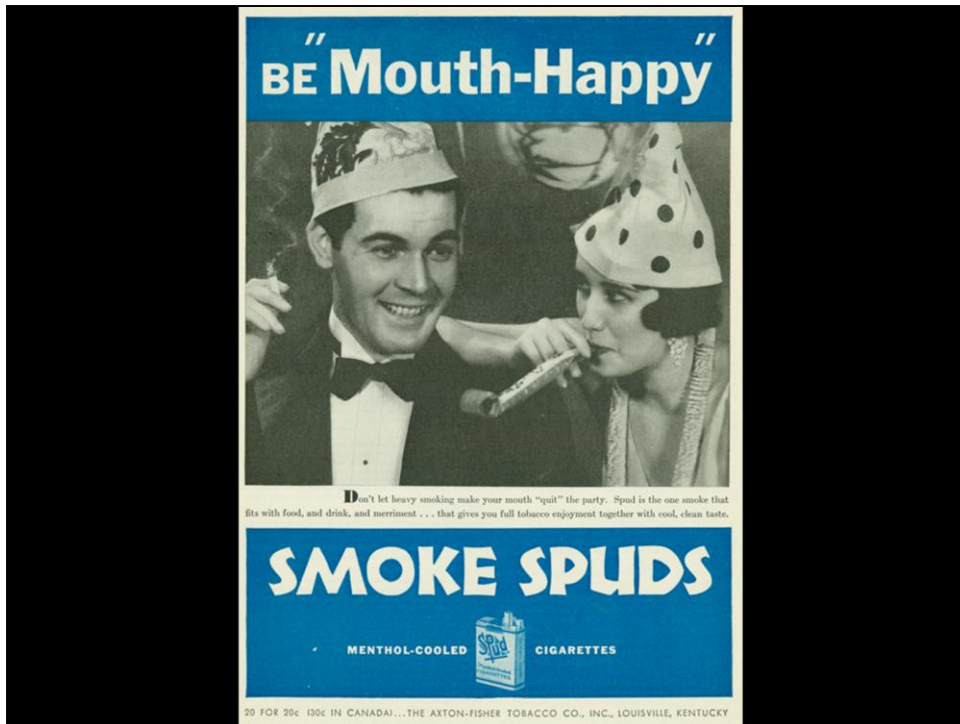




1932 May

It isn't "love at first bite" with CAVIAR

SPUD
grows on you, too!



*As interpreted by
MISS FANNY BRUCE,
star of the current
"ZIGFIELD FOLLIES"*

**CORK TIP
or PLAIN**

We know. A lot of people are puzzled the first time they try a Spud. That unexpected coolness! But keep at it a bit. Soon you forget all about the coolness. All you can taste, then, is Spud's grand tobacco. But your mouth stays moist and fresh. That's Spud's gift to smokers!

SPUD
MENTHOL-COOLED CIGARETTES
15¢
FOR 20 - 50¢ TO 1.00 (10 CIGARETTES)



The Active Filter Tobacco Co., Inc., Louisville, Ky.

1943 Mar

It takes time to love caviar. Spud grows on you, too!

Like picking up a taste for OLIVES

SPUD
takes a little trying!



Frankly, the first Spud does taste mighty cool. But, after half a dozen, your surprise wears off. And by the time you've smoked a pack, all you're conscious of is pure tobacco flavor. *Five tobacco flavor!* But your mouth keeps a fresh, clean taste...no matter how much you smoke. That's "mouth-happiness!"

SPUD
MENTHOL-COOLED CIGARETTES
24 FOR TEN • 120 IN CANADA



© The American Tobacco Co., Inc., Louisville, Ky.

1934

A taste for Mushrooms grows on you
And it's pretty much
the same with SPUDS!



**COKE TIP
or PLAIN**



It's the way with a lot of good things. Many smokers fall in love with Spud from the first puff. But others open their eyes. That infatuation cools. Very few more. Your surprise disappears. All you know, then, is that you are smoking great tobacco...and that your mouth now feels as if it's

SPUD MENTHOL-COOLED CIGARETTES
15¢ 100 in container

The American Tobacco Co., Inc., Louisville, Kentucky

SPUDS is a registered trademark of AMT, Inc., at 100 Maple Street, Jersey City, N. J. Entered as second class matter at the Post Office at Jersey City, N. J., on May 10, 1924, under the name of AMT, Inc. Acceptance for mailing at special rate of postage provided for in Act of October 3, 1917, authorized on May 10, 1924. Postage paid at Jersey City, N. J. and at additional mailing offices. Second-class postage paid at Louisville, Ky. (Postmaster: Send address changes in care of AMT, Inc., 100 Maple Street, Jersey City, N. J.)

1934

Roquefort-lovers are made, not born
And so
are SPUD fans!



1ST TIME **1ST SPUD**
10TH TIME **10TH SPUD**
30TH TIME **30TH SPUD**

 We know. It's not often "love at first puff" when smokers try Spud. "Too cool," is how they say, and that's true. But take the word of steady Spud smokers. After a pack, you aren't so conscious of coolness. Spud's fragrant tobacco flavor comes to the fore. The only way you know the menthol's there is by the dose, and sure in your mouth.
SPUD • MENTHOL-COOLED CIGARETTES
25 FOR 15¢ • (25¢ IN CANADA)

The American Tobacco Co., Inc., Louisville, Kentucky

October 27, 1934 The Literary Digest 25

Heavy Date . . . Heavy Smoking

Mouth fresh and cool
... thanks to SPUD



If you smoke a lot 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¢
FOR 20 - 100 IN CANS

THE ASTOR-FISHER TOBACCO COMPANY INC., LOUISVILLE, KENTUCKY

1943 Oct



The Literary Digest for June 15, 1929 67

**Do you SMOKE
AFTER
STRENUOUS
EXERCISE!**



... ONE WAY TO APPRECIATE SPUD'S REAL COOLNESS!

A good fast game won...but with the sun as a merciless spectator. No matter...first a cigarette, then a shower. And be sure the cigarette is as cooling and refreshing as the shower. Be sure it's a Spud. Tennis enthusiasts the country over tell of Spud's cooling, soothing balm for after-exercise throats, and after-exercise mouths. Spud smoke is proven 16% cooler, actually and noticeably...heightening your enjoyment of Spud's full tobacco flavor. Spud opens the doors of the new freedom in old fashioned tobacco enjoyment. At better stands 20 for 20c. The

Aston-Fisher Tobacco Co., Inc., Louisville, Ky.

"SMOKE 16% COOLER BY TEST"
...a little book telling how Spud's greater coolness was proved scientifically and what it means to you...sent gladly on request.



JUDGE SPUD... Not by one puff...but by first pack. Surprise of fine puff soon forgotten...continued coolness heightens enjoyment of the full tobacco flavor.

MENTHOL-COOLED **SPUD** CIGARETTES

Do You Smoke After Strenuous Exercise?

The cigarette is as cooling and refreshing as the shower.

Soothing balm for after exercise throats.



1935

Smoke like a chimney? Who cares!

Your mouth will be clean as a whistle . . If you keep to Spuds.

They have a way all their own of taming the firebug in smoke ...



1943 Dec

Your mouth will keep as fresh as a May morning.

They have a way all their own of cooling smoke . . .

Sifting out irritants . . . Giving you dewy-fresh flavor.

1937

Don't Pay Through the Nose



