



Guide to the Lois Stifel collection of tobacco ephemera, 1880-2019 and undated

This collection guide was produced in **2018 Dec.**.
This PDF version was created on **April 3, 2026**.

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive

Duke University

Durham 27708

askRL@duke.edu

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

Table of Contents

Summary	3
Background	4
Arrangement	4
Administrative Information	4
Related Materials	6
Names and Subjects	7
Collection Inventory	7
Advertising	7
Mounted Advertisements	7
Point of Purchase Displays	8
Point of Purchase Literature	9
Print Advertisements	11
Artifacts and Memorabilia	16
Collectibles	16
Small Memorabilia	18
Cigarette and Tobacco Packaging	22
Printed Materials	24
Audiovisual Materials	36

Summary

Collection Title:

Lois Stifel collection of tobacco ephemera, 1880-2019 and undated

Creator:

Stifel, Lois

Source:

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

Abstract:

Collection includes print advertisements, accessories and merchandise catalogs, collector newsletters, direct mailings, cigarette and tobacco labels and packaging, point of sale displays, sheet music, memorabilia and collectibles, tobacco tins, smoking and smoking cessation paraphernalia, juvenile and adult literature, research reports and articles on smoking and health and other printed materials, along with audio and video cassettes and optical discs. Materials primarily relate to smoking, tobacco use and prevention in the United States but some international examples are also present. Materials also relate to the tobacco industry in North Carolina. Companies represented include Alfred Dunhill, American Cancer Society, American Legacy Foundation, American Lung Association, American Tobacco Company, Brown & Williamson, Liggett & Myers, National Cancer Institute, National Institutes of Health (NIH), Philip Morris, R.J. Reynolds, Tobacco Institute, U.S. Surgeon General and Zippo. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

Extent:

12.0 Linear Feet

Language:

Materials in English

Collection ID:

RL.11677

Permalink:

<https://idn.duke.edu/ark:/87924/m13956>

Preferred Citation

[Identification of item], Lois Stifel collection of tobacco ephemera, David M. Rubenstein Rare Book & Manuscript Library, Duke University.

[Return to Table of Contents](#)

Background

Scope and Content

Collection includes print advertisements, accessories and merchandise catalogs, collector newsletters, direct mailings, cigarette and tobacco labels and packaging, point of sale displays, sheet music, memorabilia and collectibles, tobacco tins, smoking and smoking cessation paraphernalia, juvenile and adult literature, research reports and articles on smoking and health and other printed materials, along with audio and video cassettes and optical discs. Materials primarily relate to smoking, tobacco use and prevention in the United States but some international examples are also present. Materials also relate to the tobacco industry in North Carolina. Companies represented include Alfred Dunhill, American Cancer Society, American Legacy Foundation, American Lung Association, American Tobacco Company, Brown & Williamson, Liggett & Myers, National Cancer Institute, National Institutes of Health (NIH), Philip Morris, R.J. Reynolds, Tobacco Institute, U.S. Surgeon General and Zippo. Acquired as part of the John W. Hartman Center for Sales, Advertising & Marketing History.

[Return to Table of Contents](#)

Arrangement

Organized into the following series: Advertising; Artifacts and Memorabilia; Cigarette and Tobacco Packaging; Printed Materials; Audiovisual Materials.

[Return to Table of Contents](#)

Administrative Information

Publication Statement

David M. Rubenstein Rare Book & Manuscript Library

411 Chapel Drive
Duke University
Durham 27708
askRL@duke.edu

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

Access Restrictions

Collection is open for research.

However, original audiovisual materials are closed until use copies can be produced.

A selection of published print materials has been removed from the collection and cataloged separately. Consult the Duke University Libraries catalog for these titles.

Researchers must register and agree to copyright and privacy laws before using this collection.

All or portions of this collection may be housed off-site in Duke University's Library Service Center. There may be a 48-hour delay in obtaining these materials.

Please contact Research Services staff before visiting the David M. Rubenstein Rare Book & Manuscript Library to use this collection.

Use Restrictions

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

Acquisition Information

The Lois Stifel collection of tobacco ephemera was received by the David M. Rubenstein Rare Book & Manuscript Library as a gift in 2017-2019.

Processing Information

Processed by Walker Comer and Richard Collier, Dec. 2018

Accessions described in this collection guide: 2017-0086

[Return to Table of Contents](#)

Related Materials

Related Material

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

Charles McKinney papers;

Garrett Orr papers;

Howard Scott papers;

Irving Sonn papers;

J. Walter Thompson Company. Competitive Advertisements;

J. Walter Thompson Company. Dan Seymour papers;

J. Walter Thompson Company. Domestic Advertisements;

J. Walter Thompson Company. Loy Baxter papers;

J. Walter Thompson Company. Review Board records;

J. Walter Thompson Company. Shirley F. Woodall papers;

J. Walter Thompson Company. Thomas Sutton papers;

Liggett & Myers Tobacco Company records;

Outdoor Advertising Association of America slide library;

Ralph Rydholm papers;

Richard Pollay Tobacco Industry Promotion (TIPS) collection;

Tobacco Advertisements collection

Separated Material

Selected print materials have been removed from the collection and cataloged individually. Each item is noted as such in its catalog record.

