

Yale University Library
Medical Historical Library, Cushing/Whitney Medical Library

Guide to the William Van Duyn Tobacco Advertisement Collection

Ms Coll 20



Finding aid revised by Toby A. Appel

2002

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Collection Overview

REPOSITORY: Medical Historical Library, Cushing/Whitney Medical Library
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CALL NUMBER: Ms Coll 20

CREATOR: Van Duyn, William

TITLE: William Van Duyn Tobacco Advertisement Collection

DATES: 1898-2002

PHYSICAL DESCRIPTION: 46 linear feet (187 binders)

LANGUAGE: English

SUMMARY: William Van Duyn, a former smoker, collected advertisements and news articles related to tobacco, especially to cigarette smoking. These include cigarette advertisements by company and brand; other forms of tobacco advertisements including billboards (photographs taken by Van Duyn), merchandise catalogs, and sponsorship of racing; and newspaper and magazine articles and ephemera related to the anti-smoking movement and tobacco regulation and litigation.

ONLINE FINDING AID: To cite or bookmark this finding aid, please use the following link: <https://hdl.handle.net/10079/fa/med.ms.0020>

Requesting Instructions

To request items from this collection for use on site, please use the request links in the HTML version of this finding aid, available at <https://hdl.handle.net/10079/fa/med.ms.0020>.

Key to the container abbreviations used in the PDF finding aid:

b. box

Administrative Information

Immediate Source of Acquisition

Donated by William Van Duyn, 2002

Conditions Governing Access

The materials are open for research.

Conditions Governing Use

Yale does not own copyright. Almost all the advertisements in this collection are under copyright to the tobacco companies.

Preferred Citation

William Van Duyn Tobacco Advertisement Collection. Cushing/Whitney Medical Library, Yale University, New Haven, CT

Processing Information

The original finding aid was compiled by a student. Binders after 67 have since been renumbered.

Biographical / Historical

This collection of magazine advertisements, ephemera, articles, and photographs, was begun in 1994 by William Van Duyn, then a resident of Voluntown, Connecticut, who became fascinated by the ubiquity and deceptiveness of tobacco advertisements as a byproduct of his own effort to quit smoking. In addition to collecting, he founded a website to help others to quit. Van Duyn organized his advertisements, etc. into labeled looseleaf binders with the overall title "Gnikoms!" for smoking spelled backwards. At the time of his gift, Van Duyn and his family were living in Guilford and about to move to Canada.

Scope and Contents

The first and main part of the collection contains cigarette advertisements from popular magazines arranged by tobacco company, brand, and year. The companies are those in business when Van Duyn was collecting (1994-2002), not the original nor current companies. Many advertisements in this section can be identified by magazine and date. Although the advertisements are predominantly from American companies, there are also advertisements of British and Continental brands. One can trace advertising campaigns by different companies in different eras. The second part of the collection contains advertisements for cigars and other forms of tobacco, examples of cigarette packaging, photographs by Van Duyn of billboards and other outdoor advertisements for cigarettes, images of cigarette sponsorship of auto racing and other sports, and advertisements in which smoking is used to promote other products. The third part of the collection includes magazine and newspaper articles on legislation limiting smoking, litigation against the tobacco companies, and the settlement of 1997 with state attorney-generals. There are anti-smoking brochures and advertisements from the American Cancer Society, the National Cancer Institute, the American Lung Association, and other organizations, and advertisements for products and methods to quit smoking.

Arrangement

Organized into two series, Regular and Oversize. Each series is subdivided into three subseries: 1. Magazine advertisements for cigarettes by brand. 2. Other tobacco advertisements. 3. Anti-smoking movement and tobacco politics.

