

*From all
over America*

smokers like
TRUMAN K. GIBSON, Sr.
prominent Chicago business man
reports*



Truman K. Gibson, University graduate and Life Insurance Company President, holds the Harmon Award for "Business Achievement".

NO CIGARETTE HANGOVER

when you smoke **PHILIP MORRIS!**

*...because PHILIP MORRIS is
**DEFINITELY LESS
IRRITATING**
than any other leading
brand!*



Tired of CIGARETTE HANGOVER—that stale, smoked-out taste in your mouth—that dry, tight feeling in your throat?
Change now to a milder smoke, a cleaner, fresher smoke—yes, change to **PHILIP MORRIS**, and remember:
The superiority of **PHILIP MORRIS** is recognized by eminent nose and throat specialists. NO OTHER CIGARETTE CAN MAKE THAT STATEMENT!



CALL FOR PHILIP MORRIS

*You'll be glad **TOMORROW**—you smoked **PHILIP MORRIS** **TODAY!***

No Cigarette hangover.



Desi Arnaz, Cuban bandleader and co-star of the "I love Lucy" show, Died of Lung Cancer December 2, 1986.

Doctors Suggest Them ... Smokers Know Why

NO CIGARETTE HANGOVER

when you smoke PHILIP MORRIS!

...because PHILIP MORRIS IS
**DEFINITELY LESS
IRRITATING**
*than any other leading
brand!*

Every day, millions of smokers are
enjoying in PHILIP MORRIS a milder smoke,
a cleaner, fresher smoke than
they've ever known before.
Find out for yourself how really good a cigarette
can taste. Try a pack of PHILIP MORRIS today!
You'll be glad Tomorrow --
you smoked PHILIP MORRIS Today!

© PROOF Letters from Doctors on File.

Eminent Nose and Throat Specialists
ACTUALLY SUGGEST PHILIP MORRIS
in cases of irritation due to smoking!
NO OTHER CIGARETTE CAN MAKE THAT STATEMENT!

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ACTUALLY SUGGEST PHILIP MORRIS
in cases of irritation due to smoking!
NO OTHER CIGARETTE CAN MAKE THAT STATEMENT!

Every day, millions of smokers are enjoying
the Philip Morris a milder smoke, a cleaner, fresher
smoke than they've ever known before.
Find out for yourself how really good a cigarette can taste.
Try a pack of Philip Morris today!
You'll be glad tomorrow—
you smoked Philip Morris Today!

PROOF! Letters from Doctors on file.

CALL FOR PHILIP MORRIS

DEFINITELY
LESS
IRRITATING
than any other
leading brand!

**PROVE
TO YOURSELF**

NO CIGARETTE HANGOVER

when you smoke **PHILIP MORRIS!**

**HERE'S
ALL YOU
DO!**

In just a few seconds you can **PROVE**
PHILIP MORRIS
IS DEFINITELY **LESS** IRRITATING
than the brand you're now smoking!

**1 ...light up a
PHILIP MORRIS**
cigarette and take a puff - doesn't burn - and
notice how the smoke goes through your
nose. You'll be glad to smoke it again.

**2 ...light up your
present brand**
cigarette and take a puff - doesn't burn - and
notice how the smoke goes through your
nose. You'll be glad to smoke it again.

HERE YOU KNOW WHY YOU SHOULD BE SMOKING PHILIP MORRIS!

**CALL
FOR
PHILIP MORRIS**

Everybody talks about PLEASURE, but only
ONE cigarette has really done something about it.
That cigarette is Philip Morris.
Remember: Just remember: smoke more pleasure.
And Philip Morris is the ONE cigarette proved definitely
less irritating, definitely milder, than any other leading brand.
NO OTHER CIGARETTE CAN MAKE THAT STATEMENT.

