



Date: 1932  
Brand: Lucky Strike  
Manufacturer: The American Tobacco Co.  
Campaign: Forever and ever...  
Theme: Couples in Love  
Key Words: Lucky Strike, Forever and ever, smoke rings, wedding rings, groom, bride, women  
Quote:  
Comment: The smoke rings are wedding bands. He looks emotionless and distant while the "bride" to be looks longingly at her empty hand.



|               |                                                            |
|---------------|------------------------------------------------------------|
| Date:         | 1932                                                       |
| Brand:        | Lucky Strike                                               |
| Manufacturer: | The American Tobacco Co.                                   |
| Campaign:     | It's Toasted                                               |
| Theme:        | Couples in Love                                            |
| Key Words:    | Lucky Strike, It's Toasted, One more, pink dress, fur wrap |
| Quote:        | "Just one more"                                            |
| Comment:      | Just one more ...                                          |



|               |                                                                |
|---------------|----------------------------------------------------------------|
| Date:         | 1933                                                           |
| Brand:        | Lucky Strike                                                   |
| Manufacturer: | The American Tobacco Co.                                       |
| Campaign:     | "It's Toasted"                                                 |
| Theme:        | Couples in Love                                                |
| Key Words:    | Lucky Strike, it's toasted, you like, red dress, couple, women |
| Quote:        | "I like what you like"                                         |
| Comment:      |                                                                |



Date: 1933  
Brand: Lucky Strike  
Manufacturer: The American Tobacco Co.  
Campaign: "It's Toasted"  
Theme: Couples in Love  
Key Words: Lucky Strike, it's toasted, you like, yellow dress, couple, women  
Quote: "Quality that Charms"  
Comment:



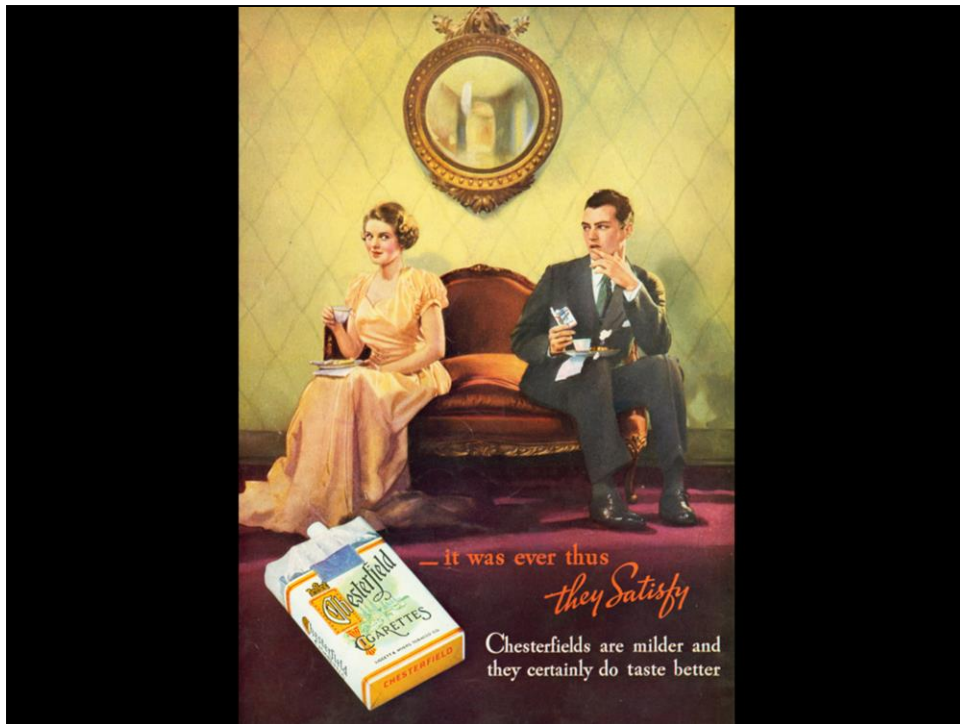
Date: 1933  
Brand: Lucky Strike  
Manufacturer: The American Tobacco Co.  
Campaign: "It's Toasted"  
Theme: Couples in Love  
Key Words:  
Quote:  
Comment:



Date: 19  
Brand: Lucky Strike  
Manufacturer: The American Tobacco Co.  
Campaign: "It's Toasted"  
Theme: Couples in Love  
Key Words:  
Quote:  
Comment:



Date: 1936  
Brand: Lucky Strike  
Manufacturer: The American Tobacco Co.  
Campaign: Luckies- a light smoke, It' s Toasted  
Theme: Couples in Love  
Key Words: Lucky Strike, Luckies, women, dating, green robe  
Quote:  
Comment:



Date: 1935  
Brand: Chesterfield  
Manufacturer: Liggett & Meyers  
Campaign: They Satisfy  
Theme: Couples in Love  
Key Words:  
Quote:  
Comment:



|               |                 |
|---------------|-----------------|
| Date:         | 19              |
| Brand:        | Chesterfield    |
| Manufacturer: | Ligget & Meyers |
| Campaign:     |                 |
| Theme:        | Couples in Love |
| Key Words:    |                 |
| Quote:        |                 |
| Comment:      |                 |



Date: 1934  
Brand: Chesterfield  
Manufacturer: Liggett & Meyers  
Campaign: They Taste Better, Kind to your Throat  
Theme: Couples in Love  
Key Phrase:  
Key Words:  
Quote:  
Comment:



Date:

Brand: Chesterfield

Manufacturer: Liggett & Meyers

Campaign: They Satisfy

Theme: Couples in Love

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Lucky Strike

Manufacturer: The American Tobacco Co.

Campaign: I' m our best friend. I am your Lucky Strike

Theme: Couples in Love

Key Phrase: Try me I' ll never let you down

Key Words:

Quote:

Comment:



Date:

Brand: L & M Kings

Manufacturer: Liggett & Meyers

Campaign: This...is the L&M moment.

Theme: Couples in Love

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: L & M Kings

Manufacturer: Liggett & Meyers

Campaign: This...is the L&M moment.

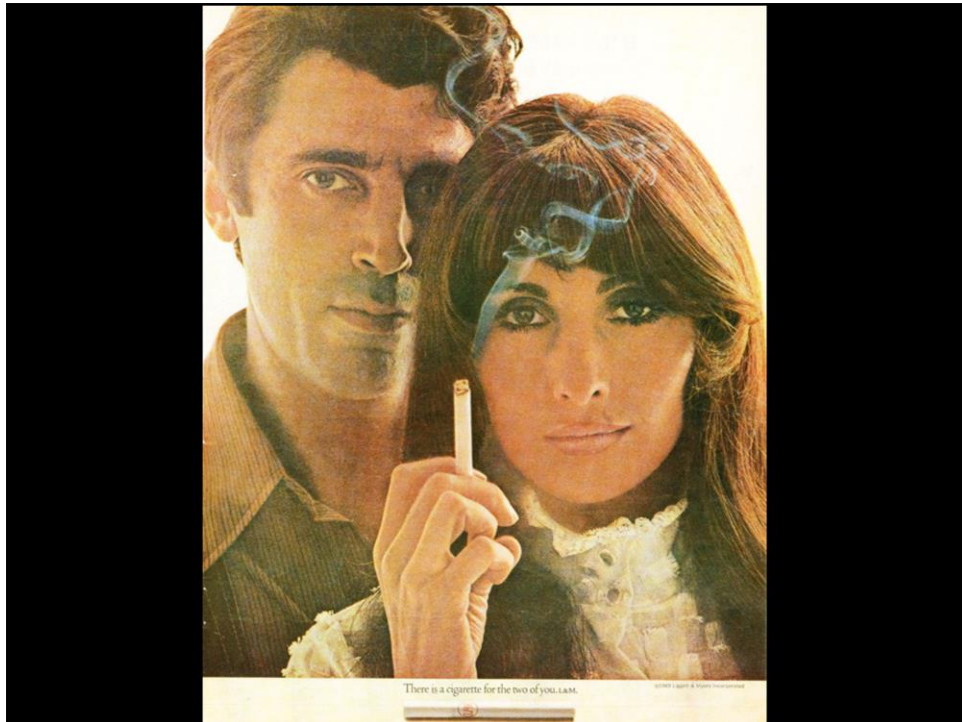
Theme: Couples in Love

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: L & M

Manufacturer: Liggett & Meyers

Campaign: There is a cigarette for the two of you.

