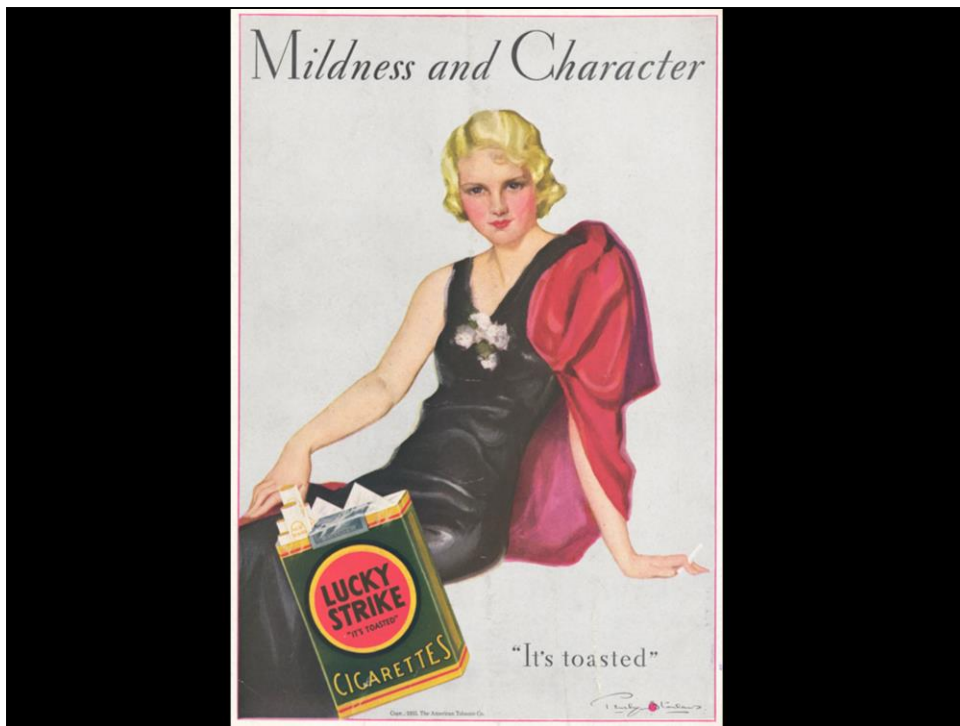
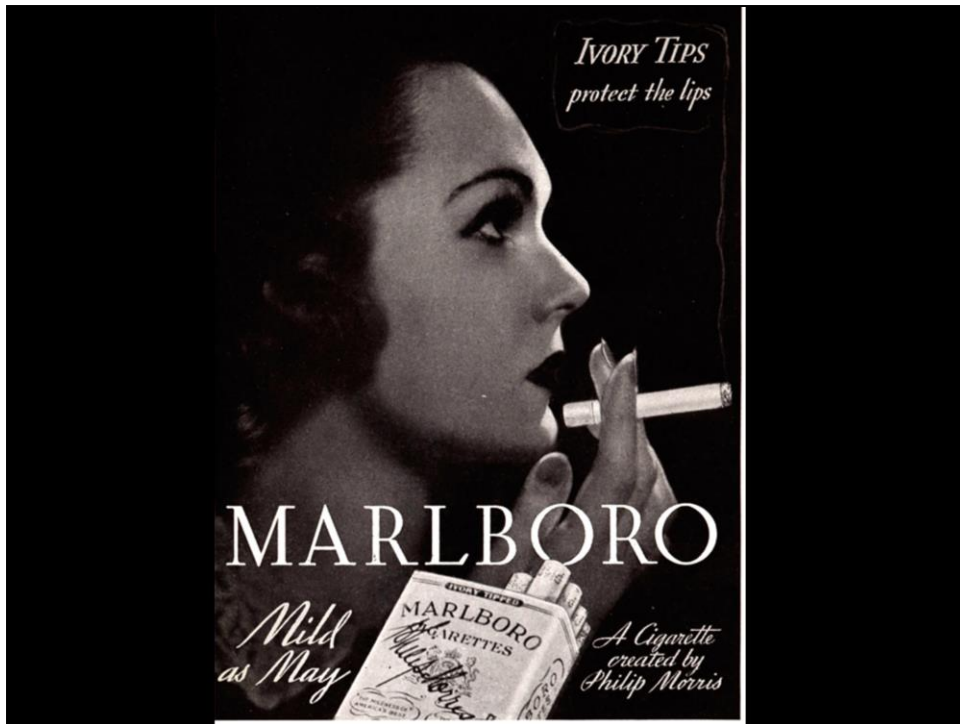




