



Smoking is not a habit often undertaken by adults. Almost all new smokers, the lifeblood of the industry, are teens and young adults aged 13 to 21. Internal company documents show that young people have been (and remain today) a key marketing target. Infants and children are often depicted in ads from the Golden Age of American cigarette advertising (1930s-'50s): a baby held tenderly in its mother's arms illustrates the gentleness of Philip Morris; another series has babies endorsing their parent's use of a particular brand. Still other ads show children gifting their dads with cigarettes on Father's Day. Teens were also a consistent target (internally characterized as "replacement smokers"):

hence the ad copy that tells how Philip Morris “has made so many friends among younger smokers – with their fresher, unspoiled tastes.” A young man, with books cuddled under his arm and a pack in his hand, praises Chesterfields as “The largest selling cigarette in America’s colleges.” Graduates in cap and gown, holding cigarettes, were also used to identify, none too subtly, smoking as a proud badge of adulthood.



1955 May

The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



1955

“So popular with Younger Smokers.” Gentle, more delicate in flavor . .
For those with keen young tastes.



1955

The this young college student has PA (Pipe Appeal) in the eyes of the
admiring young coed.

NEW!...and worth courting!

The score is
Love at first light
When Betty Perry
Serves up
That new
Cigarette delight—
Flavor-Rich OLD GOLDS!
Now on sale
Everywhere,
It's a new and
Different blend
Of the finest
Domestic and
Turkish tobacco,
Enriched by an
Added touch
Of a special
Imported tobacco
Noted for its
Pleasing aroma
And lasting flavor.
Try one pack
Of the new
Flavor-Rich OLD GOLDS
And we'll give you
DOUBLE YOUR MONEY BACK*
If you don't say
It's the finest
Cigarette
You ever tasted!

* You get a thrill, or we pay the bill (twice over)
Take a sporting chance on the new Flavor-Rich Old Golds.
Smoke half a pack. If you don't say it's the finest cigarette
you ever tasted, mail the tin remaining cigarettes and
coupons to us...and we'll mail you twice the price you
paid, plus postage. Offer expires September 30, 1940.
F. LORELLARD COMPANY
119 West 40th Street New York City

NEW "DIP-TOG" PACK
Just mail the ash
and get **FOUR** cigarettes,
FLAVOR-RICH
in a flash!

OLD GOLD
CIGARETTES
THE TREASURE OF TOMORROW!

OLD GOLD CIGARETTES are
made from the finest
tobacco and are
available in all
countries.

Now on Sale EVERYWHERE **The new Flavor-Rich OLD GOLDS**
DOUBLE YOUR MONEY BACK...IF IT ISN'T THE FINEST CIGARETTE YOU EVER TASTED!

1940

New! . . And Worth Courting. (nice double entendre)



His NEW telling of the old story elicits little, just as does the story of New Old Gold's delicious taste, now that something new has been added!

Something **NEW*** has been added!

It's Latakia! (Pronounced La-ta-kee'-a), a rare, very flavorful Latakia Macassar tobacco. This acts as a "seasoning" in New Old Golds... brings out all the exquisite flavor of the other fine tobaccos in the blend. You get **all the pleasure** time, expertly blended tobacco can give; and Old Gold's supply of Latakia now in America assures this for years to come!

Discerning Comments
Says Miss Margaret Catty, Fair Chase, Wis.: "New Old Golds have an entirely new, different taste that just meets my requirements! And I can fully appreciate how important the 'seasoning' of flavorful Latakia has been in creating this flavor perfection."

*Latakia Company, Inc., 1000 Broadway, New York 10003. Latakia is a trademark of the Latakia Company, Inc.

1942

Something New Has Been Added

STANFORD CHAPARRAL • APRIL 1938

...a Young Man's Fancy turns



In fact,
In the Spring
The young man
Himself turns
Not lightly,
But lovingly
To the girl . . .
Or the cigarette
That's blessed with
Fresh charm.
Today's
Man-turningest
Cigarette is
Double-mellow
Old Gold.
Its rich
Prime crop tobacco
Are chaperoned
Right to you
By a state-proof
Package . . .
Double-Cellophane
Double-waxed,
Every Old Gold
You light
Is exactly
As fresh,
Full-flavored
And double-mellow
As the minute
It was made.
Temptingly fresh
As a debutante's
Lips!
Yeah, man!
Spring is
Here!

↑
Every pack wrapped in two jackets
of Cellophane; the *OUTER* jacket
springs from the *INSIDE*.

NOTE: On the Old Gold's Reflected Illuminings, only Tamber and Thursday night, Columbia Records, Coats & Co.

