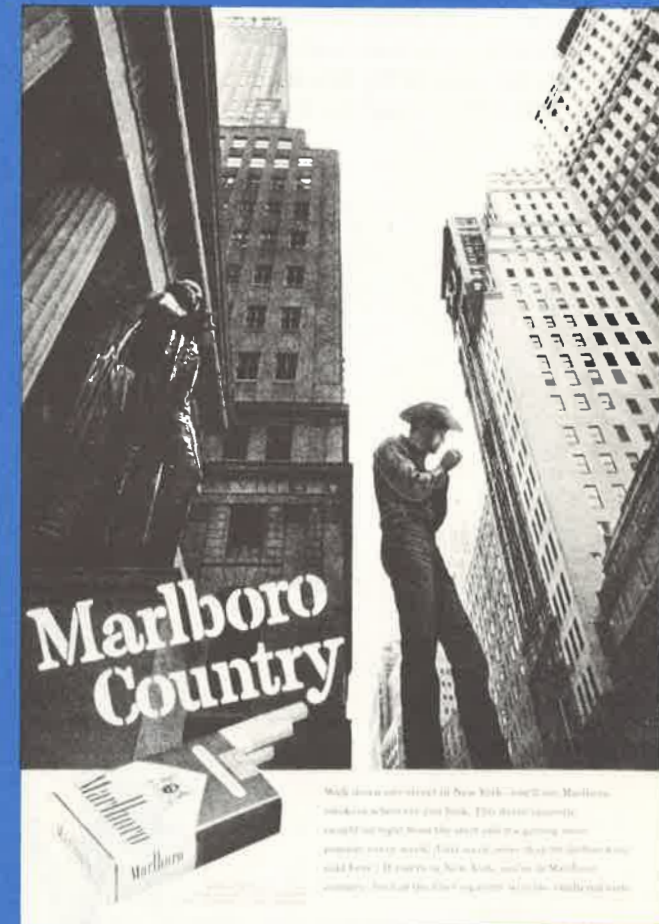


The Marlboro

Advertising History

Collection



Modern Advertising History Program
Collection of Advertising History
Archives Center
National Museum of American History

Smithsonian Institution
Washington, D.C. 20560

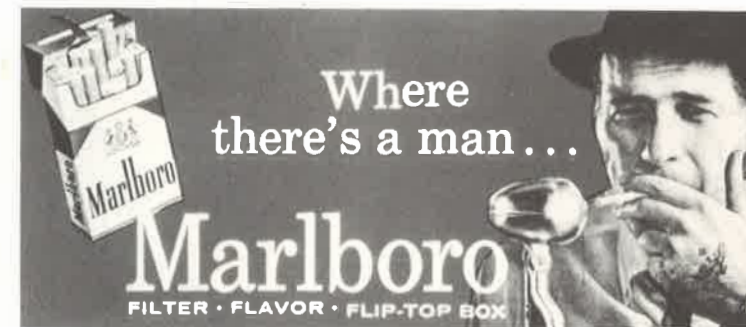
The Archives Center

The National Museum of American History established the Archives Center in 1983 to acquire and care for archival and documentary collections.

The Marlboro Collection is a major addition to the Center's Collection of Advertising History. Additional advertising history materials include the Warshaw Collection of Business Americana, a massive body of advertising ephemera largely from the late 19th and early 20th centuries; 400,000 proofsheets from 1889-1970 produced by the N W Ayer advertising agency; and the Modern Advertising History Program which contains oral history and documentation projects including Pepsi-Cola, Alka-Seltzer, and Marlboro. The Archives Center also has important manuscript collections, especially in the history of science and technology, and substantial holdings of historical photographs.

The Center is located on the east wing, third floor, National Museum of American History, Constitution Avenue between 12th and 14th Streets, N.W., Washington, D.C. The Center is open for research use from 10:00 a.m. to 5:00 p.m. weekdays (closed on federal holidays). Researchers are strongly urged to write or call (202-357-3270 or the Smithsonian Information Center: 357-2700; TDD 357-1729) in advance to assure that materials and staff members will be available.

The Marlboro advertising oral history and documentation project was funded in part by Philip Morris, Inc.



"Announcer," 1958

Television and Print Advertisements

The Archives Center holds more than 13 hours of Marlboro television commercials, primarily United States commercials aired between 1955 and 1971. There is also a collection of Marlboro television advertisements for foreign markets, primarily from the 1970s and 1980s.

The Center also holds an extensive collection of Marlboro magazine and newspaper advertisements, including some 1,500 slides and 400 proof sheets documenting Marlboro advertising from the 1920s to the 1980s. The overwhelming majority of the items concern advertising in the United States.

The collection includes a number of other printed materials, including copies of annual reports and other publications of Philip Morris and Leo Burnett as well as secondary source materials assembled for the project. Country files for the six foreign markets studied include similar materials, plus occasional sales data and marketing materials.

"Cowboy Dreams": The Making of A Marlboro Television Commercial

During 1986, project staff traveled on location to southwest Texas to observe and document the filming of "Cowboy Dreams," an experimental Marlboro television commercial for foreign use. Twelve on-site interviews conducted with the producer, director, art directors, director of photography, key grip, actress, and local walk-ons, and others detail the creation of the commercial and the roles of those involved. Supplemented with photographs of the filming, recorded off-camera dialogue, and a rough cut of "Cowboy Dreams," the materials offer an unusual inside look at the creation of modern television advertising.

