

BELIEVE IN YOURSELF!

Don't test one brand alone ... compare them all!

TRY THIS TEST!
Take a PHILIP MORRIS—and any other cigarette. Then, here's all you do:
1 Light up either cigarette. Take the particular's whole—and slowly let the smoke come through your nose.
2 Now do exactly the same thing with the other cigarette.
NOTICE THAT PHILIP MORRIS IS DEFINITELY LESS IRRITATING. DEFINITELY SMOOTHER!

Unlike others, we never ask you to test our brand alone. We say ... **compare PHILIP MORRIS ... match PHILIP MORRIS ... judge PHILIP MORRIS against any other cigarette!** Then make your own choice! Remember

NO CIGARETTE HANGOVER
means MORE SMOKING PLEASURE!

CALL FOR **PHILIP MORRIS**

Date: 1951

Brand: Philip Morris

Manufacturer: Philip Morris Tobacco Co.

Campaign: No Cigarette Hangover means More Smoking Pleasure!

Theme: Let's Smoke girls

Key Phrase: Believe in yourself!, Don't test one brand alone...compare them all!, No cigarette hangover

Key Words: Female, woman,

Quote: "Then make your own choice!"

Comment: Before the First World War, smoking was associated with the "loose morals" of prostitutes and wayward women. Clever marketers managed to turn this around in the 1920s and 1930s, transforming cigarettes from symbols of decadence into symbols of women's independence. As part of this effort, the American Tobacco Co. in 1929 organized marches down 5th Avenue in New York of women carrying "Torches of Freedom" (i.e., cigarettes) to emphasize their emancipation. Early ad campaigns targeted at women included: "*I wish I were a man*" (so I could smoke, Velvet 1912) and "*Blow Some My Way*" (Chesterfield 1926). The industry sponsored training sessions to teach women how to smoke, and fashion shows to make women's attire match the green of Lucky Strikes packaging). Later brands such as Virginia Slims ("You've come a long way baby") were frankly exploitive of the women's liberation movement. It is ironic that the Marlboro brand, famous for its macho "Marlboro Man" was for decades a woman's cigarette ("Mild as May," with "Ivory tips to protect the lip") before it underwent an abrupt sex change in 1954.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224

Only 5% of American women smoked in 1923 vs. 12% in 1932 and 33% in 1965 (the peak year). Lung cancer was still a rare disease for women in the 1950s; though by 2000 it was killing nearly 70,000 per year. Cancer of the lung surpassed breast cancer as the leading cause of cancer death among women in 1987.



Date: 1932

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "It's Toasted", Your protection - against irritation - against cough

Theme: Let's Smoke Girls

Key Phrase: OK - Miss America! We thank you for your patronage.

Key Words: Miss America

Quote: "We thank you for your patronage"

Comment: The Miss America Pageant began in 1921 in Atlantic City, New Jersey. This ad appeared in 1932, Of note, no Miss America pageant was held between the years 1928 and 1933.



Date: 1928
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: It's Toasted, Reach for lucky instead of a sweet, no throat irritation no cough.
Theme: Let's Smoke Girls
Key Phrase: For a slender figure- "Reach for a Lucky instead of a sweet."
Key Words: Amelia Earhart, pilot, aviation, women
Quote: "Lucky Strike were the cigarettes carried on the "friendship" when she crossed the Atlantic."

Comment: Amelia Earhart: Born July 24, 1897, she went missing July 2, 1937 and she was declared legally dead January 5, 1939. She was an early supporter of equal rights movements for women and is best known for becoming the first pilot to fly solo across the Atlantic Ocean.



Date: 1932

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "Cream of the Crop"

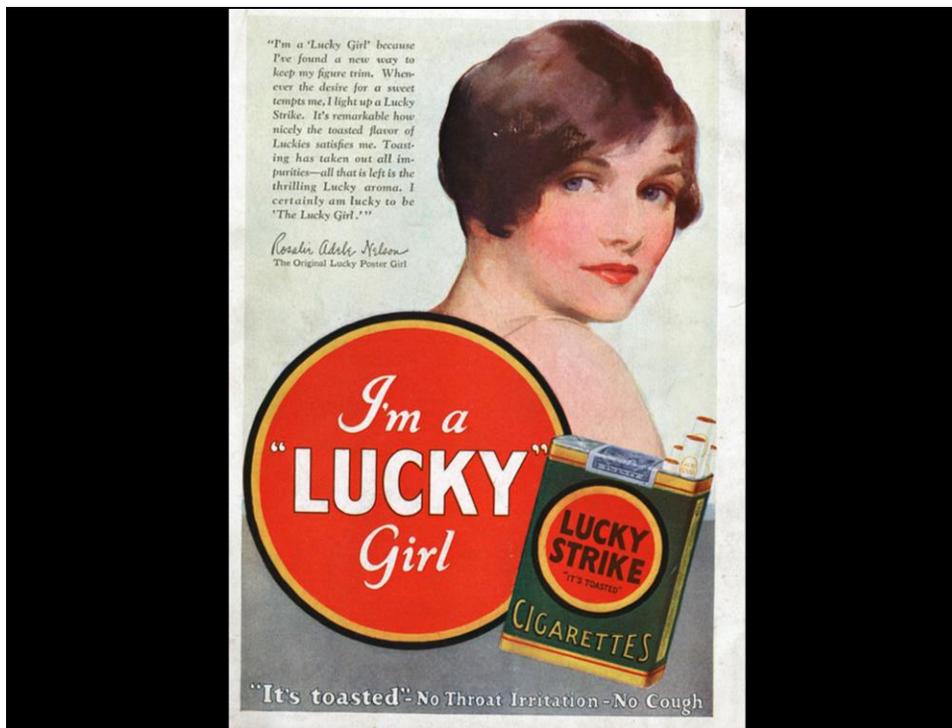
Theme: Let's Smoke Girls

Key Phrase: "Luckies are certainly kind to my throat"

Key Words: Women, Lupe Velez, movie star,

Quote: "Hot Tamale!", "Lupe's been a Lucky fan for two years... There was no- what is politely called "financial consideration" for her statement. Gracias, Lupe!"

Comment: Because she has Hispanic heritage she is given the nick name "Hot Tamale" this is a reflection of attitude in this era.



Date: 1929

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "It's Toasted"- No throat Irritation- No Cough

Theme: Let's Smoke Girls

Key Phrase: I'm a "LUCKY" girl

Key Words: Rosalie Nelson, poster girl, flapper,

Quote: "I'm a 'lucky girl' because I've found a new way to keep my figure trim. Whenever the desire for a sweet tempts me I light up a Lucky Strike.

Comment: I certainly am lucky to be the "Lucky girl." Rosalie Adele Nelson, the original poster Lucky girl. Pretty, sweet and young- This young female is the Original poster girl for Lucky Strike. She is the all American girl, the girl next door and what makes her all american is that she smokes Luckies. She is the girl everyone young women desires to be. She is sweet and good AND smokes Luckies. Her image is making it ok for young women to smoke cigarettes.

Women Are Free!
AN ANCIENT PREJUDICE HAS BEEN REMOVED

Legally, politically and socially women has been emancipated from those chains which bound her. AMERICAN INTELLIGENCE has exploded the religious theory that forced the stigma of inferiority upon a sex.

“toasting did it”—
Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS (pungent irritants) from the tobaccos.

YEARS ago, when cigarettes were made without the aid of modern science, there originated that ancient prejudice against all cigarettes. That criticism is no longer justified. LUCKY STRIKE, the finest cigarette you ever smoked, made of the choicest tobacco, properly aged and skillfully blended—“It’s Toasted.”

“TOASTING,” the most modern step in cigarette manufacture, removes from LUCKY STRIKE harmful irritants which are present in cigarettes manufactured in the old-fashioned way.

Everyone knows that heat purifies, and so “TOASTING”—LUCKY STRIKE’S extra secret process—removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes causes throat irritation and coughing. Thus “TOASTING” has destroyed that ancient prejudice against cigarette smoking by men and by women.

“It’s toasted”
No Throat Irritation—No Cough.

“It’s Toasted”—the phrase that describes the extra “toasting” process applied in the manufacture of Lucky Strike Cigarettes. The finest tobacco—the Cream of the Crop—are scientifically subjected to penetrating heat at minimum, 200°—maximum 300° Fahrenheit. The exact, expert regulation of such high temperature removes impurities. More than a dozen “It’s Toasted” is recognized by millions as the most modern step in cigarette manufacture.

© 1929 by American Tobacco Co. 2029-99—Lucky Strike Cigarettes—Copyright, 1929, American Tobacco Co., and registered trademark of A.T. & T.

Date: 1929

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: “It’s Toasted” No Throat Irritation- No Cough., Ancient Prejudice

Theme: Let’s Smoke Girls

Key Phrase: Women are free! An Ancient Prejudice has been removed

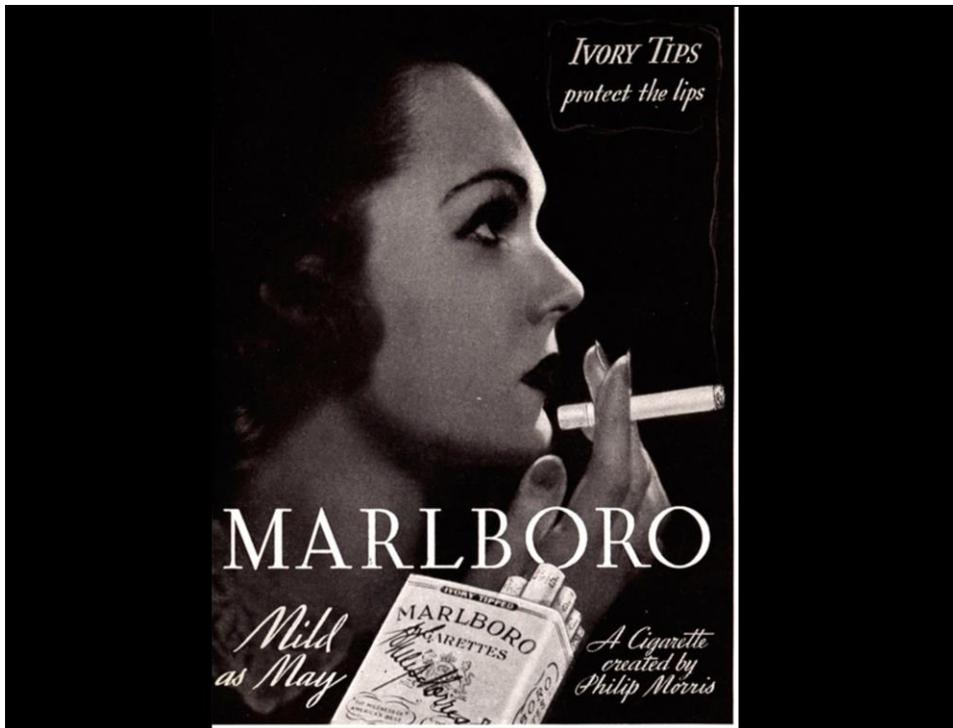
Key Words: Lucky Strike, Women, Ancient, Prejudice, It’s Toasted, Removed

