

Treat him Right on Father's Day...

Give him **Old Golds**

Treat the grandest dad of all to the treasure of them all . . . OLD GOLDS. On Father's Day or any day, they're a treat instead of a treatment.

OLD GOLD came just one thing: the world's best tobacco. And nothing else is good enough for Dad. So pick up a carton—or two or three—in the colorful Father's Day wrapping. He'll be mighty glad you did.

JUNE, 1951

Treat him right on Father's Day. Treat the grandest dad of all to the treasure of them all . . .

Mom, both children, and even the doggie offers a carton of Old Golds. Maybe we'll see the rest of Daddie in next year's ad.





1946

Happy Birthday Dad.





Yes Sir! Here's Your Baby!





Yes Sir! Here's Your Baby!



The illustration depicts a man in a blue suit and hat pushing a red baby carriage. A woman in a red dress walks beside him. The man is smoking a pipe, and a thought bubble above him shows a horse and rider. Inside the carriage, a baby is wrapped in a blue blanket with a white star pattern. Below the illustration, a quote reads: "Look! We got Pop to switch to Kentucky Club—the thoroughbred of pipe tobaccos."

For Father's Day—Give Him
MILD KENTUCKY CLUB

Look for the blue tin with the picture of the red-coated rider. You give the best when you give Kentucky Club. It's the thoroughbred of pipe tobaccos—choice white Burley specially blended to give a mild, smooth smoke—with grand taste and aroma. Give the handsome handkerchief container or carton of handy pocket tins. Financed by the makers of famous Meil Patch Tobaccos, Wheeling, West Virginia.

KENTUCKY CLUB CANISTER—
Vacuum packed to keep tobacco FRESH!!



The product packaging includes three packs of Kentucky Club cigarettes and a large blue tin. Each pack and the tin feature the same illustration of a horse and rider. The tin is labeled "KENTUCKY CLUB" and "FOR PIPE LOVERS".

Yes Sir! Here's Your Baby!

"And you can tell your Dad it always works"

You, Zippo, always works! Your after years, even in wind and rain!
Zippo lighters are world famous for rugged dependability. And they come in a
beautiful range of models that make perfect gifts for men and women!
There's a style for every taste... to fit every pocketbook! Choose silver or
gold filled Zippo... precious metals, genuine leather,
sports designs. A Zippo lighter is the treasured gift!

ZIPPO
Always works—or we fix it free

©1953 Zippo Manufacturing Company, Inc., Bradford, Pa. Zippo, Zippo Manufacturing Co., Bradford, Pa. Patent 2,618,382

1953

And tell your dad it always works.



1952

Eavesdrop on the heart of a man and you'll hear the pulse beat Zip-po .
 . . Zip-po . . . Zip-po.

This is something I'll always treasure!

Give Dad a famous Zippo lighter engraved with a message of love—in your own handwriting! You make it his and his alone—and how he'll cherish it. Best of all, it's the gift he'll always carry because Zippo is the lighter that always works. So mechanically perfect it is guaranteed for life... will never cost anyone a penny to repair. Give—or own—a Zippo. It's for keeps!

It's Easy To Personalize Your Gift Zippo. Your choice of engraved initials, signatures, handwritten messages—over a dozen models and hundreds of designs for you. Your gift is a Zippo lighter. It's always in his pocket, in his shirt, in his glove and your name is always with him. Zippo lighters are made in the U.S.A. and are guaranteed for life. Price \$3.00 to \$10.00.

FREE DELIVERY. Thousands of beautiful colors, with prices that will surprise you. Zippo engraving service, and your choice for a message, in white. Zippo 444, Co., Bradford, Pa. This is an exciting and great service.

ZIPPO WINDPROOF LIGHTER
The Gift That Never Fails

ZIPPO LIGHTER—THE GIFT THAT NEVER FAILS FOR ALL GIFT-GIVING OCCASIONS. WONDERFUL GIFT IDEA FOR WEDDINGS AND GRADUATION

1952

Give dad the famous Zippo lighter engraved with a message of love - in your own handwriting!

