

"What does the button say—Daddy?"



All men and women honorably discharged from the armed services of the United States are entitled to wear this button.

ACTUALLY, SOY, it doesn't really say anything. There's no inscription between us in fact. But in another, larger sense that single little gilt button in the lapel of your dad's jacket says a world of things.

It says a service well done for our country... for freedom and humanity the whole world over. It says that America, every American, is proud of the warrior... he is your dad, or any one of the

11,000,000 men and women who, like him, served in the armed forces.

It says that America will not forget their service—but will strive always to make sure that their service was not in vain.

The makers of Camel cigarettes publish this in tribute to the men and women of the armed services, and pledge that as they go on to final victory they have first call on Camels.



The Service First

Army, Navy, Marines, and Coast Guard—wherever they go they have first call on the Camels. They have first call on Camels!

Camels

1945

The makers of Camel cigarettes publish this in tribute to the men and women of the armed services, and pledge that as they go on to final victory they have the first call on Camels.



When a cigarette means a lot...

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! L&M has more rich-flavor leaf than even some unfiltered cigarettes. And L&M's filter is the modern filter - all white - inside and outside - so only pure white touches your lips.
L&M's the filter cigarette for people who really like to smoke.



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



There's more rich-flavor leaf among L&M's choice tobaccos—actually more longer-aged, extra-cured leaf than even in some well-loved cigarettes. And L&M's filter is the modern filter—all white inside and outside—so only pure white touches your lips. Get Lots More from L&M—the filter cigarette for people who really like to smoke.

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

When a cigarette means a lot...

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

more body in the blend
It's L&M's rich-flavor leaf that does it.

more flavor in the smoke
L&M has more of this special rich-flavor leaf than even some unfiltered cigarettes.

more taste through the filter
L&M's modern filter... all white inside and out... so only pure white touches your lips.

L&M
THE MIDDLE OF THE ROAD
FILTERS

the filter cigarette for people who really like to smoke.



When
a
cigarette
means
a lot...

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

more body in the blend... there's a special rich-flavor leaf—and more of it—among L&M's choice tobaccos.

more flavor in the smoke... every puff is heartier, for L&M has more longer-aged, extra-cured leaf than even some unfiltered cigarettes.

more taste through the filter... and L&M's filter is the modern filter—all white, inside and outside—so only pure white touches your lips.



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

1959

Just like my dad . . .



1962

Yes Sir! Here's Your Baby!



When
a
cigarette
means
a lot...

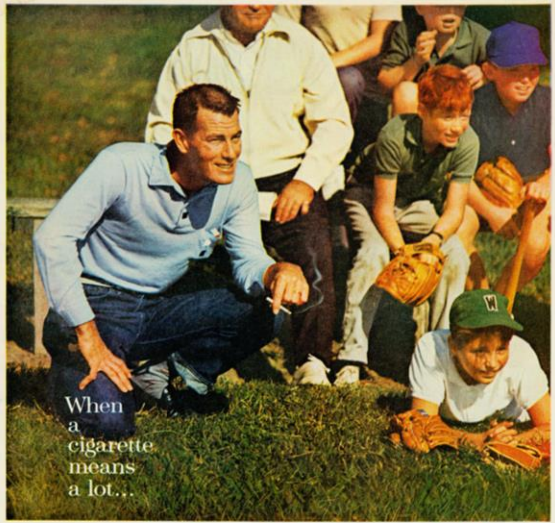
get **Lots More** from **L&M**

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

It's the rich-flavor leaf that does it! L&M has more rich-flavor leaf than even some unfiltered cigarettes. And L&M's filter is the modern filter -- all white -- inside and outside -- so only pure white touches your lips.
L&M's the filter cigarette for people who really like to smoke.



Yes Sir! Here's Your Baby!



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



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.

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

Yes Sir! Here's Your Baby!

When
a
cigarette
means
a lot...

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! L&M has more rich-flavor leaf than even some unfiltered cigarettes. And L&M's filter is the modern filter — all white — inside and outside — so only pure white touches your lips.
L&M's the filter cigarette for people who really like to smoke.



Yes Sir! Here's Your Baby!



When
a
cigarette
means
a lot...

