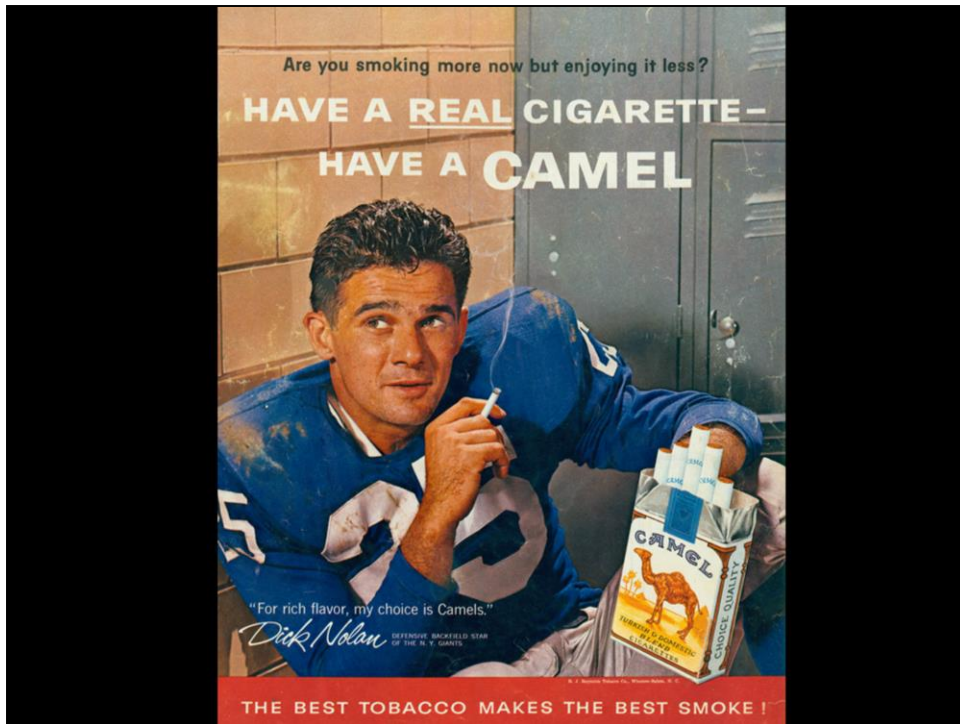




Date:

Theme: Athletic Endorsers

Campaign: The Best Tobacco Makes the Best Smoke

Key Phrase: Have a Real Cigarette

Brand: Camel

Company: R.J. Reynolds

Comment: Born on March 26, 1932, Dick Nolan played as a defensive halfback, safety, and defensive back, and coached professional football in the National Football League. He died on November 11, 2007.



Date:

Theme: Athletic Endorsers

Campaign: Get Lucky

Key Phrase: The taste to start with...the taste to stay with

Brand: Lucky Strike

Company: American Tobacco Company

Comment: Francis Newton "Frank" Gifford, former American football player and sportscaster, was born on August 16, 1930. In 1960 Chuck Bednarik blindsided Gifford in what was one of the most severe hits in NFL history, yet totally legal. He suffered severe head trauma, leading to his retirement from football for two years. Despite his claims, Frank Gifford was obviously not a Lucky man.



Date:

Theme: Athletic Endorsers

Campaign: Remember How Great Cigarettes Used to Taste? Luckies Still Do.

Key Phrase: Change to Luckies and get some taste for a change

Brand: Lucky Strike

Company: American Tobacco Company

Comment: Francis Newton "Frank" Gifford, former American football player and sportscaster, was born on August 16, 1930. In 1960 Chuck Bednarik blindsided Gifford in what was one of the most severe hits in NFL history, yet totally legal. He suffered severe head trauma, leading to his retirement from football for two years.

IT TAKES HEALTHY NERVES

TO BE A FOOTBALL REFEREE




(Above) IF YOU WANT TO SEE nerve strain, look at "Mike" Thompson's job—refereeing tons of football games, seeing every detail but never getting in the players' way!

Steady Smokers turn to Camels

M. J. ("Mike") Thompson, football's most famous referee, is a steady smoker who has to keep healthy nerves. He says:

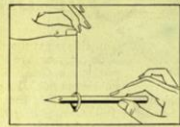
"Because nothing can be allowed to interfere with healthy nerves I smoke Camels. I have tried them all—given every popular brand a chance to show what it can offer. Camels don't upset my nerves even when I smoke constantly. And the longer I smoke them the more I come to appreciate their mildness and rich flavor."

Many smokers have changed to Camels and found that they are no longer nervous... irritable... "jumpy." Switch to Camels yourself. Smoke them steadily. You will find that Camels do not jangle your nerves—or tire your taste.

Copyright, 1955, R. J. REYNOLDS TOBACCO COMPANY

How are YOUR nerves?

TRY THIS TEST



Put the end of a short string in a fingertip. Have a friend gently hold string at arm's length where thumb is. The test is for you to move a ball-size string down and up... and try to not a spasm, hold it inches from the end. Strain the string, usual performance as long as you can hold it in the first place.

George Savelle (Camel mascot), Executive Director, did it on the first try.

