

THE SATURDAY EVENING POST

WHEN YOUR THROAT IS DRY

Throat dry, tickle, or sore-irritated? Change to Spud Imperials! Enjoy the feeling of cool, soothing relief that only Spuds provide. It's a change your throat will really appreciate!

WHEN YOU HAVE A COLD

Thousands of smokers switch to Spud Imperials at the first sign of sore-throat colds! The exhilarating menthol in Spuds seems to cut right through the cold, chills, and brings back old-time smoking pleasure!

WHEN YOUR TASTE CRAVES A CHANGE

When the old brand seems to "lose the taste" - try Spud! These fine tobaccos - with just a touch of cool menthol - will bring your taste back smiling! Try a Spud Imperial today - just for the thrill of it!

5 times when to SWITCH TO SPUDS!

SPUDS ARE A CIGARETTE for those quiet times when you feel the need of a change! They're lightly mentholated by an exclusive process that mixes smooth condensation in every puff. They contain a special modern moisture-retaining ingredient that adds no irritating condensation fumes to your smoke. They're blended of selected tobaccos that tell you "Here's quality!" What more could you ask of any cigarette? Try Spuds today!

WHEN YOUR VOICE IS HOARSE

Voice hoarse? Smoke a pack of Spuds! They're not a remedy, but more than that, more agreeable, more pleasant, at times when they can't stop other cigarettes! Your throat to Spud Imperials might!

WHEN YOU DEVELOP SMOKER'S COUGH

Switch to Spuds! Their gentle breath gives increased smoke fluidity... their smooth menthol gives you a feeling of cool refreshment... and their modern moisture-retaining agent adds no irritating condensation to your smoke!

SPUD Imperials
COOL TIPS OR PLAIN ENDS

QUALITY TOBACCO - THE CHOICE
THE ASTOR, PIERCE, FENNER & SMITH CO., INC.
"HOUSE OF TRADITION" - CINCINNATI, O.

1943

Menthol cigarettes were introduced in the 1930s. Menthol is a mint extract which triggers a sensation of coolness when it contacts the oral mucosa.

Advertisers for these brands often touted their coolness as a contrast to the hotness of tobacco smoke.

Marketeers later equated this coolness with freshness, a metaphor for healthfulness.

Ads for menthol cigarettes often contained particularly outrageous health claims as typified by this Spuds Ad.

In 2005, 27% of the cigarette market is for mentholated brands.

68% of African-American smokers use Kools, Salems, or Newports

This is when I switch to Spuds!

THERE ARE TIMES when SPUDS are simply the one answer—when nothing else will fill the bill! After all, SPUDS are a very special kind of cigarette. Extra long, no burnt end and filter your smoke. Extra soft, with a moisture retaining agent that does not produce irritating acids. Smoker would absorb the cigarette's beneficial ingredients. And your throat is safe, either cold or plain!

THE ASTOR-FOSTER TOBACCO CO., Inc.
LOUISVILLE, KENTUCKY

WHEN I DEVELOP SMOKER'S COUGH

WHEN MY THROAT IS DRY "When my throat gets dry, hot, or irritated, a SPUD is just what I want! There's a feeling of cool, soothing relief that only SPUDS give me! (I'm not a doctor, but I know!)"

WHEN I HAVE A COLD

"Oh, when I switch to SPUDS when I have a cold! That cool, moist relief goes to my right through my cold-chest's nose, and brings back old-time smoking pleasure!"

SPUD Imperial
ALWAYS QUALITY TOBACCO - NEVER ANY COUPONS

*When Your Throat
is Irritated*



CHANGE TO SPUDS
...And Enjoy their Soothing Coolness!

WHenever throat irritation takes the pleasure out of smoking—try Spuds. You'll get a real surprise! For Spuds are specially made to give your throat a soothing, restful change, at times when you can't enjoy any ordinary cigarette. Thousands are discovering the benefits of Spuds' four decisive advantages:

First, Spuds are a mildly mentholated cigarette—made by an exclusive process that distributes menthol evenly through out the cigarette. Second, Spuds contain a special moisture-retaining agent that does not produce acridities—the irritating gas usually present in cigarette smoke. Third, Spuds are 20% longer, to give you a cooler, cleaner smoke, with more of the harsh irritants filtered out. And, fourth, Spuds are made of fine vintage tobaccos—blended to perfection.

