



Five hundred years of exposure to the sensory pleasures of tobacco and the selling of that pleasure is history. The last 80 + years of advertising genius combined with business practice to sell tobacco products on a global scale is fact.

The sources listed below offer an opportunity to get a small sense of the views about the union of the tobacco industry and advertising from scientists, politicians, business leaders and consumers.

George Arents Collection on Tobacco.

The George Arents Collection on Tobacco, the product of over one hundred years of collecting by George Arents and a succession of curators, is a comprehensive collection on the history, literature, and lore of tobacco. Over the years, the collection has grown to include books and manuscripts in more than twenty languages. Although the collection is devoted to tobacco and includes almost every important work dealing with the subject, it also contains many historical, literary, and artistic works in which tobacco appears only incidentally. The George Arents Collection on Tobacco is located in room 328 of the Humanities and Social Sciences Library at 476 Fifth Avenue, 42nd Street.

### Key to Location of Materials

Humanities and Social Sciences Library (HSSL)

Science, Industry and Business Library (SIBL)

George Arents Collection (GAC – HSSL, Rm.328)

Rare Books (RB – HSSL, Rare Books)

Remote Access Link in CATNYP

Maybe Borrowed for Home Use – Check LEO Catalog for Branch Location

## Tobacco Industry and Advertising

### Websites

- *Highlights from the Alan Blum Oral Tobacco Collection.* <http://roswell.tobaccodocuments.org>
- *Legacy Tobacco Documents Library.* <http://legacy.library.ucsf.edu/>
- *More About Tobacco Advertising and the Tobacco Collections.* <http://library.duke.edu/digitalcollections/eaatobacco.html>
- *Not A Cough In A Carload: Images Used By Tobacco Companies To Hide The Hazards of Smoking.* <http://lane.stanford.edu/tobacco/index.html>
- *Pollay Tobacco Ad Collection (Roswell Park).* <http://www.tobacco.org/ads/>
- *Smoke Free Movies.* <http://smokefreemovies.ucsf.edu/>
- *Smoking and Tobacco Use: Tobacco Advertising and Promotion.* [http://www.cdc.gov/Tobacco/data\\_statistics/sqr/sqr\\_2000/highlights/highlight\\_advertising.htm](http://www.cdc.gov/Tobacco/data_statistics/sqr/sqr_2000/highlights/highlight_advertising.htm)
- *Stanford University Tobacco Ad Collection.* <http://lane.stanford.edu/tobacco/index.html>
- *Tobacco Wiki.* <http://www.sourcewatch.org/index.php?title=Portal:Tobacco>
- *Welcome To Badadvertising Country: Home of Honest Tobacco Ads.* <http://www.badadvertising.org/>

### History

- *60's: All American Ads – Heimann & Heller* - Call # 659.132.S.
- *A Question of Intent: A Great American Battle with a Deadly Industry* – Kessler - Call # 363.194 K.
- *Advertising Sin and Sickness: The Politics of Alcohol and Tobacco Marketing* - Pennock - Call # JFE 07 - 3588. Location: HSSL
- *Ashes to Ashes: America's Hundred - Year Cigarette War* - Kluger - Call # JBE 96 - 1310. Location: SIBL
- *The Cigarette Century: The Rise, Fall, And Deadly Persistence Of The Product That Defined America* – Brandt - Call # 338.4767 B.
- *Cigarette Labeling and Advertising* - Call# JLE 70 – 250. Location: HSSL
- *Cigarette Labeling and Advertising* - Call# JLE 74 - 1714. Location: HSSL
- *Cigarette Labeling and Advertising* - Call # JLE 70 - 533. Location: HSSL
- *Cigarette Labeling and Advertising* - Call # JLE 70 – 151. Location: HSSL
- *Cigarette Advertising and the First Amendment...* 1998 - Call #. READEX Microfiche Y 4. J 89/2:S. HRG. 105 – 541. Location: SIBL
- *Deadly Persuasion: The Advertising of Alcohol and Tobacco.* (DVD) - Call # DVD 659.1042 D.



