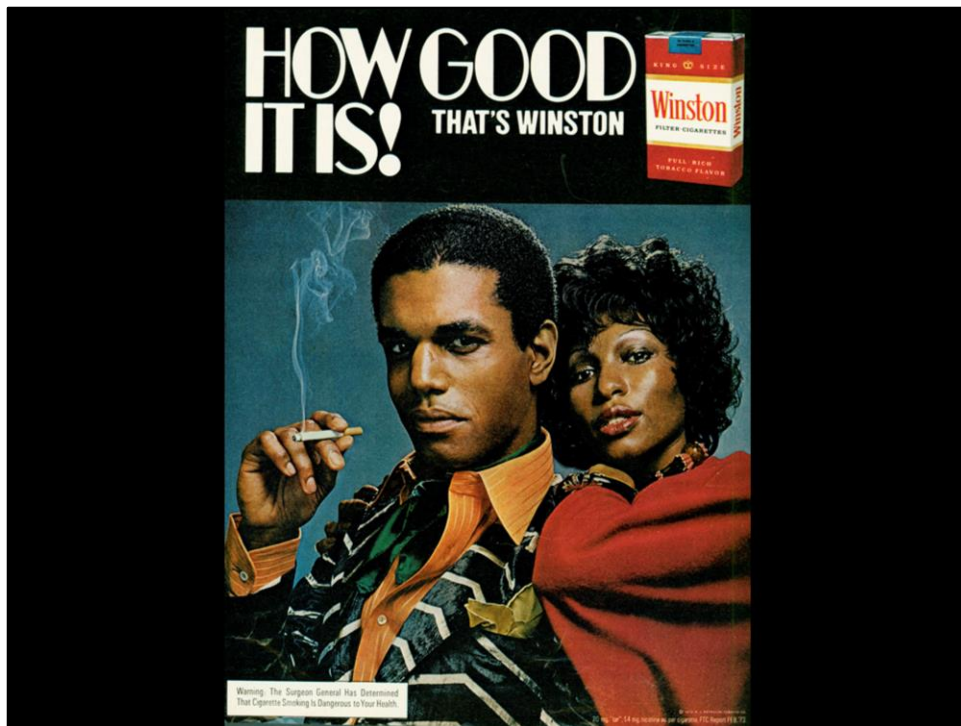




Targeting African American:

Ebony & Jet magazine





Tastes Great
because
the
tobaccos
are!

21 Great Tobaccos make 20 Wonderful Smokes!
CHESTERFIELD KING tastes great, smokes mild. You get
21 vintage tobaccos grown mild, aged mild and blended mild,
and made to taste even milder through its longer length.

CHESTERFIELD KING
Tastes great, smokes mild... because the tobaccos are!

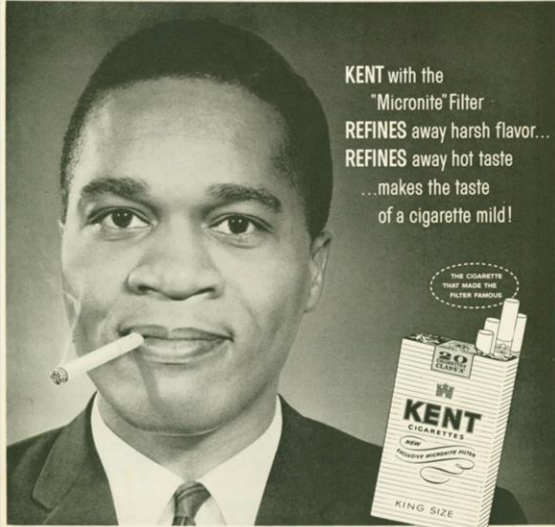
Chesterfield
KING
CIGARETTES

ORDINARY CIGARETTE

CHESTERFIELD KING
LONGER means milder taste
The smoke of a Chesterfield King
mellow and softens as it flows
through longer length... becomes
smooth and gentle to your taste.



**You'll feel better about smoking
with the taste of Kent!**



KENT with the
"Micronite" Filter
REFINES away harsh flavor...
REFINES away hot taste
...makes the taste
of a cigarette mild!

THE CIGARETTE
THAT MADE THE
PULP FANTASY

KENT
CIGARETTES
NEW
SMOOTH MILD TASTE
KING SIZE

Kent's the best...for the flavor you like!

