette ads, 1990 Box A20 > Folder 1

5. Functions and management of cigarette advertising, 1990 Box A20 > Folder 1

6. Cigarettes under fire: Blowing away the PR smoke screen, 1991	Box A20 > Folder 1
7. Blowing away the smoke screen: A few of the tobacco industry's yellow lies, 1991	Box A20 > Folder 1
8. Signs and symbols in cigarette advertising, 1991	Box A20 > Folder 1
9. Separate but not equal: Racial segmentation in cigarette advertising (with J.S. Lee and D. Carter-Whitney), 1992	Box A20 > Folder 1
10. Myth-conceptions about cigarette advertising, 1992	Box A20 > Folder 1
11. Tricks of the tobacco trade, 1992	Box A20 > Folder 1
12. Pack of lies, 1992	Box A20 > Folder 1
13. The major minor issue: Children, cigarettes and advertising self-regulation in the sixties, 1993	Box A20 > Folder 1
14. Targeting of youth by cigarette marketers (with Anne M. Lavack), 1993	Box A20 > Folder 1
15. Changing character of American cigarette advertising, 1993	Box A20 > Folder 2
16. Pertinent research and impertinent opinion: On contributions to the cigarette advertising public policy debates, 1993	Box A20 > Folder 2
17. Exposure of U.S. youth to cigarette television advertising in the 1960s, 1994	Box A20 > Folder 2
18. Promises, promises: Self-regulation of U.S. cigarette broadcast advertising in the 1960s, 1994	Box A20 > Folder 2
19. The cowboy and camel are strange, 1994	Box A20 > Folder 2
20. Targeting the young is an old story, 1994	Box A20 > Folder 2
21. A history of cigarette advertising to the young, 1994	Box A20 > Folder 2

22. Historical content analysis of cigarette advertising, 1994	Box A20 > Folder 2
23. Cigarette advertising and marketing strategies, 1995	Box A20 > Folder 2
24. Thoughtless persuasion: Cigarette advertising to minimize cognitive processing and counter-arguments, 1995	Box A20 > Folder 2
25. Targeting tactics in selling smoke, 1995	Box A20 > Folder 2
26. Below the belt cigarette advertising, 1995	Box A20 > Folder 2
27. Primary goal clearly to hook teens (with Cynthia Callard), 1995	Box A20 > Folder 2
28. The BUZ in Canada without an ad ban, 1995	Box A20 > Folder 2
29. Nicotine addiction is a deadly paediatric disease, 1995	Box A20 > Folder 2
30. It's no accident: Tobacco advertising attracts youth, 1996	Box A20 > Folder 2
31. The last straw? Cigarette advertising and realized market shares among youths and adults, 1996	Box A20 > Folder 2
32. Editorial: Advertising and cigarettes, 1996	Box A20 > Folder 2
33. Deadly targeting of women in promoting cigarettes (with A.M. O'Keefe), 1996	Box A20 > Folder 2
34. Hacks, flacks and counter-attacks: Cigarette advertising, sponsored research and controversies, 1997	Box A20 > Folder 3
35. Dressed to kill in suits and lies, 1997	Box A20 > Folder 3
36. Who are they kidding? Tobacco marketing targets youth, 1997	Box A20 > Folder 3
37. The tobacco industry's attacks of advertising research, 1997	Box A20 > Folder 3

38. Reality checks: Counter-advertising lessons from trade practices, 1997	Box A20 > Folder 3
39. The unscientific perspective of the Tobacco Industry Research Committee (with Timothy Dewhirst), 1998	Box A20 > Folder 3
40. Affidavit, Missouri v. American Tobacco, 1998	Box A20 > Folder 3
41. A brief history of tobacco advertising targeting African Americans, 1998	Box A20 > Folder 3
42. Tricks of the tobacco trade, 1998	Box A20 > Folder 3
43. Bah, humbug! The ghost of cigarette advertising regulation past, 1998	Box A20 > Folder 3
44. Un tipo suave y macho: The smooth seduction of Hispanics by U.S. cigarette advertisers (with Patricia Stout), 1998	Box A20 > Folder 3
45. Flaws and fallacies in the proposed Congressional settlement of outstanding cigarette litigation, 1998	Box A20 > Folder 4
46. How cigarette advertising works in the courtroom, 1999	Box A20 > Folder 4
47. Signs of pleasure, danger and warning, 1999	Box A20 > Folder 4
48. Myth conceptions and the stark reality about cigarette advertising and promotion, 1999	Box A20 > Folder 4
49. Persistent tobacco promotion in the face of regulation, 2000	Box A20 > Folder 4
50. Targeting youth and concerned smokers, 2000	Box A20 > Folder 4
51. Export A™ ads are extremely expert, eh?, 2001	Box A20 > Folder 4
52. The new whine in an old battle: Cigarette industry repositioning actions, 2001	Box A20 > Folder 4