- *Deadly Fashion: The Rise and Fall of Cigarette Smoking In North America* – Ferrence - Call #. JLE 90 - 1759. Location: HSSL
- *Death in the West.* (VHS). 1983. Call # VC 616.865 D. 🏠
- *Does Advertising Increase Smoking: Economics, Free Speech And Advertising Bans* – High - Call # JBD 99 – 744. Location: SIBL
- *False and Misleading Advertising: Filter Tip Cigarettes* - Call # \*SBF. Location: HSSL
- *False and Misleading Advertising: Filter Tip Cigarettes* - Call # Arents 97 – 600. Location: GAC – HSSL, Rm. 328
- *Indian Does Not Vanish In American Advertising...* 1940 - Landauer - Call #\*KW+ (Landauer, B. C. Indian ...) Location: RB – HSSL, Rare Books
- *International Trade: Advertising and Promoting U. S. Cigarettes In Selected Asian Countries* - Call #READEX Microfiche GA 1.13: GGD - 93 - 38. Location: SIBL
- *Merchants of Death: The American Tobacco Industry* – White - Call # 338.1737 W. 🏠
- *Posters Depicting Smoking and Related Subjects* - Call # Arents Prints 97 - 91. Location: GAC – HSSL, Rm. 328
- *Smoke - Filled Rooms: A Postmortem on the Tobacco Deal* - Viscusi - Call # JFE 02 – 13818. Location: HSSL
- *Staff Report On Consumer Responses to Cigarette Health Information* – Ippolito – Call # JLF 81 240. Location: HSSL
- *Teens and Tobacco: A Fatal Attraction* - Lang - Call # 362.2962 L. 🏠
- *They Satisfy: The Cigarette In American Life* – Sobel - Call # Arents 97 - 43. Location: GAC – HSSL, Rm. 328
- *Tobacco Advertising: The Great Seduction* – Petrone - Call # Arents Ref. 01-443. Location: GAC – HSSL, Rm. 328
- *Tobacco Advertising and Children* - Call # READEX Microfiche Y.4.C 73/7:S.HRG. 105 – 824. Location: SIBL
- *Tobacco Advertising Posters And Handbills* – Call# Arents Prints 97 - 87. Location: GAC – HSSL, Rm. 328
- *Tobacco's Deadly Secret: The Impact of Tobacco Marketing on Women and Girls* - Call # GPO Internet Y 4 .G 74/9:S.HRG.107 - 552. 🏠
- *Tobacco: People, Profits & Public Health* - Call no. 362.296 T. 🏠
- *Tobacco: The Story of How Tobacco Seduced the World* - Gately - Call #394.14 G. 🏠
- *Tobacco...* 1999 - Call # READEX Microfiche y 4.C 73/7: S. HRG.105-885. Location: SIBL

## Tobacco Business

### Websites

- ALTRIA Group Inc. (Marlboro ...). [www.Altria.com](http://www.Altria.com)
- British American Tobacco. (Lucky Strike ...). [www.bat.com](http://www.bat.com)
- Loews Corp. (Newport ...). [www.loews.com](http://www.loews.com)
- R. J. Reynolds Tobacco Company. (Camel ...). [www.rjrt.com](http://www.rjrt.com)
- Tobacco Merchants Association. [www.TMA.org](http://www.TMA.org)
- Tobacco News and Information. [www.tobacco.org](http://www.tobacco.org)

### History

- *The American Tobacco Story* - Call# Arents 96 - 32. Location: GAC – HSSL, Rm. 328
- *Cigarettes: Anatomy of An Industry From Seed To Smoke* - Parker-Pope – Call # 338.4767 P. 🏠
- *The Economics of the Tobacco Industry* – Johnson – Call #338.1737 J. 🏠
- *The Gilded Leaf: Triumph, Tragedy, and Tobacco ...* 1989 - Reynolds - Call # JLE 89 - 1212. Location: SIBL
- *The Lorillard Story* – Fox – Call #SB p.v. 932. Location: HSSL
- *Prospectus: P. Lorillard Company, \$20,000,000 ...* 1943 - P. Lorillard Company - Call # TB+ p.v. 1633. Location: SIBL
- *The R. J. Reynolds Story* - Tilley - Call # JLE 85 – 2175. Location: HSSL
- *Smoke: A Global History of Smoking.* 2004. Call no. 394.14 S. 🏠
- *The Story of Tobacco In America* - Robert - Call # 338.4767 R. 🏠
- *Tobacco USA: The Industry Behind The Smoke Curtain* – Heyes – Call # 338.2737 H. 🏠
- *Women and Smoking in America, 1880 – 1950* – Segrave - Call # 394.14 S. 🏠