[Return to Table of Contents](#)

Names and Subjects

- Advertising
- Advertising -- Tobacco
- Tobacco
- Tobacco industry -- United States
- Tobacco industry -- North Carolina
- Tobacco package labels -- United States
- Smoking -- United States
- Smoking
- Cigarette industry -- United States
- John W. Hartman Center for Sales, Advertising & Marketing History
- American Tobacco Company
- Brown & Williamson
- Liggett & Myers Tobacco Company
- Philip Morris Incorporated
- R.J. Reynolds Tobacco Company
- Tobacco Institute (Washington, D.C.)
- United States. Public Health Service

Collection Inventory

Advertising, 1898-2015, undated

Mounted Advertisements, 1917-1996, undated

Ann Landers, Time Has Come to Snuff Out Smoking, 1995	Box 1
Camel, Joe Camel, 1996	Box 1
Chesterfield, 1931-1952	Box 1
Physical Description: 3 folders	
Kool, 1942	Box 1
Lucky Strike, 1928-1948	Box 1
Physical Description: 2 folders	
Lucky Strike (Santa Claus), 1952, undated	Box 1
Marlboro, 1944-1951	Box 2

Murad, undated	Box 2
Philip Morris, 1942-1943	Box 2
Raleigh, 1929	Box 2
Regent, 1942	Box 2
Benson & Hedges, 1970	Box 3
Bull Durham, 1968	Box 3
Camel, 1929-1945, undated	Box 3
Chesterfield, 1917-1943	Box 4
Chesterfield, 1944-1949	Box 5
Edgeworth Pipe Tobacco, 1946	Box 5
Fatima, 1929	Box 5
Kent, 1964	Box 5
L&M, 1971	Box 5
Lucky Strike, 1928-1942	Box 5
Lucky Strike, 1943-1960s	Box 6
Old Gold, 1939-1950	Box 6
Philip Morris, 1952	Box 6
Princess Gardner (accessories), 1957	Box 6

Point of Purchase Displays, 1987-2000, undated

Alpine--All the Pleasure--for Less!, 1999	Box 21
Basic--The Best Things in Life Are Basic, 1999	Box 7
Camel Cash Ticketmaster, 1996	Box 7
Camel Metro Active, 1997	Box 7
Camel Mighty Tasty Lifestyles!, 1998	Box 7

Marlboro Chili Roundup contest, 2000	Box 7
Marlboro Mild A New Menthol survey, 2000	Box 7
Marlboro Unlimited All New Gear, 1996	Box 7
Marlboro Unlimited Gear Without Limits, 1995	Box 7
Camel Buy 2 Packs Get 1 Free! Pleasure to Burn, 2000	Box 8
Camel Turkish Jade Lights, undated	Box 8
Kamel Originals, 1996	Box 8
Marlboro Cowboy's Place 1 Million Prizes, 1999	Box 8
Marlboro Get a Ride Win a Trip to Marlboro Racing School, 1999	Box 8
Newport "Alive with Pleasure!" sign, 1987	Box 8
Philip Morris USA.com Our Web Site A Message for Smokers, 2000	Box 8
Seven Seas Smoking Tobacco (John Weisert Tobacco Company), undated	Box 8
Virginia Slims Special Offer/Special Price signs, 1999	Box 8
Winston No Bull 5 Want to Win a Million? Real Money for Real Fans, 1999	Box 8

Point of Purchase Literature, 1995-2002, undated

Alpine--New! All the Pleasure for Less, 1999	Box 9
Camel--Camel Cash Groove Blender Mixers Guide: Get In the Groove, 1996	Box 9
Camel--New Camel Turkish Jade, 2001	Box 9
Marlboro--2 Free Packs When You Buy 3, 1998	Box 9
Marlboro--Chili Roundup, 2000	Box 9

Marlboro--Cowboy Chronicles Gear catalog offer, 2002	Box 9
Marlboro--Cowboy's Place, 1999	Box 9
Marlboro--Marlboro Milds a New Menthol, 2000	Box 9
Marlboro--Marlboro Unlimited Gear, 1995	Box 9
Marlboro--Marlboro Unlimited Gear Built for Adventure, 1996-1997	Box 9
Physical Description: 2 folders	
Marlboro--Marlboro Unlimited Get on Board, 1995	Box 9
Marlboro--Party at the Marlboro Ranch, 1998	Box 9
Marlboro--Ranch Party Continues in '99, 1998	Box 9
Marlboro--Unlimited Premier Issue magazine offer, 1996	Box 9
Marlboro--Win a Trip to the Marlboro Racing School, 2000	Box 9
Newport--Pleasure! Fire It Up!, undated	Box 9
Original Orphan Boy Smoking Tobacco (John Weisert Tobacco Co.), undated	Box 9
Philip Morris--Our Business. Our Values. Our Programs. Our Website., 2000	Box 9
Winston--Free 1999 Winston Cup Racing Schedule, 1998	Box 9
Winston--Get in the Race. Win \$1,000,000, 1998	Box 9
Winston--Go for It, 1998	Box 9
Winston--Looks Like Everybody Wants to Win a Million, 1998	Box 9
Winston--Want to Win a Million?, 1999	Box 9

Print Advertisements, 1898-2015, undated

Alpine, 1989-1990	Box 9
Amphora (pipe tobacco), 1975	Box 9
Barclay, 1982-1983	Box 9
Benson & Hedges, 1977-1984	Box 9
Blu, 2015	Box 9
Bright, 1982-1983	Box 9
Bucks, 1990	Box 9
Bull Durham, 1991	Box 9
Camel, 1943-2013	Box 9
Camel--Joe Camel, 75th anniversary poster, 1988	Box 20
Camel--"Mighty Tasty" Camel Lights poster, 1998	Box 20
Camel--NASCAR/NHRA racing poster, 1995	Box 20
Camel--Pleasure to Burn, 1999-2005	Box 9
Capri, 1989-1995	Box 9
Carlton, 1977-1994	Box 9
Chase National Bank--Who Backs the Packs?, 1952	Box 9
Chesterfield, 1935-1948	Box 9
Decade, 1977-1978	Box 9
Doral, 1975-2003	Box 9
Eclipse, 2004	Box 9
Eve, 1983	Box 9
GPC, 1998	Box 9