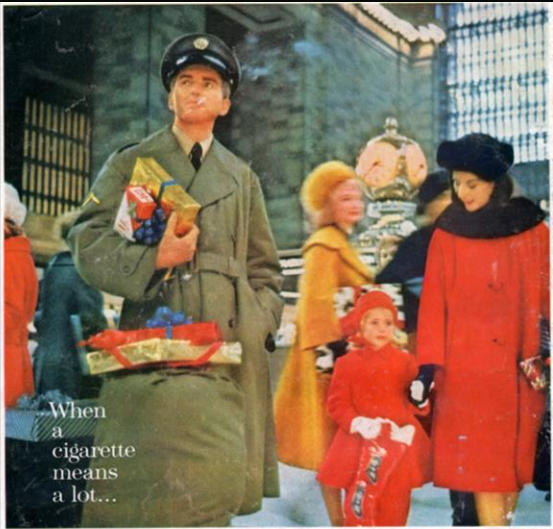
you get **Lots More** from **L&M**

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



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.

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



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

Give Lots More - Give L&M in Holiday Cartons



It's the rich-flavor leaf that gives you Lots more! There's more rich-flavor leaf in L&M than even in some mild-flavored cigarettes. And L&M's filter is the modern filter-all white inside and outside - only pure white bristles - all tips.

L&M - the size cigarette for people who mean like to smoke!



1932

Look daddy . .



Love and Dutch Masters to Dad!

A son's hug... a daughter's kiss... what is so dear to a father's heart as his family's love! And happy indeed is Dad when this affection is proudly expressed on the day set aside in his honor... Father's Day. Be sure to let Dad know how much he means this Father's Day, June 16th. And give him the gift he's sure to enjoy... Dutch Masters Cigars. At your favorite neighborhood cigar dealer.

3 DUTCH MASTER GIFTS DAD WILL LOVE!

A box of fifty cigars. Hand-drawn artwork for Father's Day. It will give Dad many hours of beautiful, fragrant smoking enjoyment.

A variety of twenty-five. Five individual packs of five cigars each. The perfect gift for a man who likes to carry a handy supply in his pocket.

The Dutch Masters Crown Blend. Twenty-five superb cigars in smoking, reliable gifts. Hand-drawn. Built-in moisture preservers. *Remember, every cigar smokes worth a hundred.*

Mild yes... tastefully mild... Dutch Masters Cigars

"Great glove, Son!"



PHILLIES CIGARS PRESENTS

MICKEY MANTLE Baseball Special



Full details on backs of
Phillies Cigars. Look
for this special display at
your favorite retail store.
Limited offer—hurry!

Rawlings "FAST IN THE FIELD"



FULL LEATHER LINED • DEEP WELL POCKET
LEATHER WEB

\$6.95 RETAIL VALUE

ONLY **\$3.39**

WITH 20 PHILLIES CIGAR BANDS!
MONEY-BACK GUARANTEE

Now... for less than half price... get your favorite
baseball fan this beautiful glove... while you enjoy
the good taste of Phillies Cigars in 12 great shops.
Make your check or money order payable to
Phillies Cigars, Inc., 20 Phillies Cigar Bands,
by Mickey Mantle, P. O. Box 6866, Philadelphia,
Pa., 19101. Along with name and address, be sure
to state whether glove is for a right hand thrower
or a left hand thrower.

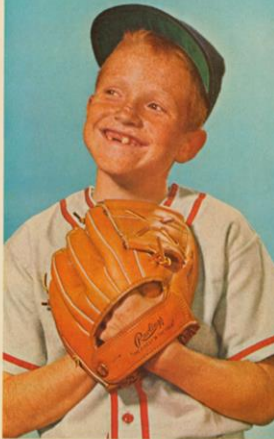
FREE with Phillies Baseball Glove Special—
autographed color picture of Mickey Mantle.

PHILLIES

SAVE THIS SPECIAL COUPON WORTH
5 PHILLIES CIGAR BANDS

Use this special coupon with 5 Phillies Cigar
bands toward purchase of Rawlings glove at
Phillies Mantle Baseball Special. Limited
offer, only one coupon per order. Ask your dealer
today! Oct. 31, 1964.

"You said it, Dad!"





1942 May 2

*"Today we bought a
War Stamp for Bobby-
and Camels for you!"*

Next to those precious letters you write that tell them how you are and what you're doing... the thing men in the service want most from home is cigarettes.

When you send cigarettes, remember—the favorite brand in all the services—with men in the Army, the Navy, the Marines, the Coast Guard—is Camel. Men in the service appreciate Camel's rich, full flavor... and Camel's extra mildness.