KING SIZE, REGULAR SIZE OR LIGHT PROOF BOX

A PRODUCT OF P. LORELLARD COMPANY - FIRST WITH THE FINEST CIGARETTES - THROUGH LORELLARD RESEARCH

*You'll feel better about smoking
with the taste of Kent!*

KENT with the "Micronite" Filter
REFINES away harsh flavor...**REFINES** away hot taste
...makes the taste of a cigarette mild!



Kent's the best...for the flavor you like!

A PRODUCT OF P. LORILLARD COMPANY—FIRST WITH THE FINEST CIGARETTES—THROUGH LORILLARD RESEARCHING



Viceroy's
got

the taste
that's right!

SMOKE ALL 7

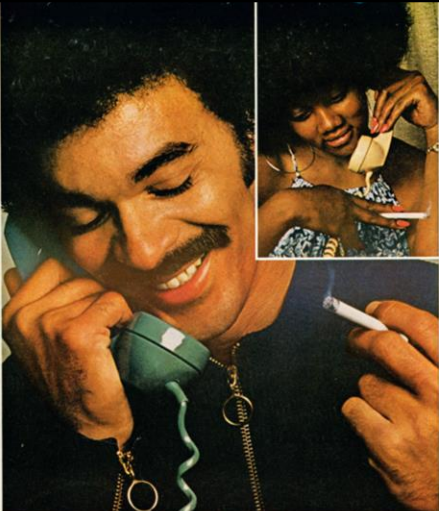
Smoke all 7 filter brands and you'll agree: some taste as if they had no filter at all... others filter the fun and flavor out of smoking. But Viceroy tastes the way you'd like a filter cigarette to taste!

not too strong...not too light...
Viceroy's got-the
taste that's right!

VICEROY
Filter Tip
CIGARETTES

© 1953, Brown & Williamson Tobacco Corporation





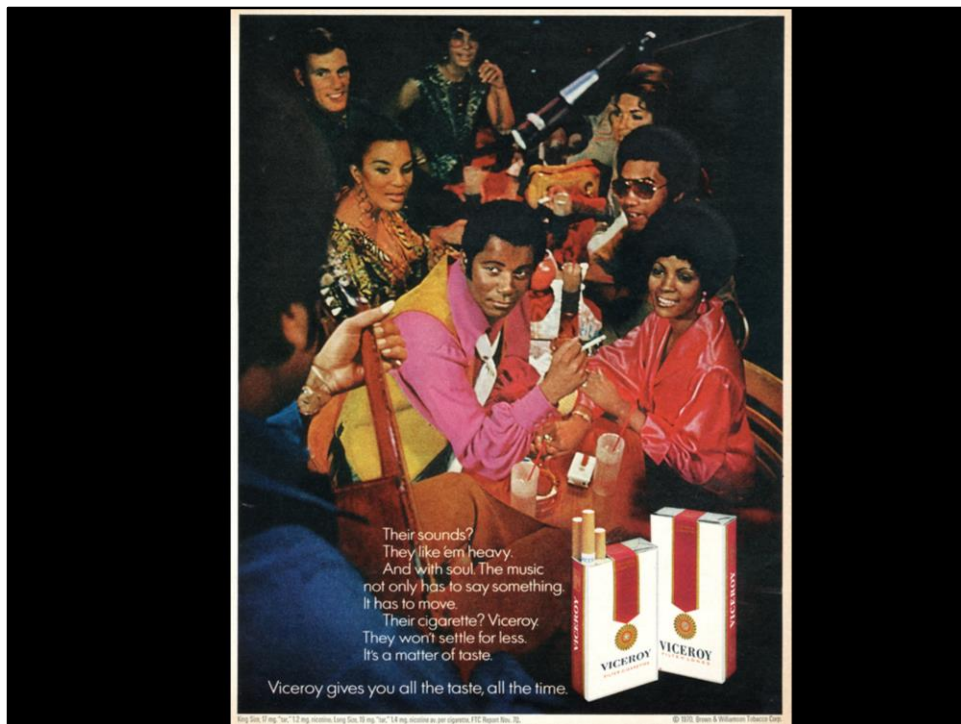
Rap 'n Kent

What a good time
for all the good things of a Kent.
Everything's mellow. Light up a Kent
as you think of
dynamic ways to express what you feel.
Kent—mild, smooth taste
in King-Size or Deluxe 100's—with the
exclusive Macaronite® filter.