So try Spuds—and give your throat a rest! Enjoy Spuds' soothing, refreshing coolness. Pick up a pack of new Spud Imperials today—either red tip or plain. The Axton-Fisher Tobacco Co., Inc., "House of Tradition," Louisville, Ky.

**NOW ...POPULAR PRICE
AND YOUR CHOICE OF TIPS**
Plain ends in the silver pack—red tips in the gold pack. Spuds cost you no more than any other popular cigarette.

SPUD
Imperials
THE WORLD'S COOLEST CIGARETTE

Throat Irritated?

CHANGE TO SPUDS
...And Enjoy their Soothing Coolness!

WHENEVER smoking begins to "stiff" on your throat—when colds, sore throat or hoarseness warn you to "take it easy"—that's when it's time to switch to Spud Imperial! Smokers everywhere are finding that Spuds give their throats a cool, refreshing change, at times when they could not enjoy ordinary cigarettes at all. For the new Spud Imperials offer this combination of advantages:

First, Spuds are made of fine selected vintage tobaccos—blended to perfection. Second, Spuds are 20% longer, to give you a cooler, clearer smoke, with more of the harsh irritants filtered out. Third, Spuds contain a special moisture-retaining agent that does not produce acridities—an irritating gas usually present in cigarette smoke. And fourth, Spuds are a mildly mentholated cigarette—made by an exclusive process that distributes cooling menthol evenly throughout the cigarette.

So try Spuds... whenever your throat needs a rest or your taste wants a change. Spuds now come either cork tipped or plain, at the same price as other popular brands. The Axton-Fisher Tobacco Co., Inc., "Home of Tradition," Louisville, Ky.

NOW...YOUR CHOICE OF TIPS...NO EXTRA COST!
There's only one in the silver pack—cork tips in the gold pack. Spuds cost you no more than other popular brands.

SPUD
Imperial
THE WORLD'S COOLEST CIGARETTE

Good Sense Tells You
SWITCH TO SPUDS!

• THERE ARE TIMES when good sense tells you it's wise to switch to Spuds... for these reasons. Extra safety—more of the soothing menthol presence in most cigarette smoke. Smoother menthol, evenly blended by a patented process. No menthol overload, no sting or bite. Try Spuds, each tip is plain ends, and see!

TO CLEAR MY HEAD in the MORNING

"When my head is clogged or stuffy in the morning—I always smoke a Spud-free thing. Its mild menthol taste seems to clear my head and bring me up like magic to face the day's work."

WHENEVER I HAVE A COLD

"Like millions of others I rely on Spuds' cooling menthol to help cut through that cold-clogged nose. With Spuds' smoother blended menthol there's no sting or bite... just delicious smoking pleasure!"

WHENEVER MY THROAT IS DRY

"When my throat is dry or dull, when other cigarettes seem harsh or flat, Spuds' soothing menthol soothes both and kind to my throat—brings back smoking enjoyment with the best puff!"

SPUD Cigarettes

THE ASTOR, FISHER & DUNLOP CO. KENTUCKY
©1961 100'S OR PLAIN ENDS

1944

**NOSE or THROAT
CONGESTED?**
IT'S TIME TO
CHANGE to SPUDS

WHENEVER—

Spud
Superior
CIGARETTES

THEN—

✓	YOUR THROAT IS DRY—PARCHED
✓	YOU HAVE A COLD OR SORE THROAT (don't take chances)
✓	YOUR VOICE IS HOARSE
✓	YOU DEVELOP SMOKER'S COUGH
✓	YOUR TASTE IS THICK IN THE MORNING
✓	OTHER CIGARETTES TASTE FLAT

**ENJOY THEIR SOOTHING COOLNESS
AND GIVE YOUR THROAT A REST!**

If a cold is making your head stuffy, your throat tender—making your regular cigarette tastes too "harsh"—there's a definite common-sense reason why you should change to Spuds. For sure, improved Spud Imperials are made for a purpose—designed to protect your throat from irritation caused by ordinary cigarettes.