WHEN "MAIL CALL" brings a carton of Camels—it's always good news from home! For Camels, with their matchless flavor and extra mildness, are first choice with men in all Uncle Sam's armed forces. So, send your man in the service a carton of Camels today. (There are 200 cigarettes in a carton of Camels... and with every one he lights, he'll be thinking of you—glad you thought of him.)

First
IN THE SERVICE

With men in the Army, Navy, Marine Corps, and the Coast Guard, the favorite cigarette is Camel.
(Based on actual sales records in Post Exchanges and Canteens.)

Send him
his favorite...

Camels

Red Seal
100% TOBACCO
Camels

1943

Yes Sir! Here's Your Baby!

THE SATURDAY EVENING POST

**IN THE EYES OF HIS OWN FAMILY,
EVERY FATHER IS A SUCCESS.** And the father
who enjoys cigars knows a very special
kind of success. That is the success of knowing
how to relax naturally . . . to reflect calmly . . .
to enjoy life graciously, and with good
judgment. Lucky, indeed, is the
young man who early learns
those secrets. For he is
then likely sooner to learn
the secrets of other successes—
social as well as business.

How to enjoy your cigar
You've probably noticed that your cigar tastes best
when smoked gently from the first and warming whiff
to the last generous puff. And, of course, you know
you need not inhale to get your fullest enjoyment of that
fragrant, mellow smoke. When you smoke your cigar
slowly—sincerely—without letting it go out, you give it
the best chance to soothe you into calm contentment.

Cigars  go with Success

CIGAR DIVISION OF AMERICA, INC.





Smoke Rings Flavored with LICORICE!

 Most American cigarettes—in fact nearly all tobacco products—contain licorice in varying amounts. The quantity in a cigarette, cigar or pipeful of tobacco is relatively small, but industry-wide the use of MacAndrews & Forbes pure licorice extract adds up to a yearly total of nearly 20 million pounds!

The ancient "sweet root," whose fabled virtues are imperishably inscribed in stone and whose lore has filtered through the centuries, still holds its own in company with other irreplaceable natural products. In pharmaceuticals, licorice is used chiefly to mask the taste of bitter

medicines. In candy and confections it has long been a unique and dominant flavoring ingredient. In tobacco it is used to add a subtly sweet flavor, enhance mellowness, and serve as a moisture-retaining agent. And several licorice root by-products, such as Foamite Firefoam, have won worldwide recognition in their own right.

MacAndrews & Forbes Company is the principal importer and largest processor of licorice root in the United States. This carries with it a

responsibility we guard through scrupulous manufacturing and marketing standards and by pursuing a program of continuous research into new and improved uses for licorice and the residual products of the spent root.

To Business Executives: Perhaps you can use licorice or one of its by-products in your business. Write for a free copy of "The Story of Licorice." It offers additional information that may spark a profitable idea. Or, for specific information on any point, consult our Research Department.

MACANDREWS & FORBES COMPANY
Licorice and Licorice Products • Since 1878
200 Fifth Avenue New York 10, N.Y.
Plant: Camden, New Jersey

TIME, NOVEMBER 10, 1952

79

Virtually all tobacco companies use licorice as a flavoring and sweetener to cut the harshness of cigarette smoke.



A cigarette tastes better when you know you're cutting way down on nicotine and tars!

No cigarette that relies on a filter alone comes even close to **KING SANO** in reducing nicotine and tars!

Only King Sano reduces nicotine and tars where it really counts—in the tobacco itself. Then, and only then, is a most efficient filter added. Result: today's good tasting King Sano is the "cleanest" cigarette you can smoke. Why not try a carton?

COMPARE KING SANO WITH ALL THE POPULAR FILTER CIGARETTES:
See for yourself the tremendous difference in nicotine-tar content!
(Brands are listed in order of nicotine content)

Milligrams of nicotine in smoke of 1 cigarette		Milligrams of tar in smoke of 1 cigarette
0.5	KING SANO	12.1
1.3	BRAND A	18.1
1.7	BRAND B	20.2
1.8	BRAND C	20.3
2.0	BRAND D	22.7
2.3	BRAND E	22.7
2.4	BRAND F	21.9
2.5	BRAND G	22.8
2.5	BRAND H	24.5
2.6	BRAND I	24.8

The milligrams of nicotine and tar are shown on this chart are based on the results of a nationwide study of the average nicotine and tar content of filtering cigarettes marketed on the open market. The study is conducted by *Phillips & Goodwin, Inc.*, independent analytical chemists.

