





Date:

Theme: Athletic Endorsers

Campaign: More Body More Flavor More Taste

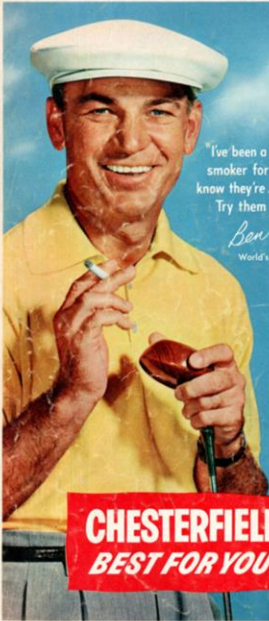
Key Phrase: Get lots more from L&M

Brand: L&M

Company: Altria

Comment: The golfer depicted appears to be a dead ringer for Arnold Palmer, although he is not mentioned by name.

YEARS AHEAD OF THEM ALL



I've been a Chesterfield smoker for 7 years and know they're *best for me!*
Try them yourself.
Ben Hogan
World's Greatest Golfer

CHESTERFIELD
BEST FOR YOU

1 Chesterfield Quality Highest
15% higher than its nearest competitor and 31% higher than the average of the five other leading brands... based on recent chemical analyses giving an index of good quality for the country's six leading cigarette brands. The index of good quality table—a ratio of high sugar to low nicotine—shows Chesterfield quality highest.

2 No adverse effects to nose, throat and sinuses from smoking Chesterfield. From the report of a medical specialist who has been giving a group of Chesterfield smokers regular examinations every two months for well over a year.

3 First with premium quality in both regular and king-size. Much Milder with an extraordinarily good taste.

Don't you want to try a cigarette with a record like this?



Copyright 1955, Lorillard & Sons, Inc.

Viceroy's got the Deep-Weave Filter
for the taste that's right!



Viceroy is scientifically made
to taste the way you'd like a
filter cigarette to taste.
Not too strong...not too light...
Viceroy's got the taste that's right.



SMOKE ALL 7
Smoke all seven filter brands
and you'll agree: some taste
too strong... while others
taste too light. But Viceroy—
with the Deep-Weave Filter—
tastes the way you'd like a filter
cigarette to taste. That's right!

© 1984, Brown & Williamson Tobacco Corporation





Live Modern
smoke modern... **L&M**

Free yourself of old-fashioned ideas.
Let your taste come alive!
Enjoy the richer flavor of modern living.

*Get full, exciting flavor through
L&M's Miracle Tip!*

Free up! Freshen up your taste!
Only the modern miracle of
L&M's pure-white Miracle Tip brings
all that flavor through to you.

L&M tastes Richer... smokes Cleaner... draws Easier

THE MIRACLE TIP
L&M
FILTERS
LUGGATT & HYERS TOBACCO CO.

© Luggatt & Myers Tobacco Co.



Date:

Theme: Athletic Endorsers

Campaign: More Doctors Smoke Camels

Key Phrase: Camels for Mildness

Brand: Camel

Company: R.J. Reynolds

Comment:

HOUSEHOLDS & STATIONERS

Henry Picard

LOOKS THE SITUATION OVER




"I've never favored one particular cigarette, Mr. Picard. I can see you do though. Do you find Camels different?"

"Camels are distinctly different, Mr. Smith—different in many ways. The longer I smoke Camels, the more I appreciate their natural smoothness and mildness—the real mildness that's easy on the throat. Camels never tire my taste. Camels never with me. They do— from all angles. I hear many golfers praise Camels. Camels never get on your nerves. Most top-flight golfers I know smoke Camels. Camels set you right!"

Picard—a heady strategist in a tight spot—says: "A cigarette, too, has to be sized up from a lot of angles."

WORLD-FAMOUS golfers—men who need iron nerves and steady hands for that winning stroke—and millions of other people under the strain of everyday life, all appreciate this fact: CAMELS SET YOU RIGHT! Smoke Camels and see for yourself why they are so different from other cigarettes. Note particularly the greater pleasure you get from Camels' *entire* tobacco!

On the Air Monday Nights
E-D-D-I C-A-N-T-O-R
America's great fun-maker and personality brought to you by Camel cigarettes. Over Columbia Network. See your local newspaper listing for correct time.