CAMEL'S COSTLIER TOBACCOS

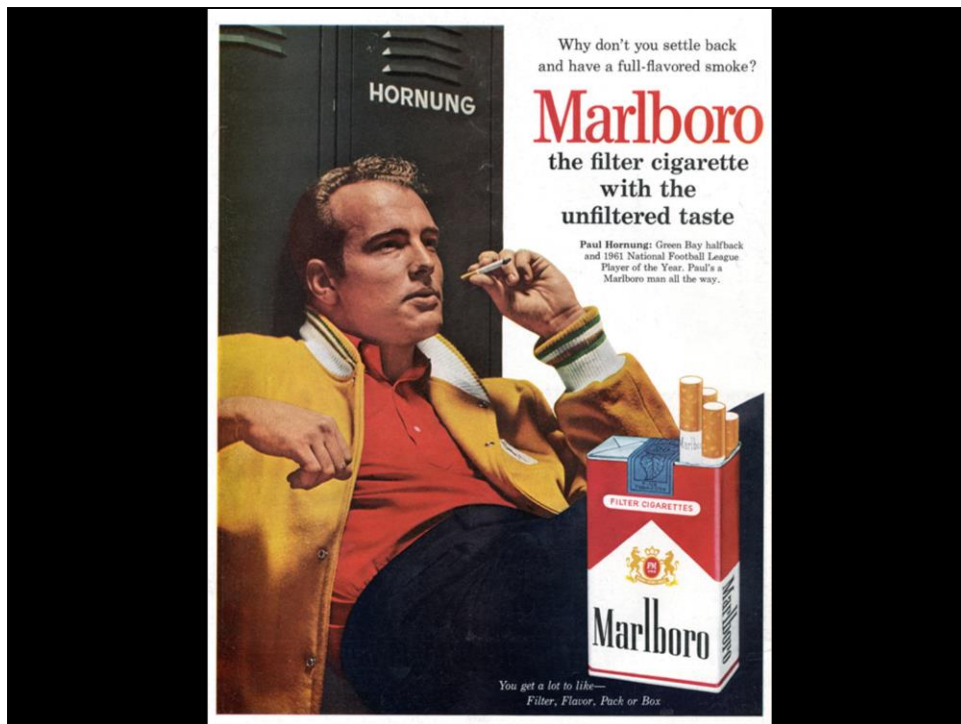


IT IS MORE FUN TO KNOW

Camels are made from finer, MORE EXPENSIVE tobaccos than any other popular brand.

—THEY NEVER GET ON YOUR NERVES

It takes healthy nerves



The Marlboro Man

Marlboro

'57

FOOTBALL GUIDE

COLLEGE & PRO-SCHEDULES
RECORDS - SEATING PLANS

"He gets a lot to like—
filter, flavor, flip-top box."
The works.

A filter that means business.
An easy draw that's all fla-
vor. And the flip-top box
that ends crushed cigarettes.

(MADE IN RICHMOND, VIRGINIA, FROM A PRIZED RECIPE)

The advertisement is a two-page spread. The left page features a black and white photograph of a man wearing a fedora and a light-colored jacket, smoking a cigarette. Below the photo is a small inset image of a Marlboro flip-top cigarette box. The right page has a cream-colored background with the Marlboro logo at the top. Below the logo is a red and white illustration of a football player in a helmet, holding a Marlboro flip-top cigarette box. The text '57 is printed below the player. At the bottom of the right page is a red banner with white text that reads 'FOOTBALL GUIDE' and 'COLLEGE & PRO-SCHEDULES RECORDS - SEATING PLANS'. A quote and a short paragraph about the cigarette's features are located in the bottom left of the right page.

ANOTHER FIRST FROM MARLBORO!

Just pull the
"self-starter" and the
cigarettes pop up!



Marlboro's new
self-starter
in action



1 Open flip-top box, pull off foil

2 Pull red-tagged "self-starter" slowly

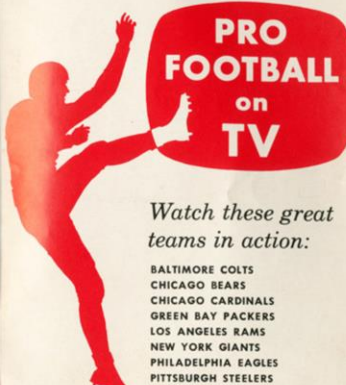
3 Cigarettes come up quick and easy

4 Throw used "self-starter" away after first few cigarettes

Marlboro
FILTER · FLAVOR · FLIP-TOP BOX

Every Sunday
from September 29
to December 22

Marlboro
presents



**PRO
FOOTBALL
on
TV**

*Watch these great
teams in action:*

BALTIMORE COLTS
CHICAGO BEARS
CHICAGO CARDINALS
GREEN BAY PACKERS
LOS ANGELES RAMS
NEW YORK GIANTS
PHILADELPHIA EAGLES
PITTSBURGH STEELERS
SAN FRANCISCO 49'ERS
WASHINGTON REDSKINS
DETROIT LIONS

Check your local newspaper for time and station

ENTER MARLBORO'S ANNUAL FOOTBALL SWEEPSTAKES

10 all-expense trips for 2 to the NFL Championship Game

AND A 1966 FORD MUSTANG FOR EACH WINNER!



Come to where the flavor is. Come to Marlboro Country.

OFFICIAL RULES

1. Fill in the coupon, or print your name and address on a blank, 3" x 5" sheet of paper. ENTRANTS MUST BE AT LEAST 21 YEARS OF AGE.

2. Mail entry with end panel from a pack or box of Marlboro cigarettes or a 3" x 5" sheet of paper on which you've printed MARLBORO in block letters. Each entry must be mailed separately and postmarked on or before November 30, 1965, and received no later than

December 10, 1965. Enter as often as you like.

3. Drawings will be held December 11, 1965, and the 10 winners will be informed by December 17, 1965. Winners shall each receive two seats at the NFL Championship Game, January 2, 1966 (later if postponed); \$200.00 cash; round-trip, first-class transportation for two from winner's home city; hotel accommodations for two in playing site city for two nights (if game is played within 50 miles of winner's home, \$400 will be paid to that winner in lieu of transportation and hotel accommodations). Winners may elect to accept \$500 in lieu of above. All ten winners will also receive a 1966 Ford Mustang.