Quote:

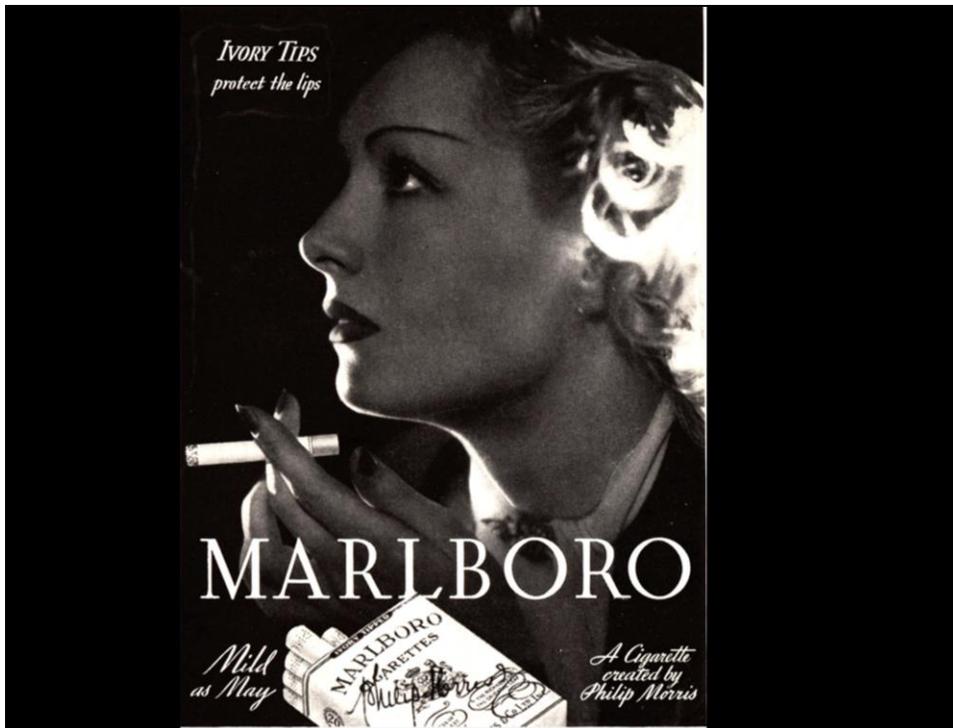
Comment: This ad is comparing the freedom of women and cigarettes in 1929 by stating “Women are free!” and “Gone is that ancient prejudice against cigarettes - progress has been made. We removed the prejudice against cigarettes when we removed harmful corrosive ACRIDS for the tobaccos.” It seems only intuitive that the line following women are free would then continue to discuss the freedom of women - not cigarettes.



- Date: 1912 December 11
- Brand: Nebo Cork Tip Cigarettes
- Manufacturer: John Surbrug Company before 1911 - P. Lorillard Company - after 1911
- Campaign: The Nebo {Boys} Person
- Theme: Let's Smoke Girls
- Key Phrase: The Nebo Person (boys crossed out), "I wish I was a man."
- Key Words: Nebo, cork tip, boys, Person, suffragette, sasses, Her,
- Quote: "I wish I was a man.", "A "Satin Wonder" in each package."
- Comment: "I wish I were a man." Nebo is targeting men and stating that it is not ok for a women to smoke so she wishes she were a man to be allowed to smoke.



Date: 1935
Brand: Marlboro
Manufacturer: Philip Morris
Campaign: Mild as May, Ivory Tips
Theme: Let's Smoke Girls
Key Phrase: Ivory tips protect the lips, Mild as May, A cigarette created by Philip Morris
Key Words: Marlboro, Mild, May, Woman, Ivory tips, lips
Quote:
Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1935

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: Mild As May, Ivory Tips

Theme: Let's Smoke Girls

Key Phrase: Ivory Tips protect the lips

Key Words: Marlboro, Philip Morris, Mild, May Ivory tips, lips

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1944

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: America's Luxury cigarette

Theme: Let's Smoke Girls

Key Phrase: Marlboro America's Luxury Cigarette

Key Words: Marlboro, Philip Morris, women, alone, picnic, navy hat

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1944

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: America's Luxury Cigarette

Theme: Let's Smoke Girls

Key Phrase: Marlboro America's luxury cigarette

Key Words: Marlboro, Philip Morris, luxury, Women, Military Men

Quote: "Red love that kiss!"

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



Date: 1943

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: America's Luxury Cigarette

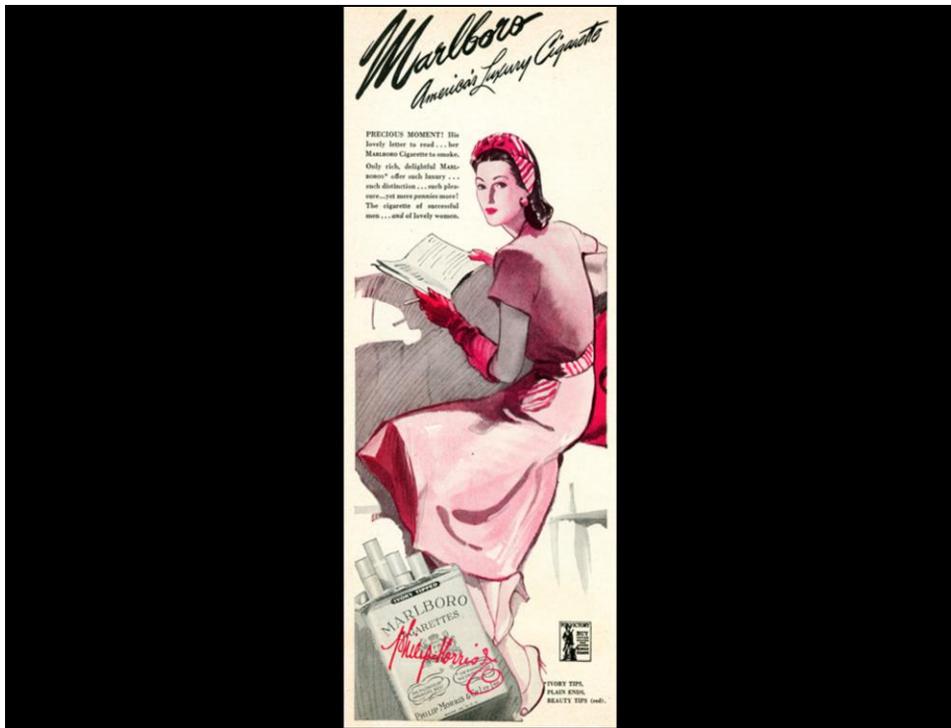
Theme: Let's Smoke Girls

Key Phrase: Marlboro America's Luxury cigarette

Key Words: Marlboro, Philip Morris, Luxury, America, Women, Independent

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1943

Brand: Marlboro

Manufacturer: Philip Morris

Campaign: America's Luxury Cigarette

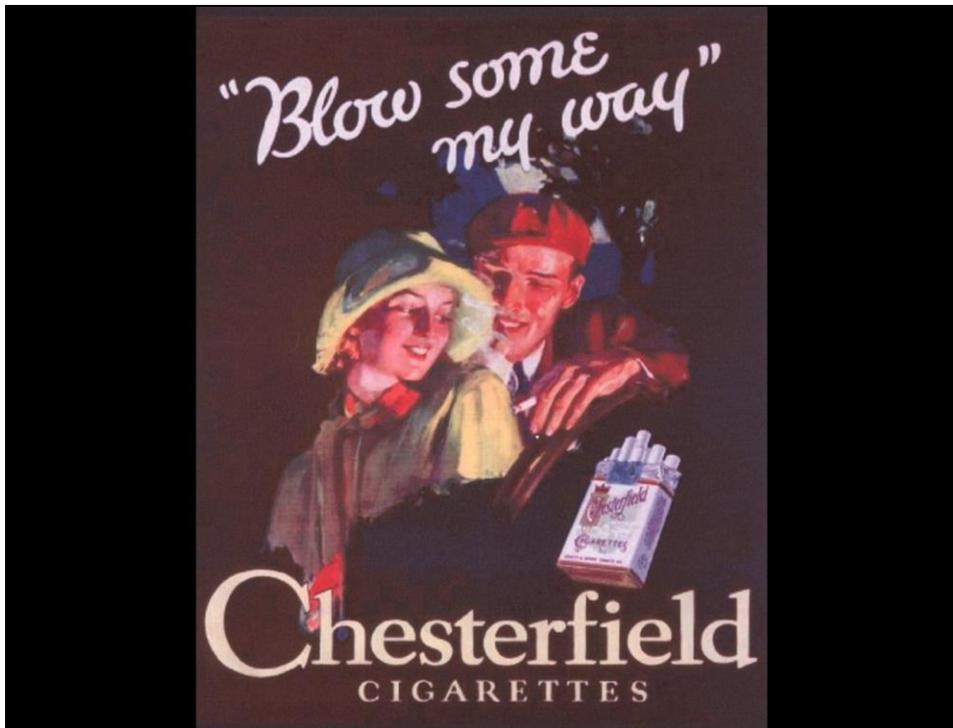
Theme: Let's Smoke Girls

Key Phrase: Marlboro America's Luxury cigarette

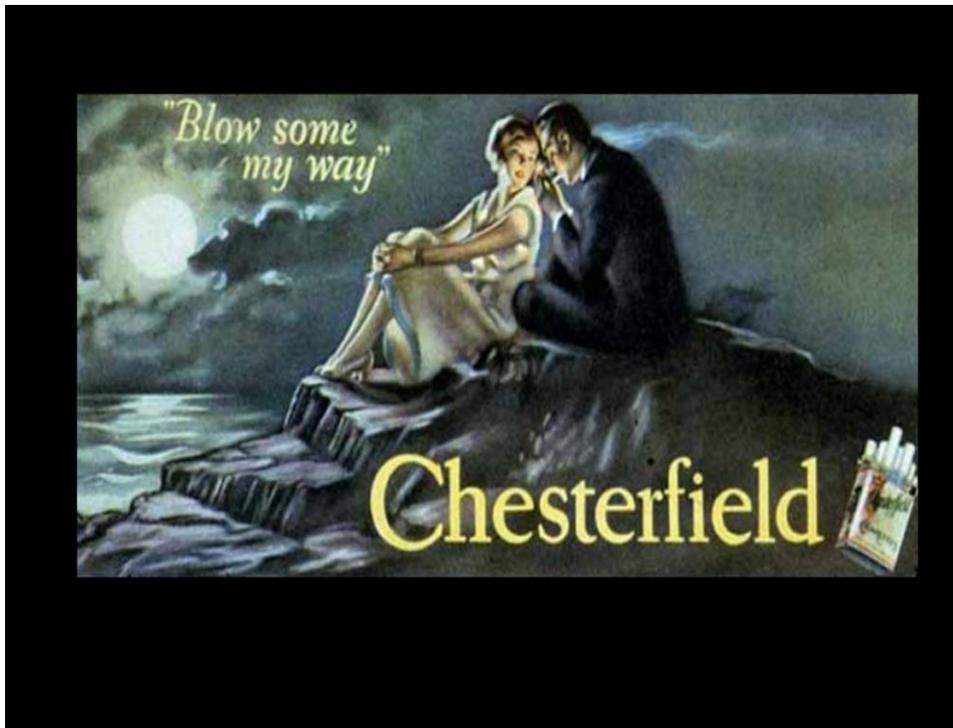
Key Words: Marlboro, Philip Morris, Luxury, America, Women, Independent

Quote:

Comment: Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.



