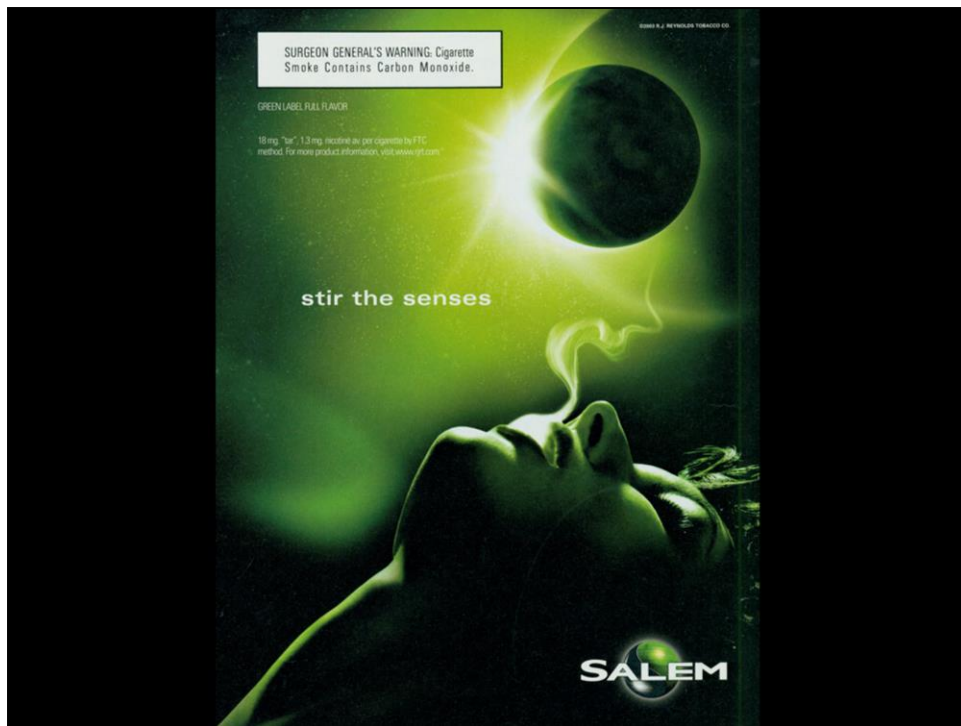
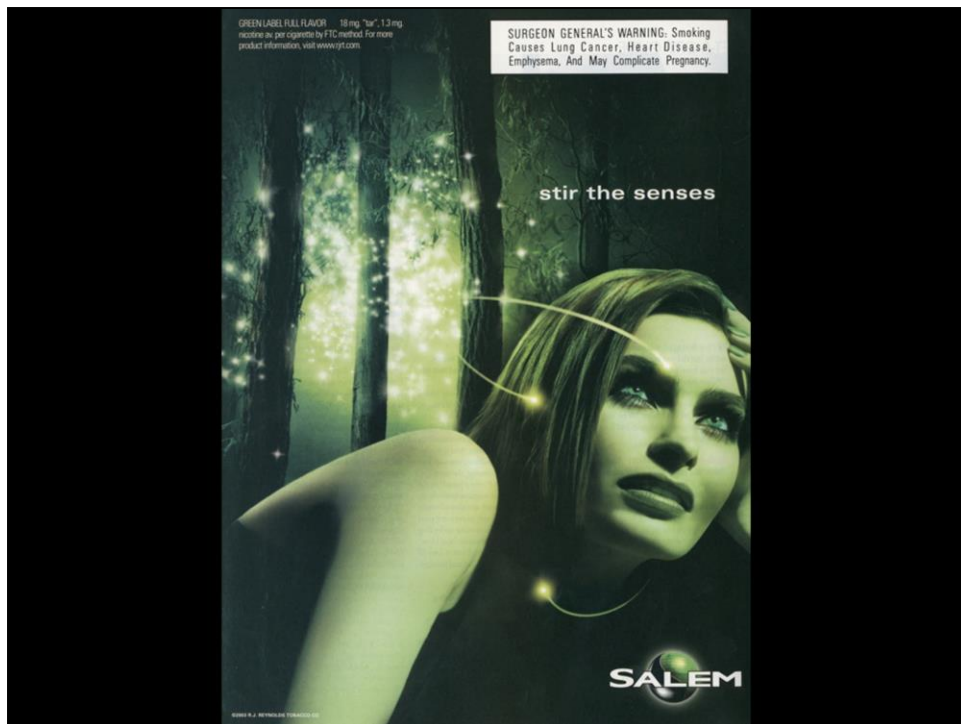
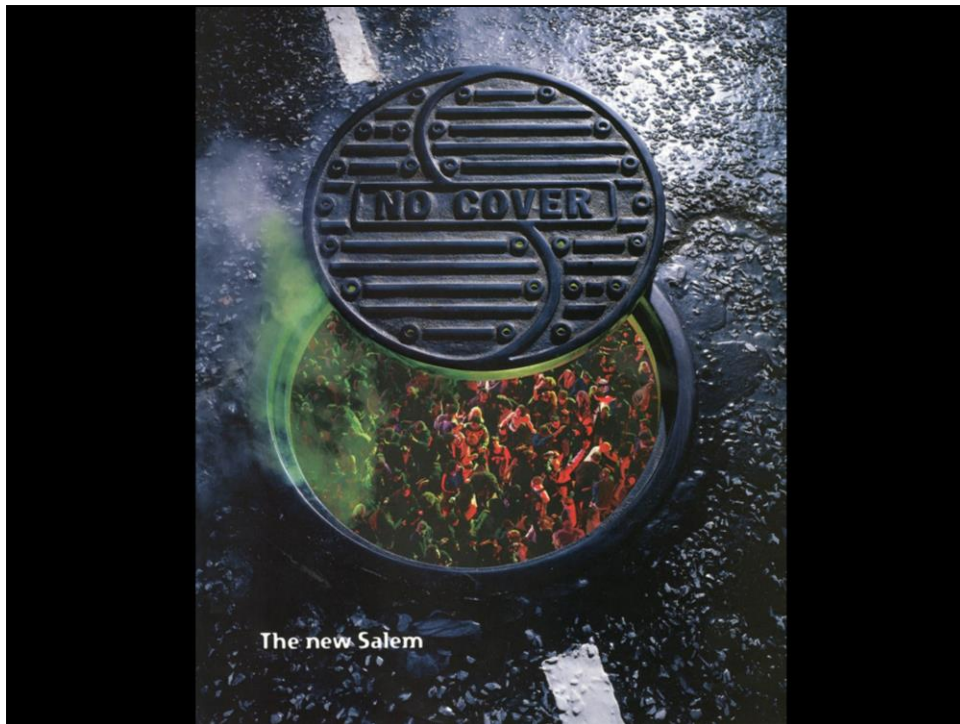
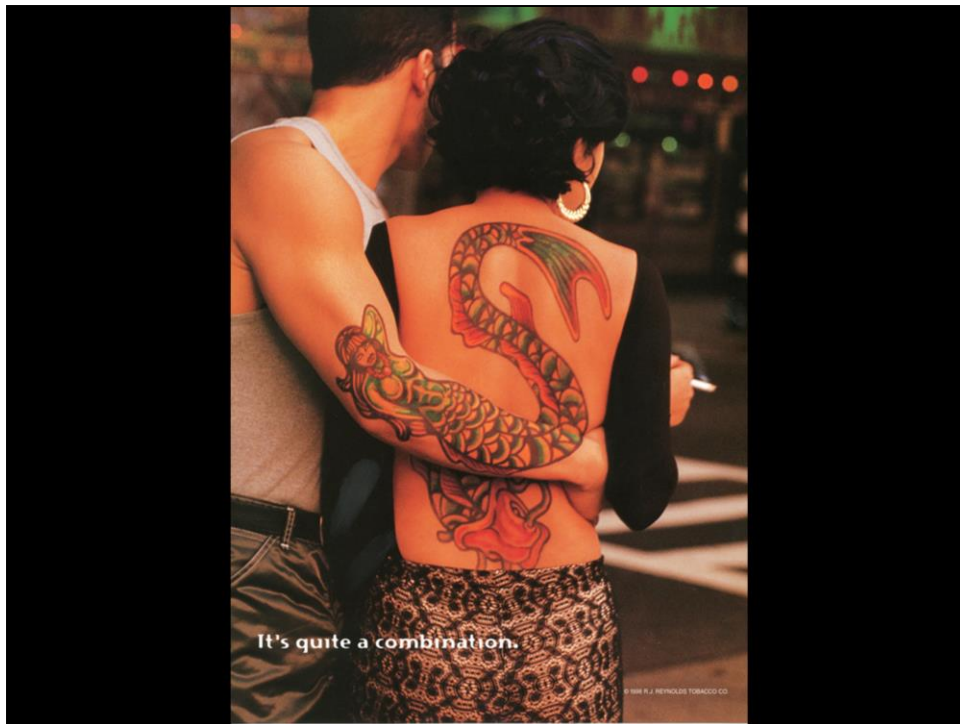