4. Void where prohibited or regulated by law.

5. Employees of Philip Morris Inc. and its advertising agencies are not eligible.

Marlboro Football Sweepstakes
Box 4800, Grand Central P.O., New York, N.Y. 10017

Gentlemen:
You just want to win two free tickets to the NFL Championship and the Mustang, Inc. announced you'll find the end panel from a pack or box of Marlboro, or the name "MARLBORO" printed in block letters on a blank, 3" x 5" sheet of paper.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

DEALER'S NAME (OPTIONAL) _____ ADDRESS _____

How many of these football greats can you name?



1 Red One of the great fullbacks of the game, Red led the Giants to the NFL championship in 1956.



2 Dan Dan Fouts, 14 years old, was named the NFL's Most Outstanding Player in 1977.



3 Tom Tom Brady, 14 years old, was named the NFL's Most Outstanding Player in 2000.



4 John John Elway, 14 years old, was named the NFL's Most Outstanding Player in 1983.



5 Brett Brett Favre, 14 years old, was named the NFL's Most Outstanding Player in 1994.



6 Tom Tom Brady, 14 years old, was named the NFL's Most Outstanding Player in 2000.



7 Dan Dan Fouts, 14 years old, was named the NFL's Most Outstanding Player in 1977.



8 Tom Tom Brady, 14 years old, was named the NFL's Most Outstanding Player in 2000.

Each of these Marlboro men is a famous pro player—past or present

You'll be seeing them this fall in our Marlboro commercials during NFL Pro Football telecasts.

Read the clues in the pictures, then fill in the last names. Answers are below, but don't look yet!

Maybe you don't recognize him off the field, but each of these Marlboro men is a great name in the annals of pro football.

They're Marlboro men, no mistaking that. Rugged as they come and tops in their field.

If your memory needs jogging, watch Pro Football on CBS-TV. This fall, for the fifth year in a row, Marlboro is sponsoring the NFL games and you'll be seeing these men in our Marlboro commercials, reliving highlights of their great careers.

Don't miss the games. And while you're watching, settle back with a Marlboro—the filter cigarette with the unfilled taste.

You get a lot to like with a

Marlboro

King-size soft pack or Flip-Top box



Answers:
1. Red (Tom Brady)
2. Dan (Dan Fouts)
3. Tom (Tom Brady)
4. John (John Elway)
5. Brett (Brett Favre)
6. Tom (Tom Brady)
7. Dan (Dan Fouts)
8. Tom (Tom Brady)

Date:

Theme: Athletic Endorsers

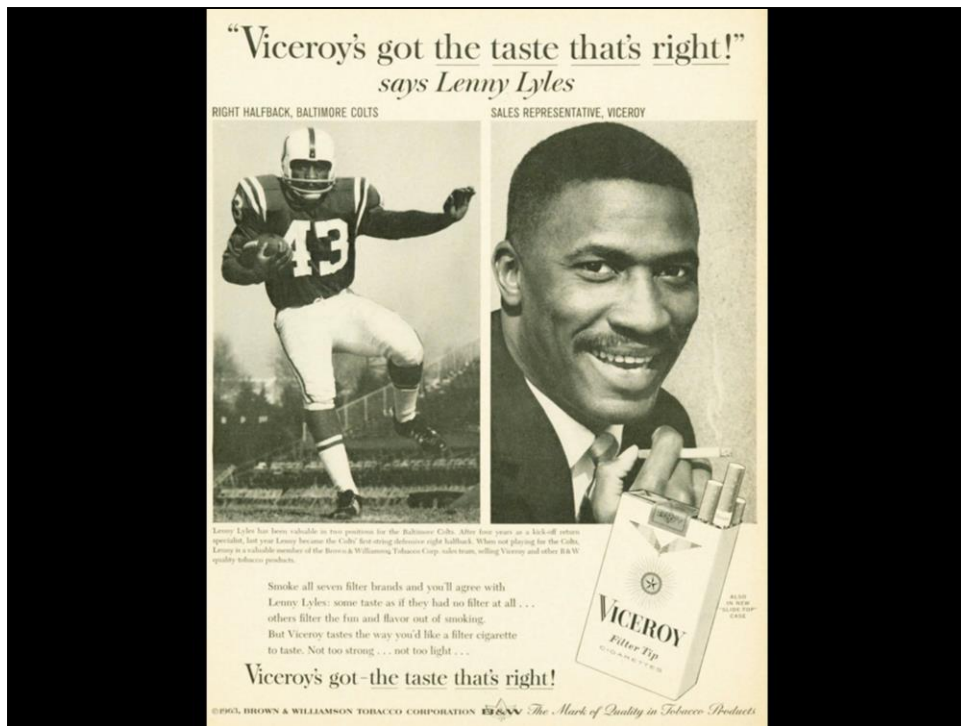
Campaign:

Key Phrase:

Brand:

Company:

Comment:



Date:

Theme: Athletic Endorsers

Campaign: Viceroy's got the taste that's right!

Key Phrase: Viceroy's got the taste that's right! Says Lenny Lyles

Brand: Viceroy

Company: Brown and Williamson

Comment: Defensive back Lenny Lyles, born January 26, 1936, played for the Baltimore Colts in Super Bowl III.

Earl Campbell
Football Star

Something for nothing.

SKOAL

If the best things in life are free, this is one of them. Just fill out the coupon below, send it in and we'll send you a free can of Happy Days moist smokeless tobacco. Just a pinch between your cheek and gum will give you real tobacco pleasure without lighting up. Go Smokeless. It's the only way to go.