Date: 1928
Brand: Chesterfield
Manufacturer: Ligget & Meyers Tobacco Co.
Campaign: "Blow some my way"
Theme: Let's Smoke Girls
Key Phrase: "Blow some my way"
Key Words: Chesterfield, Women, young women, dating, blow
Quote: "Blow some my way"
Comment:



Date: 1927

Brand: Chesterfield

Manufacturer: Liggett & Meyers Tobacco Co.

Campaign: "Blow some my way"

Theme: Let's Smoke Girls

Key Phrase: "Blow some my way"

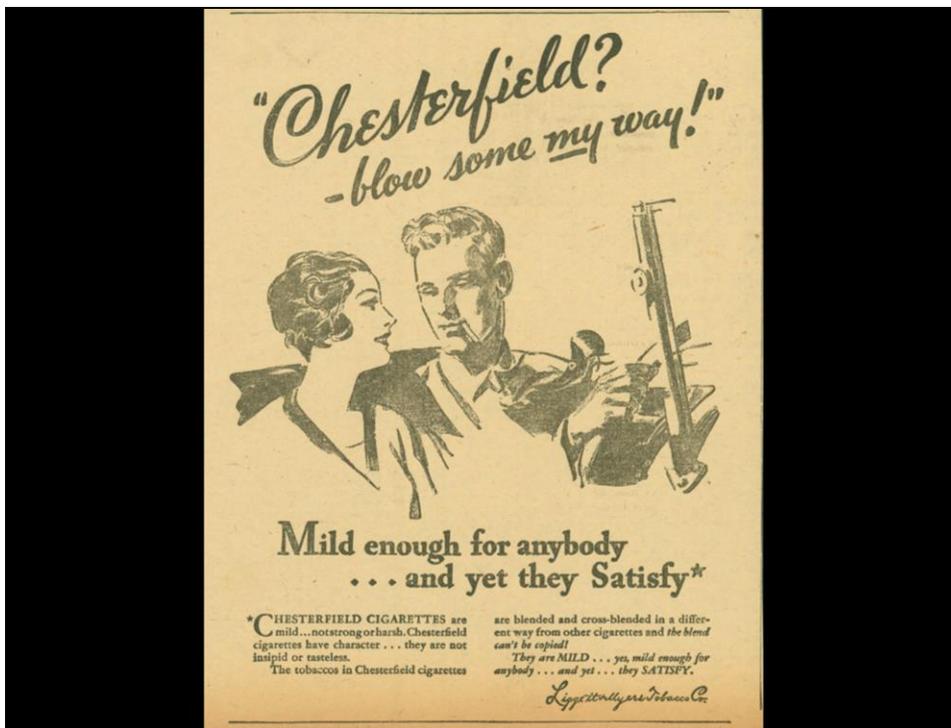
Key Words: Chesterfield, Women, young women, dating, blow

Quote: "Blow some my way"

Comment: In teen years you feel compelled to sneak out and go to a dark place, drive any where and park and experience fist kisses and "other" firsts. "Blow some my way" sounds like a sexual experience beyond smoke. If the situation seems romantic then it is ok right?



Date: 1927
Brand: Chesterfield
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign: "Blow some my way"
Theme: Let's Smoke Girls
Key Phrase: "Blow some my way"
Key Words: Chesterfield, Women, young women, dating, blow, moonlight, ocean
Quote: "Blow some my way", No other fragrance like it- in all the world!
Comment:



Date: 1928 October 11
Brand: Chesterfield
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign: "Blow some my way"
Theme: Let's Smoke Girls
Key Phrase: "Blow some my way" Mild enough for anybody... and yet they satisfy
Key Words: Chesterfield, Women, young women, dating, blow, convertible
Quote: "Mild enough for anybody... and yet they satisfy."
Comment:



Date: 1928

Brand: Tuxedo Tobacco

Manufacturer: The American Tobacco Co.

Campaign: Fresh

Theme: Let's Smoke Girls

Key Phrase: Quality created the demand - demand made possible the price.

Key Words: Tuxedo, Fresh, Fragrance, Woman, Man, Pipe Tobacco, Quality, Demand, Wish

Quote: "The fragrance of pipe tobacco makes me wish I were a man"...B. Daniels

Comment: Using words like fragrance, quality and possible make women attracted to this ad. The shadow of the man behind the woman is illustrating that the woman wants to be a man so she can smoke fragrant pipe tobacco- its possible. She looks down and sad while supposedly wishing she were a man because it is not feminine for a woman to smoke pipe tobacco in the 1920' s and 30' s.



Date: 1932

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "It's Toasted"

Theme: Let's Smoke Girls

Key Phrase: Luckies Please!

Key Words: Woman, Fashion,

Quote:

Comment: This is a young, pretty lady with a child's amount of blush on her cheeks. She is a girl who represents luxury and class and she is smoking?!

Research Artist: Howard Chandler Christy



Date: 1931

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: , "It's Toasted", Your throat protection - against irritation – cough.

Theme: Let's Smoke Girls

Key Phrase: "I have to be kind to my throat.",

Key Words: Lucky Strike, It's toasted, May Francis, Hollywood, army, woman, enlisted, recruit

Quote: "When Kay Francis left the stage and enlisted in the Hollywood army, pictures got a great recruit. The tall brunette beauty was a great success on her film debut, and she's charged along to even bigger things. She is one of Warner Bros.' brightest stars., "I have to be kind to my throat."

Comment: Life of Kay Francis, She looks like a cigarette, match

**"I insist on
Lucky Strike"**

"There's nothing like a microphone to show up the voice in its true colors. So I insist on Lucky Strike—the cigarette that I know will be kind to my throat. And you've certainly scored another hit with your new style Cellophane wrapper that opens so easily."

Sally Eilers

Sally Eilers will always call this her big year. First, she learned to fly a plane. Then she married and found domestic bliss. Then she made a smashing success in "**Bad Girl**." As a reward, Fox is co-starring her in "**Over the Hill**."

"It's toasted"
Your throat protector—against irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

MOISTURE-PROOF CELLOPHANE Sealed Tight Ever Right THE UNIQUE HUMIDOR PACKAGE Zip— and it's open!

LUCKY STRIKE
IT'S TOASTED
CIGARETTES

It's Miss Eilers' Signature Pack! The new 100 Cigarette pack features the new "It's Toasted" flavor. It's the only pack that's sealed tight. It's the only pack that's moisture-proof. It's the only pack that's ever right. It's the only pack that's ever fresh. It's the only pack that's ever open. It's the only pack that's ever yours.

Date: 1931

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "It's Toasted", "I insist on Lucky Strike", Moisture-proof cellophane

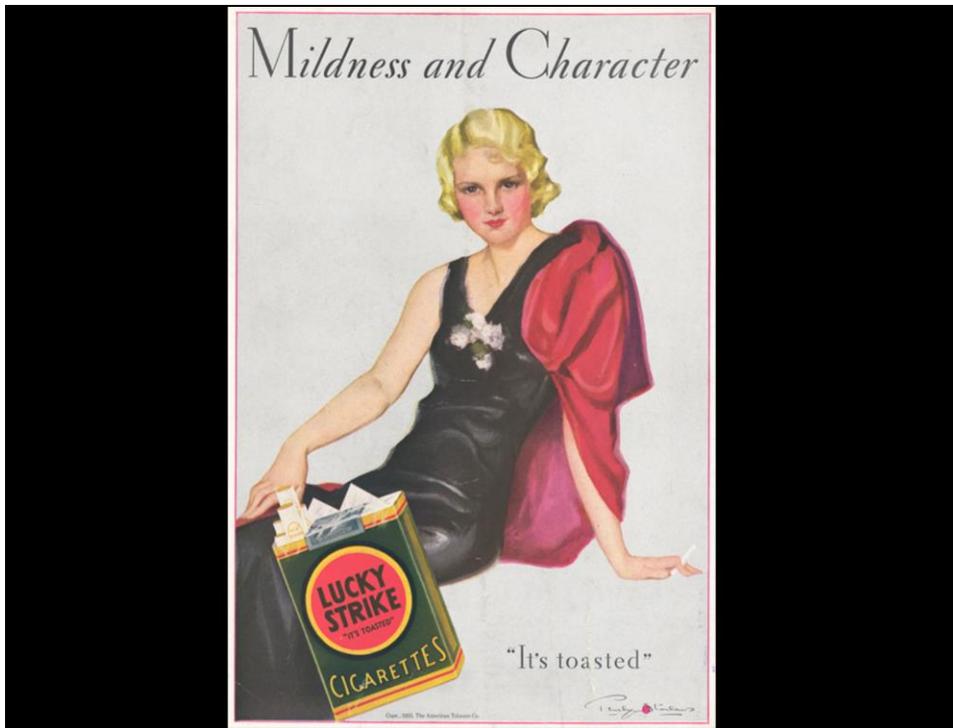
Theme: Let's Smoke Girls

Key Phrase: "I insist on Lucky Strike"

Key Words: Lucky Strike, It's Toasted, Sally Eilers, moisture-proof cellophane, insist, fly, plane, domestic bliss, married, Fox

Quote: "Then she married and found domestic bliss. Then she made a smashing success in "**Bad Girl**." As a reward, Fox is co-starring her in "**Over the Hill**."