SPUDS ARE SUPERIOR IN 3 WAYS:

GREATER SAFETY—The special moisture-retaining agent used in Spud Imperials does not produce nicotine—a throat irritant found in the smoke of nearly all cigarettes. In addition, Spuds are made 25% longer to give you a cooler, better filtered smoke.

MILDER MENTHOL—An exclusive, patented process definitely more effective, more mild, and evenly distributed. Smokes. No harsh, burning!

BETTER QUALITY—Spud Imperials are made of an extremely mild blend of the finest vintage tobacco—aged to perfect perfection. No compromise—just high quality tobacco!

Try the new, improved Spud Imperials. Smoke them as long as you like—and by all means change to Spuds when your throat is irritated. It's safer—and you'll get real smoking pleasure. The American Tobacco Co., Inc. "House of Tradition."

THE ORIGINAL SPUD
Superior
MENTHOLATED CIGARETTE

Short for your money—
20% longer—equal to a
more cigarettes per pack!

VOICE HOARSE?

IT'S TIME TO
CHANGE TO SPUDS



WHENEVER—

YOUR THROAT IS DRY—PARCHED

YOU HAVE A COUGH OR SORE THROAT

YOUR VOICE IS HOARSE

YOU DEVELOP SMOKER'S COUGH

YOUR TASTE IS THICK IN THE MORNING

OTHER CIGARETTES TASTE FLAT

THEN—

ENJOY THEIR COOLING MENTHOL

...Give Your Throat a Rest

There are times when your regular cigarette is bound to seem irritating—harsh to your throat. At those times—you should change to Spuds—for a definite reason. For one, improved Spud Imperials are made for a purpose—designed to protect your throat from irritation caused by ordinary cigarettes.

SPUDS ARE SUPERIOR IN 3 WAYS.

GREATER SAFETY—The special moisture-retaining agent used in Spud Imperials does not produce acetate—a throat irritant found in the smoke of nearly all cigarettes. In addition, Spuds are made 20% longer to give you a cooler, better-throated smoke.

MILDER MENTHOL—An exclusive, patented process distributes menthol more evenly and evenly throughout Spuds. No harsh burning!

BETTER QUALITY—Spud Imperials are made of an extremely mild blend of the finest vintage tobaccos—aged to perfect mellowness. No compromise—just high quality tobacco.

Try the new, improved Spud Imperials. Smoke them as long as you like—and by all means change to Spuds when your throat is irritated. It's safer—and sure to get real smoking pleasure. The American Tobacco Co., Inc. "House of Tradition."

NEW IMPROVED

SPUD IMPERIALS

MENTHOL

THE ORIGINAL MENTHOLATED CIGARETTE

Throat Dry ...Parched? Time to give it a Rest!

WHENEVER-	
☒	YOUR THROAT IS DRY-PARCHED
☒	YOU HAVE A COUGH OR SORE THROAT (Don't take chances)
☒	YOUR VOICE IS HOARSE
☒	YOU DEVELOP BRONCHITIS
☒	YOU HAVE "WINDS" AFTER SMOKING
☒	YOUR CIGARS OR CIGARETTES



Spud
Imperial
EXTRA MILD MENTHOL CIGARETTES

Change to Spuds

Enjoy Their Soothing Coolness!

Whenever your cigarette begins to "get you down," good sense warns you—it's time to change to mildly mentholated Spud Imperials. They're specially designed to protect your throat from the irritation usually caused by cigarettes. Spuds give you:

MILDER MENTHOL—because just enough soothing menthol is distributed evenly throughout the cigarette by an exclusive patented process. No mental overloading!

GREATER SAFETY—because the special moisture-retaining agent used in Spuds does not produce the common throat irritant present in the smoke of nearly all cigarettes. And, because Spuds are 20% longer, you get a mild cooler and better-flavored smoke.