THE SATURDAY EVENING POST

Everyone's in favor of giving Dad a ZIPPO...



Especially Dad!

If you give Dad a Zippo this Father's Day, you'll have a hard time finding a gift he'll like as well for next Father's Day. (But then, most men like to have one of "The world's best-loved lighter".... and a neighbor of ours has one for each suit, and a spare in his fishing tackle box.)

A man uses his Zippo many times daily, for years and years and years. In wet or windy weather, it lights with one quick zip... and when it's a gift from loved ones, it's doubly precious.

ALL lighters work better with Zippo Flints and Fluid



ZIPPO
One-Zip
Windproof Lighter

Zipper lighters priced from \$2.50 to \$12.50. Zippo's "The World's Best-Loved Lighter" is made in the U.S.A. by Zippo Manufacturing Co., American Made, \$4.75.

Zipper's windproof - works in wet or windy weather. It lights with one quick zip... and when it's a gift from loved ones, it's doubly precious. \$4.75. \$12.50.

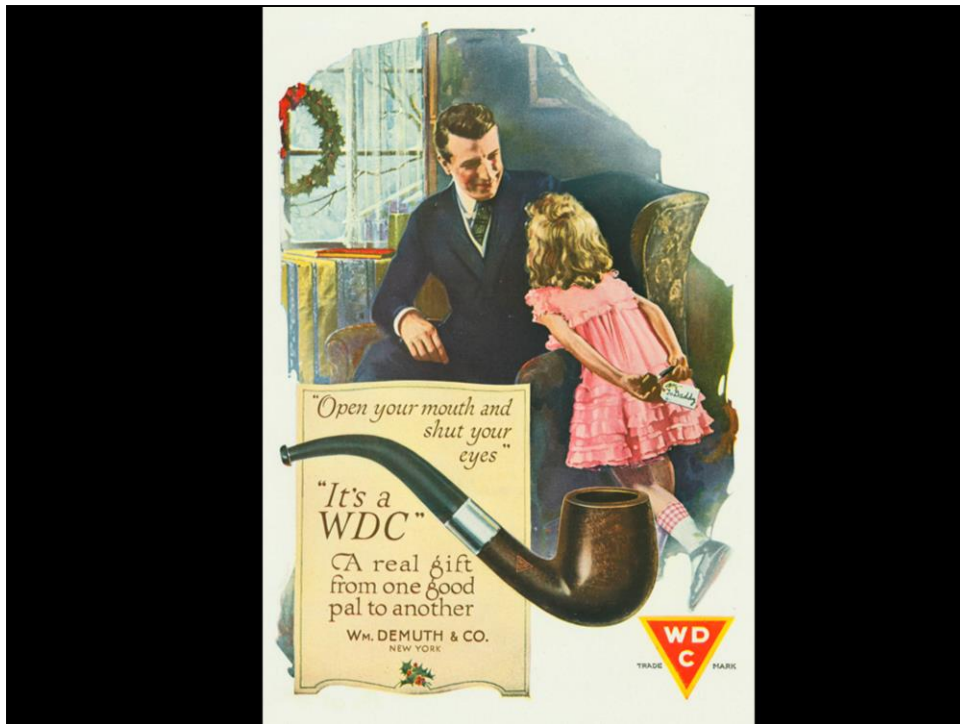
One Zippo lighter priced \$12.50. It's the world's best-loved lighter. It lights with one quick zip... and when it's a gift from loved ones, it's doubly precious. \$12.50.

Any Zippo with initials, engraved in gold or silver. \$12.50. \$12.50.

©1952 Zippo Manufacturing Company, Bradford, Pennsylvania. In Canada, Zippo Manufacturing Co., Canada Ltd., Toronto, Ont., Canada. Zippo Manufacturing Co., U.S.A.

1952

Yes Sir! Here's Your Baby!



Merry Christmas Daddy!





