



Why Physicians Call Our New Brand

“A HEALTH CIGAR”

“I recommend Thompson's MELL-O-WELL cigars to any who are interested in regaining or keeping physical fitness.”

“I am convinced that irritants, such as nicotine, glycerides, albuminoids and carbons—dangerous when used to excess by those who are physically below par—are largely removed from Thompson's MELL-O-WELL cigars.”

“Many former patients, friends and others who have consulted me, and who, ordinarily, would be obliged to greatly curtail smoking, are now enjoying their usual allotment of cigars in Thompson's MELL-O-WELLS—with no loss of satisfaction or good health.”

(Signed) G. Edward Rohrig, M. D.
715 South Bonnie Brae,
Los Angeles, Calif.



INTRODUCING

Thompson's



Cigars

A New Idea In A New Cigar

At Last! Here is a cigar that is satisfying to every average smoker of good cigars. And make no mistake about this—it is a real cigar. Every day it is becoming more and more popular with men who discriminate and know what to look for in a good one.

Thompson's MELL-O-WELL cigars have long since past the experimental stages. Having a fine tobacco flavor with its blend of fine Havana in

high proportion, MELL-O-WELLS are truly remarkable because of the almost total elimination of the toxic effects of nicotine and other harsh irritants which are naturally present in all good tobacco, and which are so often detrimental to the health of smokers. Absolutely nothing else has been taken from MELL-O-WELLS that could possibly lessen its smoking satisfaction.

You are invited to try Thompson's MELL-O-WELL cigars—for yourself—in your own way—at our risk and expense. Just sign and mail the accompanying card,—no obligations.

1931

GIVE HIM A LONGER LIFETIME*
of smoking he can enjoy without worry !



...a KAYWOODIE for Christmas!

How treasured can an inexpensive gift be? Think of this—you could actually add to a man's years by giving him a Kaywoodie.

This Summer, doctors who studied the smoking habits of 137,000 men found that pipe smokers live longer than any other smokers. The doctors switched to pipes themselves. And of all pipes, Kaywoodie has been proved the safest.

You'll be as proud to give Kaywoodie as millions are to own it. Kaywoodie pipe fashions are exquisitely sculptured in deeply grained beech, finest in the world. It's this specially impregnated wood that softens and gentles the smoke until the flavor is clear, soft and full.

The finest favor you can do a man this Christmas is to give him a Kaywoodie. In a variety of shapes \$4 to \$25, sets \$10 to \$125.

PIPE SMOKERS LIVE LONGER!

* Based on the statistics furnished by the U.S. Census Bureau, 1955.

© Kaywoodie Pipe Company, Inc., 1955. All rights reserved.

15 East Massachusetts Street, Boston, Mass. 02108. (Near the North Station.)

Flower Garden, \$10.00
Antique Pipe, \$10.00
Double Paper Case, \$1.00
White Birch—Pineapple, \$1.00
(100 sets per case, antique design)
Natural Beech—Apple, \$1.00
Standard—Full Size, \$1.00
Handed Case Set, \$25.00
Continental—Bulldog, \$25.00

Give Him A Long Lifetime.

How treasured can an inexpensive gift be? Think of this - you could actually add to a man's years by giving him a Kaywoodie.

Doctors who studied the smoking habits of 137,000 men found that pipe smokers live longer than any other smokers.

Jury of throat specialists confirm medical laboratory report:
"Kaywoodies are the Throat-Easiest Smoke of all!"

PROOF:
 Kaywoodies burn cooler

TIME IN SECONDS	KAYWOODIES (°F)	OTHER CIGARETTES (°F)
0	~100	~100
10	~110	~130
20	~120	~160
30	~130	~190
40	~140	~220
50	~150	~250
60	~160	~280
70	~170	~310
80	~180	~340
90	~190	~370
100	~200	~400

And that shows how Kaywoodies Pipe and Cigarettes are "throat-easiest" — they burn cooler than other cigarettes. And that's why Kaywoodies are the "throat-easiest" smoke of all — cooling 100 degrees!

REASON:
 3 exclusive Throat Guards

As far back as 1929, doctors knew that hot smoke is harmful...that irritating nicotine and tars increase as smoke temperature rises. Here are the latest facts, as revealed by painstaking laboratory research, and checked by throat specialists:

Kaywoodies cool down nicotine and tars
 Smoke from cigarettes and cigars contains much more harmful nicotine and irritating tars than smoke from Kaywoodie Pipes, Smoos, and Smoos; namely:

Kaywoodies is the coolest-burning pipe
 Tests comparing Kaywoodies with 24 other pipe brands prove that Kaywoodies with its 3 exclusive Throat Guards gives the coolest smoke...containing far less tar, resin and carbonyl particles!