EXTRA QUALITY—because only finest vintage tobacco—aged to perfect mellowness—are used in Spud Imperials. No cheapness—just fine tobacco.

Try new improved Spud Imperials for a few days. Or smoke them regularly, as thousands do—purely for pleasure. But for all aches change to Spuds whenever your throat is irritated.

The Action-Fisher Tobacco Co., Inc.

New Improved
SPUD
Imperial



20% more length—equals a extra cigarette per pack

THE WORLD'S COOLEST CIGARETTE

Here's when
my throat says
SWITCH
TO...

SPUD
Imperials
LIGHTS FOR OR PLAIN CIGARETTES

THERE ARE TIMES when
I want to switch to
Spuds for these rea-
sons. First, light-
ness of the aromatic nicotine present in
most cigarette smoke, burning smoothly,
evenly blended by a patented process.
No irritating additives, no sting or bite.
Try Spuds, cork tops or plain ends, and see!
THE KENTON CIGARETTE CO., INC.,
LOUISVILLE, KENTUCKY

WHENEVER...
I HAVE A COLD

"Spuds cool menthol smoke so clear and
refreshing, runs through my cold,
chilled nose and brings back real
smoking pleasure!"

WHENEVER...
MY THROAT IS DRY

"When my throat is dry or dull, when
other cigarettes turn harsh or flat, I
turn to Spuds—to refresh my throat,
wake up my taste. There's nothing else
that feels kind to my throat—menthol
smoking right from the first puff!"

WHENEVER... I WANT A
COOLING MENTHOL BRACER

"Spuds are my pick-me-up when I want a
more invigorating smoke. Their cold menthol
flavor makes me up in the morning—
helps me stay up and keep my day going."

"GOT A COLD?"

THEN IT'S TIME TO
CHANGE TO SPUDS

WHENEVER-

- * YOUR THROAT IS DRY--PARCHED
- * YOU HAVE A COLD OR SORE THROAT (don't take chances)
- * YOUR VOICE IS HOARSE
- * YOU DEVELOP SMOKER'S COUGH
- * YOUR TASTE IS THICK IN THE MORNING
- * OTHER CIGARETTES TASTE FLAT

THEN-

Spud
Superior
IMPROVED MENTHOL CIGARETTES

ENJOY THEIR COOLING SMOOTHNESS AND GIVE YOUR THROAT A REST!

New, improved Spud Imperials are made for a purpose--designed to safeguard your throat from irritation caused by ordinary cigarettes.

SPUDS ARE SUPERIOR IN 3 WAYS:

GREATER SAFETY--The special moisture-retaining agent used in Spud Imperial does not produce nicotine--a throat irritant found in the smoke of nearly all cigarettes. In addition, Spuds are made 100% longer to give you a cooler, better filtered smoke.

MILDER MENTHOL--An exclusive, patented process develops menthol more mildly and evenly throughout Spuds. No mouthful overdose!

BETTER QUALITY--Spud Imperials are made of an extremely mild blend of the finest vintage tobaccos--aged to perfect mellowness. No compromise--just high quality tobacco!

Try the new, improved Spud Imperials. Smoke them as long as you like--and by all means change to Spuds when your throat is irritated. It's safe--and you'll get real smoking pleasure. The American Tobacco Co., Inc. "House of Tradition."

NEW IMPROVED
SPUD
Superior

ACTUAL SIZE

NOTE: For your throat's safety, keep Spuds away from children.

Throat Sore?
Time to give it a Rest!

WHenever -

X	YOUR THROAT IS SORE - PARCHED
X	YOU HAVE A COUGH OR SOB
X	YOUR VOICE IS HOARSE
X	YOU DEVELOP SMOKER'S COUGH
X	YOU HAVE MOUTH-ULCERS - PAINFUL SORES
X	THEN TRY SPUD CIGARETTES

Spud
Imperial
SMOOTH MILD
CIGARETTES

Change to Spuds
Enjoy Their Soothing Coolness!

