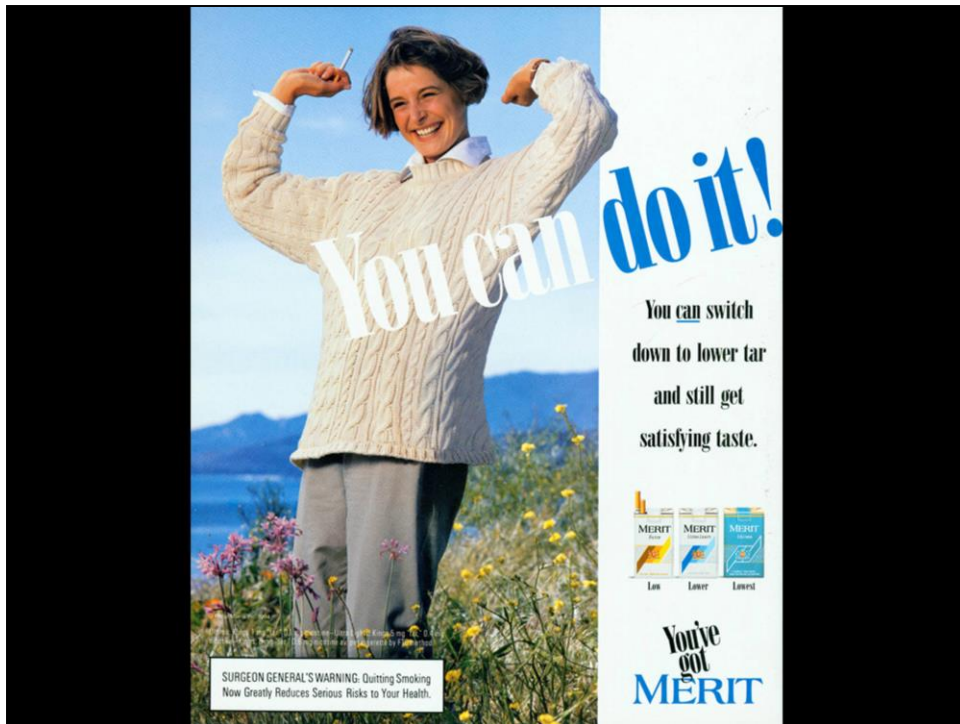
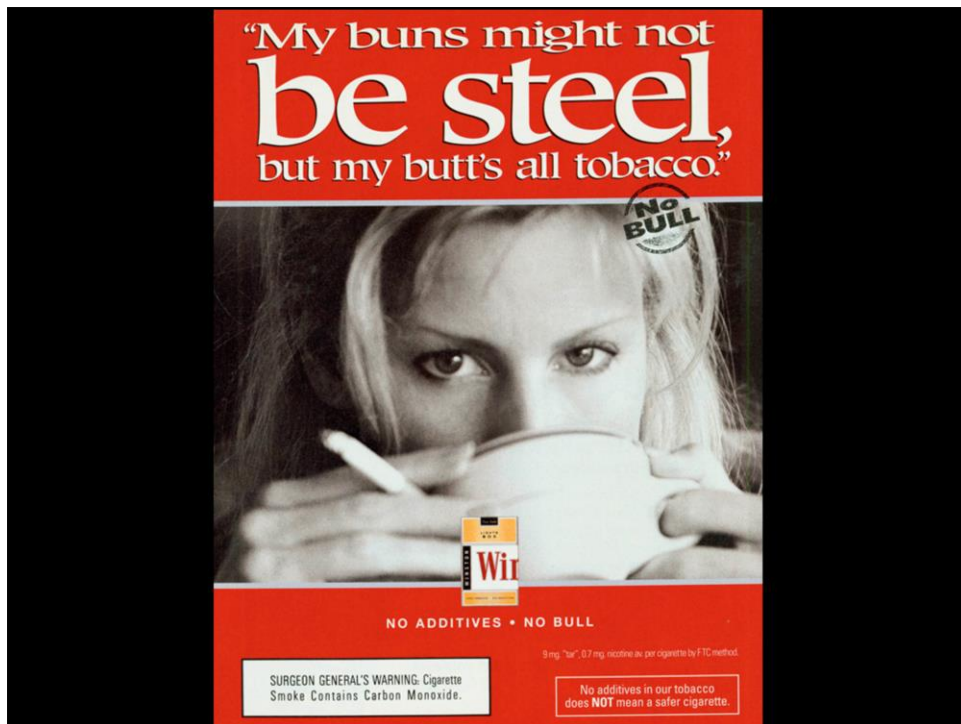




Date: 1994
Brand: Merit
Manufacturer: Philip Morris
Campaign: You've got Merit
Theme: Today's Women
Key Words: You, women, happy, low tar, satisfy
Quote: "You can switch down to lower tar and still get satisfying taste."
Comment: It looks like since the woman woke up, got dressed and smoked a Merit



Date: 1998
Brand: Winston
Manufacturer: R.J. Reynolds
Campaign: No Additives - No Bull
Theme: Today's Women
Key Words: Winston, buns, steel, tobacco, bull, additives
Quote: "My buns might not be steel but my butt' s all tobacco."
Comment:



Date: 1968

Brand: L&M

Manufacturer: Liggett & Meyers Tobacco Company

Campaign: Never interrupt an L&M smoker.

Theme: Today's Women

Key Words: L&M, balanced, blend, good, end, smoker, woman, flowers, dating, interrupt

Quote: *"Because L&M's balanced blend gives good taste from end to end."*

Comment: As women made up half the potential tobacco market the tobacco industry photographed and marketed women having more power, more influence and more freedom. This woman is clearly not interested in the flowers or the thoughtful suitor or assumed boyfriend. She does not want to be interrupted as she prefers to smoke a L&M cigarette. She is putting herself first and rearranging societies traditional husband and kids first responsibilities. She has made up her mind that hair, style, and smoke preferences come before a man. Never interrupt gives women in the late 60's a message saying they have a say and that they will be first.



Date: 1968

Brand: L&M

Manufacturer: Liggett & Meyers Tobacco Company

Campaign: Never interrupt an L&M smoker.

Theme: Today's Women

Key Words: L&M, Never, interrupt, women, flowers,

Quote: "Because L&M's balanced blend gives good taste from end to end."

Comment: The woman in this ad looks like she is not interested in the potential bouquet she caught at a wedding. The man is behind her trying to get her attention hoping to remind her of their relationship. She is too busy and does not want to be interrupted while smoking her L&M cigarette. He is begging for her attention with the flowers and looks disappointed in her decision to choose the cigarette over him.



Date: 1998

Brand: Merit

Manufacturer: Philip Morris

Campaign: You've got Merit

Theme: Today's Women

Key Words: You, women, happy, low tar, satisfy,

Quote: "There's no denying. You can switch down to lower tar and still get satisfying taste."