Collection Contents

Series I: Regular size

Subseries 1: Magazine advertisements for cigarettes by brand

Organized by company, brand, and date. See Series 2, Oversize, for additional advertisements of many of the brands below. Tobacco companies were those existing between 1994 and 2002, the years of Van Duyn's collecting.

b. 1	American Tobacco Company (Brown & Williamson): (Herbert) Tareyton, Malibu, Colony, Half and Half, Bull Durham, American Lights, Montclair, Iceberg, Maryland 00's, Riviera, Silva Thins, Long Johns, Tall On Tareytown, see also oversize binder 130.	1916-1995
b. 2	Brown & Williamson (The American Tobacco Company): Lucky Strike For Lucky Strike, see also oversize binders 133-135.	1917-1987
b. 3	Brown & Williamson: Lucky Strike	1996-2001
b. 4	Brown & Williamson: Carlton	1963-1994
b. 5	Brown & Williamson: Carlton	1995-1999
b. 6	Brown & Williamson: Kool. For Kool, see also oversize binders 131-132.	1930-1984
b. 7	Brown & Williamson: Kool	1984-1997
b. 8	Brown & Williamson: Kool	1997-2001
b. 9	Brown & Williamson: Misty	1990-2001
b. 10	Brown & Williamson: Raleigh, Bel-Air, Wings, Fact, Arctic Lights	
b. 11	Brown & Williamson: Pall Mall	1914-2001
b. 12	Brown & Williamson: Viceroy, Barclay, Richland, GPC	
b. 13	Brown & Williamson: Capri	1987-1999
b. 14	Liggett & Myers: L&M, Lark, Adam, Eve, Decade, Stride, Pyramid, Oasis.	
b. 15	Liggett & Myers: Chesterfield, Omni For Chesterfield, see also oversize binders 140-141	
b. 16	P. Lorillard: Newport For Newport, see also oversize binder 144.	1960-1996
b. 17	P. Lorillard: Newport, 1997-2002; Newport Stripes, 1986-1999	1986-2002
b. 18	P. Lorillard: Kent, Golden Lights	
b. 19	P. Lorillard: Beech-Nut, True, Triumph, Century Great Lengths, Max, Twist, Satin, Spring, Style.	1942-1997
b. 20	P. Lorillard: Helmar, Rameses, Egyptian Deities, Mecca, Murad, Old Gold	1913-1993

Subseries 1: Magazine advertisements for cigarettes by brand (continued)

b. 21	Miscellaneous. brands: Fatima, WDC Triangle Pipes, Melachrino, Pet Cigarettes, Mogul, Spud, Fifty-Six, Milo, Velvet, Nestor, Vogue, Domino, Chelsea, Regent, King Sano, Sherman's, Dunhill, Gauloises, Cartier, Springwater, Calume, Djarum, Sampoerna, Rave, Natural American Spirit.	
b. 22	Philip Morris: Basic	1993-2001
b. 23	Philip Morris: Merit	1976-1985
b. 24	Philip Morris: Merit	1985-1992
b. 25	Philip Morris: Merit	1993-2000
b. 26	Philip Morris: Virginia Slims For Virginia Slims, see also oversize binder 156.	1969-1982
b. 27	Philip Morris: Virginia Slims	1983-1989
b. 28	Philip Morris: Virginia Slims	1990-1995
b. 29	Philip Morris: Virginia Slims	1996-1999
b. 30	Philip Morris: Virginia Slims	1999-2000
b. 31	Philip Morris: English Ovals, Philip Morris, (Benson & Hedges) Multifilter, Next, Saratoga, Cambridge, Galaxy, Alpine, Bucks	1934-2000
b. 32	Philip Morris: Benson & Hedges For Benson & Hedges, see also oversize binder 147.	1960-1976
b. 33	Philip Morris: Benson & Hedges	1977-1990
b. 34	Philip Morris: Benson & Hedges	1990-1999
b. 35	Philip Morris: Parliament For Parliament, see also oversize binder 156.	1950-1999
b. 36	Philip Morris: Parliament	1999-2002
b. 37	Philip Morris: Players, 1983-1988; Players Navy Cut, 1996	1983-1996
b. 38	Philip Morris: Marlboro For Marlboro, see also oversize binders 149-155.	1937-1950, 1955-1979
b. 39	Philip Morris: Marlboro	1980-1985
b. 40	Philip Morris: Marlboro	1986-1988
b. 41	Philip Morris: Marlboro	1989-1993
b. 42	Philip Morris: Marlboro	1994-1996
b. 43	Philip Morris: Marlboro	1997-1998
b. 44	Philip Morris: Marlboro	1998-1999
b. 45	Philip Morris: Marlboro	1999-2000

