



Date:	1946
Brand:	Chesterfield
Manufacturer:	Liggett & Meyer Tobacco Co.
Campaign:	ABC: Always Buy Chesterfield, Always Milder, Better Tasting, Cooler Smoking
Theme:	Brides with Butts
Key Words:	Bride, Wedding, Marriage, young woman
Quote:	"-and it's ABC for keeps"
Comment:	A six pack in a silver box - quite a trousseau!



Date: 1945

Brand: Chesterfield

Manufacturer: Liggett & Meyers Tobacco Co.

Campaign: Packed with Pleasure

Theme: Brides with Butts

Key Words: Bride, pleasure, young adult

Quote:

Comment: The Tobacco Men also had an infatuation with brides, marriage, and its myriad associated symbols. Included here are dozens of blushing brides, cigarette in hand, decked out in full nuptial regalia.



Date: 1949

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: L.S./M.F.T. - Lucky Strike means fine tobacco

Theme: Brides with Butts

Key Words: Bride, woman,

Quote: "Luckies' fine tobacco picks you up when you're low...calms you down when you're tense- puts you on the lucky level!"

Comment: This bride does not look low or tense, she looks happy and relaxed.



Date: 1980

Brand: Lark

Manufacturer: Liggett & Meyers Tobacco Co.

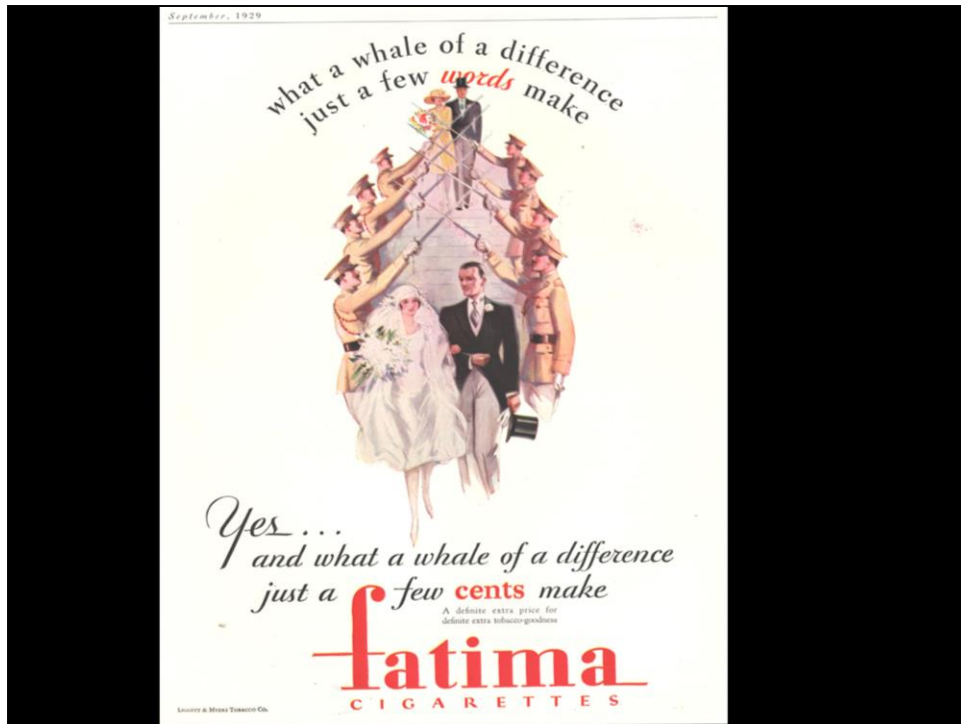
Campaign: It's Lark Light Time:

Theme: Brides with Butts

Key Words: Bride, groom, marriage

Quote: "After all the "good-byes," we're finally on our way. A lot of living ahead. A light time...and a Lark."