Theme: Couples in Love

Key Phrase: There is a cigarette for the two of you.

Key Words:

Quote:

Comment:



|                       |                                                             |
|-----------------------|-------------------------------------------------------------|
| Date:                 | 1953                                                        |
| Brand:                | Old Gold                                                    |
| Manufacturer:         | Lorillard Tobacco Co.                                       |
| Campaign:             | Treats you right                                            |
| Theme:                | Couples in Love                                             |
| Key Phrase:           | If you want a Treat instead of a Treatment...remember...Old |
| Gold treats you right |                                                             |
| Key Words:            | Old Gold                                                    |
| Quote:                |                                                             |
| Comment:              |                                                             |



**WINSTON** is the big brand on this range, ma'am...for filter and for flavor!

Once folks discover Winston, they just can't keep the news under their Stejsnals! They go for the *flavor* because it's so clean and fresh—from a bright, clear blend of superb tobaccos. They like Winston's exclusive pure-white filter, with the smart cork-smooth tip. And, they like to share a good thing when they find it! You try 'em. Then you'll *know* why Winston is now way out ahead of the other filter cigarettes.

© 1964 B&W TOBACCO CO., WINSTON-SALEM, N.C.

**WINSTON** FILTER CIGARETTES  
WINSTON FILTER CIGARETTES  
WINSTON FILTER CIGARETTES  
WINSTON FILTER CIGARETTES  
WINSTON FILTER CIGARETTES

New available in crush-proof box, too!

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!

Date: 19

Brand:

Manufacturer:

Campaign:

Theme: Couples in Love

Key Words:

Quote:

Comment:



Date: 1953  
Brand: Old Gold  
Manufacturer: Lorillard Tobacco Co.  
Campaign: Treats you right  
Theme: Couples in Love  
Key Phrase: If you want a Treat instead of a Treatment...remember...Old  
Gold treats you right  
Key Words: Old Gold  
Quote:  
Comment:



Date:

Brand:

Player's

Manufacturer:

Campaign:  
countss

Navy Cuts, Cigarettes "Medium", It's the tobacco that

Theme:

Couples in Love

Key Phrase:

Whatever the pleasure Player's complete it

Key Words:

Quote:

Comment:



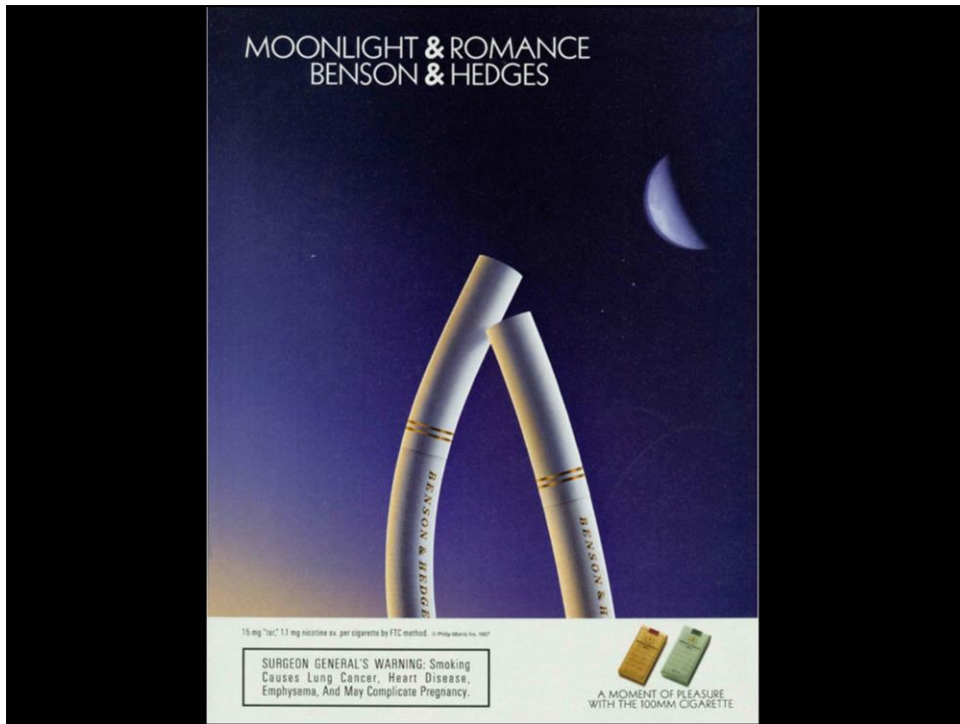
Date: 1953  
Brand: Old Gold  
Manufacturer: Lorillard Tobacco Co.  
Campaign: Treats you right  
Theme: Couples in Love  
Key Phrase: If you want a Treat instead of a Treatment...remember...Old Gold treats you right  
Key Words: Old Gold  
Quote:  
Comment:



Date: 1953  
Brand: Old Gold  
Manufacturer: Lorillard Tobacco Co.  
Campaign: Treats you right  
Theme: Couples in Love  
Key Phrase: If you want a Treat instead of a Treatment...remember...Old Gold treats you right  
Key Words: Old Gold  
Quote:  
Comment:



Date: 1953  
Brand: Old Gold  
Manufacturer: Lorillard Tobacco Co.  
Campaign: Treats you right  
Theme: Couples in Love  
Key Phrase: If you want a Treat instead of a Treatment...remember...Old Gold treats you right  
Key Words: Old Gold  
Quote:  
Comment:



Date: 1997  
Brand: Benson & Hedges  
Manufacturer: Benson & Hedges Ltd. 1873-1958 Philip Morris after 1958  
Campaign: A moment of pleasure with the 100mm cigarette  
Theme: Couples in Love  
Key Phrase: Moonlight & Romance, Cigarette as People  
Key Words: Benson & Hedges  
Quote:  
Comment: Cigarettes as people.



Date:

Brand: Lark Gas-Trap Filter

Manufacturer: Liggett & Meyers Tobacco Co.

Campaign: Be My Valentine

Theme: Couples in Love

Key Phrase: Tell someone you love about Lark's Gas-Trap filter

Key Words:

Quote:

Comment:



Date: 1935  
Brand: Lucky Strike  
Manufacturer: The American Tobacco Co.  
Campaign: They Tasted better, I'm your best friend, I am your Lucky Strike  
Theme: Couples in Love  
Key Phrase: When you want to make up and don't know how... I'm your best friend  
Key Words:  
Quote:  
Comment:



Date:

Brand: Egyptienne Luxury Cork tip

Manufacturer:

Campaign: Ocean to Ocean - Why?

Theme: Couples in Love

Key Phrase:

Key Words:

Quote:

Comment:



Date:

Brand: Fatima

Manufacturer: Liggett & Meyers Tobacco Co.

Campaign: "Distinctively Individual"

Theme: Couples in Love

Key Phrase: A New Year Wish: May you never be without Fatima Cigarettes

Key Words: Fatima, women, ice skating, red feather, new years, wish

Quote: You may never be without Fatima Cigarettes

Comment:

PUNCH, OR THE LONDON CHARIVARI.—October 8, 1913. VII

## "De Reszke"

*The Aristocrats of Cigarettes*

*Fisher's Advertising Agency.*

*We have printed the picture at the bottom of the page this month because we consider the news published in this advertisement to be of such importance to smokers that it should take the premier place.*

**ALTHOUGH** you may not know it, the price of Turkish Tobacco has been higher for the past two years than for twenty years previously. The Balkan War has caused the loss of Tobacco crops, and Manufacturers have been faced with the problem of using inferior Tobacco or raising their prices. Some Manufacturers have "cut" the quality. Others have lost their Customer's confidence. But one Manufacturer has stood the price.