On the Air Tuesday Nights
BENNY GOODMAN
THE "KING OF SWING!"
Hear the great Goodman Swing Band "go to town." Every Tuesday at 8:30 pm E.S.T., 10:30 pm E.D.S.T., 7:30 pm C.S.T., 6:30 pm M.S.T., 5:30pm P.S.T., over Columbia Network.



HELEN STANSBURY, United Air Lines' Director of Women's Traffic, speaking: "I choose Camels for mildness. They're never harsh. When the pace I go fatigues me, a Camel gives me a 'lift.'"



A matchless blend of
of finer,
MORE EXPENSIVE
TOBACCO—Turkish
and Domestic.

PEOPLE DO APPRECIATE THE COSTLIER TOBACCO IN CAMELS

THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

ONE SMOKER TELLS ANOTHER... **"CAMELS AGREE WITH ME!"**

Copyright, 1949, E. J. Barnhart Tobacco Co., Winston-Salem, N. C.



Cary Middlecoff GOLF CHAMPION, SAYS :

"Viceroy has the smoothest taste of all!"

Smooth!
From the finest tobacco grown, Viceroy selects only the Smooth Flavor Leaf. No other will do!

Extra Smooth!
Each Smooth Flavor Leaf is specially Deep-Cured, golden brown through and through, for extra smoothness!

Super-Smooth!
Only Viceroy smooths each puff through 20,000 filters made from pure cellulose—soft, snow-white, natural!

Cary Middlecoff:
National Open Golf Champion, is a long-time Viceroy fan. Join Cary and the many other champion athletes who have changed to Viceroy... you'll agree, Viceroy has the smoothest taste of all!

20,000 FILTERS

VICEROY
Filter-Tip
CIGARETTES
KING-SIZE

©1961, R.J.R. & Wm. S. Winston-Tobacco Co.

Be Happy-Go LUCKY!

In a cigarette, taste makes the difference—and Luckies taste better!

The difference between "just smoking" and truly enjoying your smoke is the taste of a cigarette.

You can taste the difference in the smoother, mellower, more enjoyable taste of a Lucky ...and for two important reasons.

First, L.S./M.F.T.—Lucky Strike means fine tobacco... fine, mild tobacco that tastes better. There's no substitute for fine tobacco, and don't let anybody tell you different.

Second, Luckies are made to taste better. A month-after-mouth cigarette comparison, measuring those important factors of workmanship that affect the taste of cigarettes, proves Lucky Strike is the best made of all five principal brands!

That's a fact—established in The Research Laboratory of The American Tobacco Company—and verified by leading independent laboratory consultants.

So reach for a Lucky. Enjoy the better taste of truly fine tobacco in a great cigarette—Lucky Strike! Be Happy—Go Lucky!

PRODUCT OF THE AMERICAN TOBACCO COMPANY
AMERICA'S LEADING MANUFACTURER OF CIGARETTES

Are you for a filter and rich flavor, too?

the **L**ogical **M**ove is **L&M**

Are you for a filter? L&M's the filter cigarette with a modern all-white filter that's pure white both inside and outside.

And rich flavor, too? You get the good taste of L&M's rich-flavor leaf a leaf that comes from soft-natured, longer aged tobaccos.

The rich-flavor cigarette with a modern all-white filter.

THE SMOKE'S THE THING!



"You bet I smoke Camels; they burn slower and smoke Extra Mild"

—Right, Ben Hogan!

The smoke of slower-burning Camels gives you

28%

Less Nicotine

than the average of the 4 other largest-selling brands tested—less than any of them—according to independent scientific tests of the smoke itself

138 POUNDS—but they say he has the greatest swing in golf. And to champion Ben Hogan, Camel's extra mildness is mighty important. Important to any smoker... because this extra mildness is in the smoke itself.

And Camels give you less nicotine in the smoke than any of the other 4 largest-selling brands tested... 28% less than the average of the other brands. Extra mildness—extra freedom from nicotine in the smoke. Switch to Camels now!

"Extra Flavor always hits the spot. That's why I don't tire of smoking Camels"



"And Camels smoke so much Cooler, too!"

BY BURNING 25% SLOWER

than the average of the 4 other largest-selling brands tested—slower than any of them—Camels also give you a smoking *plus* equal, on the average, to

5 EXTRA SMOKES PER PACK!

For even greater economy and convenience, get Camels by the carton at attractive carton prices.