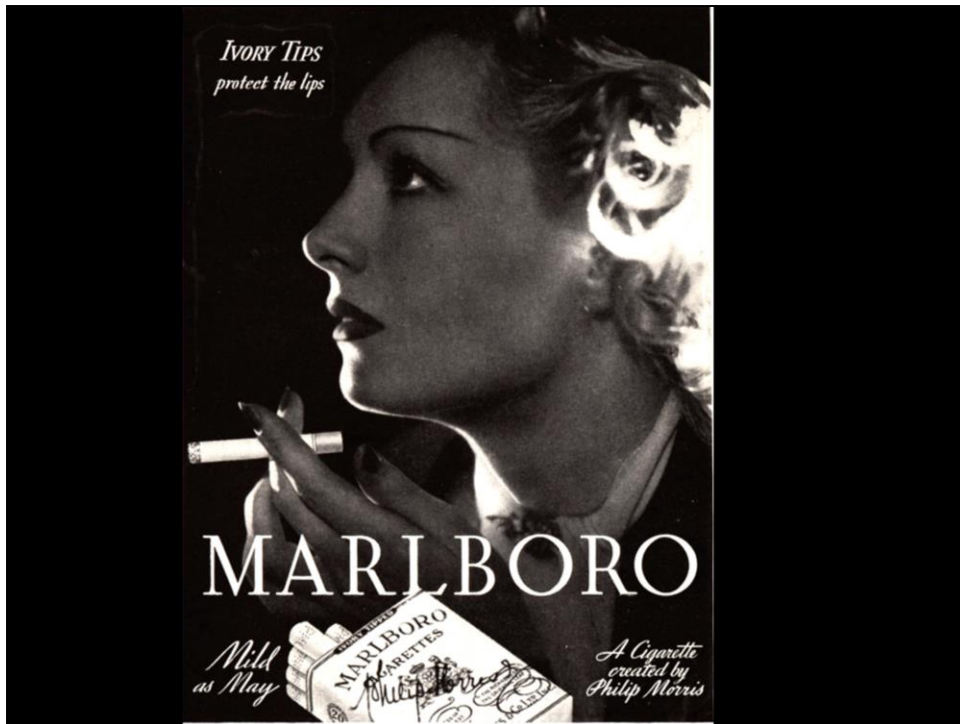
1933



1935

Marlboro - Mild As May

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.



1935

Marlboro - Mild As May

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.





FOR YOU - **PROOF OF MILDNESS**
WITH NO UNPLEASANT AFTER-TASTE

DONNA REED and JOHN DEREK
are just like you and everybody else today.
They want the cigarette that gives them
the most for the money.

They make the Chesterfield Mildness Test
and always buy Chesterfield.
They agree: *They Satisfy*

See Donna Reed and John Derek
co-starring in "SATURDAY'S HERO"
A Sydney Buchman Production
A Columbia Picture

They Satisfy

Always Buy CHESTERFIELD

Copyright 1959, American & British Tobacco Co.

Chesterfield presents a
Combination you can count on for

Real MILDNESS

AND BETTER TASTE

The perfect blend of
the world's best cigarette
tobacco in Chesterfield
gives you the two things
you want and look for in a
cigarette... Real Mildness
and Better Taste.