**YOU'LL BE GLAD TOMORROW -
YOU SMOKED PHILIP MORRIS TODAY!**

Doctors Suggest Them ... Smokers Know Why

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—because PHILIP MORRIS is
***DEFINITELY
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Eminent Nose and Throat Specialists
ACTUALLY SUGGEST PHILIP MORRIS
in cases of irritation due to smoking!
NO OTHER CIGARETTE CAN MAKE THAT STATEMENT!

Every day, millions of smokers are enjoying
the PHILIP MORRIS a milder smoke, a cleaner,
purer smoke than they've ever known before.
Find out for yourself how really good a cigarette
can taste. Try a pack of PHILIP MORRIS today!
You'll be glad Tomorrow — you smoked
PHILIP MORRIS Today!

© 1960 Philip Morris Inc.

CALL FOR **PHILIP MORRIS**

How many times a day
DO YOU INHALE?

50? 100? 200?

IF YOU'RE AN AVERAGE SMOKER
THE RIGHT ANSWER IS **OVER 200!**

Yes, **200** times every day your nose and throat are exposed to irritation . . .

200 GOOD REASONS WHY YOU'RE BETTER OFF SMOKING PHILIP MORRIS

PROVED definitely milder . . . PROVED definitely less irritating than any other leading brand . . .
PROVED by outstanding nose and throat specialists

Buy the **CARTON** and save!

NO CIGARETTE HANGOVER
means MORE SMOKING PLEASURE!

Yes, you'll be glad tomorrow...you smoked **PHILIP MORRIS** today!

CALL FOR **PHILIP MORRIS**

Smoke for Pleasure
today—
No Cigarette Hangover
tomorrow!



Remember: PHILIP MORRIS is made
differently from any other leading brand. And that
difference is your guarantee of everything you've
ever wanted in a cigarette...tasty mildness, rich
flavor, pleasant aroma...a clean, refreshing
smoke that leaves NO CIGARETTE HANGOVER!

No wonder PHILIP MORRIS
has gained more than two million
new smokers in the past 5 years! Try
PHILIP MORRIS yourself. Your throat
will miss the difference. And the di-
fference is slightest!

You'll be glad tomorrow...
you smoked Philip Morris today!



CALL FOR PHILIP MORRIS

**PROVE
TO YOURSELF**

NO CIGARETTE HANGOVER

when you smoke **PHILIP MORRIS**!

**HERE'S
ALL YOU
DO!**

In just a few seconds you can **PROVE**
PHILIP MORRIS
IS DEFINITELY **LESS IRRITATING**
than the brand you're now smoking!