"THAT CAMEL FLAVOR is something very special," says Ben Hogan (above). Yes, too-fast burning in a cigarette dulls flavor and fragrance. The cooler tobacco in Camels burn slower, give you a cooler, more flavorful smoke... and less nicotine (see above).

—Camel

the cigarette of Camel's Tobacco



TAREYTON DELIVERS THE FLAVOR!

DUAL FILTER DOES IT!

Pure white outer filter • ACTIVATED CHARCOAL inner filter

You can see the difference...now taste the difference! Open up the tip of a Tareyton...and get the inside story on Tareyton's remarkable Dual Filter. Then taste what a difference it makes! The pure white outer filter and ACTIVATED CHARCOAL inner filter work together to bring out the best taste of the best tobaccos. That's what Tareyton delivers! That's what you enjoy!

Product of The American Tobacco Company "Tareyton" is a registered trademark.

DUAL FILTER Tareyton

The advertisement features a large photograph of a golfer in a white sweater, blue trousers, and a red and white hat, crouching on a golf course. To the right is a vertical strip showing a golfer in mid-swing. Below the main headline is a diagram of a cigarette filter showing the 'Pure white outer filter' and 'ACTIVATED CHARCOAL inner filter'. At the bottom right is a pack of Tareyton Dual Filter cigarettes.

When the first glorious day of golf is over—and the final putt sinks in the 18th cup—when the tense moments end in soft, mellow twilight—have a Camel!



No other cigarette in the world is like Camels. Camels contain the choicest Turkish and Domestic tobaccos. The Camel blend is the triumph of expert blenders. Even the Camel cigarette paper is the finest-made especially in France. Into this one brand of cigarette is concentrated the experience and skill of the largest tobacco organization in the world.

Our highest wish, if you do not yet know Camel quality, is that you try them. We invite you to compare Camels with any other cigarette made at any price.

R. J. Reynolds Tobacco Company
Winston-Salem, N. C.

© 1926

1926







Flavor your
fun with
Winston



If you're not smoking Winston, you're missing out on the best taste in filter cigarettes.

Winston tastes good...like a cigarette should
(like your cigarette should)

© 1964 R. J. REYNOLDS TOBACCO COMPANY
WINSTON-SALEM, N.C.



**VANTAGE
CUP 88**

See The Legends Of Golf
On The \$13,000,000 Tour.

 The \$13,000,000 Senior Tour is in full swing again. Arnie and his army are charging. Chi Chi is as entertaining as ever. And the competition is building for a slice of the \$3,000,000 Vantage Cup, the largest purse on the Tour. All pointed toward

the \$1,000,000 Vantage Championship at the end of the season. Be sure to catch the Senior Tour when it comes to a course near you. It's the friendliest competition for big money you'll ever see.



9 mg "tar", 0.7 mg. nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

**VANTAGE
CUP**  **SENIOR
PGA
TOUR**

Ripley CREATOR OF **BELIEVE IT or NOT- PROVES IT**



SCENE OF OLD GOLD'S LATEST TRIUMPH...The Golf Course back of the Ritz Theatre in New York, where O. G.'s won Public Taste-Test.

OLD GOLD WINS..

with Broadway's Midnight Golfers

By ROBERT RIPLEY, Creator of Believe It or Not



"In the past 3 years I have served 'Believe It or Not' facts to more than 200 million people.

"And I've never printed a fact I could not prove... If there was the slightest doubt, it went in the waste basket.

"Here are the results of my latest test. 237 Midnight Golfers on the course back of the Ritz Theatre in New York tested the 4 leading brands of cigarettes... OLD GOLD included... with brand names concealed.

"Believe it or not... OLD GOLD won hands down... ahead of nearest rival by 76% as the scoreboard shows.



Final Score! OLD GOLD, 81; Brand X, 39; Brand Y, 56; Brand Z, 47. (Signed) J. S. M. Goodwin, Certified Public Accountant.

© P. Lorillard Co.

NOT A COUGH IN A CARLOAD

Date:

Theme: Athletic Endorsers

Campaign: Not a Cough in a Carload

Key Phrase: Believe it or Not – Proves It

Brand: Old Gold

Company: Lorillard

Comment:

Tell someone you like about Lark's Gas-TrapTM filter.



He may help you break 100.

Add it up yourself: About 90% of cigarette smoke is gas. Only a fraction is actually "tar" and nicotine.