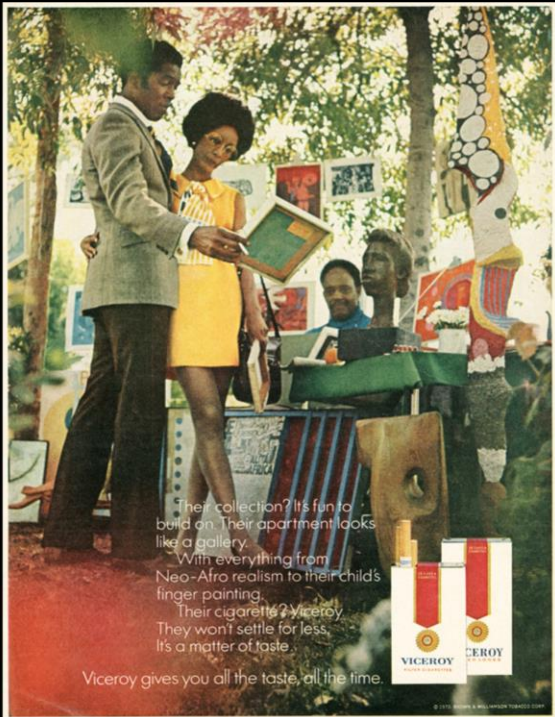
Kings: 17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Aug. '79.
Deluxe 100's: 17 mg. "tar," 1.1 mg. nicotine av. per cigarette, FTC Report Aug. '79.

Warning: The Surgeon General Has Determined That
Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.









Their collection? It's fun to
build on. Their apartment looks
like a gallery.

With everything from
Neo-Afro realism to their child's
finger painting.

Their cigarette? Viceroy.

They won't settle for less.
It's a matter of taste.

Viceroy gives you all the taste, all the time.

VICEROY
THE TASTE OF ART

VICEROY
THE TASTE OF ART

© 1998 B&W T Co. All rights reserved.

"Diamonds are a girl's best friend."

"You have enough friends."

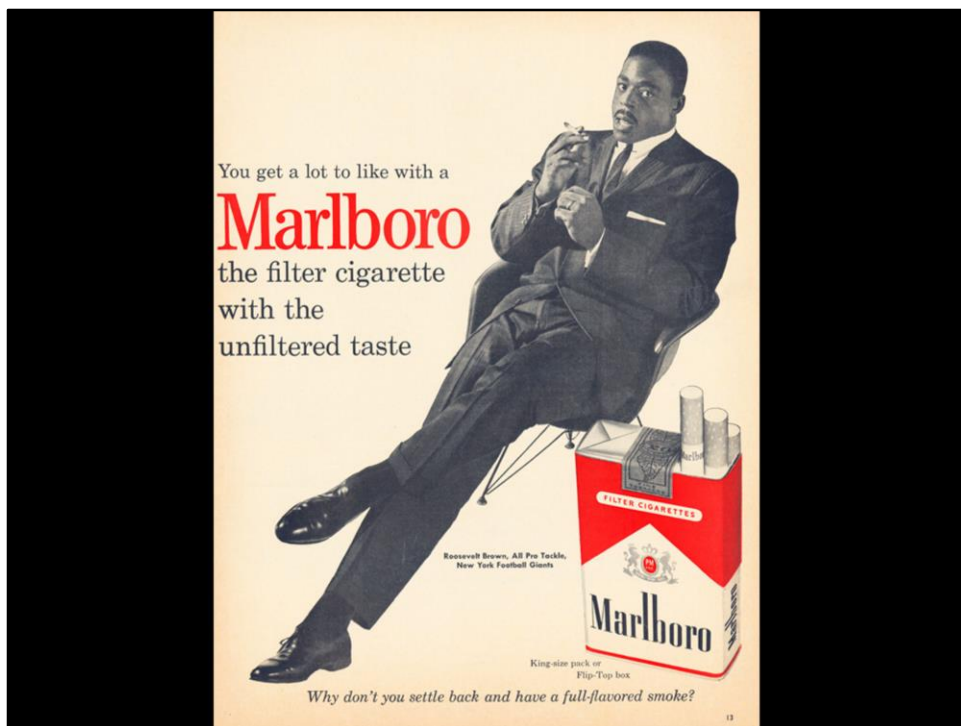
But there's one taste they agree on.