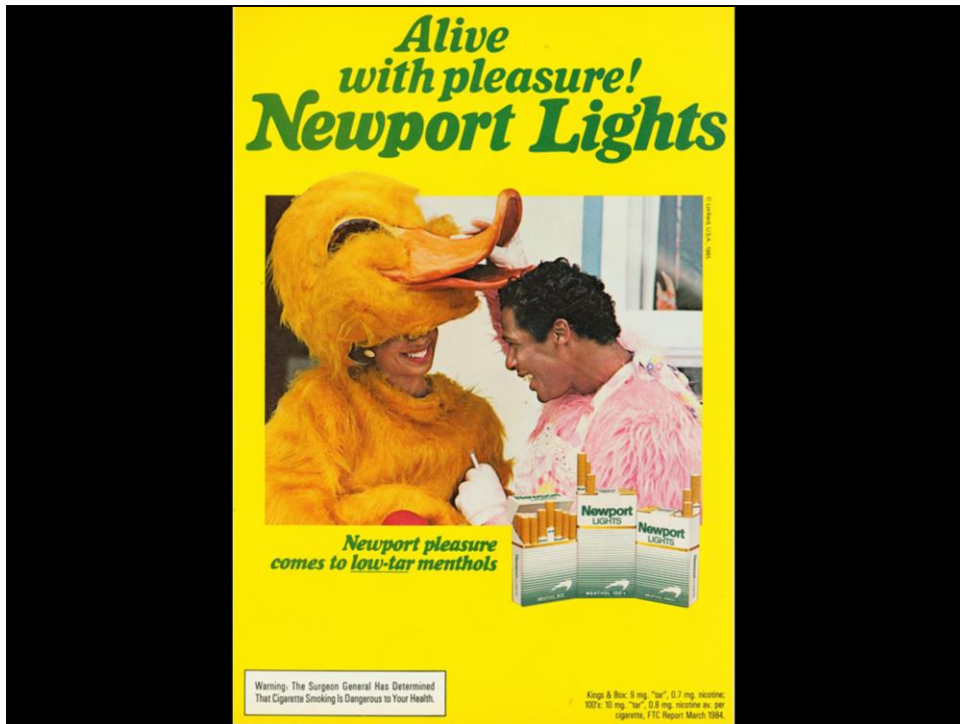
KING SANO
TASTES
FRESH,
CLEAN,
GOOD!



© 1958, THE PHILLIPS & GOODWIN COMPANY, CHICAGO, ILL.

1958

Yes Sir! Here's Your Baby!



Yes Sir! Here's Your Baby!





WORD TO WIVES: When you shop for an outing, pick up a few of his favorite cigars.

EVER NOTICE? A MAN WHO ENJOYS CIGARS ENJOYS LIFE

He carries the load—in more senses than one. Pleasant times go where he goes. When he's around, everything runs smoother. The secret is, he relaxes and enjoys life—and likes to see others enjoy it, too.

He's the kind of man who *belongs* with a cigar. It fits naturally into his way of living—because a cigar has more pleasure, more relaxation to give.

How about you? Wouldn't you enjoy life more, with a cigar? No other pleasure is *great* into *en* life—and you needn't inhale to enjoy it.

Today, every day—relax, enjoy life



HAVE A CIGAR!

© 1956 AMERICAN CIGAR CO.

1956 Aug 6 Yes Sir! Here's Your Baby!



SUGGESTION TO WIFE: "Draw up" dinner tonight... serve a cigar with his coffee.

EVER NOTICE? A MAN WHO ENJOYS CIGARS ENJOYS LIFE

He smiles often. He's never too busy to be a good father, a considerate husband. When he's around, somehow everything goes a lot smoother. The secret is, he relaxes and enjoys life --and likes to see others enjoy it, too.

He's the kind of man who belongs with a cigar. It fits naturally into his way of living--because a cigar has more pleasure, more relaxation to give. (And he needs to inhale to enjoy it!)

How about you? Wouldn't you enjoy life more, with a cigar? No other pleasure is great over so little.

Today, every day--relax, enjoy life

HAVE A CIGAR!

CIGAR INDUSTRY OF AMERICA, INC.

Yes Sir! Here's Your Baby!



Love and Dutch Masters to Dad!

A son's hug... a daughter's kiss... what is so dear to a father's heart as his family's love! And happy indeed is Dad when this affection is proudly expressed on the day set aside in his honor... Father's Day. Be sure to let Dad know how much he means this Father's Day, June 16th. And give him the gift he's sure to enjoy... Dutch Masters Cigars. At your favorite neighborhood cigar dealer.

