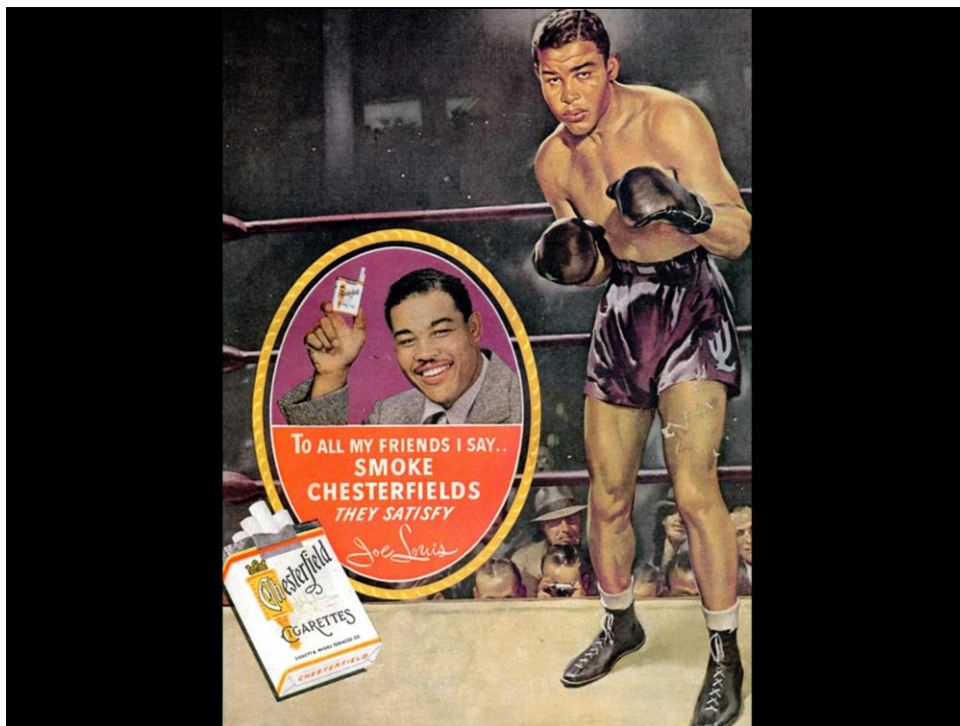






Date:

Theme: Athletic Endorsers

Campaign: In New York Its Chesterfield...The Champ Of Cigarettes

Key Phrase: The Winner

Brand: Chesterfield

Company: Altria

Comment: Joe Louis, born May 13, 1914, was champion heavyweight boxer, named greatest boxer of all time by the International Boxing Research Organization. Known for being an honest and hard-working fighter in an era where boxing and its audience was dominated by gamblers, he did much for the prestige was the sport. Regarded as the first African American national hero, he helped to integrate golf by appearing at a 1952 PGA event and was one of the focal points of anti-Nazi sentiment prior to and during World War II. He died on April 12, 1981 from a heart attack.



Date:

Theme: Athletic Endorsers

Campaign: Tuxedos Keep You in the Pink of Condition

Key Phrase: Famous prizefighter and actor says

Brand: Tuxedo

Company: The American Tobacco Company

Comment: Born September 1, 1866, James John "Gentleman Jim" Corbett was an actor and champion boxer. A major developer of many of the techniques and technical considerations of boxing, "The Father of Modern boxing" is often credited with developing it from a barbaric brawl into an art form. Rumored by the media to have had a college education, in actuality, his academic career never progressed past grammar school. Corbett is well known too for his defeat of John Sullivan. He died on February 18, 1933 of liver cancer.



Date:

Theme: Athletic Endorsers

Campaign: It's toasted

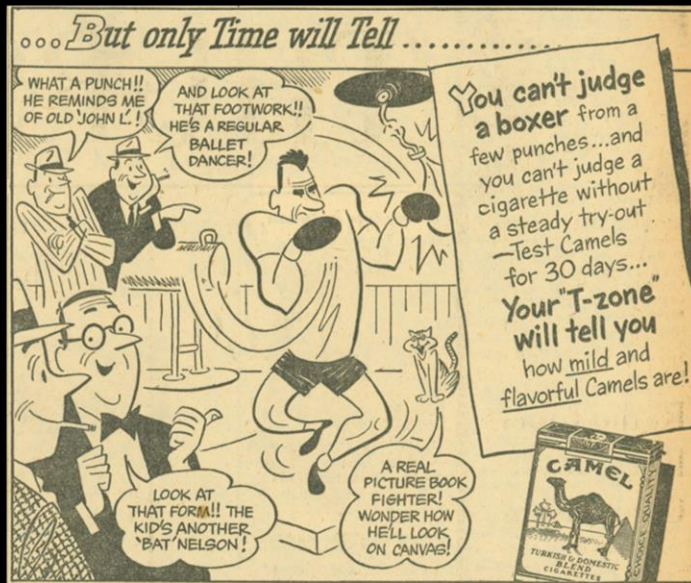
Key Phrase: "Faversham's advice decided me on Luckies"

Brand: Lucky Strike

Company: American Tobacco Company

Comment: Born February 12, 1868, William Faversham was a well known film and theatre actor from England. He became famous starring in *The Importance of Being Earnest* on Broadway in 1895. He died on April 7, 1940 of coronary embolism.

Born September 1, 1866, James John "Gentleman Jim" Corbett was an actor and champion boxer. A major developer of many of the techniques and technical considerations of boxing, "The Father of Modern boxing" is often credited with developing it from a barbaric brawl into an art form. Rumored by the media to have had a college education, in actuality, his academic career never progressed past grammar school. Corbett is well known too for his defeat of John Sullivan. He died on February 18, 1933 of liver cancer.





1932

**Just Naturally
BETTER**

THAT'S WHY THEY GOT THERE SO QUICKLY



JIMMY McLARNIN
THE "MACHIN"
A FEW YEARS AGO,
FIGHTING
"PUGILIST"
BOUNDED HIS WAY
TO THE TOP.
TODAY HE'S THE
LEADING
WELTERWEIGHT
CONTENDER.



He didn't find that "fighting heart" in a gymnasium. He didn't secure that firmness of foot or quickness of mind from a correspondence school.

And he didn't get that trip-hammer right from training camp coddling or pampering.

These assets of Jimmy McLarnin were born in the boy . . . like the natural appeal of OLD GOLD cigarettes.

OLD GOLDs have no artificial flavoring . . . nothing put in!

OLD GOLDs have no artificial treatment . . . nothing taken out!

Their appeal is inherent . . . born of better tobacco. They're just naturally better . . . sheer tobacco goodness explains OLD GOLD's quick success.

. BETTER TOBACCOS
"HOT & COOL IN A CIGARET"

