



1952

Cherished Icons in Tobacco Ads

The tobacco industry made every effort to associate itself with noble institutions, patriotic themes, and cultural icons connoting respectability. Among the innumerable examples are: George Washington, Mt Rushmore, British royalty, the US flag, and the Statue of Liberty, the Capitol, referees, astronauts, and even the beloved family pet.. Even more prevalent were cultural symbols which brought to mind happy times and celebration. Our collection includes dozens of examples of ads featuring Santa Claus, often puffing away with obvious pleasure on one or another of the American Tobacco Company's cigarettes, cigars or pipes.



1951

Guard Against Throat Scratch

Are we supposed to conclude that smoking keeps Santa warm during those long, cold North Pole nights?

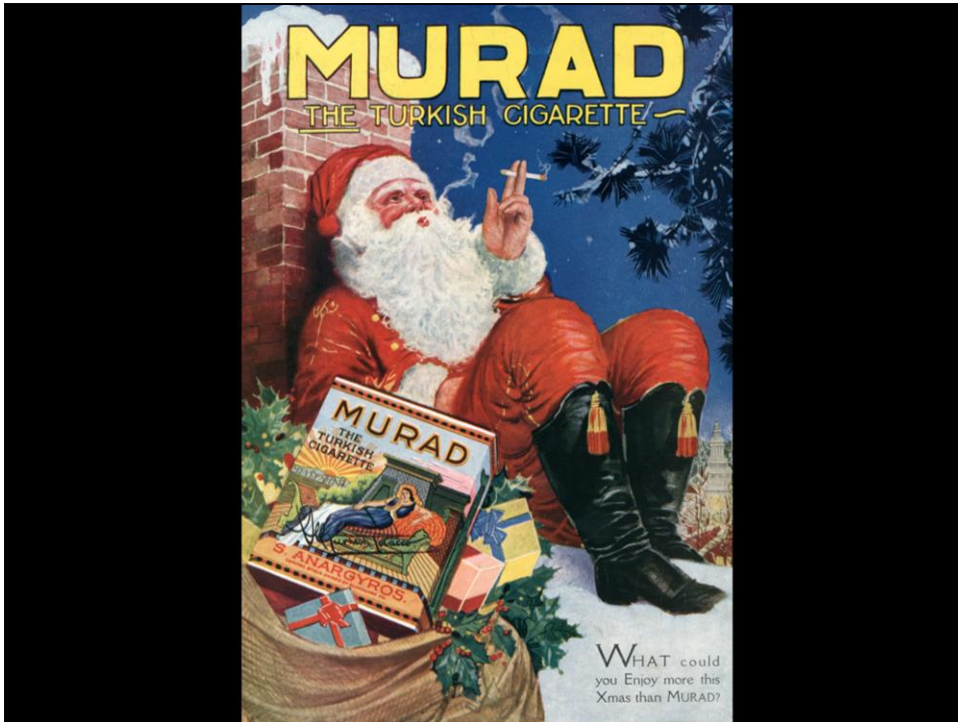


1935



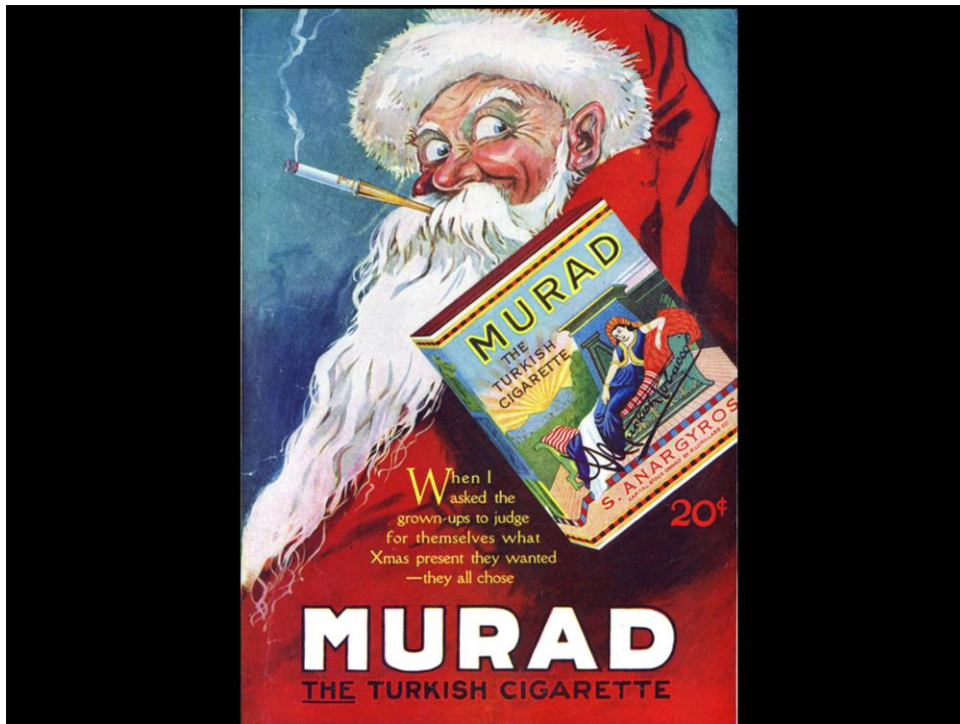
1947

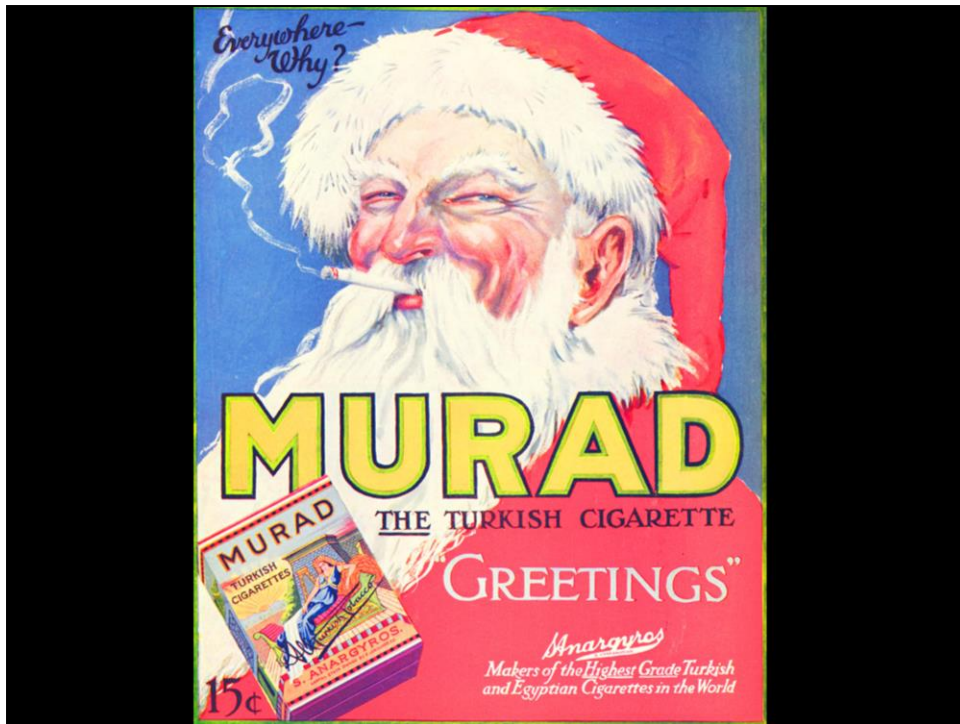
Santa Puffing on a Red and Green Cigarette Holder