3 DUTCH MASTER GIFTS DAD WILL LOVE!

A box of fifty cigars. Handsomely wrapped for Father's Day, it will give Dad many hours of flavorful, fragrant smoking enjoyment.

A carton of twenty-fives. Five individual packs of fine cigars each. The perfect gift for a man who likes to carry a handy supply in his pocket.

The Dutch Masters Crown Humidor. Twenty-five superb cigars in smoking suitable glass humidor. Built-in moisture preserver barometer. The ultimate in cigar gifts! (Remember, every cigar smoker needs a humidor.)

Mild yes... tastefully mild... **Dutch Masters Cigars**

© 1965, 1966, 1967, 1968, 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025

64 The Literary Digest for November 23, 1918



Are your nerves like this ?

Are you easily irritated? Easily annoyed? Do children get on your nerves? Do you fly off the handle and then feel ashamed of yourself?

When nerves are right—when health is right—you shouldn't be this way. Ask any doctor.

If you're a smoker, try this: switch to Girards; give them a good, fair trial—say a couple of weeks—and smoke nothing else. The Girard is famous for the fact that it never gets on your nerves. Doctors recommend it, and smoke it, too. Thousands of smokers from coast to coast have put Girards to this test—and nearly all of them say that they did it.

First, because it never gets on their nerves; and second, because as a smoke, it's a ripe, mellow, full-flavored, Havana delight—good right down to the last long puff. We have heard men say that they never knew what real smoke-joy was until they switched to Girards. Put it to the test yourself—get a box today.

Any cigar man in America can tell you Girards. If he hasn't them in stock he can get them from us.

Antonio Roig & Langsdorf
Established 1871 Philadelphia



"Baker"
8 for 10c.
To obtain
30 gratuity

The Girard

Cigar
Never gets on your nerves



Yes Sir! Here's Your Baby!



SEEING IS BELIEVING!

Now...circus folks, too, are comparing cigarettes this strikingly convincing way...

"JUST watch 'em burn," is the advice smart smokers are giving on cigarettes these days. At the right, watch as Ernest White of the Ringling Bros. Circus & Bailey circus proves that one leading cigarette brand is better than other brands. The famous one of the high ropes, Ed Rummy, observes that the winning brand is CAMEL! Camel's big advantage is in its costlier tobacco, expertly blended to a cigarette made to burn slowly, smoothly!

Recently, a group of scientists made this interesting laboratory test on a bigger scale. 18 of the largest-selling cigarette brands were tested impartially. CAMELS BURNED 25% SLOWER THAN THE AVERAGE OF THE 15 OTHERS OF THE LARGEST-SELLING BRANDS TESTED—SLOWER THAN ANY OF THEM. (Camels were remarkably consistent. Cigarettes of some brands smoked twice as fast as others right from the same pack.) IN THE SAME TEST, CAMELS HELD THEIR ASH FAN-LENGTHENED THAN THE AVERAGE TIME FOR ALL THE OTHER BRANDS.

Camel is the cigarette of costlier tobacco...always slow-burning, cool, mild, with a delightful taste!



Ernest watched Ernest White, the daring acrobat (center), casually use Camels with his cigarette on the ropes. "Camel smokers favor Camels make CIGARETTES and SMOKE. And any smoker can see just what's in it! Look how much slower that Camel burns! And, see, notice how the Camel ash stays on!"

SMOKING IS BELIEVING!



If you feel that life owes you a little more fun, try a cigarette made with costlier tobacco...a Camel! See how Camel's delightful fragrance and taste can brighten you up. Camels are amazingly mild. Cool...not on your throat...really a mouthful blend.

Camels have more tobacco by weight than the average of the 15 other brands tested. Besides, to burn 25% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them—Camels give you the equivalent of 8 extra smokes per pack!

Camels give you even more for your money when you smoke in Camel's taste, more expensive tobacco. Buy Camels...America's first choice for a heavy smoker every smoker can afford!



Camel's slower-burning compared to the average time of the 15 other brands tested gives you the equivalent of 8 extra smokes per pack! (Camels were remarkably consistent while smoking slower than all the others.)