Lark's Gas-Trap filter (U.S. Pat. No. 3,251,365) reduces all three — "tar," nicotine and gases. As a matter of fact because the Gas-Trap has activated

fortified charcoal granules it reduces certain harsh gases nearly twice as effectively as any other filter on any other popular brand, bar none.

Now let someone else in on the secret of Lark's easy taste and hard-working charcoal Gas-Trap filter. It's a winner.



For more information and for the Gas-Trap filter, Lark's Gas-Trap filter and what it means to you, write Lark, P.O. Box 6, New York 10108.



Why don't you settle back with a

Marlboro

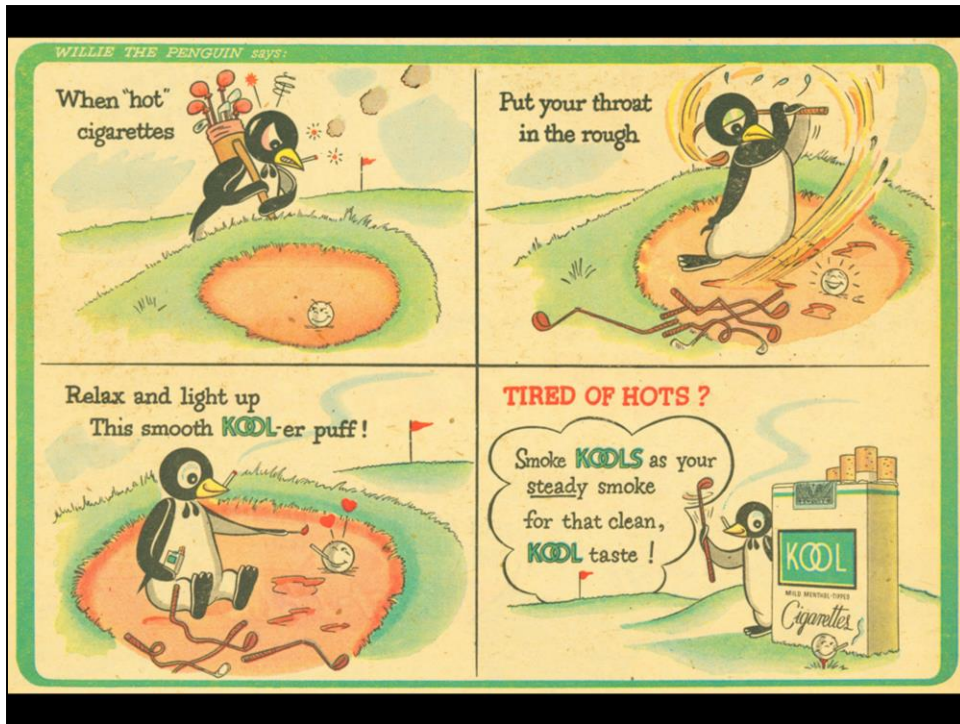
the filter cigarette
with the unfiltered taste

It takes mighty good makin's to give you unfiltered taste in a filter cigarette. That's the flavor you get in the famous Marlboro recipe from Richmond, Virginia. Plenty rich, plenty mild through the pure white Selectrate filter.

*You get a lot to like—
filter, flavor,
pack or box*

**MIGHTY
GOOD
MAKIN'S**
King-size pack
or Flip-Top box

Marlboro



**"FOOD TASTES BETTER—
DIGESTS EASIER"**

LAWSON LITTLE, JR.,
twice winner of the
British and American
Amateur Champion-
ships. His smoke is
Camel. "Camels help
my digestion," he says.
Smoking Camels in-
creases the flow of di-
gestive fluids — alka-
line digestive fluids.

JUNGLE EXPLORER:
Commander George M.
Dyott (*below*). Explor-
ing is often a severe
strain on digestion.
"Food tastes better—di-
gests easier with Camels
along," Commander
Dyott says.

CAMELS **COSTLIER TOBACCOS!**

"CAMELS HIT THE SPOT!"



HENRY PICARD—broke par or tied it in 50 out of 54 tournaments—an all-time record. He says: "I find Camels a real aid to my digestion. Camels set me right! I smoke lots. Camels never get on my nerves."