**OUR** immense reserves of Tobacco enable us to assure smokers that "De Reszke" Cigarettes will in the future be what they have always been in the past—the highest quality the world produces.

"De Reszke" Cigarettes will make by hand and are essentially one of the most successful cigarettes which has ever been the result of human endeavor. And if you have noticed that the brand you usually smoke has not been so good lately—get a box of "De Reszke" Cigarettes. You will appreciate the difference.

**Two Kinds—ONE Quality only—THE BEST.**

|                       |     |     |     |     |          |       |     |     |     |
|-----------------------|-----|-----|-----|-----|----------|-------|-----|-----|-----|
| Turkish—Tener (Large) | 25. | 15. | 3/4 | 6/3 | American | 6/4d. | 1/4 | 2/8 | 5/3 |
|-----------------------|-----|-----|-----|-----|----------|-------|-----|-----|-----|

Sold by all Tobaccoists and Dealers. **J. MILLHOFF & CO., Ltd.** (Dept. 7), 86, Piccadilly, LONDON, W.

*Write for Sample Box of "De Reszke" Cigarettes, forwarded free on receipt of mailing card and address, and 4d. stamp for postage.*



WIDOW'S WEEDS

**FREE OFFER** This "Widow's Weeds" series will be sent free to any smoker who writes to address below a "De Reszke" box lid and 4d. in return for service and postages necessary to send the series. The series consists of 12 pictures, each of which depicts a scene from the life of a widow. The pictures are: 1. The Widow's Weeds. 2. The Widow's Weeds. 3. The Widow's Weeds. 4. The Widow's Weeds. 5. The Widow's Weeds. 6. The Widow's Weeds. 7. The Widow's Weeds. 8. The Widow's Weeds. 9. The Widow's Weeds. 10. The Widow's Weeds. 11. The Widow's Weeds. 12. The Widow's Weeds. All that is required is to send a "De Reszke" box lid and 4d. in return for service and postages necessary to send the series. The series consists of 12 pictures, each of which depicts a scene from the life of a widow. The pictures are: 1. The Widow's Weeds. 2. The Widow's Weeds. 3. The Widow's Weeds. 4. The Widow's Weeds. 5. The Widow's Weeds. 6. The Widow's Weeds. 7. The Widow's Weeds. 8. The Widow's Weeds. 9. The Widow's Weeds. 10. The Widow's Weeds. 11. The Widow's Weeds. 12. The Widow's Weeds. All that is required is to send a "De Reszke" box lid and 4d. in return for service and postages necessary to send the series.

Date:

Brand: De Reszke

Manufacturer:

Campaign: The Aristocrats of Cigarettes

Theme: Couples in Love

Key Phrase: Widow's weeds

Key Words:

Quote:

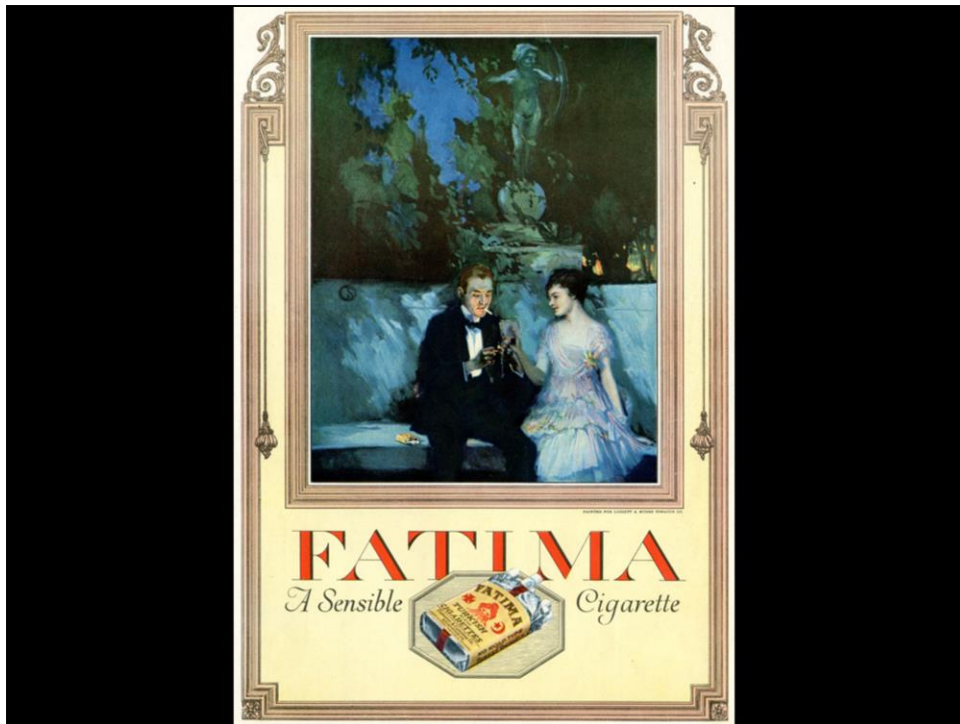
Comment:



Date: 1954 Nov 15  
Brand: Winston Filter Cigarettes  
Manufacturer: R.J. Reynolds  
Campaign: Winston... the easy-drawing filter cigarette!  
Theme: Couples in Love  
Key Phrase: No wonder filter smokers are flocking to Winstons!  
Key Words:  
Quote:  
Comment:



Date: 1954 Oct 4  
Brand: Winston Filter Cigarette  
Manufacturer: R.J. Reynolds  
Campaign: Winston... the easy-drawing filter cigarette!  
Theme: Couples in Love  
Key Phrase: Winston tastes good - like a cigarette should!  
Key Words: Winston, tastes, good, women, polka dot scarf  
Quote:  
Comment:



Date:

Brand: Fatima

Manufacturer: Liggett & Meyers Tobacco Co.

Campaign: A sensible cigarette

Theme: Couples in Love

Key Phrase: A sensible cigarette

Key Words:

Quote:

Comment:



Date:

Brand: Viceroy

Manufacturer: McCall's corp.

Campaign: "To Togetherness"

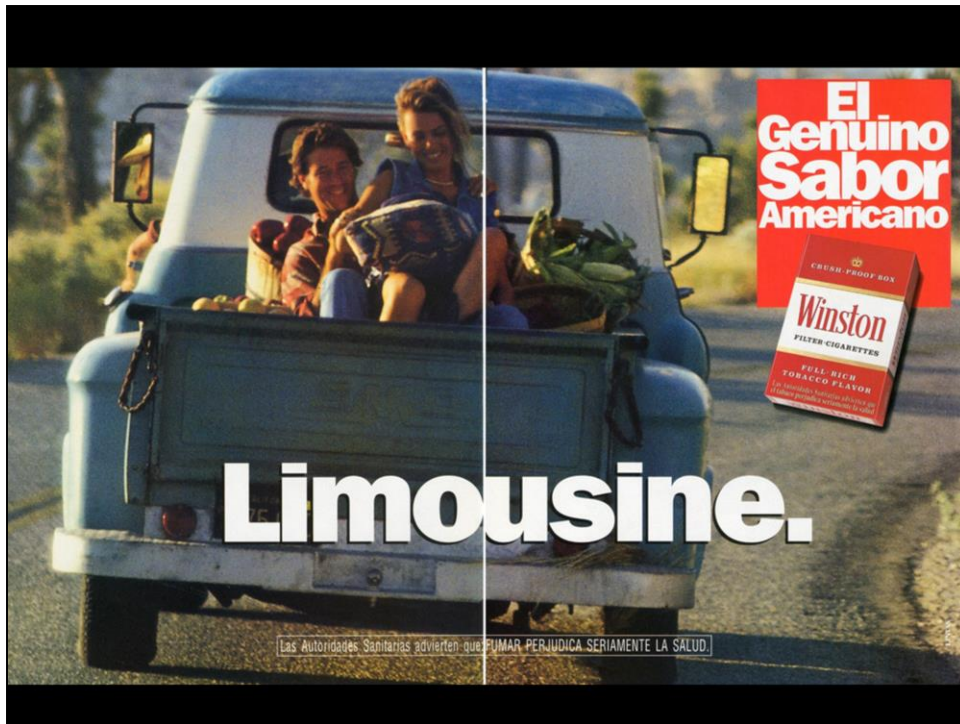
Theme: Couples in Love

Key Phrase: "To Togetherness"