Comment:



Date: 1929 Sept.
Brand: Fatima
Manufacturer: Liggett & Meyers Tobacco Co.
Campaign: What a whale of a difference just a few words make
Theme: Brides with Butts
Key Words: Bride, Groom, Military, wedding, marriage
Quote: What a whale of a difference just a few words make Yes...
and what a whale of a difference just a few cents make
Comment:

REWARD YOURSELF

WITH THE PLEASURE OF SMOOTH SMOKING

Your appreciation of PALL MALL quality has made it America's most successful and most admired cigarette.

Your PALL MALL tastes "freshly-lit" puff after puff.

In today's high-speed living, the smooth, gentle mildness of a freshly-lit PALL MALL encourages you to ease up...put worries aside...enjoy life more. Reward yourself with frequent moments of relaxation—get that certain feeling of contentment. Choose well—smoke PALL MALL.

PALL MALL is so fresh and fragrant, so mild and cool and sweet it tastes freshly-lit puff after puff.

Get pleasure-packed PALL MALL in the distinguished red package today.

Smoke longer and finer and milder PALL MALL

1. Longer
Fine tobacco is its own best filter. PALL MALL's greater length of fine tobacco travels the smoke further—filters the smoke, makes it mild. Get smoothness, mildness, satisfaction no other cigarette can offer.

2. Finer
You get more than greater length. PALL MALL tobaccos are the finest quality money can buy. No finer tobacco has ever been grown—and here it is blended in a flavor peak—delicious, and distinctively PALL MALL.

3. Milder
PALL MALL's greater length of traditionally fine, mellow tobaccos gives you extra self-filtering action. PALL MALL filters the smoke so it's never bitter, always sweet—never strong, always mild.

OUTSTANDING...and they are MILD!

PALL MALL is a trademark of The American Tobacco Company. Cigarettes contain nicotine and tar.

Date: 1953

Brand: Pall Mall

Manufacturer: The American Tobacco Co.

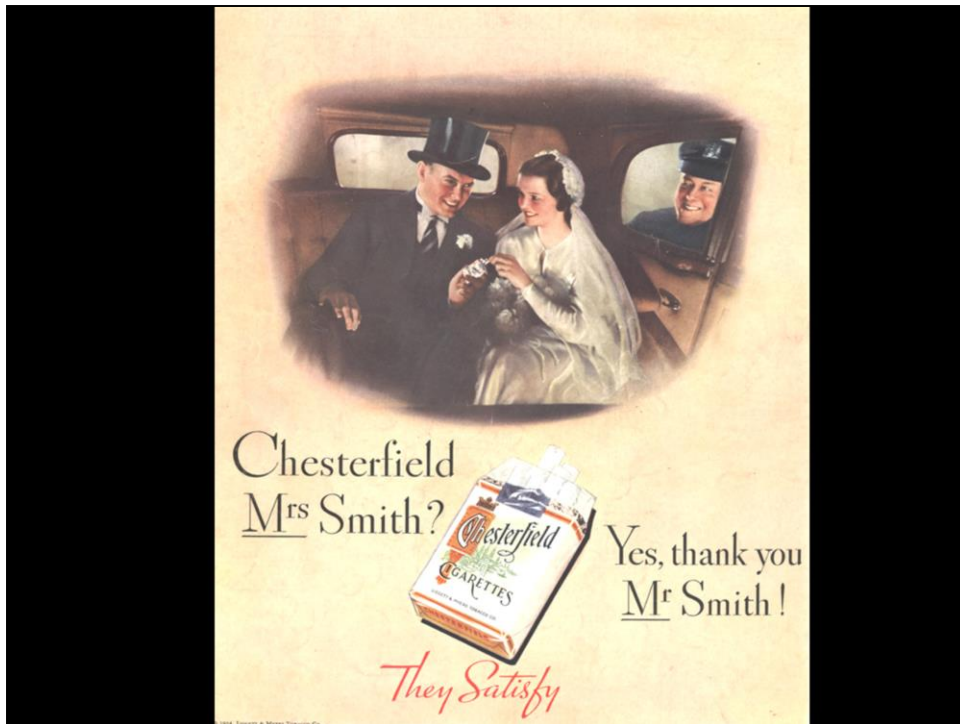
Campaign: Pleasure, Mild, Fresh

Theme: Brides with Butts

Key Words: Pall Mall, Reward, marriage, wedding, bride, pleasure, groom, money, mild

Quote: "Pall Mall encourages you to ease up...put worries aside...enjoy life more."