Comment: This woman can conquer the day with this kind of happiness and motivation she is getting from her Merit cigarette.



Date:	1998
Brand:	Merit
Manufacturer:	Philip Morris Inc.
Campaign:	You've got Merit
Theme:	Today's Women
Key Words:	Merit, Philip Morris, Women, bright, sunny, window frame, blonde, denim shirt
Quote:	"Why wait? You can switch down to lower tar and find satisfying taste right now."
Comment:	



Date:

Brand: Merit

Manufacturer: Philip Morris Inc.

Campaign: You've got Merit

Theme: Today's Women

Key Words: Merit, Philip Morris, ultra lights, woman, blonde, beach, sunny, smooth, satisfying, ultra-low

Quote: "There's smooth, satisfying taste at ultra-low tar right here."

Comment: Smoking looks like a bright, sunny day with a fresh sea breeze. It looks cool relaxing and free. **Ultra-low tar means...**



Date:

Brand: Merit

Manufacturer: Philip Morris Inc.

Campaign: You've got Merit

Theme: Today's Women

Key Words: Merit, Philip Morris, Women, beach, sunny, short hair, pants, plaid shirt, men's outfit, happy

Quote: "You can switch down to lower tar and still get satisfying taste."

Comment: This beautiful vibrant women looks happy, playful and alive. She looks very healthy outside in the fresh air on the beach. I noticed that she is displaying her independence and freedom as a women as she wears essentially a mans outfit. She has short cropped hair, pants and a man's plaid shirt. She is happy and free. Women in general have come a long way and worked very hard since the 1920's.



Date:

Brand:

Merit

Manufacturer: Philip Morris

Campaign:

You bet you can!

Theme:

Today's Women

Key Words:
teeth

Merit, Philip Morris, Women, sun hat, happy, laughing, white

Quote:
find satisfying taste."

"No doubt about it. You can switch down to lower tar and still

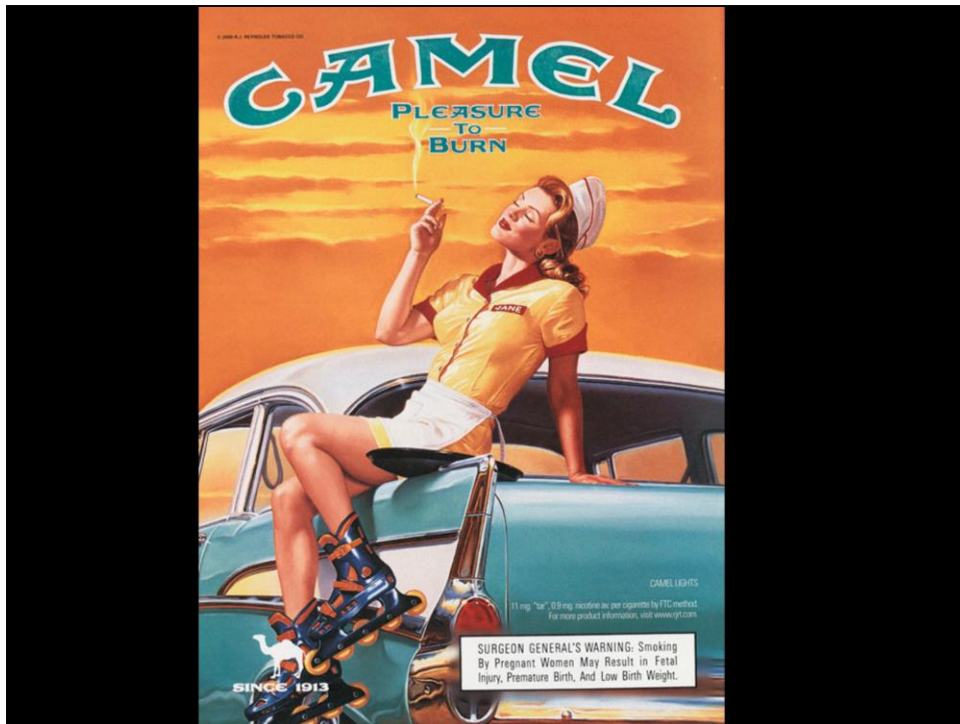
Comment:



Date: 1993
Brand: NOW
Manufacturer: R.J. Reynolds Tobacco Co.
Campaign: The low tar way to smoke.
Theme: Today's Women
Key Words: NOW, Wow, Low Tar, women, smooth, polka dots, hair wrapped in scarf, blonde, driving, Pink steering wheel
Quote: "Well, friend, that was then. And this is NOW."
Comment:



Date: 1993
Brand: NOW
Manufacturer: R.J. Reynolds Tobacco Co.
Campaign: The low tar way to smoke.
Theme: Today's Women
Key Words: NOW, Wow, Low Tar, women, smooth, pink bath robe, brunette, red nails
Quote: "Well, dear reader, that was then. And this is NOW."
Comment:



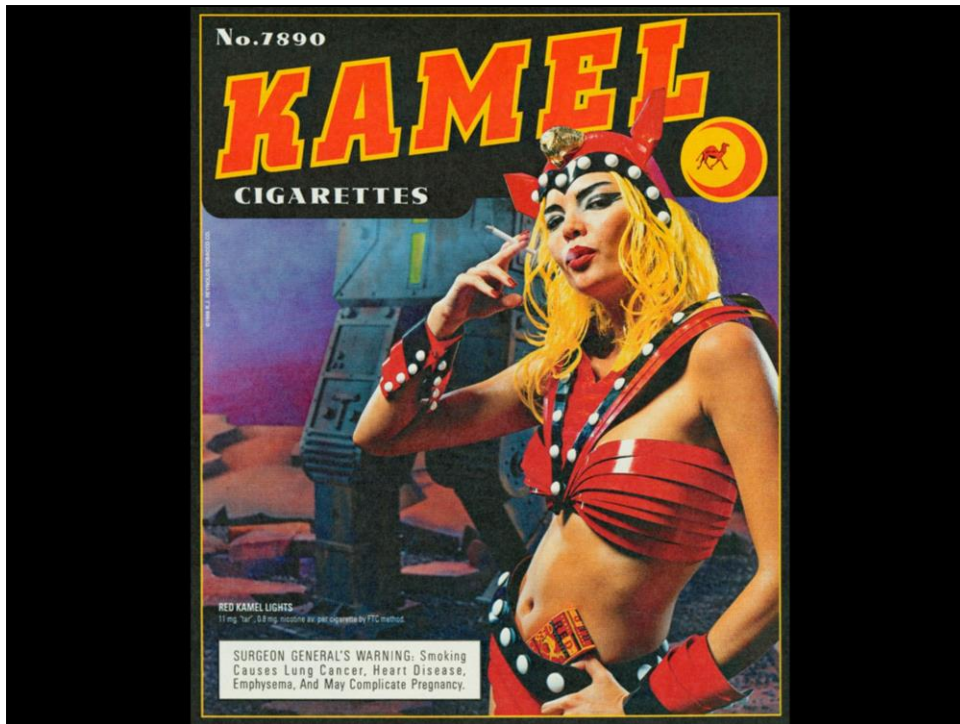
Date:	2000
Brand:	Camel
Manufacturer:	R.J. Reynolds
Campaign:	Pleasure to Burn, Lights
Theme:	Today's Women
Key Phrase:	Pleasure to Burn
Key Words:	Camel, Lights
Quote:	Pleasure to Burn
Comment:	