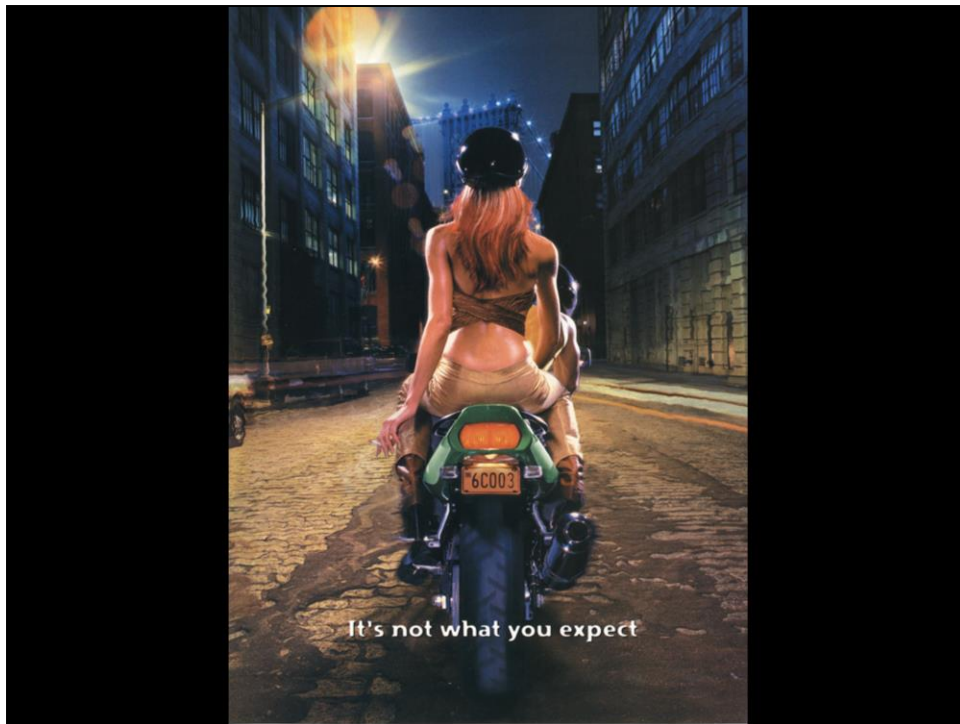




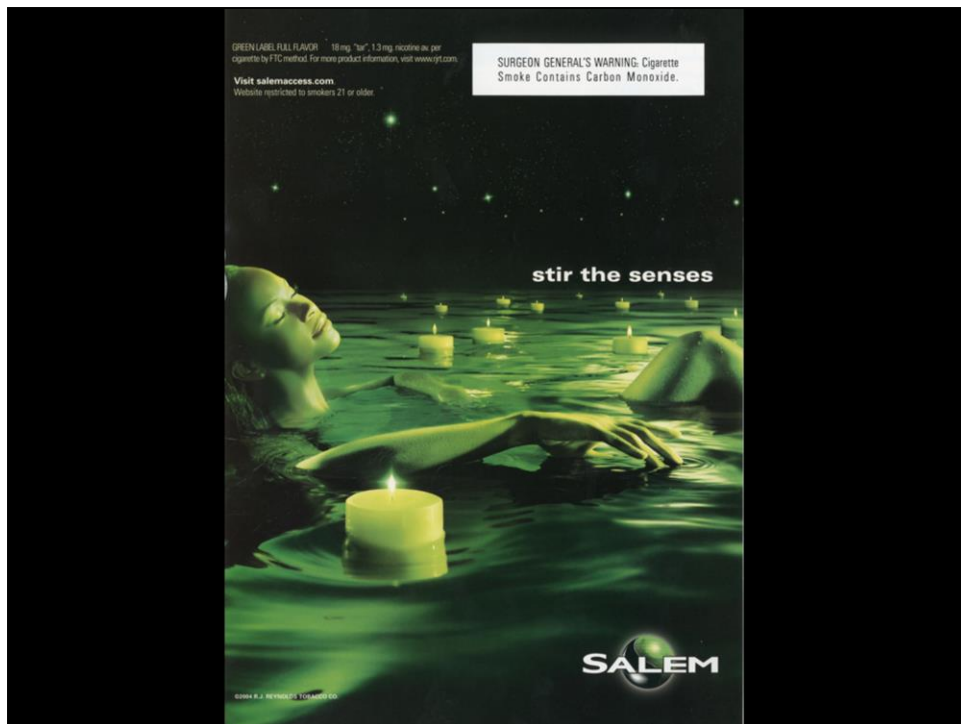


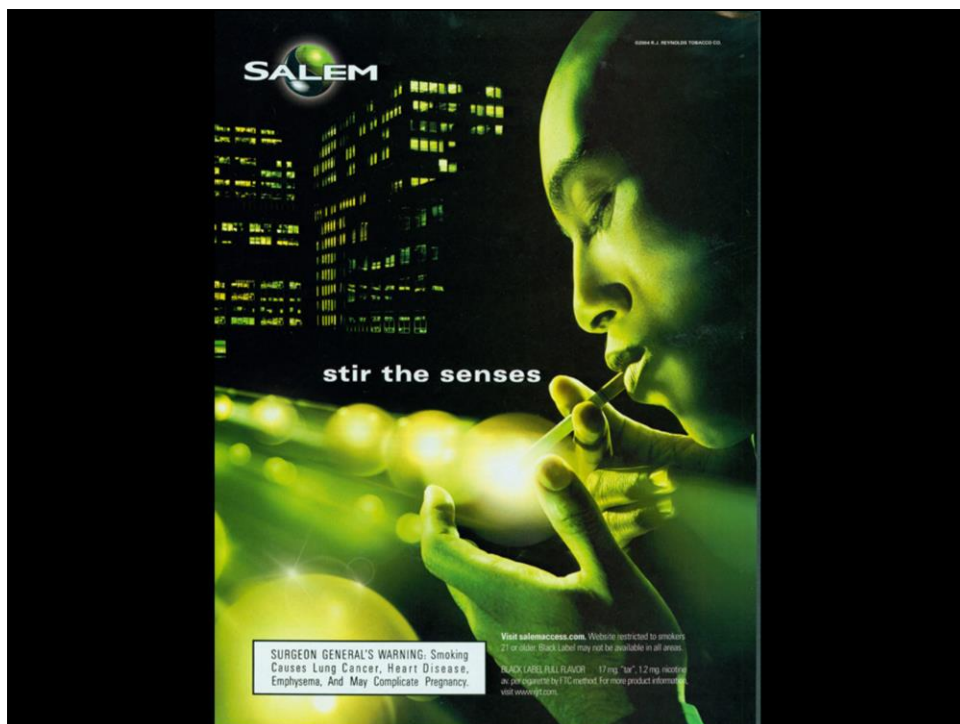


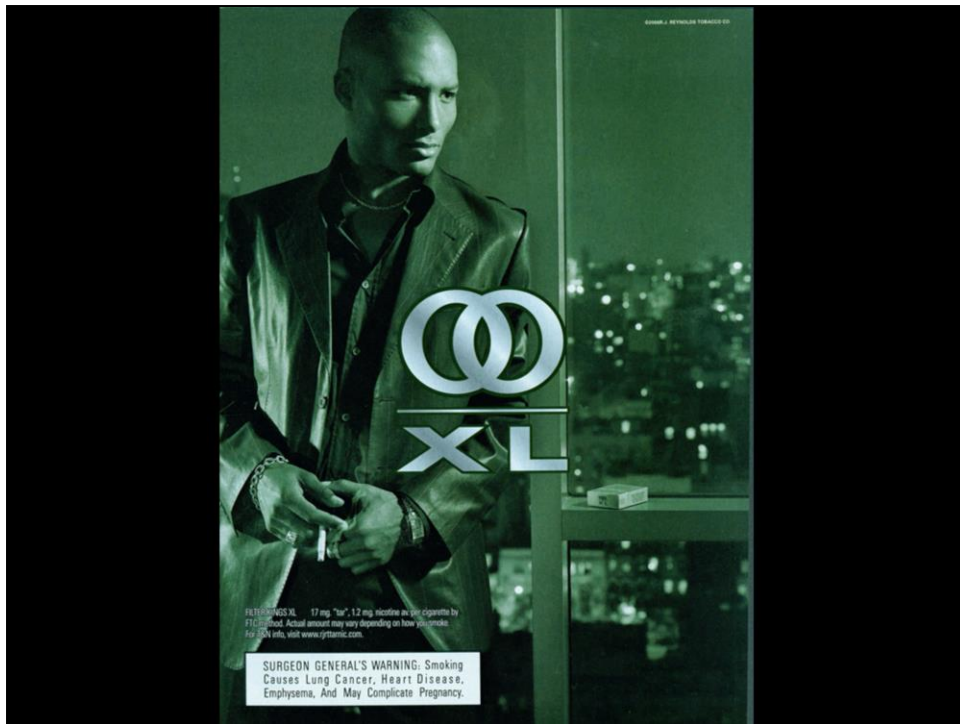
Salem 1998



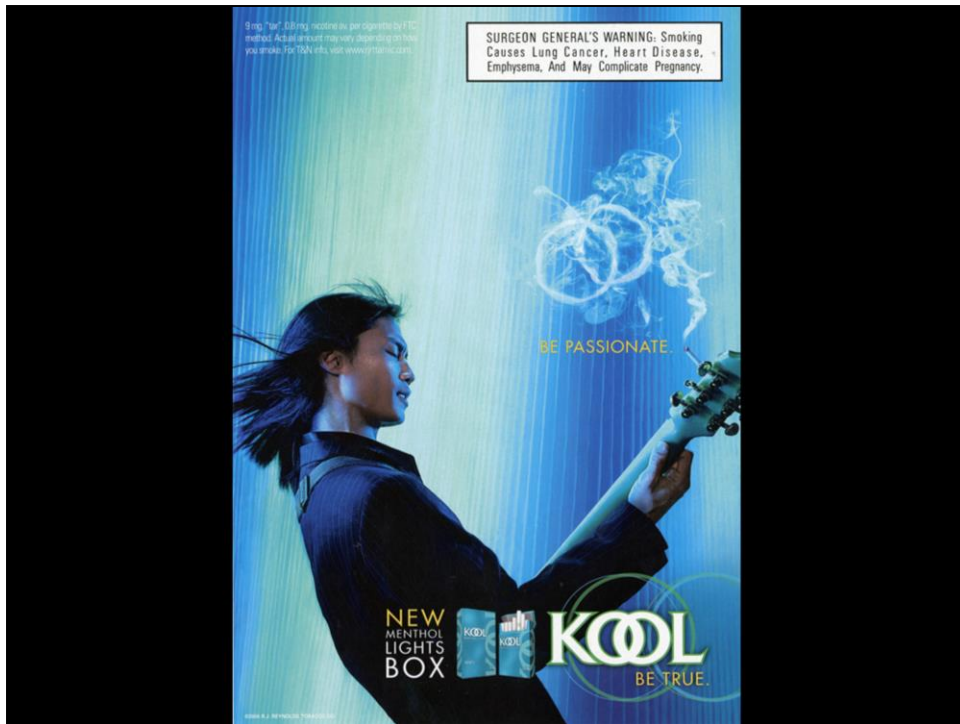
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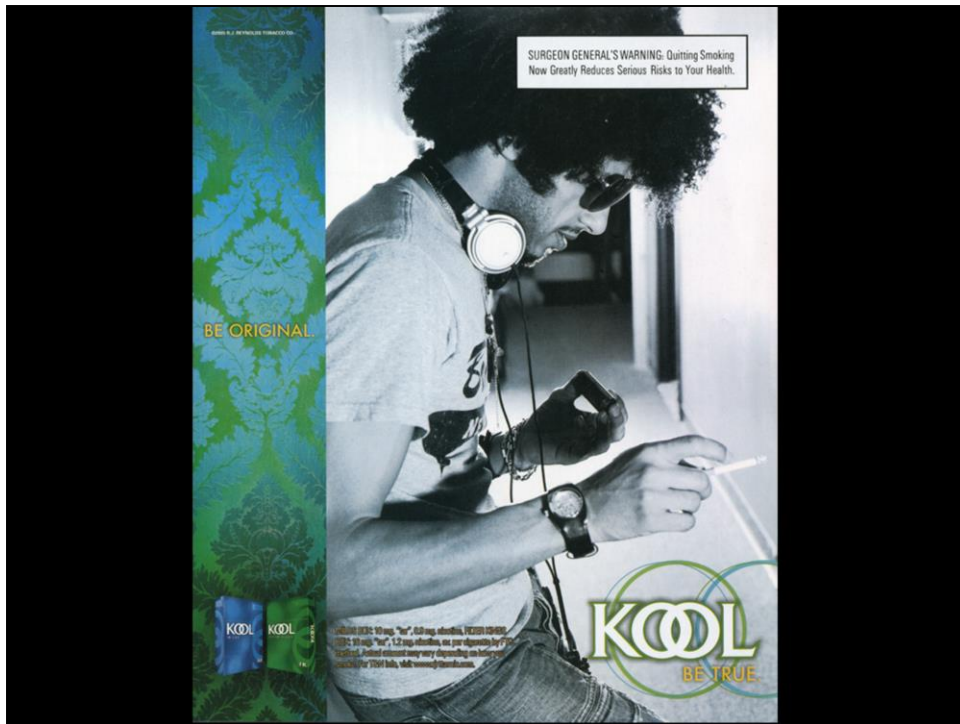