For Finer, *FRESHER* Flavor . . . Smoke Double-Mellow Old Gold.

April 1938. . . A Young Man's Fancy Turns.

Today's man-turningest cigarette is double-mellow Old Gold.
From the Stanford University student magazine, April 1938.






Miss Gray is keenly interested in sports, especially skating. Pictures above show Miss Gray skating in the Madison Square Garden Skating Rink in the heart of Manhattan.

Here the sport photographer catches Miss Gray against the human chain of photographers, as she strikes the graceful finish of a backward Charlotte Turn.

Above, smothering the spectacular right outside circle backward. But so easy as it looks! "Miss Gray skates, skates, and skates skates a few times," Miss Gray says. "You never tired."

"...and ready for a Camel! Smoking Camels gives me a beautiful life when I'm tired and Camels take good all the time that especially in other skating!"

Dulcine "Milo" Gray

DAUGHTER OF MR. AND MRS. HENRY G. GRAY,
OF NEW YORK

Feted young debutante of the season is an accomplished figure skater

MIL O' Dulcine Gray, popularly known as Milo, is a bright member of the modern-minded younger generation. Although her social and domestic life is a prominent social life in New York and New Jersey, she is a hard worker, a charmingly demure and modestly charmingly demure in nature. She is a social leader in the skating rink, she was well known in Newport and New York society. Though her career is in a girl's life, Milo has been to study Indian dancing and singing and to study her natural beauty for sports. She wears glasses and golf, and has to have "But my favorite sport" "Skating."

"In sport skating" she has made her first record, putting time to world records during winter-holidays, Central and Eastern Air Route. She is the long held post professional for the younger set, she is a hard worker. She says frequently, "I skated myself with a Camel." "I think I know that I make nothing but Camels. So when they say, 'Want a cigarette, Milo?' I know they're offering me a Camel!"

If you prefer a cigarette that's soft against the throat - try Camels. Smoker then realize and see if you don't agree with Milo Gray, who says: "Camels are nice! They never sting my throat!"



Milo Gray, as sketched by a society photographer, in blue satin. As always, it's a Camel that she's smoking. "Camels are nice with my friends and," she says, "in the picture this winter I noticed that people prefer that delicious Camel flavor!"

Among the many distinguished women who find Camels mild and refreshing:

Mrs. Nicholas Biddle, Philadelphia Mrs. Alexander Black, Los Angeles Mrs. Francis Cobb, Boston Mrs. Thomas M. Carnegie, Jr., New York Mrs. J. Gardner Girdle, Ind., Boston Mrs. Anthony J. Brown, Ind., Philadelphia Mrs. Helen Hammond, Jr., New York Mrs. Oswald Dabney Langhorne, Virginia	Mrs. Roger Mearns, New York Mrs. Nicholas P. Belmont, III, Baltimore Mrs. John W. Rockefeller, Jr., New York Mrs. Rufus Paine Sprague, III, Pasadena Mrs. Peggy Swenson, New York Mrs. Louis Smith, Jr., Chicago Mrs. Barclay Warburton, Jr., Philadelphia Mrs. Howard E. Whitney, New York
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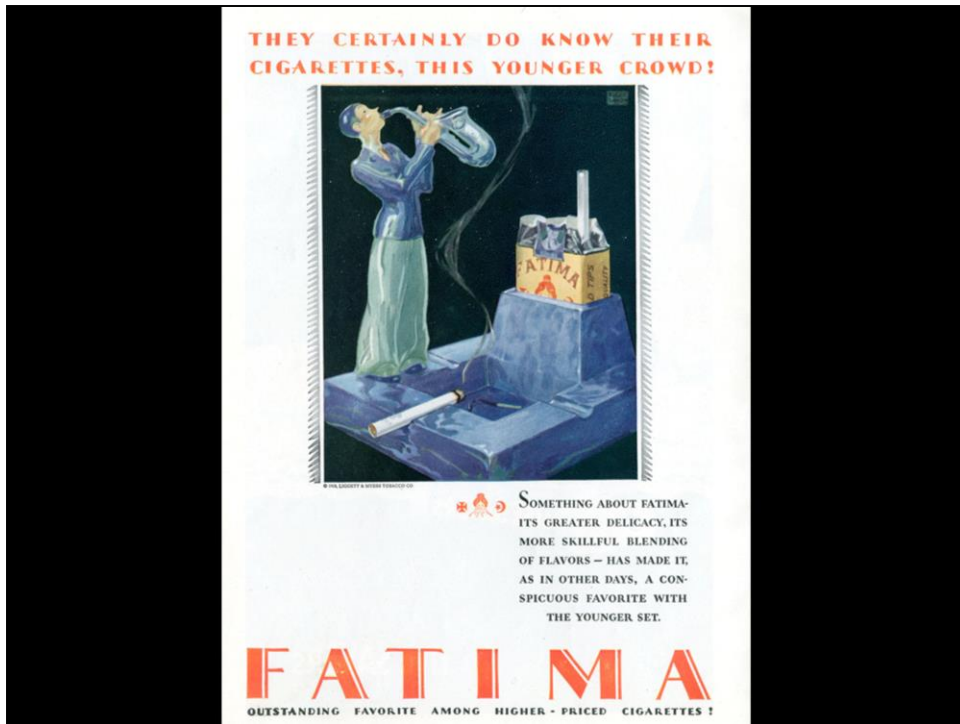
A QUESTION OFTEN ASKED:
Do people appreciate the COSTLIER TOBACCOS in Camels?
THE BEST ANSWER IS:
Camels are the LARGEST-SELLING cigarette in America!