Key Words:

Quote: "to Togetherness"

Comment:



Date:

Brand: Winston

Manufacturer:

Campaign: Full- Rich tobacco flavor

Theme: Couples in Love

Key Phrase:

Key Words:

Quote:

Comment:



Date: 1964  
Brand: Kent  
Manufacturer: Lorillard Tobacco Co.  
Campaign: Kent Satisfies Best  
Theme: Couples in Love  
Key Phrase: Pleasure ahead...when it's Kent.  
Key Words: Kent, Pleasure, Satisfies  
Quote:  
Comment:



Date: 1964  
Brand: Kent  
Manufacturer: Lorillard Tobacco Co.  
Campaign: Kent Satisfies Best  
Theme: Couples in Love  
Key Phrase: Pleasure ahead...when it's Kent.  
Key Words: Kent, Pleasure, Satisfies  
Quote:  
Comment:



Date: 1965  
Brand: Kent  
Manufacturer: Lorillard Tobacco Co.  
Campaign: Kent Satisfies Best  
Theme: Couples in Love  
Key Phrase: Pleasure ahead...when it's Kent.  
Key Words: Kent, Pleasure, Satisfies  
Quote:  
Comment:



Date:

Brand: Chesterfield

Manufacturer: Liggett & Meyers

Campaign: Pleasure

Theme: Couples in Love

Key Phrase: Pleasure is Chesterfield

Key Words: Chesterfield, pleasure, rain, couple under shirt in rain, wonderful

Quote:

Comment:



1949

It's **WINSTON** for flavor!

WINSTON  
TASTES GOOD!

LIKE A  
CIGARETTE  
SHOULD!

Now one of America's most popular cigarettes!

■ Smokers are switching to Winston faster than you can say: "Winston tastes good — like a cigarette should!" This easy-drawing filter smoke brings you real tobacco flavor, rich and full. And the Winston filter works so well the flavor really gets through to you. Join the big switch to Winston. This filter cigarette tastes good — like a cigarette should!

EASY-DRAWING!

Smoke **WINSTON** the filter cigarette America enjoys most of all!

**WINSTON**  
TASTES GOOD!

LIKE A  
CIGARETTE  
SHOULD!

**WINSTON** flavor gets a big hand everywhere!

Don't be surprised if you keep bumping into Winston fans wherever you go. For honest-to-goodness flavor is what everybody wants in a cigarette! And, Winston has an exclusive, easy-drawing filter that lets the full, rich tobacco taste come through. Start enjoying *flavor* filter smoking, today. Get a pack of Winston!

**WINSTON**  
KING SIZE  
FILTER - CIGARETTES  
FINER FILTER  
FINER FLAVOR

PURE, SNOW-WHITE  
FILTER  
SMART  
COP-SMOOTH TIP

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!

Make friends with **WINSTON**

WINSTON TASTES GOOD!

LIKE A CIGARETTE SHOULD!

Winston  
FILTER CIGARETTES  
KING SIZE

Enjoy finer filter smoking!

Find out how good filter smoking can be! Make your next pack Winston! You'll like the *flavor*, because it's full and rich-tasting. And just as important—you'll like the exclusive Winston filter that lets the flavor come through for you to enjoy. Try Winston for *finer* filter smoking.

Switch to **WINSTON** America's best-selling, best-tasting filter cigarette!

**WINSTON  
TASTES GOOD!**

**LIKE A  
CIGARETTE  
SHOULD!**

*For bright, clear flavor—  
switch to **WINSTON***

Wherever you go, folks go for Winston! You will, too. You'll like the full, rich flavor of fine tobacco. And you'll like Winston's exclusive filter, too—the pure, snow-white filter in the smart, cork-smooth tip. It's a great cigarette in every way!