53. Content analysis of cigarette advertising (with T.L. Dewhirst), 2001	Box A20 > Folder 4
54. Sifting the ashes: Understanding cigarette marketing through historical and archival research, 2001	Box A20 > Folder 4
55. Marketing cigarettes to women, 2001	Box A20 > Folder 4
56. Marketing cigarettes with low machine-measured yields (with Timothy Dewhirst), 2001	Box A20 > Folder 5
57. Marketing to youth, 2001	Box A20 > Folder 5
58. "Light" and "mild" cigarette advertising, 2002	Box A20 > Folder 5
59. Discoveries and disclosures in the tobacco documents, 2002	Box A20 > Folder 5
60. Exposing Mr. Butts' tricks of the trade (with K. Michael Cummings), 2002	Box A20 > Folder 5
61. The dark side of marketing seemingly light cigarettes, 2002	Box A20 > Folder 5
62. How cigarette advertising works, 2002	Box A20 > Folder 5
63. About the cover: tobacco advertising in cyberspace, 2002	Box A20 > Folder 5
64. Targeting of Asian Americans and Pacific Islanders by the tobacco industry (with M.E. Muggli, R. Lew, A.M. Joseph), 2002	Box A20 > Folder 5
65. Cigarette package design (with J.R. DiFranza, D.M. Clark), 2002	Box A20 > Folder 5
66. Countering the advertising of addiction (with Maurice Régnier, Claude Joyal), 2002	Box A20 > Folder 5
67. Disclosure in trial documents, 2002	Box A20 > Folder 6
68. Zebras in Russia?, 2003	Box A20 > Folder 6

69. A Premier™ example of the illusion of harm reduction cigarettes in the 1990s (with Timothy Dewhurst), 2003	Box A20 > Folder 6
70. Considering the evidence: No wonder the court upheld Canada's regulation of cigarette advertising, 2004	Box A20 > Folder 6
71. Preface to Office of Tobacco Control, Cigarette advertising and children's smoking (Ireland), 2004	Box A20 > Folder 6
72. Bull**** and Ruses: Marketing light and less irritating cigarettes, 2005	Box A20 > Folder 6
73. Taking ad-Vantage of lax advertising regulation in the U.S.A. and Canada (with Stacey Anderson, Pam Ling), 2006	Box A20 > Folder 6
74. More than meets the eye: The import of retail cigarette merchandising, 2007	Box A20 > Folder 6
75. Cigarette advertising history, 2007	Box A20 > Folder 6
76. Biographic and bibliographic recollections re: collections and contributions, 2011	Box A20 > Folder 6
77. A pack of lies and myth-information about cigarette advertising and a pack of reasons to believe cigarette ads affect the young, 2013	Box A20 > Folder 6

File of Working Papers, 1987-2018

87.1 Themes and tactics in cigarette advertising 1938-1983, 1987	Box A20 > Folder 1
87.2 Promotion and public policy for a pandemic product, 1987	Box A20 > Folder 1
89.1 On misleading studies that "prove" that cigarette ad bans don't work, 1989	Box A20 > Folder 1
90.1 The scientific smoke screen: A documentary history of some public relations efforts for and by the Tobacco Industry Research Council, 1990	Box A20 > Folder 1

90.2 More chronological notes on the promotion of cigarettes (with David Carter-Whitney), 1990	Box A20 > Folder 1
90.3 International promotion of cigarettes: An annotated bibliography (with David Carter-Whitney), 1990	Box A20 > Folder 2
90.4 Black and white and read all over: Cigarette advertising in Ebony and Life, 1990	Box A20 > Folder 2
90.5 Cigarette health risk awareness among Americans and Canadians (with Rong Chien Chou), 1990	Box A20 > Folder 2
91.1 Cigarettes through the Advertising Ages 1950-1959 (with Anne Lavack), 1991	Box A20 > Folder 2
91.2 Cigarettes through the Advertising Ages 1960-1964 (with David Carter-Whitney), 1991	Box A20 > Folder 3
91.3 Cigarettes through the Advertising Ages 1965-1969 (with Diana J. Compton), 1991	Box A20 > Folder 3
92.1 Cigarettes through the Advertising Ages 1970-1974 (with Diana J. Compton), 1992	Box A20 > Folder 4
92.2 The Tides of tobacco advertising 1935-1956 (with Diana J. Compton), 1992	Box A20 > Folder 4
92.3 Cigarette ad exposure to youth: TV use under self-regulation 1963 (with Diana J. Compton), 1992	Box A20 > Folder 4
93.1 Printers Ink and tobacco tar 1950-1954 (with Scott Riddell), 1993	Box A20 > Folder 5
93.2 Printers Ink and tobacco tar 1955-1959 (with Scott Riddell), 1993	Box A20 > Folder 5
93.3 Cigarette advertising and Life 1937-1947, 1993	Box A20 > Folder 5
93.4 Printers Ink and tobacco tar 1960-1963 (with Scott Riddell), 1993	Box A20 > Folder 5