Benson & Hedges
America's Favorite 100.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© Philip Morris Inc. 1985
10 mg "tar," 0.7 mg nicotine av. per cigarette, FTC Report Feb. 95.

The advertisement features a man in a dark suit and tie, holding a lit cigarette, and a woman in a red dress with a black belt, pointing her finger at him. The background is a plain, light color. The text is arranged in a clean, sans-serif font. The Benson & Hedges logo and product image are prominently displayed in the center.



FIRST WITH THE FINEST CIGARETTES THROUGH LORILLARD RESEARCH



Time out for smoking pleasure!
Kent delivers the taste you want in a cigarette today. Only Kent combines the finest "Flavor-blended" tobaccos with the MICRONITE® filter. No wonder...

KENT SATISFIES BEST

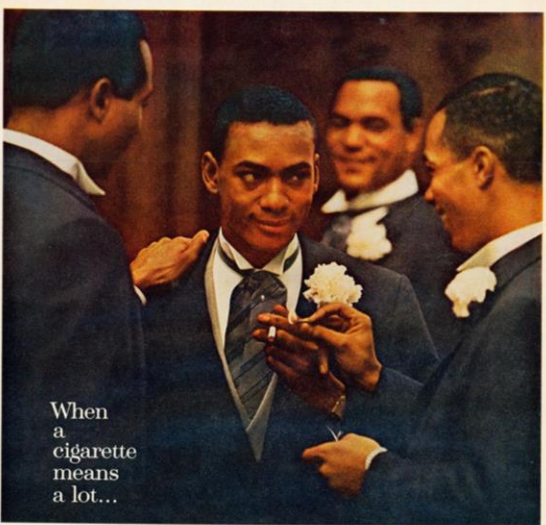
FIRST WITH THE FINEST FILTER CIGARETTES THROUGH LORILLARD RESEARCH



Looking for real smoking enjoyment?
Kent combines the famous MICRONITE®
filter with the world's finest "Flavor-blended"
tobaccos...so, for the best combination
of filter and good taste...

KENT SATISFIES BEST





When
a
cigarette
means
a lot...

you get lots more from **L&M**

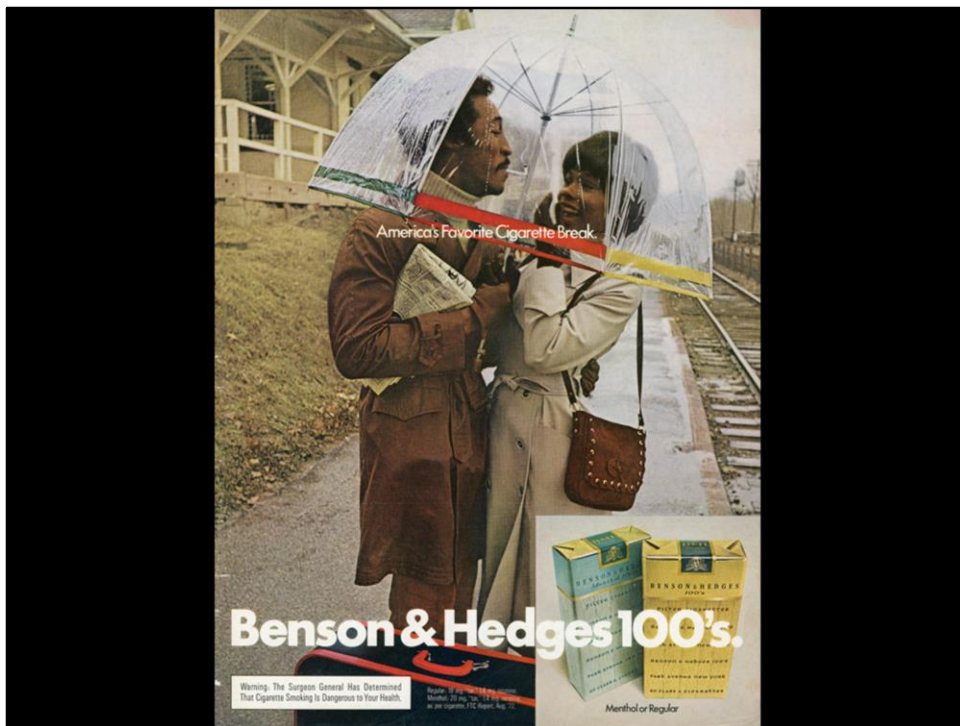
 more body in the blend
more flavor in the smoke
more taste through the filter