**Winston**  
FINE FILTER  
TASTE FLAVOR

**Winston**  
FINE FILTER  
TASTE FLAVOR

Now available  
in crush proof box, too!

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!

They said it couldn't  
be done...  
They said nobody  
could do it...  
but -

L.M. is  
**Low**  
in tar

with  
**More**  
taste to it

Change to **L.M.** and get 'em both!

**"L.M. is kindest to your taste."** says James Arness. "If you are one of those people who said it couldn't be done . . . who couldn't believe a filter cigarette could deliver full, rich, exciting taste - then L.M. is for you!"

**MORE TASTE:** You get more taste from L.M.'s rich mixture of slow-burning tobaccos - which means you get more smoking enjoyment all day long.

**LOW IN TAR:** You have the satisfaction of knowing L.M. is truly low in tar. Don't settle for one without the other! **THE MODERN - CHANCE TO MODERN L.M.**

THE MIRACLE TIP  
**L.M.**  
SILVERS  
L.M. CIGARETTES



Put a **SMILE** in your SMOKING!

Buy  
**CHESTERFIELD**  
today!

You'll **SMILE** your approval of Chesterfield's  
smoothness — mildness — refreshing taste.

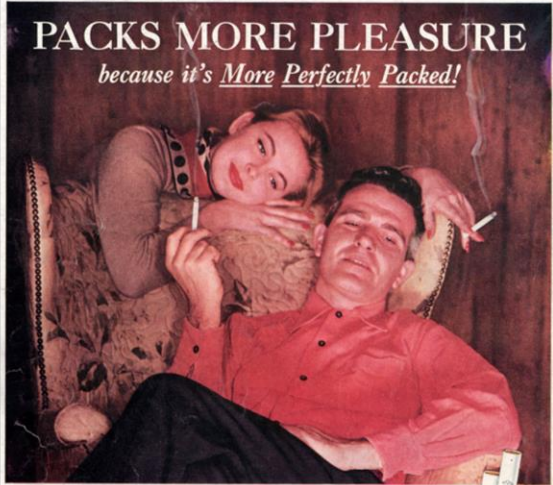
You'll **SMILE** your approval of Chesterfield's  
quality — highest quality — low nicotine.

In the whole wide world no cigarette  
**SATISFIES** like Chesterfield!

© Copyright © 1954, R.J. REYNOLDS CO.



**PACKS MORE PLEASURE**  
*because it's More Perfectly Packed!*



*Satisfy Yourself* with a **Milder, Better-Tasting** smoke —  
packed for more pleasure by exclusive *Accu-Ray*...



**CHESTERFIELD**  
*MILD, YET THEY Satisfy!*

The more perfectly packed your cigarette, the more pleasure it gives... and Accu-Ray packs Chesterfield for more perfectly.

To the touch... to the taste, an Accu-Ray Chesterfield satisfies the most... burns more evenly, smokes much smoother.

Firm and pleasing to the lips... mild yet deeply satisfying to the taste — Chesterfield alone is pleasure-packed by Accu-Ray.

Put a **SMILE** in your **SMOKING**!

Buy **CHESTERFIELD** today!

You'll **SMILE** your approval of Chesterfield's smoothness — mildness — refreshing taste.

You'll **SMILE** your approval of Chesterfield's quality — highest quality — low nicotine.

In the whole wide world no cigarette **SATISFIES** like Chesterfield!

Guaranteed one a cigarette.  
Five really famous a man's lips.  
...an idea a holder.

Betty Garrett SAYS:  
(Mrs. Larry Parks)

"I love to see a man smoke a Cigarillo"

Betty Garrett and Larry Parks who will  
be co-starring next year in "STANLEY"

Betty Garrett speaks for the ladies everywhere...  
They admire the smart, stylish look of The New Idea in Smoking...  
Men love the smooth, mild taste of a Robt. Burns Cigarillo, real smoking  
pleasure in stylish, handy shape... The perfect mild smoke.

**Robt. Burns**  
*Cigarillos* 5¢ pack  
"IN A CLASS BY ITSELF"