A pinch is all it takes!™

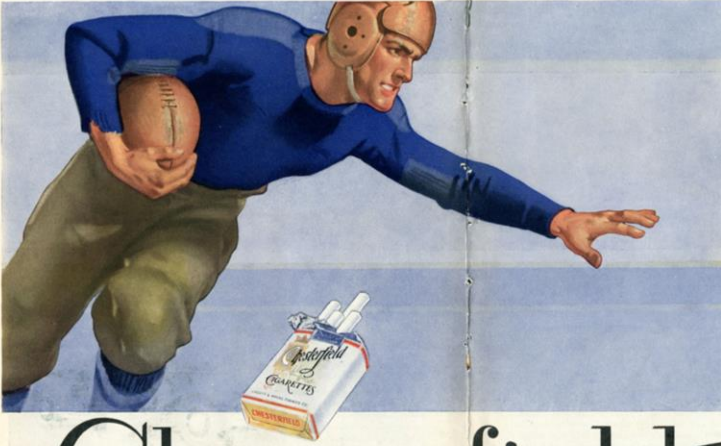
SEND ME MY FREE CAN OF HAPPY DAYS
Fill in and send to: Smoking Tobacco Co., P.O. Box 2005, Dept. St. El. Greenleaf, Conn. 06420
Name and complete address must appear on outside of envelope

Name _____
Address _____
City _____
State _____
Zip _____

©1985 U.S. Tobacco Company

Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.

ONE will always stand out!



You don't have to learn to like them

THE brilliant, breathless "get-away" of a star back brings the crowd to its feet by a common impulse. Equally natural and spontaneous is the response of smokers to Chesterfield's satisfying goodness, its wholesome smoothness. No one ever has to "acquire" a taste for Chesterfield. Smokers take to its pleasing flavor instinctively.

And here's why:
Chesterfield takes the sure, undeviating course to the one goal that counts in a cigarette—fragrant mildness and a ripened richness, without a hint of harshness or irritation. In short

**MILDER... and
BETTER TASTE**

Chesterfield *They Satisfy*

© 1955, American & British Tobacco Co.



Date:

Theme: Athletic Endorsers

Campaign: Not a Cough in a Carload

Key Phrase: With Natural Goodness

Brand: Old Gold

Company: Lorillard

Comment:





Not many coaches, thinking men or not, recommended cigarettes to their athletes.



**DO YOU
SMOKE MORE
WHEN YOU'RE
HOT
UNDER THE
COLLAR?**

**... KEEP
MOUTH-HAPPY
WITH COOLER SMOKE**

When you're mad as blazes and ready to talk it out...do you start lighting cigarettes? That's when you should have a full pack of Spuds handy! In fast and furious smoking sessions you learn how Spud's cooler smoke keeps your mouth and throat moist-cool and comfortable...how at all times, under any conditions, Spud's clean, cooler smoke holds and heightens your enjoyment of Spud's full tobacco flavor. Smoke through your first Spud pack and learn why Spud is the inimitable new freedom in old-fashioned tobacco enjoyment. At better stands, 20 for 20c. The Aston-Fisher Tobacco Co., Inc., Louisville, Kentucky.

MENTHOL-COOLED SPUD CIGARETTES

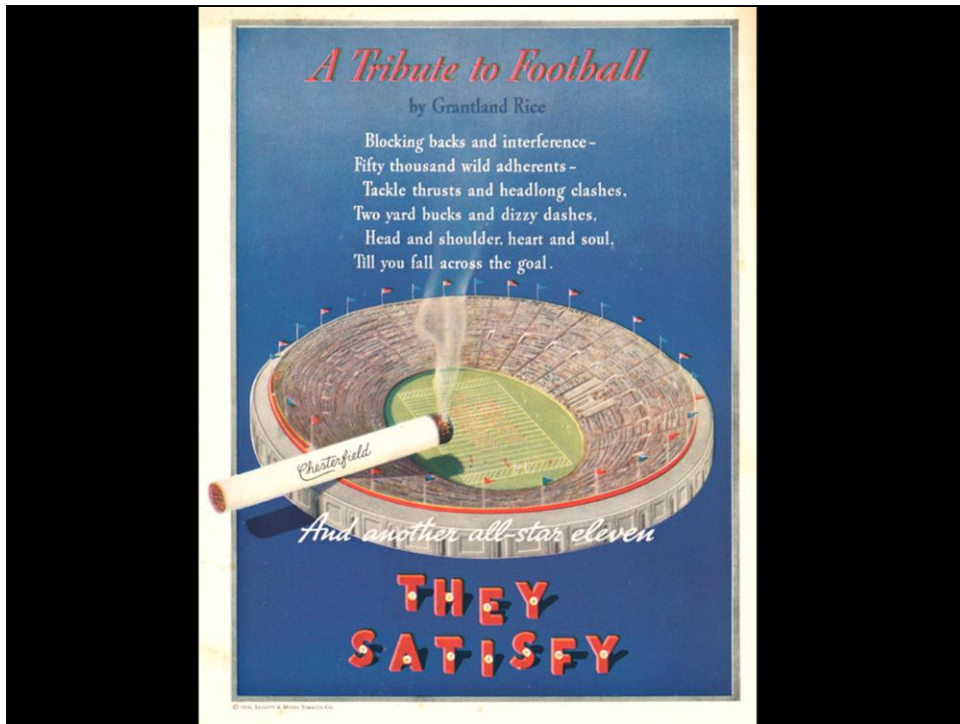
JUDGE SPUD...Not by first puff, but by first pack. Surprise soon forgotten.

... continued coolness heightens enjoyment of full tobacco flavor.









A sports stadium as an ashtray. Hard to imagine the appeal of this advertisement to the sporting public who, if not singing, would at least have ashes on their heads.