Comment:



Date: 1933

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: Mildness and Character, "It's Toasted"

Theme: Let's Smoke Girls

Key Phrase: "It's Toasted", Mildness and Character

Key Words: Lucky Strike, Women, Sexy, Mildness, Character, Toasted, Black gown, Red cape, Blonde

Quote:

Comment:



Date:

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: The height of good taste

Theme: Let's Smoke Girls

Key Phrase: The height of good taste, Always the finest tobacco and only the center leaves

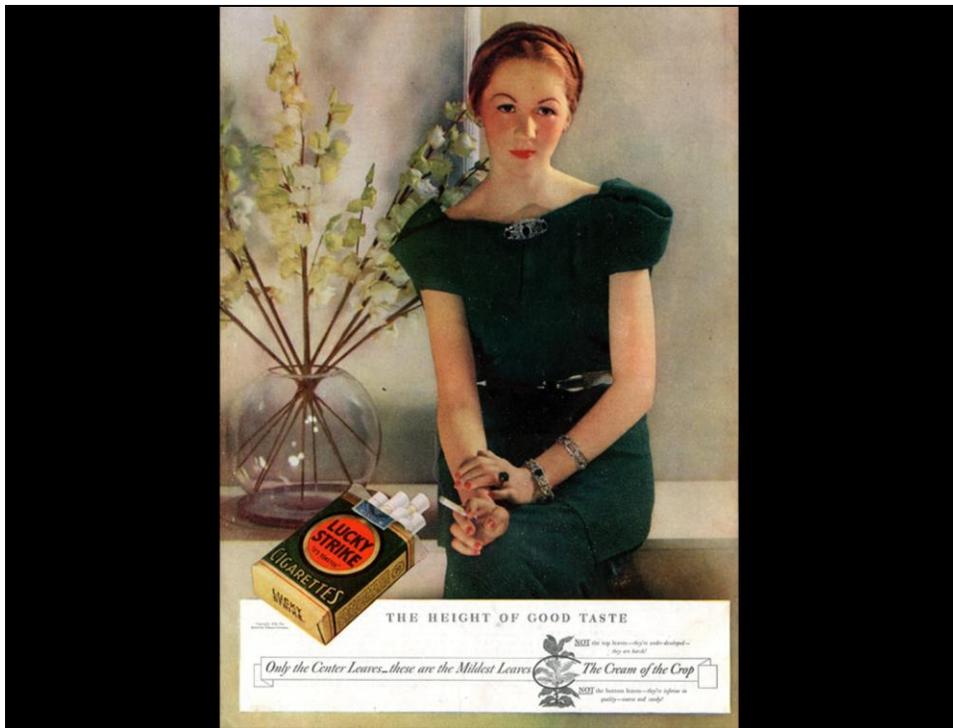
Key Words:

Quote:

Comment:



Date: 1934
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: They taste better
Theme: Let's Smoke Girls
Key Phrase: They taste better
Key Words:
Quote:
Comment: Her dress looks like a graduation gown with a cap.



Date: 1934
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: The height of good taste
Theme: Let's Smoke Girls
Key Phrase: The height of good taste, Always the finest tobacco and only the center leaves
Key Words:
Quote:
Comment:



Date: 1934
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: The height of good taste
Theme: Let's Smoke Girls
Key Phrase: The height of good taste, Always the finest tobacco and only the center leaves
Key Words:
Quote:
Comment:



Date: 1931

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "It's Toasted", They Taste better, Luckies are all-ways kind to your throat.
Only the center leaves- these are the mildest leaves

Theme: Let's Smoke Girls

Key Phrase: Luckies are all-ways kind to your throat.

Key Words: Lucky Strike, Luckies, Women, green pom poms, red flowers, striped green gown, garden, wicker chair

Quote: "its toasted"

Comment:



Date: 1931
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: "It's Toasted", They Taste better, Luckies are all-ways ind to your throat.
Only the center leaves- these are the mildest leaves
Theme: Let's Smoke Girls
Key Phrase: Luckies are all-ways ind to your throat. They taste better
Key Words: Lucky Strike, Luckies, Women, bathrobe, lilies, women, red lips, white chaise
Quote: "its toasted"
Comment:

"None so good as LUCKIES"

"I've tried all cigarettes and there's none so good as LUCKIES. And incidentally I'm careful in my choice of cigarettes. I have to be because of my throat. Put me down as one who always reaches for a LUCKY. It's a real delight to find a Cellophane wrapper that opens without an ice pick."

Jean Harlow

Jean Harlow first set the screen ablaze in "Hell's Angels," the great air film, and she almost stole the show from a fleet of fifty planes. See her "Goldie," a Fox film, and Columbia's "Platinum Blonde."

"It's toasted"
Your Throat Protection—against irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

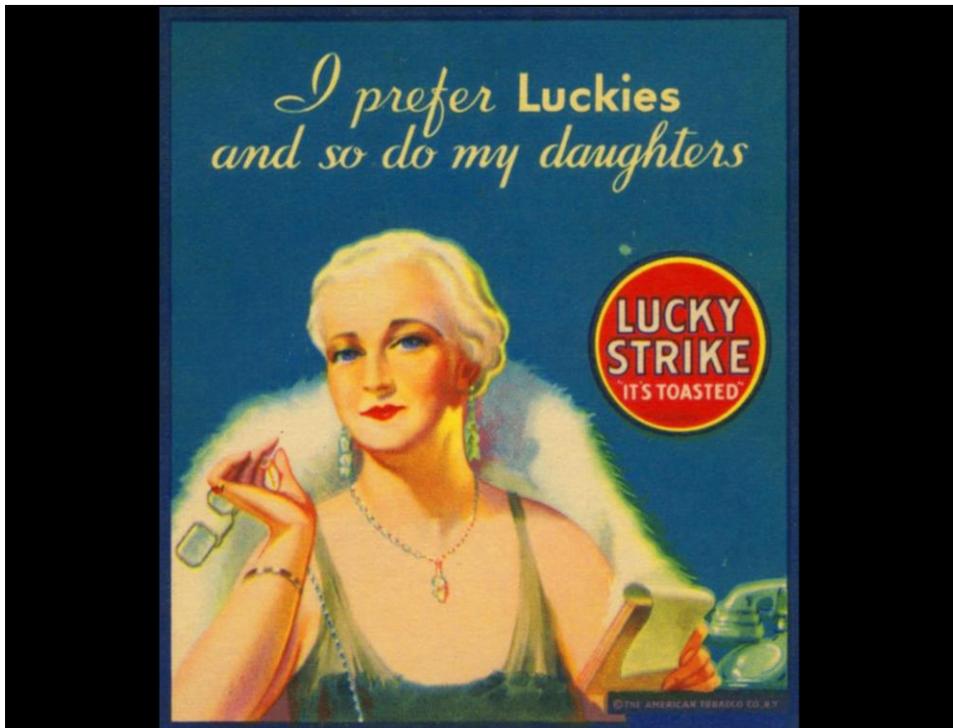
MOISTURE-PROOF CELLOPHANE Sealed Tight Ever Right THE UNIQUE HUMIDOR PACKAGE Zip— and it's open!

LUCKY STRIKE
IT'S TOASTED
CIGARETTES

© 1931 The American Tobacco Co.

A Miss Harlow's Statement Paid For It. You may be interested in knowing that not one cent was paid to Miss Harlow for this advertisement. Miss Harlow has been a smoker of LUCKY STRIKE cigarettes for 2 years. We hope this evidence bears itself to her, and to you, and to everybody hereafter, as her endorsement of LUCKIES. The American Tobacco Co.

Date: 1931
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: "It's Toasted", They Taste better, Luckies are all-ways ind to your throat. Only the center leaves- these are the mildest leaves
Theme: Let's Smoke Girls
Key Phrase: Luckies are all-ways ind to your throat. They taste better
Key Words: Lucky Strike, Luckies, Women, pink dress, blonde, none, Jean Harlow
Quote: "its toasted"
Comment:



Date:

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: Its Toasted

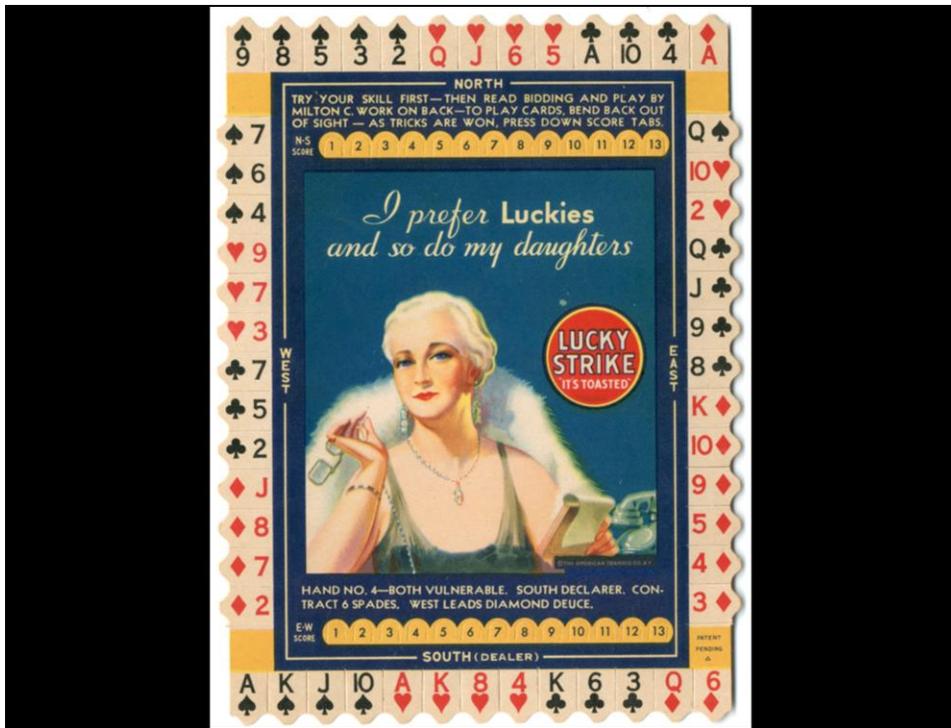
Theme: Let's Smoke Girls

Key Phrase: I prefer luckies and so do my daughters

Key Words:

Quote: "I prefer luckies and so do my daughters"

Comment:



Date:

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: Its Toasted

Theme: Let's Smoke Girls

Key Phrase: I prefer luckies and so do my daughters

Key Words:

Quote: "I prefer luckies and so do my daughters"

Comment:

TIRED FROM SHOPPING?.. get a *Lift* with a *Camel!*

• Every woman knows what one shopper must when she said recently: "I don't know any task as exhausting as shopping. I often slip away for a Camel when I'm getting tired. A Camel restores my energy. And I enjoy Camel's mild flavor so much that I smoke a lot. I can smoke as many Camels as I like, though, without bothering my nerves."