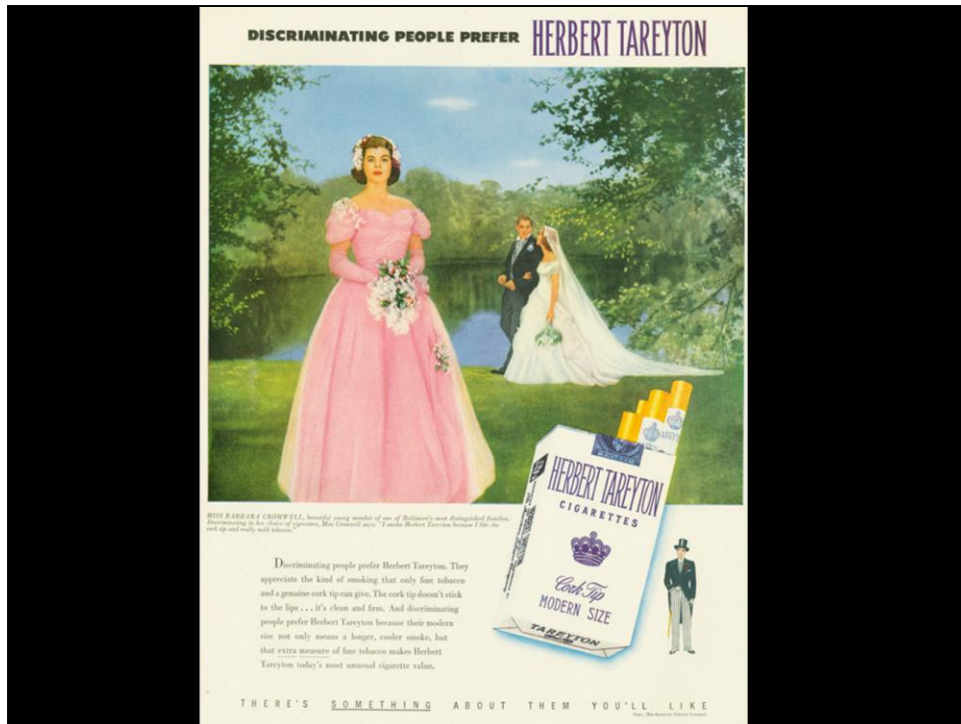
Comment: Reward Yourself - on the way to your honeymoon - by increasing your risk of emphysema, lung cancer, and heart disease.



Date:	1943
Brand:	Chesterfield
Manufacturer:	Liggett & Meyers Tobacco Co.
Campaign:	They Satisfy
Theme:	Brides with Butts
Key Words:	Brides,groom, marriage, wedding
Quote:	
Comment:	Looks like the cop in the window wants one too.



Date: 1938
Brand: Chesterfield
Manufacturer: Liggett & Meyers
Campaign: They Satisfy
Theme: Brides with Butts
Key Words: Chesterfield, bride, women, wedding, Mr., Mrs.,
Quote: for a lifetime of More Pleasure..better taste..refreshing
mildness
Comment: Just the opposite actually, a lifetime of smoking will cause
many health issues and the happy Mr. and Mrs. will have a lifetime of suffering and pain.



Date: 1951

Brand: Herbert Tareyton

Manufacturer: The American Tobacco Co.

Campaign: Discriminating People Prefer

Theme: Brides with Butts

Key Words: Herbert Tareyton, cork tip, bride, bridesmaid, wedding, pond, discriminating people prefer

Quote: There's something about them you'll like

Comment: Discriminating People Prefer. The cork tip doesn't stick to the lips.