Jade, 2001-2002	Box 9
Kent, 1977-1984	Box 9
Kool, 1976-2002	Box 9
L&M, 1976-1983	Box 9
Lark, 1976	Box 9
London Life, 1916	Box 9
Lucky Strike, 1954-1984	Box 9
Magna, 1990	Box 9
Malibu, 1989	Box 9
Marlboro, 1977-1999	Box 9
Marlboro Unlimited poster, 1995	Box 20
Max, 1977	Box 9
Melachrino (Camel on back side), 1926	Box 9
Merit, 1977-1988	Box 9
Misty, 1993-1999	Box 9
Montclair, 1990	Box 9
More, 1976-1986	Box 9
Murad, 1915	Box 9
Newcig, 2003	Box 9
Newport, 1976-2014	Box 9
Nicorette (smoking cessation product), 2007	Box 9
Omni, 2001-2002	Box 9
Pall Mall, 1975-2007	Box 9
Philip Morris, 1940s	Box 9

Players, 1984-1986	Box 9
Prince Albert, 1900s	Box 9
Scope and Contents	
Features American Horse (D. 1908), Native American spokesperson	
Real, 1977	Box 9
Richmond Gem, 1898	Box 9
Ritz, 1986	Box 9
RJ Reynolds Industries, 1976	Box 9
Ronson (lighter), 1945	Box 9
Salem, 1975-1984	Box 9
Saratoga, 1976	Box 9
Smoker's Warehouse Club, 2001	Box 9
Sterling, 1990	Box 9
Stride, 1984	Box 9
Tall, 1976-1977	Box 9
Tareyton, 1975-1977	Box 9
TRUE, 1975-1985	Box 9
Vantage, 1977-1988	Box 9
Viceroy, 1983-1989	Box 9
Virginia Slims, 1978-2000	Box 9
Winston, 1975-2002	Box 9
Winston--Charlotte Motor Speedway posters, 1988, 1997	Box 20
Zippo (lighter), 1984-1996	Box 9
Alpine, 1964	Box 10

American Cancer Society--Peggy Fleming, 1968	Box 10
ASR (lighters), 1949-1952	Box 10
Belair, 1971	Box 10
Benson & Hedges, 1971-1972	Box 10
Camel, 1927-2000	Box 10
Camel/Prince Albert (Santa Claus), 1936	Box 10
Chesterfield, 1931-1968	Box 10
Physical Description: 2 folders	
Chesterfield (Santa Claus), 1941-1949	Box 10
Consul, 1969	Box 10
Doral, 1998-2003	Box 10
Dr. Grabow (pipe), 1965	Box 10
Duke (includes replicas of 1916 ads), 1954-1959	Box 10
El Producto, 1968	Box 10
Evans (accessories), 1948	Box 10
Eve, 1976	Box 10
Fatima, 1951	Box 10
Fleetwood, 1942-1943	Box 10
Gold Label (cigars), 1969	Box 10
Heritage (accessories), 1965	Box 10
Imperial (Kaufman Bros., pipe), 1942	Box 10
Kamel, 1997	Box 10
Kaywoodie (pipes and accessories), 1942-1965	Box 10

Kent, 1965-1972	Box 10
King Sano, 1963	Box 10
Kool, 1938-1997	Box 10
L&M, 1960-1977	Box 10
La Palina (cigars), 1968	Box 10
Lark, 1968-1976	Box 10
Lord Buxton (accessories), 1959	Box 10
Lucky Strike, 1930-2000	Box 10
Physical Description: 3 folders	
Marlboro, 1959-1969	Box 10
Masterpiece, 1965	Box 10
Montclair, 1964	Box 10
Newport, 1963-1965	Box 10
Nicorette (smoking cessation product), 2002	Box 10
Old Gold, 1930-1971	Box 10
Pall Mall, 1949-1971	Box 10
Parliament, 1970	Box 10
Philip Morris, 1944-1961	Box 10
Players, 1928	Box 10
Prince Albert, 1942-1945, undated	Box 10
Robt. Burns (cigars), 1958	Box 10
Ronson (lighter), 1952-1969	Box 10
Salem, 1964-1972	Box 10
Shakespeare (cigars), 1969	Box 10

Silva Thins, 1976	Box 10
Swank (accessories), 1959	Box 10
Tareyton, 1949-1970	Box 10
Tempo, 1965	Box 10
The Pipe, 1969	Box 10
TRUE, 1971-1976	Box 10
Various--Advertising with celebrities smoking, 1935-1966	Box 10

Scope and Contents

Includes: Booth Tarkington (Grenville Kleiser's Mail Course in English); Frances D. Roosevelt (Portrait of the Author of Lend-Lease); Walter Cronkite (CBS Radio Network)

Viceroy, 1963-1972	Box 10
Virginia Slims, 1971	Box 10
Waterford, 1966	Box 10
Weber (pipes), 1969	Box 10
Webster (cigars), 1947	Box 10
Wee Willem (cigars), 1969	Box 10
Winston, 1968-2002	Box 10
York, 1963	Box 10
Zippo (lighter), 1963-2002	Box 10

[Return to Table of Contents](#)

Artifacts and Memorabilia, 1950s-2014

Collectibles, 1950s-2004

Basic playing cards, undated	Box 11
Benson & Hedges playing card set, undated	Box 13