Whenever smoking irritates your throat, change to Spud Imperials—the mildly mentholated cigarette! They're specially designed to protect your throat from irritation caused by ordinary cigarettes. Spud Imperials give you:

MILDER MENTHOL—Because just enough soothing menthol is distributed evenly throughout the cigarette by an exclusive patented process. No mouthful overdoing!

GREATER SAFETY—Because the special moisture-retaining agent used in Spuds does not produce the common throat irritant present in the smoke of nearly all other cigarettes. And, because Spuds are 20% longer, you get a still milder and better-flavored smoke.

EXTRA QUALITY—Because only finest vintage tobaccos—spud to perfect perfection—are used in Spud Imperials. No compromises—just fine tobacco.

Try new improved Spud Imperials for a few days. Or smoke them regularly, as thousands do—purely for pleasure. But by all means change to Spuds whenever your throat is irritated. The Action-Fiber Tobacco Co., Inc.

New Improved SPUD Imperials

THE WORLD'S COOLEST CIGARETTE

100% TOBACCO
SMOOTH MILD
CIGARETTES

THERE'S A TIME
When Good Sense Warns You-

WHENEVER -
--YOUR THROAT IS IRRITATED
--YOU HAVE A COLD OR SORE THROAT
--YOUR VOICE IS HOARSE
--YOU DEVELOP BRONCHITIS
--YOUR TASTE IS THICK IN THE MORNING
--OTHER CIGARETTES TASTE FLAT
THEY -

Spud
Imperial
SOOTHING MENTHOL CIGARETTES

CHANGE TO SPUDS AND Give Your Throat a Rest!

New, improved Spud Imperials are designed for a definite purpose--to protect your throat from irritation caused by ordinary cigarettes.

SPUDS ARE SUPERIOR IN 3 WAYS:

GREATER SAFETY--Spud Imperials produce no acrolein--a major throat irritant found in the smoke of nearly all cigarettes. In addition, Spuds are made 20% longer to give you a cooler, better flavored smoke.

MILDER MENTHOL--An exclusive, patented process distributes menthol more evenly and evenly throughout Spuds. No muddled smoking.

BETTER QUALITY--Spud Imperials are made of an extremely mild blend of the finest vintage tobaccos--aged to perfect mellow-ness. No impurities--just high quality tobacco!

Try the new, improved Spud Imperials. Smoke them as long as you like--and by all means change to Spuds when your throat is irritated. It's safe--and you'll get real smoking pleasure. The American Tobacco Co., Inc. "House of Tradition."

Save for your money--95¢ longer--equal to 4 more cigarettes per pack!

RETAIL SIZE
NEW IMPROVED
SPUD IMPERIALS
Menthol by Menthocel

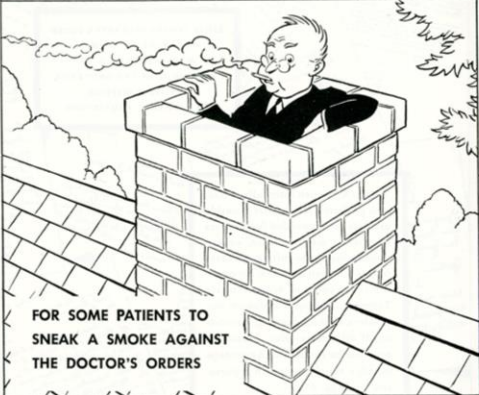


1937

Spud tobacco is fine tobacco mentholated with just the right amount of menthol to soothe the sensitive lining of your nose and throat - your Smoke Zone.

1937

IT'S JUST HUMAN NATURE—



**FOR SOME PATIENTS TO
SNEAK A SMOKE AGAINST
THE DOCTOR'S ORDERS**

WHEN patients have sore throats, colds—and the doctor advises against smoking, you know that his “no smoking” edicts are sometimes broken or ignored.
In such cases, he may suggest Spud Cigarettes.
While we claim no therapeutic virtues for Spuds, we can positively say this in their favor: Spuds are made of the very finest tobaccos.

