

Big Tobacco in the Big Apple: How New York City Became the Heart of the Tobacco Industry...and Anti-Smoking Activism

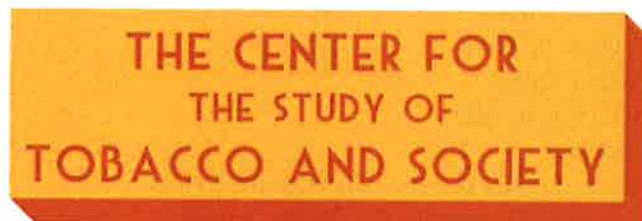
Curated by Alan Blum, MD
Director, University of Alabama Center for the Study of Tobacco and Society

Assistant Curators:
John Hamilton, MLIS
Mark A. Johnson, PhD
Natalie Thompson Shacklett, MLIS

Commentators:
Ed Anselm, MD
Gene Borio
Phil Konigsberg
Joe Parker

Technical Assistants:
Kevin Bailey, MA
Mary Clare Johnson, MLIS
Chris Burks






Key to items in the exhibition



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 - 8.5 Tony Schwartz
 - 8.6 Joe Cherner and Smoke-Free Educational Services
 - 8.7 Mayor Michael Bloomberg: The Game Changer
9. Where Things Stand




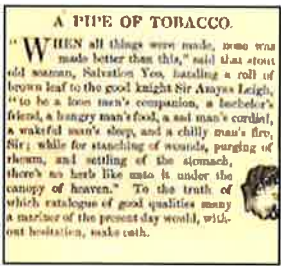
1 – Introduction

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Smoking in Public Barred for Women”</p> <p>Article <i>The New York Times</i> March 28, 1922</p>	
2	<p>“The Penguin That Climbed the Hill”</p> <p>Advertisement for the NYC advertising agency Batten, Barton, Durstine and Osborn, Inc. (BBDO), which created the character of Willie the Penguin to sell Kool cigarettes <i>Fortune</i>, pages 6-7 Circa 1935</p>	
3	<p>“The Proud Smoke”</p> <p>L&M magazine advertisement featuring the Statue of Liberty and the World Trade Center 1976</p>	
4	<p>“The Big Appall”</p> <p>Editorial cartoon by Wayne Stayskal of the <i>Chicago Tribune</i> commissioned by <i>New York State Journal of Medicine</i> for “World Cigarette Pandemic” theme issue December 1983</p>	
5	<p>New York City taxicab with Marlboro ad on sign</p> <p>Photograph by Alan Blum, MD 1985</p>	

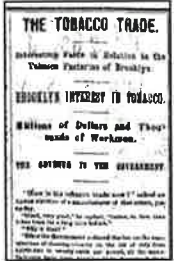



1 – Introduction (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>Banner advertising Lincoln Center Festival '96, sponsored by Philip Morris</p> <p>Photograph by Alan Blum, MD 1996</p>	
7	<p>“Mike Bloomberg Knows What’s Good For You”</p> <p>Cover Story <i>The Atlantic Monthly</i> November 2012</p>	
8	<p>“Take Back Your Freedom”</p> <p>Blu electronic cigarette magazine advertisement featuring the Flatiron Building 2014</p>	
9	<p>“Smoking on the Rise”</p> <p>Cover story <i>AM New York</i> September 16, 2014</p>	





2 – The First 200 Years

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Best Virginia”</p> <p>Reproduction of first Lorillard tobacco advertisement May 27, 1789 <i>Lorillard & Tobacco</i> Greensboro, NC: P. Lorillard Company 1960</p>	
2	<p>“In a Tobacco Factory”</p> <p>Illustration in article on tobacco manufacturing <i>Harper's Monthly</i>, page 713 1854</p>	
3	<p>“Rising Generation”</p> <p>Illustration in article on young people <i>Harper's Monthly</i>, page 15 June 1855</p>	
4	<p>“A Pipe of Tobacco”</p> <p>Article on tobacco use <i>Harper's Monthly</i>, page 180 1860</p>	



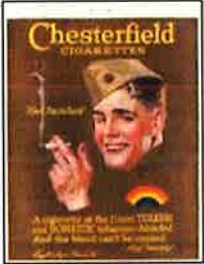

2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“The Tobacco Trade”</p> <p>Article on the tobacco industry in Brooklyn <i>Brooklyn Daily Eagle</i> August 28, 1872</p>	
6	<p>“...with holders in each package for each cigarette”</p> <p>Duke’s Cameo Cigarettes advertisement <i>The Sun</i>, page 5 May 17, 1886</p>	
7	<p>“Special Favours”</p> <p>Sweet Caporal cigarettes advertisement <i>The Sun</i>, page 7 March 25, 1888</p>	
8	<p>“The Cigarette Doomed”</p> <p>Article <i>Scientific American</i>, page 132 August 31, 1889</p>	





2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“We made and sold during the last fiscal year, 823 million cigarettes”</p> <p>Duke’s Best cigarettes advertisement <i>The World</i> October 3, 1889</p>	
10	<p>“Finest or Bravest Chewing and Smoking Tobacco”</p> <p>Trading card D. Buchner & Co. 1888</p>	
11	<p>“Health Tobacco Company”</p> <p>Promotional letter April 19, 1904</p>	
12	<p>“Stores All Over. One Always In Sight.”</p> <p>United Cigar Stores advertisement <i>The Sun</i>, page 5 April 10, 1905</p>	

2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	United Cigar Stores sign Illustrated postcard depicting the electric United Cigar Stores sign above the Flatiron Building 1906	
14	“When Your Son Starts Smoking” Girard cigar advertisement <i>The Saturday Evening Post</i> , page 85 1910	
15	“Gee! I’m in luck!” Chesterfield cigarettes advertisement featuring a WWI-era soldier <i>Life</i> 1917	
16	“1,000,000 Men reach their goal” Mecca cigarettes advertisement <i>The New York Evening World</i> , page 10 January 23, 1917	





2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
17	<p>“To every smoker in the city”</p> <p>American Tobacco Company advertisement <i>The New York Evening World</i> January 30, 1917</p>	
18	<p>“Tobacco Heart!”</p> <p>Advertisement for a smoking cessation treatment <i>National Police Gazette</i>, page 11 May 19, 1917</p>	
19	<p>“give till your heart says stop”</p> <p>Red Cross advertisement contributed by Liggett & Myers Tobacco Company <i>The Sun</i>, page 7 May 24, 1918</p>	
20	<p>“The Makin’s of the U.S.A.: A Plea in Song for Tobacco for the Boys Over There”</p> <p>Sheet music Vincent Bryan and Harry Von Tilzer New York, NY: Harry Von Tilzer Music Publishing Co. 1918</p>	





2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
21	<p>“Your Lips Are No Man’s Land But Mine”</p> <p>Sheet music Arthur Guy Empey, Charles R. McCarron, and Carey Morgan New York, NY: Joseph W. Stern & Co. 1918</p>	
22	<p>“Two Cigarettes in the Dark”</p> <p>Sheet music Lew Pollack and Paul Francis Webster New York, NY: De Sylva Brown and Henderson, Inc. 1934</p>	
23	<p>“While A Cigarette Was Burning”</p> <p>Sheet music Charles and Nick Kenny New York, NY: ABC Music Corporation 1938</p>	
24	<p>Camel cigarette salesman’s book of ethnic advertisements</p> <p>R. J. Reynolds Tobacco Company sample book with the same set of advertisements for Camel cigarettes in 29 languages for different ethnic newspapers 1929</p>	






2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
25	<p>Brooklyn Camel Prize Winner</p> <p>Publicity photograph and announcement from R. J. Reynolds Tobacco Company about Mrs. Walter Sweet, prize winner of an advertising contest 1930</p>	
26	<p>“In New York SPIT is a horrid word”</p> <p>Cremo cigar advertisement <i>New York Herald Tribune</i> February 1930</p>	
27	<p>“It keeps them so MILD and FRESH!”</p> <p>Camel advertisement <i>Cosmopolitan</i> June 1931</p>	
28	<p>“After a man’s heart”</p> <p>Chesterfield advertisement <i>New York State Journal of Medicine</i>, front and back covers May 1, 1937</p>	



2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
29	<p>“Pipe LaGuardia at Ease”</p> <p>Photograph of Mayor Fiorello LaGuardia smoking <i>The News-Telegram</i>, page 8 September 10, 1937</p>	
30	<p>“Camel invites you”</p> <p>Advertisement for Camel scientific booth at American Medical Association annual convention in New York City <i>New York State Journal of Medicine</i>, front cover and page 1027 June 1, 1942</p>	
31	<p>“If Facts Appeal to You Read This Booklet”</p> <p>Bonded Tobacco Company “de-nicotinized” products advertisements Booklet, front and back covers 1931</p>	
32	<p>“Parliament cigarettes were represented”</p> <p>Photographic image of the Parliament booth at the annual American Medical Association convention, held at the Grand Central Palace in New York City <i>The Tobacco Leaf</i>, page 11 June 20, 1953</p>	





2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
33	<p>“Norman H. Grulich and Alan H. Bick, from the New York office, represented Benson & Hedges”</p> <p>Photographic image of the Parliament booth at the American Medical Association clinical session, held at the Keil Auditorium in St. Louis <i>The Tobacco Leaf</i>, interior page December 26, 1953</p>	
34	<p>Joe Parker introduction</p> <p>Audio clip of former retailer Joe Parker introduction 2017</p>	
35	<p>Early New York City tobacco companies</p> <p>Audio clip of Joe Parker discussing New York City in the 19th century 2017</p>	
36	<p>Cigar manufacturers of 19th-century New York</p> <p>Audio clip of Joe Parker discussing the tobacco industry in 19th-century New York 2017</p>	
37	<p>United Cigars</p> <p>Audio clip of Joe Parker discussing 19th century tobacco manufacturing 2017</p>	





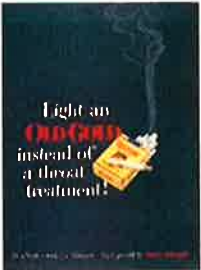
2 – The First 200 Years (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
38	Brands that have persisted since the early 20th century Audio clip of Joe Parker discussing 19th century brand names still in existence 2017	
39	The shift from cigars to cigarettes Audio clip of Joe Parker discussing the shift from cigars to cigarettes 2017	





2.1 – P. Lorillard Tobacco Company

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Climax and other Popular Brands of Tin Tag Plug Tobacco”</p> <p>Lorillard Tobacco Company advertising card 1885</p>	
2	<p><i>Lorillard's Magazine</i></p> <p>1918</p>	
3	<p>“Presenting...Charlie Chaplin in the blindfold cigarette test”</p> <p>Old Gold advertisement <i>The Brooklyn Daily Eagle</i> June 11, 1928</p>	
4	<p>“Broadway casts its vote for ‘O.G.’”</p> <p>Old Gold advertisement <i>The American Rifleman</i>, page 2 August 1929</p>	

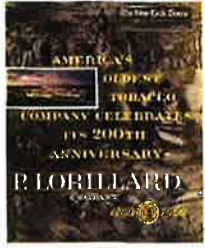



2.1 – P. Lorillard Tobacco Company (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“The world’s first tobacco advertisement”</p> <p>Union Leader pipe tobacco advertisement featuring a reproduction of the first Lorillard tobacco advertisement 1935</p>	
6	<p>“Double-Mellow Old Gold’s Puzzle Contest”</p> <p>Cash prize contest advertisement 1937</p>	
7	<p>“Old Gold Variety Show”</p> <p>Advertisement on Lorillard Tobacco Company envelope December 2, 1941</p>	
8	<p>Harvard University Old Gold book cover</p> <p>1947</p>	
9	<p>“Light an Old Gold instead of a throat treatment!”</p> <p>Magazine advertisement 1948</p>	




2.1 – P. Lorillard Tobacco Company (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	Dennis James with Old Gold Dancing Pack Publicity photograph for ABC television show “Chance of a Lifetime” 1950	
11	“For a TREAT instead of a TREATMENT” [1 of 2] Old Gold magazine advertisement featuring a dancing pack 1952	
12	“For a TREAT instead of a TREATMENT” [2 of 2] Old Gold magazine advertisement featuring “Two for the Money” television game show host Herb Shriner 1952	
13	“The crowning taste treat of all king size cigarettes” Video clip of Old Gold in-studio advertisement featuring two performers in cigarette pack costumes 1955 (See also: Section 5.5 – Radio and TV Commercials)	

2.1 – P. Lorillard Tobacco Company (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“America’s Oldest Tobacco Company Celebrates Its 200th Anniversary”</p> <p>P. Lorillard Tobacco Company advertising supplement <i>The New York Times</i> April 3, 1960 (See also: Section 5 – Mass Media Allies: <i>The New York Times</i>)</p>	
15	<p>“Your voice of wisdom says SMOKE KENT”</p> <p>Advertisement <i>The Saturday Evening Post</i>, page 61 May 21, 1955</p>	
16	<p><i>Lorillard and Tobacco</i></p> <p>Greensboro, NC: P. Lorillard Company 1960</p>	
17	<p>“Snuff Mill 1840”</p> <p>Printed image from <i>Lorillard and Tobacco</i> Greensboro, NC: P. Lorillard Company 1960</p>	





2.1 – P. Lorillard Tobacco Company (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
18	<p>“The Old Lorillard Mill In Bronx Park, N. Y. City”/ “We are proceeding with the conversion of the Mill into a public restaurant and a meeting place for civic, fraternal and similar organizations.”</p> <p>Article <i>Lorillard's Magazine</i>, page 4 1910 Letter from John Henry Nozynski, director of the Tennessee Botanical Gardens and Fine Arts Center, to Curtis H. Judge, president of Lorillard, accepting a donation of art works June 3, 1975 Letter from J. Mark Kerans, administrator of the New York Botanical Garden, to H. R. Gercken, president of Lorillard, concerning the advertising potentialities of using the Lorillard Snuff Mill March 28, 1952</p>	
19	<p>“Tobacco: Use, Abuse, Substitutes, Marketing and Clinical Effects”</p> <p>Canceled conference on tobacco sponsored by the New York Botanical Garden Program June 14, 1981</p>	
20	<p>“I was very much looking forward to it... About a week before the date of the conference, [...] I received a note that the conference would not take place.”</p> <p>Audio clip of Alan Blum, MD, discussing the planned 1981 conference on tobacco at the New York Botanical Garden and its cancellation September 28, 2015</p>	

2.2 – The American Tobacco Company

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<i>Catalogue of Presents for Tobacco Tags and Coupons</i> Premium catalogue of the American Tobacco Company, front cover 1916-1917	
2	“Sweet Caporal Cigarettes” <i>Catalogue of Presents for Tobacco Tags and Coupons</i> advertisement, interior page 1916-1917	
3	“Sovereign Cigarettes” <i>Catalogue of Presents for Tobacco Tags and Coupons</i> advertisement, interior page 1916-1917	
4	“Mecca Cigarettes” <i>Catalogue of Presents for Tobacco Tags and Coupons</i> advertisement, interior page 1916-1917	





2.2 – The American Tobacco Company (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“11,105 Doctors say Lucky Strikes prevent throat irritation”</p> <p>Lucky Strike advertisement <i>The Literary Digest</i>, page 53 November 12, 1927</p>	
6	<p>“20,679 Physicians say Luckies are <u>less irritating</u>”</p> <p>Lucky Strike magazine advertisement 1930</p>	
7	<p>“Reach for a <u>Lucky</u> when you crave something sweet”</p> <p>Lucky Strike advertisement <i>The Literary Digest</i>, page 63 November 10, 1928</p>	
8	<p>“To keep a slender figure”</p> <p>Lucky Strike magazine advertisement 1929</p>	






2.2 – The American Tobacco Company (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“COMING EVENTS cast their shadows before”</p> <p>Lucky Strike magazine advertisement 1930</p>	
10	<p>Customer proposal of a Lucky Strike ad campaign</p> <p>Letter in response to Lucky Strike advertisement campaign proposal August 11, 1932</p>	
11	<p>“Your Lucky Strike Hit Parade”</p> <p>Lucky Strike advertising postcard, front 1936</p>	
12	<p>“The ‘All-American’ Team”</p> <p>Tobacco industry trade publication advertisement <i>Tobacco Record</i>, back cover December 1958</p>	
13	<p>“Spirit of American”</p> <p>American Tobacco Company 100th anniversary commemorative art print 1990</p>	





2.3 – Philip Morris & Co.