1947

Santa Puffing on a Red and Green Cigarette Holder





1917

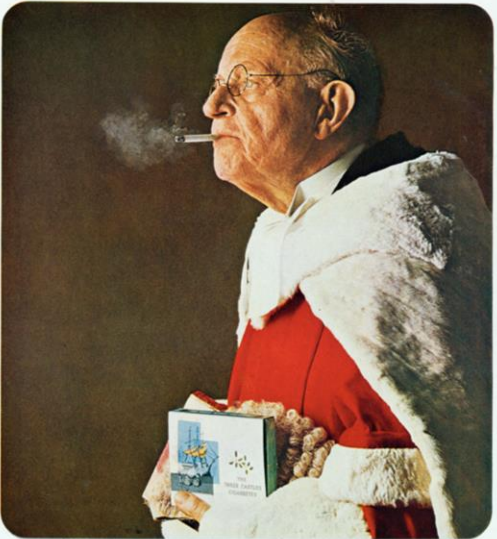


1917

Santa With a Huge Cigarette Hanging From His Belt.



1552 COUNTRY LIFE—DECEMBER 5, 1963



Three Castles have something every gift needs—distinction
(PUT THEM ON YELLOW LIST FOR SPECIAL GIFTS)



Make sure your friends can tell your choice was made with thought and care, for this is the art of successful present giving. In the field of smoking this will surely bring your choice to Three Castles cigarettes. That famous green box with its engraved line drawings is now in a special wrapping for Christmas presents. Fifty cigarettes for twelve and threepence ha'penny.

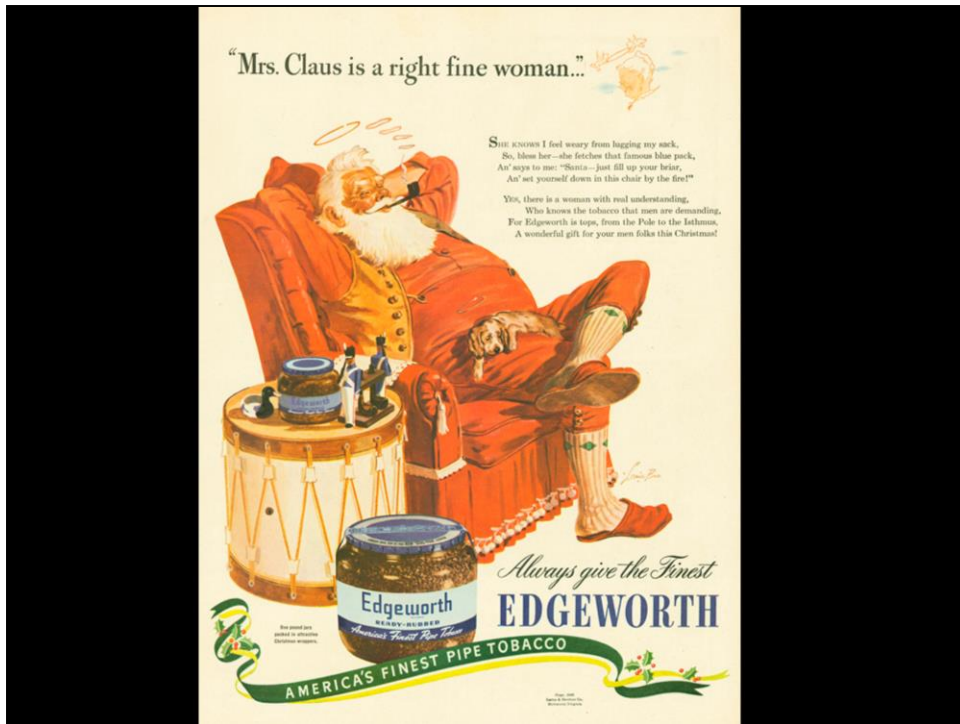
W.D. & H.O. WILLS





1936





1946







CAMELS
Season's Greetings
PRINCE ALBERT

Make your gift, Camels, America's favorite, cigarette, is sure to please. The gay gift package alone comes just home of the popular first gift. See other wrapping brands.