CHRISTMAS HINT: Cigars will make some men's holidays happier.

GOOD GIFT FOR A GOOD FELLOW...HIS FAVORITE CIGARS

There's no warmer way to wish a specially merry Christmas to a special man than with a box or two of his favorite cigars.

If you don't know his preference, cigar dealers are experts at suggesting the right brand and shape from their wide selection of fine cigars...already attractively Christmas-wrapped. There's no easier gift to buy.

So, for the men on your Christmas list, remember to get cigars. *No other pleasure is great over so little...* and, of course, a man needs't inhale to enjoy them.



A man who enjoys cigars enjoys life

Yes Sir! Here's Your Baby!



Need better photo of poster



FATHER'S DAY, JUNE 12—He'll appreciate a box or two of his favorite cigars.

EVER NOTICE? A MAN WHO ENJOYS CIGARS ENJOYS LIFE

His first interest is his family. Mother's problems are his problems, too. Even with those the kids bring home from school, he's there to lend a helpful hand. 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 enjoyment, more relaxation to give. That's why you can be so sure he'll appreciate cigars—a box or two of his favorites—for Father's Day. Remember, he needs to inhale to enjoy them—and no pleasure is great quite as little.

Today, every day—relax, enjoy life

HAVE A CIGAR!

© 1954 CIGARETTE CO. OF AMERICA, INC.

Yes Sir! Here's Your Baby!



WISE WOMEN KNOW...

cigars say "Happy Father's Day" over and over

All year long, home's a brighter, cheerier place because of Dad. He enjoys life—and likes to see his family enjoy it, too.

He's the kind of man who can really relax with a cigar. It goes with his way of living, because a cigar has so much enjoyment to give.

So you just know Dad will appreciate a box or two of good cigars for Father's Day—June 16. Your nearest cigar dealer will help you choose from his wide assortment. He has them handsonely gift-wrapped... at no extra charge. Remember...

A man who enjoys cigars enjoys life

GIVE CIGARS!

CIGAR IMPORTERS BY AMERICA, INC.



"It'll bloom just as sure as your Zippo lights"

Zippo lights always—even in wind and rain. And beautiful Zippo lighters are so ruggedly built that we back them with this great guarantee:—if anything ever goes wrong with a Zippo, we fix it free! No wonder Zippo is the famous lighter that millions treasure! Choose from silver or gold filled models . . . gleaming chrome . . . genuine leathers . . . sports designs. Get a Zippo! Give a Zippo!

ZIPPO

This Zippo lighter is made of brass and is guaranteed to last for ever. It is priced at \$10.00.

light up

Dad's life
with a
ZIPPO.

It's the gift every Dad will use and cherish. And this year you choose from two kinds of Zippo—world-famous regular Zippo or all new Zippo Slim-Lighter. Regular Zippo is treasured by millions for easy action and sure, windproof light. Now Slim-Lighter has the same action, but it's slender... lightweight... made for dressing occasions. (Even if Dad has a Zippo, he'll want a new Slim-Lighter too!) Models for every game. At jewelry, drug, tobacco and department stores.

Be sure you get a genuine Zippo—only lighter with this guarantee:
If anything ever goes wrong, we fix it free. The name is on the bottom.

ZIPPO MANUFACTURING COMPANY, Bradford, Pa. In Canada: Zippo Manufacturing Co., Toronto, Ont. Export Sales, Ltd.

Decorative design for her new Slim-Lighter in distinctive case. Case design. Regular design. \$6.

For business, give Dad the all-new Slim-Lighter in new Billiken design. \$11.50 (also full size).

Favorite regular Zippo and new Slim-Lighter. A lifetime gift! Shining, treasure-chest. \$13.50.

Is Dad a fisherman? He can't lose the new Slim-Lighter! Shining catch. \$6. (Others at sports designs.)

1952

Yes Sir! Here's Your Baby!