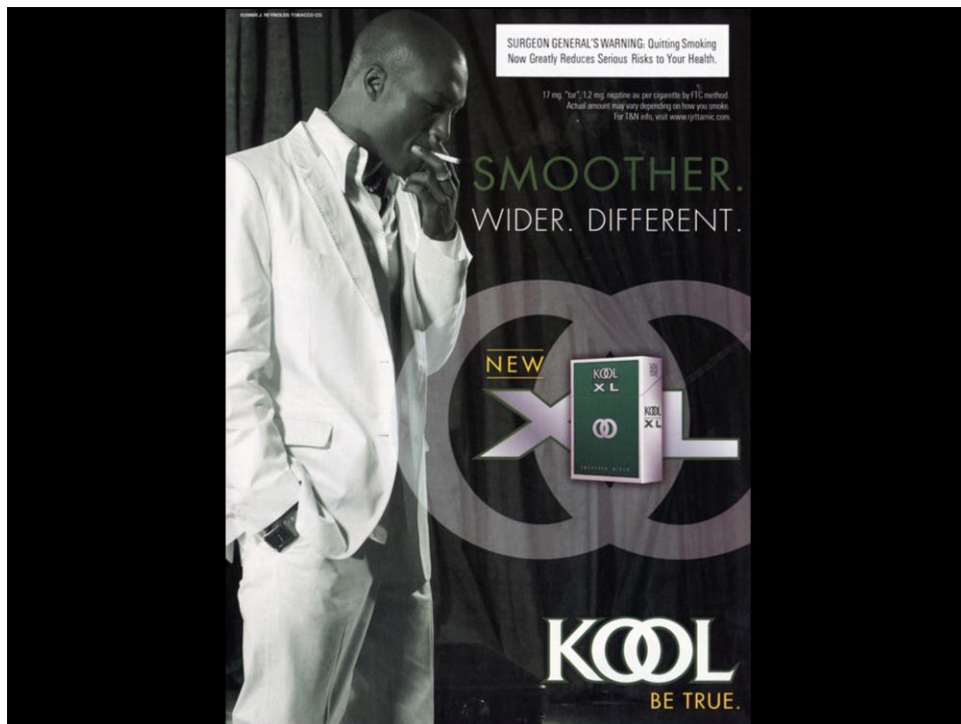




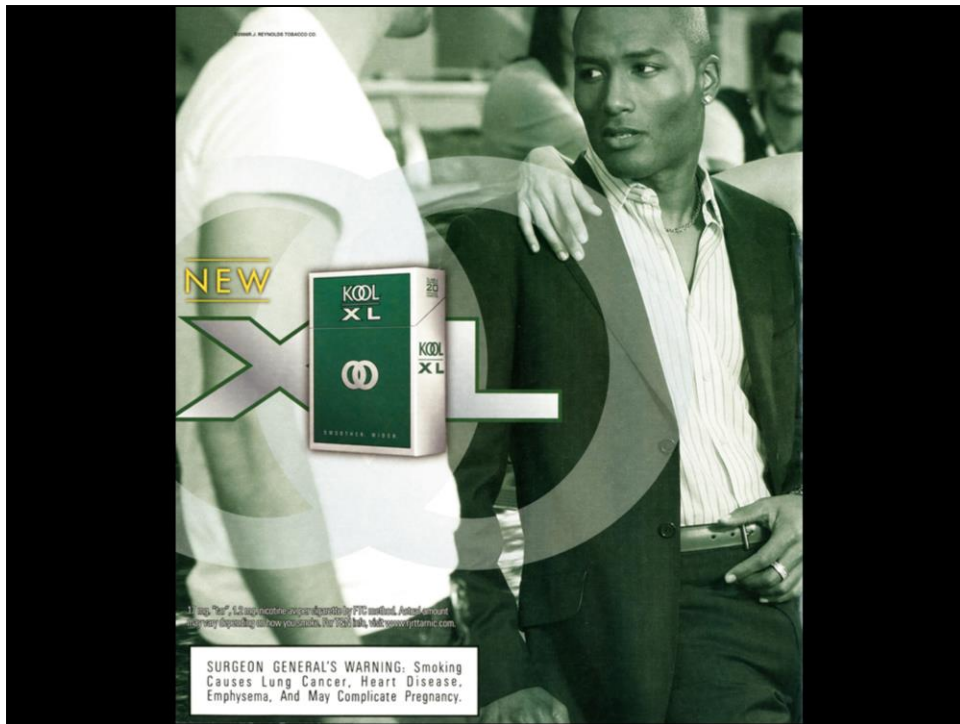
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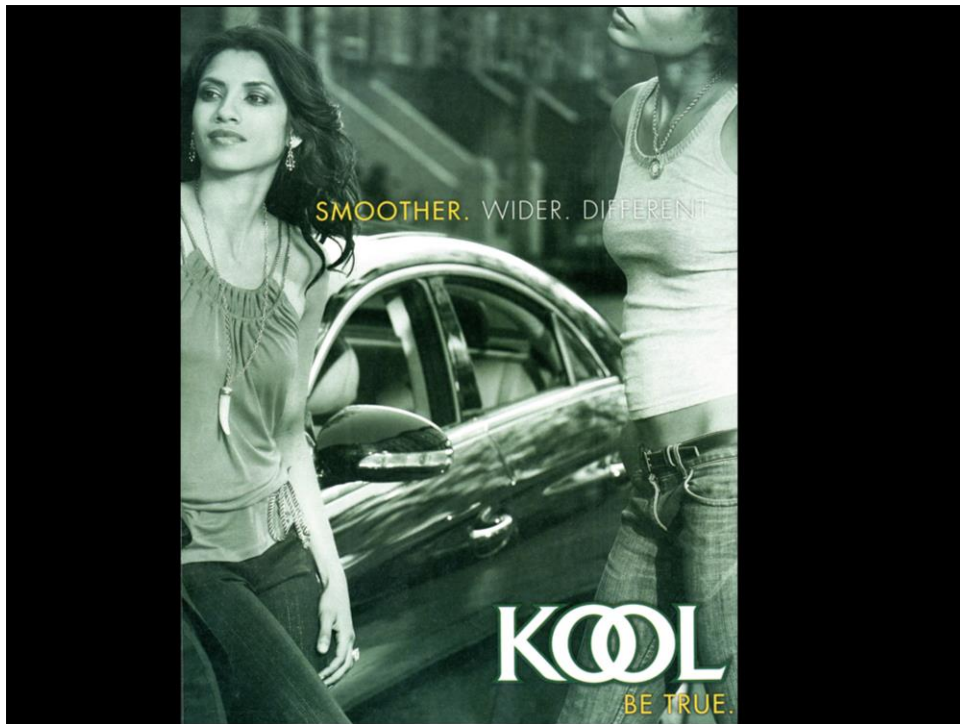
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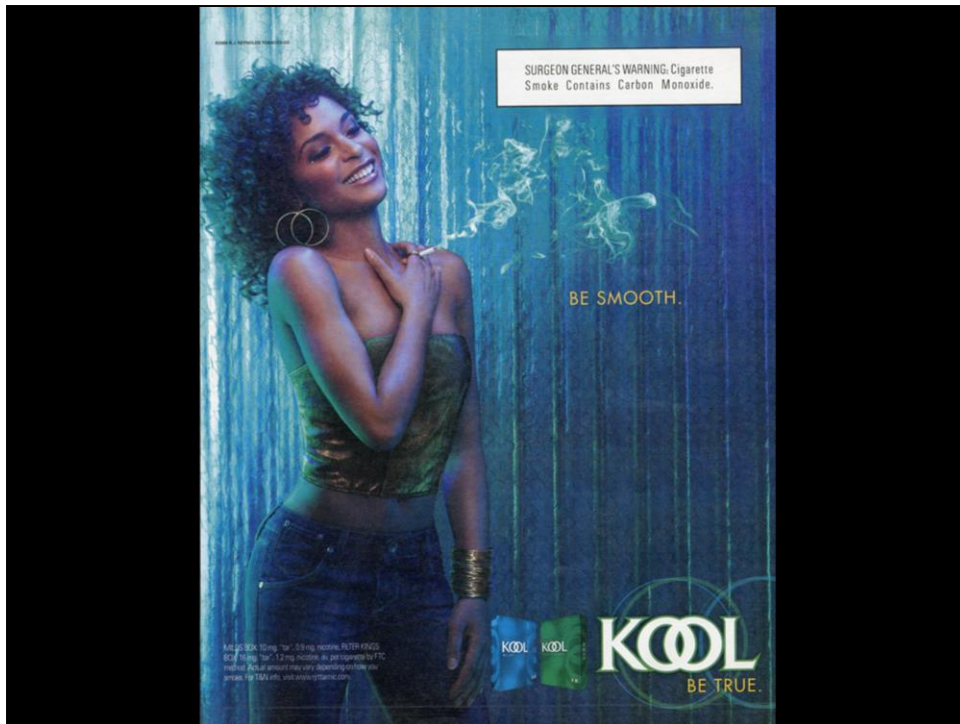
Salem 2000