BUSINESS MAN, Irvin J. Fitchard says, "Camels give me a lift" by being that same "wren of the business day, and drive a great engine. They're strong, clean, dependable, and work without squeak, rattle or fuss."

SQUASH CHAMPION, John A. Mahoney, "Squash is a strenuous, tiring, and fatiguing sport. I smoke a Camel. In no time at all my energy is returning again. And Camels, I find, never bother my nerves."

AVIATOR, Colonel Bruce C. Young, "A world-famous aviator, I get all the energy I need just by smoking a Camel. After smoking a Camel, I get a feeling of well-being and ease."

For Your Enjoyment!
THE CAMEL CARAVAN
 featuring
 ANNETTE HANSHAW
 WALTER O'KEEFE
 GLEN GRAY'S
 CASA LOMA ORCHESTRA

TUESDAY
 8:00 P. M. P. S. 1.
 9:00 P. M. P. S. 1.
 10:00 P. M. P. S. 1.
 11:00 P. M. P. S. 1.

THURSDAY
 8:00 P. M. P. S. 1.
 9:00 P. M. P. S. 1.
 10:00 P. M. P. S. 1.
 11:00 P. M. P. S. 1.

Over 100 Stations Coast to Coast W.A.B.C.-Columbia Network

All Tobacco Men Know!
 "Camels are made from finer, more expensive tobacco—Turkish and Domestic—than any other popular brand."

Camel's Costlier Tobaccos never get on your Nerves!

Date: 1935
 Brand: Camel
 Manufacturer: R.J Reynolds
 Campaign: Get a lift with a Camel
 Theme: Let's Smoke Girls
 Key Phrase: Tired from shopping?... get a Lift with a Camel!
 Key Words:
 Quote:
 Comment:

Lady with a Lamp
(1946 Version)

• The pages of medical history during the last century glow with the names of great women. Florence Nightingale, the "lady with the lamp"... Elizabeth Blackwell, the first American woman to be given the proud degree M.D.... Drs. Mary Esterson Jackson... Jane Viola Meyer... Anna Bronson... the list is long. And brilliant.

In America today, thanks to the intrepid spirit of these pioneers, 7250 women doctors carry the lamps they lighted ever further along the path of human service.

According to a recent Nationwide survey: **MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE**

• Men and women in every branch of medicine—111,597 in all—were queried in this nationwide study of cigarette preferences. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool richness of Camel's smooth blend of costlier tobaccos seem to have won the same favor in medical circles as with millions of smokers the world around. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

TRY CAMELS ON YOUR "T-ZONE"

That's T for Taste and T for Throat...the most critical "taste-test" for any cigarette. See how your taste responds to the rich, full flavor of Camel's costlier tobaccos. See how your throat reacts to Camel's cool richness. On the basis of the experience of many millions of smokers, we believe Camels will suit your "T-Zone" as a "T-Zone" as a "T-Zone".

CAMELS Costlier Tobaccos

Date: 1946
Brand: Camels
Manufacturer: R.J Reynolds
Campaign: More Doctors Smoke Camels
Theme: Let's Smoke Girls
Key Phrase: More Doctors smoke Camels than any other cigarette
Key Words:
Quote:
Comment:



Date: 1958
Brand: Camel
Manufacturer: R.J Reynolds
Campaign: More Pure Pleasure
Theme: Let's Smoke Girls
Key Phrase: No other cigarette is so rich-tasting, yet so mild as Camel!
Key Words: Camels, Rich-tasting, Tobacco Leaf Dress, Green gown, Teresa Wright
Quote:
Comment:

What every woman should know about her nerves

COCKER SPANIEL
 Spanish hunter—born back in 17th Century—member of family. Most popular game bird—English. Found out about road from wild birds, such as ducks, geese, and wild geese. Laid in the line, too. In English, they should be called: Cocker spaniel of house-fairy.

HE'S GIVING HIS NERVES A REST.

AND SO IS SHE

YOU and the cocker spaniel have something important in common. A complicated nervous system, highly strung. The cocker is kinder to his nerves... he stays frequently out. And you? All day, long-pedaling you ride out a real let-up... household duties, social activities, such with the own contribution to nervous system. Your nerves can stand no such—and no more. So, when you feel your self getting jumps or restless, just rise up and smoke a Camel. You'll feel Camel's gentle—pleasantly soothing and comforting to the nerves. Make it a habit to "Let up... light up a Camel." Notice the difference in the way you feel at the end of the day. Nerves smooth—controlled—your daily life far more enjoyable. So keep Camel's handy—let their comfort be yours. In your favorite moments that your nerves enjoy a rest when you "Let up... light up a Camel."

These happy busy people find more joy in living because they "Let up—light up a Camel!"

RAULPH GELDBAH, U. S. Open golf champion, reveals a lot of the "nervousness" of the steady nerves. "I don't have to worry about my nerves. I've learned to ease up now and then when I take time for a Camel. And I've discovered that Camel is a cigarette that is actually soothing to my nerves!"

Camels are a combination of three, MORE EXPENSIVE TOBACCO... FINEST and BEST. A superior cigarette—superior made from natural tobacco!

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

LET UP... LIGHT UP A CAMEL!

Smokers find Camel's Costlier Tobaccos are Soothing to the Nerves

Date: 1938

Brand: Camel

Manufacturer: R.j. Reynolds

Campaign: What Every Woman Knows About Her Nerves

Theme: Let's Smoke Girls

Key Phrase: What every woman should know about her nerves

Key Words: Camel, women, house wife, vacuum, cocker spaniel, nerves, let up, light up

Quote:

Comment: You and the cocker spaniel have something important in common. A complicated nervous system, highly strung!
 Camel's costlier tobaccos are soothing to the nerves.



Date: 1935
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: Throat protection against irritation - against cough.
Theme: Let's Smoke Girls
Key Phrase: Thanks- I' d rather have a Lucky
Key Words: Lucky Strike, top hats, women, black and red polka dot gown
Quote:
Comment:



Date:

Brand: Chesterfield

Manufacturer: Liggett & Meyers Tobacco Co.

Campaign: Chesterfield is the cigarette that satisfies

Theme: Let's Smoke Girls

Key Phrase: Any way you look at it- Chesterfield is the cigarette that satisfies.

Key Words:

Quote:

Comment: Any way you look at it [women] satisfy.



Date:

Brand: Camel

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: America's most popular cigarette!

Theme: Let's Smoke Girls

Key Phrase: Camel America's most popular cigarette! So Mild- so Flavorful!

Key Words: Camel, America, owmen, fur coat, Yellow gloves

Quote:

Comment:



Date:

Brand: Camel

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: Choice of Experience!

Theme: Let's Smoke Girls

Key Phrase: Choice of Experience!

Key Words: Camels, women, Green hat, yellow fur coat, green gloves, experience, choice

Quote:

Comment:

Three things women enjoy especially in smoking Camels

"I enjoy their full, rich flavor," says Mrs. J. Gardner Coolidge, End of Boston... "They never make my nerves jump or saggy," reports Mrs. Thomas M. Carnegie, Jr. of New York and Georgia... "They are smooth and mild," adds Mrs. James Russell Lowell of New York... Again and again you find women making these same points about Camels.

"I find Camels delightfully mild," agrees Mrs. Potter O'Driscoll of Chicago... "No matter how many I smoke, Camels never make me nervous," Miss Alice Byrd of Richmond, Virginia says. "I like their taste better than any of the other cigarettes," states Miss Anne Gould... Why don't you try Camels for a change? See if your nerves and your taste aren't exactly suited by Camel's coslier tobacco.

MRS. J. GARDNER COOLIDGE, 12th

CAMELS ARE MADE FROM
FINER, MORE EXPENSIVE TOBACCOS
THAN ANY OTHER POPULAR BRAND

Copyright 1919, R. J. Reynolds Tobacco Company

MRS. JAMES RUSSELL LOWELL

Miss Mary Byrd
Miss Alice Byrd
Mrs. Powell Cabot
Miss Anne Gould
Mrs. Potter O'Driscoll Palmer

MRS. THOMAS M. CARNEGIE, JR.

Camel's coslier tobaccos appeal to

Date:

Brand: Camels

Manufacturer: R.J. Reynolds

Campaign: Camel's coslier tobacco appeal to: Miss...

Theme: Let's Smoke Girls

Key Phrase: Camels are made from finer, more expensive tobaccos than any other popular brand.

Key Words:

Quote:

Comment:



Date:

Brand: Fatima

Manufacturer: C & C Co

Campaign: Enjoy FATIMA yourself

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:



Date: 1980
Brand: Viceroy
Manufacturer: B & WT Co.
Campaign: International
Theme: Let's Smoke Girls
Key Phrase: "Hola. Veo que tambien fumas Viceroy."
Key Words: Viceroy, international, blonde
Quote:
Comment:



Date: 1980
Brand: Viceroy
Manufacturer: B & WT Co.
Campaign: International
Theme: Let's Smoke Girls
Key Phrase: “Hola. Veo que tambien fumas Viceroy.”
Key Words: Viceroy, international, brunette
Quote:
Comment:



Date:

Brand: Camel, Winston, Salem

Manufacturer:

Campaign:

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Turmac

Manufacturer:

Campaign:

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment: The once beautiful blonde now looks like death as she smokes her cigarette.



Date:

Brand:

Manufacturer:

Campaign:

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:

A Swell Package!

Take a look
At an Old Gold
Package
And you'll see
Why Old Golds
Reach you
Fresher and
Finer than any
Other cigarette.
Because Old Golds
Are made of
Double-aged
Double-mellow
Prize crop
Tobacco,
We guard them
Like the precious
Jewels they are!
An EXTRA jacket
Of Cellophane
Double seals both
Package ends
So not one iota of
O.G.'s flavor
And fragrance
Can escape.
Buy your Old Golds
Where you will,
In Damp Climates
Or Dry,
You'll get them
Exactly as we
Make them.
And that's as
Fine as a
Cigarette
Can be made.
We think the gal's
A Swell Package
Too!

Every pack
wrapped in
2 jackets of
Cellophane,
the Old Gold
jacket opens
from the bottom.

TRADE MARK OF THE LORILLARD BROTHERS COMPANY, NEW YORK, N.Y. © 1934 LORILLARD BROTHERS, NEW YORK, N.Y.

For Finer *FRESHER* Flavor . . . Smoke Double-Mellow Old Golds

Date:

Brand: Old Gold

Manufacturer: Lorillard Co.