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>Philip Morris free sample promotional letter</p> <p>January 25, 1911</p>	
2	<p>Philip Morris free sample letter reply from a consumer</p> <p>January 28, 1911</p>	
3	<p>“Johnny’s On The Air”</p> <p>Philip Morris company envelope with Little Johnny’s weekly radio schedule October 3, 1947</p>	
4	<p>“That’s putting it <u>MILDLY!</u>”</p> <p>Magazine advertisement for Philip Morris’ Country Doctor Pipe Mixture 1949</p>	


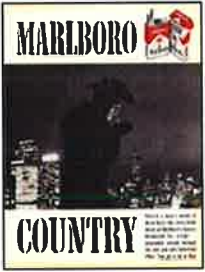
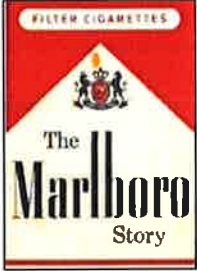

2.3 – Philip Morris & Co. (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Philip Morris & Co. Ltd., Inc.”</p> <p>Letter from O. Parker McComas, president of Philip Morris, to Philip Morris employees about “The House That You Built” (see below) and employee benefits April 1, 1953</p>	
6	<p>“The House That You Built”</p> <p>Philip Morris employee handbook, front cover January 1, 1953</p>	
7	<p>“Dear Co-worker in Philip Morris”</p> <p>Letter from Chairman of the Board Alfred Lyon “The House That You Built” January 1, 1953</p>	
8	<p>Philip Morris & Co. on Bond Street</p> <p>Photographic image of original London location from company document 1957</p>	
9	<p>“Philip Morris for Export”</p> <p>Photographic image of cigarette exports from company brochure 1957</p>	



2.3a – The Marlboro Story

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“When it’s dark and rainy outside, smoke a Marlboro”</p> <p>Magazine advertisement featuring biblical figure Noah 1928</p>	 <p>A vintage Marlboro advertisement from 1928. It features a colorful illustration of Noah's Ark with animals and people. The text at the top reads: "When it's dark and rainy outside, smoke a MARLBORO". The Marlboro logo is prominently displayed at the bottom.</p>
2	<p>“Marlboro, America’s Luxury Cigarette” [1 of 2]</p> <p>Advertisement featuring a fashionably dressed woman <i>Life</i> 1940</p>	 <p>A vintage Marlboro advertisement from 1940. It features a black and white illustration of a woman in a long, yellow, form-fitting dress standing next to a desk. The Marlboro logo is at the top right.</p>
3	<p>“Marlboro, America’s Luxury Cigarette” [2 of 2]</p> <p>Advertisement featuring a fashionably dressed woman <i>Life</i> 1940</p>	 <p>A vintage Marlboro advertisement from 1940. It features a black and white illustration of a woman in a long, blue, form-fitting dress standing next to a desk. The Marlboro logo is at the top left.</p>
4	<p>“Merely a Penny or Two More”</p> <p>Marlboro magazine advertisement 1949</p>	 <p>A vintage Marlboro advertisement from 1949. It features a black and white illustration of a pack of Marlboro cigarettes. The text at the top reads: "Merely a Penny or Two More". The Marlboro logo is at the bottom.</p>





2.3a – The Marlboro Story (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Gee, Mommy, you sure enjoy your Marlboro”</p> <p>3 magazine advertisements featuring babies 1950</p>	
6	<p>“Marlboro Country”</p> <p>Magazine advertisement featuring the New York City skyline 1963</p>	
7	<p>“The Marlboro Story”</p> <p>Philip Morris promotional pamphlet 1970</p>	
8	<p>“The Tale of the Marlboro Brand”</p> <p>Video clip featuring Leo Burnett, advertising executive responsible for the creation of the Marlboro Man 1972</p>	





2.3a – The Marlboro Story (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Come to where the flavor is.”</p> <p>Marlboro advertisement <i>The New York Times</i> 1986 (See also: Section 5 – Mass Media Allies: <i>The New York Times</i>)</p>	
10	<p>“Marlboro Lights”</p> <p>Magazine advertisement 1988</p>	



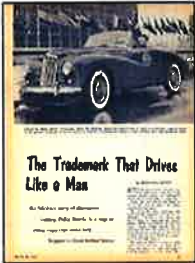
2.3b – “Little Johnny”

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Johnnie Goes Places!”</p> <p>Philip Morris advertisement featuring Polo Grounds, baseball park of the New York Giants 1935</p>	
2	<p>“Philip Morris presents ‘Thrills’”</p> <p>Radio show program, page 2 1937</p>	
3	<p>“Dwarf & Advertising”</p> <p>Article about Little Johnny <i>Time</i>, page 40 July 4, 1938</p>	
4	<p>“Cordially, Johnny Philip Morris”</p> <p>Signed postcard 1940</p>	





2.3b – “Little Johnny” (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“No Cigarette Hangover”</p> <p>Philip Morris point of sale display 1940</p>	
6	<p>“Johnny the Call Boy”</p> <p>Article about Little Johnny <i>Printers Ink Monthly</i>, page 67 February 1941</p>	
7	<p>“Even though you inhale, no worry about throat irritation”</p> <p>Philip Morris advertisement <i>Saturday Evening Post</i> 1942</p>	
8	<p>“Please be careful!”</p> <p>Philip Morris hospital card reminding patients not to smoke in bed 1950</p>	


2.3b – “Little Johnny” (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“If Your City Is Attacked Know What To Do!”</p> <p>Civil defense poster containing instructions on how to respond to a nuclear attack</p> <p>Produced by the New York State Civil Defense Commission and Philip Morris</p> <p>Circa 1951</p>	 <p>The poster is red and white with a woman's face in a red circle at the top left. The title is in bold. Below it is a list of five instructions: 1. Get out the word. Put it on the wall. 2. Know the location of your shelter. 3. Know your way out. 4. Know your way in. 5. Know your way out. At the bottom, it says 'PHILIP MORRIS CIGARETTE CO.' and 'JOHN MORRIS'.</p>
10	<p>“Merry Christmas and all the finest to you!”</p> <p>Philip Morris magazine advertisement featuring Desi Arnaz and Lucille Ball</p> <p>1953</p>	 <p>The advertisement shows Desi Arnaz and Lucille Ball in a festive setting with a Christmas tree and gifts. The text 'Merry Christmas' is written in a cursive font at the top. The Philip Morris logo is visible in the bottom left corner.</p>
11	<p>“The Trademark That Drives Like a Man”</p> <p>Article about Little Johnny</p> <p><i>Car Life</i>, page 59</p> <p>December 1954</p>	 <p>The article features a black and white photograph of a vintage car. The title 'The Trademark That Drives Like a Man' is prominently displayed. Below the title, there is a small paragraph of text and a small illustration of a man driving.</p>





2.3c – Advertising the Philip Morris Brand

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Philip Morris Original London Cigarettes”</p> <p>Advertisement <i>Cosmopolitan</i>, page 106 August 1912</p>	
2	<p>“Philip Morris English Mixture and Cut Plug”</p> <p>Advertisement <i>The Literary Digest</i>, page 985 November 23, 1912</p>	
3	<p>“Cigarette smoke may be a throat irritant”</p> <p>Photocopy reproduction of a Philip Morris advertisement <i>Choir Guide</i>, page 9 1940</p>	
4	<p>“Cigarette information worth knowing”</p> <p>Philip Morris advertisement <i>Journal of the American Medical Association</i> 1941</p>	





2.3c – Advertising the Philip Morris Brand (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Interested in Cigarette Advertising?”</p> <p>Philip Morris advertisement <i>New York State Journal of Medicine</i>, page 1811 October 1, 1942</p>	



2.4 – Early Anti-Smoking Efforts

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p><i>Doctor Waterhouse's Lecture on the Evil Tendency of Tobacco and the Pernicious Effects of Ardent and Vinous Spirits on Young Persons</i></p> <p>Booklet, front cover Benjamin Waterhouse, MD Cambridge, MA: Harvard University Press 1805</p>	
2	<p><i>A Dissertation on the Medical Properties and Injurious Effects of the Habitual Use of Tobacco</i> [1 of 2]</p> <p>Booklet, front cover A. McAllister, MD Boston, MA: Peirce & Parker 1832</p>	
3	<p><i>A Dissertation on the Medical Properties and Injurious Effects of the Habitual Use of Tobacco</i> [2 of 2]</p> <p>Booklet, title page A. McAllister, MD Boston, MA: Peirce & Parker 1832</p>	
4	<p><i>An Essay on the Influence of Tobacco Upon Life and Health</i> [1 of 2]</p> <p>Booklet, front cover R. D. Mussey, MD Boston, MA: Perkins & Marvin 1836</p>	


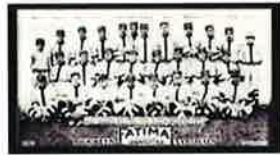



2.4 – Early Anti-Smoking Efforts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<i>An Essay on the Influence of Tobacco Upon Life and Health</i> [2 of 2] Booklet, title page R. D. Mussey, MD Boston, MA: Perkins & Marvin 1836	
6	<i>Tobacco Morally & Physically Considered in Relation to Smoking & Snuff-Taking</i> Booklet, title page J. Browne Drifffield, UK: B. Fawcett 1842	
7	<i>The Use of Tobacco and The Evils, Physical, Mental, Moral, and Social, Resulting Therefrom</i> [1 of 2] Booklet, front cover John H. Griscom, MD New York, NY: G. P. Putnam & Son 1868	
8	<i>The Use of Tobacco and The Evils, Physical, Mental, Moral, and Social, Resulting Therefrom</i> [2 of 2] Booklet, title page John H. Griscom, MD New York, NY: G. P. Putnam & Son 1868	

2.4 – Early Anti-Smoking Efforts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p><i>The Anti-Tobacco Gem</i></p> <p>Newsletter (reproduction) April 1893</p>	
10	<p>“Anti-Tobacco Pledge”</p> <p>May 8, 1910</p>	


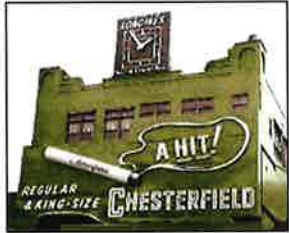

3 – Sports Sponsorship by Tobacco Companies

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	John Joseph “Red” Murray baseball card Piedmont tobacco card Circa 1909-1911	
2	Brooklyn Nationals baseball card Reproduction of Fatima cigarettes baseball card (Original 1913) 1988	
3	New York Nationals baseball card Reproduction of Fatima cigarettes baseball card (Original 1913) 1988	
4	New York Americans baseball card Reproduction of Fatima cigarettes baseball card (Original 1913) 1988	
5	“I like Luckies. They are mild and mellow.” Magazine advertisement featuring Anthony “Tony” Lazzeri 1928	




3 – Sports Sponsorship by Tobacco Companies (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“They Don’t Get Your Wind”</p> <p>Camel magazine advertisement featuring Lou Gehrig 1935</p>	
7	<p>“Joe DiMaggio’s Mighty Swing”</p> <p>Camel magazine advertisement <i>Life</i>, back cover 1942</p>	
8	<p>“Less Nicotine Less Throat Irritants”</p> <p>Raleigh newspaper advertisement featuring Babe Ruth 1946</p>	
9	<p>“In New York It’s Chesterfield...the Champ of Cigarettes”</p> <p>Chesterfield advertising postcard featuring boxer Joe Louis 1948</p>	





3 – Sports Sponsorship by Tobacco Companies (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“It’s <u>My</u> Cigarette”</p> <p>Chesterfield advertisement featuring Joe DiMaggio <i>The Sporting News</i> October 26, 1949</p>	
11	<p>“Take My Tip”</p> <p>Chesterfield advertisement featuring Jackie Robinson <i>The Sporting News</i> January 4, 1950</p>	
12	<p>“Chesterfield A <u>Hit!</u>”</p> <p>Photograph of New York Polo Grounds sign above centerfield 1950</p>	
13	<p>Happy Felton’s Knothole Gang [1 of 2]</p> <p>Video clip featuring Lucky Strike billboard in the background June 26, 1956</p>	



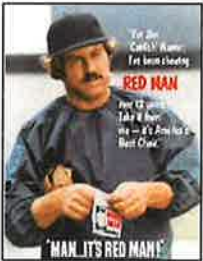


3 – Sports Sponsorship by Tobacco Companies (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	Happy Felton's Knothole Gang [2 of 2] Video of the entire program June 26, 1956	
15	"Free Big League Style Baseball Cap for You or Your Boy" Red Man advertisement featuring Johnny Mize 1953	
16	"Yessir! The Ol' Redhead has changed to Camels" Camel magazine advertisement featuring announcer Red Barber and several members of the New York Yankees 1954	
17	"Dodgers baseball brought to you by Lucky Strike" Audio clip of radio broadcast of Brooklyn Dodgers baseball game featuring Lucky Strike advertisement 1956	
18	"Have a <u>Real</u> Cigarette – Have a Camel" Magazine advertisement featuring Yankees pitcher Don Larsen 1957	




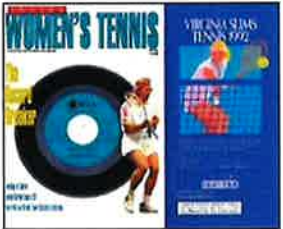
3 – Sports Sponsorship by Tobacco Companies (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	<p>“Have a <u>Real</u> Cigarette – Have a Camel”</p> <p>Magazine advertisement featuring New York Giants football player Dick Nolan 1960</p>	
20	<p>“N.Y. Yankee Star Elston Howard Smokes KOOL!”</p> <p>Magazine advertisement featuring Yankees catcher and left fielder Elston Howard 1960</p>	
21	<p>“Take a tip from Sam Huff...try Marlboro”</p> <p>Magazine advertisement featuring New York Giants football player Sam Huff 1960</p>	
22	<p>“You said it, Dad!”</p> <p>Phillies cigars magazine advertisement 1964</p>	


3 – Sports Sponsorship by Tobacco Companies (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
23	<p>“Great glove, Son!”</p> <p>Phillies cigars magazine advertisement featuring Mickey Mantle 1964</p>	
24	<p>“New idea in filters!”</p> <p>Philip Morris advertisement <i>Sports Illustrated</i> December 7, 1964</p>	
25	<p>“I’ve been chewing RED MAN over 12 years.”</p> <p>Magazine advertisement featuring baseball pitcher Jim “Catfish” Hunter 1970</p>	
26	<p>“Benson & Hedges 100’s”</p> <p>Advertisement <i>Sports Illustrated</i> July 4, 1977</p>	
27	<p>“Alive with Pleasure!”</p> <p>Newport advertisement <i>Sports Illustrated</i> April 4, 1983</p>	



3 – Sports Sponsorship by Tobacco Companies (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
28	<p>“Come see the top women players in the world smash, lob, drop shot and ace each other out.”</p> <p>Poster promoting Virginia Slims Tennis Championships of New York, Madison Square Garden 1983</p>	
29	<p>“The One Million Dollar Virginia Slims Championships”</p> <p>Women’s tennis championship advertisement sponsored by Philip Morris 1989</p>	
30	<p>“The Three Million Dollar Virginia Slims Championships”</p> <p>Women’s tennis championship poster sponsored by Philip Morris 1991</p>	
31	<p>“Inside Women’s Tennis – Virginia Slims”</p> <p>Advertisement for Virginia Slims Tennis Circuit <i>Inside Women’s Tennis</i> April 1992</p>	





3.1 – Baseball, Football, and Hockey

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“National League Champions Dodgers”/ Lucky Strike advertisement</p> <p>Brooklyn Dodgers baseball program and scorecard, front cover and interior page 1957</p>	
2	<p>“World Champions Yankees”/ Camel advertisement</p> <p>New York Yankees baseball program and scorecard, front cover and interior page 1957</p>	
3	<p>“Giants vs. Redskins”/ Chesterfield advertisement</p> <p>New York Giants football program, front and back covers October 27, 1957</p>	
4	<p>“Madison Square Garden”/ Chesterfield advertisement</p> <p>New York Rangers hockey program, front and back covers 1959</p>	
5	<p>“New York Mets”/ Brown & Williamson Tobacco Corporation advertisement</p> <p>New York Mets baseball program and scorecard, front cover and interior page 1962</p>	





3.1 – Baseball, Football, and Hockey (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“PM Again Sponsoring NFL Pro Football”</p> <p>Philip Morris company newsletter <i>The Philip Morris Call News</i>, page 2 September 9, 1963</p>	
7	<p>“New York Jets”/ Marlboro advertisement</p> <p>New York Jets <i>Gameday</i> program, front and back covers October 14, 1985</p>	
8	<p>Yankee Stadium Marlboro billboard</p> <p>Photograph by Andrew Skolnick 1985</p>	
9	<p>Yankee fans with Skoal items</p> <p>Photograph by Andrew Skolnick 1985</p>	
10	<p>Skoal “Bandette” with man</p> <p>Photograph by Andrew Skolnick 1985</p>	