"I SMOKE ALL I WANT," says Bill Ferguson, star salesman. "There's nothing like Camels to set you right. I smoke them for digestion's sake. Camels give me a sense of well-being." Camels add extra pleasure to eating by encouraging the flow of digestive fluids—increasing alkalinity. And they give you a pleasant "lift."

CAMELS **COSTLIER TOBACCOS!**

THE RISE OF GENE SARAZEN ONLY PROFESSIONAL EVER TO WIN THE BRITISH AND AMERICAN GOLF TITLES IN THE SAME YEAR

An ADVERTISEMENT of R.J. REYNOLDS TOBACCO CO. © 1935, R. J. Reynolds Tob. Co.

TIRELESS GENE SARAZEN—A GREAT GOLFER—A GREAT CAMEL SMOKER. HE HAS THE WIND AND ENERGY IT TAKES TO PLAY AT THE TERRIFIC PACE HE DOES IN TOURNAMENTS.

CAMELS ARE SO MILD, ATHLETES SMOKE AS MANY AS THEY PLEASE—AND THAT'S REAL MILDNESS!

AS A BOY, GENE WAS DELICATE—

THIS BOY NEEDS OUTDOOR EXERCISE

I'D LIKE THAT

I'LL LET HIM CADDY AT THE GOLF CLUB

MY NAME IS SARAZEN AND I'M HANDY WITH A HAMMER. MAY I HAVE THE JOB?

COME 'ROUND BY THE MORNING, LADIES, AND WE'LL GET YE A TON AT IT

—SO GENE STARTS CADDYING

ONE DAY HE HEARD THAT THE CLUB HOUSE NEEDED SOME REPAIRS. HE DECIDED TO GO AFTER THE JOB—HE GOT THE JOB!

GENE DEVELOPS HIS MAGNIFICENT WRISTS AND HANDS SWINGING THAT HAMMER—HANDS THAT WERE DESTINED LATER TO DRIVE A CLUB HEAD THRU A GOLF BALL WITH TERRIFIC FORCE!

LET'S GO TO THE GOLF COURSE TOMORROW, GENE

NODE—I'D BETTER PRACTICE TRYING

DID YOU EVER SEE THAT BOY SARAZEN SWING A CLUB?

YES—HE LOOKS LIKE A REAL GOLFER

BACK CADDYING ONCE MORE, GENE BEGINS TO BECOME A GOLFER HIMSELF—

WHAT POWER THAT BOY HAS—I'M GOING TO GET HIM TO PLAY WITH ME

BY GOODNESS, GENE, YOU BEAT ME!

YES, SIR

GENE'S BRILLIANT PLAY MAKES HIM THE SENSATION OF THE CLUB!!

—FROM THEN ON HIS RISE IS SWIFT!

SARAZEN BREAKS THE RECORD WITH 483 HOLES IN 72 HOURS TO WIN THE "BRITISH OPEN!" HE THEN RUSHES FOR A BOAT TO ENTER THE AMERICAN OPEN

SARAZEN REACHES THE PINNACLE OF GOLF AS HE WINS THE BRITISH OPEN AND THEN SAILS FOR HOME

ANYBODY CAN SEE THAT CAMELS DON'T MOTHER—YOUR WIND, MR. SARAZEN

THAT'S BECAUSE THEY HAVE REAL MILDNESS

—IN THE LAST ROUND GENE NEEDS A 69 TO WIN—

HE SCORES THE GOLF WITH AN AMAZING 66!

HE SCORES THE GOLF WITH AN AMAZING 66! HE PLAYS THE LAST 28 HOLES IN AN EVEN 100—

THE GREATEST TONNED OFF GOLF EVER PLAYED!

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	56	57	58	59	60	61	62	63	64	65	66	67	68	69	70	71	72	73	74	75	76	77	78	79	80	81	82	83	84	85	86	87	88	89	90	91	92	93	94	95	96	97	98	99	100

GENE RECORD-BREAKING CARD

I HAVE TO KEEP IN CONDITION. I SMOKE CAMELS STEADILY—THEY NEVER GET MY WIND OR NERVES

SO MILD you can smoke all you want!

CAMELS COSTLIER TOBACCOES!

CAMELS ARE MADE FROM FINE, MORE EXPENSIVE TOBACCO—TENDER AND SWEET—THAN ANY OTHER TOBACCO—AND CURED BY 3 SPECIAL—TENDERING, WITH CARE, AND

HENRY PICARD NEEDED HIS PERFECT SWING, READY STRATEGY, AND HEALTHY NERVES THIS TIME!