Then, if you add that
Chesterfields are far cooler,
you know you have a ciga-
rette that *really* satisfies.



CLARE GABLE
and
VICTOR JACOB

You can count on the great Combination of
CLARE GABLE and VICTOR JACOB
to give you great pleasure in
"Gable and Jacob" cigarettes.

is the best combination of the
world's best cigarette tobacco in CHESTERFIELD
gives you the two things you want and look for
in a cigarette... Real Mildness and Better Taste.

Chesterfield

The Cooler... Better-Tasting... DEFINITELY MILDER Cigarette

REAL LIFE EPISODES IN THE HISTORY OF MARLBORO'S SENSATIONAL FLIGHT TO UNIVERSAL POPULARITY IN ONE SHORT YEAR



*They Lend an
Added Charm to Smoking*

MARLBORO CIGARETTES' tremendous popularity was predicted a year ago by those who first discovered their inimitable flavor... their exquisite mildness.

Husbands told their wives what a rare new treat they could serve for their friends and week-end guests. —And Marlboro's fame began to spread.

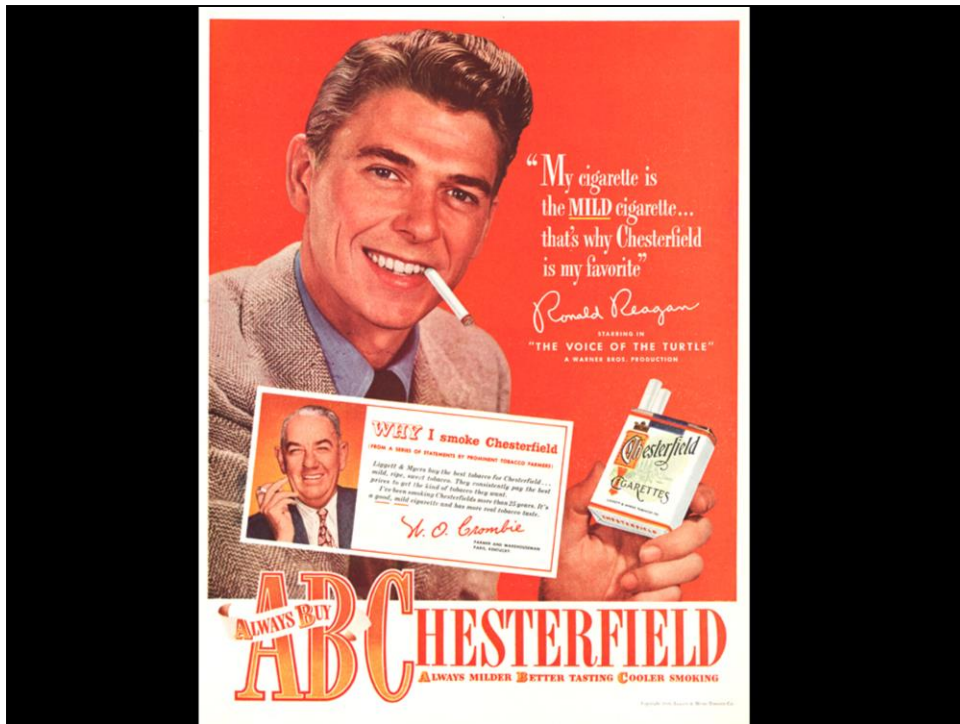
In just a little more than a year Marlboro's have achieved the most sensational success ever achieved by any cigarette in such a short period of time.

You'll be delighted with the added charm they lend to smoking. And at finding that a blend which exactly suits your taste can also be as "Mild as May."