3.1 – Baseball, Football, and Hockey (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	<p>Skoal “Bandettes”</p> <p>Photograph by Andrew Skolnick 1985</p>	
12	<p>Children with Skoal items</p> <p>Photograph by Andrew Skolnick 1985</p>	
13	<p>Skoal disclaimer</p> <p>Photograph by Andrew Skolnick 1985</p>	
14	<p>Skoal “Bandit” Yankees bag</p> <p>Photograph by CSTS Items 1985, Photograph 2012</p>	

3.1 – Baseball, Football, and Hockey (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	Shea Stadium Marlboro billboard Photograph from a Manufacturers Hanover Bank advertising brochure 1985	
16	“Yankees”/ Marlboro advertisement Official New York Yankees baseball team scorebook and program, front and back covers 1985	
17	“Benson & Hedges on Ice”/ Benson & Hedges advertisement Program, Madison Square Garden, front and back covers October 29, 1988	
18	“Mets”/ Marlboro advertisement New York Mets Official Team Magazine, front and back covers 1993	





3.2 – The Marlboro Cup, Marlboro Grand Prix, and Marlboro Cup Invitational Handicap

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	“Marlboro Cup” Pennant Circa 1994	
2	“Marlboro Salutes World Cup 1994” Photograph June 1994	
3	“Marlboro Grand Prix at the Meadowlands” Promotional poster July 22-24, 1988	
4	Child with Marlboro Grand Prix car, Meadowlands Photograph July 24, 1988	
5	“Marlboro Grand Prix at the Meadowlands” Advertising supplement <i>The New York Times Magazine</i> July 9, 1989	



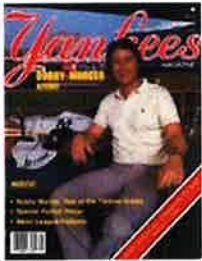
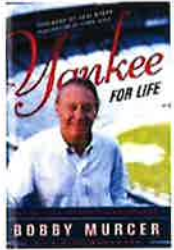

3.2 – The Marlboro Cup, Marlboro Grand Prix, and Marlboro Cup Invitational Handicap
(cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Marlboro Racing ‘89”</p> <p>Advertisement <i>The New York Times Magazine</i> July 9, 1989</p>	
7	<p>“The Marlboro Cup – Thoroughbred Race of the Year”</p> <p>Promotional poster 1974</p>	
8	<p>“Tomorrow’s Your Lucky Day!”</p> <p>Marlboro Cup advertisement 1985</p>	
9	<p>“Marlboro Breakthrough for Racing”</p> <p>Article <i>Daily Racing Form</i> September 13, 1986</p>	



3.2 – *The Marlboro Cup, Marlboro Grand Prix, and Marlboro Cup Invitational Handicap*
(cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“Belmont Park – The Marlboro Cup”</p> <p>Event program, front and back covers 1986</p>	
11	<p>“Turkoman – The Marlboro Cup”</p> <p>Belmont Park event program, interior page 1987</p>	
12	<p>“Turkoman finished strong to win in '86.”</p> <p>Belmont Park event program, interior page foldout 1987</p>	
13	<p>“Belmont Park – The Marlboro Cup”/ Marlboro advertisement</p> <p>Event program, front and back covers 1987</p>	





3.3 – Skoal Dippin’ Man: The Bobby Murcer Story

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Skoal Dippin’ Man”</p> <p>45 rpm record sung by Bobby Murcer <i>Columbia Records</i> 1982</p>	
2	<p>“US Tobacco Salutes Bobby Murcer the Skoal Dippin’ Man”</p> <p>Advertisement featuring Bobby Murcer <i>Yankees Magazine</i> August 18, 1983</p>	
3	<p>“Bobby Murcer Retires”</p> <p>Cover story <i>Yankees Magazine</i> August 18, 1983</p>	
4	<p><i>Yankee for Life</i></p> <p>Autobiography Bobby Murcer with Glen Waggoner New York, NY: HarperCollins 2008</p>	
5	<p>“Bobby Murcer, 62, a Yankees Mainstay on the Field and in the Broadcast Booth”</p> <p>Obituary <i>The New York Times</i> July 13, 2008</p>	




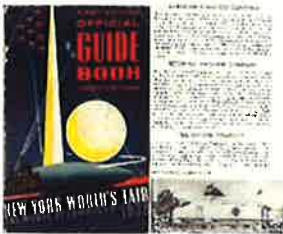
3.3 – Skoal Dippin’ Man: The Bobby Murcer Story (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Goodbye, Bobby”</p> <p><i>The New York Post</i>, back page July 13, 2008</p>	
7	<p>“A Tip of the Cap to Bobby Murcer”</p> <p>Article <i>The Wall Street Journal</i> 2008</p>	


4 – Essence of New York: Gilt by Association

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“... and at Delmonico’s New York”</p> <p>Fatima magazine advertisement 1920</p>	
2	<p>“The Rainbow Room – Get a Lift with a Camel!”</p> <p>Camel magazine advertisement 1937</p>	
3	<p>“Infantile Paralysis Fight”/ Chesterfield advertisement</p> <p>Fundraising dinner program, front and back covers January 30, 1939</p>	
4	<p>“Ol’ Judge Robbins at the Radio City Skating Rink”</p> <p>Prince Albert pipe tobacco advertisement <i>The Tobacco Leaf</i>, page 13 March 25, 1939</p>	

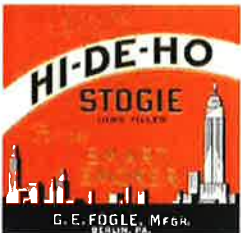



4 – Essence of New York: Gilt by Association (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Have a Look at LUCKIES in the Making”</p> <p>Advertisement for the Lucky Strike Exhibit at the New York World’s Fair <i>United States Tobacco Journal</i>, page 15 June 10, 1939</p>	
6	<p>“Seeing is believing! – Smoking is believing!”</p> <p><i>The State: A Weekly Survey of North Carolina</i> <i>New York World’s Fair, Special Edition</i>, front cover Camel advertisement, interior page June 17, 1939</p>	
7	<p>“Tomorrow’s Work – The Tobacco Industry”</p> <p>New York World’s Fair brochure Sponsored by National Youth Administration 1939</p>	
8	<p>“New York World’s Fair”</p> <p>Official guide book, front cover and interior page 1939</p>	



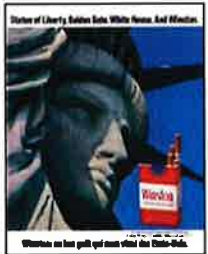

4 – Essence of New York: Gilt by Association (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“The Waldorf-Astoria suggests Pall Mall Famous Cigarettes”</p> <p>Magazine advertisement 1940</p>	
10	<p>“When you’re at New York’s Ritz Carlton”</p> <p>Webster Cigars magazine advertisement 1945</p>	
11	<p>“In New York it’s ABC”</p> <p>Chesterfield magazine advertisement 1946</p>	
12	<p>“New York World’s Fair – General Cigar ‘Hall of Magic’”</p> <p>Souvenir postcard 1964-1965</p>	


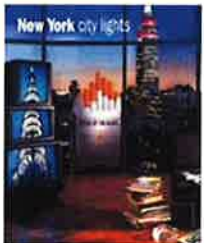


4.1 – Iconic Landmarks

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“A new High in Quality for the Smart Smoker”</p> <p>Hi-De-Ho cigar advertisement featuring the New York City skyline 1933</p>	 <p>A vintage advertisement for Hi-De-Ho Stogie cigars. It features a red background with a white silhouette of the New York City skyline, including the Empire State Building. The text "HI-DE-HO STOGIE" is prominently displayed in a stylized font, with "G. E. FOGLE, MFG. PHILA., PA." at the bottom.</p>
2	<p>“Fifth Avenue Cigarettes” [1 of 2]</p> <p>Magazine advertisement featuring the Statue of Liberty 1946</p>	 <p>A vintage advertisement for Fifth Avenue Cigarettes. It features a yellow background with a red cigarette pack and a black silhouette of the Statue of Liberty. The text "Fifth Avenue Cigarettes" is written in a stylized font, with "Fifth Avenue N.Y.C." at the bottom.</p>
3	<p>“Fifth Avenue Cigarettes” [2 of 2]</p> <p>Magazine advertisement featuring the New York City skyline 1946</p>	 <p>A vintage advertisement for Fifth Avenue Cigarettes. It features a yellow background with a red cigarette pack and a black silhouette of the New York City skyline. The text "Fifth Avenue Cigarettes" is written in a stylized font, with "Fifth Avenue N.Y.C." at the bottom.</p>
4	<p>“They are smoking them everywhere”</p> <p>Robert Burns Cigarillos magazine advertisement featuring the Fifth Avenue Easter Parade 1950</p>	 <p>A vintage advertisement for Robert Burns Cigarillos. It features a yellow background with a black silhouette of the Fifth Avenue Easter Parade. The text "Robert Burns Cigarillos" is written in a stylized font, with "Fifth Avenue N.Y.C." at the bottom.</p>






4.1 – Iconic Landmarks (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Parliament cigarettes were represented”</p> <p>Photographic image of the Parliament booth at the annual American Medical Association convention, held at the Grand Central Palace in New York City <i>The Tobacco Leaf</i>, page 11 June 20, 1953</p>	
6	<p>“Norman H. Grulich and Alan H. Bick, from the New York office, represented Benson & Hedges”</p> <p>Photographic image of the Parliament booth at the American Medical Association clinical session, held at the Keil Auditorium in St. Louis <i>The Tobacco Leaf</i>, interior page December 26, 1953</p>	
7	<p>“Statue of Liberty. Golden Gate. White House. And Winston.”</p> <p>French magazine advertisement featuring the Statue of Liberty 1971</p>	
8	<p>“The Proud Smoke”</p> <p>L&M magazine advertisement featuring the Statue of Liberty and the World Trade Center 1976</p>	





4.1 – Iconic Landmarks (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Kent. La Cigarette U.S. Internationale”</p> <p>French magazine advertisement featuring abstract Statue of Liberty 1982</p>	
10	<p>“New York city lights”</p> <p>Philip Morris magazine (German) advertisement featuring the Chrysler Building 2000</p>	
11	<p>“Lucky Strike. Nothing Else.”</p> <p>Magazine advertisement featuring abstract Statue of Liberty 2005</p>	
12	<p>“NYC Smokers Rise Above the Ban”</p> <p>Camel Snus magazine advertisement featuring the Chrysler Building <i>The Village Voice</i> 2011</p>	





4.2 – Billboards

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	Camel billboard Postcard featuring Camel advertisement on billboard 1922	
2	Times Square Camel billboard [1 of 3] Postcard featuring Camel advertisement in Times Square 1940	
3	Times Square Camel billboard [2 of 3] Postcard featuring Camel billboard 1950	
4	Times Square Camel billboard [3 of 3] Photograph by Alan Blum, MD 1995	
5	Camel billboard in Times Square Video by Alan Blum, MD 1995	






4.2 – Billboards (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
4	<p>“Camels’ <u>cool Mildness</u> and <u>richer Flavor</u> agree with far more smokers than any other brand!”</p> <p>Camel advertisement featuring Camel sign creator Douglas Leigh <i>Life</i> 1954</p>	
5	<p>“The Man Who Lit Up Broadway”</p> <p>Douglas Leigh obituary <i>The New York Times</i> December 16, 1999</p>	
6	<p>“Their Regards to Broadway: Times Square’s Light Shows”</p> <p>Article <i>The New York Times</i> November 6, 1997</p>	
7	<p>“Times Square – and the biggest traffic jams in the world.”</p> <p><i>This is New York</i>, interior pages Book Miroslav Sasek New York, NY: Universe 1960</p>	



4.2 – Billboards (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
8	<p>“Camel’s famous billboard”</p> <p>Product packaging 2017</p>	
9	<p>Painted building Camel billboard, 42nd Street and 8th Avenue</p> <p>Photograph by Alan Blum, MD 1995</p>	
10	<p>Painted building Winston ad, 34th Street and 8th Avenue</p> <p>Postcard featuring painted Winston advertisement on tall building near Madison Square Garden sports arena 1960</p>	
11	<p>“Newport’s turn on the world’s largest outdoor sign”</p> <p>Photograph of painted Newport ad on tall building near Madison Square Garden <i>Advertising Age</i> July 16, 1979</p>	






4.2 – Billboards (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
12	<p>Painted building Kool ad, 34th Street and 8th Avenue</p> <p>Photograph by Alan Blum, MD, of painted Kool ad on tall building near Madison Square Garden 1998</p>	
13	<p>Painted building Camel ad</p> <p>Photograph by Alan Blum, MD, of painted Camel ad on building in Greenwich Village 1998</p>	
14	<p>“Come to Marlboro Country”</p> <p>Marlboro advertisement in Greenwich Village Photograph by Alan Blum, MD 1995</p>	
15	<p>Marlboro billboard on overpass in Queens</p> <p>Video by Alan Blum, MD 1995</p>	
16	<p>Camel billboard next to an overpass in Queens</p> <p>Video by Alan Blum, MD 1995</p>	






4.2 – Billboards (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
17	<p>“I had to come all the way up here to read the health warning”</p> <p>Video clip of Alan Blum, MD, on a Marlboro billboard on the roof of the building at the northeast corner of 42nd Street and 8th Avenue 1986</p>	
18	<p>Alan Blum, MD, on a Marlboro billboard on the roof of the building at the northeast corner of 42nd Street and 8th Avenue</p> <p>Photograph of Alan Blum, MD 1986</p>	






4.2a – On the Sidewalks of New York

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Chick’s Candy Store”</p> <p>Postcard by Walter Rosenblum 1938</p>	
2	<p>“Handy Fixture”</p> <p>Photographic image with text describing the use of luncheon counter advertisements by Lorillard Tobacco Company <i>The Tobacco Leaf</i> July 12, 1958</p>	
3	<p>“KOOL Cigarettes Sold Here”</p> <p>New York City convenience store Photograph by Alan Blum, MD 1983</p>	
4	<p>“Village Cigars”</p> <p>Postcard of convenience store located in Sheridan Square, Greenwich Village, New York City 1990</p>	
5	<p>Video of Queens store selling toys, school supplies, and Marlboros</p> <p>Video by Alan Blum, MD 1990</p>	

4.2a – On the Sidewalks of New York (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	Video of New York City convenience store with Newport advertisement Video by Alan Blum, MD 1990	
7	Video of “Joe’s Candy Store” with cigarette advertisements and children Video by Alan Blum, MD 1990	
8	New York telephone booth with Winston advertisement Photograph by Alan Blum, MD 1991	
9	New York City convenience store with Marlboro advertisement on awning Photograph by Alan Blum, MD 1998	
10	“Savers Discount Health & Beauty Aids” with Camel advertisement Photograph by Alan Blum, MD 2008	

4.3 – In Transit

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>Bus shelter Kent Golden Lights ad</p> <p>Kent Golden Lights ad on a New York City bus shelter <i>The New York Times</i> February 1, 1978</p>	
2	<p>Subway station Virginia Slims ad: “You’ve come a long way, baby.”</p> <p>Photograph by Alan Blum, MD, of Leon Blum beside Virginia Slims ad on sign in a New York City subway station 1985</p>	
3	<p>Subway car Ritz ad: “The new cigarette by Yves Saint Laurent”</p> <p>Photograph by Alan Blum, MD, of Leon Blum in a New York City subway car 1985</p>	
4	<p>New York City taxicab with Marlboro ad on sign</p> <p>Photograph by Alan Blum, MD 1985</p>	
5	<p>NYC taxicab with Marlboro ad on sign: “Marlboro Country”</p> <p>Photograph by Alan Blum, MD 1995</p>	

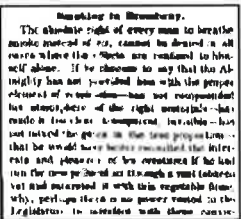
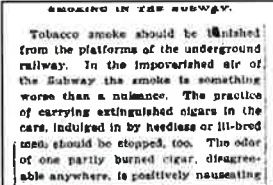
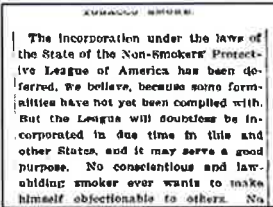
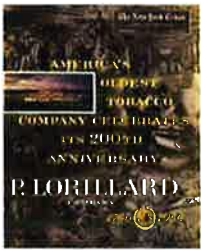

4.3 – In Transit (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>NYC taxicab with Virginia Slims ad on sign: “It’s a <u>woman</u> thing.”</p> <p>Photograph by Alan Blum, MD 1996</p>	
7	<p>NYC taxicab with Virginia Slims ad on sign [1 of 2]</p> <p>Photograph by Alan Blum, MD 1996</p>	
8	<p>NYC taxicab with Virginia Slims ad on sign [2 of 2]</p> <p>Photograph by Alan Blum, MD 1996</p>	
9	<p>Subway entrance sign with Winston ad: “Real people want real taste.”</p> <p>Photograph by Alan Blum, MD, of an entrance to 42nd Street subway station, New York City 1988</p>	
10	<p>Moving billboard with Magna ad: “New York Has MAGNITUDE.”</p> <p>Photograph by Alan Blum, MD, of a moving billboard in New York City 1988</p>	