Campaign: Smoke Double-Mellow Old Golds

Theme: Let's Smoke Girls

Key Phrase: A swell package!

Key Words: Old Gold, Red gown, pink flower, blonde, thin, sex appeal, swell, package

Quote:

Comment:

**You'll Like my Brand
and I "dude" mean You!**

Here's a straight
Steer on that
O. G. branding iron
Betty Petty
is tending.
It's reserved
Exclusively for
Thoroughbred
Double-Mellow
Old Gold . . .
The cigarette that
Wins its spurs
With finer, smoother
Tobacco
Aged extra long
For added flavor,
And O. G. are
Doubly protected
From hot weather
Dryness and
Wet weather
Dampness . . .
Double wrapped to
Keep extra fresh
Their extra goodness.
So if you want
To corral
The extra delights
Of a truly
Fresh cigarette
Say "O.G." . . .
The brand that
Holds its friends
For life!



ATTENTION! THE PETTY FANS!
Send \$10 and 2 Old Gold cigarettes for a
beautiful color reproduction of the pet
show of Betty Petty, exclusive advertisement
available for \$10.00. Address: OLD GOLD,
119 West 40th St., New York City.

Every pack wrapped in 2 jackets
of Cellulose; the O.F.E.R. jacket
spare from the B.F.F.F.F.F.

For Finer *FRESHER* Flavor . . . Smoke Double-Mellow Old Golds

© 1955 Old Gold Cigarette Co. "Old Gold" and "Double-Mellow" are trademarks of Old Gold Cigarette Co. "O.G." is a trademark of Old Gold Cigarette Co. "The Dude" is a trademark of Old Gold Cigarette Co. "Betty Petty" is a trademark of Old Gold Cigarette Co. "The Dude" is a trademark of Old Gold Cigarette Co. "The Dude" is a trademark of Old Gold Cigarette Co.

Date:

Brand: Old Gold

Manufacturer: Lorillard Co.

Campaign: Smoke Double-Mellow Old Golds

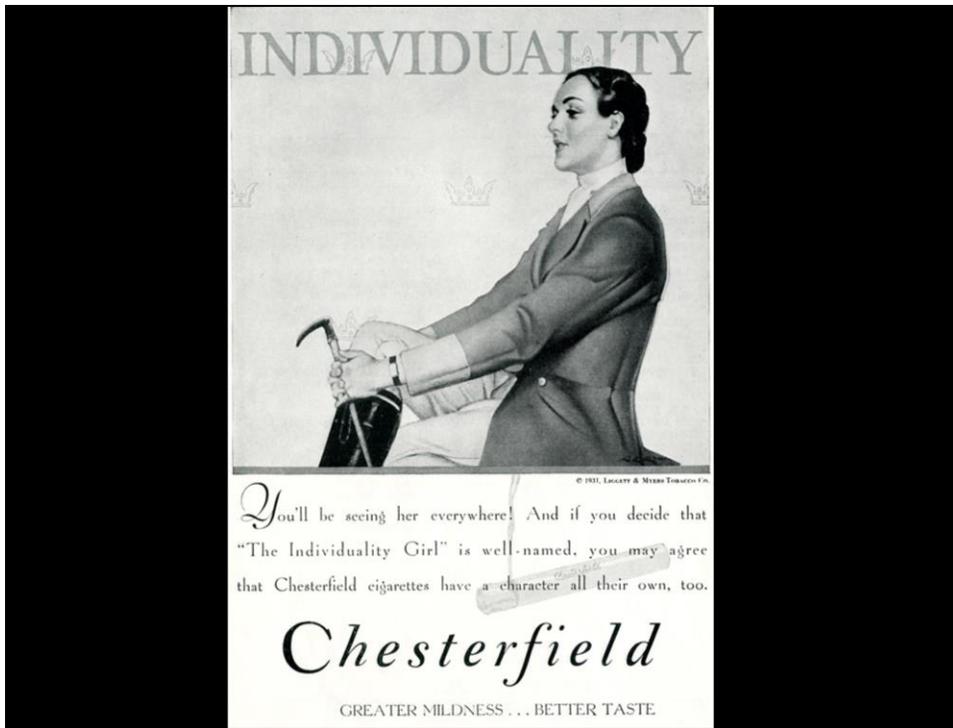
Theme: Let's Smoke Girls

Key Phrase: You'll like my brand and I "dude" mean YOU!

Key Words: Old Gold, women, brand, dude, you, Cowgirl

Quote:

Comment:



INDIVIDUALITY

You'll be seeing her everywhere! And if you decide that "The Individuality Girl" is well-named, you may agree that Chesterfield cigarettes have a character all their own, too.

Chesterfield

GREATER MILDNESS . . . BETTER TASTE.

© 1931, LUCRETT & MILES TOBACCO CO.

The advertisement features a black and white illustration of a woman in profile, wearing a dark suit and a high-collared blouse. She is seated and holding a cigarette holder. The background is light with the word 'INDIVIDUALITY' at the top and several small crown icons. The text is in a mix of serif and script fonts.



Date:

Brand: Chesterfield

Manufacturer: Liggett & Myers Tobacco Co.

Campaign: Watch the change to Chesterfield

Theme: Let's Smoke Girls

Key Phrase: For my guests it's Chesterfield

Key Words: Chesterfield, Women, guests, garden party, blue rooster

Quote:

Comment:



Date:

Brand: Old Gold

Manufacturer: Lorillard Tobacco Co.

Campaign: If You Want A Treat Instead of a Treatment . . Smoke Old Golds

Theme: Let's Smoke Girls

Key Phrase: Straight from the shoulder... If you want a treat instead of a treatment... smoke Old Golds

Key Words: Old Gold, Treat, Treatment, Bare Shoulder, women

Quote:

Comment:



Date: 1939 June 7

Brand: Craven A

Manufacturer: Rothmans, Benson & Hedges Inc.

Campaign: Made Specially to Prevent Sore Throats, For your throats sake

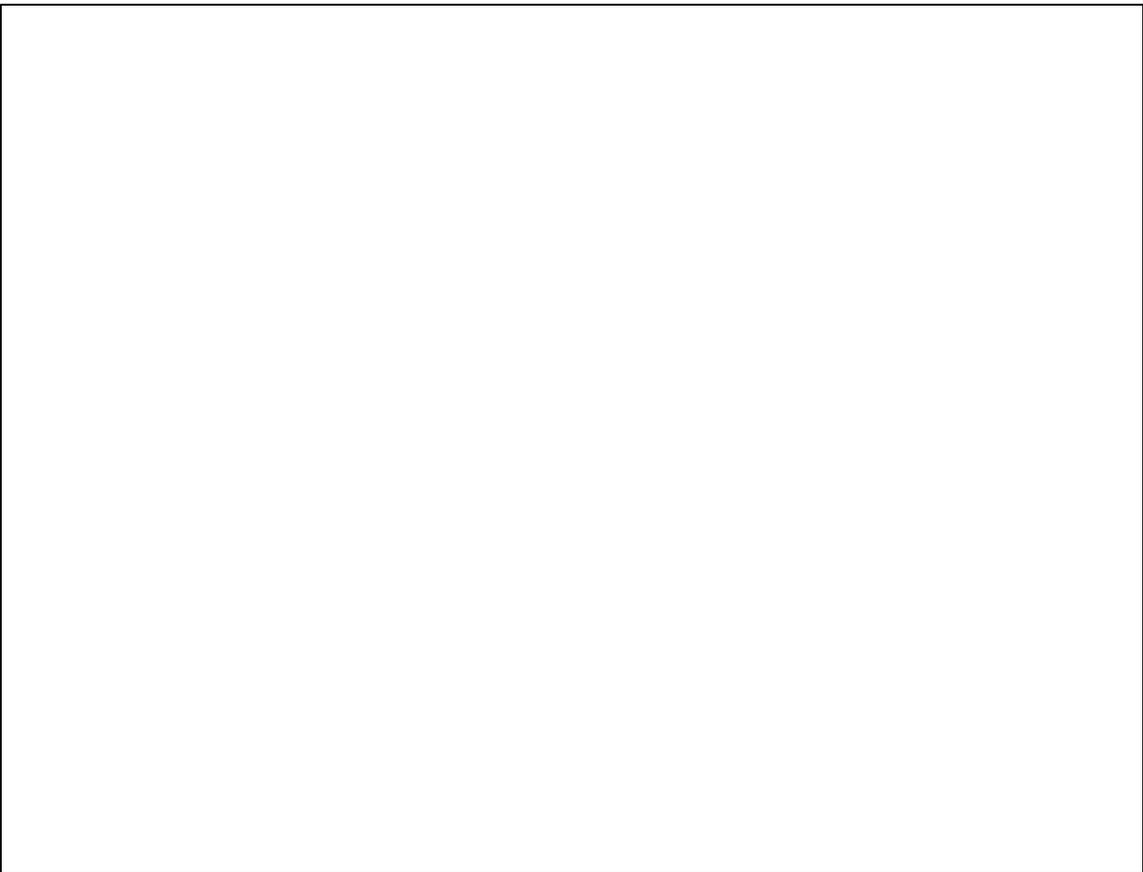
Theme: Let's Smoke Girls

Key Phrase: Craven 'A' for your throat's sake

Key Words:

Quote:

Comment:





October 27, 1934 The Literary Digest 25

Heavy Date . . . Heavy Smoking

Mouth fresh and cool
... thanks to SPUD



If you smoke a bit to keep pace with him . . . it's lucky for you if Spud's his brand.

CORK TIP or PLAIN

What causes the fresh, cool taste?
Is it menthol? Yes... but only indirectly. Spud's smoke contains hardly a trace of menthol. The menthol does its work in the cigarette. It simply lowers the temperature of the smoke. Therefore, what Spud gives you is just pure tobacco goodness with the heat taken out. That's what causes the fresh, cool taste. Try a pack.



SPUD
MENTHOL-COOLED
CIGARETTES
15¢

THE AXTON-FISHER TOBACCO COMPANY INC., LOUISVILLE, KENTUCKY FOR 20 - 120 IN CANADA

Date: 1943 October
Brand: Spud
Manufacturer: Axton - Fisher Tobacco Co.
Campaign: Mouth fresh and cool... thanks to SPUD.
Theme: Let's Smoke Girls
Key Phrase: Heavy date... heavy smoking
Key Words:
Quote:
Comment:



Date: 1953
Brand: Old Gold
Manufacturer: Lorillard Tobacco Co.
Campaign: For a Treat Instead of a Treatment
Theme: Let's Smoke Girls
Key Phrase: For a treat instead of a treatment light an Old Gold
Key Words: Old Gold, Women, red hat, Treat, Treatment
Quote:
Comment:



Date:

Brand: Vogue

Manufacturer: Stephano Brothers

Campaign: Fashion's Smartest Cigarette.