Feted Young Debutante . . .

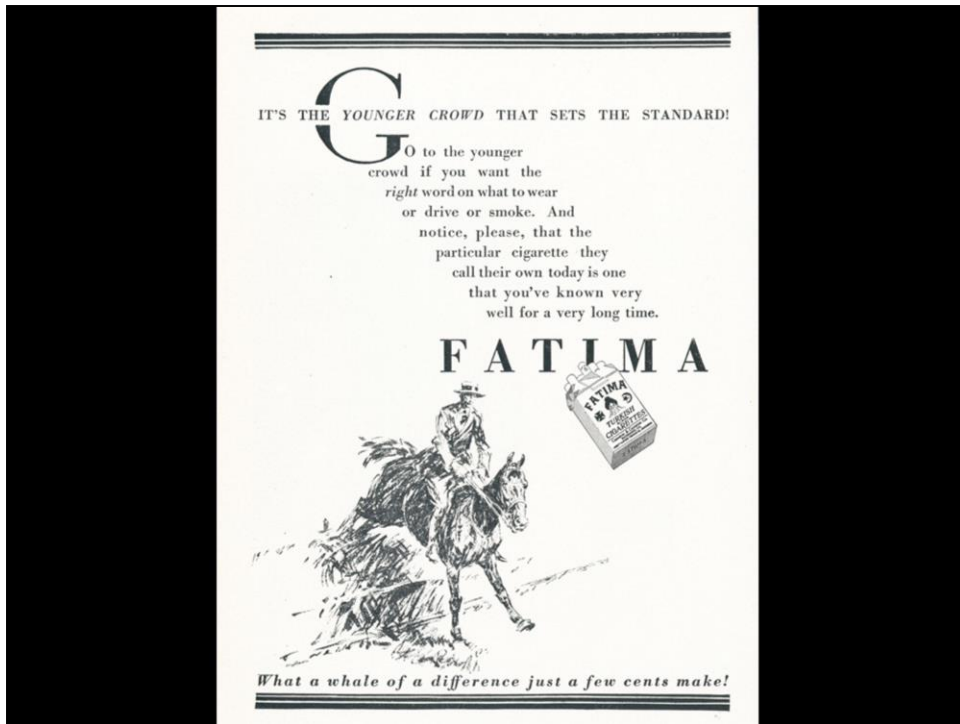
If you prefer a cigarette that is mild - gentle to the throat - try Camel's.



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1927

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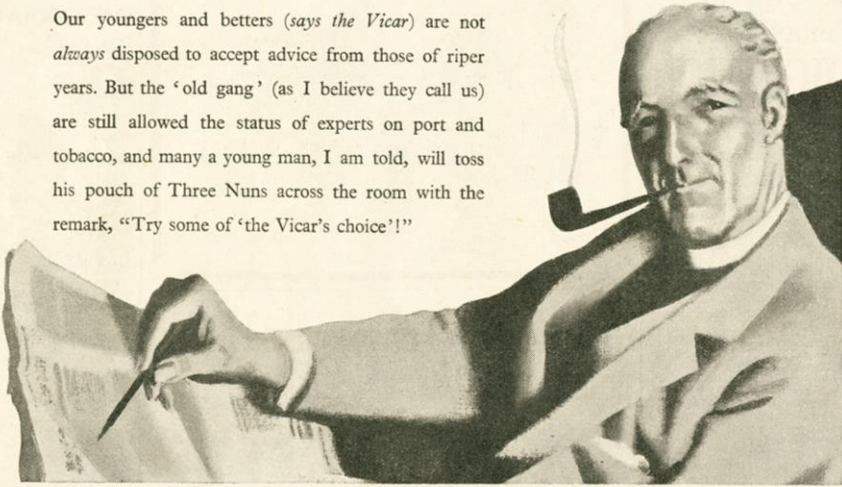
1946

Cigarette Vending Machines Made It Easy for Teens to Buy Cigarettes

PUNCH, OR THE LONDON CHARIVARI.—JANUARY 30, 1935.