Subseries 1: Magazine advertisements for cigarettes by brand (continued)

b. 46	Philip Morris: Marlboro	2000-2001
b. 47	Philip Morris: Marlboro (international)	
b. 48	R. J. Reynolds: Cavalier, Real, Bright, Sterling, Ritz, Chelsea, Magna.	
b. 49	R. J. Reynolds: Now	1976-1993
b. 50	R. J. Reynolds: Doral	1970-1998
b. 51	R. J. Reynolds: Doral	1998-2002
b. 52	R. J. Reynolds: Camel For Camel, see also oversize binders 159-163.	ca. 1920-1974
b. 53	R. J. Reynolds: Camel	1974-1983
b. 54	R. J. Reynolds: Camel	1988-1997
b. 55	R. J. Reynolds: Camel	1997-2000
b. 56	R. J. Reynolds: Camel --Bar and music promotions Beginning of binder includes "Camel Roadhouse Tour" events for motorcyclists.	1997-2000
b. 57	R. J. Reynolds: Vantage	1971-1990
b. 58	R. J. Reynolds: Kamel. 1996-2000; Moonlight Tobacco Co. Brands: Metro Slim Lights, Sedona, Jumbos, City, North Star, Politix. For Kamel, see also oversize binder 164.	
b. 59	R. J. Reynolds: Winston For Winston, see also oversize binders 167-169.	1955-1982
b. 60	R. J. Reynolds: Winston	1982-1997
b. 61	R. J. Reynolds: Winston	1997-1998
b. 62	R. J. Reynolds: Winston	1998-1999
b. 63	R. J. Reynolds: Winston	2000-2002
b. 64	R. J. Reynolds: Salem For Salem, see also oversize binders 165-166.	ca. 1960-1994
b. 65	R. J. Reynolds: Salem	1997-1999
b. 66	R. J. Reynolds: Salem	1999-2000
b. 67	R. J. Reynolds: More	1974-1989
b. 68	United Kingdom and Canadian brands Ogden's, Craven "A", Minor, Player's, Du Maurier, State Express 555, Greys, Wills Three Castles, Passing Clouds, John Cotton, Marcovitch Black & White, Abdulla, Sobranie, Embassy, Rothman, Dunhill, Silk Cut, Benson and Hedges, St. Moritz. Includes government health warnings. The 1898 item is an advertisement from the <i>Graphic</i> for Ogden's Guinea-Gold cigarettes.	1898-1990s

Subseries 1: Magazine advertisements for cigarettes by brand (continued)