Get the throat-coolest smoke!
 Cautious yourself? Smoke a Kaywoodie. Notice how backless and rascally (and, in many cases, coughy due to smoking) things go. Light up a Kaywoodie for a real smoke!

Look for the Kaywoodie cleverleaf
KAYWOODIE

From 9 to 825 in wide variety of shapes

NEW YORK • LONDON • ROME 1951



ABSOLUTELY DESTROYING THE POISONOUS EFFECTS OF NICOTINE WITHOUT REMOVING IT, OR AFFECTING IN THE LEAST DEGREE THE FLAVOR OR AROMA OF THE TOBACCO, IS ONE OF THE LATEST RESULTS ACCOMPLISHED BY SCIENCE

The process is the discovery of the eminent Prof. Dr. HUGO GEROLD, of the University of Halle, acknowledged to be the highest authority of Germany in cases of Tobacco Heart and Nicotine Poisoning. It has been investigated and subjected to the severest tests and experiments by medical bodies and physicians in private practice, and has met with unqualified endorsement and approval in every instance. It has made smoking harmless without detracting in the least from its enjoyment.

HEALTH TOBACCO COMPANY'S CIGARS

ARE MADE OF THE FINEST TOBACCO PROCURABLE, WHICH IS TREATED BEFORE BEING ROLLED BY THE GEROLD SOLUTION, THEREBY NEUTRALIZING THE POISON OF THE NICOTINE BUT NOT AFFECTING THE FLAVOR. THEY ARE THE BEST CIGARS ON THE MARKET AT THE PRICE AND

A DELICIOUS SMOKE

Although but recently introduced in this country, the sales are enormous. Everybody likes them, and tells his friends about them. Physicians recommend them to patients, and thousands who have had to give up smoking have welcomed HEALTH CIGARS as a blessing.

If your dealer does not have HEALTH CIGARS, send us One Dollar, and we will send, postage, a box of twelve ten-cent size. Key whether you wish light or dark color. If you do not like the color of our trial, send them back and we will return your money. We have had two boxes returned out of over one thousand sent out.

A pamphlet giving communications of physicians, and an article read before the St. Louis Academy of Medicine on **Health Cigars**, also facsimile of Imperial Physician's letter ordering **Health Cigars** for the Care of Remon, sent on application.

HEALTH TOBACCO CO., Fifth Ave. and 42d St., New York City

PRESBURY, N.Y.

While a man enjoys his smoke
DEATH works at his HEART

SMOKE ONLY

The Flower Health Cigar

Scientifically treated to
Neutralize the Nicotine
They do not INJURE THE HEART
They do not WRECK THE NERVES
They are Fragrant, Pure and Clean
Nothing out but the Poison

Sent everywhere, { Box of 25, large, - - \$1.25
Postpaid { Box of 25, extra quality, \$2.25

THE FLOWER HEALTH CIGAR CO.
Majestic Bldg., Detroit, Mich.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.



Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.





1930 Jul16

Today still! Spit is a horrid word,
but it's worse if on the
end of your cigar

... the war against Spitting is a
crusade of decency... join it.
smoke **CERTIFIED CREMO!**



One of many actual
photographs of "spit-
tipping" cigar makers.
The above picture was
taken in New York City,
March 22, 1930. An ef-
fect from the photogra-
pher is on file, showing
that this workman put
a cigar in his mouth and
let off edge of tobacco.

Over 7,500 cigar factories are registered by the U. S. Government. Over 7,400
of these hand-roll cigars, producing 50 percent of the output. Every hand-
rolled cigar—made by American Cigar Co. or anyone else—is subject to the
possible danger of "spit-tipping." Certified Cremo is absolutely free from
spit-tipping—No Cremo is made by hand.

Certified Cremo is a really
wonderful smoke—mild—mel-
low—nut-sweet! Every leaf
entering the clean, sunny Cremo
factories is scientifically treated
by methods recommended

by the United States Depart-
ment of Agriculture and its
purity is safeguarded along
every step of the way by
amazing inventions that bind,
roll, wrap and tip the cigars!

Certified
Cremo
THE GOOD 5¢ CIGAR
... THAT AMERICA NEEDED

© 1930 American Cigar Co.

1930 Jul30

The Literary Digest for May 25, 1918 57



Who Discovered **RICORO**?

"Ricoro? That's what the doctor ordered!" said the Traffic Manager. "My nerves were jumping from over-work, so I 'phoned the doctor and told him my trouble."

"A common complaint," he said, "You're smoking too many heavy cigars again. Cut them out. Come see me tomorrow."

"Next day, when I called, I found the doctor hiding behind a regular after-banquet cigar."