Mild as May
20 for 20c

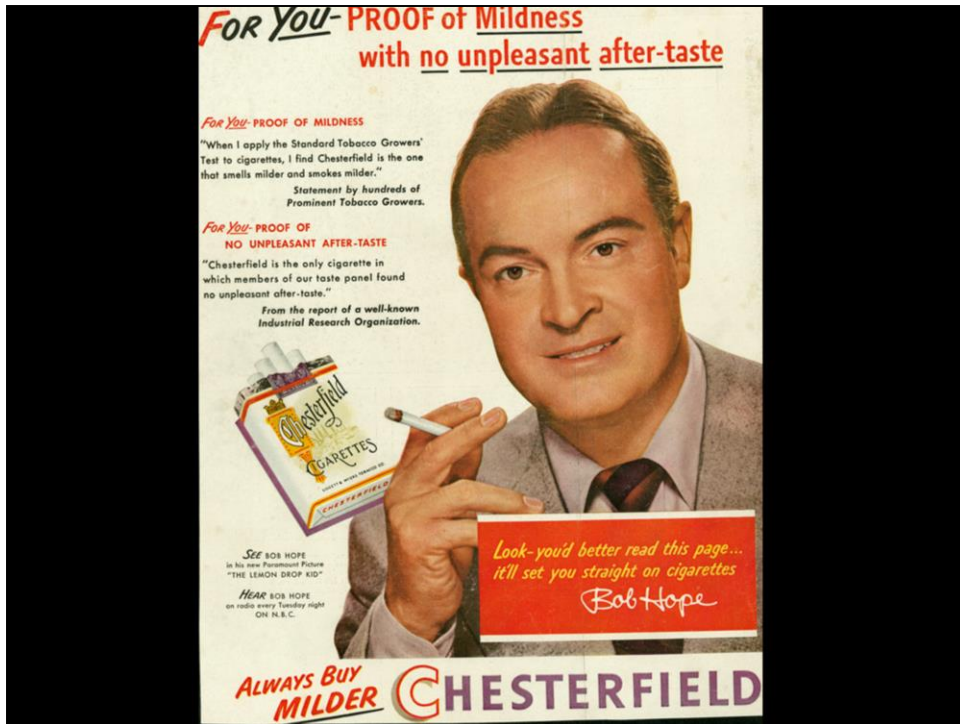


MARLBORO
CIGARETTES
Created by PHILIP MORRIS & CO., Ltd., Inc.



Ronald Reagan, 40th President of the United States served two terms in office: 1981 - 1989.

The movie mentioned in this advertisement, *The Voice of the Turtle*, was made in 1947. Reagan also served as Governor of the State of California for two terms: 1967-1975. Aside from his prolific movies career with 76 films to his credit, he served as President of the Screen Actors Guild. President Reagan died at age 93 June 5, 2004 of complications of Alzheimer's disease. Reagan quit smoking after his brother developed cancer of the larynx.



Despite Years of Smoking Comedian Bob Hope died at the ripe old age of 100 on July 27, 2003.

How Mild can a cigarette be ?



Smoke CAMELS and see!

YES, every day, more and more smokers are proving to themselves how mild a cigarette can be! They're making their own Camel 30-Day Mild new Tests... smoking Camels and only Camels. It's the sensible test! No short cuts, no tricks! No easy judgments based on one puff or one sniff. Not just a one-time, one-inch comparison. Instead, you smoke Camels... and only Camels... giving them a real, day-after-day tryout.

You judge Camel's choice tobacco in your own "T-Test"—the best proving ground for a cigarette. Once you've made the Camel 30-Day Test, you, too, will know how mild a cigarette can be!

"MILDNESS is all-important to me as a singer. I smoke the cigarette that agrees with my throat — CAMEL! They're mild! They taste great!"

Ezio Pinza
FORMER STAR OF "SOUTH PACIFIC"

RAISED FOR YEARS as one of the all-time greats of the Opera, Ezio Pinza recently became America's No. 1 million test when he started to "Smoke Pacific". Actor, singer, athlete, Mr. Pinza chooses the cigarette he smokes with the same care as the roles he plays.