4.3 – In Transit (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	LaGuardia Airport cigarette ads and no-smoking sign Video by Alan Blum, MD 1995	
12	Child playing by cigarette ad at LaGuardia Airport Video by Alan Blum, MD 1995	
13	New York City street scene Camel advertisement above a subway station entrance; taxi with Marlboro advertisement Video by Alan Blum, MD 1995	
14	Parking garage entrance sign: “Marlboro” Photograph by Alan Blum, MD, of a New York City parking garage 1995	
15	Parking garage entrance sign: “You’ve got Merit” Photograph by Alan Blum, MD, of a New York City parking garage 1995	





5 – Mass Media Allies: *The New York Times*

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Smoking in Broadway”</p> <p>Article <i>The New York Times</i> June 9, 1853</p>	
2	<p>“Smoking in the Subway”</p> <p>Article <i>The New York Times</i> March 2, 1909</p>	
3	<p>“Tobacco Smoke”</p> <p>Article <i>The New York Times</i> July 8, 1911</p>	
4	<p>“America’s Oldest Tobacco Company Celebrates Its 200th Anniversary”</p> <p>P. Lorillard Tobacco Company advertising supplement <i>The New York Times</i> April 3, 1960 (See also: Section 2.1 – P. Lorillard Tobacco Company)</p>	
5	<p>“Coronary artery: Closing in on life”/ Marlboro advertisement</p> <p><i>The New York Times Magazine</i>, front and back covers March 25, 1973</p>	


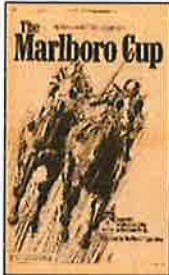


5 – Mass Media Allies: The New York Times (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“There’s a lot of good between ‘Winston...and should.’”</p> <p>Advertisement <i>The New York Times Magazine</i>, pages 52-53 February 24, 1974</p>	
7	<p>“Garden’s Smoking Ban Has Worked Before”</p> <p>Letter to the Editor <i>The New York Times</i> July 6, 1980</p>	
8	<p>“Carlton is lowest.”</p> <p>Advertisement <i>The New York Times</i> Style section, page B20 December 16, 1980</p>	
9	<p>“1981 U.S. Gov’t Report: Carlton Lowest.”</p> <p>Advertisement <i>The New York Times</i> Style section, page A20 June 23, 1981</p>	





5 – Mass Media Allies: The New York Times (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“Just Released! U.S. Gov’t Report Carlton Is Lowest.”</p> <p>Advertisement <i>The New York Times</i> Style section, page A26 January 25, 1982</p>	
11	<p>“True and Kent chose Home Entertaining for its long-lasting favor among 4.2 million readers”</p> <p>Advertisement for <i>The New York Times</i> <i>United States Tobacco and Candy Journal</i> 1982</p>	
12	<p>“Lucrative cigarette ads pose moral paradox for N.Y. Times”</p> <p>Article <i>New York Tribune</i> 1982</p>	
13	<p>“Camel Ski Days welcomes you to Hunter Mt., NY.”</p> <p>Advertisement <i>The New York Times</i> sports section, page B11 March 10, 1982</p>	





5 – Mass Media Allies: *The New York Times* (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“New! It’s Filtered! Lucky Strikes Again”</p> <p>Advertisement <i>The New York Times</i> sports section, page B24 October 21, 1982</p>	
15	<p>“The Marlboro Cup”</p> <p>Advertisement <i>The New York Times</i> main news section, page A28 (last page) September 21, 1983</p>	
16	<p>“Newest Release! U.S. Gov’t Report: 19th Consecutive Report: No Brand Listed Lower Than Carlton.”</p> <p>Advertisement <i>The New York Times</i> Style section, page C10 September 27, 1983</p>	
17	<p>“Ethics of <i>The New York Times</i> under scrutiny”</p> <p>Letter by <i>New York State Journal of Medicine</i> editor Alan Blum, MD, to <i>New York Times</i> publisher questioning the ethics of accepting cigarette advertisements <i>The New York State Journal of Medicine</i>, page 167 April 1984</p>	


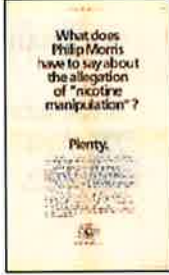


5 – Mass Media Allies: *The New York Times* (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
18	<p>“I saw it in <i>The Times</i> – Life styles are made, not born.”</p> <p>Advertisement for <i>The New York Times</i> <i>United States Tobacco and Candy Journal</i> 1985</p>	
19	<p>Alan Blum, MD, outside The New York Times Building</p> <p>Video 1986</p>	
20	<p>“Smoking Ads”</p> <p>Video clip of news story about censorship by <i>The New York Times</i> of an advertisement by DOC (Doctors Ought to Care) pointing to the hypocrisy of <i>The Times</i> for accepting cigarette ads while claiming to promote public health WABC New York January 7, 1985</p>	
21	<p>“Cigarette Advertising and <i>The New York Times</i>”</p> <p>Advertisements sponsored by DOC (Doctors Ought to Care) <i>The New York Times</i>, page 34 January 13, 1985</p>	





5 – Mass Media Allies: The New York Times (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
22	<p>“Marlboro Lights – The spirit of Marlboro in a low tar cigarette.”</p> <p>Advertisement <i>The New York Times</i> sports section, page C2 November 4, 1985</p>	
23	<p>“Outstanding performer in a leading role.”</p> <p>Merit advertisement <i>The New York Times</i>, page B20 April 12, 1988</p>	
24	<p>“Come to where the flavor is.”</p> <p>Marlboro advertisement <i>The New York Times</i> 1986 (See also: Section 2.3a – The Marlboro Story)</p>	
25	<p>“Our position, word by word. Accommodation”</p> <p>Philip Morris advertisement <i>The New York Times</i>, page A16 June 9, 1995</p>	




5 – Mass Media Allies: The New York Times (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
26	<p>“Our position, word by word. Accommodation”</p> <p>Philip Morris advertisement <i>The New York Times</i>, page A16 June 9, 1995</p>	
27	<p>“What does Philip Morris have to say about the allegation of ‘nicotine manipulation’?”</p> <p>Advertisement <i>The New York Times</i>, page A9 March 22, 1996</p>	
28	<p>“New KOOL Natural”</p> <p>Advertisement <i>The New York Times</i>, page B16 November 18, 1998</p>	
29	<p>“Isn’t time you started thinking about number one? Think Carlton.”</p> <p>Advertisement Final cigarette advertisement published by <i>The New York Times</i>, page B7 April 26, 1999</p>	




5 – Mass Media Allies: The New York Times (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
30	<p>“Philip Morris to Publish Statement Saying Smoking Causes Cancer”</p> <p>Article <i>The New York Times</i>, page A1 October 13, 1999</p>	
31	<p>“A Closer Look at the Tobacco Agreement”</p> <p>Philip Morris advertisement <i>The New York Times</i>, page A12 March 10, 2000</p>	
32	<p>“Quit yet?”</p> <p>New York Smokers' Quitline advertisement <i>The New York Times Magazine</i>, page 17 June 24, 2001</p>	
33	<p>“What is Altria?”</p> <p>Advertisement <i>The New York Times</i>, page A7 January 30, 2003</p>	





5 – Mass Media Allies: *The New York Times* (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
34	<p>“Tobacco-related illness kills 480 women a day.”</p> <p>American Legacy Foundation advertisement <i>The New York Times</i> 2005</p>	
35	<p>“Lincoln Center Festival 2006”</p> <p>Advertisement sponsored by Altria <i>The New York Times</i>, page E10 June 14, 2006</p>	
36	<p>“The New York Times...never took an editorial position”</p> <p>Audio clip of Ed Anselm, MD, discussing smoking regulation and <i>The New York Times</i> 2017</p>	





5.1 – Other Dailies

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Ever wonder why Kent is on top?”</p> <p>Advertisement <i>New York World Telegram and Sun</i>, page 22 October 7, 1963</p>	
2	<p>“Taste Smokers Convinced.”</p> <p>Merit advertisement <i>The Wall Street Journal</i>, page 23 May 18, 1982</p>	
3	<p>“Delivers the taste of cigarettes with up to twice the tar.”</p> <p>Merit advertisement <i>The Wall Street Journal</i>, page 7 June 1, 1982</p>	

5.2 – Magazines Published in New York City

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Chesterfield – Marlboro – <i>Cosmopolitan</i>”</p> <p>Advertisements <i>Cosmopolitan</i>, front cover and interior pages January 1944</p>	
2	<p>““Stop Cancer’ Drive Suppresses Scientific News Linking Disease to Well-Advertised Cigarettes”</p> <p>Newsletter article <i>In Fact: An Antidote for Falsehood in the Daily Press</i> July 28, 1947</p>	
3	<p>“I am taking the liberty of enclosing, for your reference, a copy of ‘<u>Smoke Without Fear</u>’”</p> <p><i>True</i>, insert letter September 20, 1954</p>	
4	<p>“Smoke Without Fear”</p> <p>Cover story <i>True</i>, front cover (reprint distributed by tobacco industry) July 1954</p>	

5.2 – Magazines Published in New York City (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Who Says Smoking Gives Men Lung Cancer?”</p> <p>Cover story paid by tobacco industry <i>True</i>, front cover July 1954</p>	
6	<p>“Smoking and Lung Cancer”</p> <p>Cover story <i>Consumer Reports</i> June 1963</p>	
7	<p>“A Brief Review of the Smoking-Lung Cancer Theory”</p> <p>Transcript of an address by Clarence Cook Little, managing director of the American Cancer Society and Scientific Director of the Scientific Advisory Board of the Council for Tobacco Research, to Monroe County Cancer Association, Inc. in Rochester, New York April 28, 1960</p>	
8	<p>“Force Dogs to Smoke Cigarettes”</p> <p>Front page story <i>National Enquirer</i> August 8, 1965</p>	





5.2 – Magazines Published in New York City (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Uterine Cancer: Are You High-Risk?”/ Virginia Slims advertisement</p> <p><i>Harper's Bazaar</i>, front and back covers September 1974</p>	
10	<p>“What Causes Cancer?”/ Viceroy advertisement</p> <p><i>Newsweek</i>, front and back covers January 26, 1976</p>	
11	<p>“There’s a little Eve in every woman.”</p> <p>Advertisement <i>Vogue</i>, front cover and page 106 February 1976</p>	
12	<p>“Keeping Fit”/ Merit advertisement</p> <p><i>Newsweek</i>, front and back covers May 23, 1977</p>	
13	<p>“New! It’s filtered! Lucky Strikes Again”</p> <p>Advertisement <i>The Village Voice</i>, page 19 October 26, 1982</p>	

5.2 – Magazines Published in New York City (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“Camel Soundboard”</p> <p>Advertisement <i>The Village Voice</i>, pages 70-71 September 4, 1984</p>	
15	<p>“The Beauty Of Health”/ Now advertisement</p> <p><i>Ms.</i>, front and back covers May 1986</p>	
16	<p>“Breast Cancer”/ Carlton advertisement</p> <p><i>Time</i>, front and back covers January 14, 1991</p>	
17	<p>“The Health Issue”/ Marlboro advertisement</p> <p><i>Swing</i>, front and back covers April 1998</p>	
18	<p>“Katie Holmes Gets Experimental”/ Lucky Strike advertisement</p> <p><i>Nylon</i>, front and back covers December/January 2001</p>	






5.2 – Magazines Published in New York City (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	<p>“Women & Heart Disease”/ Camel advertisement</p> <p><i>Time</i>, front and back covers April 28, 2003</p>	
20	<p><i>Fashion Rocks</i>/ Camel No. 9 advertisement</p> <p><i>Fashion Rocks</i> supplement, front and back covers <i>Wired</i> 2007</p>	
21	<p><i>Glamour</i>/ Pall Mall advertisement</p> <p><i>Glamour</i>, front and back covers July 2007</p>	
22	<p>“There was the <i>U.S. Tobacco Journal</i> and <i>The Tobacco Leaf</i>, both published in New York”</p> <p>Audio clip of Joe Parker discussing tobacco industry trade publications 2017</p>	


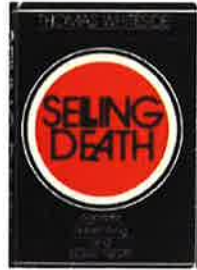


5.3 – *The New Yorker*

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Tobaccoland’s Finest Gift”</p> <p>Lucky Strike advertisement featuring actress Joan Crawford <i>The New Yorker</i>, front and back covers December 18, 1937</p>	
2	<p>“SHOUT, Mr. Tracy!”</p> <p>Lucky Strike advertisement featuring actor Spencer Tracy <i>The New Yorker</i>, front and back covers March 26, 1938</p>	
3	<p>“Grace Moore in Magnolia gardens...<i>Chesterfield</i> time is <u>pleasure</u> time everywhere <i>They Satisfy</i>”</p> <p>Advertisement featuring operatic soprano and actress Grace Moore <i>The New Yorker</i>, front and back covers July 30, 1938</p>	
4	<p>“Send for your free copy and see why It’s Chesterfield for a Cooler Milder Better-Tasting smoke”</p> <p>Advertisement featuring actor Fred Astaire and actress Rita Hayworth <i>The New Yorker</i>, front and back covers September 6, 1941</p>	
5	<p>“His Cigarette and Mine It’s Chesterfield”</p> <p>Advertisement featuring actress Joan Bennett <i>The New Yorker</i>, front and back covers March 28, 1942</p>	


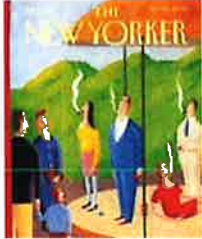


5.3 – The New Yorker (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“In my case it’s Chesterfield”</p> <p>Advertisement featuring actress Rita Hayworth <i>The New Yorker</i>, front and back covers April 25, 1942</p>	
7	<p>“I like Chesterfields – they’re my brand because they’re <u>MILD</u>”</p> <p>Advertisement featuring actor Alan Ladd <i>The New Yorker</i>, front and back covers June 12, 1948</p>	
8	<p>“I’m satisfied because it’s <u>Chesterfield</u>”</p> <p>Advertisement featuring actress Rosalind Russell <i>The New Yorker</i>, front and back covers July 17, 1948</p>	
9	<p>“I always smoke Chesterfield because they’re <u>MILD</u> and they taste good...it’s <u>MY</u> cigarette.”</p> <p>Advertisement featuring actor Dana Andrews <i>The New Yorker</i>, front and back covers January 1, 1949</p>	
10	<p>“A Reporter at Large: A Cloud of Smoke”</p> <p>Article by Thomas Whiteside <i>The New Yorker</i>, page 67 November 30, 1963</p>	



5.3 – *The New Yorker* (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	<p>“Annals of Advertising: Cutting Down”</p> <p>Article by Thomas Whiteside <i>The New Yorker</i>, page 42 December 19, 1970</p>	
12	<p><i>Selling Death: Cigarette Advertising and Public Health</i></p> <p>Book Thomas Whiteside New York, NY: Liveright 1971</p>	
13	<p>“Resolute Smokers”</p> <p>Front cover illustration <i>The New Yorker</i> January 10, 1994</p>	
14	<p>“The Next Wave – You never know what’s coming...”</p> <p>Festival advertisement sponsored by Philip Morris <i>The New Yorker</i>, interior pages October 26 & November 2, 1998</p>	


5.3 – *The New Yorker* (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	<p>“If you’re trapped in an abusive relationship, think about your kids. That’s what I did.”</p> <p>The Philip Morris Campaign Against Domestic Violence advertisement <i>The New Yorker</i>, interior pages December 25, 2000/ January 1, 2001</p>	
16	<p>“Endangered Species”</p> <p>Front cover illustration <i>The New Yorker</i> September 23, 2002</p>	
17	<p>“If your most valuable assets were at risk, wouldn’t you protect them?”</p> <p>Domestic violence advertisement sponsored by Altria <i>The New Yorker</i>, interior pages October 20, 2003</p>	
18	<p>“<i>The New Yorker’s</i> publisher Conde Nast is still running cigarette ads in several of its magazines”</p> <p>Letter from Alan Blum, MD, to David Remnick, editor of <i>The New Yorker</i>, urging him to push for <i>New Yorker</i> publisher Conde Nast, a publishing partner of the cancer research fundraising telethon, Stand Up 2 Cancer, to stop accepting cigarette ads in <i>Vanity Fair</i>, <i>Conde Nast Traveler</i>, and other magazines September 4, 2016</p>	