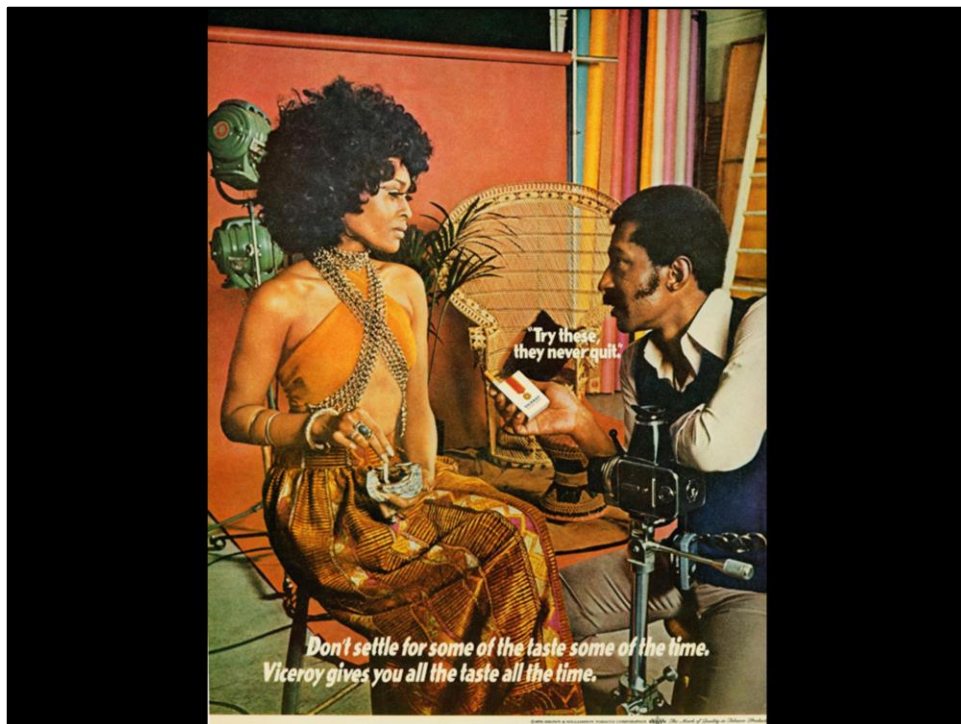
It's the rich-flavor leaf that does it!