b. 69	Foreign advertisements for cigarettes Various languages, among them Arabic, Hebrew, Russian, and German. Brands include Merit, Parliament, Carlton, Chesterfield, L&M, Winston, Camel, Lucky Strike, Golf, Stuyvesant, Kent, Dunhill, R1, HB, West, Davidoff, Philip Morris, Players P&S, Craven "A", and others.	mostly 1990s
Subseries 2: Other tobacco advertisements See also oversize binder 56, and oversize binders 175-183.		
b. 70	Cigars Magazine advertisements for brands of cigars and miscellaneous articles about cigars. Some German advertisements.	1950s-1990s
b. 71	Loose tobacco and rolling papers Among brands represented are Three Castles, Old Holborn, Rizla (Riz la croix), Job (including copies of 19th century posters by Alphonse Mucha), ez-wider, Bambu, Prince Albert, Drum, Velvet. Some foreign advertisements. Collection includes some original packaging for tobacco and rolling papers. At the beginning of the notebook are yellow pages and classified advertisements for cigarettes.	1919-2001
b. 72	Chewing tobacco and snuff Advertisements for tobacco products including Mail Pouch Tobacco, Skoal, Copenhagen snuff, Silver Creek, Timber Wolf, Rooster, Red Man, Redwood snuff, Granger, Kodiak. At the beginning, there is some material opposing chewing and snuff, including two pamphlets by the National Cancer Institute..	mostly 1980s-1990s
b. 73	Cigarette pack design, cigarette girls, store displays, street ads, stadium ads, etc. Images are mostly from magazines and newspapers. Includes popular articles on advertising campaigns and copies of posters. Some material in languages other than English.	
b. 74	Cigarette cartons Original packaging for single packs of cigarettes and cartons for multiple packs of cigarettes. Various brands.	
b. 75	Philip Morris promotions Gifts for taking the "Smokers Survey"; Virginia Slims Wear; Benson & Hedges Collection; Parliament; "Merit Awards."	1990s
b. 76	Philip Morris promotions Marlboro signs, gear, sweepstakes for travel, discounts.	1990s-2000
b. 77	"Camel Cash" and catalogs of Camel merchandise	1990s-2002
b. 78	Catalog of Camel merchandise Pages from a booklet of collectibles, including Joe Camel items, for Camel's 85th birthday.	1998
b. 79	R. J. Reynolds promotions; Moonlight Tobacco Co. Doral, Winston, Vantage, Salem, Kamel; Moonlight Tobacco Co. brands	1990s

Subseries 2: Other tobacco advertisements (continued)

b. 80	Tobacco company sponsorship of auto racing Images showing race cars and drivers sporting advertisements for cigarette brands, especially Marlboro; F1 race. Some German and Arabic.	1980s-1990s
b. 81	Tobacco company sponsorship of auto racing Images and articles showing race cars and drivers advertising other cigarette brands. Includes some articles on tobacco company support of races, especially the Formula 1 (F1) race. Some German and Arabic.	mostly 1990s
b. 82	Tobacco company sponsorship of auto racing teams and competitions Includes Indy 500 and F1.	mostly 1990s
b. 83	Tobacco sponsorship of auto racing and competitions NASCAR Winston Cup Series; cars sponsored by a variety of cigarette brands.	mostly 1990s
b. 84	Tobacco sponsorship of motorcycle races and other sports Besides motorcycles, includes boat races, model race cars, golf, tennis, and basketball	1976 and mostly 1990s
b. 85	Advertisements for duty-free cigarettes; various tobacco company promotions Gifts for taking a "Smoker's Survey"; Natural American Spirit promotional material; Lucky Strike signs, Kool Official Gear (for racing); Capri, Savannah, Newport	mostly 1990s
b. 86	Older cigarette advertising images from the Web Includes early cigarette trade cards, Rameses, Melachrino, Egyptian Deities, Helmar, Murad, Omar, Fatima, Spud, Kool, Pall Mall, Tareyton, Raleigh, Lucky Strike, Camel, Chesterfield, Old Gold, Marlboro, Virginia Slims, Player's, Craven "A," and various other foreign brands. Some images are of items offered by e-Bay.	
b. 87	Outdoor advertising: Photograph album, Part I Photographs, presumably by William Van Duyn, of cigarette brands advertised on billboards, on taxis, and on other outdoor signs, as well as "No Smoking" signs and anti-smoking signs.	mostly 1990s
b. 88	Outdoor advertising: Photograph album, Part II	mostly 1990s
b. 89	Outdoor advertising: Photograph album, Part III Includes the Winston "no additives" campaign.	mostly 1990s
b. 90	Outdoor advertising: Photograph album, Part IV	mostly 1990s
b. 91	Outdoor advertising: Photograph album, Part V Includes some anti-smoking billboards, and some photographs of crushed cigarette pack litter.	1998 October 20-1999 April 9
b. 92	Outdoor advertising: Photograph album, Part VI Cigarette advertisements; store displays; more tobacco carton litter, antismoking billboards.	1999 April 9-2001 August 3