2006

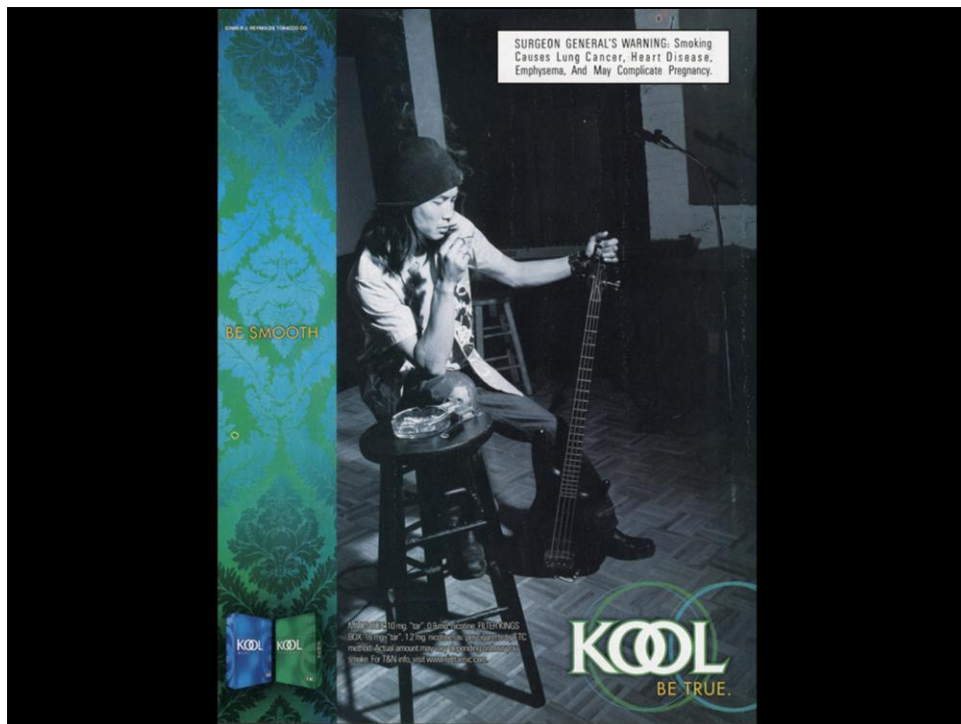


2006

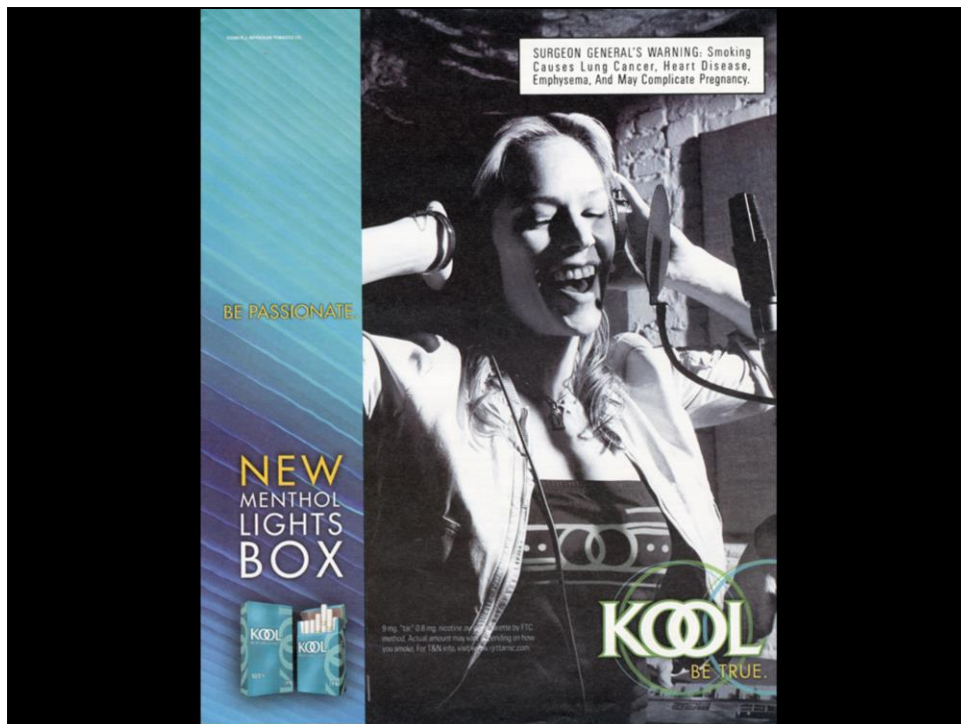




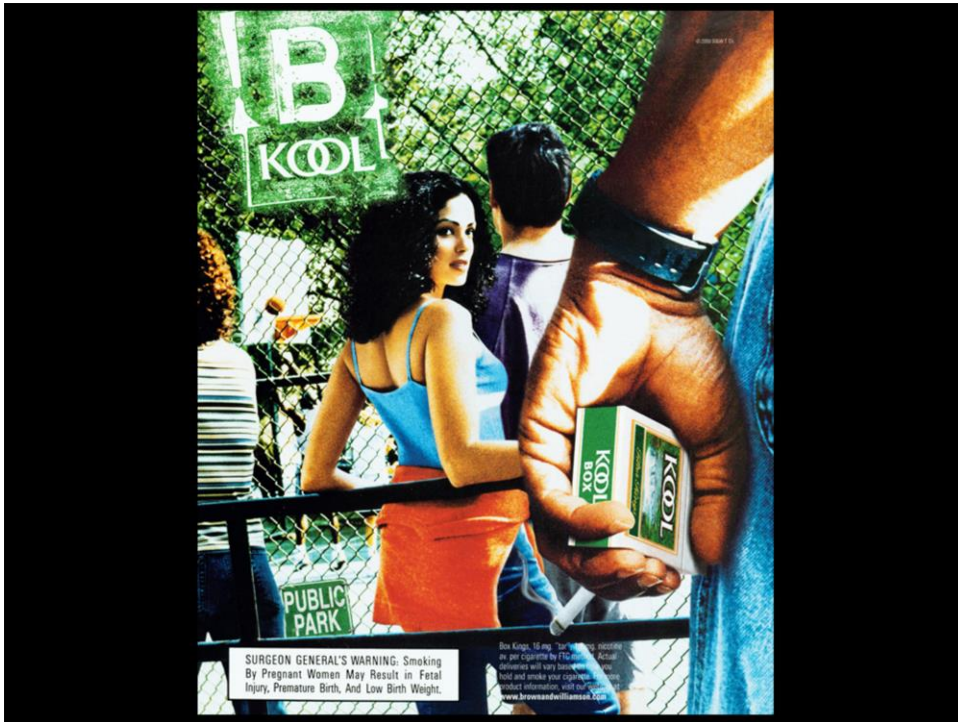
Salem 2000



Salem 2000



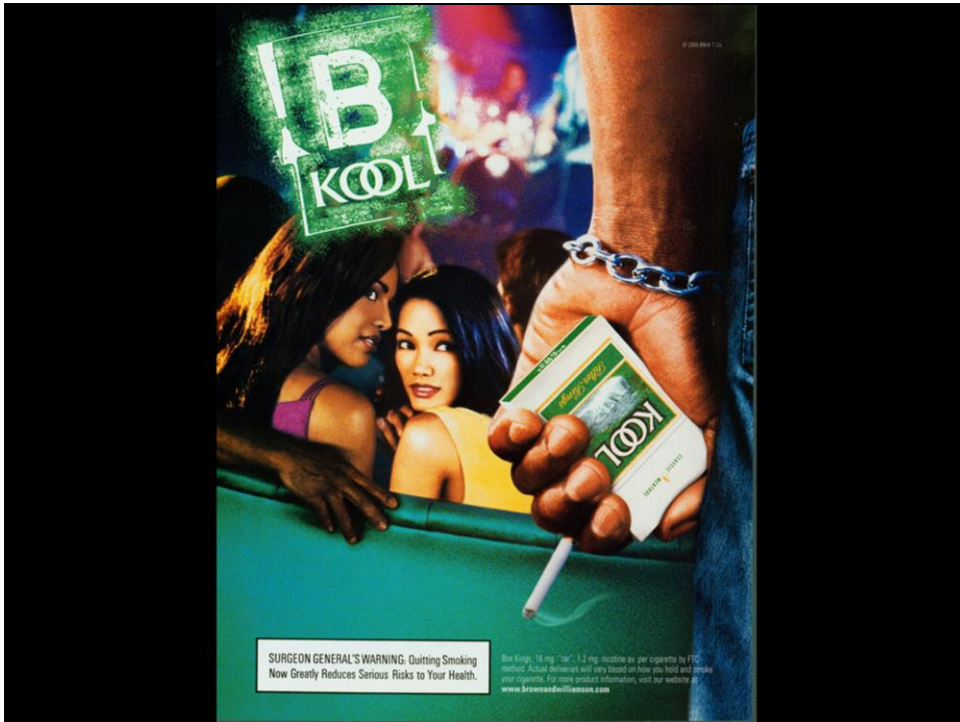
Salem 2000



The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.

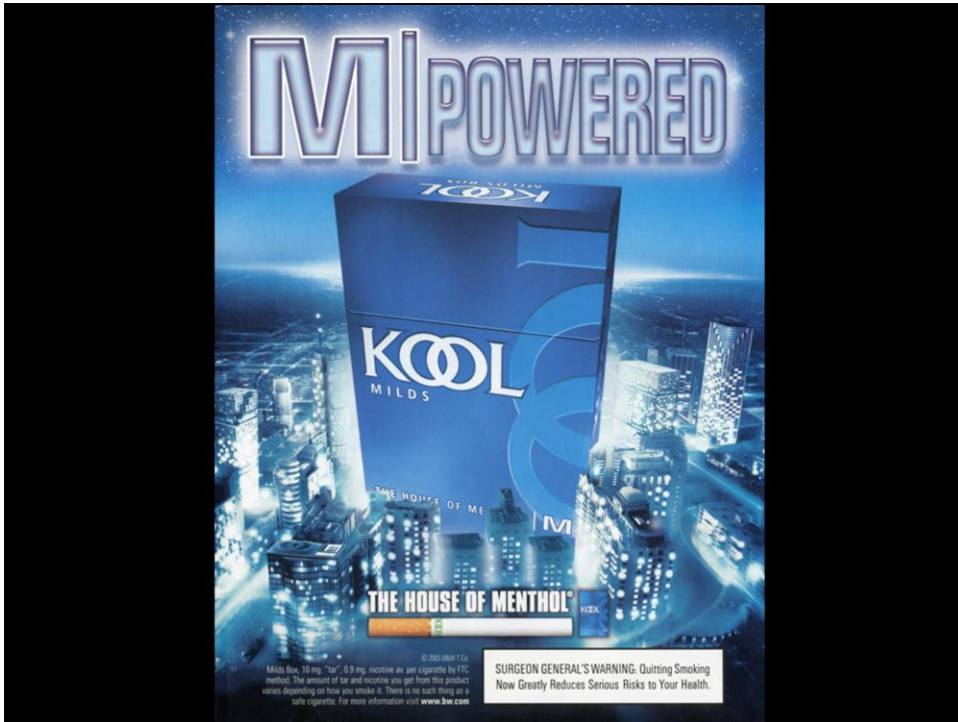


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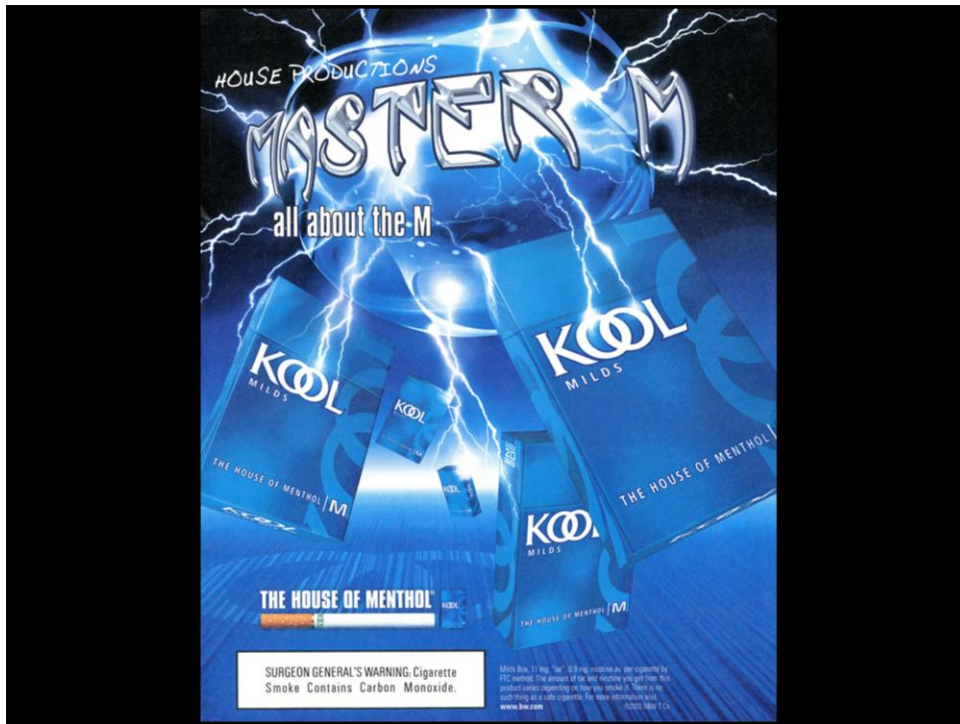


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For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270