Theme: Let's Smoke Girls

Key Phrase: Vogue Fashion's smartest Cigarette - the gayest gift to get.

Key Words: Vogue, fashion

Quote:

Comment: Pink, to match the nails.

Five merry pastel tints . . . Bleu, saumon, turquoise, bouton d' or . . . Fit the gala mood of every guest.



Date:

Brand: Vanity Fair

Manufacturer: Stephano Brothers

Campaign:

Theme: Let's Smoke Girls

Key Phrase:

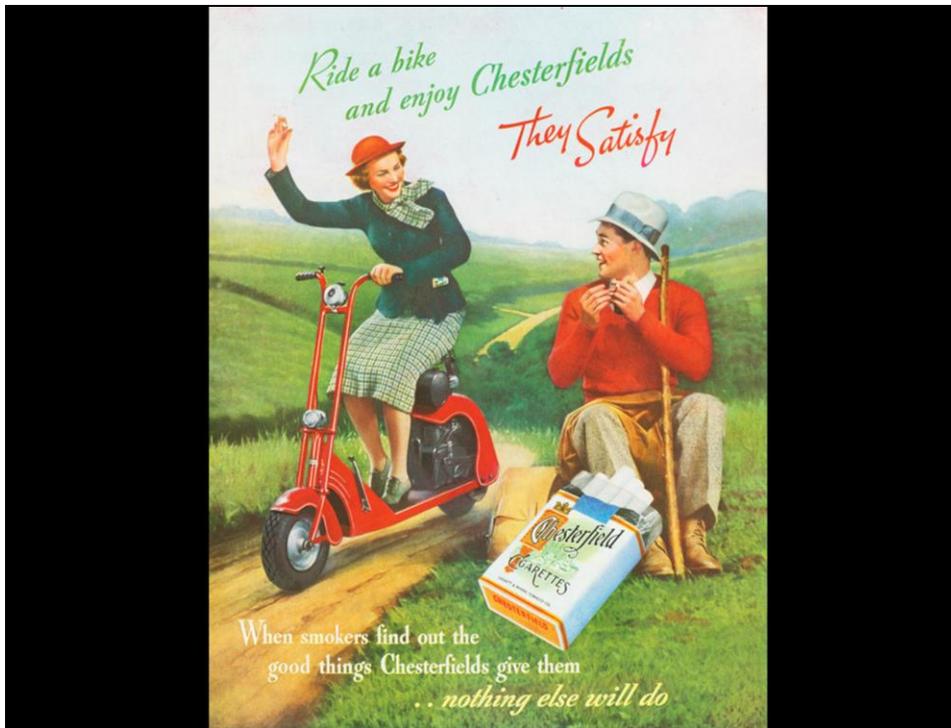
Key Words:

Quote:

Comment:



Date: 1970
Brand: L&M
Manufacturer: Liggett & Meyer
Campaign: This...is the L&M moment.
Theme: Let's Smoke Girls
Key Phrase:
Key Words:
Quote:
Comment:



Date:

Brand: Chesterfield

Manufacturer:

Campaign: They Satisfy

Theme: Let's Smoke Girls

Key Phrase: Ride a bike and enjoy Chesterfields They Satisfy

Key Words:

Quote:

Comment:



Date:

Brand: Camel

Manufacturer: R.J. Reynolds

Campaign: "This woman has a past...", Classic Camel Collectors packs

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

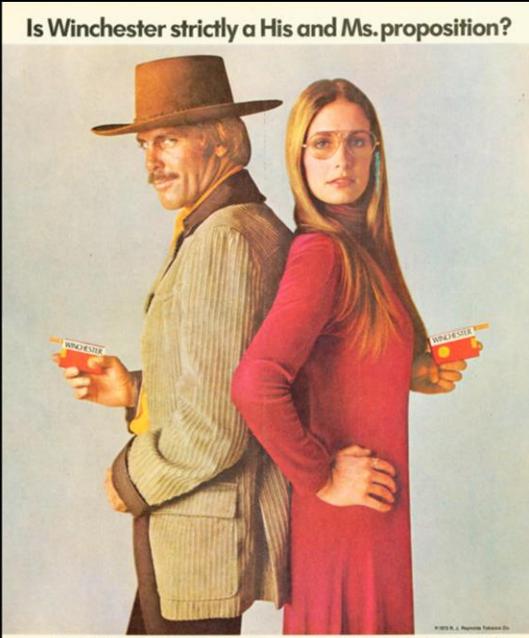
Quote:

Comment:



Date: 1973
Brand: Marlboro
Manufacturer:
Campaign: Marlboro Country
Theme: Let's Smoke Girls
Key Phrase: There's a man's world of flavor in Marlboro Country and women love it
Key Words:
Quote:
Comment:

Is Winchester strictly a His and Ms. proposition?



© 1973 R. J. REYNOLDS TOBACCO CO.

Let's start with the success part: the proposition. We didn't set out to be a his & hers smoke. Frankly, we thought of Winchester as largely for male chauvinist smokers—and maybe a few leathery, liberated ladies. So we made Winchester masculine, but mild. And light. With a sensuous taste that separated the men from the boys. But, surprisingly, not from the girls.

Even women with bras and bridges to burn tried it. And liked it. Because Winchester's not a cigarette. Not just another little cigar. It's a whole nother smoke. For a whole nother kind of smokers' lib.

Winchester. It's a whole nother smoke.

Date: 1973
Brand: Winchester
Manufacturer:
Campaign: It's a whole 'nother smoke.
Theme: Let's Smoke Girls
Key Phrase:
Key Words:
Quote:
Comment:



Date: 1970

Brand: Pall Mall

Manufacturer:

Campaign: You better believe it!

Theme: Let's Smoke Girls

Key Phrase: U.S. Government figures show Pall Mall Gold 100s now lower in "tar" than the best-selling filter king.

Key Words:

Quote: "You make out better at both ends. Tastier. Milder"

Comment:



Date:

Brand: Salem

Manufacturer:

Campaign: For more of a woman

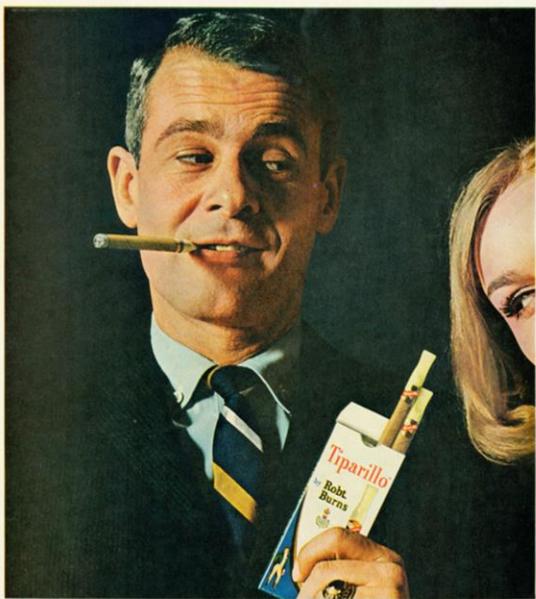
Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:



Should a gentleman offer a Tiparillo to a lady?

What is the story of this remarkable new smoke by Robt. Burns?

If she enjoys smoking a cigarette, why not? The Tiparillo is slim, neat, mild as mild can be. Go ahead, offer her one.

But although Tiparillo is not "men only" it is "men mainly." From tip to tip, it is a completely

new and wonderful smoke. Tiparillo is mellow, smooth and so satisfying.

And that new plastic, pearily tip pays more than just lip service to your smoking pleasure. It's your mouthpiece to the careful blending of choicest imported tobaccos. Moreover, there's the exclu-

sive veinless Ultra Cigar Wrapper* that burns so evenly and smoothly it insures complete mildness.

The surprisingly whiter ash is visible evidence of Tiparillo mildness.

And that's your best smoking tip for today. Only Search. ONLY SM! Yes, only for

Date:

Brand: Tiparillo

Manufacturer:

Campaign: Should a gentleman offer a Tiparillo to a lady?

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Tiparillo

Manufacturer:

Campaign: Should a gentleman offer a Tiparillo to a lady?

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Tipalet

Manufacturer:

Campaign: Blow in her face and she'll follow you anywhere.

Theme: Let's Smoke Girls

Key Phrase: Blow in her face and she'll follow you anywhere.

Key Words: seduction, cigar, intimate, cherry, grape, burgundy,

Quote:

Comment:

The advertisement features a woman with a mustache, wearing a brown hat and an orange top, holding a cigarette. To her right is a smaller image of a man in a suit. Below the woman is a pack of Winchester cigarettes. The text on the advertisement includes a quote and a testimonial.

"Winchester taught me things I didn't know I had to learn."

20 LITTLE CIGARS
WINCHESTER
20 CIGARS

"I thought I knew all about Men and the things they smoke. Then along came Winchester. And changed my head. Winchester's got style. It's mild, Light. With a filtered smoothness, a gentle aroma that told me things that Mama never did. Like gentle is masculine. And vice versa. And Winchester, I'm just woman enough to admit: you taught me a thing or two."

Winchester. It's a whole 'nother smoke. At a whole 'nother price.

© 1974 W. J. Rorertch Tobacco Co.

Date:

Brand: Winchester

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: Winchester: It's a whole 'nother smoke.

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:

IT'S ALL A MATTER OF TASTE



**Noted Designer
LILLY DACHE
recalls
A TEXAN AND HIS TASTE**

Years ago, a man from Texas walked into my salon with his wife. They were on a shopping spree in New York, and money was no object.

I thought one creation looked especially chic on Mrs. Texas, but her husband shook his head.

"Lady," he said, "do you like that bonnet?" I told him I thought it was stunning.

"Ma'am," he said with a smile, "in that case, all I can say is my taste must be all in my mouth."

Since then, I've told that story many times. I realize, of course, that the gentleman had a perfect right to his opinion. Also, there's more to what he said than just wit.

Take foods. Or beverages. Or candy. You like them or don't, depending on whether you like their taste. It's all a matter of taste. Cigarettes are another example. I smoke Luckies. I think they taste better.

Just as many women, like Mrs. Texas, seem to feel that my name stands for good taste in design, I feel that Luckies mean better taste in cigarettes.

Lucky Strike and its taste

The selection of a hat or a brand of cigarette is entirely a matter of taste. In fact, we're sure that the reason why so many millions of smokers prefer Luckies is simply that they taste better.