**1 ...light up a
PHILIP MORRIS**

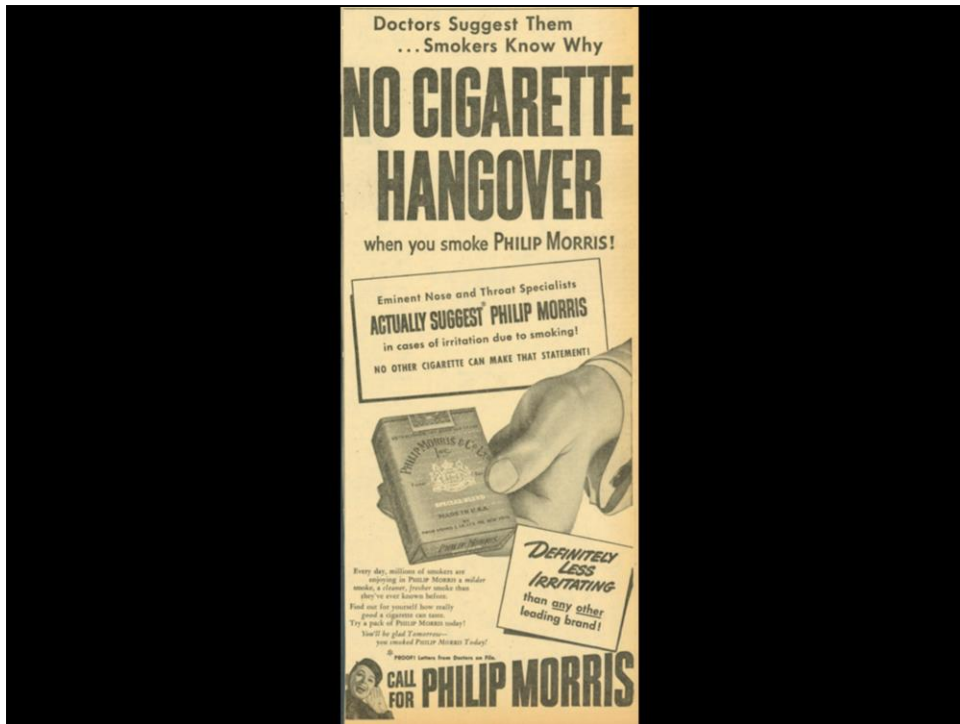
**2 ...light up your
present brand**

Now **YOU** know why **YOU** should be smoking **PHILIP MORRIS**!

Everybody talks about **PLEASURE**, but
only **ONE** cigarette has really done something about it.
That cigarette is **Philip Morris**.
Remember: less irritation means more pleasure.
And **Philip Morris** is the **ONE** cigarette proved
definitely less irritating, definitely milder
than any other leading brand.
**NO OTHER CIGARETTE
CAN MAKE THAT STATEMENT.**

**YOU'LL BE GLAD TOMORROW...
YOU SMOOKED PHILIP MORRIS TODAY!**

**CALL
FOR PHILIP MORRIS**



WE DARE THEM ALL!

PHILIP MORRIS challenges any other leading brand to suggest this test!

In just **ONE MINUTE**... you can prove to yourself PHILIP MORRIS is definitely less irritating — therefore more enjoyable — than the brand you're now smoking!

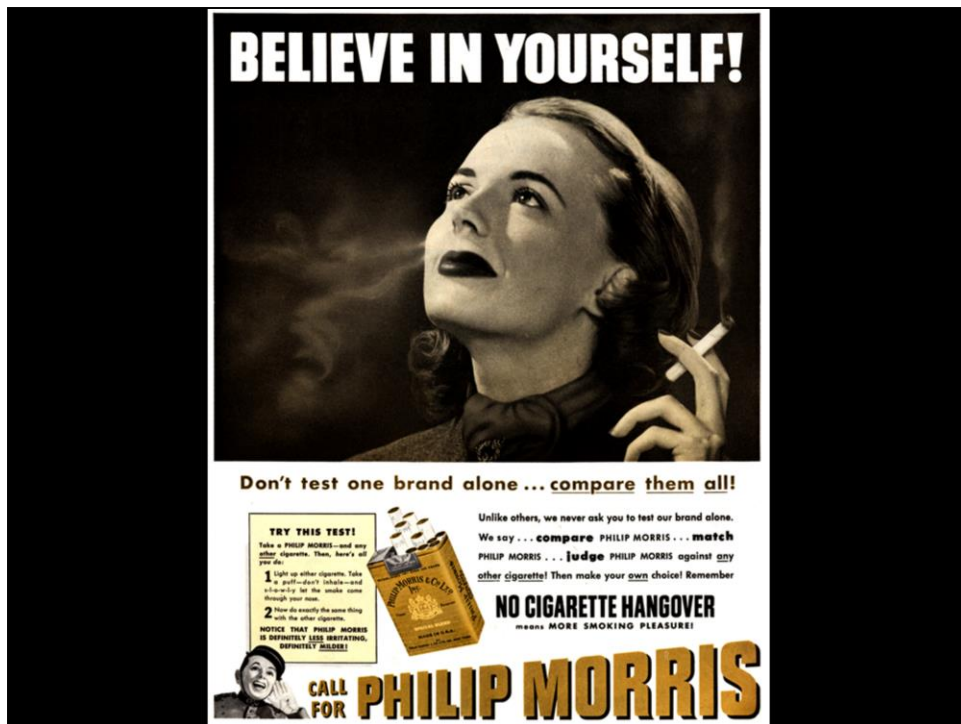
1... light up a PHILIP MORRIS
now, just take a puff, relax, wait... and it won't be the smoke coming through your nose, lips, and off!