DISCRIMINATING PEOPLE PREFER
HERBERT TAREYTON

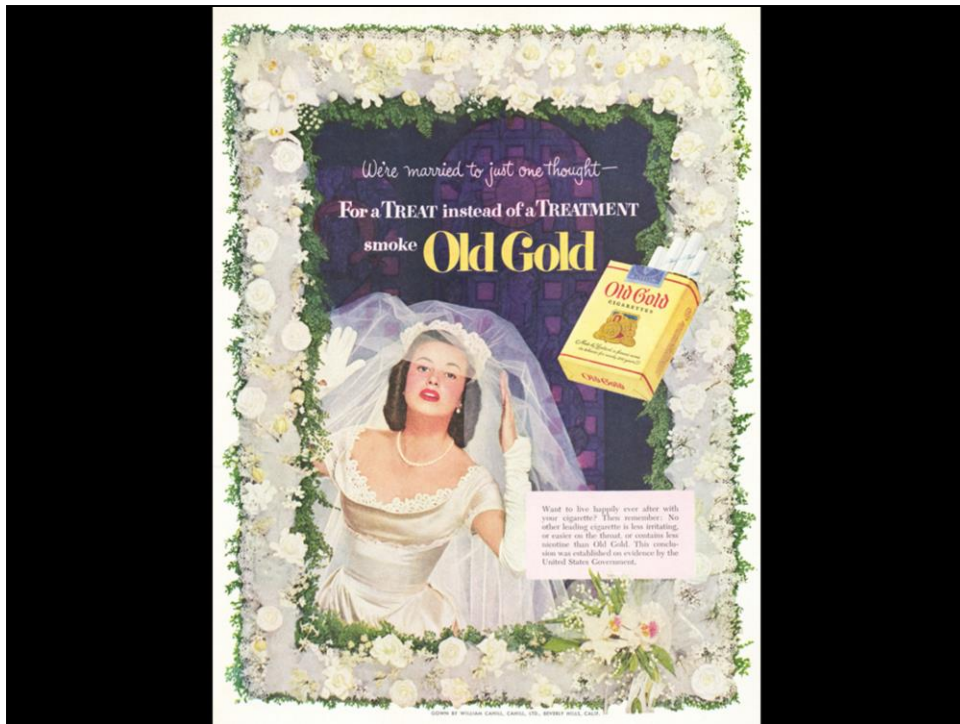


MISS BARBARA CRUMWELL
beautiful young member of one
of Baltimore's most distinguished
families, discriminating in her
choice of matrimony. When I asked
her "I prefer Herbert Tareyton
because I like the cork tip and
myself and others."

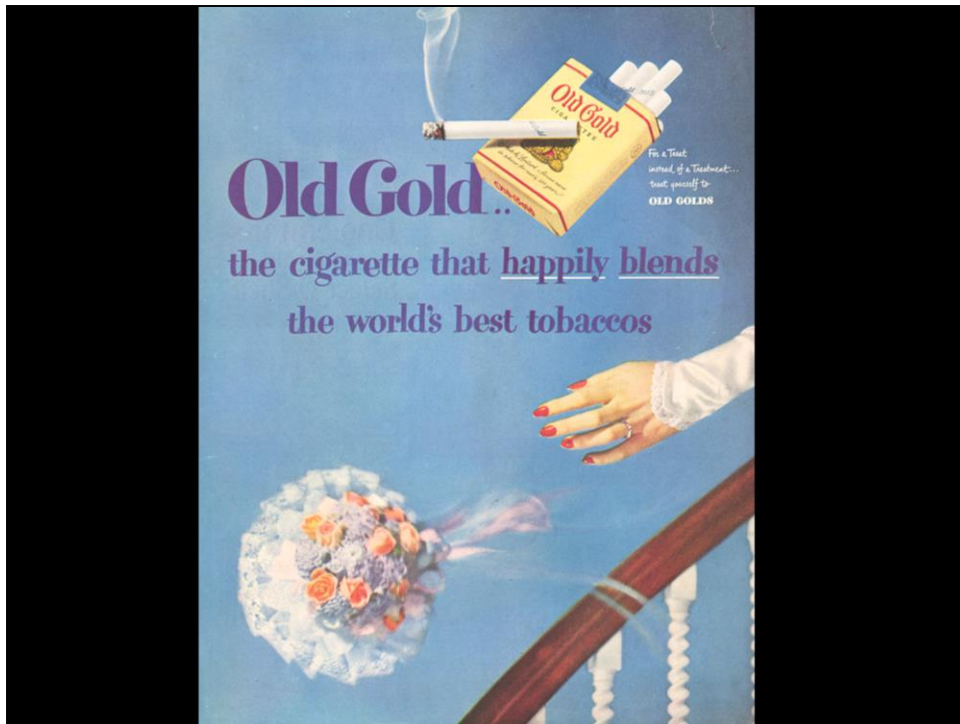
Discriminating people prefer Herbert Tareyton. They appreciate
the kind of smoking that only fine tobacco and a genuine cork tip can
give. The cork tip doesn't stick to the lips... it's clean and firm. And
discriminating people prefer Herbert Tareyton because their modern
size not only means a longer, cooler smoke, but that extra measure of fine
tobacco makes Herbert Tareyton today's most unusual cigarette value.