Date:	2005
Brand:	Camel
Manufacturer:	R.J. Reynolds
Campaign:	Pleasure to Burn, Lights
Theme:	Today's Women
Key Words:	Camel, Lights
Quote:	Pleasure to Burn
Comment:	



Date:	2004
Brand:	Camel
Manufacturer:	R.J. Reynolds
Campaign:	Pleasure to Burn, Lights, Famously Mellow
Theme:	Today's Women
Key Words:	Camel, Lights
Quote:	Pleasure to Burn
Comment:	



Date: 1998

Brand: Kamel

Manufacturer: R.J Reynolds Tobacco Co.

Campaign: Kamel Cigarettes

Theme: Today's Women

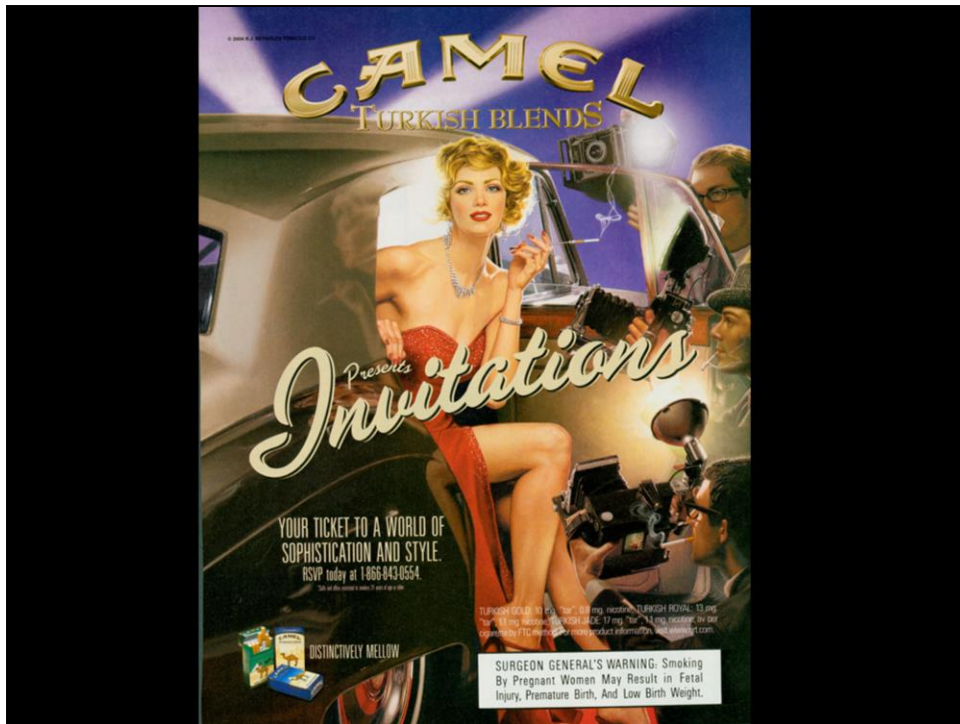
Key Words: Kamel, Camel, Red, robot, women, red futuristic two piece outfit, red cuffs, yellow hair

Quote:

Comment:



Date: 1998
Brand: Kamel
Manufacturer: R.J Reynolds Tobacco Co.
Campaign: Kamel Cigarettes
Theme: Today's Women
Key Words: Kamel, Red, Lights, Sexy red dress, blonde, high heels
Quote:
Comment:



Date: 2004
Brand: Camel, Turkish Blend
Manufacturer: R.J. Reynolds Tobacco Co.
Campaign: Presents Invitation
Theme: Today's Women
Key Words:
Quote:
Comment:



Date:

Brand: Kamel

Manufacturer: R.J. Reynolds

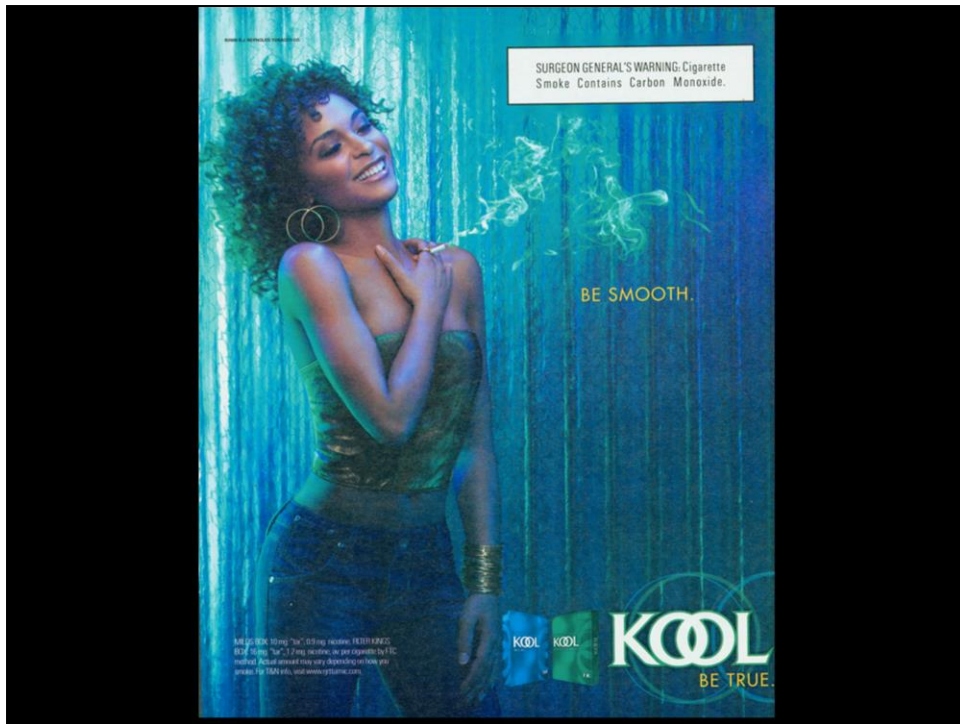
Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment: 1998



Date:

Brand:

Manufacturer:

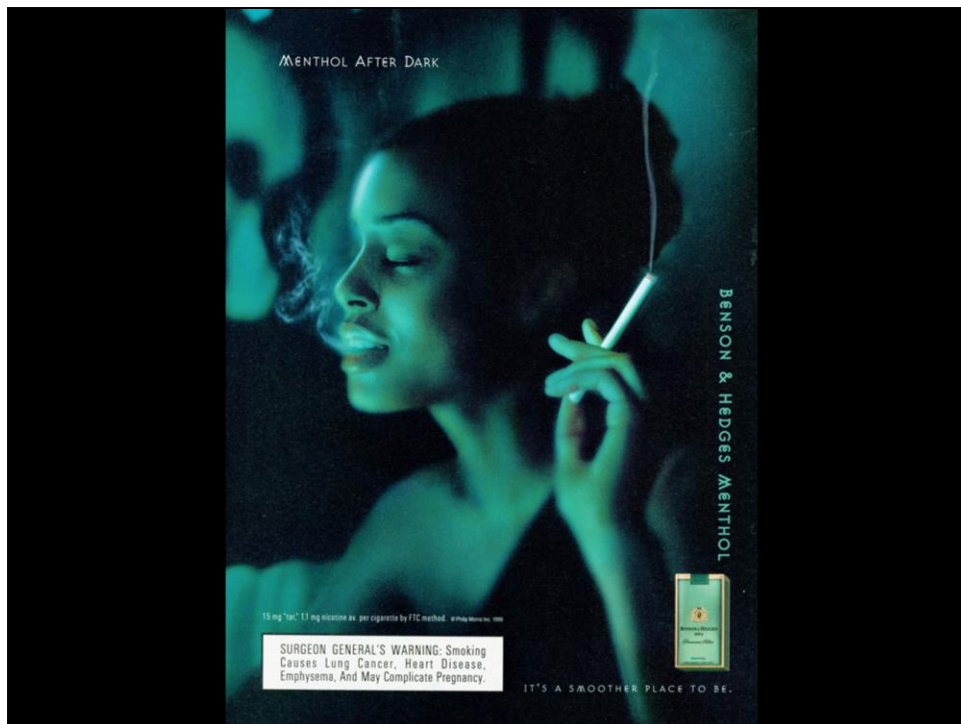
Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

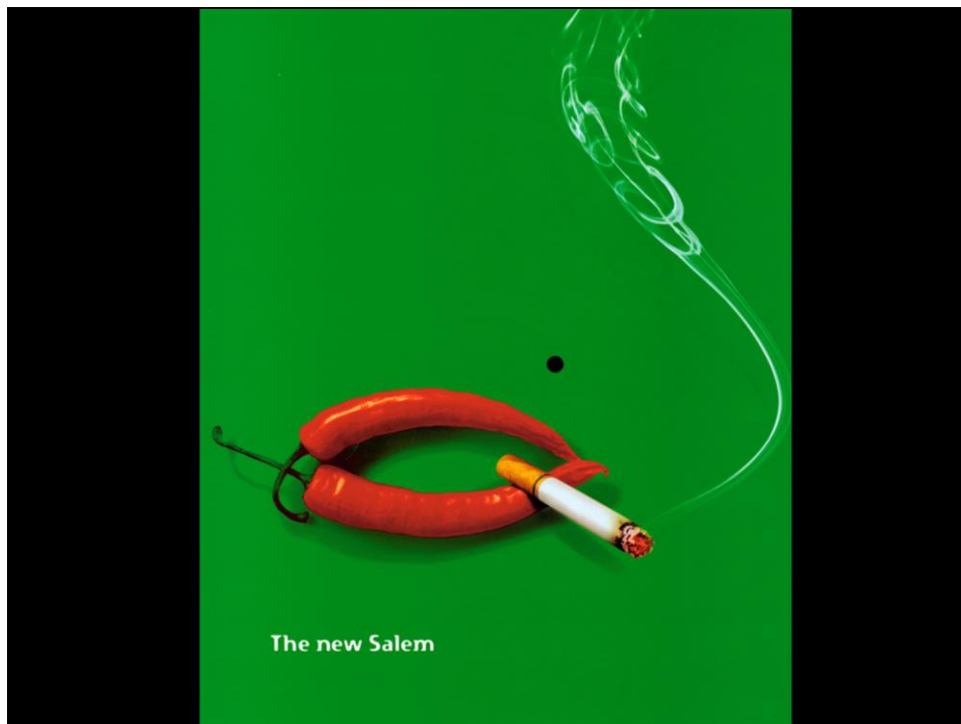
Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

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Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

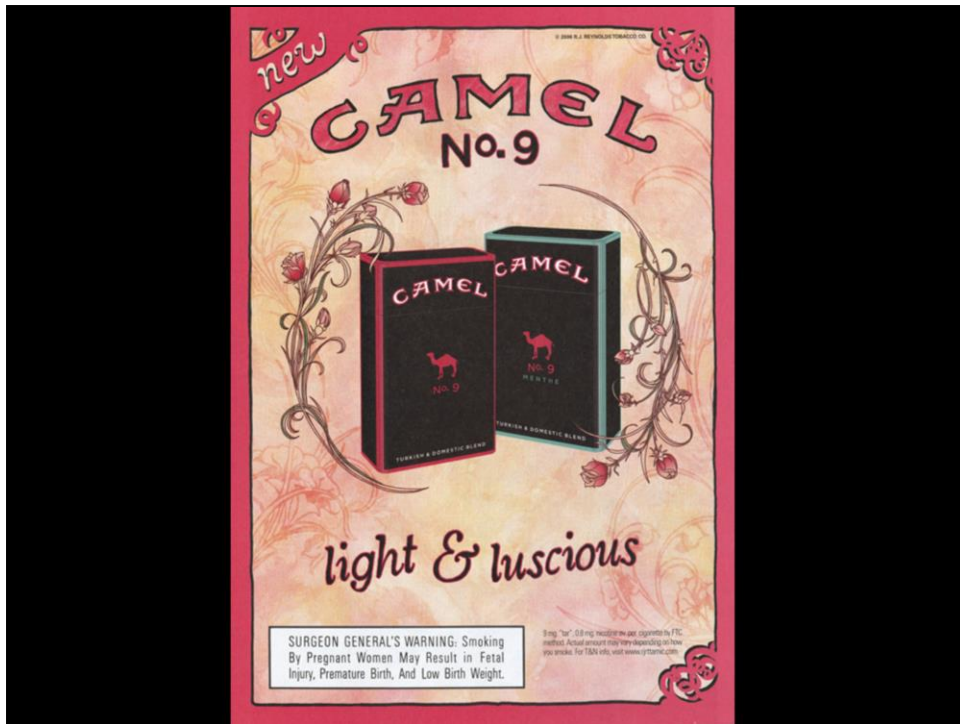
Campaign:

Theme: Today's Women

Key Words:

Quote:

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Date:

Brand:

Manufacturer:

Campaign:

Theme:

Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



**"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.

Blue & White Chesterfield 10's or 10's
F.T.C. Box No. 3575
Menthol or Lights (10's)
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 (4 packs total). I understand.