Bleacher cushion, Winston Cup Series NASCAR; Crown/Skoal Classic Racing, Fast Fare, Zippy Mart, 1985	Box 11
Bucks playing cards, undated	Box 11
Camel cigarette case, undated	Box 11
Camel Jimmy Spencer #23 replica race car, 1997	Box 11
Camel promotion "Camiseta gratis" free t-shirt (box in Spanish), 1988	Box 11
Cocktail napkins, 2005, undated	Box 13
Scope and Contents	
Includes: Camelsmokes.com; Marlboro "come to where the flavor is"; Marlboro M	
CVS/pharmacy The Last Pack tobacco quit-kit, 2014	Box 11
Gold leaf pin given to members of Congress by the Tobacco Institute, undated	Box 11
Golden Lights playing cards, undated	Box 11
Kool promotion House Rewards CD opener with pack of cigarettes, 2000	Box 11
License plates, 1995, undated	Box 13
Scope and Contents	
Includes: NASCAR Winston Cup Series; RJ Reynolds "Pride in Tobacco" and "Tobacco Pays My Bills"	
Light-Free Smokeless Cigarettes (UltraTech Corp., Dresher Pa.), undated	Box 11
Nebo Cigarettes collector cloth, flags of countries, undated	Box 21

Scope and Contents

Includes: Poland, Portugal, Russia, Servia

Pall Mall cigarette case, undated	Box 11
Prime American Value Selection playing cards, undated	Box 11
Private Stock playing cards, undated	Box 11
Red Man chewing tobacco metal box, 1989	Box 11
Rubber stamp, Liggett & Myers Incorporated, 4121 Folsom Ave, St. Louis Mo., undated	Box 11
Smoking Sambo novelty, approximately 1950s	Box 13
Tube Rose Snuff fan, undated	Box 13
Vantage golf championship mug, undated	Box 11
Winston Jimmy Spencer #23 Gold replica race car, 1999	Box 11
Winston Jimmy Spencer #23 No Bull replica race car, 1999	Box 11
Winston NASCAR Winston Cup Series mug, undated	Box 11
Winston playing cards, undated	Box 11
Zira Cigarettes--Collector cloth, flags and songs of countries, undated	Box 21

Scope and Contents

Includes national flags and a verse of the national hymn, song, air or anthem, or patriotic/folk tune. Countries represented: Brazil, Bulgaria, China, Cuba, Egypt, Japan, Poland, Scotland, Sweden, Switzerland, Wales

Small Memorabilia, 1973-2005, undated

Button--Anti-smoking (No smoking sign), undated	Box 12
Button--Anti-smoking--American Cancer Society--Bear "Be Beary Healthy Please Don't Smoke", undated	Box 12

Button--Anti-smoking--American Cancer Society--Flowers "Smoking Stinks", undated	Box 12
Physical Description: 2 folders	
Button--Anti-smoking--American Cancer Society--Frog "Kiss Me I Don't Smoke", undated	Box 12
Physical Description: 2 folders	
Button--Anti-smoking--American Lung Association "Thanks for Not Smoking", undated	Box 12
Button--Anti-smoking--I Have Chosen Not to Smoke, undated	Box 12
Button--Bucks "Ask for Bucks", undated	Box 12
Button--Liggett & Myers Open Tournament Players U.S. Professional Match Play Tournament (golf), undated	Box 12
Button--Winston Is Racing, undated	Box 12
Button--Yours Cigarettes Cheaper Than Theirs, undated	Box 12
Candy cigarettes--Chesterfield, undated	Box 12
Candy cigarettes--Pall Mall, undated	Box 12
Candy cigarettes--Stark Stryke, undated	Box 12
Cigarette case--More, undated	Box 12
Coasters--Camel Pool League, 1997	Box 12
Coasters--Camelsmokes.com, 2005	Box 12
Coasters--Camel Turkish Gold, 2001	Box 12
Coasters--L&M Cigarettes, undated	Box 12
Coasters--Lucky Strike, LS/MFT Lucky Strikes Again, The Moment Is Right for It, undated	Box 12

Collector card--P. Lorillard Co.: Ante fine cut chew	Box 12
Collector card--Topps Chewing Gum; Take a "Lucky Stride" Away from These Cigarettes. Warning: Smoking Wacky Packages May Be Harmful to Your Health, 1979	Box 12
Collector card--W. Duke and Sons, Duke Cigarettes; Floral Beauties and Language of Flowers series: Fuchsia=Taste, undated	Box 12
Collector card--W. Duke and Sons, Duke Cigarettes; Floral Beauties and Language of Flowers series: Wild English Daisy=Daintiness, undated	Box 12
Collector cloth--Brown University. Includes alma mater song, yell, seal, flag, bear, undated	Box 12
Collector cloth--Nebo Cigarettes--Algeria, undated	Box 12
Collector cloth--Nebo Cigarettes--Canada, undated	Box 12
Physical Description: 2 folders	
Collector cloth--Nebo Cigarettes--Cuba, undated	Box 12
Collector cloth--Nebo Cigarettes--England, undated	Box 12
Collector cloth--Nebo Cigarettes--Ireland, undated	Box 12
Collector cloth--Nebo Cigarettes--Italy, undated	Box 12
Collector cloth--Nebo Cigarettes--Panama, undated	Box 12
Collector cloth--Nebo Cigarettes--Russia, undated	Box 12

Physical Description: 2 folders

Collector cloth--Nebo Cigarettes--Scotland, undated	Box 12
Physical Description: 2 folders	
Collector cloth--Nebo Cigarettes--Sweden, undated	Box 12
Collector cloth--Nebo Cigarettes--Zion, undated	Box 12
Collector rug--Luxury Cigarettes--Blue, undated	Box 12
Collector rug--Luxury Cigarettes--Red, undated	Box 12
Filters--De-Nicotea, undated	Box 12
Filters--Medico, undated	Box 12
Folding mirror--Joe Camel "It's for You", 1990	Box 12
Key chain--Joe Camel, undated	Box 12
Labels--John Weisert Tobacco Co., St. Louis, Mo.: Pike smoking tobacco	Box 12
Labels--Byfield Snuff Co.: Pearson's Red Top snuff	Box 12
Magnets--Anti-smoking--American Cancer Society--Great American Smokeout Third Thursday in November, undated	Box 12
Physical Description: 2 folders	
Magnets--Anti-smoking--Please No Puffin, Alaska, 1985	Box 12
Magnets--Anti-smoking--Thanks for Not Smoking; Ellen Edith, Santa Cruz, Calif., undated	Box 12
Pin--Tie pin Liggett Group, undated	Box 12
Pin--Tobacco leaf, undated	Box 12
Pocket protector--Chesterfield, undated	Box 12