Subseries 2: Other tobacco advertisements (continued)

b. 93	<i>Judge</i> magazine, Smokers' Number Photocopy of issue. Drawing of a woman smoking on cover; Pall Mall advertisement on back showing "Yale Gate."	1913 August 30
b. 94	Images of people smoking in advertisements for other products Includes galleries, shows, restaurants and lounges, cars, clothing, food, drink, cosmetics, and travel.	1940s-2000
b. 95	Images of people smoking from magazine covers, posters (copies), and film and theater advertisements	1949-2001
b. 96	History of tobacco; smoking in literature Excerpts of Georges Bizet, <i>Carmen</i> , Richard Klein, <i>Cigarettes are Sublime</i> ; Ernest Hemingway, <i>For Whom the Bell Tolls</i> , Tom Robbins, <i>Still Life with Woodpecker</i> , Mark Twain, "Concerning Tobacco"; James Thurber, "The Catbird Seat"; Stephen King, <i>Night Shift</i> ; John Grisham, <i>Runaway Jury</i> ; and others.	
Subseries 3: Anti-smoking and tobacco politics See also oversize binders 184-187.		
b. 97	American Cancer Society and American Lung Association anti-smoking promotions Includes magazine advertisements, pamphlets, posters, signs, and stickers. Some of the ACS pamphlets feature Garry Trudeau's "Mr. Butts."	1980s-1990s
b. 98	Anti-smoking pamphlets by the National Cancer Institute, National Foundation for Cancer Research, American Lung Association, and other organizations	mostly 1990s
b. 99	Anti-smoking signs, anti-smoking advertisements, and articles Includes life insurance, smoking on airplanes, and some advertisements sponsored by the American Cancer Society and American Lung Association.	mostly 1990s
b. 100	American Council on Science and Health anti-smoking reports, articles, and pamphlets	1991-2000
b. 101	Tobacco politics and litigation, Part 1 -- newspaper and magazine articles	1963-1996
b. 102	Tobacco politics and litigation, Part 2 -- newspaper and magazine articles	1996-1997
b. 103	Tobacco politics and litigation, Part 3 -- newspaper and magazine articles	1997 March 8-1997 June 20
b. 104	Tobacco politics and litigation, Part 4 -- newspaper and magazine articles	1997 June 21-1997 August 26
b. 105	Tobacco politics and litigation, Part 5 -- newspaper and magazine articles	1997 August 25-1998 March 10
b. 106	Tobacco politics and litigation, Part 6 -- newspaper and magazine articles	1998 March 11-1998 May 5
b. 107	Tobacco politics and litigation, Part 7-- newspaper and magazine articles	1998 May 6-1998 August 15

Subseries 3: Anti-smoking and tobacco politics (continued)

b. 108	Tobacco politics and litigation, Part 8 -- newspaper and magazine articles	1998 August-1999 April
b. 109	Tobacco politics and litigation, Part 9 -- newspaper and magazine articles	1999 April-2000 March
b. 110	Tobacco politics and litigation, Part 10 -- newspaper and magazine articles	2000 April-2001 December
b. 111	Children and smoking Newspaper and magazine articles on smoking and children, especially teens. Includes discussion of bans on selling tobacco to children, "Mr. Butts," Campaign for Tobacco-Free Kids, and advertisements from tobacco companies claiming to discourage children from smoking	mostly 1990s
b. 112	Children and smoking Materials on the campaign against marketing to children by INFACT, a Boston-based corporate watchdog; INFACT boycott of Kraft and Nabisco. Many of the materials were addressed to William Van Duyn.	1990s-2000
b. 113	"Opinion"--"Voices" from <i>USA Today</i> ; columns by George Will, Ann Landers, Ask Beth, and Molly Ivins; miscellaneous other articles Includes articles from <i>Fortune</i> on Philip Morris, American Tobacco Company's Lucky Strike, and R. J. Reynolds, 1936-1938.	1936-1938, 1990s
b. 114	Popular science articles on smoking, cancer, and addiction Some material at the end by the American Anti-Vivisection Society on the abuse of animals in smoking experiments.	mostly 1990s
b. 115	Articles on the tobacco wars over federal regulation Some in Spanish.	mostly 1990s
b. 116	Tobacco companies' public relations Advertisements, especially from R. J. Reynolds, opposing new taxes on tobacco and "big government"; P. Lorillard advertisements against teen smoking; letters from tobacco companies to retail customers urging them to fight back; R. J. Reynolds' "Survival Guide to the 90's"; copies of the <i>Fortune</i> article on R. J. Reynolds and on Lucky Strike, 1936-1938; postcards of Liggett & Myers and R. J. Reynolds headquarters and fields of tobacco, 1940s.	1930s-1990s
b. 117	Philip Morris public relations Copy of <i>Fortune</i> article on Philip Morris, 1936; advertisements stating the company's position on smoking issues; Philip Morris' support of the arts; PM fight against hunger; PM advertisements to prevent underage smoking.	1936-2000
b. 118	Issues of magazines featuring articles on the tobacco wars	1995-2000
b. 119	Miscellaneous Products to mitigate tobacco odor and teeth stains; obituaries of people who died from tobacco-related diseases; articles on the difficulty of quitting; secondhand smoke.	1960s-1990s