Name: _____
Address: _____
City: _____
State: _____ Zip: _____

10's: 16 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC Method.
Blue King: 16 mg. "tar," 1.2 mg. nicotine.

Date: 1975

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

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Date:

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Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

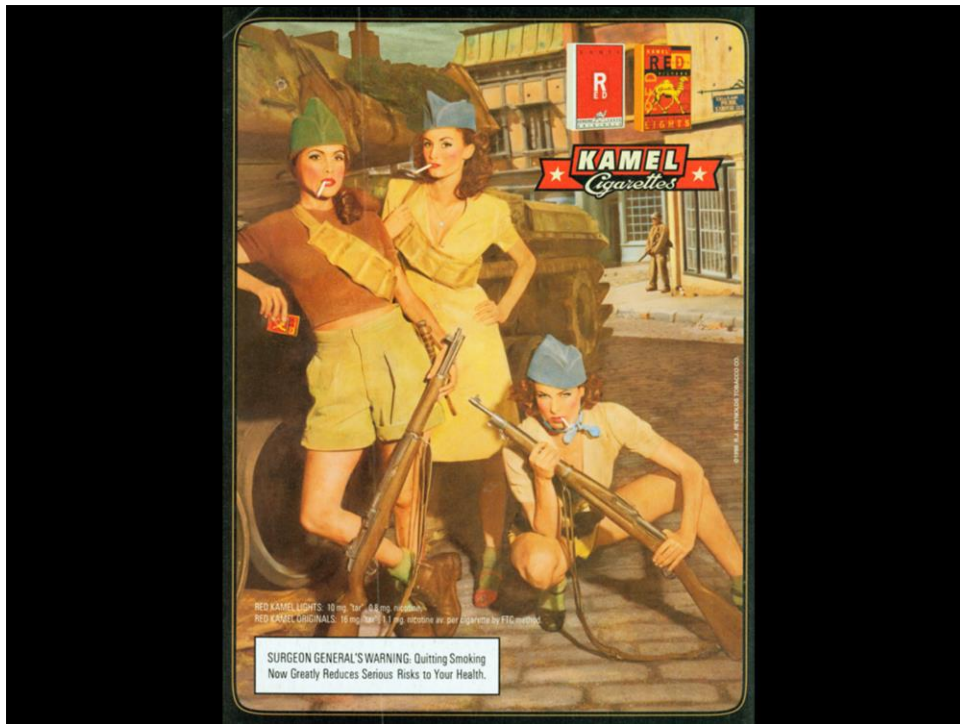
Campaign:

Theme: Today's Women

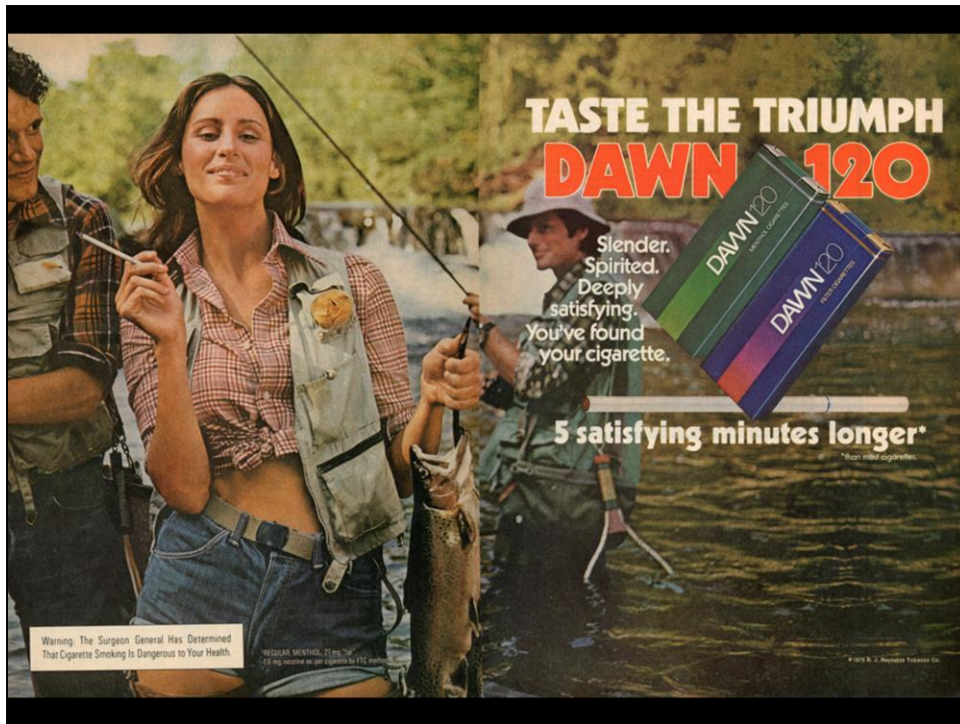
Key Words:

Quote:

Comment:



Date: 1998
Brand:
Manufacturer:
Campaign:
Theme: Today's Women
Key Words:
Quote:
Comment:



Date:

Brand:

Manufacturer:

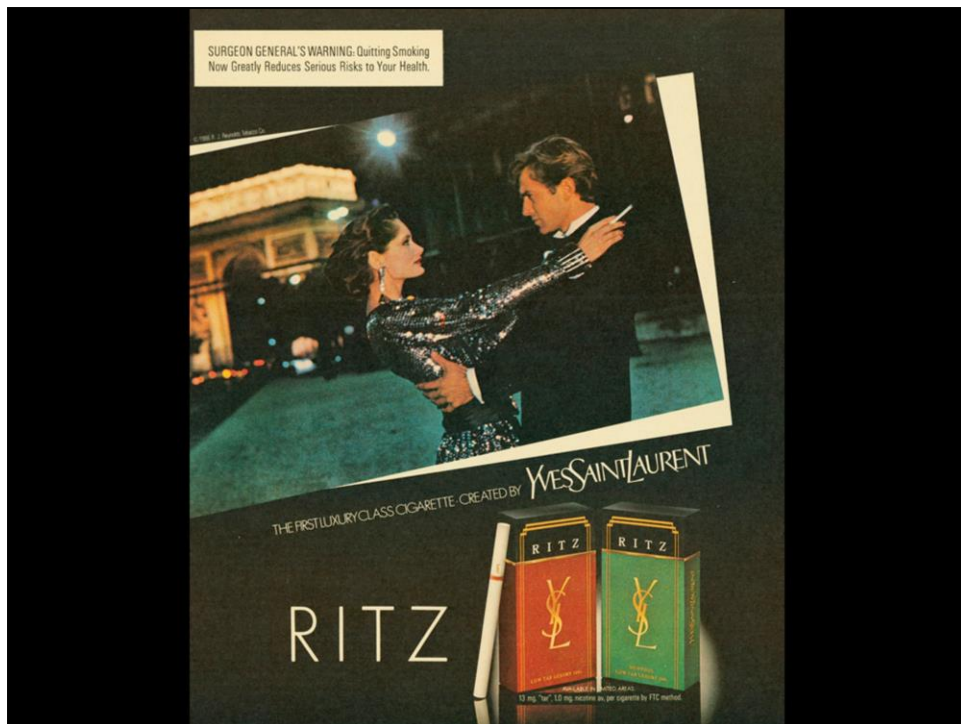
Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