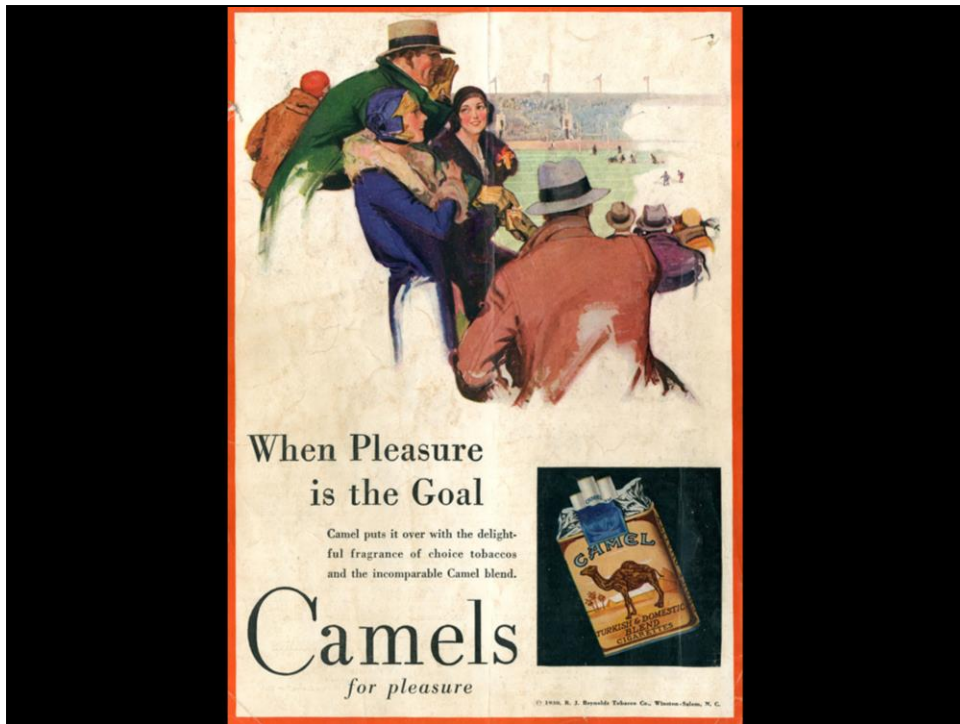
Enjoy the good taste of a Phillies
(for a heap of smokin' pleasure)

Not even this rugged defense can hold the line against the pleasure of a Phillies . . . made Miracle Mild to give you pleasure beyond price. Whether it's the full size blunt at 5 for 39c or the western style

Cheroot at 5 for 28c, a Phillies man always gets extra smoking pleasure. Ask Eagles' star Tommy McDonald! He'll tell you it's true of any cigar in the famous Phillies lineup. Have you had the pleasure lately?



Did you know there are eleven different shapes and sizes in the famous Phillies lineup? From 2 for 25c to as little as 5c each.



If found please return to
Name _____
Street _____
City _____



*Light up a Chesterfield
and you'll get your wish for re-
freshing mildness, better taste and
pleasing aroma. You'll say . . .
"Chesterfield is a great cigarette."*

*It takes good things to make a good
product. That's why we use the
best ingredients a cigarette can
have...mild ripe tobaccos and pure
cigarette paper...to make Che-
sterfield the cigarette that smokers
say is milder and better-tasting.*

Chesterfield's

1938

Football

score sheets and schedules



Pick the winners
with
EDDIE DOOLEY
every week

Predictions given Thursdays
Final scores on Saturdays

N. B. C. COAST-TO-COAST NETWORK

PROBABLE MINNESOTA LINE-UP

Goal	Goalie	Left	Center	Forward	Right	Line
10	14	11	1	20	19	22
18	13	16	7	22	21	23

Back	Center	Wing
15	21	24
17	23	25

Goal	Goalie	Left	Center	Forward	Right	Line
10	14	11	1	20	19	22
18	13	16	7	22	21	23

ACE of THEM All

for MILDNESS and TASTE

PROBABLE NORTHWESTERN LINE-UP

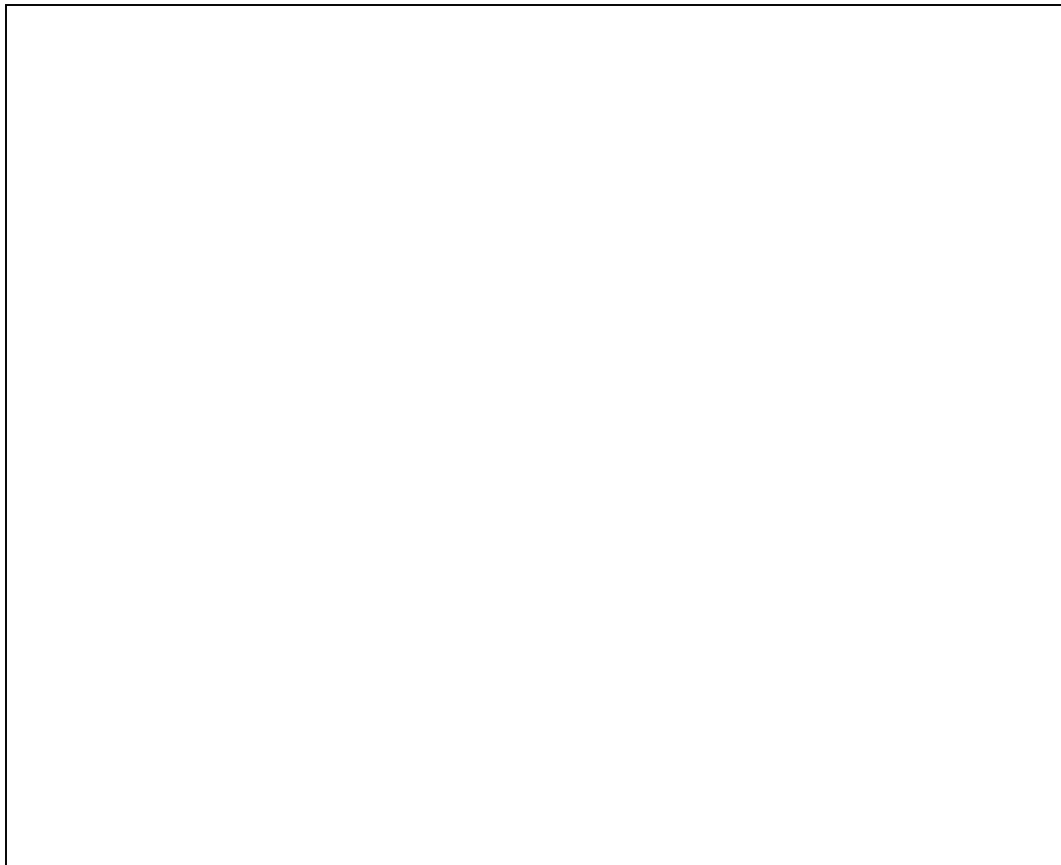
Goal	Goalie	Left	Center	Forward	Right	Line
10	14	11	1	20	19	22
18	13	16	7	22	21	23