3 thoughtful ways to remember Dad

ON "HIS DAY" GIVE HIM THE SMOKE HE WILL ENJOY... SPECIALLY GIFT-WRAPPED FOR HIM.

◆ Nearest and dearest to Dad — next to you — are his favorite cigarettes or his faithful pipe. So you be sure to please the Head of the House with a gift he'll honestly appreciate — Father's Day or any day. Give him — with his name on the built-in card — gift-wrapped Camels... Cavaliers... or Prince Albert!

Camel

Now more than ever America's most popular cigarette — for birthdays, for favors, for more pure pleasure!

Prince Albert

America's bargain-telling smoking pleasure — a perfect gift for the pipe smoker — in the handsome 1 lb. tin!

Cavalier

The fastest growing king-size cigarette — for the man who likes his cigarette taste mild and good tasting!

Yes Sir! Here's Your Baby!

For a matchless Dad

For our favorite Best man

For a bright Future

THE GIFT THAT BRIGHTENS EVERY OCCASION!

OPENS AND LIGHTS AUTOMATICALLY

- NEW LIGHT SWITCH ACTION—
Opens and lights in one smooth motion!
- NEW FILLING EASE—
Simply slide open and pour
- NEW FUEL CAPACITY—
One filling lasts for weeks!
- FULLY GUARANTEED
by the makers of Gem Razors.

in platinum derived rhodium finish \$750.00
in sterling silver \$200.00

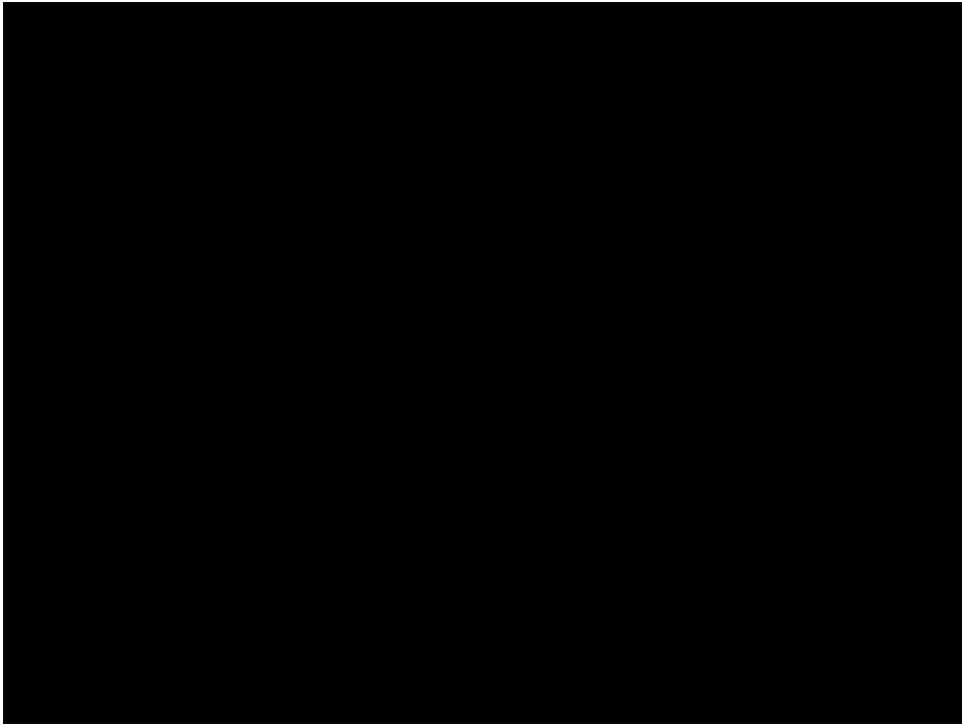
New A.S.R. Lighter

At your favorite jewelry or department store

U.S. Pat. No. 1,462,975 U.S. Pat. Appl. No. 855,847
Lighter Division, American Safety Razor Corporation, Brooklyn 1, N. Y.

Yes Sir! Here's Your Baby!





Yes Sir! Here's Your Baby!