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Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

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Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date: 1995
Brand:
Manufacturer:
Campaign:
Theme: Today's Women
Key Words:
Quote:
Comment:



Date: 1999
Brand:
Manufacturer:
Campaign:
Theme: Today's Women
Key Words:
Quote:
Comment:



Date:

Brand:

Manufacturer:

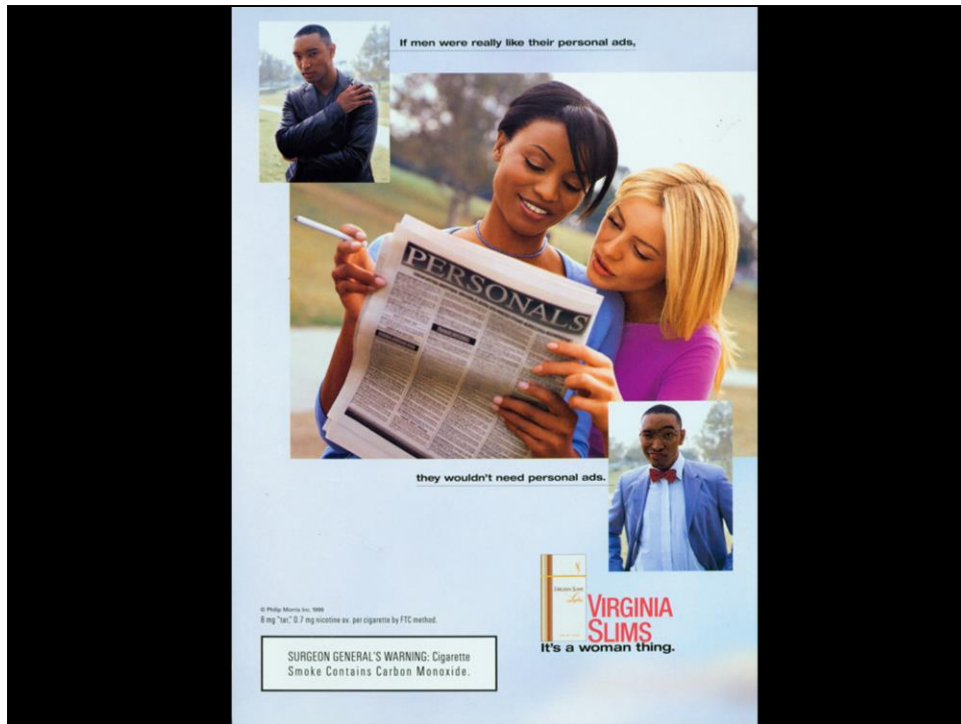
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Theme: Today's Women

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Theme:

Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme:

Today's Women

Key Words:

Quote:

Comment:



Date: 1990
Brand:
Manufacturer:
Campaign:
Theme: Today's Women
Key Words:
Quote:
Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

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Theme: Today's Women

Key Words:

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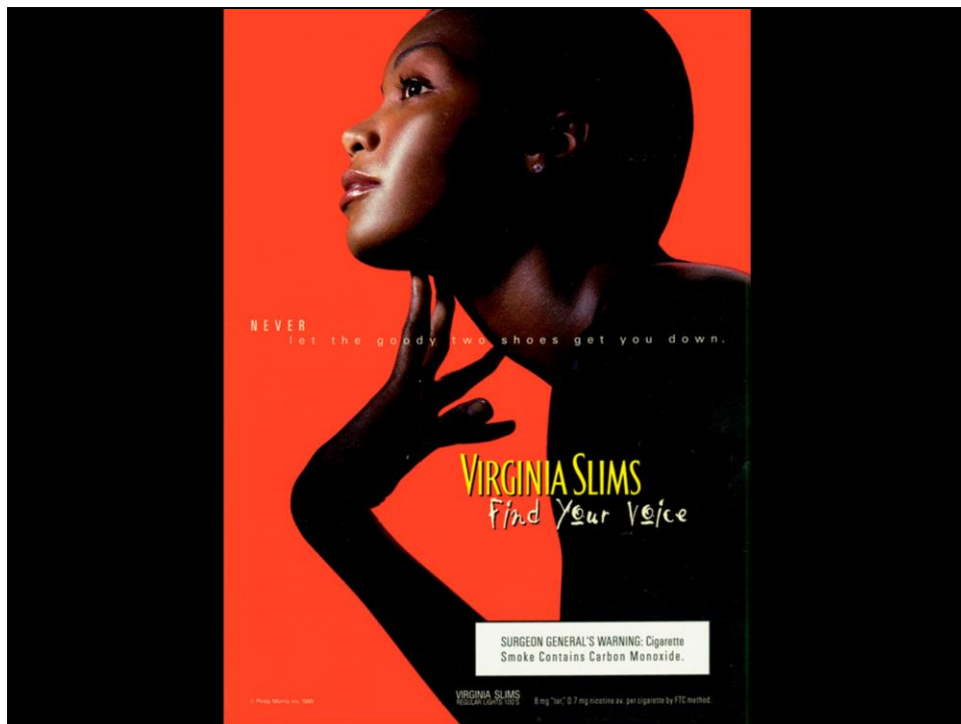
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Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

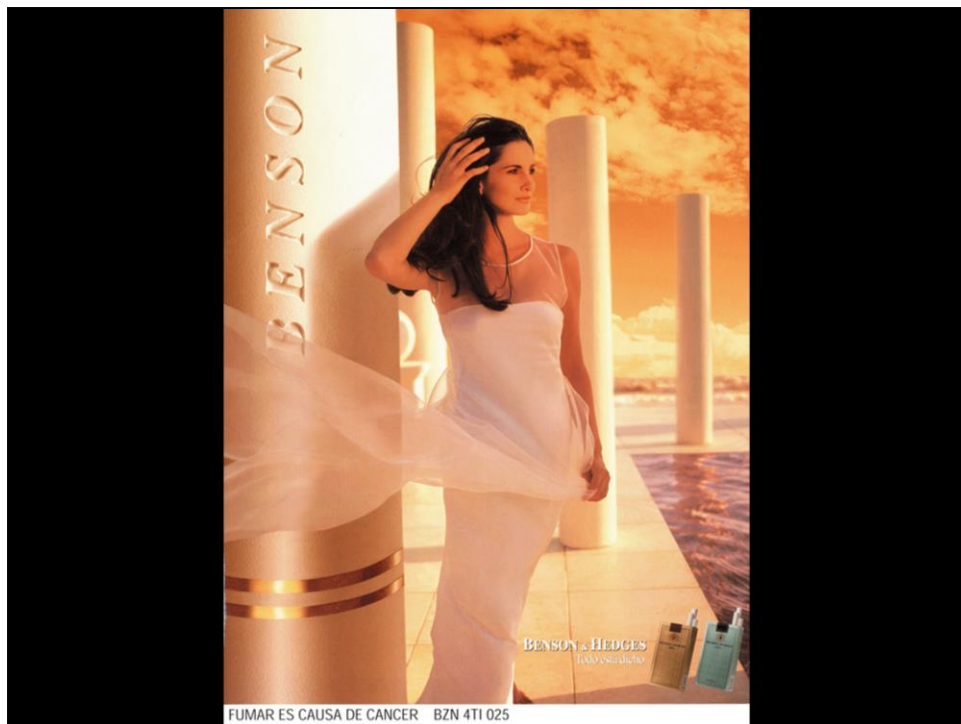
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Theme: Today's Women