SMOKERS ARE TESTING CIGARETTES MORE CRITICALLY THAN EVER BEFORE!

More People Smoke Camels than any other cigarette!

Make your own Camel 30-Day Mildness Test in your own "T-Test" (T for Throat, T for Taste). See if you don't change to Camels for keeps!




© 1954 B&W T Co., Winston-Salem, N.C.

Prove **CAMEL MILDNESS**
for Yourself!



In a recent 30-day test of hundreds of Camel smokers, noted throat specialists reported
NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS!

According to a nationwide survey:
MORE DOCTORS SMOKE CAMELS than any other cigarette

Doctors smoke for pleasure, too! And when these leading independent research organizations asked 115,000 doctors what cigarette they smoked, the brand named most was Camel!

How mild can a cigarette be? Make the 30-day Camel mildness test and then you'll know! A similar test was recently made by hundreds of smokers from coast to coast. These men and women smoked Camels, and only Camels, for 30 days - an average of one to two packs a day. Each week, noted throat specialists examined the throats of these smokers - a total of 2376 examinations. And these specialists reported not one single case of throat irritation due to smoking Camels!

Put Camels to the test yourself - in your "T-Zone."

Let **YOUR LIPS TALK** tell you about the rich, full flavor of Camel's choice tobacco. Let **YOUR LIPS TALK** give you the good word on Camel's mild, cool mildness.

Money-Back Guarantee!

The Camels and not them to you make them, 30 or any time, you are not satisfied that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels, and we will refund in full purchase price, plus postage.

(Copyright, R. L. Ransdell Tobacco Co., Winston-Salem, N. C.)

**Pall Mall Gold 100's
filters farther for a
milder smoke.**

Because it's extra long at both ends

ORDINARY FILTER KING
PALL MALL GOLD 100's

Pall Mall Gold 100's not only has more tobacco. It has an extra long filter, too. So it travels the smoke longer, filters the smoke farther, and makes it milder. Pull for puff, milder than ever.

Puff for puff, milder than ever.

PALL MALL
FAMOUS CIGARETTES
PALL MALL GOLD 100's

The advertisement features a close-up of a man and a woman's faces. The man is holding a long Pall Mall Gold 100's cigarette. Below the main image, there is a comparison of an ordinary filter king cigarette and a Pall Mall Gold 100's cigarette, showing the extra length of the Pall Mall filter. To the right is a pack of Pall Mall Gold 100's cigarettes.