Subseries 3: Anti-smoking and tobacco politics (continued)

b. 120	Miscellaneous People smoking, cigarette marketing in Germany and Russia, "safer" cigarettes, sales of tax-free cigarettes by Indian tribes, parodies of cigarette warning labels, and more.	1930s-1990s
b. 121	Smoking cessation system and product advertisements Includes Smokenders, EasyQuit, Phaseout, Quit Smart, hypnosis, acupuncture, Andre Passébecq, Bantron, Zyban. In some cases, William Van Duyn signed up to receive mailings.	mostly 1990s
b. 122	Smoking cessation product advertisements Habitrol, Nicotrol, Merrell Dow (Lakeside Pharmaceuticals), Nicoderm, and Nicorette.	mostly 1990s
b. 123	Websites: pro- and anti-tobacco Downloads of a detailed tobacco history from Tobacco.org, a history of Joe Camel, Friends of Tobacco (pro-tobacco), Badvertising Institute (anti-smoking), Americans for Nonsmokers' Rights, and others.	1997-2001
b. 124	Websites: anti-tobacco Truth (thetruth.com); Activist Massachusetts; ASH (Action on Smoking and Health (UK)).	2000
b. 125	Websites: tobacco companies R. J. Reynolds, especially tests on the brand Eclipse; P. Lorillard.	2000
b. 126	Websites: Tobacco Manufacturers' Association (UK) and Gallaher group (UK tobacco company) Downloaded in 2000, but includes 1990s items.	2000
b. 127	Websites: British American Tobacco (UK) and the Imperial Tobacco Group (UK)	2000
b. 128	Website: dirtcheapcig.com, "The Last Refuge of the Persecuted Smoker"	2000