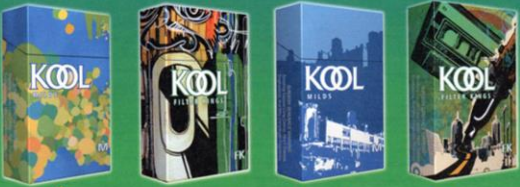
Salem 2000



SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

MILDOS BOX: 10 mg. "tar", 0.9 mg. nicotine. FILTER KINGS BOX: 10 mg. "tar", 1.2 mg. nicotine, av. per cigarette by FTC method. Actual amount may vary depending on how you smoke. For T&B info, visit www.kool.com

Self-expression matters.



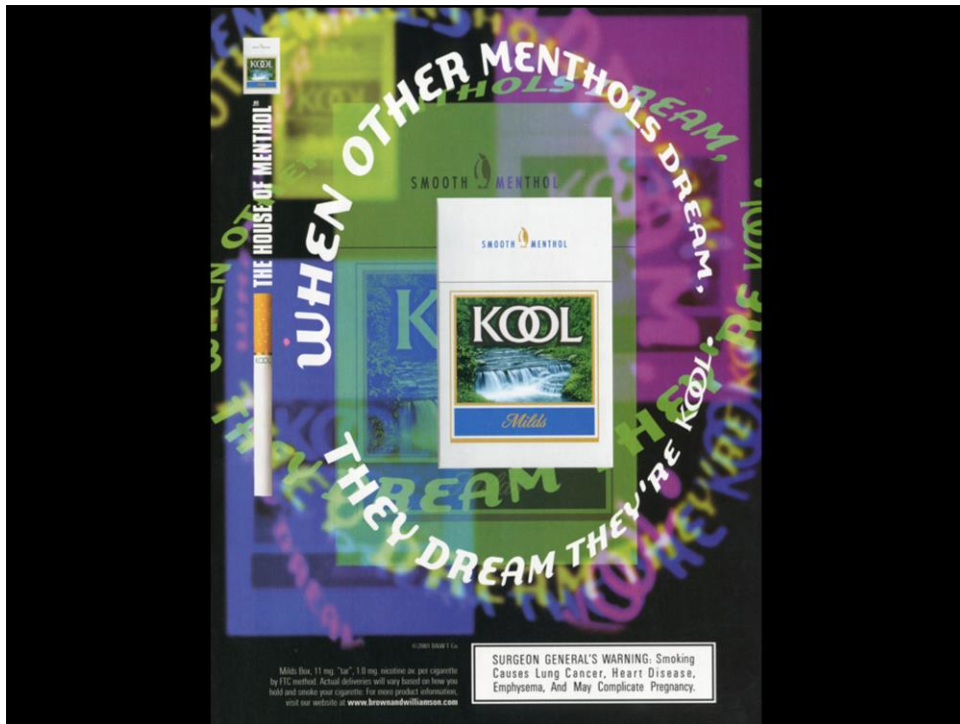
① Jester ② Buster One ③ Damien Silver ④ Jason M.