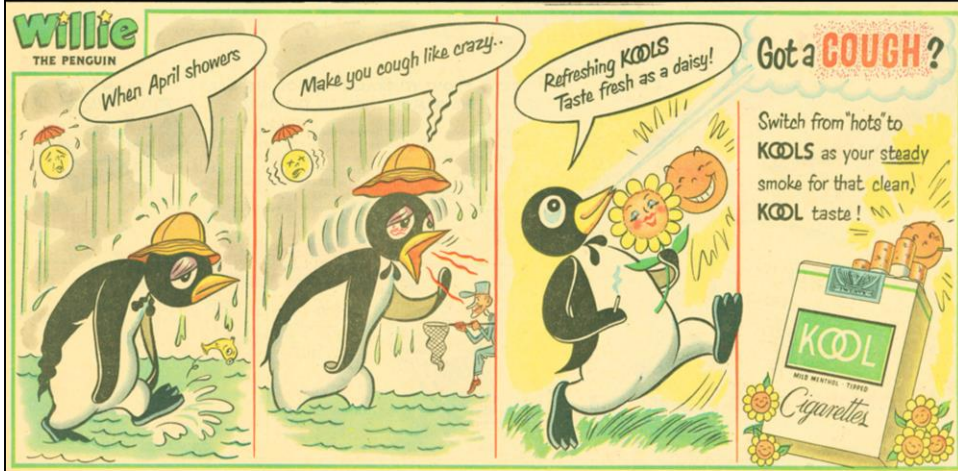
Scientific tests indicate that Spud's dash of mild menthol lowers the temperature of the smoke as much as 16%—and helps to condense, in the butt of the cigarette, the coal tar ingredients that irritate when inhaled.

Free Spuds for Nurses
Write today, on your professional stationery, for a free carton. Address request to The Axton-Fisher Tobacco Company, Inc., Louisville, Ky.

For the laugh of the week, tune in the Spud radio program, starring Ed Wynn. Every Saturday night over N. B. C. blue network.

SPUD CIGARETTES

15¢ a pack . . . PLAIN or CORK TIPS (plus tax in tax states)





Willie

When "hot" cigarettes

Throw your taste for a loss -

This smooth, KOOL-er blend Puts flavor across!

THROAT RAW?

Smoke KOOLS as your steady smoke for that clean, KOOL taste!

ACTUAL SIZE

Send For Your Stunning Costume Jewelry

WILLIE and MILLIE SCATTER PINS

BEAUTIFULLY FINISHED IN BLACK AND WHITE ENAMEL WITH BRIGHT GOLD TRIM!

Both pins for just 25¢ and 2 empty KOOL pkgs.

Each one of these rich-looking pins has a safety clasp! Guaranteed retail value — \$1.00

USE THIS COUPON NOW!

KOOLS, Box 1739, Louisville, Ky., Dept. A-14

Please send me.....WILLIE and MILLIE Scatter Pin Sets. For each set, I enclose 25¢ in coin (no stamps, please) and 2 empty KOOL packages.

NAME.....

STREET.....

CITY.....ZONE.....STATE.....

Offer expires December 31, 1951. Good only in Continental U.S. Allow about 2 weeks for delivery. Subject to all state, local and Federal regulations.





The baby doctor caught a cold and so he switched to Kools.
Switch from Hots to Kools.





EVER EMBARRASSED BY

SMOKER'S HACK?

LISTEN to this testimony! Thousands of **NEKs** smokers were asked: "Do **NEKs** leave your throat feeling cleaner... make your mouth feel cooler?" An overwhelming majority — 83.2% — said "Yes."

Switch to **NEKs** and know the comfort of that cool, clean

feeling in your throat—that clean taste in your mouth. Enjoy the mellow flavor of fine tobacco, made milder with a bit of magic menthol. You'll soon be saying, like the others: "My throat feels cleaner... my mouth cools."

Ask for popular-priced **NEKs** today.