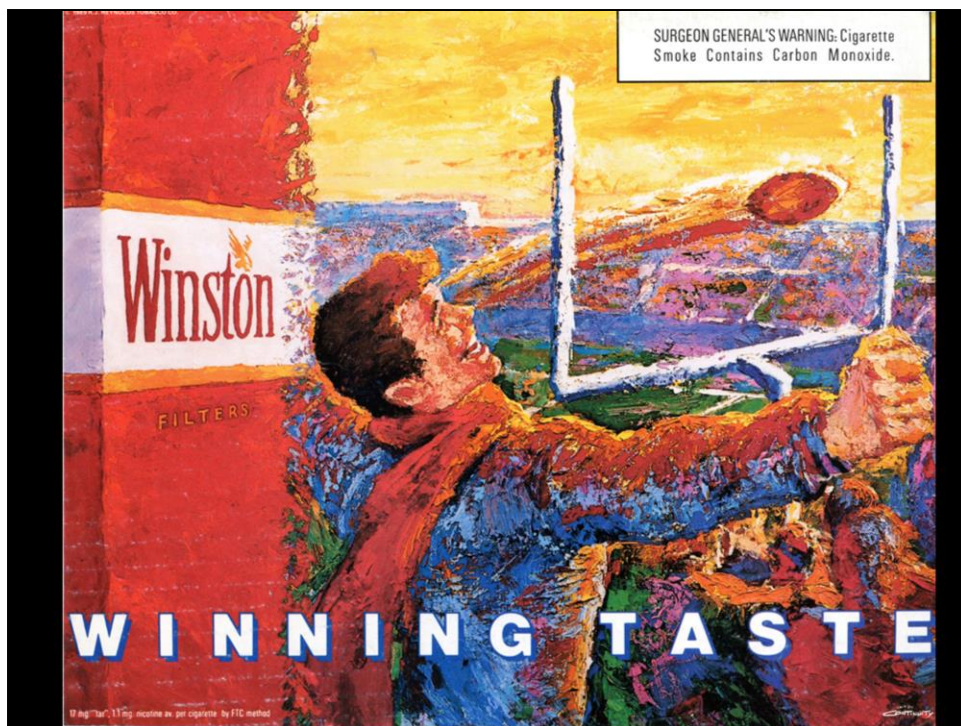
Back	Center	Wing
15	21	24
17	23	25

Goal	Goalie	Left	Center	Forward	Right	Line
10	14	11	1	20	19	22
18	13	16	7	22	21	23

THEY SATISFIED

Copyright 1925, Liggett & Smith Tobacco Co.

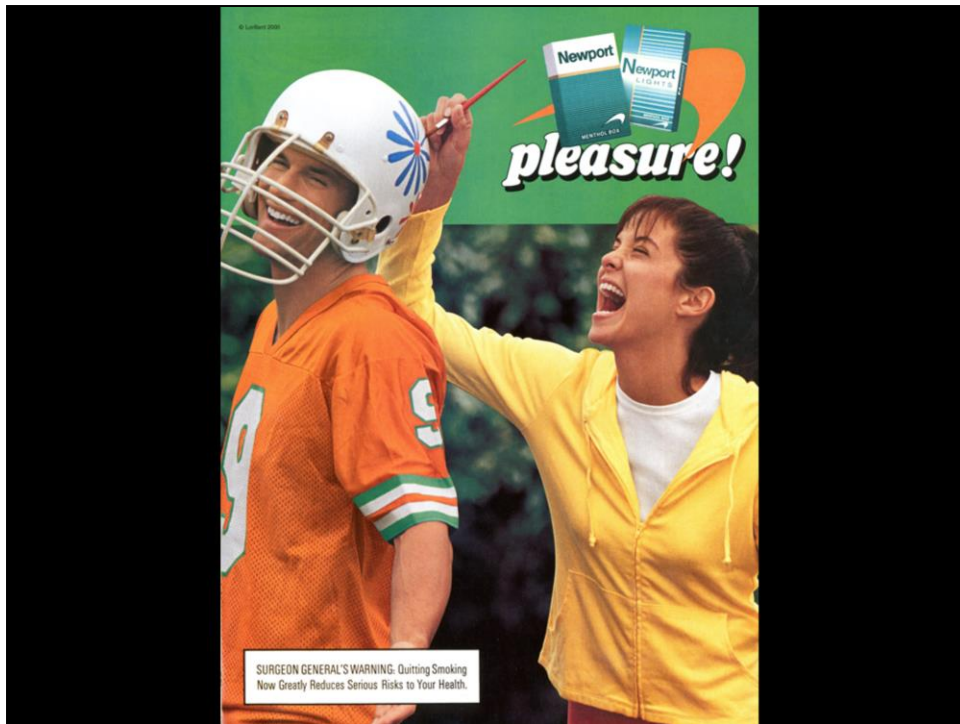






Not a Cough in a Carload.