Pocket protector--Liggett & Myers, undated	Box 12
Wooden nickel--Liggett & Myers welcomes you to the Iowa State Convention, 1973	Box 12

[Return to Table of Contents](#)

Cigarette and Tobacco Packaging, 1975-2003, undated

Apollo/Soyuz commemorative brand (Russia), 1975	Box 14
Buckhorn cigarette case, undated	Box 14
Bugler cigarette case, undated	Box 14
Bugler rolling tobacco, undated	Box 14
Bull Durham smoking tobacco and papers, undated	Box 14
Bull Durham smoking tobacco retailer box, undated	Box 21
Camel 20's, undated	Box 15
Camel Filters, 75th birthday limited edition, 1988	Box 15
Camel Turkish Gold, undated	Box 15
Camel Turkish Gold, Buy 1 Get 1 Free, 2003	Box 15
Camel Turkish Jade Lights, Buy 1 Get 1 Free, 2003	Box 15
Camel Wides, undated	Box 15
Chesterfield 101 Filters, undated	Box 15
Chesterfield tin, undated	Box 14
Emperor's Taste Golden Camellias (China), undated	Box 15
Eve Lights Slim 100's, 1992	Box 15

Eve Slim Lights 100's, undated	Box 15
Flying Horse (China), undated	Box 15
Glory Menthol, undated	Box 15
Hengta Brand (China), undated	Box 15
Kamel Red Lights, approximately 1996	Box 15
Lucky Strike Flat Fifties cigarette tin, undated	Box 14
Kite Mentholated Cigarette Tobacco, undated	Box 14
Peony 100's (China), undated	Box 15
Philip Morris Special Blend tin, undated	Box 14
Pure Full Flavor (Tuscarora Indian Nation), undated	Box 15
Pure Lights (Tuscarora Indian Nation), undated	Box 15
Pure Menthol (Tuscarora Indian Nation), undated	Box 15
R.A. Patterson Tobacco Co. Lucky Strike Cut Plug tin, undated	Box 14
Shanghai (China), undated	Box 15
Top Cigarette Tobacco, undated	Box 14
Troika (Russia), undated	Box 15
Vegas Full Flavor, undated	Box 15
Vegas Lights, undated	Box 15
Velvet--box for pocket tins, undated	Box 13
Velvet Pipe and Cigarette Tobacco tin, undated	Box 14
Winston 40th anniversary commemorative edition pack in replica tin, 1994	Box 14

[Return to Table of Contents](#)

Printed Materials, 1880-2019, undated

Al Jaffee (Mad Magazine)--Some Mad Devices for Safer Smoking, 1964	Box 16
Alfred Dunhill--De-Nicotea Filters; U.S. Patents 1,985,840 and 2,215, 620: Designs for Tobacco Filters, 1934, 1940	Box 16
American Cancer Society--Sign: Smoking is very glamourous/Best tip yet: Don't start!, undated	Box 16
American Cancer Society/Lindsay R. Curtis--The Story of a Cigarette coloring book, 1971	Box 16
American Legacy Foundation--"Truth" anti-smoking articles and stickers, 2001-2010	Box 16
American Tobacco Company--Price list: Antonio y Cleopatra cigars, 1969	Box 16
American Tobacco Company--Price list: Cigarettes, cigarette papers, smoking and chewing tobacco, 1969	Box 16
American Tobacco Company--Price list: International cigar brands, 1966	Box 16
American Tobacco Company--Sales Organization book, 1938	Box 16
Basic--The Best Things in Life Are Basic sweepstakes, 1999-2001	Box 16
Basic--Best Things catalog, 2000-2002	Box 16
Benson & Hedges--Direct mail, 1966-1999	Box 16
Bill Lueder (Isthmus, Madison, Wisc.)--Tommy Thompson and Tobacco, 1997	Box 21
Bones Bourcier (Stock Car Racing magazine)--Tobacco and Racing, 1997	Box 16
Brandstand (cigarette collectibles newsletter), 2002-2016	Box 16

Physical Description: 12 folders

British American Tobacco Company--About Us, 2000	Box 16
Brown & Williamson--A Tour of Historic Louisville, 1971	Box 16
Brown & Williamson--Direct mail, 1997	Box 16
Brown & Williamson--Kool Presidential Guide, 1960	Box 16
Brown & Williamson--The Power to Grow: 1998 Annual Review, 1998	Box 16
Cambridge--Direct mail, 1996	Box 16
Camel--Back Alley Gazette, 2004	Box 21
Camel--Camel Cash catalogs, 1991-2000	Box 16
Camel--CML: Camel Quarterly, 2000	Box 16
Camel--CML City Edition, 2001	Box 16
Camel--CML City Edition, 2001	Box 21
Camel--Direct mail, 1994-2014 Physical Description: 2 folders	Box 16
Camel--Direct mail, 2000	Box 19
Camel--Direct mail "Pleasure to Burn", 2000-2005	Box 16
Camel--E-mail, 2002-2003	Box 16
Camel--E-mail coupon offer, 2014	Box 16
Camel--Travel diary, 1995	Box 16
Camel/Circle K--Direct mail, 2010	Box 16
Carlton--Direct mail, 1997	Box 16
CDC (Centers for Disease Control and Prevention)--Highlight on cigarette warning labels, 2000	Box 16