5.4 – Books

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p><i>The Peril Ahead/ Kent advertisement</i></p> <p>Book, front and back covers John Creasey New York, NY: Popular Library 1969</p>	
2	<p><i>The Executioner/ True advertisement</i></p> <p>Book, front and back covers Don Pendleton New York, NY: Pinnacle Books 1974</p>	
3	<p><i>The Deadly, Deadly Art/ True advertisement</i></p> <p>Book, front and back covers Gilbert Ralston New York, NY: Pinnacle Books 1974</p>	
4	<p><i>I Come To Kill You/ True advertisement</i></p> <p>Book, front and back covers Brett Halliday New York, NY: Dell Publishing Co. 1975</p>	







5.4 – Books (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“One footnote of interest...”</p> <p>Letter to Alan Blum, MD from Quick Fox editor-in-chief Jim Charlton on placement of cigarette brand mentions in teen romance novels May 20, 1981</p>	







5.5 – Radio and TV Commercials

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	“The Chesterfield Supper Club” Audio clip of radio advertisement featuring Perry Como 1944-1950	
2	“Raleigh Proof Positive” Audio clip of radio advertisement 1946	
3	“What cigarette do you smoke doctor? – Try a Camel on your T-zone” Audio clip of radio advertisement 1946	
4	“During the war the makers of Camel cigarettes sent a total of more than 150 million free Camels to our fighting men overseas” Audio clip of radio advertisement 1946	
5	“Chesterfield ABC” Audio clip of radio advertisement 1946	
6	“Experience is the best teacher” Audio clip of Camel radio advertisement 1947	







5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
7	<p>“This is Your Life”</p> <p>Audio clip of radio program sponsored by Philip Morris 1948-1952</p>	
8	<p>“Yes, for smoking that you’re bound to like, you just can’t beat a Lucky Strike”</p> <p>Video clip of television advertisement 1948</p>	
9	<p>“The Camel Comedy Caravan”</p> <p>Video clip of television show sponsored by Camel and featuring Ed Wynn September 1949-July 1950</p>	
10	<p>“Filter. Flavor. Flip-top box.”</p> <p>Video clip of Marlboro television advertisement 1950</p>	
11	<p>“Philip Morris Nose Test”</p> <p>Audio clip of radio advertisement 1950</p>	
12	<p>“I remember an uncle of mine”</p> <p>Video clip of Robert Burns cigars television advertisement 1950</p>	







5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	“Call for Philip Morris” Video clip of television advertisement on <i>I Love Lucy</i> Circa 1951	
14	“Don’t say cigarette; say Philip Morris” Video clip of television advertisement on <i>I Love Lucy</i> Circa 1951	
15	“Play ball! – Brooklyn Dodger baseball brought to you by Lucky Strike” Video clip of television advertisement Circa 1952	
16	“Winston tastes good like a cigarette should!” Audio clip of radio advertisement 1954	
17	“Winston tastes good like a cigarette should!” Video clip of television advertisement 1954	
18	“A Salute to Lucy & Desi” Video clip of Philip Morris in-studio advertisement featuring Lucille Ball, Desi Arnaz, and Ed Sullivan <i>Toast of the Town</i> October 3, 1954	






5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	“Camel - A Real Cigarette” Video clip of television advertisement 1955	
20	“Switch from hots to snow fresh filter KOOL” Video clip of television advertisement 1955	
21	“The pleasure that we give is really better by far” Video clip of Muriel Cigars animated television advertisement 1955	
22	“A Treat You Can Trust” Video clip of Old Gold television advertisement 1955	
23	<i>Chance of a Lifetime</i> Video clip of game show sponsored by Old Gold 1955	
24	“The Perfect Marriage between a great new filter and a great modern blend” Video clip of Old Gold television advertisement 1955	






5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
25	“Dennis James introduces King Size Old Gold” Video clip of in-studio advertisement 1955	
26	“The crowning taste treat of all king size cigarettes” Video clip of Old Gold in-studio advertisement featuring two performers in cigarette pack costumes 1955 (See also: Section 2.1 – P. Lorillard Tobacco Company)	
27	“Get the honest taste of a Lucky Strike” Video clip of television advertisement 1958	
28	“Where there’s a man, there’s a Marlboro” Video clip of television advertisement 1958	
29	“Announcing Spring filter cigarettes!” Video clip of television advertisement 1959	
30	Beech-Nut Foil Pack Video clip of Beech-Nut chewing tobacco television advertisement 1960	






5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
31	<p>“Kent cartons make wonderful Christmas gifts”</p> <p>Video clip of television advertisement featuring Dick Van Dyke Circa 1962</p>	
32	<p>“For the best combination of filter and good taste, Kent satisfies best”</p> <p>Video clip of television advertisement featuring Dick Van Dyke Circa 1962</p>	
33	<p>“I told her Kent satisfies best”</p> <p>Video clip of television advertisement featuring Dick Van Dyke and Mary Tyler Moore Circa 1962</p>	
34	<p>“Dick and I have something to show you”</p> <p>Video clip of Kent television advertisement featuring Dick Van Dyke and Mary Tyler Moore Circa 1962</p>	
35	<p>“Next time you buy a carton of cigarettes I wish I could be there”</p> <p>Video clip of Kent television advertisement featuring Dick Van Dyke and Mary Tyler Moore Circa 1962</p>	







5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
36	<p>“You mean I just show ’em the Micronite filter and take a puff and everybody’ll know Kent satisfies best?”</p> <p>Video clip of television advertisement featuring Dick Van Dyke Circa 1964</p>	
37	<p>“Why did you take my last Kent?”</p> <p>Video clip of television advertisement featuring Dick Van Dyke Circa 1964</p>	
38	<p>“Which of the top ten filter brands do you think you should smoke?”</p> <p>Video clip of Kent television advertisement featuring Dick Van Dyke Circa 1964</p>	
39	<p>“Which do you like the best?”</p> <p>Video clip of Kent television advertisement featuring Dick Van Dyke and Mary Tyler Moore Circa 1964</p>	
40	<p>“Now a totally new menthol cigarette – Paxton”</p> <p>Video clip of Philip Morris television advertisement June 1963</p>	







5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
41	<p>“Come to where the flavor is. Come to Marlboro Country.”</p> <p>Video clip of television advertisement 1963</p>	
42	<p>“Us Tareyton smokers would rather fight than switch!”</p> <p>Video clip of television advertisement 1963</p>	
43	<p>“Honest to Pete tobacco flavor”</p> <p>Video clip of Philip Morris television advertisement March 1964</p>	
44	<p>“There’s a wonderful world of softness, a wonderful world of freshness. It’s the wonderful, wonderful, wonderful world of Salem cigarettes”</p> <p>Video clip of television advertisement 1964</p>	
45	<p>“Here’s the cigarette that gives you what you want most from smoking – plenty of smoothness and rich taste”</p> <p>Video clip of York television advertisement 1964</p>	







5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
46	<p>“Do you smoke a pipe?”</p> <p>Video clip of India House Mixture pipe tobacco television advertisement 1965</p>	
47	<p>“Dutch Masters Cadets”</p> <p>Video clip of Dutch Masters cigars television advertisement 1965</p>	
48	<p>“Edie Adams at the Cotton Festival for Muriel Cigars”</p> <p>Video clip of promotional video and television advertisement 1965</p>	
49	<p>“I know what I like, and I like Pall Mall”</p> <p>Video clip of television advertisement 1965</p>	
50	<p>“It’s your move to Madison”</p> <p>Video clip of Madison television advertisement 1965</p>	
51	<p>“You can take Salem out of the country, but you can’t take the country out of Salem”</p> <p>Audio clip of radio advertisement 1965</p>	




5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
52	<p>“Newport lets real tobacco taste come through”</p> <p>Video clip of television advertisement 1965</p>	
53	<p>“Newport tastes fresher...tastes <u>better</u>, too” [1 of 4]</p> <p>Video clip of television advertisement featuring beach and ocean activities 1965</p>	
54	<p>“Newport tastes fresher...tastes <u>better</u>, too” [2 of 4]</p> <p>Video clip of television advertisement featuring dancing cigarettes at the beach 1965</p>	
55	<p>“Newport tastes fresher...tastes <u>better</u>, too” [3 of 4]</p> <p>Video clip of television advertisement featuring a street scene where a billboard comes to life 1965</p>	
56	<p>“Newport tastes fresher...tastes <u>better</u>, too” [4 of 4]</p> <p>Video clip of television advertisement featuring water skiing 1965</p>	
57	<p>“¿Que habén tu en el placer?” [1 of 2] (What is your pleasure?)</p> <p>Video clip of Kent television advertisement in Spanish featuring boating/yachting 1965</p>	





5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
58	<p>“¿Que habén tu en el placer?” [2 of 2]</p> <p>Video clip of Kent television advertisement in Spanish featuring dancers 1965</p>	
59	<p>“¡avive su gusto...! encienda un KENT” [1 of 2] (Brighten your taste...light a Kent)</p> <p>Video clip of television advertisement in Spanish featuring airline mechanics 1965</p>	
60	<p>“¡avive su gusto...! encienda un KENT” [2 of 2]</p> <p>Video clip of television advertisement in Spanish featuring construction workers 1965</p>	
61	<p>“Benson & Hedges 100’s Letters”</p> <p>Video clip of television advertisement 1967</p>	
62	<p>“Benson & Hedges 100’s Long Awards”</p> <p>Video clip of television advertisement 1967</p>	
63	<p>“Benson & Hedges 100’s Disadvantages”</p> <p>Video clip of television advertisement 1967</p>	




5.5 – Radio and TV Commercials (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
64	<p>“A gift for me?”</p> <p>Video clip of Scripto butane lighter television advertisement 1967</p>	
65	<p>“Don’t settle for some of the taste some of the time. Viceroy gives you all the taste all the time”</p> <p>Video clip of television advertisement 1971</p>	
66	<p>“‘I Love Lucy’ still funny at 50”</p> <p>Article <i>The State</i> (Columbia, South Carolina), page 1E 2001</p>	





5.6 – Tobacco Industry and Allied Industries Trade Press

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“General Cigar & Tobacco was born 75 years ago and we’re still passing out cigars by the millions.”</p> <p>Trade advertisement 1976</p>	
2	<p>Advertisement insert orders by R. J. Reynolds</p> <p>Insert orders for cigarette advertisement by R. J. Reynolds requesting newspaper not to place ad near editorial content antithetical to tobacco September 21, 1978</p>	
3	<p>“Over 8 million smokers enjoy the flavor of People.”</p> <p>Advertisement for <i>People</i> magazine seeking cigarette advertisements <i>United States Tobacco Journal</i>, interior page January 22, 1981</p>	
4	<p>“Light up your sales. Target-market impact. Prestigious national magazine. Newsweek”</p> <p>Advertisement seeking cigarette advertisements <i>United States Tobacco Journal</i>, page 1 and interior page May 22 – June 7, 1981</p>	



5.6 – Tobacco Industry and Allied Industries Trade Press (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Tobacco remains a hot drug store category”</p> <p>Article <i>Drug Store News</i>, page 22 September 16, 1985</p>	
6	<p>“There’s Big Money in Marlboro”</p> <p>Philip Morris advertisement in tobacco trade publication <i>United States Tobacco and Candy Journal</i>, interior page December 7-27, 1987</p>	
7	<p>“Nothing grows like Newport green. Newport. Alive with profits!”</p> <p>Lorillard advertisement in tobacco trade publication <i>United States Tobacco and Candy Journal</i>, interior page 1987</p>	




6 – Culture: Movie Stars and Movie Palaces

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“GOOD...they’ve got to be good!”</p> <p>Chesterfield magazine advertisement featuring Fred and Adele Astaire <i>Delineator</i> October 1931</p>	
2	<p>“<u>You</u> need this throat protection too!”</p> <p>Lucky Strike magazine advertisement featuring a CBS Radio microphone 1937</p>	
3	<p>“Her Throat Insured For \$50,000.”</p> <p>Lucky Strike magazine advertisement featuring Dolores del Rio 1938</p>	
4	<p>“All Clear”</p> <p>Chesterfield magazine advertisement featuring Rosalind Russell 1942</p>	






6 – Culture: Movie Stars and Movie Palaces (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“30 Day Mildness Test?”</p> <p>Camel magazine advertisement featuring Cole Porter and Patricia Morison 1948</p>	
6	<p>“My voice is my living”</p> <p>Camel magazine advertisement featuring Camel Caravan host Vaughn Monroe 1950</p>	
7	<p>“Smoke for Pleasure <u>today</u>...No Cigarette Hangover <u>tomorrow!</u>”</p> <p>Philip Morris magazine advertisement featuring Lucille Ball and Desi Arnaz 1952</p>	
8	<p>“Now Millions Know! <u>ONE</u> KING SIZE tops them all for TASTE and COMFORT!”</p> <p>Philip Morris advertisement featuring Lucille Ball <i>The Saturday Evening Post</i> July 11, 1953</p>	






6 – Culture: Movie Stars and Movie Palaces (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p><i>I've Got a Secret</i></p> <p>Photographic image of <i>I've Got a Secret</i> show panelists, 1953 <i>The New York Times Magazine</i>, page 23 January 13, 1991</p>	
10	<p>“I’ve Got a Secret”</p> <p>Board game by Lowell Toy Manufacturing Corporation based on a TV quiz show produced in New York City, sponsored by Winston cigarettes 1956</p>	
11	<p>“Panels of Experts In Urbane Banter”</p> <p>Article about the re-broadcast of 1950s game shows <i>The New York Times</i>, page 55 March 21, 1999</p>	






6.1 – The Theatre

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<i>Gentlemen Prefer Blondes/</i> Chesterfield advertisement Ziegfeld Theatre <i>Playbill</i> , front and back covers 1949	
2	<i>Wish You Were Here/</i> Chesterfield advertisement Imperial Theatre <i>Playbill</i> , front and back covers 1953	
3	<i>The Odd Couple/</i> Chesterfield advertisement Plymouth Theatre <i>Playbill</i> , front and back covers 1965	
4	<i>Oliver/</i> L&M advertisement Imperial Theatre <i>Playbill</i> , front and back covers 1963	
5	Metropolitan Opera/ Benson & Hedges 100's advertisement Program, front and back covers March 1972	






6.1 – The Theatre (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	Metropolitan Opera/ Kent advertisement Program, front and back covers 1962-1963	
7	<i>Fiddler on the Roof</i>/ Silva Thins advertisement Broadway Theatre <i>Playbill</i> , front and back covers 1964	
8	<i>Chicago</i>/ Tareyton advertisement 46 th Street Theatre <i>Playbill</i> , front and back covers 1975	
9	<i>Grease</i>/ Pall Mall advertisement Broadhurst Theatre <i>Playbill</i> , front and back covers 1972	
10	<i>Cabaret</i>/ Tareyton 100's advertisement Imperial Theatre <i>Playbill</i> , front and back covers 1966	

6.1 – The Theatre (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	<i>Amadeus/ Carlton</i> advertisement Broadhurst Theatre <i>Playbill</i> , front and back covers 1981	
12	<i>1776/ Pall Mall</i> advertisement St. James Theatre <i>Playbill</i> , front and back covers 1969	
13	<i>An Enemy of the People/ Kent</i> advertisement Repertory Theater of Lincoln Center <i>Playbill</i> , front cover and interior page 1971	
14	<i>Angels in America/ Carlton</i> advertisement Walter Kerr Theatre <i>Playbill</i> , front and back covers 1993	
15	<i>La Cage aux Folles/ Carlton</i> advertisement Palace Theatre <i>Playbill</i> , front and back covers 1983	






6.1 – The Theatre (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
16	<i>Much Ado About Nothing</i>/ Iceberg 10 advertisement Winter Garden Theatre <i>Playbill</i> , front and back covers 1972	
17	Metropolitan Opera/ Marlboro advertisement Program December 1970	
18	Metropolitan Opera/ Virginia Slims advertisement Program February 1971	
19	Metropolitan Opera/ Parliament advertisement Program November 1970	
20	Metropolitan Opera/ Benson & Hedges 100's advertisement [1 of 2] Program October 1970	






6.1 – The Theatre (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
21	Metropolitan Opera/ Benson & Hedges 100's advertisement [2 of 2] Program June 1971	
22	<i>Antigone</i>/ Multifilter advertisement Lincoln Center Program, front and back covers 1971	
23	<i>On the Twentieth Century</i>/ Tareyton Lights advertisement St. James Theatre <i>Playbill</i> , front and back covers 1978	
24	<i>The 39 Steps</i>/ “Don’t Be Silent About Smoking” Roundabout Theatre Company American Airlines Theatre <i>Playbill</i> , front cover and anti-smoking advertisement by the New York State Department of Health 2005	
25	<i>Sunday in the Park with George</i>/ “Don’t Be Silent About Smoking” Roundabout Theatre Company Studio 54 <i>Playbill</i> , front cover and anti-smoking advertisement by the New York State Department of Health 2008	