SMOKE
MADE

FOR YOUR
THROAT'S SAKE
**SWITCH
FROM 'HOTS'
TO KOOLS**

NOW AT POPULAR PRICES

VALUABLE COUPON ON EACH PACK... TWO EXTRA IN CARTONS

Good in the United States for decades of happy smokers like you.

FREE. The new 48-page smoking manual is yours for just 10¢.

Write to: KOOL Cigarettes, P.O. Box 1000, New York, N.Y. 10108.

The new KOOL white Pack gives you extra KOOL in every pack.

B & W COUPONS ARE ALSO PACKED IN POPULAR-PRICED BALEIGH CIGARETTES

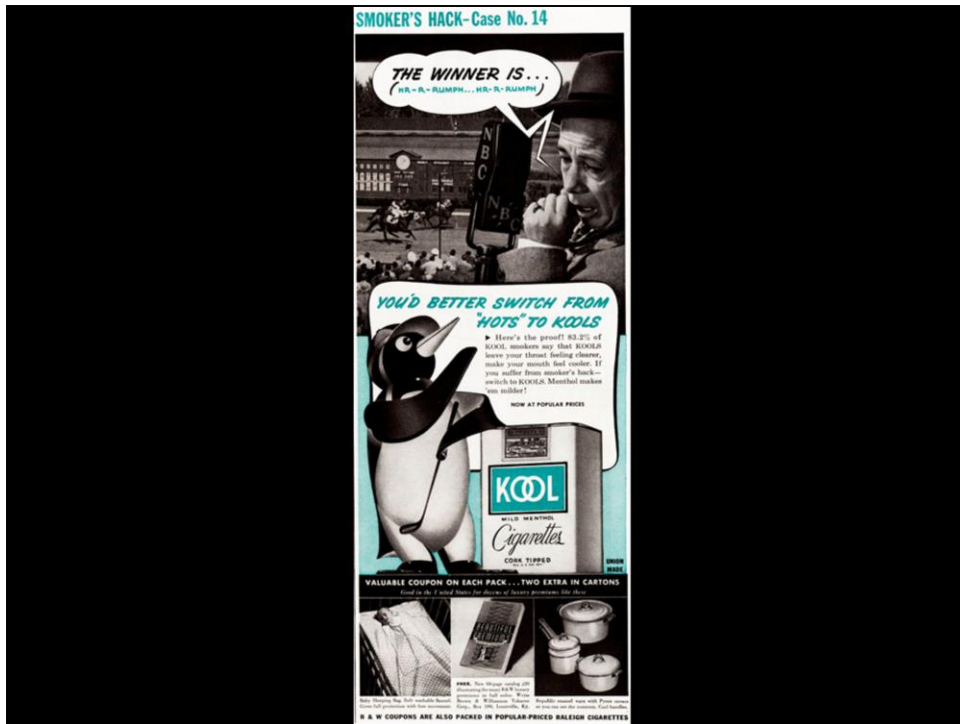
Smoker's Hack?

For your throat's sake switch from hots to cools.



83.2% of Kool smokers say that Kools leave your throat feeling clearer, make your mouth feel cooler.

If you suffer from smoker's hack, switch to Kools.



GUILTY OR NOT GUILTY?

(NR-A-RUMPH)
(NR-A-RUMPH)

PAYING THE PENALTY FOR
SMOKER'S HACK?

READ what KOOL smokers told us in thousands of certified interviews. We asked: "Do KOOLs ease your throat, feeling clearer... make your mouth feel cooler?" An overwhelming majority of them — 83.3% — answered "Yes." That should be good news to smokers who suffer from a "milder dry" throat. Your first puff proves that a blend of fine tobaccos is made better with a touch of menthol added. You'll soon be saying, like the others, "My throat feels clearer... my mouth cools." Ask for KOOL.

FOR YOUR THROAT'S SAKE
SWITCH FROM HOT'S TO KOOL'S

VALUABLE COUPON ON EACH PACK... TWO EXTRA IN CIGARETTES
Good in the United States for 30 days of issue's expiration date only.

8 & W COUPONS ARE ALSO PACKED IN POPULAR PRICED KOOL CIGARETTES