"Ah Ha! Physician, cure thyself—I laughed."

"Nonsense, man!" he rejoined, "I said no *heavy* cigars. This is light and mild, and you can smoke as many as you wish. Take one, it's a Ricoro!"

"Doc," said I, after a puff or so, "Ricoro is the pleasantest prescription a doctor ever ordered!"

Sooner or later you'll discover—

Ricoro

the "Self-Made" Cigar

Ricoro is *agily mild*—you can smoke them all day without feeling them. Their fine, mellow, tropic fragrance and pleasant flavor are thoroughly satisfying. Their prices are low because Ricoro is imported from Porto Rico *day-after*.

Ricoro is made in a dozen sizes and shapes, from 6c to 24c—25 cents—simply the question of size. The quality is the same in all.



Panatela Size
6c
Box of 10—\$1.50



Invincible Size
3 for 25c
Box of 10—\$1.40

Imported from Porto Rico



Solely in United Cigar Stores—"Thank You."

UNITED CIGAR STORES COMPANY

Over 1200 Stores Operated in Over 500 Cities. General Office, New York

1918 May25

**Doctors Like This Cigar
So Will You!**

DOCTORS appreciate the value of clear brain and steady nerves. More and more of them are acknowledging that the judicious use of MILD tobacco is distinctly beneficial in the hurly-burly of modern life.

Many doctors are smokers of
WAITT & BOND'S

Wabon Panetela

10 cent cigar

It's made for judicious smokers. Lawyers, corporation and bank officers, business-men of high rating, clergymen,—men of reason and discretion—that is the clientele already built up for this MILD and friendly cigar.

WABON PANETELA has solved a smoke-secret for these men,—and for you.

It's a mild blend of fine, clear upland Havana filler with an absolutely neutral Sumatra wrapper. Thus the strength of the Havana is modified without weakening its fine savor or its exquisite aroma. It's a cigar that makes smoking a calm, soothing and harmless pleasure. It dispels irritation instead of causing it.

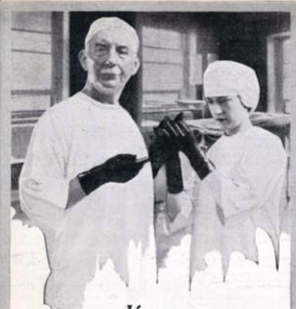
WABON PANETELA is made in the largest cigar factory under one roof—the big, white show-place of cigardom, which is a model of modern hygienic conditions,—and it is made under the eyes of visitors.

A box of 25 WABON PANETELAS will be sent to you on receipt of \$2.00. Smoke five as an experiment. If any claim of ours seems exaggerated in the light of that test, return the balance and we'll return your two dollars.

WAITT & BOND, Inc.
716 Columbus Avenue, Boston, Mass.



80 The Literary Digest for October 11, 1917



**If you
were a surgeon—**

the nature of your work would require you to keep your nerves true and steady. Then a surgeon has an advantage over most men. He is compelled to be careful of his nerves.

But this does not mean that a sound nervous system is any less valuable to you than to him.

Everywhere in the world the man with the firm hand, the true eye, the steady and responsive brain gets the most out of life.

Everywhere in America these men are finding in the Girard a cigar that brings them all the pleasures of tobacco with no disturbing reaction. All the only germs that sometimes leave an "after-effect" from tobacco are removed from the Girard—but not one iota of the ripe and mellow Havana flavor is removed!

Baker size 13c 2 for 25c
Other sizes 11c up

Ask for Girard at the next cigar counter. Sold in every State in the Union. Doctors recommend it and smoke it too.

Antonia Reig & Langsdorf
Established 40 years Philadelphia

GIRARD
Never gets on your nerves

MEDICO
world's largest selling pipe

2 1/4" filter
gives you pleasure
and peace of mind

MEDICO CREST
\$6 TO \$20

10 for 10¢
Also Menthol-Cool
10 for 15¢

Illustrated
GOLD CREST dark claret \$7 (light café finish \$8.50)

Put relaxation back into your smoking... enjoy the protection of a Medico Filter Pipe. Scientific disposable Filter traps tars, nicotine, juices—gives smoke a clean, natural taste. Every Medico is crafted only from selected imported briar. A few are illustrated at the right, all with nylon bits, guaranteed bite-proof.

For beautiful color catalog, write Medico, Dept. M3, 18 East 54th St., N.Y. 22. Enclose 10¢ for handling.

MEDICO
FILTER PIPES

Jet Stream \$3.95
Guardman \$4.50
Ebony \$3.95
Ever-Dri \$4.95

Other Medico Filter Pipes \$2.50 up
Prices higher outside U.S.A.

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