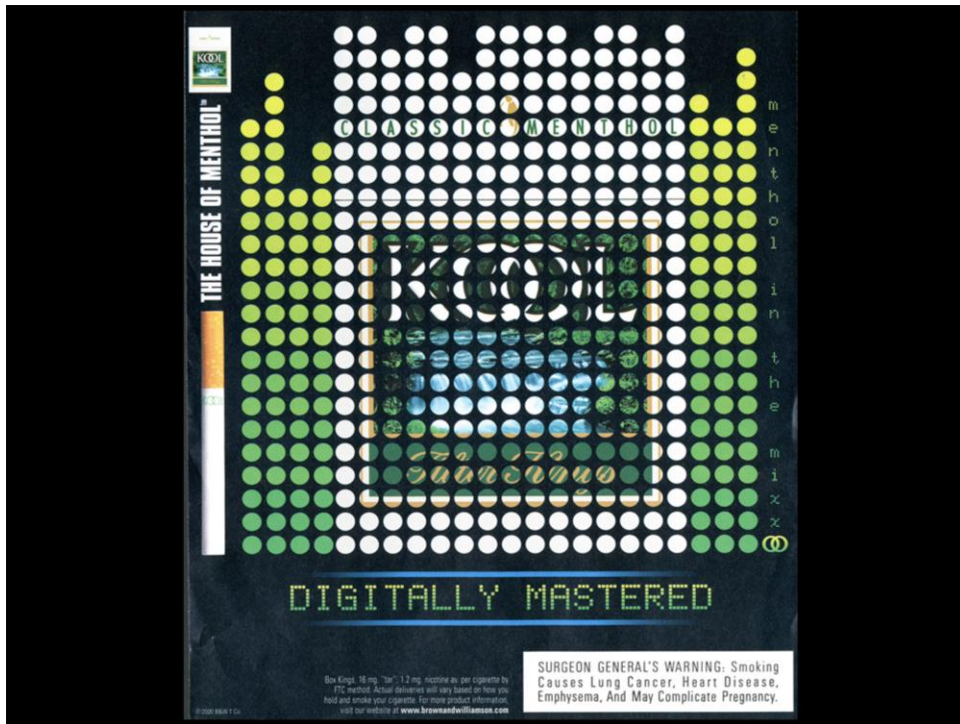
Vote for your favorite artist pack today.
Visit us at www.kool.com or call 800.811.6961

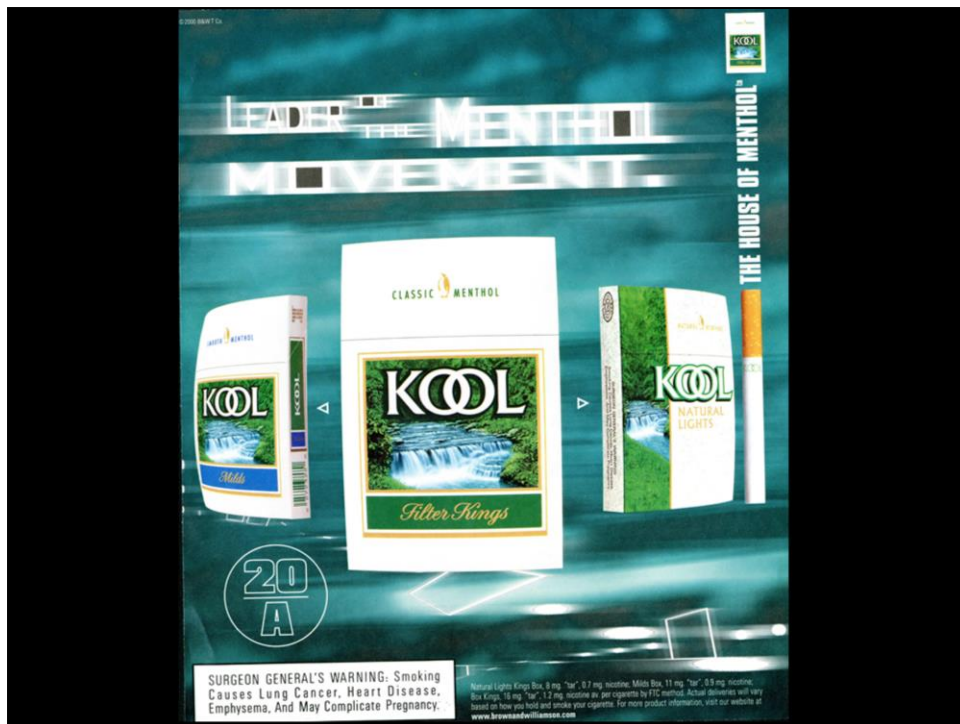
©2004 KOOL TOBACCO COMPANY. KOOL and BE TRUE are trademarks of KOOL TOBACCO COMPANY.

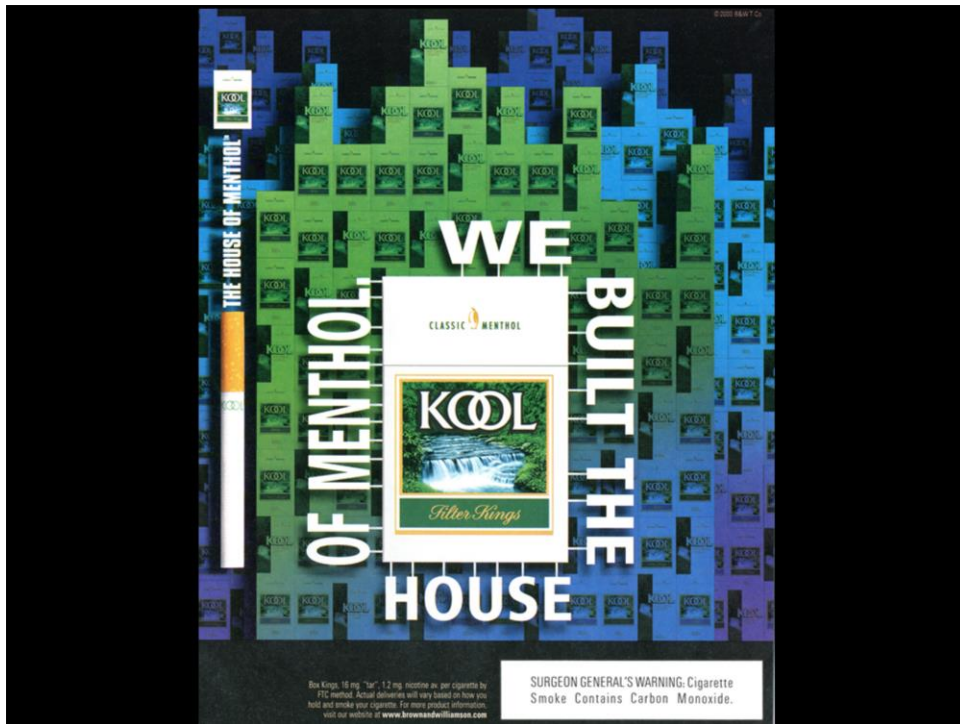
KOOL
BE TRUE.















1996



Vantage
the no cop-out cigarette
announces a
menthol breakthrough.



**11mg.
tar
0.9mg.
nicotine**

New Vantage Menthol.
The first cigarette that lets you give up high 'tar' without
copping out on real menthol pleasure.

Until now you got either lots of menthol flavor and lots of 'tar' or else you got low 'tar' and very little flavor. Now there is Vantage Menthol with the ingenious Vantage filter geometrically shaped to increase filtration. If you like authentic tobacco taste and real menthol pleasure, you owe it to yourself to smoke Vantage Menthol. It's the only no cop-out menthol.

Strong "tar" if 8mg. nicotine or less cigarette by FTC method.

© 1979 J. T. RICHARDSON TOBACCO CO.

Something for menthol smokers to think about.

There are menthol cigarettes and there are menthol cigarettes. And if you're a menthol smoker you certainly know by now which one you really enjoy smoking.

So what makes us think we'll ever get a crack at switching you? Well, we're going to try.

Because if you're like a lot of cigarette smokers these days, you're probably concerned about the 'tar' and nicotine stories you've been hearing.

Frankly, if a cigarette is going to bring you flavor, it's also going to bring you smoke. And where there's smoke, there has to be 'tar.' In fact, in most cigarettes, the more flavor, the more 'tar.' Except for Vantage.

You must know that Vantage cigarettes have a special filter which reduces 'tar' and nicotine without destroying flavor.

What you may not know is that Vantage is also available in menthol.

Not surprisingly, what separates Vantage Menthol from ordinary menthols is that Vantage Menthol gives you all the flavor you want, with a lot less of the 'tar' and the nicotine that you probably don't want.

Now Vantage Menthol is not the lowest 'tar' and nicotine menthol you'll find. It's simply the lowest one you'll enjoy smoking.

Since you're the best judge of what you like about menthol cigarettes, don't just take our word for it.

Try a pack of Vantage Menthol and then you'll know for sure.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Filter: 11 mg "tar", 0.8 mg nicotine. Menthol: 11 mg "tar", 0.9 mg nicotine, av. per cigarette, FTC Report MAR, 74.

Why haven't you gotten the message?

There were a lot of people ready for Vantage when we were ready *with* Vantage. And you wouldn't believe how quickly they began buying them up.

Apparently, many smokers were concerned about 'tar' and nicotine and wanted to smoke a cigarette that reduced 'tar' and nicotine without reducing flavor.