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

Herb - The Herbert Tareyton Company



Date: 1943
Brand: Old Gold
Manufacturer: Lorillard Tobacco Co.
Campaign: For a Treat Instead of a Treatment.
Theme: Brides with Butts
Key Words: Old Gold, Bride, wedding, veil, treat, treatment, white flowers
Quote: We're married to just one thought-
Comment: Kiss the bride. Kissing a girl who smokes is like licking an ashtray



Date: 1944

Brand: Old Gold

Manufacturer: Lorillard Tobacco Co.

Campaign: For a Treat Instead of a Treatment.

Theme: Brides with Butts

Key Words: Bride, Wedding, Woman

Quote:

Comment: Would be better if she threw the butts away and kept the bouquet. Getting married is a treat not smoking.



Date:

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: It's Toasted

Theme: Brides with Butts

Key Words: Bride, marriage, woman, wedding

Quote: "I Do"

Comment: Yes, she does, but for the health of her future family she shouldn't.



Date: 1932

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: "It's Toasted"

Theme: Brides with butts

Key Words: Bride, groom, man, woman, marriage, wedding

Quote:

Comment: Forever and Ever - but maybe for less time than it would have been without the tobacco habit. The infinity smoke rings show a man's wedding band and a diamond wedding ring for the bride to be. Has he really asked her or is he just hoping- til death do us part?

Artist: Howard Chandler Christy



Date:

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: It's Toasted

Theme: Brides with Butts

Key Words:

Quote: "No more need be said"

Comment: No More Need Be Said - Someday This Might Make Us Both Dead. It looks like the groom is taking a smoke break without the bride. Maybe there is no more need be said as they have a last moment together.

Artist: Hayden Hayden-



Date:
Brand: Lucky Strike
Manufacturer: The American Tobacco Co.
Campaign: "It's Toasted"
Theme: Brides with Butts
Key Words: Bride, Groom,
Quote: Of thee I sing
Comment: Of Thee I Sing - Hoarsely



Date:

Brand: Old Gold

Manufacturer: Lorillard Tobacco Co.

Campaign: Something NEW has been added!

Theme: Brides with Butts

Key Words: Bride, groom, wedding, marriage

Quote: "It's what it means and not the size, that put a sparkle in your eyes"

Comment: A Tobacco whose small heart-shaped leaves impart new life and zest.



Date:

Brand: Spud

Manufacturer: The Axton - Fisher Tobacco Co.

Campaign: Fresh

Theme: Brides with Butts

Key Words:

Quote: Smoke a lot on big days? Your Mouth' ll keep fresh as April...
if you keep to Spuds.

Comment:



Date:

Brand: Old Gold

Manufacturer: P. Lorillard Tobacco Co.

Campaign: Keep Kissable

Theme: Brides with Butts

Key Words: women, brides, marriage

Quote: "...and don't forget to keep kissable"

Comment:

Just Twenty . . . but O.G!