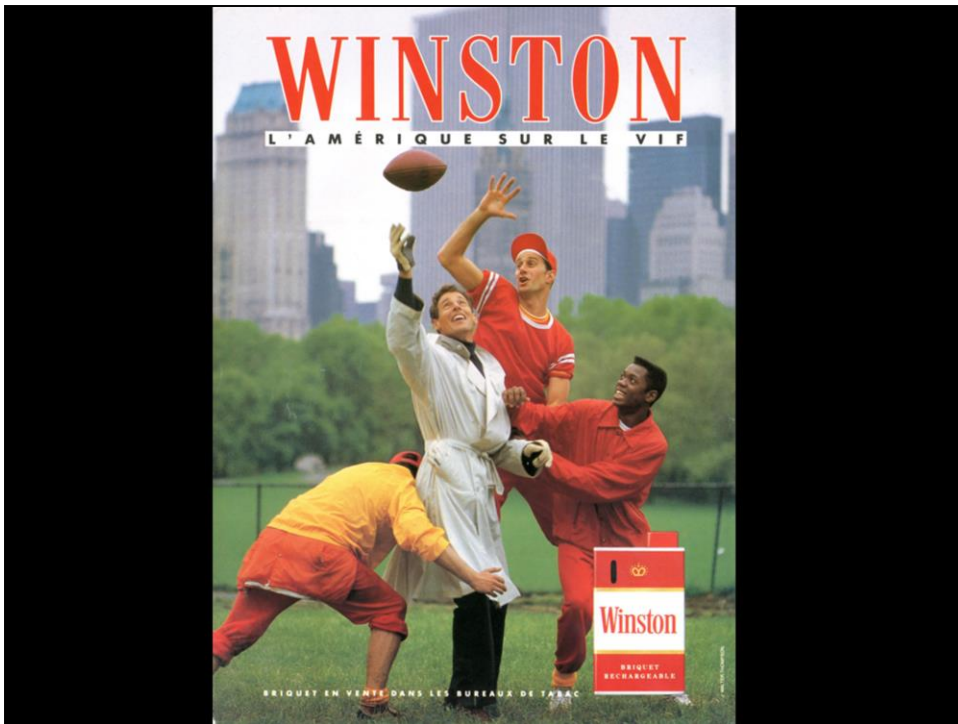




The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



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



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



ONE WILL ALWAYS STAND OUT

*Whole-hearted,
natural, real!*

EQUALLY genuine is the response of smokers to Chesterfield's satisfying goodness, its wholesome smoothness.

No one ever has to "acquire" a taste for Chesterfields. You don't have to learn to like them. Smokers take to their pleasing flavor instinctively... and here's why:

MILDNESS — the entirely natural mildness of tobaccos that are without harshness or bitterness.

BETTER TASTE — Such as only a cigarette of wholesome purity and better tobaccos can have.

for Milder **BETTER TASTE**

Chesterfield Cigarettes are manufactured by
LORETT & MYERS TOBACCO CO.

Chesterfield
CIGARETTES
LORETT & MYERS TOBACCO CO.

They Satisfy
—that's Why

· LIFE ·

Richmond Straight Cut

PLAIN ~~ON~~ CORK TIPS CIGARETTES



When Football was Played with Whiskers

Most of the customs and costumes of those old boys seem quaintly old-fashioned now. But, one thing has come down to us from that time without change and growing in popularity every day—Richmond Straight Cuts, the first high-grade cigarettes made in the United States.

Even in those early days, these "bright" Virginia cigarettes were already known and valued for their characteristic and appealing taste. Today—as then—men acclaim Richmond Straight Cuts the best of all Virginia Cigarettes. By the way, have you tried them lately?

Builds the regular package, these cigarettes are also packed in attractive tin boxes, convenient for use, office or traveling. 50 for 40 cents; 100 for 75 cents. These larger packages will be sent prepaid on receipt of proof if your dealer cannot supply you.

Richmond Cigarette Co., VIRGINIA

GOLD MEDALS

Paris Exposition 1889	World's Fair Chicago 1893	Panama-Pacific International Exposition, 1915
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PREFERRED BY GENTLEMEN NOW AS THEN

FIFTEEN CENTS



SIDELINE SLANTS ON "TOUCHDOWN TOM" HARMON



TOM HARMON IS NOW ONE OF RADIO'S TOP SPORTS ANNOUNCERS ON THE WEST COAST. KNOW THAT ANY VOICE IS MY LIVING! SAYS HARMON. I HAVE TO THINK OF MY THROAT EVEN MORE SO WHEN I BROADCAST A BIG GAME. I SURE WELCOME COOL, MILD CAMELS!



ONE OF FOOTBALL'S ALL-TIME GREATS, SPEED-KING TOM HARMON WAS UNANIMOUS ALL-AMERICAN HALFBACK IN 1939 AND '40... CAPTAIN OF THE ALL-AMERICAN TEAM IN 1940... ELECTED THE OUTSTANDING PLAYER OF THAT YEAR!



Tom Harmon

SMOKING CAMELS REGULARLY PROVED TO ME JUST HOW MILD A CIGARETTE CAN BE. CAMELS AGREE WITH MY THROAT—AND TASTE GREAT, TOO!



TOM MADE THE NUMBER '08' SO FAMOUS TWO SCHOOLS AND ONE PROFESSIONAL FOOTBALL TEAM RETIRED THE NUMBER IN HIS HONOR. '08 MEANS SO MUCH TO HARMON HE NEVER FAILS TO LOOK AT HAT CHECKS TO SEE IF THE NUMBER IS STILL FOLLOWING HIM!