And that's the idea behind Vantage Filter. It gives you the flavor of a full-flavor cigarette. Without anywhere near the 'tar' and nicotine. And it does that better than any other cigarette on the market.

With one exception. Vantage Menthol.

But the problem with Vantage Menthol is that a lot of smokers don't even know that there is a Vantage Menthol.

And there we failed.

In our effort to let smokers know about Vantage, we allowed our menthol to play second fiddle.

Vantage Menthol has the cool fresh taste all menthol smokers go for, and at the same time reduces 'tar' to 12 milligrams and nicotine to 0.9 milligrams.

Now we don't want to fool you. You will find a few menthol brands with lower numbers, but you won't find one that you'll enjoy smoking as much.

So, menthol smokers, if we've failed to let you know of our existence, here goes.

Vantage Menthol is here.

If you're ready for us, we're ready for you.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Filter and Menthol 12 mg. "tar", 0.9 mg. nicotine av. per cigarette, FTC Report Aug. 77.

**Are you smoking
a menthol
for the wrong reason?**

If you're smoking a menthol cigarette because your menthol doesn't have a hot, harsh or scratchy taste, that's a good reason to be smoking it.

Or, if you're smoking your menthol because you plain like the taste of menthol, that's another good reason to be smoking it.

But if you're smoking a menthol for these or any other reasons and are concerned about 'tar' and nicotine, then you may be smoking it for the wrong reason.

Unless, of course, the menthol you're smoking is Vantage.

Because like every Vantage cigarette, Vantage Menthol has the innovative filter that reduces 'tar' and nicotine without destroying flavor.

That's not to say Vantage Menthol is the lowest 'tar' and nicotine menthol you can smoke.

Some menthols can always come out with numbers that are lower by compromising the flavor.

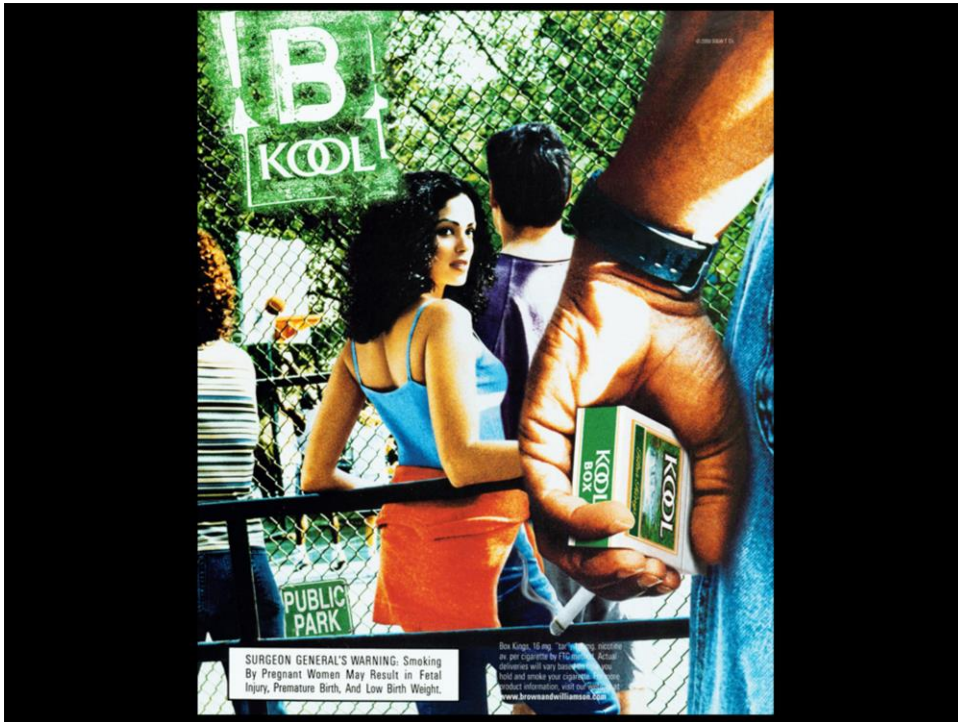
Vantage Menthol is the lowest 'tar' and nicotine menthol you'll enjoy smoking. Because we haven't compromised the flavor.

And that's the rightest reason we can give you for wanting to smoke it.

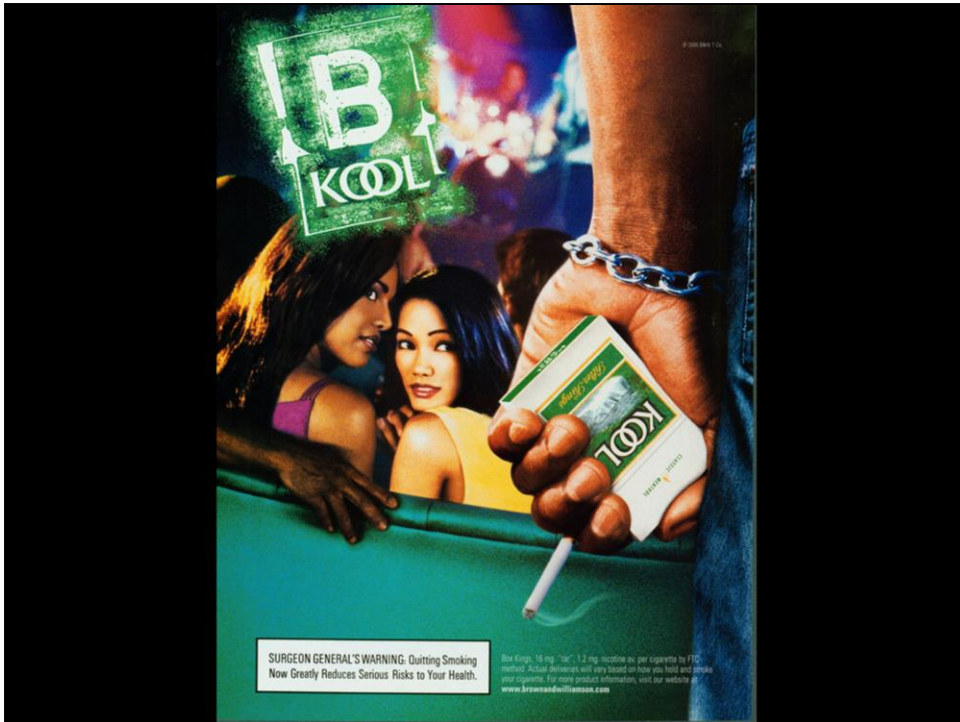
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Filter 11 mg "tar", 0.9 mg nicotine. Menthol 11 mg "tar", 1.0 mg nicotine - av. per cigarette. FTC Report Feb. 73.





The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



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Salem 2000



Three women are standing in shallow water, smiling. They are wearing white T-shirts with red trim. The T-shirts feature a cartoon illustration of a man in a suit and hat, with the text "They Satisfy" above it and "Chesterfield" below it. The woman in the middle is wearing a size large, while the two women on the sides are wearing sizes small and medium.

"They Satisfy"
in small, medium and large.

Get in on our Chesterfield nostalgia T-shirt offer. Only \$2.50!

It's a 100% pure white cotton T-shirt (male and female sizes the same) with red trim, featuring a classic 1922 Chesterfield "They Satisfy" Ad front and back. To get yours, send 2 empty packs from new Chesterfield Filters or 10's and \$2.50.

When you try new Chesterfield Filters and get your T-shirt...you'll have satisfaction written all over you.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Black & White Chesterfield T-shirt Offer
FPO Box 60-1875
Menasha, WI 54952
Please send me the enclosed (number of small (2) medium (2) large (2) or X-large (2) T-shirts. In enclosing \$2.50 and 2 empty packs from Chesterfield Filters or 10's (check one):
T-shirt offered
Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Please allow 4-6 weeks for delivery. Payment in US dollars only.
We reserve the right to change or cancel this offer without notice.
©1975 R.J.R. Inc. 10's 16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method. Filter King 16 mg. "tar," 1.2 mg. nicotine.