Key Words:

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Manufacturer:

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Theme: Today's Women

Key Words:

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Campaign:

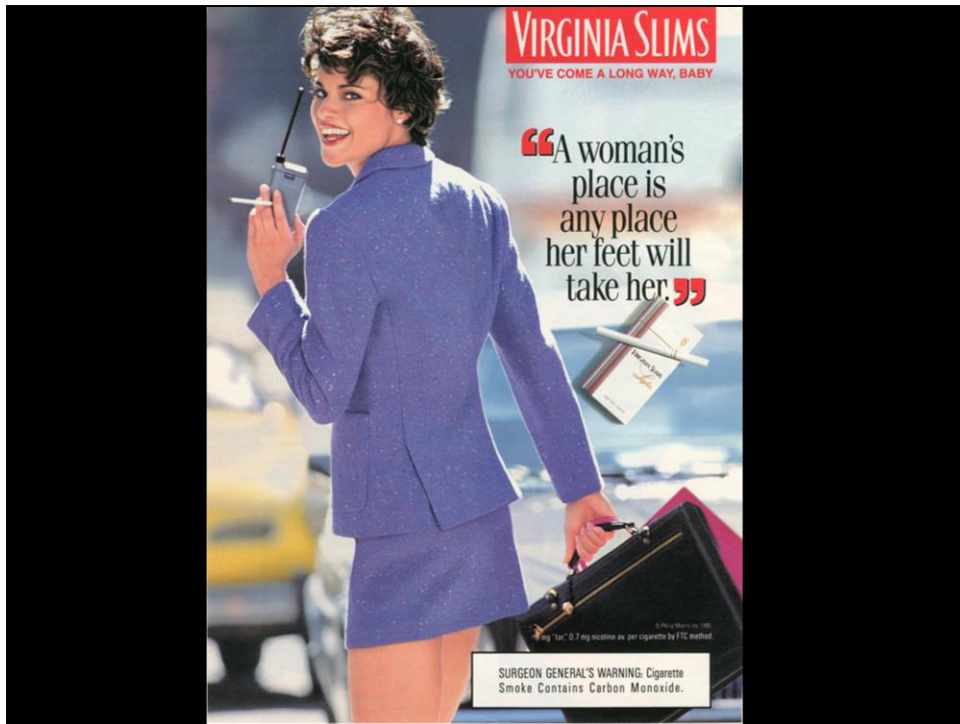
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Today's Women

Key Words:

Quote:

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Manufacturer:

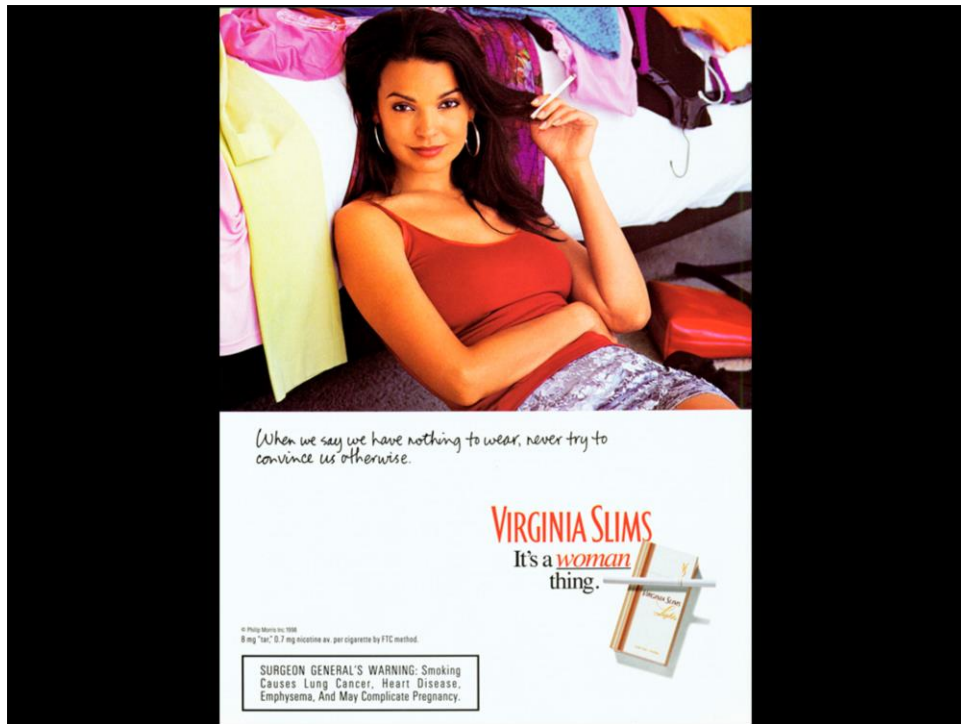
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Theme: Today's Women

Key Words:

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Date:

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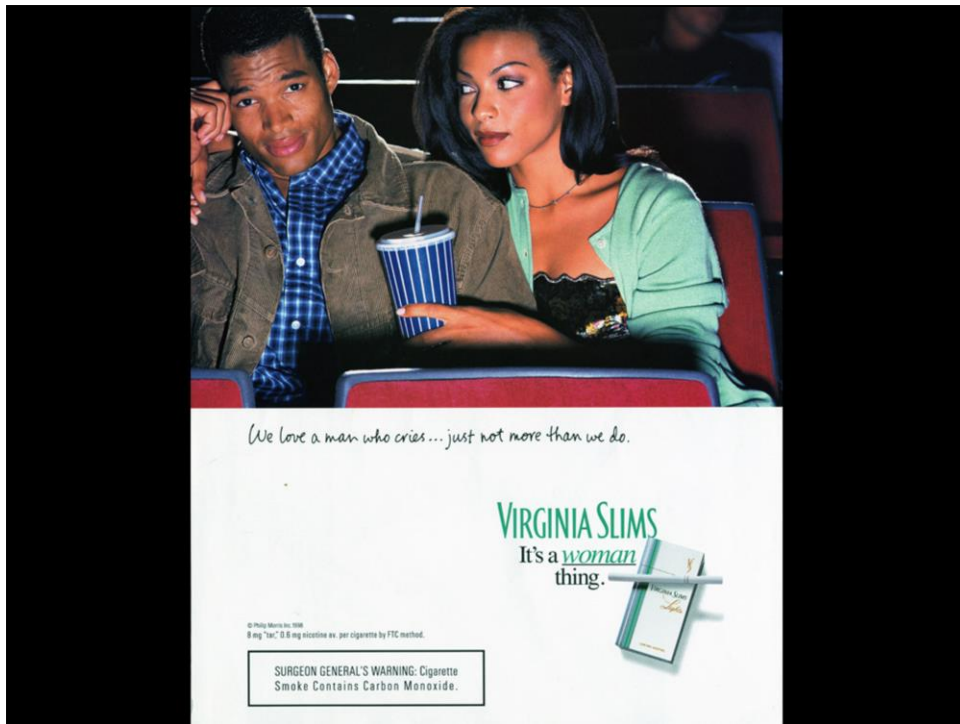
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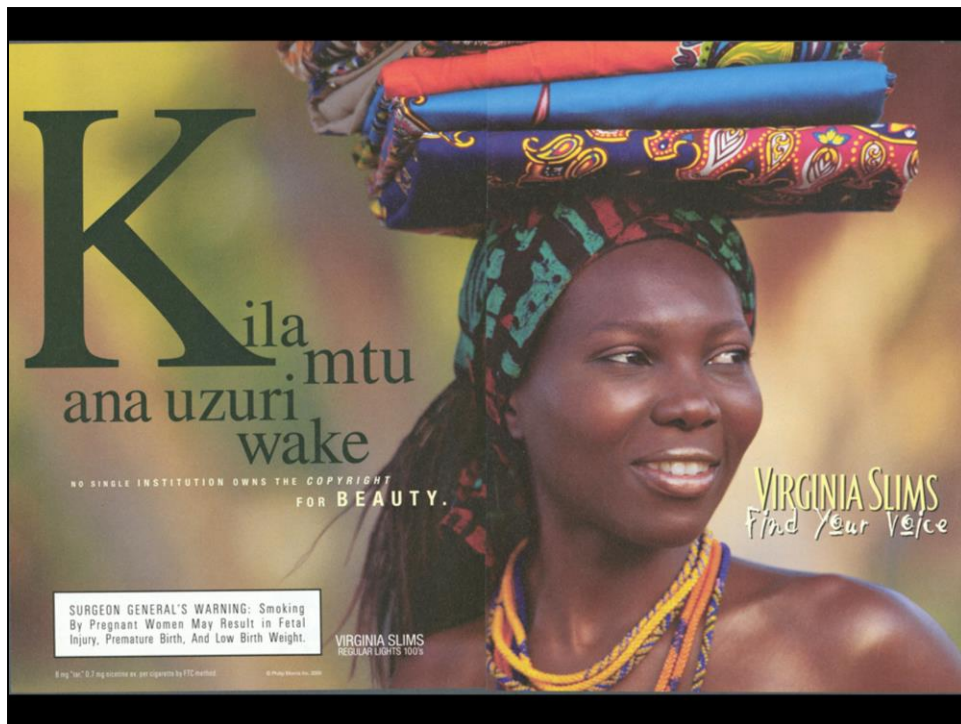
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Theme: Today's Women

Key Words:

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Theme: Today's Women

Key Words:

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Manufacturer:

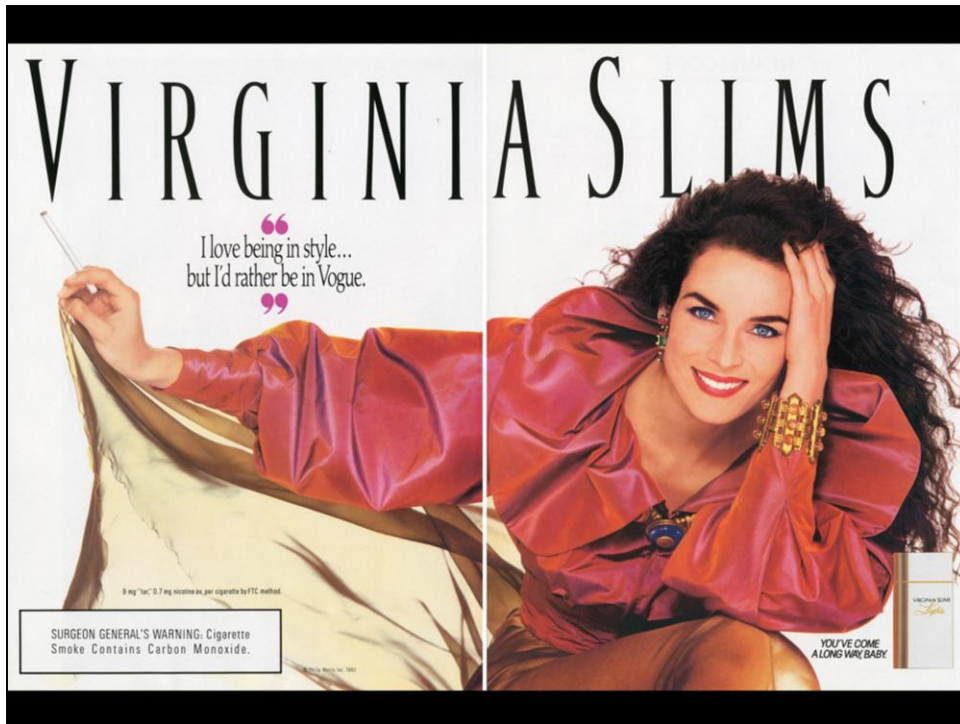
Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date: 1992
Brand: Virginia Slims
Manufacturer: Philip Morris
Campaign: You've Come a Long Way, Baby.
Theme: Today's Women
Key Words: Fashion, Luxury,
Quote: "I love being in style... but I'd rather be in Vogue."

Comment: This beautiful woman in pink and orange is portraying a sophisticated, fashionable wealthy woman. She is looking into the camera and into the eyes of women who want to be like her. If women want to be like her then they smoke for wealth, sophistication and beauty.



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



Date:

Brand:

Manufacturer:

Campaign:

Theme: Today's Women

Key Words:

Quote:

Comment:



¿Tengo pinta
de aceptar
cualquier cosa?



El sabor
de lo genuino

Las Autoridades Sanitarias advierten que el tabaco perjudica seriamente la salud.
Nic.: 0,9 mg/Alq.: 12 mg.