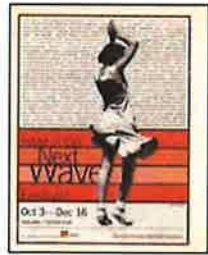
6.2 – Philip Morris Sponsorship of the Arts

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Loew’s Theatre presents Philip Morris Night with Horace Heidt”</p> <p>Admission ticket March 21, 1948</p>	
2	<p>“Philip Morris and the Arts”</p> <p>Philip Morris promotional books 1980-2000</p>	
3	<p>“Precious Legacy”</p> <p>Advertisement for Philip Morris-sponsored exhibition at Metropolitan Museum of Art <i>Newsweek</i>, interior pages 1984-1985</p>	
4	<p>Philip Morris executives</p> <p>Photographic image in “Philip Morris Annual Report to Shareholders” 1985</p>	
5	<p>“It takes art to make a company great.”</p> <p>Philip Morris advertisement touting its sponsorship of museum art exhibitions 1985</p>	



6.2 – Philip Morris Sponsorship of the Arts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“[N]ot to take risks is the greatest risk of all.”</p> <p><i>Picasso and Braque</i> art exhibition catalogue with introduction by Hamish Maxwell, Philip Morris chairman and CEO 1989</p>	
7	<p>“[I]n a constantly changing marketplace, playing it safe is taking the greatest risk of all.”</p> <p>Promotional video by Philip Morris touting its sponsorship of the arts 1990</p>	
8	<p>“The arts provide a kaleidoscope of visions of how beautiful and wonderful the world can be”</p> <p>Promotional video by Philip Morris touting its sponsorship of the arts 1990</p>	
9	<p>“Sponsoring art is a positive thing”</p> <p>Promotional video by Philip Morris 1990</p>	
10	<p>Banner advertising Lincoln Center Festival '96, sponsored by Philip Morris</p> <p>Photograph by Alan Blum, MD 1996</p>	




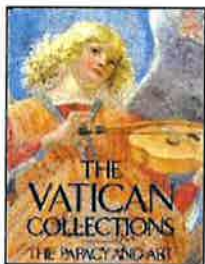

6.2 – Philip Morris Sponsorship of the Arts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	<p>Billboard advertisement for events sponsored by Philip Morris</p> <p>Photograph by Alan Blum, MD 1996</p>	
12	<p>Brooklyn Museum of Art driveway entrance sign noting sponsorship by Philip Morris</p> <p>Photograph by Alan Blum, MD 1996</p>	
13	<p><i>Brooklyn Museum of Art</i></p> <p>Museum catalogue with introduction by Stephanie French, Philip Morris Vice President of Corporate Contributions and Cultural Programs 1997</p>	
14	<p>“BAM 2006 Next Wave Festival”</p> <p>Advertisement for Philip Morris-sponsored event at the Brooklyn Academy of Music 2006</p>	




6.2 – Philip Morris Sponsorship of the Arts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	Fall for Dance Festival Advertisement for Philip Morris-sponsored event 2006	
16	“New York City Opera is sponsored by Philip Morris Companies Inc.” [1 of 2] Promotional brochure, New York City Opera 2013	
17	“New York City Opera is sponsored by Philip Morris Companies Inc.” [2 of 2] Photograph of sign in Lincoln Center by Alan Blum, MD 2013	






6.2a – The Vatican Collections

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Vatican art exhibition’s sponsor has him smoking”</p> <p>Article <i>Chicago Sun-Times</i>, page 18 November 27, 1982</p>	
2	<p>“Lift up your heart”</p> <p>Philip Morris magazine advertisement for exhibition it sponsored 1983-1984</p>	
3	<p>“The Vatican Collections: The Papacy and Art.”</p> <p>Philip Morris newspaper advertisement for exhibition it sponsored 1983-1984</p>	
4	<p>“The Vatican Collections: The Papacy and Art” [1 of 2]</p> <p>Exhibition catalogue Metropolitan Museum of Art New York, NY: Horizon Book Promotions 1983-1984</p>	
5	<p>“The Vatican Collections: The Papacy and Art” [2 of 2]</p> <p>Exhibition slide set 1983-1984</p>	





6.2a – The Vatican Collections (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“The exhibition’s tour of the United States is sponsored by Philip Morris”</p> <p>Exhibition slide book 1983-1984</p>	
7	<p>“A Ceremonial Picketing”</p> <p>Article about DOC “house call” (protest) of Philip Morris sponsorship of Vatican art exhibition <i>The New York Times</i> February 28, 1983</p>	
8	<p>“Is the Met Marlboro Country?”</p> <p>Photograph of DOC (Doctors Ought to Care) “house call” (protest) 1983</p>	




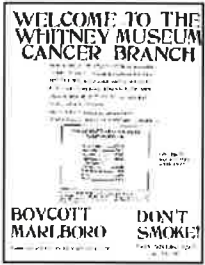
6.2b – Minority Arts Groups

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“They speak your language”</p> <p>Philip Morris magazine advertisement for the Alvin Ailey American Dance Theater, which it sponsored 1986</p>	
2	<p>“Black publishers condemn efforts for tobacco ad ban”</p> <p>Article <i>United States Tobacco and Candy Journal</i>, page 3 April 24-May 14, 1986</p>	
3	<p>“The Alvin Ailey American Dance Theater 30th Anniversary Tour is sponsored by Philip Morris Companies Inc.”</p> <p>Newspaper advertisement 1988</p>	
4	<p>“Together at Last”</p> <p>Newspaper advertisement for Philip Morris-sponsored exhibition, “The Latin American Spirit: Art and Artists in the United States, 1920-1970” 1988-1989</p>	
5	<p>“Hallelujah! Black art makes a joyful noise to all the land”</p> <p>Magazine advertisement for Philip Morris-sponsored art exhibition 1990-1991</p>	


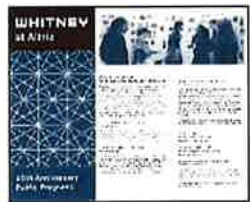

6.2b – Minority Arts Groups (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Benson & Hedges Blues Tonight 8pm”</p> <p>Beacon Theatre marquee Photograph by Alan Blum, MD 1991</p>	
7	<p>“Benson & Hedges Blues”</p> <p>Philip Morris magazine advertisement for blues concerts it sponsored 1991</p>	
8	<p>“Soar into the future”</p> <p>Philip Morris magazine advertisement for the Alvin Ailey American Dance Theater 1998</p>	
9	<p>“Alvin Ailey American Dance Theater”</p> <p>Philip Morris advertising card for the Alvin Ailey American Dance Theater 2002-2003</p>	





6.2b – Minority Arts Groups

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“It Takes Art”</p> <p>Mayor Ed Koch at the opening of the Whitney Museum of American Art, located at the world headquarters of Philip Morris Photograph credit: New York City Department of Records/Municipal Archives April 8, 1983</p>	
2	<p>“Whitney Museum of American Art at Philip Morris”</p> <p>Photograph of Alan Blum, MD 1985</p>	
3	<p>“Stuart Davis: An American in Paris”</p> <p>Catalogue of Philip Morris-sponsored art exhibition 1987</p>	
4	<p>“Welcome to the Whitney Museum Cancer Branch”</p> <p>Fags Against Fags flyer protesting the Whitney Museum and its support by Philip Morris Circa 1990</p>	





6.2c – “The Cigarette Whitney” (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	“Paul Henry Ramirez: Space Addiction” Art exhibition brochure, front and back covers 2002	
6	“Very Powerful Lords” Art exhibition catalogue, “Mark Bradford: Very Powerful Lords,” interior pages 2003	
7	“Whitney Kids Family Guide” Brochure, front and back covers 2003	
8	“Whitney at Altria 20th Anniversary Public Programs” Brochure 2003	
9	“Whitney at Altria” Letterhead October 2004	

6.2c – “The Cigarette Whitney” (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“Cool Art by Cool Artists.”</p> <p>Philip Morris advertisement for Whitney Biennial 2006 <i>The New York Times</i>, page 11 March 29, 2006</p>	
11	<p>“Whitney Branch at Altria to close on January 29”</p> <p>Press release January 23, 2008</p>	
12	<p><i>Whitney Museum of American Art at Altria: 25 Years</i></p> <p>Book Whitney Museum of American Art New Haven, CT: Yale University Press 2008</p>	
13	<p>“The Whitney at Altria has forever broadened the cultural landscape of our city”</p> <p>Statement by Altria <i>Whitney Museum of American Art at Altria: 25 Years</i>, page 7 Whitney Museum of American Art New Haven, CT: Yale University Press 2008</p>	

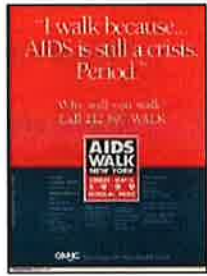



7 – Philanthropy

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“The Man of the Year Awards”</p> <p>Advertisement by the Anti-Defamation League for its event honoring the president and CEO of US Tobacco Company <i>United States Tobacco and Candy Journal</i> October 5, 1989</p>	
2	<p>Marvin Goldstein letter</p> <p>Letter from Marvin Goldstein, DDS, Atlanta philanthropist, to the Executive Director of the Anti-Defamation League criticizing the 1989 “Man of the Year” award to a tobacco executive October 27, 1989</p>	
3	<p>“National Humanitarian Award”</p> <p>Advertisement for presentation of National Humanitarian Award by the Tobacco, Confectionery and Allied Trades Division of the National Conference of Christians and Jews <i>United States Tobacco and Candy Journal</i> 1991</p>	
4	<p>“Human Relations Award”</p> <p>Advertisement by the American Jewish Committee for its event honoring Peter Strauss, president of Metropolitan Distribution Services, Inc. <i>United States Tobacco and Candy Journal</i> 1982</p>	


7.1 – Tisch Family, Lorillard Tobacco, and NYU

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Tisch Family Gives \$30 Million to N.Y.U.”</p> <p>Article about Lorillard Tobacco Company (Loews) chairman’s gift to medical school <i>The New York Times</i>, page B1 January 25, 1989</p>	
2	<p>Tisch Hospital interior</p> <p>Photographic image Tisch Hospital website nyulangone.org/files/tisch-hospital-interior.jpg 2017</p>	
3	<p>The Tisch Cancer Institute</p> <p>Newspaper advertisement for cancer research institute funded by Lorillard Tobacco Company chairman <i>The New York Times</i>, page A33 June 10, 2011</p>	
4	<p>Partnership for New York City Award to tobacco company chairman</p> <p>Newspaper advertisement Undated</p>	





7.1 – Tisch Family, Lorillard Tobacco, and NYU (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>AIDS Walk New York</p> <p>Advertisement by Gay Men’s Health Crisis <i>Village Voice</i>, page 8 April 27, 1999</p>	
6	<p>“The Tisch Hospital Letters”</p> <p>Correspondence between William Cahan, MD, and New York University (NYU) President John Brademas on the ethics of naming an NYU hospital after the head of a cigarette company <i>7 Days</i>, page 9 July 12, 1989 (See also: Section 8.4 – William G. Cahan, MD)</p>	
7	<p>“The Power of Partnership”</p> <p>Advertising insert about the success of Jonathan Tisch, co-chairman of the board of Loews Corporation and CEO of Loews Hotels <i>The New Yorker</i> 2007</p>	
8	<p>“NYU medical center gets \$100 Million again, and again, and again”</p> <p>Laudatory article about grant from tobacco company <i>The New York Times Upfront</i> Undated</p>	





7.1 – Tisch Family, Lorillard Tobacco, and NYU (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“The Lorillard Legacy”</p> <p><i>Quest</i>, page 132 Undated</p>	





7.2 – Philip Morris’ Charitable Write-Offs

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Working to make a difference. The people of Philip Morris.”</p> <p>Public relations brochures 1999-2003</p>	
2	<p>“Ardie has a hot lunch date.”</p> <p>Philip Morris promotional magazine advertisement for its support of Meals on Wheels 2000</p>	
3	<p>“Without You, There’s No Way.”</p> <p>Acknowledgment of Philip Morris financial contributions to United Way 1988</p>	
4	<p>“Before the Strive Program this was their only hope for a corner office”</p> <p>Philip Morris promotional magazine advertisement for its support of STRIVE, a job training/job placement program for the disadvantaged <i>The New York Times</i>, page 6-E September 23, 1990</p>	



7.2 – Philip Morris' Charitable Write-Offs (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>"I help hungry people get fresh and wholesome food. And that just feels good."</p> <p>Philip Morris promotional magazine advertisement for its support of the Houston Food Bank 1998</p>	
6	<p>"Curiosity"</p> <p>Newspaper advertisement by the New York Public Library acknowledging corporate sponsors <i>The New York Times</i> December 23, 2005</p>	
7	<p>"Dear New York"</p> <p>Philip Morris newspaper advertisement soliciting funds for the New York Vietnam Veterans Memorial <i>New York Daily News</i> April 2, 1985</p>	
8	<p>"You're never too old to help the hungry. Just ask George."</p> <p>Philip Morris promotional magazine advertisement for its support of the National Meals On Wheels Foundation 2000</p>	





7.2 – Philip Morris' Charitable Write-Offs (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Clean waters and streams. The prescription for a healthy environment.”</p> <p>Philip Morris magazine advertisement promoting its support for a cleaner environment 1998</p>	
10	<p>“Katya’s mom no longer worries where her next meal is coming from.”</p> <p>Philip Morris promotional magazine advertisement for its support of feeding the hungry 2000</p>	
11	<p>“We threw a wrench in Marci’s plans.”</p> <p>Philip Morris promotional magazine advertisement for its support of Miller Brewing Company’s “Tools for Success” program 2000</p>	
12	<p>“The Bill of Rights was not ordained by nature or God. It’s very human and very fragile.”</p> <p>Philip Morris promotional newspaper advertisement featuring former Congresswoman Barbara Jordan 1990</p>	





7.2 – Philip Morris' Charitable Write-Offs (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	<p>“Philip Morris Companies Inc. has for a very long time contributed significant funds to AIDS research”</p> <p>Philip Morris statement responding to a position paper by the AIDS Coalition to Unleash Power (ACT-UP) calling for an international boycott of Marlboro April 26, 1990</p>	
14	<p>“Strengthening Resolve Building Resilience”</p> <p>Philip Morris USA Youth Smoking Prevention brochure April 2000</p>	




8 – The 1964 Surgeon General’s Report

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>Surgeon General’s Report on Smoking and Health</p> <p><i>Smoking and Health: Report of the Advisory Committee to the Surgeon General of the Public Health Service</i>, front cover Washington, DC: US Department of Health, Education, and Welfare January 11, 1964</p>	
2	<p>“Cigarettes Peril Health U.S. Report Concludes; ‘Remedial Action’ Urged”</p> <p>Front page story about the publication of the Surgeon General’s Report on Smoking and Health <i>The New York Times</i> January 12, 1964</p>	
3	<p>“Use of Cigarettes is Major Cause of Lung Cancer”</p> <p>News article <i>The New York Times</i>, page 65 January 12, 1964</p>	
4	<p>“Summary and Conclusions”</p> <p>News article <i>The New York Times</i>, page 64 January 12, 1964</p>	

8 – The 1964 Surgeon General's Report (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Industry is Still Prospering”</p> <p>News article <i>The New York Times</i>, page 67 January 12, 1964</p>	
6	<p>“Is Not Final Chapter”</p> <p>News article <i>The New York Times</i> January 12, 1964</p>	
7	<p>“Verdict on Cigaretts: Guilty as Charged”</p> <p>News article <i>Life</i>, page 56A January 24, 1964</p>	
8	<p>“The Cigaret Report Links Cancer, Other Diseases”</p> <p>Front page coverage of Surgeon General's Report <i>New York Journal American</i> January 12, 1964</p>	





8 – The 1964 Surgeon General's Report (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Crash Effort for a Safer Cigarette”</p> <p>News article <i>The Saturday Evening Post</i>, pages 19-23 April 18, 1964</p>	
10	<p>“There is no reason for another generation of mankind to end up disabled and the victim of premature death. We must act—and act now.”</p> <p>Transcript of Senator Robert Kennedy's address at the first World Conference on Smoking and Health, held at the Waldorf-Astoria Hotel, New York City 1967</p>	
11	<p>“Nearly 500 top scientists from 34 countries are at this three-day-long meeting”</p> <p>Video clip of news story on the first World Conference on Smoking and Health, which includes excerpts from plenary speeches made by Luther Terry, MD, and Senator Robert Kennedy 1967</p>	