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POSTAGE AND FEES PAID
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651

OFFICIAL BUSINESS
PENALTY FOR PRIVATE USE, \$300

Marlboro Advertising

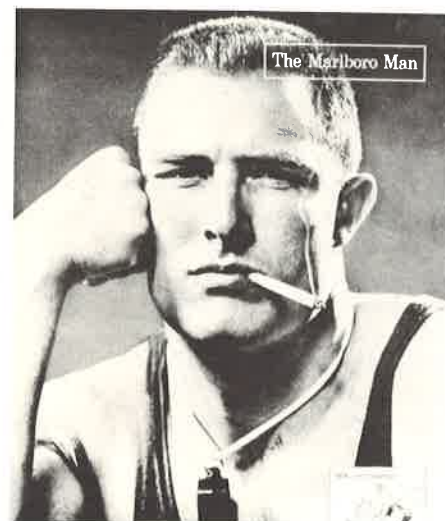
Marlboro cigarettes are one of the most successful consumer products of all time. First created in Victorian England, Marlboros were promoted in the United States as a cigarette for women. In 1955, the brand was transformed into a filter cigarette and marketed with the innovative "Marlboro Man" advertising campaign. In 1963, the "Marlboro Country" campaign began, its cowboys, horses and western landscapes ushered in a period of phenomenal growth for the brand. By the mid-1980s, Marlboro had become the best-selling cigarette both in the United States



Vogue, 1927

cover

"NYC Financial District," 1962



1957

"Ernie Banks," 1962



and abroad. Sold in over 180 nations, Marlboro cigarettes and their advertising had become a global phenomenon.

Through an extensive oral history investigation and the collection of both print and television advertising, the origins and history of Marlboro advertising, particularly since its re-introduction as a filter cigarette, are now documented in depth. This combined collection offers rich opportunities to scholars interested in advertising history, marketing, smoking issues, and the commercial use of American cultural symbols abroad.

The Oral History Collection

The core of the collection is a series of interviews conducted during 1985–87 by Dr. Scott Ellsworth. Sixty individuals associated with Marlboro advertising and marketing were interviewed, producing approximately 52 hours of taped material.

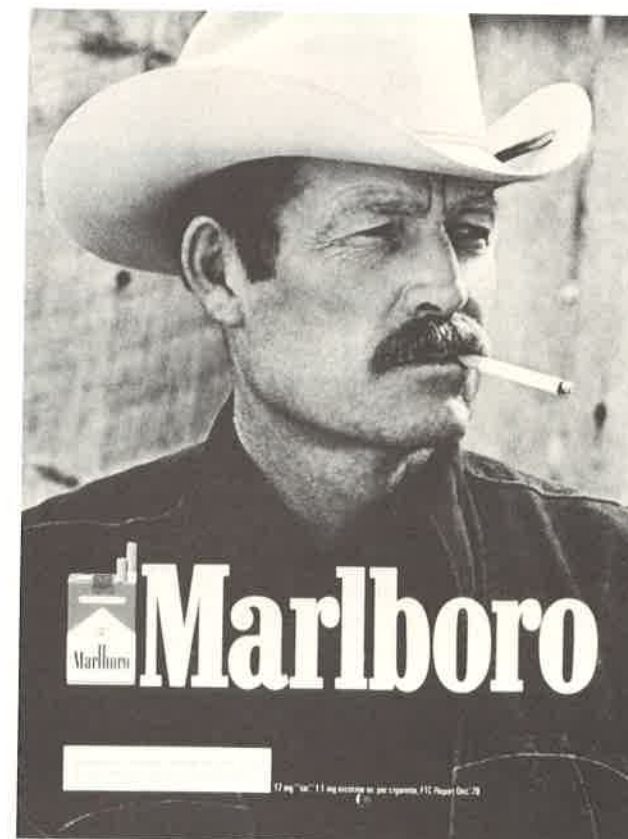
The broad range of interviewees included executives of Philip Morris, advertising agency personnel, photographers, production staff, sales and marketing personnel, and Marlboro cowboys.

Twenty-seven interviews were conducted overseas, in Argentina, Brazil, the Dominican Republic, Hong Kong, Switzerland, and West Germany. Conducted primarily with Marlboro licensee and affiliate staff, the interviews focus on the marketing and advertising history of Marlboro in the six nations. These interviews and others conducted with execu-

tives of Philip Morris International in New York City also address the history of Marlboro advertising in Africa, the Middle East, China, Eastern Europe, and elsewhere in Europe and Latin America.

The interviews cover events from the 1930s through the 1980s. They focus on the theory and development of Marlboro advertising, its content and creation, and its modifications over the years. The foreign interviews also discuss the structure of the local cigarette marketplace, marketing and advertising techniques, and the use and modification of Marlboro advertising for different cultures.

Finding aids to the oral histories include abstracts of each interview indicating the major topics discussed, a cumulative index to personal names and topics in the interviews, and brief biographical and scope notes.



Hong Kong, 1986

"Steel Blue," 1981