93.5 Getting good at being super bad: Chapters in the promotion of cigarettes to Blacks, 1993	Box A20 > Folder 5
94.1 Sifting the ashes: An intellectual history of cigarette advertising research, 1994	Box A20 > Folder 6
94.2 Consumer Reports on cigarettes 1936-1963 (with Kris Hartvigsen), 1994	Box A20 > Folder 6
94.3 Advertising issues in the Tobacco Journals 1950-1954 (with Robin J.B. Ritchie), 1994	Box A20 > Folder 6
94.4 As anyone can plainly see: Brand imagery in cigarette packaging and promotion, 1994	Box A20 > Folder 6
94.5 Stop and think! Consider this before you develop retail cigarette warnings (with Gerald Gorn), 1994	Box A20 > Folder 6
94.6 Kids, baseball and the Marlboro Man, 1994	Box A20 > Folder 6
94.7 Printers Ink and tobacco tar 1964-1970 (with Scott Riddell), 1994	Box A20 > Folder 7
94.8 Advertising issues in the Tobacco Journals 1955-1959 (with Robin J.B. Ritchie), 1994	Box A20 > Folder 7
94.10 Advertising and Selling the tobacco industry 1948-1953 (with Scott Riddell), 1994	Box A20 > Folder 7
94.11 Advertising and Selling the tobacco industry 1954-1958 (with Scott Riddell), 1994	Box A20 > Folder 7
94.12 Printers Ink and tobacco tar 1933-1949 (with Kris Hartvigsen), 1994	Box A20 > Folder 7
94.13 Advertising issues in the Tobacco Journals 1960-1962 (with Robin J.B. Ritchie), 1994	Box A20 > Folder 8
94.14 Advertising issues in the Tobacco Journals 1963-1965 (with Robin J.B. Ritchie), 1994	Box A20 > Folder 8

95.1 Reader's Digest indigestion of tobacco 1924-1994 (with Robin J.B. Ritchie), 1995	Box A20 > Folder 8
95.2 Trans-national firms vs. state monopolies: Lessons in competitiveness from Marlboro Country (with Robin J.B. Ritchie), 1995	Box A20 > Folder 9
95.4 Promotion of cigarettes overseas: An annotated bibliography (with Robin J.B. Ritchie), 1995	Box A20 > Folder 9
95.5 You've come the wrong way, baby! Chapters in the continuing saga of cigarette advertising targeting women, 1995	Box A20 > Folder 9
95.6 Chronological notes re: Kent brand cigarettes, 1995	Box A20 > Folder 9
95.7 Lifestyle advertising for cigarettes, 1995	Box A20 > Folder 9
96.1 Be un-happy, go Luckies: Notes on Lucky Strike advertising with special emphasis on 1950-1965, 1996	Box A20 > Folder 9
96.2 Even more chronological notes on cigarette advertising (pre-1950s) (with Scott Riddell and Robin J.B. Ritchie), 1996	Box A20 > Folder 10
96.3 Even more chronological notes on cigarette advertising (1950s) (with Scott Riddell and Robin J.B. Ritchie), 1996	Box A20 > Folder 10
96.4 Even more chronological notes on cigarette advertising (1960s) (with Scott Riddell and Robin J.B. Ritchie), 1996	Box A20 > Folder 10
96.5 Even more chronological notes on cigarette advertising (1970s) (with Scott Riddell and Robin J.B. Ritchie), 1996	Box A20 > Folder 10
96.6 Even more chronological notes on cigarette advertising (1980s) (with Scott Riddell and Robin J.B. Ritchie), 1996	Box A20 > Folder 10
96.7 Even more chronological notes on cigarette advertising (1990-1995) (with Scott Riddell and Robin J.B. Ritchie), 1996	Box A21 > Folder 11

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