WISE IN THEIR GENERATION

Our youngers and betters (*says the Vicar*) are not *always* disposed to accept advice from those of riper years. But the 'old gang' (as I believe they call us) are still allowed the status of experts on port and tobacco, and many a young man, I am told, will toss his pouch of Three Nuns across the room with the remark, "Try some of 'the Vicar's choice'!"

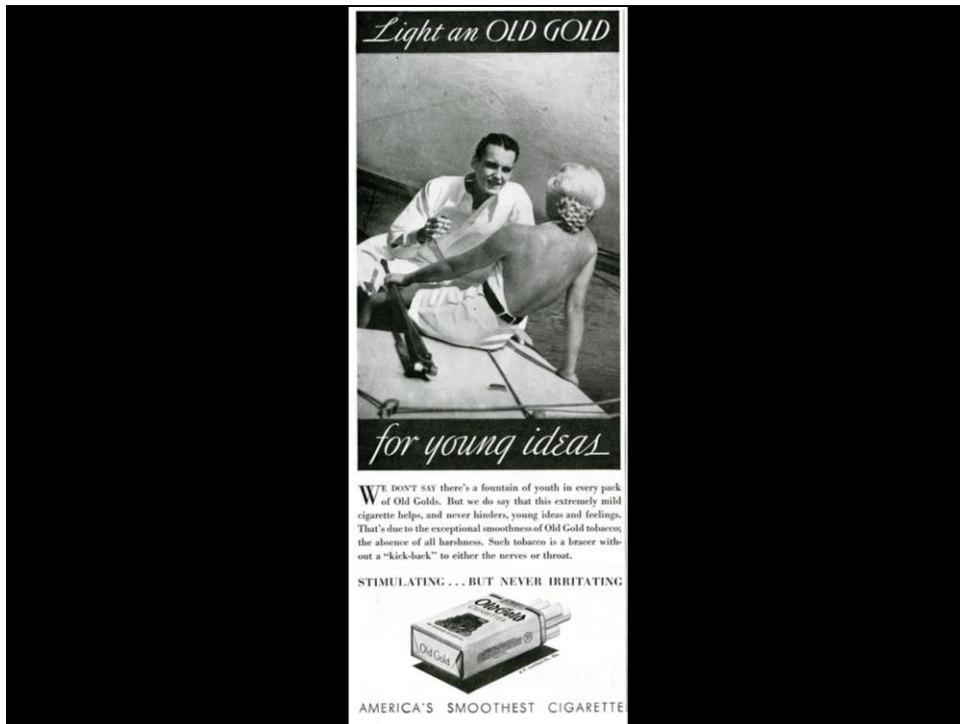


THREE NUNS

The original tobacco of curious cut—1/2d. an ounce

Issued by STEPHEN MITCHELL & SON, Branch of The Imperial Tobacco Co. (of Great Britain and Ireland), Ltd. St. Andrew Square, Glasgow

224



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Lovely Patricia Ellis protects the freshness that first won her a successful screen test. She's 5 feet 5; weighs 115; loves to swim and ride horseback. (See her in Republic's "Romance On The Run.")

Freshness wins Fans

for young star...and Old Gold



STARS have risen, gleamed brilliantly for a time—and faded out of popular sight. *Why?* Their talent was no less. Their looks were not lost. Yet something was lacking; something that makes the difference between greatness and mediocrity. *Freshness.* In a star or a cigarette, freshness gives you an *extra* thrill that no other quality provides!

Old Gold spends a fortune to bring you the flavor-thrill of prize crop tobaccos *at the peak* of ap-

pealing freshness; each pack protected against dampness, dryness, dust, by *two* jackets of moisture-proof Cellophane—double assurance of the utmost pleasure and satisfaction a cigarette can give.

TRY a pack of Double-Mellow Old Golds! Discover what *real freshness* means—in richer flavor, smoother throat-ease!

* * *

TUNE IN on Old Gold's Hollywood Screen-scoops, Tuesday and Thursday nights, Columbia Network, Coast-to-Coast.

← Every pack wrapped in 2 jackets of Cellophane; the *OUTER* jacket opens from the *BOTTOM*.

Copyright, 1938, by P. Lorillard Co., Inc.