They taste better because they're made of fine tobacco. (L.S.M.F.T.—Lucky Strike means fine tobacco.) And because they're made better—always round and firm, always packed perfectly for perfect smoking.

Why not see why millions prefer Luckies? Get yourself a pack today. Be Happy—Go Luckies. And remember, Luckies are made by The American Tobacco Company, America's leading manufacturer of cigarettes.

LUCKIES TASTE BETTER CLEANER, FRESHER, SMOOTHER!

Date:

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: Luckies Taste Better

Theme: Let's Smoke Girls

Key Phrase: Cleaner, Fresher, Smoother!

Key Words:

Quote:

Comment:

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224

**YOUNG
MRS.
ROCKEFELLER
PILOTS
A LOW-WING
MONOPLANE**



Mrs. JAMES W. ROCKEFELLER, JR., of New York and Allegheny, is an aviation enthusiast. She loves judgment, wind-tunnel, and cloud-fitting habits. Plus a low-wing monoplane. Has had several thrilling experiences in the air, one of which she tells about. "I've been caught in heavy fog," she says, "with vision less than ten yards. That's enough to shatter anybody's nerves. My first thought, when I put my feet on firm ground, was to smoke a Camel. Smoking Camels rouses up my nervous tension—sets me right again. I can smoke all I like—and they never tire my taste. I'd walk a mile for a Camel—and fly a thousand!"



THE COMMODORE HOTEL at the Hotel Pierre. Mrs. Rockefeller in the foreground. When she entertains, Camels go with every course. Mild and delicate, Camels sweeten flavors in food. They also help digestion, increasing the flow of digestive fluids, building up alkalinity. Camels are overwhelmingly popular at the Pierre, as at other famous restaurants. Mrs. Rockefeller says: "Most people I know sense the difference in quality tobacco. So, when I give a dinner or after-dinner supper—whether here or at home—it's Camels that I serve."

A few of the distinguished women who prefer Camel's costlier tobacco:

Mrs. Nicholas Biddle, Philadelphia	Mrs. Chase-Edwards Luskover-Fryman
Mrs. Alexander Black, Los Angeles	Mrs. Joseph Wagon, New York
Mrs. Powell Cabot, Boston	Mrs. Nicholas C. Pennington III, Richmond
Mrs. Thomas W. Corwin, Jr., New York	Mrs. Rufus Price Spalding III, Providence
Mrs. J. Gardner Gardner-John, Boston	Mrs. Louis Wolf, Jr., Chicago
Mrs. Anthony J. Donald-John, Philadelphia	Mrs. Bradford Van Rensselaer, New York

**FOR DIGESTION'S SAKE...
SMOKE CAMELS!**



*Costlier
Tobacco*

Camels are made from finer,
MORE EXPENSIVE TOBACCOS
... Turkish and Domestic...
than any other popular brand

Date:

Brand: Camel

Manufacturer: R.J. Reynolds Tobacco Co.

Campaign: For digestion's sake... smoke camels!

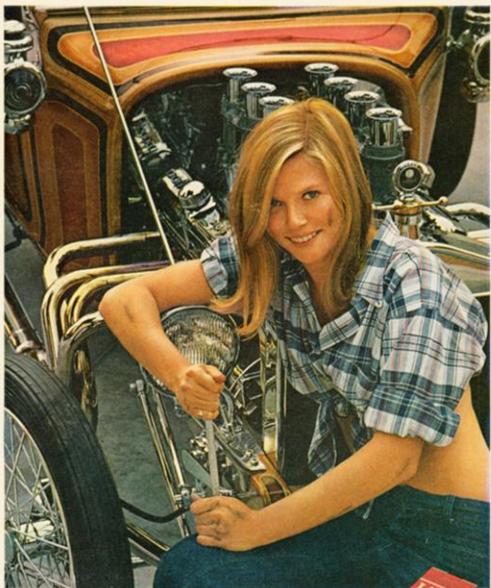
Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:



Tell someone you like about Lark's Gas-Trap filter. Me, for instance.

I'm all ears. Sure, I know that 90% of cigarette smoke is made up of gases. And that Lark's Gas-Trap filter reduces "tar," nicotine and certain harsh gases in cigarette smoke as well. I even know that Lark's Gas-Trap filter uses activated, fortified, charcoal granules.

That they are one of the most effective filter materials known to modern science. But I want to know more.

Or maybe you just don't like me?

LARK
Gas-Trap
100's



Date:

Brand: Lark

Manufacturer:

Campaign: Tell someone you like about Lark's Gas-trap filter.

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:

**"IT'S A DUCKY CIGARETTE
with no QUACK about it!"**

There are two things I admire in a cigarette
(1) Good taste in its tobacco; (2) good taste
in what it says about itself! On these two counts,
Old Gold checks okay with me. It doesn't profess
to be a quack; but it is a pleasant companion!

For instance, take the matter of the first
impression it gives you. There's a suggestion
of extra fine quality in its very package. An
extra jacket of Cellophane, opening at the bottom
of the pack, doubly insures the freshness of the
cigarettes, at no premium cost to you.

Dad often says: "Trust the man who holds down
a good job for a long time!" I guess that's why
Old Golds are so fine and trustworthy; Lorillard has
been satisfying the American smoker since 1760.

©1946 Lorillard Inc. New York, N.Y.

Every pack wrapped in the jacket
of Cellophane, the GUTTER
pulls open from the BOTTOM

Date:

Brand: Old Gold

Manufacturer: Lorillard Tobacco Co.

Campaign: "It's a ducky Cigarette with no quack about it!"

Theme: Let's Smoke Girls

Key Phrase:

Key Words:

Quote:

Comment:

**Big "show" tonight...
better have Spuds!**



• If you're jittery about facing the spotlight—our Spuds in your smoking-tails. They keep heat out of smoke—so you keep a fresh, clean mouth. They taste better, too. With a natural tobacco fragrance unmarred by heat.

OPEN A PACK OF SPUDS
and smell them. Notice that Spud's process doesn't change the fragrant taste of fine tobacco—though it takes the heat out of smoke.

Cook tips or plain. Cook tips are packed alone so that even your own fingers don't touch them.

15¢
20 Pkts. 100 Cigarettes



THE AXTON-FISHER TOBACCO CO., INCORPORATED, LOUISVILLE, KENTUCKY

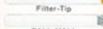
Date: 1937
Brand: Spud
Manufacturer: Axton - Fisher Tobacco Co.
Campaign: Better have Spuds!
Theme: Women
Key Phrase: Big "show" tonight... better have Spuds!
Key Words: Spud, Show, women, Man in dress, vanity, Spotlight
Quote:
Comment:



**Pall Mall's natural mildness
is so good to your taste!**

So smooth, so satisfying, so downright smokeable! For flavor and enjoyment you just can't beat Pall Mall's natural mildness. It's so good to your taste. Never too strong. Never too weak. Always just right! Enjoy satisfying flavor...so friendly to your taste. **Outstanding...and they are Mild!**

COMPARE ALL THREE!

		
Regular	Filter-Tip	PALL MALL

Smoke "travels" through fine tobacco leaves first. Pall Mall's famous length travels and arrives the smoke naturally over, under, around and through the finest tobacco money can buy. Makes it mild but firm and filters out that satisfying flavor!

PALL MALL
FAMOUS CIGARETTES
"WHEREVER PARTICULAR PEOPLE CONGREGATE"

You can light either end!

© 1957 by Procter & Gamble, Inc. Product of The American Tobacco Company. "Pall Mall" is our registered name.

Pall Mall's natural mildness is so good to your taste!

So smooth, so satisfying, so downright smokeable!

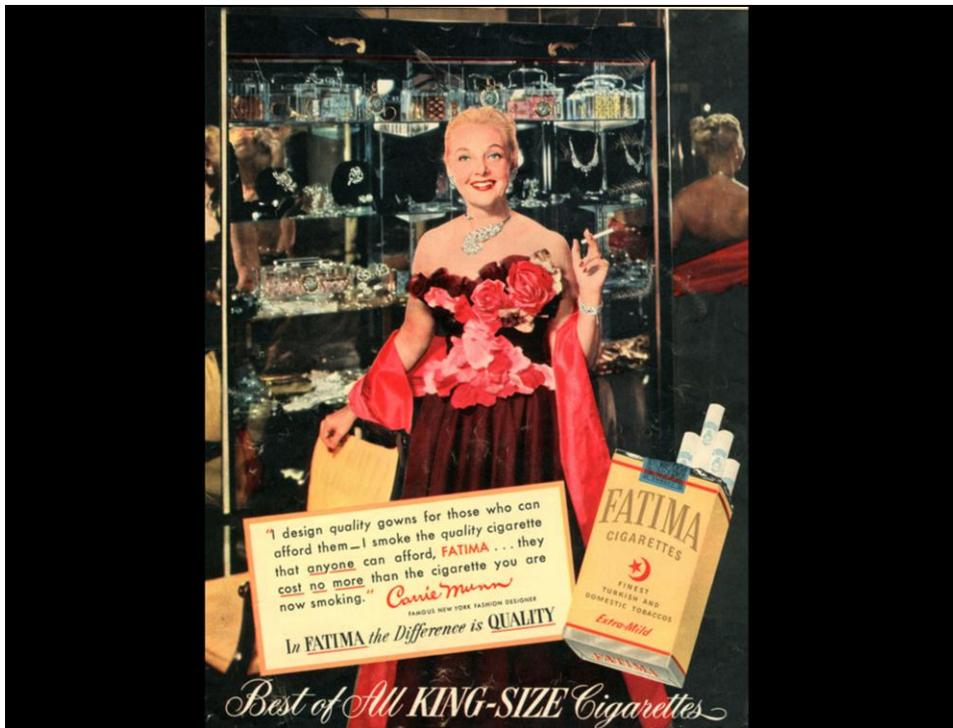
For flavor and enjoyment you just can't beat Pall Mall's natural mildness. It's so good to your taste. Never too strong. Never too weak. Always just right! Enjoy satisfying flavor...so friendly to your taste. **Outstanding...and they are Mild!**

COMPARE ALL THREE!

Regular
Filter-tip
PALL MALL

Smoke "breezies" through the tobacco tastes best. Pall Mall's famous length travels the smoke naturally - over, under, around and through the finest tobacco; never cut too mild - but this soft filter not that satisfying taste!

© 1951 by The American Tobacco Company. "Tobacco is an addictive habit."





What a wonderful feeling...

to know that

KENT FILTERS BEST

OF ALL LEADING FILTER CIGARETTES !

- ... less tars and nicotine
- ... full, free draw
- ... premium-quality, natural leaf tobaccos
- ... popular filter price, too!



Doesn't it make good sense to smoke Kents?

NEW MICRONITE FILTER