Another Camel was in the "Merry Christmas" — the famous Camel House of Camel's mild, favorite smoking years. All ready to give with pleasure for mine.

You're proud to present a big one-pound tin of mild, rich-tasting Prince Albert Smoking Tobacco. Magnificent... just right in a pipe.

CAMELS
There's no added pleasure in giving Camels at Christmas. You know your gift will be so genuinely welcome. More smokers prefer Camels than any other cigarette. And that preference holds for men in the Army, the Navy, the Marines, and the Coast Guard, too! So remember those lads in uniform...remember all the cigarette smokers on your list...with the cigarette of comfort tobacco —Camels. Choice of the two holiday packages above.

PRINCE ALBERT
If he smokes a pipe, a big, long-lasting pound of cool-burning Prince Albert spells smoking pleasures "way into the New Year... at camp, on ship, at home. Prince Albert is choice tobacco, "crisp cut" and "no-bite" treated for mildness. It's the National Joy smoke. There's no other tobacco like it. Your local dealer has two handsome Prince Albert "specials"... the pound tin (shown) or the special glass humidor jar. Get yours today.

© U.S. National Cigarette Company, Winston-Salem, N.C.

GIFTS THAT ARE SURE TO PLEASE IN BEAUTIFUL CHRISTMAS WRAPPERS



Merry, Merry, Merry Christmas!

4 OF THE GRANDEST GIFTS YOU CAN GIVE FOR PURE SMOKING PLEASURE!

CAMEL
America's most popular cigarette for Christmas-giving. For more pure pleasure, no other cigarette is so rich-tasting, yet so mild as Camel!

CAVALIER King Size
The King-size cigarette that gives an extra measure of both sides of smoking pleasure — richness to feel... flavor to taste!

WINSTON King Size Filter Tip
The new, even-drawing filter cigarette with the best flavor and finer flavor. Winston tastes good... like a cigarette should!

PRINCE ALBERT Smoking Tobacco
Year after year, America's most popular smoking tobacco. Give the 40s. tin to your pipe-smoking friends!

All Jolly Packaged Ready to Give

GOTTA MOVE FAST TO KEEP UP WITH OLD GOLD!

Give Old Gold!
LOWEST IN NICOTINE
LOWEST IN THROAT-IRRITATING TARS AND RESINS
IN IMPARTIAL READER'S DIGEST TESTS

Two Beautiful Old Gold Christmas Packages

Take your choice! There's the colorful Old Gold Christmas carous, with 10 packs of 20 Old Golds—200 all told. And the handsome, richly embossed Old Gold Treasure Book, holding two flat 50's of Old Golds—100 in all. Either way, it means more smoking pleasure for your friends.

WHEN READER'S DIGEST published its recent report of cigarette tests, it was not trying to boost the sales of Old Gold or emphasize the superiority of any one of the 7 leading cigarettes tested by impartial scientists.

But—on two counts—in throat-irritating tars and resins and in nicotine content—the words of Old Gold was always *lower!* Both before and since this article appeared, the swing has been to Old Gold. This Christmas, give Old Gold to your friends and family, your soldiers, sailors and marines!





1935



1940

A Dirty Old Man Has His Stogie Lighted Up.

He'll purr like a kitten when he tastes the rich Havava flavor.

S.C. loves A-S-R

♡♡♡

ASR Platinum—
gorge. Rhodium in-
lay. Pocket Lighter.
Retail for... \$7.50

ASR Midsize—
Rich Rhodium finish.
Retail for... \$7.50

ASR Midsize—in
Rhodium, Alligator,
or Pin-Struck.
Retail for... \$9.00

ASR Alligator,
Black, Green, Pin-
Struck or Red Calf.
Retail for... \$9.00

ASR Tuxedo Shell
and rich Gold Finish.
Retail for... \$9

ASR Luxurious
Rhodium and Pearl.
Retail for... \$12.50

ASR Sterling Silver
in choice of 8 pat-
terns. 100 and \$15.00

ASR 18K Gold,
etched by Cartier.
Retail for... \$200.00

ASR Platinum,
beautifully etched
with diamonds and
enamel. Retail by
Cartier... \$200.00

"ASR is a sparkling gift idea,"
says Santa Claus. "A style for every
person, purpose and pocketbook!
And every ASR Lighter is automatic—
lights like a light switch and stays lit
without holding! Fuel capacity is
great, refilling's a cinch! That's why
I line off ASR Lighters!"