Series II: Oversize

Subseries 1: Magazine advertisements for cigarettes by brand

b. 129	American Tobacco Company: Waterford, Bull Durham: Brown and Williamson: Richland, GPC, Carlton, Misty, Capri	1966-1999
b. 130	American Tobacco Company: (Herbert) Tareytown	1950-1973
b. 131	Brown & Williamson: Kool	1930s-1980
b. 132	Brown & Williamson: Kool	1980-2000
b. 133	Brown & Williamson (American Tobacco Company): Lucky Strike	1918-1942
b. 134	Brown & Williamson (American Tobacco Company): Lucky Strike	1942-1963
b. 135	Brown & Williamson (American Tobacco Company): Lucky Strike	1964-2000
b. 136	Brown & Williamson: Pall Mall	1935-1965
b. 137	Brown & Williamson: Pall Mall	1965-1972
b. 138	Brown & Williamson: Viceroy, Twist, Kentucky Kings, Laredo	1957-1975
b. 139	Brown & Williamson: Raleigh, Bel Air; American Tobacco Company: Montclair, Silva Thins: Maryland 100's	1929-1973
b. 140	Liggett & Myers: Chesterfield	1919-1944
b. 141	Liggett & Myers: Chesterfield	1945-1992
b. 142	Liggett & Myers: L & M	1954-1977
b. 143	Liggett & Myers: Fatima, Duke of Durham, Lark, Eve, Oasis	1918-1975
b. 144	P. Lorillard: Newport	1958-1999
b. 145	P. Lorillard: Embassy, Kent, Satin, Max, True	1953-1990
b. 146	P. Lorillard: Murad, Old Gold	1915-1972
b. 147	Philip Morris: Benson & Hedges	1966-1998
b. 148	Philip Morris: Philip Morris and other brands Other brands include Multifilter, Saratoga, Players, Dave's, Spud, Paxton, and Alpine.	1937-1992
b. 149	Philip Morris: Marlboro	1955-1967
b. 150	Philip Morris: Marlboro	1968-1970
b. 151	Philip Morris: Marlboro	1970-1979
b. 152	Philip Morris: Marlboro	1981-1989
b. 153	Philip Morris: Marlboro	1990-1996
b. 154	Philip Morris: Marlboro	1997-1999

Subseries 1: Magazine advertisements for cigarettes by brand (continued)

b. 155	Philip Morris: Marlboro (international) Advertisements from Great Britain and other countries.	1969-1990s
b. 156	Philip Morris: Parliament	1958-1999
b. 157	Philip Morris: Virginia Slims	1968-1999
b. 158	Philip Morris: Merit, Bucks, Basic	1976-1999
b. 159	R. J. Reynolds: Camel	1915-1937
b. 160	R. J. Reynolds: Camel	1938-1945
b. 161	R. J. Reynolds: Camel	1946-1957
b. 162	R. J. Reynolds: Camel	1970-1997
b. 163	R. J. Reynolds. Camel	1997-1999
b. 164	R. J. Reynolds: Kamel Red, Kamel Menthe; Moonlight Tobacco Co. Kamel Red: "Established-1913; Re-established-1996."	1996-1999
b. 165	R. J. Reynolds: Salem	1957-1991
b. 166	R. J. Reynolds: Salem	1998-2000
b. 167	R. J. Reynolds: Winston	1954-1993
b. 168	R. J. Reynolds: Winston	1996-1998
b. 169	R. J. Reynolds: Winston	1998-1999
b. 170	R. J. Reynolds: Doral, Vantage, Now, Bright, Tempo, Brandon, Real, More, Sterling, Magna	1962-1999
b. 171	Other companies and brands Axton-Fisher Tobacco Company: Spud, Fleetwood; Riggio Tobacco Company: Regent; United States Tobacco Co.: King Sano; Natural Tobacco Company: Natural American Spirit; Kretek International: Djarum.	1934-1999
b. 172	United Kingdom brands Sotheby, Slim Kings, Embassy, Consulate, Rothmans, Sobranie, du Maurier, Craven, Dunhill, St. Moritz, Peter Stuyvesant, Lambert & Butler.	mostly 1960s- 1970s
b. 173	United Kingdom brands Benson and Hedges, Silk Cut. Includes government anti-smoking advertisements.	1960s-1990s
b. 174	International brands Winston, Camel, Chesterfield, Lucky Strike, L&M, Pall Mall, Benson and Hedges, Pierre Cardin, Stuyvesant, Player's P&S, Craven "A", Dunhill, Gauloises, Kings, Kent, Astor, HB, Lord, West, Philip Morris, R1, Fortuna, SM, Nobel, and others. English, French, German, Spanish, Russian, Greek and other languages. Some Winston sponsorship of music and Camel merchandising of "adventure boots."	1960s-1990s