8.1 – Anti-Tobacco Efforts

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Celebrating the Life of A Courageous American”</p> <p>Newspaper advertisement honoring Dr. William Cahan October 2001 (See also: Section 8.4 – William G. Cahan, MD)</p>	 <p>The advertisement features a black and white portrait of Dr. William Cahan, an elderly man with glasses, resting his chin on his hand. The text above the portrait reads 'Celebrating the Life of A Courageous American'. Below the portrait, there is a small caption and a paragraph of text.</p>
2	<p>“A Legend Turns to Selling Social Change”</p> <p>Photographic image from article about Tony Schwartz <i>The New York Times</i>, page D10 1990 (See also: Section 8.5 – Tony Schwartz)</p>	 <p>The image is a black and white photograph of Tony Schwartz, a man with glasses, sitting and looking towards the camera. Below the photograph, there is a caption that reads 'A Legend Turns to Selling Social Change to Companies'.</p>
3	<p>“The World Cigarette Pandemic”</p> <p>First-ever theme issue on tobacco published by an American medical journal <i>New York State Journal of Medicine</i> December 1983</p>	 <p>The cover of the New York State Journal of Medicine, December 1983 issue, features a red background with a black and white photograph of a woman holding a cigarette. The title 'NEW YORK STATE JOURNAL OF MEDICINE' is at the top, and 'THE WORLD CIGARETTE PANDEMIC' is at the bottom.</p>
4	<p>“The World Cigarette Pandemic, Part II”</p> <p><i>New York State Journal of Medicine</i> July 1985</p>	 <p>The cover of the New York State Journal of Medicine, July 1985 issue, features a blue background with a black and white photograph of a man holding a cigarette. The title 'NEW YORK STATE JOURNAL OF MEDICINE' is at the top, and 'THE WORLD CIGARETTE PANDEMIC' is at the bottom.</p>





8.1 – Anti-Tobacco Efforts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Koch Pushes Smoking Ban”</p> <p>Cover story <i>New York Daily News</i> March 22, 1986 (See also: Section 8.3 – “Koch Kicks Butt”)</p>	
6	<p>“100% Smoke-Free Air Law”</p> <p><i>SmokeFree Air</i> newsletter published by Smoke-Free Educational Services, Inc. Fall/Winter 1998</p>	
7	<p>“Senate Committee Approves New Cigarette Warning”</p> <p><i>Smoking and Health Reporter</i>, page 1 Published by National Interagency on Smoking and Health October 1983</p>	
8	<p>“American Heart Association Releases ‘Counter Ad’”</p> <p><i>Smoking and Health Reporter</i>, page 1 July 1985</p>	




8.1 – Anti-Tobacco Efforts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Harlem Residents Protest Liquor and Tobacco Ads”</p> <p>Photographic image of Reverend Calvin Butts painting over a billboard advertising cigarettes in Harlem <i>The New York Times</i> 1990</p>	
10	<p>“I’m a community smoke-free advocate”</p> <p>Audio clip of Phil Konigsberg introduction 2017</p>	
11	<p>“Generally I felt tobacco smoke, secondhand smoke, was so dangerous...to be exposed to”</p> <p>Audio clip of Phil Konigsberg discussing his motivation 2017</p>	
12	<p>“So many people smoked”</p> <p>Audio clip of Phil Konigsberg recollecting the era before clean indoor air 2017</p>	
13	<p>“I’m a physician, trained in internal medicine and worked in primary care”</p> <p>Audio clip of Dr. Ed Anselm introduction 2017</p>	






8.1 – Anti-Tobacco Efforts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“My interest in pursuing this was as a primary care physician. I wanted to testify...and I was at every hearing they had”</p> <p>Audio clip of Dr. Ed Anselm discussing his motivation and early involvement 2017</p>	
15	<p>“There were no outcomes measures, no process measures, or anything of that sort”</p> <p>Audio clip of Dr. Ed Anselm discussing early challenges to smoke-free efforts 2017</p>	
16	<p>“Peter Vallone was the prime sponsor...There were a number of very strong advocates...William Cahan [MD]...Joe Cherner”</p> <p>Audio clip of Dr. Ed Anselm discussing 1993 New York City legislation and advocates 2017</p>	
17	<p>“Resistance was very fierce here”</p> <p>Audio clip of Dr. Ed Anselm discussing reaction to smoke-free legislation efforts 2017</p>	






8.1 – Anti-Tobacco Efforts (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
18	<p>“Hospitals, health plans, and major healthcare institutions were not really present in the 1987 and 1993 hearings”</p> <p>Audio clip of Dr. Ed Anselm discussing the involvement of healthcare entities 2017</p>	
19	<p>“I gave about 130 to 140 lectures on smoking cessation training...They were never able to get me in major medical centers”</p> <p>Audio clip of Dr. Ed Anselm discussing resistance to efforts to train physicians in smoking cessation 2017</p>	
20	<p>“Mike Caldwell...became involved communicating about smoke free environments around the hospital setting”</p> <p>Audio clip of Dr. Ed Anselm discussing Mike Caldwell and smoke-free efforts in hospitals 2017</p>	



8.2 – Doctors Ought to Care

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Miami physicians take lead in drive to curb cigaret smoking”</p> <p>News story <i>American Medical News</i>, page 3 February 13, 1978</p>	
2	<p>“‘House call’ at the Virginia Slims Tennis Tournament”</p> <p>Photograph January 10, 1978</p>	
3	<p>“Country Fresh Arsenic”</p> <p>Counter-advertising bus bench 1978</p>	
4	<p>“‘House call’ at the Metropolitan Museum of Art”</p> <p>Photograph 1983</p>	
5	<p>Statue of Nicotina</p> <p>Photograph 1991</p>	





8.2 – Doctors Ought to Care (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“I smoke for smell.”</p> <p>DOC counter-advertising poster 1978</p>	
7	<p>“Meshugge or Non-Meshugge?”</p> <p>DOC ad parody <i>The Jewish Week</i>, page 3 November 25-December 1, 1994</p>	
8	<p>“I met Dr. [Alan] Blum in 1980...in 1983, as a resident, I initiated a smoking cessation clinic”</p> <p>Audio clip of Dr. Ed Anselm discussing his initial efforts to promote smoking cessation 2017</p>	
9	<p>“Katherine adopted some materials originally developed by DOC and took them to local public schools”</p> <p>Audio clip of Dr. Ed Anselm discussing an early protégé 2017</p>	
10	<p>“McSmoke and Nikki Teen”</p> <p>Video clip of anti-smoking rap music video for children 1990</p>	




8.2 – Doctors Ought to Care (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
11	<p>“Had this vision...of creating a jingle so compelling [that] kids would remember it”</p> <p>Audio clip of Dr. Ed Anselm discussing “McSmoke and Nikki Teen” jingle 2017</p>	
12	<p>“We combined consumerism and behaviorism”</p> <p>Audio clip of Dr. Ed Anselm discussing proposals to the NYC Health Commissioner 2017</p>	

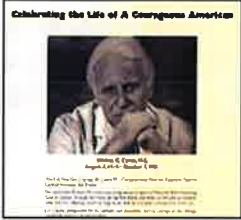



8.3 – “Koch Kicks Butt”

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Koch Pushes Smoking Ban”</p> <p><i>New York Daily News</i> March 22, 1986 (See also: Section 8.1 – Anti-Tobacco Efforts)</p>	
2	<p>“Koch Kicks Butt”</p> <p><i>New York Post</i> March 22, 1986</p>	
3	<p>“Koch seeks city ban on alcohol and tobacco ads”</p> <p>News story <i>New York Post</i> February 28, 1989</p>	
4	<p>“Ed smokes out cig ads on city-owned billboards”</p> <p>News story <i>New York Post</i>, page 3 March 1, 1989</p>	




8.3 – “Koch Kicks Butt” (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“They are selling death”</p> <p>Audio clip of smoking counter-advertisement using audio clips of Mayor Ed Koch 1985 (See also: Section 8.5 – Tony Schwartz)</p>	
6	<p>“Who says you can’t fight City Hall, or Congress, or your State Legislature, or corporations?”</p> <p>Audio clip of Mayor Ed Koch introducing “Guerilla Media” program 1986 (See also: Section 8.5 – Tony Schwartz)</p>	
7	<p>“It de-normalized smoking in indoor settings”</p> <p>Audio clip of Dr. Ed Anselm discussing the results of smoke-free efforts 2017</p>	






8.4 – William G. Cahan, MD

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Celebrating the Life of A Courageous American”</p> <p>Newspaper advertisement honoring Dr. William Cahan October 2001 (See also: Section 8.1 – Anti-Tobacco Efforts)</p>	
2	<p>Drs. William Cahan, Alan Blum, and C. Everett Koop</p> <p>Photograph, Smoke-Free America Awards reception, Memorial Sloan-Kettering Cancer Center 1996</p>	
3	<p>“People for a smoke-free indoors”</p> <p>Propaganda button Circa 1985</p>	
4	<p>“The Tisch Hospital Letters”</p> <p>Correspondence between William Cahan, MD, and New York University (NYU) President John Brademas on the ethics of naming an NYU hospital after the head of a cigarette company <i>7 Days</i>, page 9 July 12, 1989 (See also: Section 7.1 – Tisch Family and Lorillard)</p>	





8.4 – William G. Cahan, MD (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“William G. Cahan, 87, Surgeon and Tobacco Foe, Dies”</p> <p>Obituary <i>The New York Times</i> October 9, 2001</p>	
6	<p><i>Mirabella</i></p> <p><i>Mirabella</i>, women’s magazine that stopped accepting cigarette advertising April 1990</p>	
7	<p>“Cahan named his operating theater Marlboro Country”</p> <p>Audio clip of Dr. Ed Anselm discussing Dr. William Cahan 2017</p>	






8.5 – Tony Schwartz

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Children love to imitate their parents. Children learn by imitating their parents. Do you smoke cigarettes?”</p> <p>Video clip of first smoking counter-advertisement on television 1963</p>	
2	<p>“Don’t Straighten Up My Mess, You’ll Foul Up the System”</p> <p>Photograph of Tony Schwartz in his studio by Alan Blum, MD Circa 1990</p>	
3	<p>Tony Schwartz on political advertising and morality</p> <p>Video clip of interview with Schwartz</p>	
4	<p>“They are selling death”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement using audio clips of Mayor Ed Koch 1985 (See also: Section 8.3 – “Koch Kicks Butt”)</p>	
5	<p>“They are selling death”</p> <p>Transcript of smoking counter-advertisement using audio clips of Mayor Ed Koch November 1985</p>	






8.5 – Tony Schwartz (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“Who says you can’t fight City Hall, or Congress, or your State Legislature, or corporations?”</p> <p>Audio clip of Mayor Ed Koch introducing “Guerilla Media” program 1986 (See also: Section 8.3 – “Koch Kicks Butt”)</p>	
7	<p>“AIDS vs cigarettes?”</p> <p><i>Daily News</i>, page 11 November 14, 1985</p>	
8	<p>Tony Schwartz and Dr. Alan Blum</p> <p>Photograph Circa 1990</p>	
9	<p>“Media Wizard ‘Makes Waves’ on the Air”</p> <p>Article <i>DOC News and Views</i> 1989</p>	

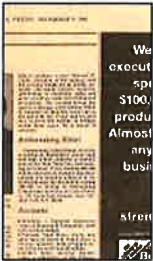

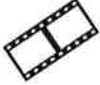
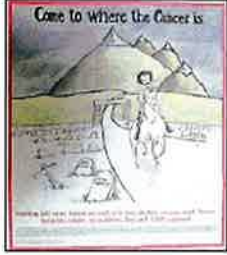
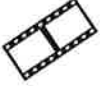
8.5 – Tony Schwartz (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	<p>“A Legend Turns to Selling Social Change”</p> <p>Photographic image from article about Tony Schwartz <i>The New York Times</i>, page D10 1990 (See also: Section 8.1 – Anti-Tobacco Efforts)</p>	
11	<p>“It was his smoking that took his music away from us”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement concerning composer and conductor Leonard Bernstein’s death Circa 1990</p>	
12	<p>“To the members of the Health Committee of the New York City Council”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement concerning smoking legislation Circa 1986</p>	
13	<p>“What do the following names have in common?”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement concerning smoking legislation Circa 1986</p>	
14	<p>“My name is Ken McFeely. Right now I’m living under a death sentence.”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement featuring NYPD officer Circa 1986</p>	





8.5 – Tony Schwartz (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	<p>“[A] politician is supposed to be a lot of different things, but, most of all, a politician is supposed to be a leader.”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement concerning New York City Councilman Peter Vallone Circa 1988</p>	
16	<p>“[A]t St. John’s Episcopal Hospital, two of our busiest departments are the surgical department and the psychiatric department”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement sponsored by St. John’s Episcopal Hospital Circa 1986</p>	
17	<p>“It was really too late”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement featuring testimonial Circa 1986</p>	
18	<p>“We asked young people what recess means”</p> <p>Audio clip of Tony Schwartz smoking counter-advertisement criticizing cigarette advertising language Circa 1986</p>	
19	<p>“My best friend was killed by cigarettes”</p> <p>Video clip of Tony Schwartz recounting his involvement in the anti-smoking movement Circa 1988</p>	






8.6 – Joe Cherner and Smoke-Free Educational Services

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Antismoking Effort”</p> <p>Antismoking ad contest notice <i>The New York Times</i> December 9, 1988</p>	
2	<p>“An anti-smoking contest just for kids”</p> <p>Video clip of news story <i>CNN</i> 1988</p>	
3	<p>“A citywide campaign in which kids through their creative ideas urged people not to smoked ended with an award ceremony today”</p> <p>Video clip of news story <i>ABC</i> 1988</p>	
4	<p>“Come to where the cancer is.”</p> <p>Winning counter-advertising entry 1989</p>	
5	<p>“Come to where the cancer is”</p> <p>Video clip of news story <i>CNN</i> 1990</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
6	<p>“The images are unavoidable”</p> <p>Video clip of news story <i>CNN</i> 1990</p>	
7	<p>“The Mayor signed a law making New York the first city to ban cigarette vending machines in places where children can use them”</p> <p>Video clip of news story <i>Fox</i> 1990</p>	
8	<p><i>Kids Say Don't Smoke: Posters From the New York City Pro-Health Ad Contest</i></p> <p>Book Andrew Tobias New York, NY: Workman Publishing Company January 28, 1991</p>	
9	<p>“Sticking it to tobacco ads”</p> <p>Article <i>New York Daily News</i> May 6, 1991</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
10	“Children learn by what they see” Video clip of news story <i>ABC</i> 1991	
11	“Some young artists joined the battle of the butts” Video clip of news story <i>CBS</i> 1991	
12	“Shame on you, Mets!” Video clip of news story <i>CBS</i> 1991	
13	“The Tobacco Products Regulation Act” Video clip of news story <i>CBS</i> 1991	
14	“His weapon is inside this briefcase” Video clip of news story <i>CNBC</i> 1991	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
15	<p>“Why won’t the MTA accept the ads?”</p> <p>Video clip of news story <i>Fox</i> 1991</p>	
16	<p>“A burning issue goes before the City Council today”</p> <p>Video clip of news story <i>NY1</i> 1991</p>	
17	<p>“A woman who used to sell cigarettes, she now wants people to face reality”</p> <p>Video clip of news story <i>WPIX</i> 1991</p>	
18	<p>“Joseph Cherner...said that he had repeatedly asked Parks Commissioner Betsy Gotbaum if that Marlboro billboard is in keeping with the character and dignity of Shea Stadium”</p> <p>Video clip of news story <i>NY1/The New York Times New York Close Up</i> 1991</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	<p>“As of today the makers of Kent cigarettes will have to find another spot for their portraits of pleasure”</p> <p>Video clip of news story <i>ABC</i> 1992</p>	
20	<p>“Not everybody thinks racing around the World Trade Center is such a good idea”</p> <p>Video clip of news story <i>CBS</i> 1992</p>	
21	<p>“We know that a non-smoker who is exposed to someone else’s smoke is at an increased risk...”</p> <p>Video clip of news story <i>CBS</i> 1992</p>	
22	<p>“With the Supreme Court ruling, cigarette companies could be liable for withholding certain health information in advertising.”</p> <p>Video clip of news story <i>CNN</i> 1992</p>	