What charm!
What freshness!
And just twenty!
Twenty Old Golds...
No more, no less
Than you get
In any other
Regular-size pack of
Cigarettes.
But O.G! . . .
What a difference
You'll find
In O.Gs!
What a difference
In the rich
Full flavor
And fragrance
Of their
Prime crop tobaccos!
What a difference
In their benevolent
Mildness that comes
From long extra aging
And mellowing
In oaken casks!
What a difference
In Old Gold's
Guaranteed freshness,
The result of a
Seal-proof package
Wrapped in
Double Cellophane
Double-sealed!
Do you wonder
That every day
More wise smokers
Marry Old Golds?



Every pack wrapped
in two jackets of
Cellophane,
the O.G.ER jacket
opens from
the BOTTOM.

TUNE IN to Old Gold's Hollywood Screenings, every Tuesday and Thursday nights, Columbia Network, Greater-Cast

For Finer *FRESHER* Flavor . . . Smoke Double-Mellow Old Golds

Date: 1938

Brand: Old Gold

Manufacturer: P. Lorillard Tobacco Co.

Campaign: Fresh Double-Mellow

Theme: Brides with Butts

Key Words: bride, wedding

Quote:

Comment:

*Come live with me, and be my love;
And we will all the pleasures prove
That hills and valleys, dales and fields,
Woods or steepy mountain yields.*
Christopher Marlowe



Expect to find in Benson & Hedges certain pleasures no other cigarette offers. Luxurious flavor, classic in taste. Costlier tobaccos, meticulously blended. Cigarette-case box, custom-tailored. Filter mouthpiece, recessed so that only the flavor touches your lips.



 BENSON & HEDGES - Regular and King Size

Date: 1957

Brand: Benson & Hedges

Manufacturer: Benson & Hedges Inc. 1928-1958 Philip Morris after 1958

Campaign: Regular and king Size

Theme: Brides with Butts

Key Words:

Quote: "Come live with me, and be my love: and we will all the pleasures prove that hills and valleys, dales and fields, woods or steepy mountain yields. - Christopher Marlowe"

Comment:



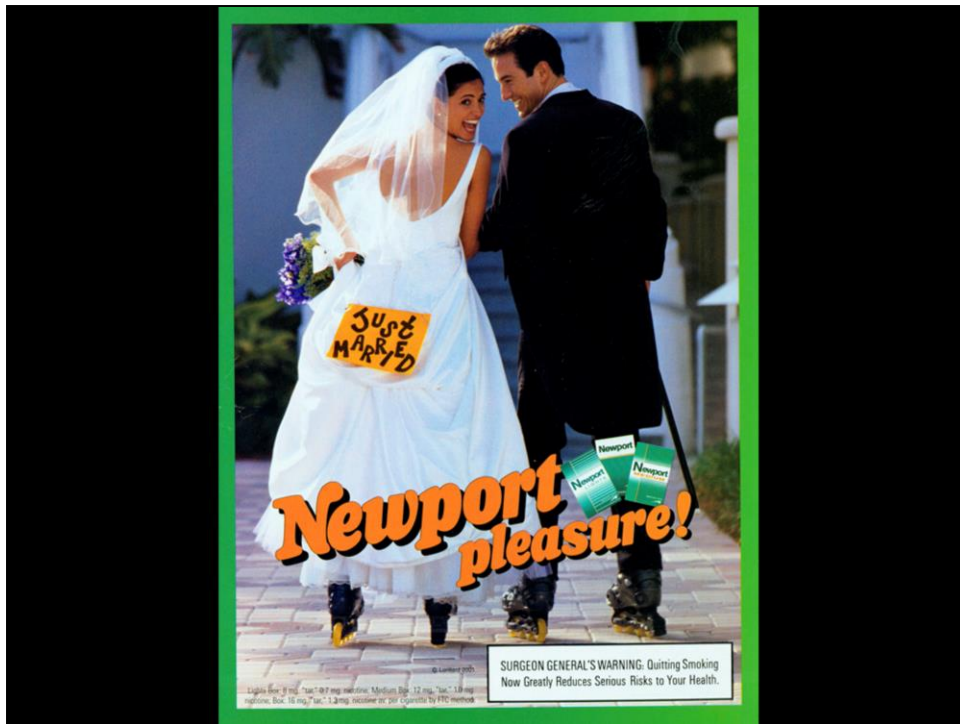
Date:	1970 Nov
Brand:	Doral
Manufacturer:	
Campaign:	Comic Strip
Theme:	Brides with Butts
Key Words:	Wedding, bride, groom
Quote:	"Do you like the taste, Snookums?" "I Do!"
Comment:	