CDC (Centers for Disease Control and Prevention)--Smoking cessation posters, undated Oversize-folder 1

Scope and Contents

Includes: The Benefits of Quitting; Within 20 Minutes of Quitting

Changing Times--Cigaret Ad: A Study in Irresponsibility, 1962	Box 16
Chesterfield--Luxury Merchandise catalogs, 1969-1975	Box 16
Chesterfield--Postcard, undated	Box 16
Children's Cancer Classic souvenir programs, 1976-1978	Box 16
Cigarette Pack Collectors' Association correspondence, 2002	Box 16
Consumer Reports--Cigarettes on Trial: Tests and Testimony, 1957	Box 16
Consumer Reports--Special issue on cigarettes and smoking, 1960	Box 16
Consumer Reports--The Truth about True's (True Magazine) Article on Smoking, 1968	Box 16
Convenience Store/Outlet--Direct mail, 1997-2001	Box 16
Council for Tobacco Research USA report, 1990	Box 16
Crosby Golf Tournament booklet (RJR print advertisement), 1987	Box 16
David Brown--Old Joe and Mickey Nose to Nose (Joe Camel recognition among children), 1991	Box 16
Desmond Jenson--Racketeers at the Table, 2013	Box 16
Donald Cooley (True magazine)--Who Says Smoking Causes Lung Cancer?, 1954	Box 16
Doral--Direct mail, sweepstakes, 1998-2001	Box 16

Eclipse--E-mail promotion, 2003	Box 16
Eclipse--Website screen shot, 2016	Box 16
Elizabeth Franklin (Cosmopolitan)--Why Did They Name It Camel (with correspondence), 1960, 1996	Box 16
Emory Healthcare--Card announcing tobacco-free policy, 2001	Box 16
Florida Tobacco Control Clearinghouse--A Call to Action: The Truth About Big Tobacco's Counter-advertising Campaign, 2001	Box 16
Forbes--Tobacco: Embattled, Embittered and Uneasy, 1963	Box 16
George Waldron--From Sir Walter Raleigh to the Tobacco Trust, 1901	Box 16
Gerard Petrone--Tobacco Advertising: The Great Seduction, 1996	Box 19
Grim Reapers--Brochure, stickers, undated	Box 16
Harvard Crimson--Article reprints (includes poem "My Cigarette" by Charles Fletcher Lummis), 1880-1964	Box 16
Helen Hill Miller--Tobacco and the Brilliant (ship), 1976	Box 16
IGA Grocergram--Includes advertising for Bucks (Philip Morris) and VQ (Forsyth/RJR), 1990	Box 16
James Shaw (Southeastern Antiquing and Collecting Magazine)--Exotic Cigarette Brands, 2004	Box 16
Jamestown-Yorktown Foundation--The Story of John Rolfe, 1962-1977	Box 16
Janet Pearce (Family Health magazine)--Is There a Plot to Keep You Smoking?, 1978	Box 16

Joe Queenan (American Spectator)--The Week of Smoking Dangerously, 1995	Box 16
John Fry (Ski magazine)--Smoke Screen (tobacco promotion of skiing events), 2009	Box 16
John Greenwald--Smoking Gun (on Liggett & Myers), 1997	Box 16
John Heller (U.S. News and World Report)--The Truth About Smoking and Cancer: What Is Known and Unknown, 1957	Box 16
Joy Krause (Milwaukee Journal Sentinel)--Where There's Smoke There's an Ashtray, and Someone Who's Eager to Collect It, 1997	Oversize-folder 1
Kent--Olympic Guide, 1960	Box 16
Kent--Pro Football Fact Finder, 1970	Box 16
Kwik Trip (Quiktrip)--Direct mail, 1997-2003	Box 16
L.L.Whiddon Speaks Out on Smoking and Coronaries, 1963	Box 16
Life Magazine bicentennial issue--Article on Raymond Loewy (Designer of Lucky Strike logo), 1976	Box 21
Liggett & Myers--Advertising Age profile, 2003	Box 16
Liggett & Myers--Catalog of Presents, 1917	Box 16
Liggett & Myers--Central Division souvenir, 1897	Box 16
Liggett & Myers--Chesterfield Cigarettes: A Camera Story, 1937	Box 16
Liggett & Myers--Chesterfield envelopes, 1976	Box 16
Liggett & Myers--Clippings, 1976	Box 16
Liggett & Myers--Daily memoranda book, 1929	Box 16

Liggett & Myers--Employee benefits brochure, undated	Box 17
Liggett & Myers--For You: The Chesterfield Story, 1951	Box 21
Liggett & Myers--Inside Liggett Group, 1976-1977	Box 17
Liggett & Myers--L&M direct mail, 2011-2015 Physical Description: 2 folders	Box 17
Liggett & Myers--Manufacturing Plants and Offices, 1921	Box 17
Liggett & Myers--Marketing Dimensions, 1968	Box 17
Liggett & Myers--Official Political and Other Valuable Information, 1892-1920	Box 17
Liggett & Myers--Reprinted articles, 1896-1973	Box 17
Liggett & Myers--Retailer Educational Program: Consumer Communications for Retailers, 1972	Box 17
Liggett & Myers--Retailer Educational Program: Retail Management, 1970	Box 17
Liggett & Myers--Salesman receipt book, 1930s	Box 17
Liggett & Myers--Selling Dimensions, 1977	Box 17
Liggett & Myers--Some Facts About the Liggett & Myers Tobacco Company, undated	Box 17
Liggett & Myers--Sports Records and Street Guide (Olympics Summer Games), 1984	Box 17
Liggett & Myers--The Book of Presidents, 1932	Box 17
Liggett & Myers--The Making of Cigarettes, 1922	Box 17
Liggett & Myers--Tobacco News, 1975-1976	Box 17
Liggett & Myers--Tobaccoland USA, 1943	Box 21