1975



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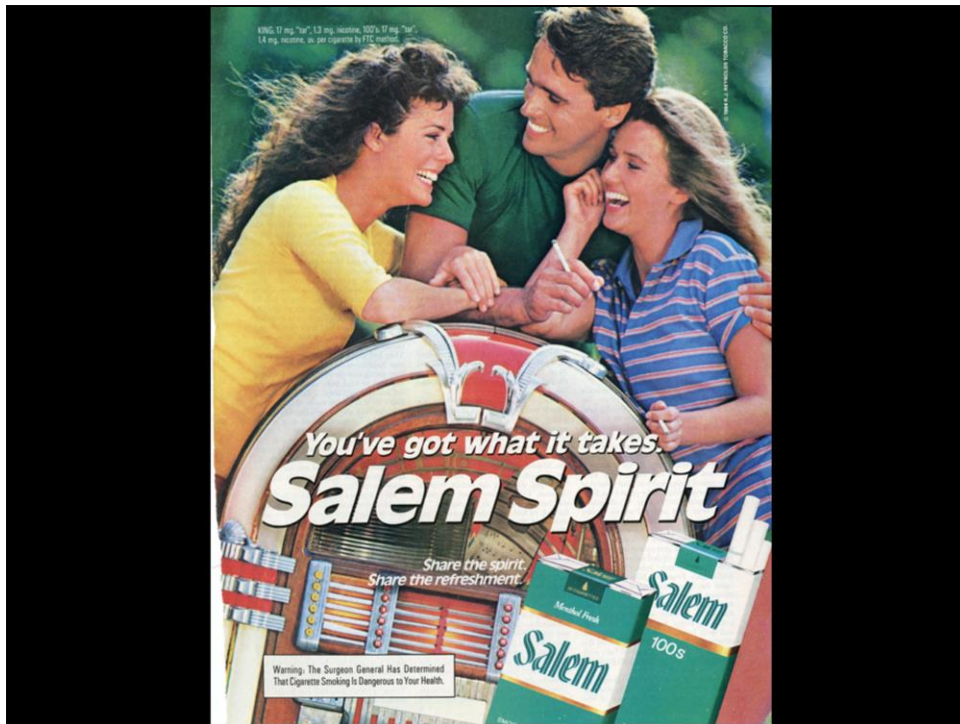
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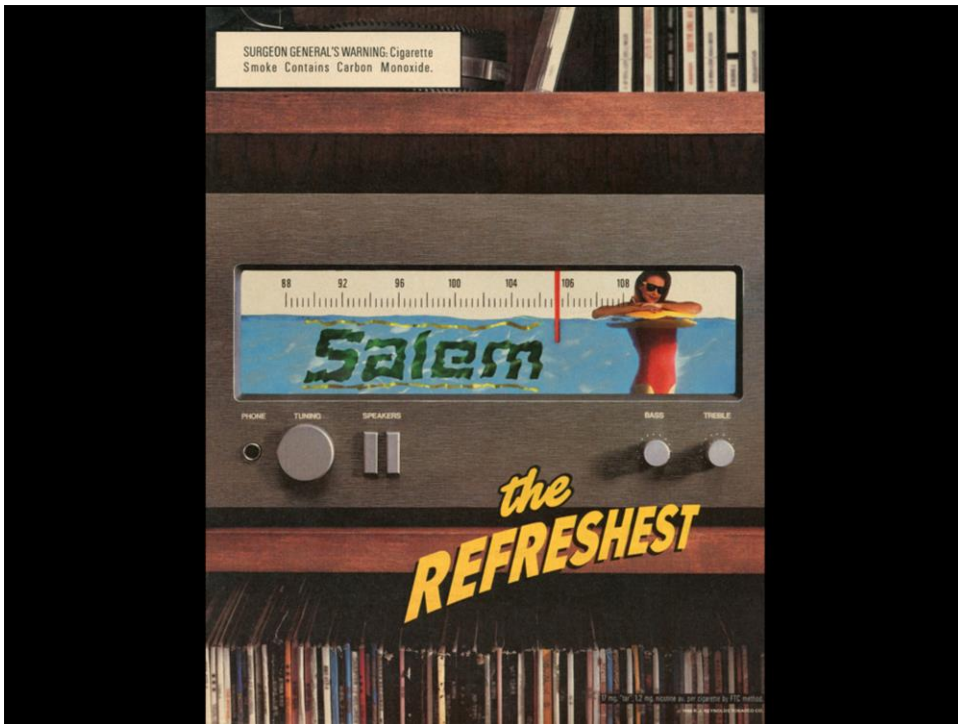
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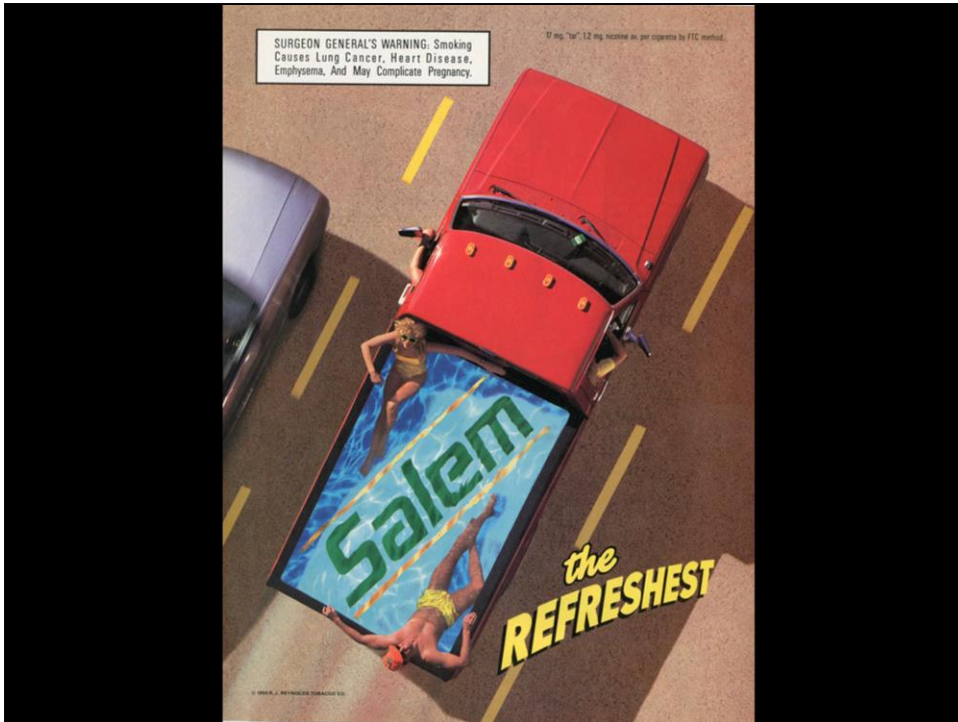
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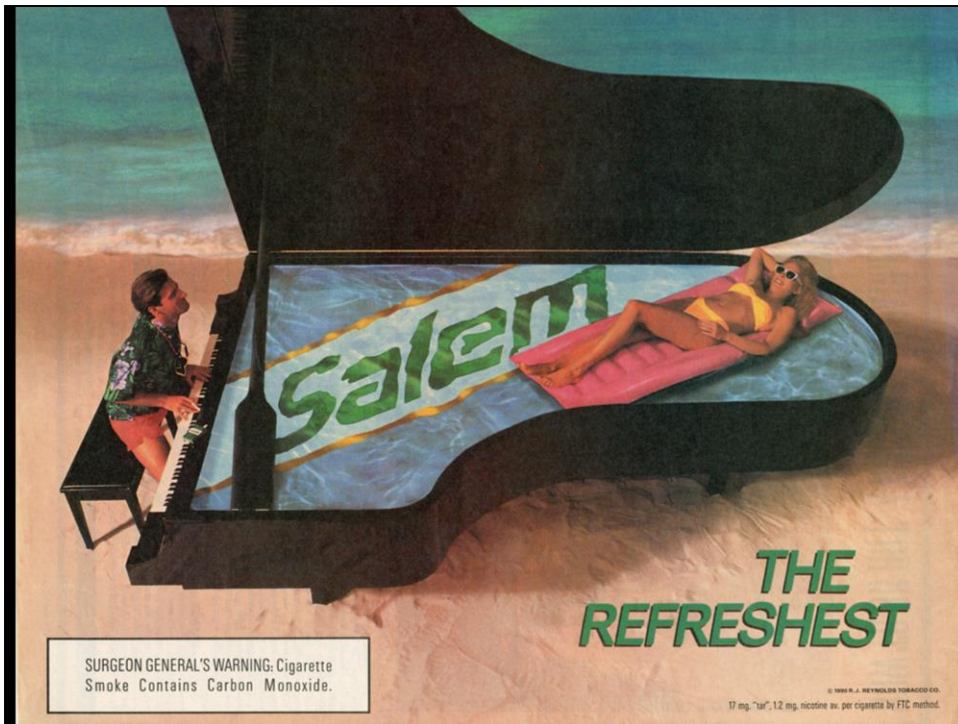
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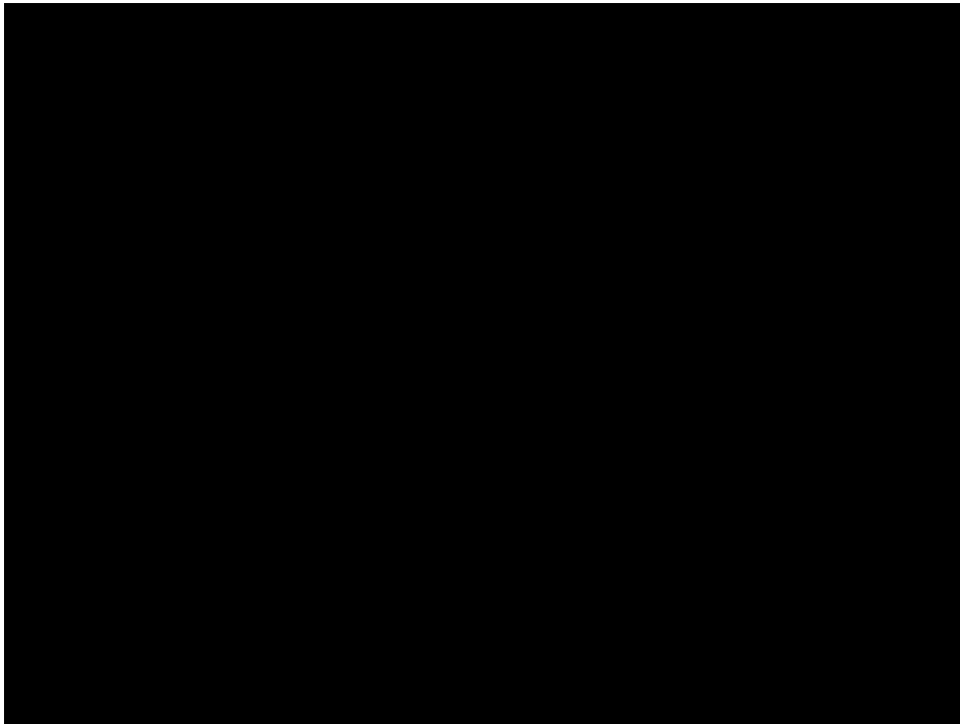
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