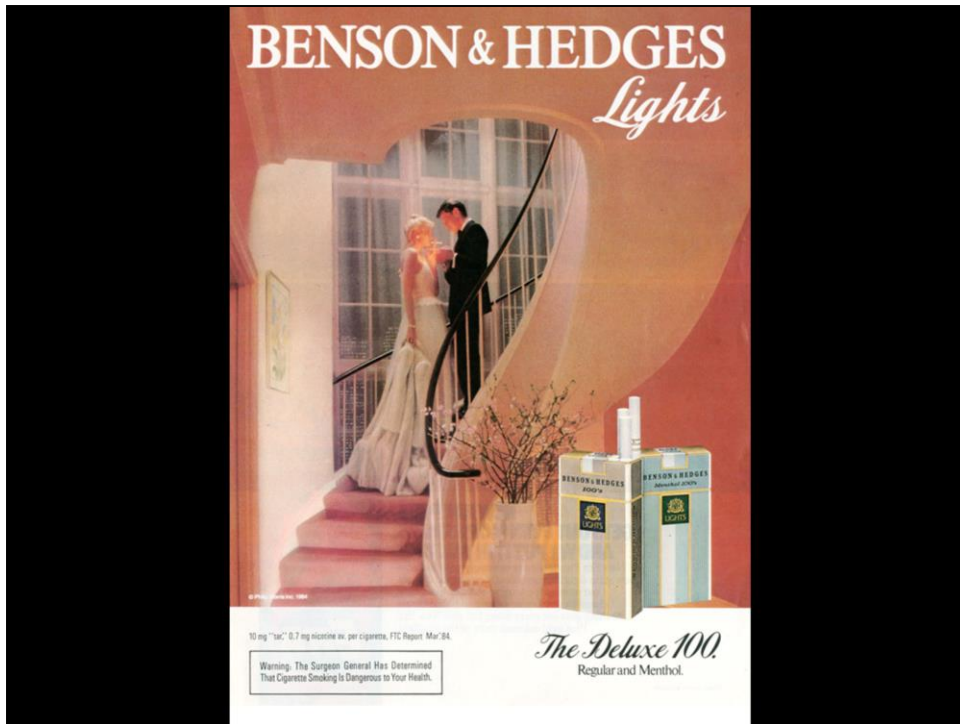
Date:	2003
Brand:	Doral
Manufacturer:	
Campaign:	Splendidly Blended
Theme:	Brides with Butts
Key Words:	Bride, groom, wedding, wedding cake,
Quote:	
Comment:	Imagine getting more...lung, and throat cancer?



Date: 1974
Brand: Benson & Hedges
Manufacturer: Benson & Hedges Inc. 1928-1958 Philip Morris after 1958
Campaign: America's Favorite cigarette break 100's
Theme: Brides with Butts
Key Words:
Quote:
Comment:



Date:	2000
Brand:	Newport
Manufacturer:	
Campaign:	Pleasure
Theme:	Brides with Butts
Key Words:	
Quote:	
Comment:	



Date:

Brand: Benson & Hedges

Manufacturer: Benson & Hedges Inc. 1928-1958 Philip Morris after 1958

Campaign: Lights

Theme: Brides With Butts

Key Words:

Quote:

Comment:

Punch, June 9, 1932

Home Lighter for newlyweds by Ronson, designed by John Wain, licensed by Ronson.

Today's most fashionable wedding present

Here's a new idea, a good one. It's a Ronson Wedgwood lighter for the home; no ordinary lighter either. This model marries the perfect Ronson mechanism to an exquisite Wedgwood blue and white Jasper base. It really is a present in a hundred—unusual, useful, enduring, elegant. What more could you, or any young couple ask? Not expensive either. The silver plated model illustrated on the right costs 4 guineas. A less expensive RonsonWedgwood, in a different shape, finished in chromium plate, is available at 3 guineas.