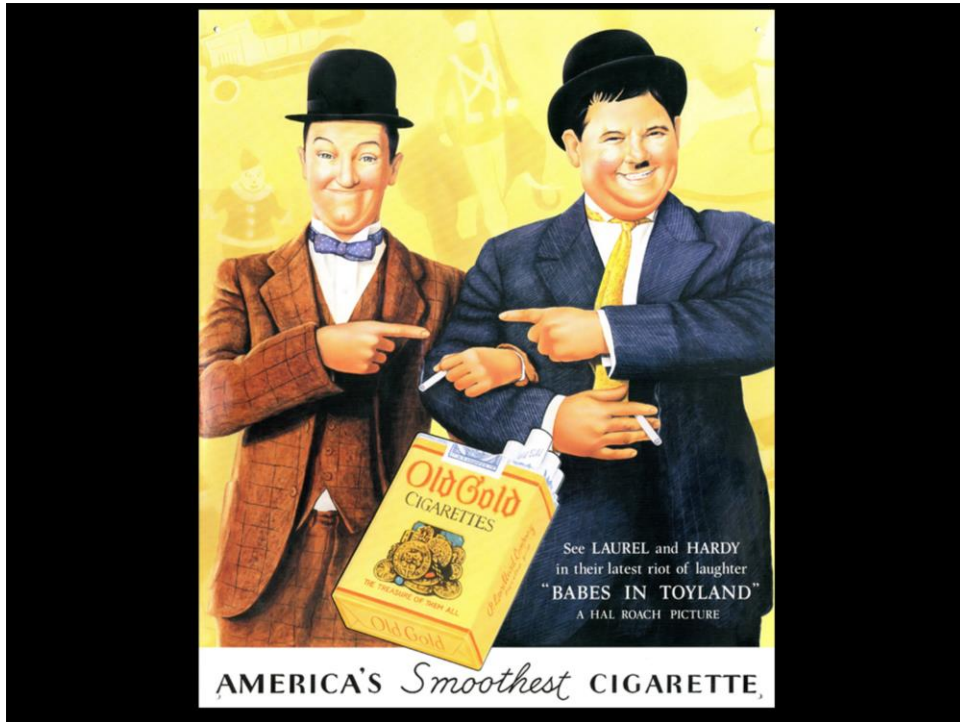


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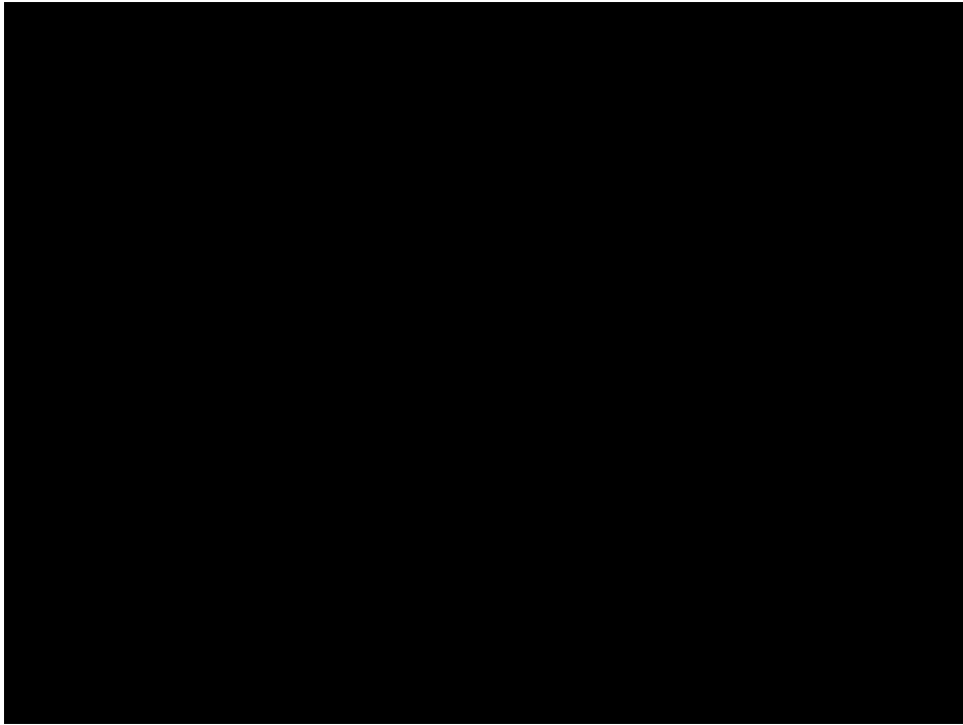
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