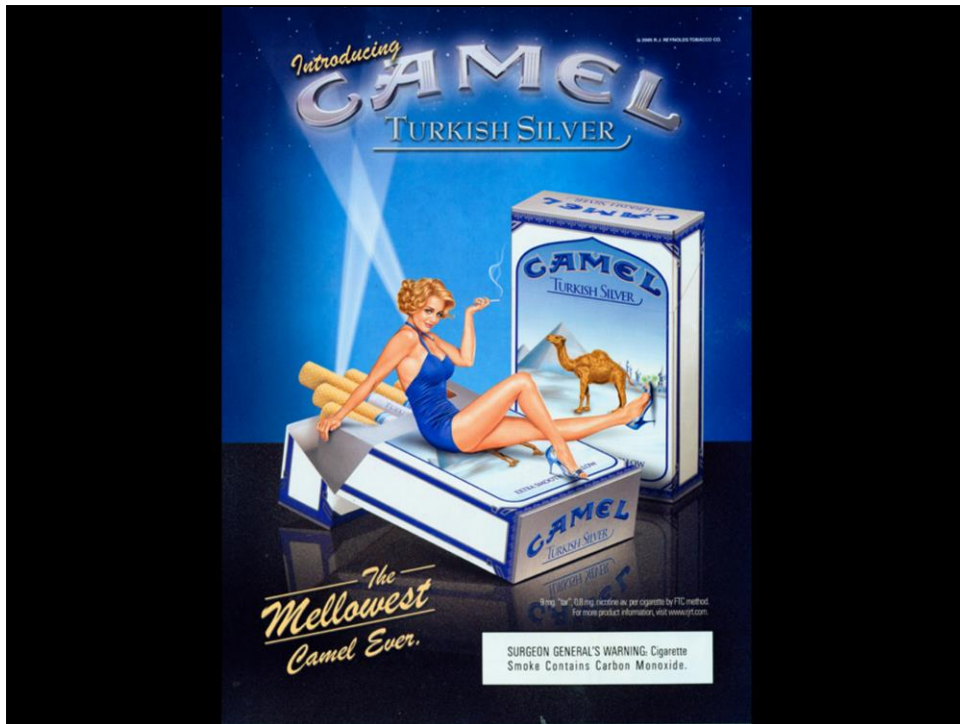
1955 May

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



1940

Chesterfield's Own Graduation Cap.





UNITED STATES TESTING CO. REPORTS:

"New Phillies Panatella Mildest"
say 4 out of 5 smokers!

Packs of smokers compared Phillies for mildness
spiced & leafing, higher priced Panatella and
judged Phillies Panatella overwhelmingly mildest!

NEW "MIRACLE MILDNESS"! **NEW LOW PRICE!**

Pick up a pack of new Phillies Panatellas and have the smoke of your life! Here's the cigar you've always wanted—with all the mildness and pleasure a cigar can give. In a slim modern shape too! And best of all at a new low price. Pick up a pack!

5 for 39¢

Other Phillies sizes . . . IMPERIALS—DOUBLE PERFECTOS—KING SIZE—2 for 25¢ • PERFECTOS—10¢ • BLUNTS—5 for 30¢ • JUNIOR PHILLIES—5¢
FIELD & STREAM OCTOBER 1968

New "Miracle Mild" Phillies
in 2 popular shapes - at a new low price!



WHY PAY TWO FOR A QUARTER FOR BLUNTS AND PANATELLAS?
Phillies Blunts and Panatellas are all new! New in "Miracle Mild" smoking pleasure! New in price! Pick up a pack of Phillies, America's mildest Blunts and Panatellas. Forget you ever paid two for a quarter, Phillies cost you just 5 for 39¢.

NEW LOW PRICE!
5 for 39¢

Other Phillies sizes . . . IMPERIALS — DOUBLE PERFECTOS — KING SIZE — 2 for 25¢ • PERFECTOS — 10¢ • JUNIOR PHILLIES — 5¢
FIELD & STREAM NOVEMBER 1918

Chesterfield People:
They like a mild smoke, but just don't like filters. (How about you?)



Donald C. Barnette, Jr., symphony orchestra manager, Ohio
Ruth Epps, beauty contestant, Florida
W. W. Johnson, radio man, Texas

If you like a mild smoke, but don't like filters, try today's Chesterfield King—mildest tasting Chesterfield in 51 years. Vintage tobaccos—grown mild, aged mild, blended mild. Made to taste even milder through longer length. They satisfy!

CHESTERFIELD KING tastes great...yet it smokes so mild!

Attention please!

Perhaps
the cigarette *you* smoke
is *too strong*!

Then try Johnnie Walkers. Unexcelled mildness is in them. And—full tobacco fragrance.

For they're made of the tenderest portions of choice tobaccos. No stems, no bitter ends, no grit.

They cost a little more, it's true. And are worth it, for such mildness—yet such exquisite taste. Try them—they are mild.

Johnnie Walker
cigarettes

20 for 20c

EXTREMELY MILD . . . YET FULL FLAVORED

1928

Feel the *Mild* side of KOOL.
KOOL *Milds*.



Now available
in 100's

Mild, but not too light.