Liggett & Myers--Velvet Joe's Almanac, 1922	Box 17
Liggett & Myers--Webster's Dictionary free gift with carton purchase, 1970s	Box 17
Liggett & Myers/Chesterfield--Thoroughbreds, undated	Box 17
Liggett & Myers/Vector Group--Press release on nicotine-free cigarette, 2002	Box 17
Lois Mattox Miller (Reader's Digest)--Lung Cancer and Cigarettes: The Latest Findings, 1962	Box 17
Lois Mattox Miller and James Monahan (Reader's Digest)--The Cigarette Industry Changes Its Mind, 1958	Box 17
Lois Mattox Miller and James Monahan (Reader's Digest)--The Facts Behind Filter-Tip Cigarettes, 1957	Box 17
Lois Mattox Miller and James Monahan (Reader's Digest)--The Search for "Safer" Cigarettes, 1959	Box 17
Lorillard--Lorillard and Tobacco, 1977	Box 17
Loyd--Producing Lighted Cigarettes (parlor tricks), 1936	Box 17
Marlboro--Chili Roundup Recipe Book, 2002	Box 17
Marlboro--Direct mail, 2002-2003	Box 17
Marlboro--Direct mail, Country Cooking, 1996-1998	Box 17
Marlboro--Direct mail, Menthol, 1996-2012	Box 17
Marlboro--Direct mail, Unlimited campaign, 1995-1998	Box 17
Marlboro--Timeline and obituaries of Marlboro Men actors, 1987-2014	Box 17

Marlboro--Unlimited Premier Issue, 1996	Box 21
Mayo Clinic--Articles on Charles Mayo's scepticism over tobacco-cancer link, 1955-1976	Box 17
Merit--Awards catalog, 1997	Box 17
NASCAR--Winston Cup Series media guides, 1985-2000	Box 17
Physical Description: 3 folders	
National Cancer Institute--The Role of the Media in Promoting and Reducing Tobacco Use, 2008	Box 17
Physical Description: 2 folders	
National Cancer Institute--Women, Tobacco and Cancer, 2004	Box 17
Natural American Spirit--Direct mail, 2001	Box 17
Nicotine Alkaloid Control Plate--Correspondence, photographs and Nuclear Regulatory Commission technical opinions, 1982-1985, 2019	Box 17
NIH (National Institute of Health)/National Cancer Institute--"Light" Cigarettes and Cancer Risk, 2010	Box 17
Official Indy Lights Championship Yearbook, 1997	Box 19
OLTS (On the Lighter Side: newsletter for lighter collectors), 1995-1997	Box 17
Philip Morris--Article on Apollo/Soyuz commemorative cigarette pack, 2014	Box 17
Philip Morris--Direct mail, 1996-1999	Box 17
Philip Morris--Philip Morris Magazine, 1987-1989	Box 17
Physical Description: 2 folders	

Philip Morris--Youth smoking prevention, 2000-2008	Box 17
Picadilly (U.K.)--"Stubbed Out" article with example of advertisements, 2016	Box 18
Pocket Lighter Preservation Guild and Historic Society printout, 2017	Box 18
Powder Puffs (cosmetic compacts collectibles) newsletter, 1995-1996	Box 18
Research files--E-cigarettes, 2013-2014	Box 18
Research files--Marketing to women, 1988-2008	Box 18
Research files--Ronson cigarette cases, 1932-1995	Box 18
Research files--Smoking in the movies, 1997-2014	Box 18
Research files--Sports and special events marketing, 1970-2014	Box 18
Research files--Tobacco industry response to smoking controversy, 1954-2014	Box 18
Richard Corliss (Time)--Chuff Chuff Puff Puff (Marlboro Unlimited train), 1996	Box 18
R.J. Reynolds--Annual report, 1964	Box 18
R.J. Reynolds--Cigarette Ordering Book (Joe Camel on cover), 1991	Box 21
R.J. Reynolds--Direct mail, 2001	Box 18
R.J. Reynolds--E-mail, 2002-2003	Box 18
R.J. Reynolds--Our 100th Anniversary 1875-1975, 1975	Box 19
R.J. Reynolds/Camel--Know Your Nerves, 1934	Box 18
Robert Littell (Reader's Digest)--Cigarette Holders Put to the Test, 1999	Box 18

Robert Tefertillar (Antiques and Collecting)--The Overlooked Collectible (vintage ads), 1999	Box 18
Robert Wood Johnson Foundation--The Way We Were: Tobacco Ads Through the Ages, 2011	Box 18
Rod Taylor--Article on Red Man chewing tobacco tin collecting (Pinkerton Tobacco), 2005	Box 18
Roxanne Palmer--Cigarette Companies Sidestep "Light" Ban with Colored Packaging: A Long History of Deception, 2013	Box 18
Salem--Direct mail, 1996-2007	Box 18
Salem--Direct mail, 50th anniversary, 2005-2006	Box 18
Sam Blum (Harper's magazine)--An Ode to the Cigarette Code, 1986	Box 18
The Sentinel--Printouts from keyword searches for cigarettes and Murad brand, 1923-1939	Box 18
Physical Description: 3 folders	
Sheet music--[Chesterfield] Baseball (America's Favorite Game); Tom Waring, Paul Gibbons, Craig Leitch, 1939	Box 19
Sheet music--[Chesterfield] Smoke Dreams; Lloyd Shaffer, John Klenner, Ted Steele, 1947	Box 19
Sheet music--Story of Two Cigarettes; Mickey Stoner, Fred Jay and Leonard Marker; Paul Weirick arrangement, 1945	Box 21
Sheet music--The Man from the South (With a Big Cigar in His Mouth); Rube Bloom, Harry Woods, 1930	Box 19
Smoking Surveys--Direct mail, 1997-2000	Box 18
Southern Israelite--Reprinted pages with tobacco content, 1937-1966	Box 18
Speedway Motorsports annual report, 1998	Box 18