In a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 days, noted throat specialists, making weekly examinations, reported—

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!

See for yourself why

MORE PEOPLE SMOKE CAMELS

than any other cigarette

Make your own 30-Day CAMEL MILDNESS TEST in your "T-Zone"

(T for Throat—T for Taste)



© 1941 Tobacco Companies. "Whispering" "Touchdown" "T-Zone"

IT TAKES BOTH ENDS TO WORK THIS FORMATION TOUCHDOWN SPECIAL!

THE START OF TWO COUGARS' PRO FOOTBALL SEASON: TOM AND TED, FIRST-STRING OFFENSE ENDS, COME UP WITH A STARTLING PROPOSITION...

COACH, THE TWO OF US HAVE BEEN PRACTICING PASS-RECEIVING ALL SUMMER...

BROTHER, HELPING! BROTHER, ENJOY! AND PASSING TO EACH OTHER! WE GOT TO BE DAMN GOOD PASSERS...

IT'S RAZZLE-DAZZLE, BUT IT MAY WORK... IF YOU TELLING CAN REALLY PASS, I'M GOING TO HOLD IT BACK UNTIL THE RIGHT TIME... MEANWHILE, DON'T TELL ANYONE OUTSIDE THIS FIELD THAT THE COUGARS HAVE TWO NEW PASSING STRATEGIES!

SIX YARDS AWAY... THE BLUES ARE HOLDING A 4-POINT LEAD IN THE FIRST QUARTER, WHEN THE COUGARS GET THE BALL ON THE 35-YARD LINE AND THE OFFENSE TEAM GOES IN...

HOW ABOUT NOW, COACH?

QUE'Y? OFFICIAL?

RIGHT! PLAY IT TO THEIR PEAK SIDE!

WE FIGURED OUT A SPECIAL TWO-END PLAY USING THE "V" FORMATION LOOK!

1. THE PLAY STARTS...

1. Quarterback takes a hand-off to the right half going through the line...

2. Quarterback then pivots and hands off ball to Right-End Tom, who has pulled out of position and started an end-around run...

3. Blockback blocks defense right corner backer...

4. And Left-End Ted cuts down the sideline to get behind the Blues' safety line...

AS THE SCREENAGE LINE, TOM SUDDENLY THROWS A PASS 30 YARDS... INTO LEFT-ARMED TED'S ARMS A FEET FROM THE END ZONE!

WHERE DID THAT GUY LEARN TO PASS?

HE'S LEARNED GOOD!

NEVER SINCE BOTH TOM AND TED CAN PASS AS WELL AS RUN, THIS PLAY CAN BE WORKED FROM EITHER SIDE. IT IS A RUN-PASS OPTION PLAY—POWER CAN RUN IF NECESSARY, POWER CAN PASS IF NECESSARY. GET THAT!

ENTER THE GAME... DON'T FORGET IT! LOOK BOTH ENDS TO DO IT!

A PERFECT PLAY... PERFECTLY THOUGHT OUT! THAT KIND OF THINKING IS GOING TO WIN US THE TITLE!

WHICH TEAM'S GOING TO HAVE A VICEEROY COACH?

FOR THE RIGHT TASTE, VICEEROYS GOT IT... AT BOTH ENDS!

GOT THE FILTER! GOT THE BLEND!

GOT THE BLEND! GOT THE FILTER!

DEEP-WEAVE FILTER. DEEP-CURED BLEND.

GOT THE FILTER! For smooth taste, Viceroy's fine filter strands are formed into a Deep-Weave (see above) strands that weaves the smoke deep through the Viceroy filter.

GOT THE BLEND! The rich Viceroy tobaccos are Deep-Cured through and through. The right taste because Viceroy's got it... at both ends. Got the filter, got the blend!

The right taste depends on filter and blend Viceroy's got it... AT BOTH ENDS

GOT THE FILTER! GOT THE BLEND!

VICEEROY Filter-Tip CIGARETTE

©1961 BROWN & WILKINSON TOBACCO CORPORATION THE MARK OF QUALITY IN TOBACCO PRODUCTS

Chick Meehan's INSIDE TIPS ON WATCHING FOOTBALL

AT THE GAME, CAMELS EASE THE STRAIN—AND AFTER IT'S OVER, WHEN YOU FEEL ALL IN, GET A LIFT WITH A CAMEL!

MR. MEEHAN, MY SISTER BETTY WANTS SOME INSIDE TIPS ON FOOTBALL.

IT TOOK ELEVEN MEN TO MAKE THAT PASS PERFECT!

WHAT A PERFECT PASS THOSE TWO MEN MADE!

NOW—WATCH THIS PUNT FROM THE SAME FORMATION!

I DIDN'T KNOW EACH MAN HAD SUCH A DEFINITE JOB.

WELL, BETS, DID YOU LEARN SOMETHING?

DID I? I CAN'T WAIT TO SEE THE BIG GAME!

BETTY LEARNS THESE PLAYS—AND MANY OTHERS.

YOU'RE AN EXPERT NOW, THANKS TO CHICK MEEHAN!

A SPLENDID RUN—BUT GOOD BLOCKING MADE IT POSSIBLE.

THAT GAME WAS A THRILLER! HAVE A CAMEL!

I NEED ONE! SO MANY THRILLS USE UP A LOT OF ENERGY!

A CAMEL ALWAYS RENEWS MY FLOW OF ENERGY WHEN I NEED IT!—AND THEY NEVER GET ON MY NERVES.

YES, THEY CERTAINLY ARE MILD!

GET A LIFT WITH A CAMEL!