8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
23	<p>“The New York City Council has passed a law intended to give more advertising space to anti-smoking messages”</p> <p>Video clip of news story <i>CNN</i> 1992</p>	
24	<p>“It’s a burning issue in Hollywood again.”</p> <p>Video clip of news story <i>Entertainment Tonight</i> 1992</p>	
25	<p>“It’s one of the more high profile sporting events in the country”</p> <p>Video clip of news story <i>Entertainment Tonight</i> 1992</p>	
26	<p>“The tobacco companies can no longer lie with impunity”</p> <p>Video clip of news story <i>Fox</i> 1992</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
27	<p>“Actors, particularly teen idols, have to decide consciously whether or not they want to help the tobacco industry recruit more kids”</p> <p>Video clip of news story <i>Fox</i> 1992</p>	
28	<p>“Some kids in Manhattan are showing us just how far they’d walk to kick a camel”</p> <p>Video clip of news story <i>Fox</i> 1992</p>	
29	<p>“The City Council passed a rather stringent ban on cigarette advertising”</p> <p>Video clip of news story <i>Fox</i> 1992</p>	
30	<p>“So why is old Joe Camel as familiar to 6-year-olds as Mickey Mouse?”</p> <p>Video clip of news story <i>Nick News</i> 1992</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
31	<p>“How ’bout Those Marlboros?”</p> <p>Article 1993</p>	
32	<p>“Strike out Shea”</p> <p>Article <i>New York Daily News</i> March 27, 1993</p>	
33	<p>“EPA Declares Tobacco Smoke Class A Carcinogen”</p> <p>Article <i>SmokeFree Air</i>, page 1 Spring 1993</p>	
34	<p>“Billboard the target of a lawsuit”</p> <p>Article <i>The New York Times</i> July 14, 1993</p>	
35	<p>“Public health advocates sue to remove Marlboro billboard from Shea”</p> <p>Article <i>SmokeFree Air</i>, page 1 Fall 1993</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
36	<p>“The study from the Environmental Protection Agency says secondhand cigarette smoke is a killer.”</p> <p>Video clip of news story <i>CNBC</i> 1993</p>	
37	<p>“Senator Bradley asks \$1-a-pack on a pack of cigarettes, cough it up”</p> <p>Video clip of news story <i>Fox</i> 1993</p>	
38	<p>“The verdict is that most of us just don’t care one way or the other whether or not there are smokers in restaurants”</p> <p>Video clip of news story <i>Fox</i> 1994</p>	
39	<p>“Efforts are underway to water down New York City’s proposed smoking ban”</p> <p>Video clip of news story <i>NBC</i> 1994</p>	


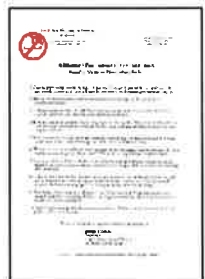


8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
40	<p>“A new survey shows that a majority of New Yorkers support a ban on smoking in restaurants”</p> <p>Video clip of news story <i>NY1</i> 1994</p>	
41	<p>“A lot of people are protesting the city’s tough new smoking laws”</p> <p>Video clip of news story <i>ABC</i> 1995</p>	
42	<p>“I smoke and I think I have a right to smoke”</p> <p>Video clip of news story <i>Fox</i> 1995</p>	
43	<p>“If you smoke you’ll have fewer places to puff in New York City”</p> <p>Video clip of news story <i>NBC</i> 1995</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
44	<p>“The fact is this does cost us a tremendous amount of money and the City of New York should be in a position of recovering this money”</p> <p>Video clip of news story <i>CNBC</i> 1996</p>	
45	<p>“An internal memo at Philip Morris says the effects of nicotine on the human body are similar to that of cocaine”</p> <p>Video clip of news story <i>Fox</i> 1996</p>	
46	<p>“Virginia Slime” [1 of 2]</p> <p>Taxi with anti-smoking advertisement Photograph 1997</p>	
47	<p>“Virginia Slime” [2 of 2]</p> <p>Taxi with anti-smoking advertisement Photograph 1997</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
48	<p>“Vallone introduces bill to restrict tobacco ads in NYC”</p> <p>Article <i>SmokeFree Air</i>, page 1 Summer 1997</p>	
49	<p>“10 Reasons for Tobacco-Free Schools”</p> <p>Produced by Smoke-Free Educational Services Circa 1997</p>	
50	<p>“Cancer is a communicable disease. You get it from tobacco companies!”</p> <p>Video of NYC telephone booth with sticker produced by Smoke-Free Educational Services Circa 1997</p>	
51	<p>“Smoke-Free Educational Services has created some pretty unique ads”</p> <p>Video clip of news story <i>CBS</i> 1997</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
52	<p>“Neither the federal government, nor anyone else, has been able to talk children out of smoking cigarettes”</p> <p>Video clip of news story <i>CBS Evening News</i> 1997</p>	
53	<p>“Today’s topic is the settlement between the tobacco industry and the state of Florida – what’s ahead for the tobacco industry?”</p> <p>Video clip of news story <i>CNBC</i> 1997</p>	
54	<p>“Anti-smoking advocates want to put the brakes on cigarette ads that appear on taxi cabs”</p> <p>Video clip of news story <i>Fox</i> 1997</p>	
55	<p>“We’re here to talk about Dennis Vacco’s latest move to sue six of the largest tobacco companies in the country”</p> <p>Video clip of news story <i>Fox</i> 1997</p>	





8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
56	<p>“They don’t really want to be out there. They’re out there because they need to get nicotine before they go back to work.”</p> <p>Video clip of news story <i>Fox</i> 1997</p>	
57	<p>“An anti-smoking group...now wants the Marlboro Man banned from Yankee Stadium”</p> <p>Video clip of news story <i>Fox</i> 1997</p>	
58	<p>“Joe Cherner, tonight, in his own words”</p> <p>Video clip of news story <i>NBC Nightly News</i> 1997</p>	
59	<p>“The FTC has filed an unfair advertising complaint against Reynolds Tobacco”</p> <p>Video clip of news story <i>WBIS</i> 1997</p>	

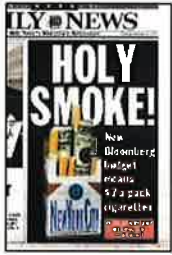



8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
60	<p>“When New York City Council Speaker Peter Vallone proposed banning outdoor tobacco ads near schools and playgrounds recently, it touched off quite a heated argument”</p> <p>Video clip of news story <i>WBIS</i> 1997</p>	
61	<p>“NYC Coalition Focuses on 100% Smoke-Free Air Law”</p> <p>Article <i>SmokeFree Air</i>, page 1 Fall/Winter 1998</p>	
62	<p>“I LOVE SMOKEFREE NY!”</p> <p>Button Circa 1998</p>	
63	<p>“The tobacco industry tonight reeling from the biggest punitive damages award in history”</p> <p>Video clip of news story <i>ABC</i> 2000</p>	


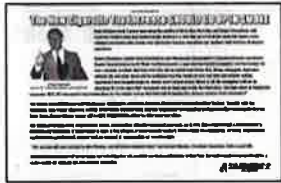


8.6 – Joe Cherner and Smoke-Free Educational Services (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
64	<p>“The tobacco cartel, as they’ve shown, could pay \$250 billion...and their profits have gone up since then, not down”</p> <p>Video clip of news story <i>NBC Today Show</i> 2000</p>	
65	<p>“Nobody should have to breathe smoke to have a job”</p> <p>Video clip of news story <i>Fox</i> 2001</p>	
66	<p>“Now the mayor is attempting to banish smokers to the outdoors”</p> <p>Video clip of news story <i>NY1 Inside City Hall</i> 2001</p>	
67	<p>“Effective in buying time to sit with politicians attracting some media attention”</p> <p>Audio clip of Dr. Ed Anselm recalling Joe Cherner and Smoke-Free Educational Services 2017</p>	





8.7 – Mayor Michael Bloomberg: The Game Changer

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“Holy Smoke!”</p> <p>Feature article <i>New York Daily News</i> February 14, 2002</p>	
2	<p>“Public Health Enemy No. 1”</p> <p>Article <i>The New York Times</i> February 15, 2002</p>	
3	<p>“Director for Tobacco Control Program”</p> <p>Job advertisement <i>The New York Times</i> April 7, 2002</p>	
4	<p>“A Citywide Tobacco Prevention Program Will Save Millions Of Lives.”</p> <p>Advertisement sponsored by NYC Coalition for a Smoke-Free City <i>Village Voice</i>, page 25 May 21, 2002</p>	





8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Kick In The Butts”</p> <p>Feature article <i>Newsday New York City</i> July 1, 2002</p>	
6	<p>“The New Cigarette Tax Increase SHOULD GO UP IN SMOKE”</p> <p>Advertisement sponsored by Empire State Distributors and Wholesalers Association, Inc. July 2002</p>	
7	<p>“Mike: Butts Out”</p> <p>Feature article <i>New York Daily News</i> August 9, 2002</p>	
8	<p>“The Great New York Smokeout”</p> <p>Article <i>New York Daily News</i> August 10, 2002</p>	






8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Mike wants cig ban in offices, too”</p> <p>Article <i>New York Daily News</i>, page 3 August 10, 2002</p>	
10	<p>“Mike: No ifs or butts”</p> <p>Article <i>New York Daily News</i> October 11, 2002</p>	
11	<p>“Gloomberg”</p> <p>Feature article <i>New York Post</i> November 22, 2002</p>	
12	<p>“Butting Heads On Cig Ban”</p> <p>Article <i>New York Post</i>, page 3 November 23, 2002</p>	





8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	<p>“Secondhand Smoke”</p> <p>Advertisement <i>The New York Amsterdam News</i>, page 19 November 2002</p>	
14	<p>“The Last Refuge of the Persecuted Smoker”</p> <p>Advertisement <i>New York Press</i>, page 108 November, 2002</p>	
15	<p>“Bar Humbug”</p> <p>Feature article <i>New York Post</i> December 12, 2002</p>	
16	<p>“Snuffed!”</p> <p>Feature article <i>Newsday New York City</i> December 12, 2002</p>	





8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
17	<p>“dirtcheapcig.com”</p> <p>Advertisement <i>The New York Times</i> February 24, 2003</p>	
18	<p>“Boycotts Break Bans”</p> <p>Advertisement March 2003</p>	
19	<p>“Hey Smokers”</p> <p>Advertising flyer 2003</p>	
20	<p>“Jumper???”</p> <p>Cartoon <i>New York Post</i> March 16, 2003</p>	
21	<p>“Another War Protest???”</p> <p>Cartoon <i>New York Post</i> April 4, 2003</p>	




8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
22	<p>“This is the Smoke Police”</p> <p>Cartoon by Sean Delonas <i>New York Post</i> 2000</p>	
23	<p>“Behind New York’s Smoking Ban”</p> <p>Article <i>The New York Times</i> April 4, 2003</p>	
24	<p>“Smoke Ban Murder”</p> <p>Feature article <i>New York Post</i> April 14, 2003</p>	
25	<p>“N.Y. smoking rate drops”</p> <p>Article <i>New York Daily News</i> June 1, 2005</p>	

8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
26	<p>“How New York City took the lead in world action on health”</p> <p>Article <i>Financial Times</i> June 27, 2006</p>	
27	<p>“Where There’s Smoke There’s Ire, and the Mayor’s Cash”</p> <p>Article <i>The New York Times</i>, page B4 August 16, 2006</p>	
28	<p>“Where There’s Smoke, There’s Bloomberg”</p> <p>Article <i>The New York Times</i> October 9, 2008</p>	
29	<p>“In Recognition of Smoke Free NYC Community Leaders”</p> <p>Acknowledgment <i>The New York Times</i>, page A19 July 31, 2009</p>	

8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
30	<p>“Get your butts out of Times Square”</p> <p>Feature article <i>Metro New York</i> September 16, 2010</p>	
31	<p>“Smokers Fume as Ban Heads Outdoors”</p> <p>Article <i>Wall Street Journal</i>, page A25 September 16, 2010</p>	
32	<p>“Smoked Out”</p> <p>Feature article <i>AM New York</i> September 16, 2010</p>	
33	<p>“Smoked Out!”</p> <p>Article <i>The New York Observer</i>, page 20 June 6, 2011</p>	




8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
34	<p>“An open letter to Mayor Michael R. Bloomberg”</p> <p>Congratulatory letter <i>The New York Observer</i>, page A19 December 19, 2011</p>	
35	<p>“Beach Butt Ban”</p> <p>Feature article <i>New York Post</i> 2011</p>	
36	<p>“The \$1,000 Loosies”</p> <p>Feature article <i>Metro New York</i> February 23, 2012</p>	
37	<p>“Mike Bloomberg Knows What’s Good For You”</p> <p>Cover story <i>The Atlantic</i> November 2012</p>	





8.7 – Mayor Michael Bloomberg: The Game Changer (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
38	<p>“Bike Lanes, a Lovely Lady, And That Smoking Ban”</p> <p>Article <i>The New York Times</i>, page C2 January 30, 2013</p>	
39	<p>“His Town”</p> <p>Cover story <i>New York Magazine</i> September 10, 2013</p>	
40	<p>“Nanny State News”</p> <p>Cartoon by Walt Handelsman <i>Tuscaloosa News</i> 2013</p>	
41	<p>“Anti-Smoking Patch”</p> <p>Cartoon by Jeff Koterba <i>Omaha World Herald</i> 2015</p>	
42	<p>“The Nanny State”</p> <p>Audio clip of Dr. Ed Anselm discussing perceptions of the Bloomberg era 2017</p>	





8.7 – Mayor Michael Bloomberg: *The Game Changer* (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
43	<p>“Ms. Silk... lit up right in the Blue Room”</p> <p>Audio clip of Phil Konigsberg recalling protest by Audrey Silk 2017</p>	
44	<p>“I think the question is whether he <i>optimally</i> leveraged [his wealth]”</p> <p>Audio clip of Dr. Ed Anselm discussing Mayor Bloomberg’s use of personal funds 2017</p>	
45	<p>“The sale of ‘loosies’ went to the street”</p> <p>Audio clip of Dr. Ed Anselm discussing negative consequences of taxation efforts 2017</p>	






9 – Where Things Stand

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
1	<p>“100% Addictive”</p> <p>American Spirit advertisement and parody <i>Time</i>, front cover and interior page November 21, 2011 <i>MAD</i>, front cover and interior page January 2013</p>	
2	<p>“Take Back Your Freedom”</p> <p>Blu electronic cigarette advertisement featuring the Flatiron Building 2014</p>	
3	<p>“Smoking on the Rise”</p> <p>Feature article <i>Metro New York</i> September 16, 2014</p>	
4	<p>“Smoking in public places... is not among the activist causes included in the exhibition”</p> <p>Letter from Alan Blum, MD, to Sarah Seidman, curator of the “Activist New York” exhibition for the Museum of the City of New York, proposing that the museum include a section on anti-smoking in its permanent “Activist New York” exhibition August 2, 2015</p>	






9 – Where Things Stand (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Public Housing May Be Subject To Smoking Ban”</p> <p>Article <i>The New York Times</i>, page A1 November 12, 2015</p>	
6	<p>“Ban on smoking inside of public housing proposed”</p> <p>Article <i>Tuscaloosa News</i>, page A1 November 12, 2015</p>	
7	<p>“They’re Coming for Your Cigarettes. It’s O.K.”</p> <p>Article <i>The New York Times</i> November 13, 2015</p>	
8	<p>“Just butt out”</p> <p>Article <i>New York Daily News</i> November 13, 2015</p>	

9 – Where Things Stand (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Question of Enforcement”</p> <p>Article <i>The New York Times</i>, page A31 November 13, 2015</p>	
10	<p>“Fed ban for smoking in all project apts.”</p> <p>Article <i>New York Daily News</i>, page 4 November 13, 2015</p>	
11	<p>“Once a Leading Foe”</p> <p>Article <i>The New York Times</i>, page A19 January 23, 2017</p>	
12	<p>“The largest smoke free multi-housing unit in New York”</p> <p>Audio clip of Phil Konigsberg discussing recent smoke-free indoors efforts 2017</p>	
13	<p>“The real threshold event is allocation of resources”</p> <p>Audio clip of Dr. Ed Anselm discusses effectiveness of smoke-free legislation 2017</p>	

9 – Where Things Stand (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
14	<p>“If you don’t measure it, you don’t manage it”</p> <p>Audio clip of Dr. Ed Anselm discussing difficulty of gauging cessation success 2017</p>	
15	<p>“When I first opened my store”</p> <p>Audio clip of Joe Parker discussing his experience running a convenience store 2017</p>	
16	<p>“Reluctant to take any positions that are anti-business”</p> <p>Audio clip of Dr. Ed Anselm discussing reluctance to take public positions on tobacco 2017</p>	
17	<p>“Lukewarm response to tobacco control in general is motivated by cognitive bias and fixed interests”</p> <p>Audio clip of Dr. Ed Anselm discussing challenges to anti-smoking efforts 2017</p>	
18	<p>“Sales reps were well trained...Towards the end, they were no longer hiring sales reps”</p> <p>Audio clip of Joe Parker discussing tobacco company sales representatives 2017</p>	

9 – Where Things Stand (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
19	<p>“Right now we have a City Health Department that is interested in listening to their communities”</p> <p>Audio clip of Dr. Ed Anselm discussing New York City after the Bloomberg era 2017</p>	