**Pocket Lighter in rich
Chrome Finish. Won't
tarnish... \$5.50 to look like**

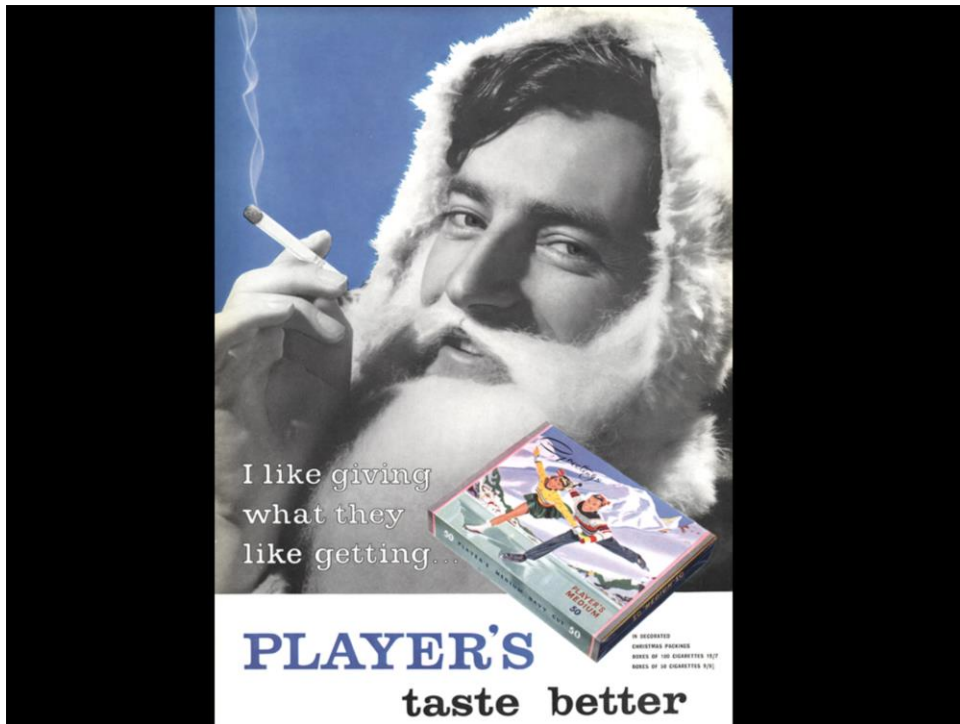
HERITAGE TABLE LIGHTER... \$12.50 Retail for
[ASR] "Heritage" Table Lighter. Now! Serve a light
with the lighter of hospitality, the gift lighter
for gracious entertaining. In Platinum-groovy
Rhodium finish. Won't tarnish, can be engraved
with your initials or coat of arms. Really unique—
the table lighter that's different!
With matching cigarette cover and tray... \$25.00 to look like

CLASSIC TABLE LIGHTER... \$12.50 Retail for
[ASR] "Classic" Table Lighter in luxurious
Rhodium finish. Won't tarnish, can be
machine-engraved. Great fuel capacity and all
other distinctive ASR features.