IT WAS A CATCH COMPARED TO THAT INTERNATIONAL FOUR-BALL MATCH AT AMI! YOU CERTAINLY RULED THAT MATCH OUT OF THE FIRE, AS PICARD!

LET'S TAKE THIS HOLE, JOHNNY!

OKAY, HENRY!

I WAS TIED WITH JOHNNY REVOLTA, WE WERE THREE DOWN AT THE ELEVENTH HOLE.

"BUT GOING INTO THE THIRTEENTH, AFTER WE'D PICKED UP ONE HOLE, IT STARTED TO RAIN."

"IN SPITE OF THE DOWNPOUR, JOHNNY TOOK THE THIRTEENTH AND I MANAGED A BIRDIE THREE TO TIE THE MATCH."

"THE MATCH WAS STILL EVEN GOING INTO THE EIGHTEENTH, A PAR-FIVE HOLE, WHEN MY TEE SHOT LANDED IN AN ANT HILL. JOHNNY HAD A BAD LIE AND IT LOOKED AS THOUGH WE WERE SHOT."

"TAKING A LONG CHANCE WITH A DRIVER, I BLASTED OUT TO WITHIN A FEW FEET OF THE GREEN! THERE WAS STILL A CHANCE!"

"I GOT ON THE GREEN WITH A THREE AND SAVED MY PUTT FOR A BIRDIE TON!"

"AFTER SOME SINCERE CONGRATULATIONS!"

"THIS OLD PUTTER SAVED US, JOHNNY!"

I'VE NEVER FIGURED ONE CIGARETTE OVER ANOTHER, HENRY! I CAN SEE YOU DO, THOUGH. IS IT BECAUSE YOU FIND CAMELS ARE DIFFERENT FROM THE OTHERS?

THAT'S NOT IT—CAMELS ARE DIFFERENT. MOST, TOP-FLIGHT, GOLFERS I KNOW SMOKE CAMELS. AND I'LL TELL YOU WHY...

CAMELS ARE NATURALLY MILD AND SMOOTH. THEY'RE EASY ON MY THROAT, AND THEY NEVER TIRE MY TASTE OR JANGLE MY NERVES. CAMELS PUT NEW ENJOYMENT INTO MY MEALS TOO—THEY AID MY DIGESTION. THAT GIVES YOU SOME IDEA OF WHY I SAY CAMELS AGREE WITH ME FROM ALL ANGLES!

Henry Picard

WHAT TOBACCO PLANTERS, THEMSELVES, SMOKE

A RECENT SURVEY SHOWS THAT MOST SMOKERS WHO GROW TOBACCO PREFER CAMEL CIGARETTES. TOBACCO PLANTERS SAY: "WE SMOKE CAMELS BECAUSE WE KNOW TOBACCO THAT'S A REFERENCE WITH A REASON. THE MEN WHO GROW TOBACCO KNOW THAT CAMELS FIND MORE TO GET THE CHOICE GRADES OF LEAF TOBACCO, SO JOIN WITH THOSE WHO ARE ENJOYING CAMELS' FINER, MORE EXPENSIVE TOBACCO, TURKISH AND DOMESTIC. SAY 'CAMELS' THE NEXT TIME YOU BUY CIGARETTES, AND KNOW THAT IN SMOKING CAMELS YOU GET SOMETHING EXTRA."

EDDIE CANTOR
AND REGULARLY MONDAY NIGHTS!
CAMEL PRESENTS
AMERICA'S GREATEST TALENTS AND PERSONALITY OVER COLUMBIA NETWORK, SEE YOUR LOCAL NEWSPAPER'S PAGING PAGE

WEDNESDAY BENNY GOODMAN
THE KING OF SWING
8:30pm - 9:30pm EST
7:30pm - 8:30pm MST
5:30pm - 6:30pm PST OVER COLUMBIA NETWORK

PEOPLE DO APPRECIATE THE COSTUME, TOBACCO IN CAMELS

THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

CAMELS ARE A MATCHLESS BLEND OF FINER, MORE EXPENSIVE TOBACCO—TURKISH & DOMESTIC (IMPORTED) IN A PATENTED TOBACCO CASE, JEROME S. KATZ, INC.

One Smoker tells another **"CAMELS AGREE WITH ME"**