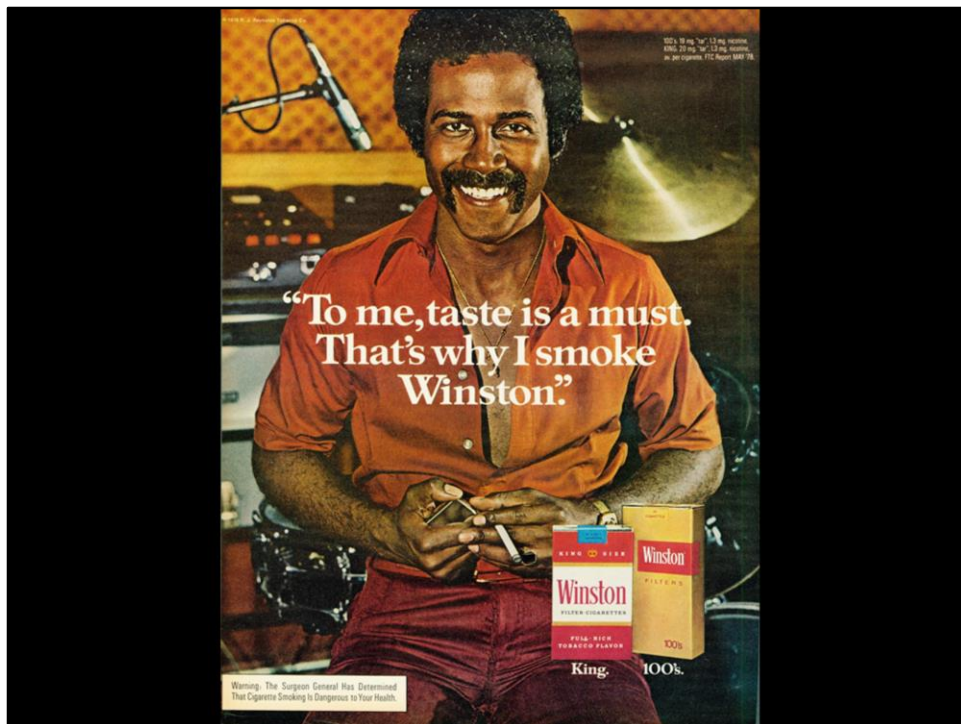


There's more rich-flavor leaf among L&M's choice tobaccos—actually more of this longer-aged, extra-cured leaf than even in some unadorned cigarettes. And only L&M has the clean, fast-drawing Single Tip filter. Get Lots More from L&M—the filter cigarette for people who really like to smoke.









1. Winston tastes good like a cigarette should.

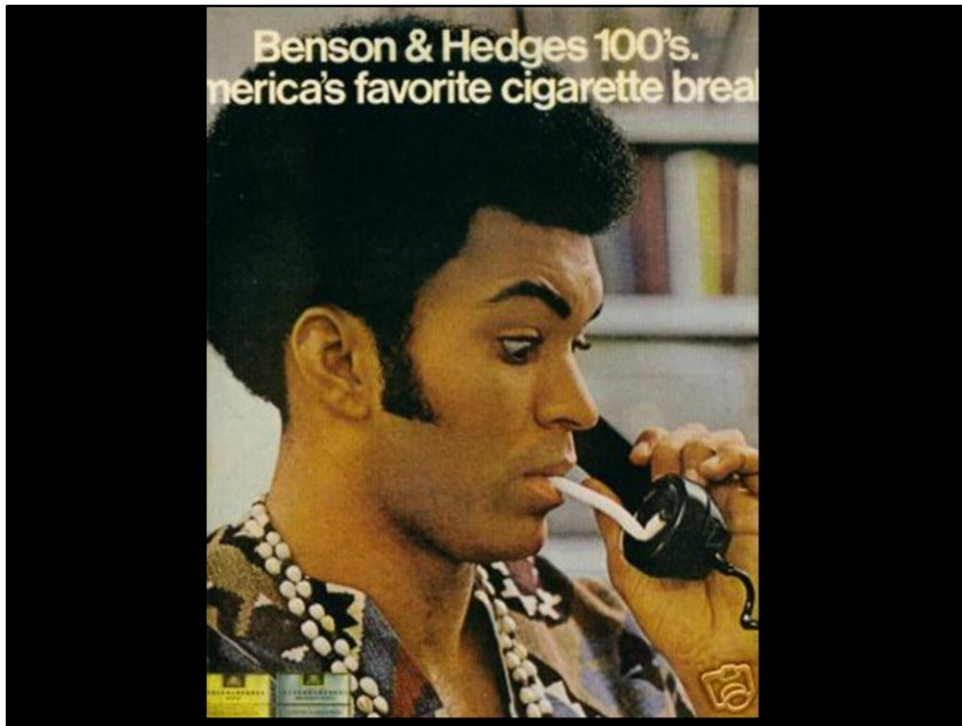
2. You mean... as a cigarette should.

3. What do you want good grammar or good taste?

4. I want your phone number.

Winston Super Kings

Winston may not say it right, but they sure know how to make it right with specially processed **FILTER BLEND** tobaccos



"Viceroy's just my style."



Viceroy's got a style all its own. A taste that's a little bit different. A little bit richer. And a lot more exciting than anything you're smoking now. So if excitement's your style... Viceroy is your smoke.

Taste it all in Viceroy.



King Size.
Long Size.

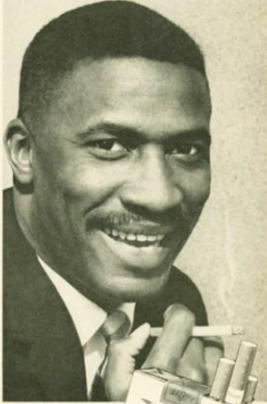
Warning - The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

King Size 17 mg. "tar," 1.2 mg. nicotine av. per cigarette. Long Size 16 mg. "tar," 1.2 mg. nicotine av. per cigarette. FTC Report Feb. 73.