RONSON Lighters for the home

FOR YOUR OWN PROTECTION LOOK FOR THE TRADE MARK **RONSON** WORLD'S GREATEST LIGHTER

Date:

Brand:

Ronson

Manufacturer:

Campaign:

Theme:

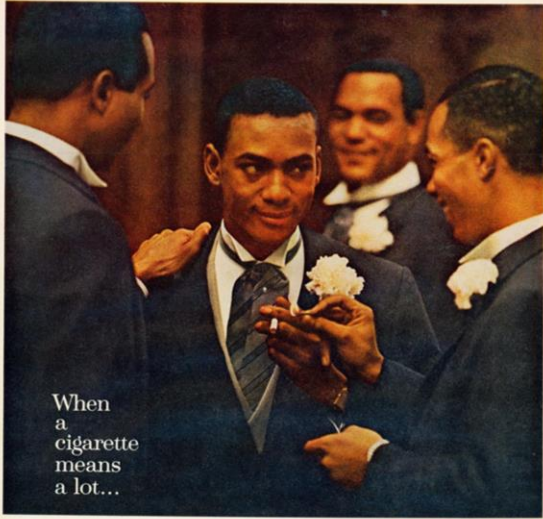
Brides with Butts

Key Words:

Quote:

today's most fashionable wedding present

Comment:



When
a
cigarette
means
a lot...

you get lots more from **L&M**

more body in the blend
more flavor in the smoke
more taste through the filter

It's the rich-flavor leaf that does it!



There's more rich-flavor leaf among L&M's choice tobaccos - usually more of this longer-aged, extra-cured leaf than even in some well-known cigarettes. And only L&M has the clean, broadening Miracle-Tip filter. Get Lots More from L&M - the filter cigarette for people who really like to smoke.

Date:

Brand: L & M

Manufacturer: Liggett & Meyers

Campaign:

Theme: Brides with Butts

Key Words:

Quote:

Comment:



When
a
cigarette
means
a lot...

you get **Lots More** from **L&M**

 more body in the blend
more flavor in the smoke
more taste through the filter

It's the rich-flavor leaf that does it!

There's more rich-flavor leaf among L&M's choice tobaccos—actually more of this longer-aged, extra-cured leaf than even in some unfiltered cigarettes. And with L&M's modern filter—the Miracle Tip—only pure white touches your lips. Get lots more from L&M—the filter cigarette for people who really like to smoke.

Date:

Brand: L & M

Manufacturer: Liggett & Meyers

Campaign:

Theme: Brides with Butts

Key Words:

Quote:

Comment:



Date:

Brand:

Kool

Manufacturer:

Campaign:

Theme:

Brides with Butts

Key Words:

Quote:

Comment:



Date:

Brand:

A.S.R. Lighters

Manufacturer:

Campaign:

The gift that brightens every occasion!

Theme:

Brides with Butts

Key Words:

Quote:

For a matchless dad, for a fantastic best man, for a right future

Comment:

In choosing a bride... or a cigarette...
Let *your* taste decide!



Bridal Gown, courtesy of Bonwit Teller, Inc.

A YOUNG MAN in a marrying mood doesn't rely on any other fellow's taste. He makes up his own mind. And that's the way to pick any "pal" . . . even the cigarette you smoke.

Maybe this ultra-mild, honey-smooth cigarette will "click" with you . . . but OLD GOLD wants you to let your *own* taste decide.

There are many good cigarettes. If your present brand suits you . . . stick to it. But if you're not quite sure, you might try OLD GOLDS.

No better tobacco grows than is used in OLD GOLDS. And they are **PURE.** (No artificial flavoring)

Tune in on Texaco's sensational Hollywood Orchestra. 10 exciting nights—Columbia Club.

© 1941 American Old Gold Co.

AMERICA'S *Smoothest* CIGARETTE