Stanley Frank (True magazine)--To Smoke or Not to Smoke: That Is Still the Question, 1968	Box 18
---	--------

Sterling Remedy Company--Don't Tobacco Spit and Smoke Your Life Away: Take No-To-Bac, 1895	Box 18
--	--------

Stock certificates, 1911-1990	Box 19
-------------------------------	--------

Scope and Contents

Includes: American Tobacco (1967); Continental Tobacco (1969); Liggett & Myers (1950); Lorillard (1911); RJR Nabisco (1990); Tobacco Products Corporation (1929)

Tobacco Institute--North Carolina and Tobacco, 1975	Box 18
---	--------

Tobacco Institute--North Carolina's Tobacco Heritage, undated	Box 18
---	--------

Tobacco Institute--Science and Smoke, 1979	Box 18
--	--------

Tobacco Institute--Tobacco: Deeply Rooted in America's Heritage, undated	Box 18
--	--------

Tobacco Institute--Tobacco: Pioneer in American Industry, 1975	Box 18
--	--------

Tobacco Institute--Tobacco Industry Profile, 1979	Box 18
---	--------

Tobacco Institute--Virginia's Tobacco Heritage, undated	Box 18
---	--------

Tobacco labels (Scotten, Dillon Company of Detroit, Mich.), undated	Box 19
---	--------

Physical Description: 7 folders

Scope and Contents

Includes: Dan Patch Cut Plug; Landmark Cut Plug; Laredo Cut Plug; Long Distance; Oceanic Cut Plug; Pep Blended Cigarette Tobacco; Ramrod Cigarette Tobacco

Tom Robbins--Still Life with Woodpecker, 1980	Box 18
---	--------

USA Gold--Direct mail, 2009-2014	Box 18
----------------------------------	--------

Vikki Conwell (Atlanta Journal-Constitution)--"Chippers" Smoke Less, to Fight Stress, 2009	Oversize-folder 1
Virginia Slims--Catalogs, 1994-2001	Box 18
Virginia Slims--Direct mail, 1996-2000	Box 18
Virginia Slims--Tennis Championship Series, 1986	Box 18
Weekly Standard--Dennis Prager: The Anti-Tobacco Crusade; John Calfee: Why the War on Smoking Will Fail, 1998	Box 18
Wendy Bounds (Wall Street Journal)--Don't Throw Out That Old Ashtray Yet, 1997	Box 21
Wes Raynal (Autoweek)--Butt Out (tobacco sponsorship of racing), 1994	Box 18
Winchester Little Cigars--Football Guide, 1996	Box 18
Winston--NASCAR, 1998-2001	Box 18
Winston--No Bull/No Boundaries sweepstakes, 2000	Box 18
Winston--Winston Cup Series bumper sticker, 1988	Box 18
Winston Cup Illustrated, 1995-1996	Box 18
Physical Description: 2 folders	
Wisconsin State Journal--Tobacco-related cartoons, 1997	Box 18
Yesteryear--Joe Camel Remains Collectors' Staple, 1997	Box 21
Zippo (lighter)--Lighter collector guide, 1994	Box 18
Zippo (lighter)--Motor Sports Racing Guide, 1997	Box 18

[Return to Table of Contents](#)

Audiovisual Materials, 1992-2012, undated

Winston Holiday Music volume 1, 1992	Box AV1 > Audio-cassette RL-11677-CAS-001
Winston Holiday Music volume 2, 1992	Box AV1 > Audio-cassette RL-11677-CAS-002
Cigarette Commercials from the 50s and 60s (DVD), 2010	Box AV1 > Optical-disc RL-11677-OP-001
Got a Light, Mac? Vintage Songs about Smoking 1926-1954 (CD), 2007	Box AV1 > Optical-disc RL-11677-OP-002
Report of the Surgeon General--Health Consequences of Involuntary Exposure fo Tobacco Smoke (CD), 2006	Box AV1 > Optical-disc RL-11677-OP-003
Report of the Surgeon General--Health Consequences of Smoking on the Human Body (CD), 2004	Box AV1 > Optical-disc RL-11677-OP-004
Report of the Surgeon General--How Tobacco Smoke Causes Disease (CD), 2010	Box AV1 > Optical-disc RL-11677-OP-005
Report of the Surgeon General--Preventing Tobacco Use Among Youth and Young Adults (CD), 2012	Box AV1 > Optical-disc RL-11677-OP-006
Scene Smoking: Cigarettes, Cinema and the Myth of Cool (DVD), undated	Box AV1 > Optical-disc RL-11677-OP-007
Secrets Through the Smoke (Dr. Jeffrey Wigand) (DVD), undated	Box AV1 > Optical-disc RL-11677-OP-008
Smoke Screeners: An educational program to help young people decode smoking in the movies (DVD), 1999	Box AV1 > Optical-disc RL-11677-OP-009

Smokin': Classic Cigarette Commercials, a Look
Back at the 50s and 60s (DVD), 2011

Box AV1 > Optical-disc
RL-11677-OP-010

Winston Cup Series--Kick in the Asphalt (CD),
1997

Box AV1 > Optical-disc
RL-11677-OP-011

Marlboro Unlimited The Train The Trip The
Gear, 1995

Box AV1 > Video-cassette
RL-11677-VHS-001

Winston Cup Official Thunder Theater Video,
1997

Box AV1 > Video-cassette
RL-11677-VHS-002

[Return to Table of Contents](#)