**"Viceroy's got the taste that's right!"
says Lenny Lyles**

RIGHT HALFBACK, BALTIMORE COLTS SALES REPRESENTATIVE, VICEROY



Lenny Lyles has been valuable in two positions for the Baltimore Colts. After four years as a kick-off return specialist, last year Lenny became the Colts' first string defensive right halfback. When not playing for the Colts, Lenny is a valuable member of the Brown & Williamson Tobacco Corp. sales team, selling Viceroy and other B & W quality tobacco products.

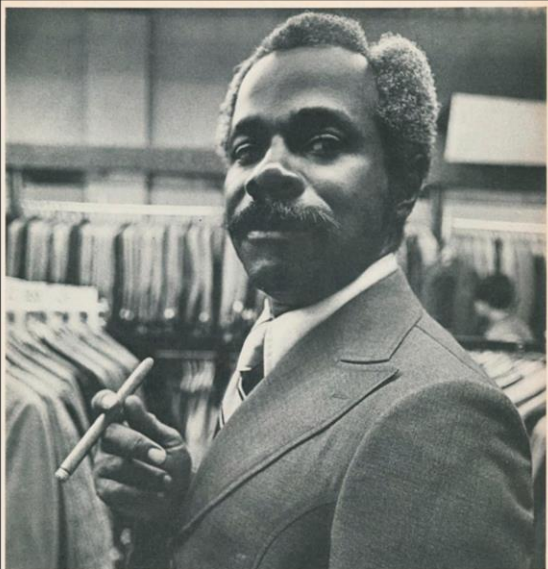
Smoke all seven filter brands and you'll agree with Lenny Lyles: some taste as if they had no filter at all . . . others filter the fun and flavor out of smoking. But Viceroy tastes the way you'd like a filter cigarette to taste. Not too strong . . . not too light . . .

Viceroy's got the taste that's right!



©1960, BROWN & WILLIAMSON TOBACCO CORPORATION **B&W** *The Mark of Quality in Tobacco Products*





EL PRODUCTO
we think cigar smokers are somebody special.



In our make each and every El Producto cigar with a special blend of selected tobaccos... such as our steam aging and curing process. To give the cigar smoker a special cigar. One that's as special as he is. El Producto—we think cigar smokers are somebody special.



EL PRODUCTO—we think cigar smokers
are somebody special.



That's why El Producto makes a special kind of cigar. A cigar that's specially mild, specially flavored. El Producto is made with a special blend of selected tobacco. And our own aging & curing process produces a truly special cigar. A cigar that a special kind of man can really appreciate. El Producto—we think cigar smokers are somebody special.

El Producto
is the cigar
for special
occasions...



Like watching TV.

El Producto® cigars make something special out of the most ordinary occasion. That's because they're made in a special way, from finer tobacco...tobacco with age in its flavor. Smoke an El Producto when you're watching TV. You'll find it's a source of pleasure instead of a force of habit.

And since El Producto does wonderful things for a simple occasion like watching TV, just imagine what it could do for a really special occasion...like listening to the radio.



El Producto
is the cigar
for special
occasions...



Like lunch.

El Producto® cigars make something special out of the most ordinary occasion. That's because they're made in a special way, from finer tobacco...tobacco with age in its flavor.

Smoke an El Producto after lunch. You'll find it's a source of pleasure instead of a force of habit.

And since an El Producto does wonderful things for a simple occasion like lunch, just imagine what it could do for a really special occasion...like dinner.





EL PRODUCTO—we think cigar smokers
are somebody special.

**EL
PRODUCTO**

That's why El Producto makes a special kind of cigar. A cigar that's specially mild, specially flavorful. El Producto is made with a special blend of selected tobaccos. And our own aging & curing process produces a truly special cigar. A cigar that a special kind of man can really appreciate. El Producto—we think cigar smokers are somebody special.



The advertisement features two side-by-side black and white portraits of Richard Cardwell, a man with glasses and a suit. In the left portrait, he has a serious expression and is holding a cigar. In the right portrait, he is smiling and holding a cigar. Below the portraits, the text reads: "Settle for ordinary cigars? Not me. El Producto's natural mildness spoils you for anything less." To the left of this text is a small image of an El Producto cigar pack. To the right is a small paragraph of text explaining the mildness of the cigars. At the bottom, the text reads: "Yes, small change makes a big change in cigars" with three small coins next to it.

© 1964 El Producto Cigar Co. New York, N.Y.