"Menthol Misted" KOOL Milds.
Now you don't have to choose between too
much "tar" or too little taste. Taste the
choice tobacco. "Misted" with menthol
menthol cigarettes are a compromise that's
mild, but not too light.

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

Keep 10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

Now from Kool, for low-tar smokers looking for taste...

KOOL MILDS.

The taste of extra coolness
with lowered tar, too.

Now for the first time,
low-tar smokers can enjoy
the extra coolness that
makes Kool Kings
and Kool Longs so popular.
New Kool Milds
tobaccos are light, mild,
and lowered in tar,
just the right amount
of pure menthol. Pure
white filter, too.
Here is the taste of extra
coolness low-tar smokers
have waited so long
to enjoy.



14 mg.
tar
1.0 mg.
nicotine

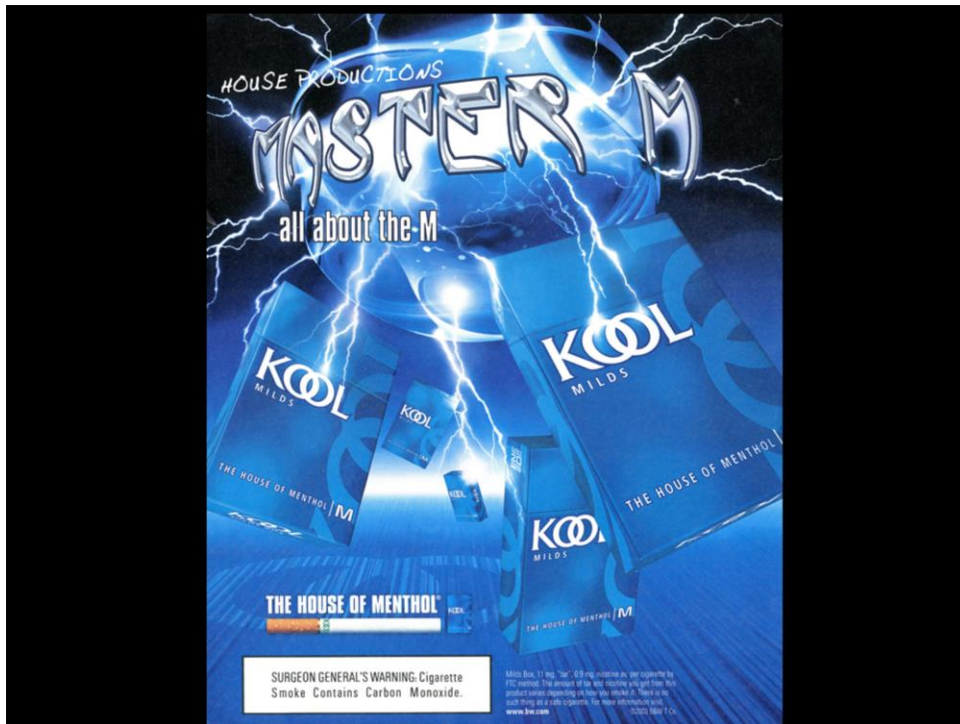
Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Enjoy a cooler kind of mild.

Kool Milds 14 mg. "tar," 1.0 mg. nicotine av. per cigarette by FTC method. Kool Kings 18 mg. "tar,"
1.2 mg. nicotine av. per cigarette by FTC method. Kool Longs 18 mg. "tar," 1.4 mg. nicotine av. per cigarette. FTC Report Aug. 75.









Pall Mall Gold 100's filters farther for a milder smoke.

It's extra long at both ends. More fine tobacco. And an extra long filter too.



ORDINARY FILTER KING
PALL MALL GOLD 100's
EXTRA LENGTH IN THE FILTER
EXTRA LENGTH OF PALL MALL TOBACCO

So Pall Mall Gold 100's travels the smoke longer, filters the smoke farther, and makes it milder. Puff for puff, milder than ever.
© The American Tobacco Company



Puff for puff,
milder than ever.

