

ORAL HISTORY INTERVIEW

with

TOM JARRARD

August 28, 1986

at

Lander, Wyoming

By Scott Ellsworth

Abstracted by Vanessa Broussard

For the Marlboro Oral History Project
INTERVIEW #30

Archives Center
National Museum of American History
Smithsonian Institution

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TOM JARRARD

BIOGRAPHICAL SKETCH

Tom Jarrard was a wrangler for the Marlboro account group at the time of the interview.

SCOPE AND CONTENT NOTE

The interview focuses on Jarrard's perspective of the Marlboro advertising campaign. Major topics include: the realistic portrayal of cowboy life; Darrell Winfield as a model for Marlboro advertisements; and cigarette advertising.

The interview was conducted in a pick-up truck outside the rodeo grounds in Lander, Wyoming.

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Abstract of interview with Tom Jarrard, August 28, 1986, Lander,
Wyoming
Interviewer: Scott Ellsworth

Tape 1, Side 1

DISCUSSION OF MARLBORO ADVERTISING

- 2:50 Jarrard states that Marlboro advertising has proven to be successful. It has also helped the ranching industry. Outside people are given a chance to be exposed to what is real about cowboy life. Marlboro advertising is important because of its authenticity.
- 4:25 Jarrard wrangles most of the time for the Marlboro account group. He has been used as a model in some of the advertisements.
- 5:40 Darrell Winfield is not pushy about his job with the Marlboro account group. He is capable of handling the job well.
- 6:10 Jarrard has known Winfield for thirteen years.
- 7:00 Jarrard believes that an advertisement featuring him as a wrangler would help his business.

CIGARETTE ADVERTISING

- 7:20 Jarrard states that he has no problems working for a company that sells cigarettes. He has been smoking cigarettes since he was fourteen years old. Jarrard doesn't understand why other people have

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problems with cigarette advertising. If people choose to drink beer, Alka Selzter, or Pepsi Cola it is their business.

BACKGROUND INFORMATION

- 8:30 Jarrard is forty-one years old. He was born in Wyoming and has spent all of his life there.
- 8:55 Jarrard was not called a wrangler until he started working for the movie industry.
- 9:55 Darrell Winfield helped Jarrard to get a job with the Marlboro account group. He has been working for Marlboro for three years.

SIGNIFICANCE OF MARLBORO ADVERTISING CAMPAIGN

- 10:30 The Marlboro advertising campaign as such should be remembered because a lot of what it captured will be lost.

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