



Date: 1942

Brand: Parliament

Manufacturer: Philip Morris Tobacco Co.

Campaign: You Are So Smart To Smoke Parliaments, Only the flavor touches your lips.

Theme: You're So Smart

Key Words: Parliament, cigarette hat, purple sheer veil, women, young women

Quote: "With Parliaments, only the flavor touches your lips."

Comment: "The lady in the chic chapeau may have let her enthusiasm go to her head." Not only has smoking cigarettes proven to exploit a woman's beauty but now it gives her confidence to the point of being conceited. Yet this picture shows a woman hiding behind a "chapeau". She even looks a bit timid with a man behind her.



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Quote: "Masks 'til midnight - that's the rule of Mardi Gras. But no need to mask your feelings about Parliament."

Comment: Are the blueberry looking bubbles Mardi gras beads?



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Key Words: Parliament, cigarette fan, gold gloves, blue satin dress, butler

Quote:

Comment: When we requested a portrait of an ardent Parliament fan, we really had something quite different in mind.



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Key Words: Parliament, cigarette hat, gold mermaid, diver, sea horse, underwater

Quote: "The gentleman with the Parliament will have quite a tale to tell when he gets home. For now he knows that even mermaids know that there's something special about Parliaments."

Comment: What does a mermaid and a Parliament have in common?  
The mermaid woman looks as if she is appalled by the cigarette not the man diving.



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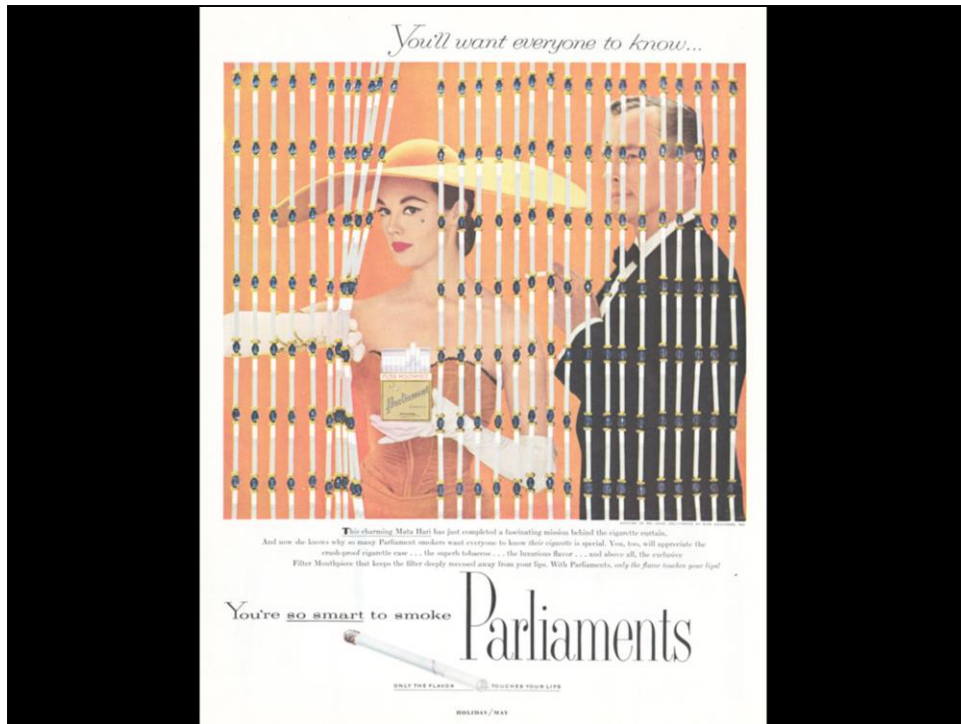
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Key Words: Holiday, Christmas, luxury, wealth

Quote:

Comment: You'll want everyone to know we feel so little during the holiday season, so we smoke to feel better and less overwhelmed.





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Key Words: Parliament,

Quote:

Comment: The woman looks as if she is a porcelain doll whereas the man has realistic facial features



Date: 1942  
Brand: Parliament  
Manufacturer: Benson & Hedges Tobacco Co. then Philip Morris Tobacco Co.  
Campaign: A tip to Smart Smokers  
Theme: You're So Smart  
Key Words:  
Quote:  
Comment:



Date: 1942

Brand: Parliament

Manufacturer: Philip Morris Tobacco Co.

Campaign: If you like things neat and clean you'll like Parliament.

Theme: You're So Smart

Key Words:

Quote:

Comment: "...tobacco tastes best when the filter's recessed." The filter tastes best when the filter is below the surface.



Date: 1942

Brand: Parliament

Manufacturer: Philip Morris Tobacco Co.

Campaign: If you like things neat and clean... you'll like parliament.,  
Every HI?FI Parliament gives an extra margin... tobacco tastes best when the filter's recessed.

Theme: You're So Smart

Key Words:

Quote:

Comment: "If you like things neat and clean"... It looks like she forgot to put on the rest of her make up. Only her right eye has blue eye shadow. It looks like her body position is ready to apply make up but instead she is holding a cigarette and box.