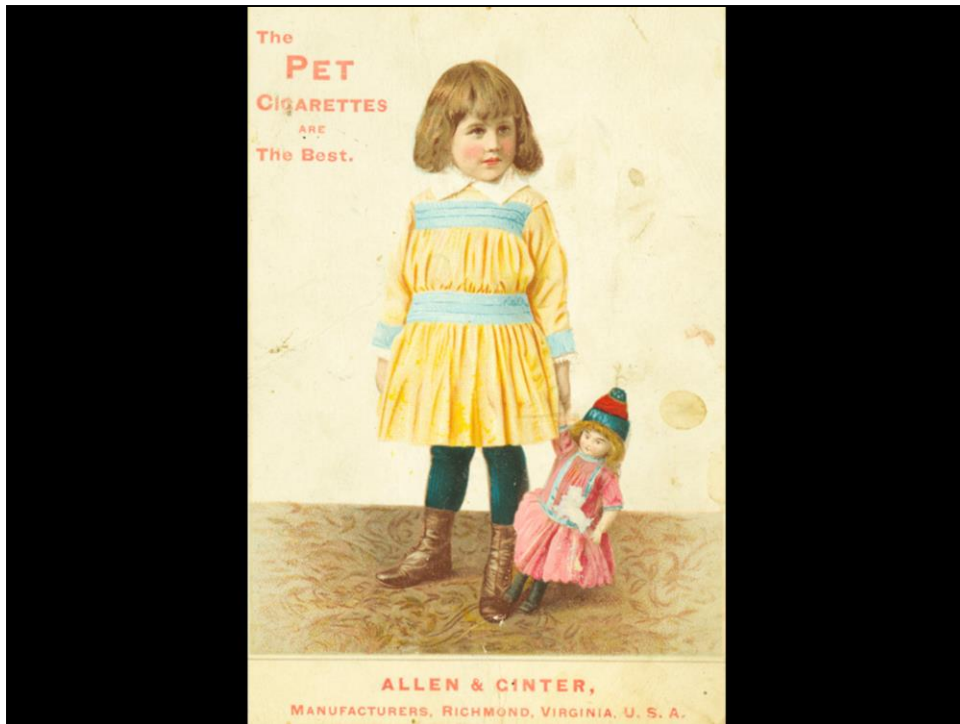


CAMEL

...THE CIGARETTE OF COSTLIER TOBACCOS
PENNY FOR PENNY YOUR BEST CIGARETTE BUY



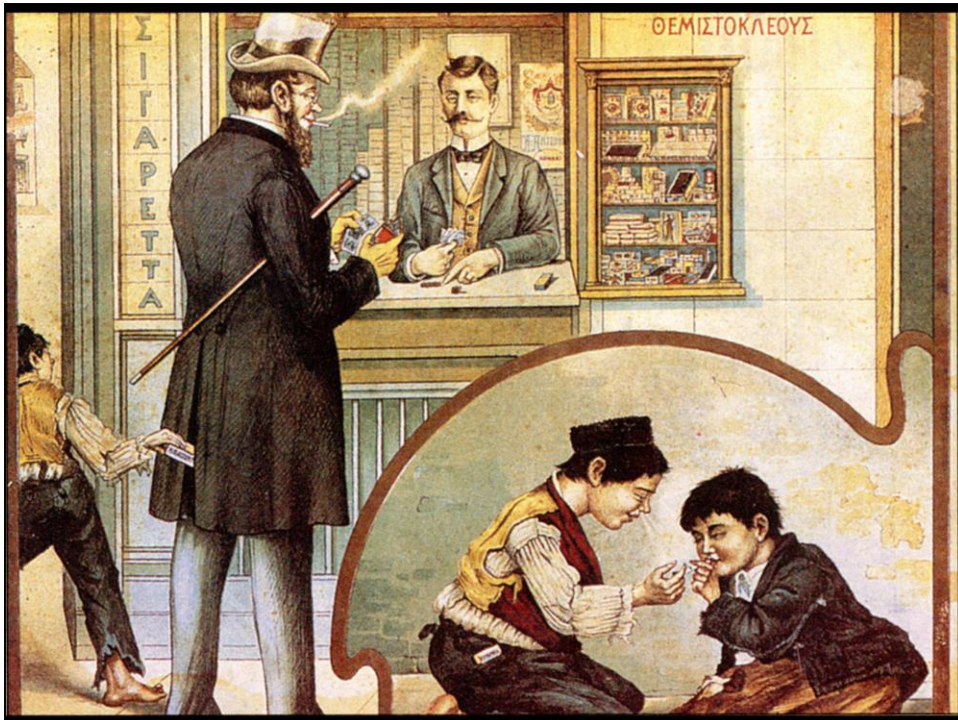




Yes Sir! Here's Your Baby!















Yes Sir! Here's Your Baby!