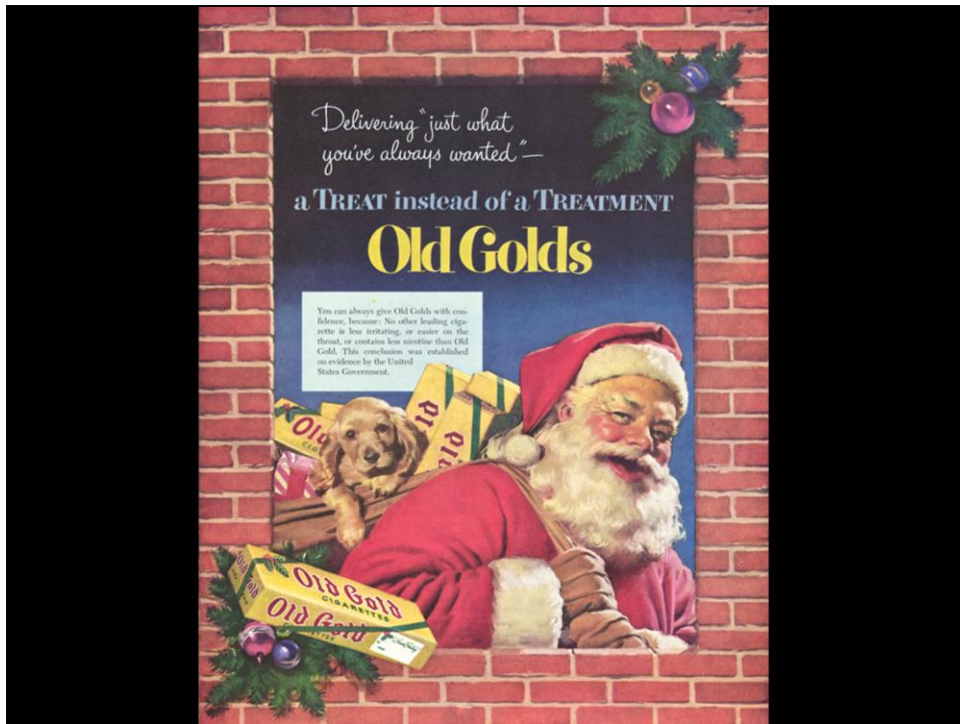
ASR lighter

A. S. R. is a Division of American Cigarette Company, Inc.

Santa Claus Loves His Lighter



Santa Looked a Lot Like Daddy . . . and Daddy Looked A lot Like Him.







DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. CHARLES ABRAHAM, of New York and Palm Beach society, is discriminating in her choice of Christmas gifts. Mrs. Abraham says: "Tareyton makes a better gift than any other because it is the only cigarette that is so good."

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.

HERBERT TAREYTON CIGARETTES
Cork Tip
MODERN SIZE

TAREYTON

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE



1954

Live Modern, Give Modern.

Get full exciting flavor through the miracle tip.





Why be Irritated ?



Light an **Old Gold**

Apple "Honey" helps guard O.G.s.
from **Cigarette Dryness**

You're right up with the best in smoking pleasure—when you've got Old Golds! For here's a superlative blend of choice tobacco—with a touch of rare Latakia tobacco for extra flavor. Plus the special moisture-protecting agent we call Apple "Honey", made from the juice of fresh apples. This helps hold in the natural moisture, helps prevent cigarette dryness. Just ask for Old Golds . . . every time.



BUY VICTORY BONDS AND HOLD THEM

LISTEN TO
FRANK SINATRA
Wednesday Evening CBS
and
MEET ME AT PARKY'S
Monday Evening NBC



Thinking people everywhere



DEC 25

...AND DON'T FORGET
A CARTON OF KOOLS!

TEN PACKS of KOOLS (300 refreshing cigarettes) in a colorful Christmas wrapper. Be a real Santa and put this wanted gift in his or her stocking. Each pack carries a B & W coupon good for handsome premiums (offer good in U.S.A. only)—and extra coupons go with the carton. There's a bright New Year coming up—time to switch to KOOLS!

BROWN & WILSONS TOBACCO CO., LOUISVILLE, KY.

SAVE COUPONS FOR HANDSOME PREMIUMS

KOOL

15¢ for TWENTY

SALESMAN CIGARETTES... NOW AT POPULAR PRICES... ALSO CARRY B & W COUPONS