Subseries 2: Other tobacco advertisements

Subseries 2: Other tobacco advertisements (continued)

b. 175	Tobacco company advertising to retailers	mostly 1990s
b. 176	Smoking accessories advertisements Lighters including Ronson, A.S.R, Zippo, Casco, and cigarette holder Dunhill De-Nicotea (some advertisements featuring doctors). Some advertisements for loose tobacco and rolling papers at the end.	1930s-1990s
b. 177	Other tobacco products: cigarillos, cigars, pipe tobacco, chewing tobacco, snuff	1913-1997
b. 178	Marlboro listings of nightspots Attractively designed full or double-page advertisements featuring the Marlboro name or M logo and information on local nightspots. . Many pages are from the <i>New York Press</i> and the <i>Village Voice</i> . Some are from the <i>New Haven Advocate</i>	1998-1999
b. 179	Camel-sponsored local newspaper guides to urban nightlife From the <i>Village Voice</i> .	1997-1999
b. 180	Smoking, cars, and racing Smoking in advertisements for cars; cigarette brand advertisements on racing cars.	1940s-1990s
b. 181	Cigarettes in magazine advertisements for other products Drinks, clothing, toothpaste, cosmetics, food, insurance, etc.	mostly 1930s-1960s
b. 182	Magazine covers, movie advertisements, and songs Magazine covers showing people smoking from <i>Life</i> , <i>Saturday Evening Post</i> , <i>New York Press</i> , <i>Village Voice</i> , and others; movie advertisements showing someone smoking; original sheet music (8 items and 2 duplicates) that features someone on the cover smoking, or a song that has some relation to cigarettes. Of special note is the sheet music for "Stormy Weather" (1933), first sung by Ethel Waters at the Cotton Club.	1930-1999
b. 183	Images of people smoking	1940s-1990s
Subseries 3: Anti-Smoking and Tobacco Politics		
b. 184	Anti-smoking advertisements Anti-smoking articles, advertisements, cartoons, class-action suit information. Among organizations represented are AdBusters, the Food and Drug Administration, and the National Cancer Society Great American Smokeout. Includes British and Spanish articles from <i>Select Magazine</i> and <i>Quo</i> . The last part of the binder contains advertisements for smoking cessation products including Bantron, Health Information Center (Passabecq method), Habitrol, NicoDerm, Nicorette, Nicotrol, CigArrest, and Zyban.	1957-1999
b. 185	"Pro-tobacco articles" <i>Fortune</i> articles on Philip Morris, Lucky Strike, Reynolds Tobacco, and by the advertising agency that that created Kool and the Kool penguin (original, not photocopies), 1930s; Outdoor Advertising Company marketing of billboards; miscellaneous articles and images showing smoking in a good light; response advertisements by tobacco companies to the litigation of the 1990s; and articles from the <i>American Lawyer</i> (1999), on what tobacco companies gained from the tobacco settlement of 1997.	1936-1999

Subseries 3: Anti-Smoking and Tobacco Politics (continued)

b. 186	Newspaper articles on tobacco politics Newspaper articles on the tobacco industry settlement of 1997, teen smoking, and other tobacco issues. Binder begins with "Alcohol and Tobacco," <i>Fortune</i> (1935), and "New Cigaret-Cancer Link" (1957).	1935, 1957, 1997-2000
b. 187	Convenience stores and cigarettes Articles from <i>Convenience Store News</i> on tobacco issues, including not selling cigarettes to minors.	1996-2001

Selected Search Terms

The following terms have been used to index the description of this collection in the Library's online catalog. They are grouped by name of person or organization, by subject or location, and by occupation and listed alphabetically therein.

Subjects

Advertising, Magazine
Advertising -- Cigarettes
Advertising -- Tobacco
Antismoking movement -- United States
Cigarettes
Smoking
Tobacco

Genres / Formats

Photographs
Sheet music

Corporate Bodies

American Cancer Society
American Council on Science and Health
American Lung Association
American Tobacco Company
Brown & Williamson
INFACT (Firm)
Liggett & Myers Tobacco Company
P. Lorillard Company
Philip Morris and Company
R.J. Reynolds Tobacco Company
Tobacco Institute (Washington, D.C.)
United States. Federal Trade Commission