2... light up your present brand
Do exactly the same thing... relax, wait... notice that now, that smog! Quite a difference from two minutes!

Thousands and thousands of smokers—who tried this test—report it rigidly confirms that Philip Morris is definitely less irritating, definitely *smoother* than their own brand.
See for yourself what a difference it makes, what a pleasure it is, to smoke America's FINEST Cigarettes. Try Philip Morris today!

NO CIGARETTE HANGOVER
means
MORE SMOKING PLEASURE!

CALL FOR PHILIP MORRIS



1951

Targeting Women

Before the First World War, smoking was associated with the “loose morals” of prostitutes and wayward women. Clever marketers managed to turn this around in the 1920s and 1920s, transforming cigarettes from symbols of decadence into symbols of women’s independence. As part of this effort, the American Tobacco Co. in 1929 organized marches down 5th Avenue in New York of women carrying “Torches of Freedom” (i.e., cigarettes) to emphasize their emancipation. Early ad campaigns targeted at women included: “*I wish I were a man*” (so I could smoke, Velvet 1912) and “*Blow Some My Way*” (Chesterfield 1926). The industry sponsored training sessions to teach women how to smoke, and fashion shows to make women’s attire match the green of Lucky Strikes packaging). Later brands such as Virginia Slims (“You’ve come a long way baby”) were frankly exploitive of the womens’ liberation movement. It is ironic that the Marlboro brand, famous for its macho “Marlboro Man” was for decades a woman’s cigarette (“Mild as May,” with “Ivory tips to protect the lip”) before it underwent an abrupt sex change in 1954.

Only 5% of American women smoked in 1923 vs. 12% in 1932 and 33% in 1965 (the peak year). Lung cancer was still a rare disease for women in the 1950s; though by 2000 it was killing nearly 70,000 per year. Cancer of the lung surpassed breast cancer as the leading cause of cancer death among women in 1987.







IT'S SWELL TO FEEL SWELL!

To guard your health demand
FRESH cigarettes



No More Smoking Hangover! - Now that I smoke extra Old Golds I don't wake up with that "sottery" feeling in my mouth with the Wood model, New York City

Twenty Good Ones ... The best Old Gold in the pack always is as tempting and delightful as the first one because they're all FRESH to begin with. Mary Esther Gresham (secretary), Portland, Oregon

YOU CAN'T BUY A STALE OLD GOLD!

A GREAT LABORATORY recently measured the effect of stale cigarettes on mucous membrane. Both "dry" and "soggy" cigarettes were tested; both types produced definite tissue irritation.

This emphasizes the importance of the FRESHNESS INSURANCE Old Gold gives you. You just can't buy "dry" or "soggy" Old Golds anywhere in the U. S. A.

In any climate, Old Gold's weather-tight package brings you luxuriously fresh "smokes." Old Golds are the finest price crop-tobaccoes brought to you in the pink of smoking condition.

F. LORILLARD COMPANY, INC.
(Established 1769)

IT'S THE EXTRA JACKET! Every pack of Double-Mellow Old Golds is wrapped in two jackets—double Cellophane. That **EXTRA** jacket keeps Old Golds in prime condition in **any** climate. You can't buy a stale Old Gold.

LOOK!!
OUTER JACKET OF "CELLOPHANE" GROWS FROM THE BOTTOM

Old Gold
CIGARETTES

THE FAVORITE OF THE WORLD

LOOK!!
INNER JACKET OF "CELLOPHANE" GROWS FROM THE TOP

©1934, 1945, by F. Lorillard Co., Inc.

1937: "No more smoking hangover" The old Gold brand dabbled with the phrase more than 10 years before the Phillip Morris campaign in the early 1950s