Settle for ordinary cigars? Not me.

El Producto's natural mildness spoils you for anything less.

EL PRODUCTO

Natural mildness is the reason El Producto's cigars start at 2 for a quarter... a little more than ordinary cigars. El Producto's costlier tobacco is cured slowly, in a special way... that leaves it mellow, flavorful, naturally mild. Why don't you change to El Producto?

Yes, small change makes a big change in cigars

Turn Black



John Player and Sons,
NOTTINGHAM, ENGLAND

20 FILTER

John Player Special
KING SIZE

20 FILTER

John Player Special
KING SIZE

JP185H15

MIDDLE TAR As defined in
H.M. Government Tables

DANGER: H.M. Government Health Departments' WARNING:
THINK ABOUT THE HEALTH RISKS BEFORE SMOKING

JUST ENOUGH!

Just enough in every puff with new Montclair

Only new Montclair puts menthol in the filter for a bright, lively menthol flavor. And new Montclair is extra mild for a lighter, milder taste.

Just enough bright lively flavor...just enough light mild taste.
Just enough in every puff with new Montclair.

Montclair
MENTHOL CIGARETTES
Charcoal Tip

EXTRA MILD
MONTCLAIR CIGARETTES ARE MADE WITH THE NEW MENTHOL AND EXTRA MILD FLAVOR. MONTCLAIR IS A MENTHOL CIGARETTE.

Product of The American Tobacco Company, Inc.

Kent has reduced
tars and nicotine to the lowest level
among all leading brands!

AND KENT SATISFIES YOUR APPETITE
FOR A REAL GOOD SMOKE!

because KENT uses only
100% NATURAL TOBACCOS
for real tobacco taste.

KENT FILTERS BEST
for the flavor you like

KING SIZE - REGULAR TASTE - 100% NATURAL TOBACCO - NO FLAVORING

A Product of P. Lorillard Company - ESTD with the finest cigarettes - through Lorillard Research! © 1964 P. LORILLARD CO.



WHAT GIVES TAREYTON THE TASTE WORTH FIGHTING FOR?



The charcoal tip.
It actually improves the taste of Tareyton's
fine tobacco. So join the Unswitchables.
Smoke Tareyton.

"Us Tareyton smokers
would rather fight
than switch!"



Tareyton
20 FILTER
CIGARETTES

The American Tobacco Company 1971



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!

"Viceroy's got the taste that's right!"
says Frank Robinson

STAR RIGHT FIELDER, CINCINNATI REDS



Millions of smokers agree with Frank Robinson. And for good reason. They find unfiltered cigarettes taste too strong. And even some filter cigarettes taste as strong as the unfiltered kind. Others taste too light, so it's just like smoking hot air. But Viceroy tastes the way you'd like a filter cigarette to taste. Not too strong. Not too light.

Viceroy's got the taste that's right!



©1961 BROWN & WILKINSON TOBACCO CORPORATION  The Mark of Quality in Tobacco Products

*Your taste buds will tell you why
you'll feel better about smoking
with the taste of Kent!*



Your taste will become clear and alive, because

KENT with the MICRONITE filter
refines away harsh flavor...
refines away hot taste...makes the
taste of a cigarette mild and kind!

Get your taste buds back to normal. Try a carton of Kent without switching and see how Kent is kind-tasting to your taste buds, kind-tasting to your throat. Enjoy the wonderful taste of the world's finest quality tobaccos. Then try your old brand! What a difference in taste! You'll feel better about smoking with the taste of Kent.

A PRODUCT OF P. LORILLARD COMPANY—FIRST WITH THE FINEST CIGARETTES—THROUGH LORILLARD RESEARCH



Remember how great cigarettes used to taste? Luckies still do

JAMES O. KING designs bridges, smokes Luckies. As a Civil Engineer, Mr. King plays an important role in the new billion-dollar highway program. He started smoking Luckies regularly back at college. Today, he says, "As an engineer, I notice how things are put together and I know that Luckies are well made. They're packed full, they draw smooth and easy, they taste mild. The reasons why Luckies are my favorite smoke are taste, quality and fine tobacco. That's why I recommend them."

Change to Luckies and get some taste for a change



© 1964 R. J. R. Co.

Product of The American Tobacco Company. "Release is our middle name."

Designed for pleasure...



IT'S WHAT'S UP FRONT THAT COUNTS!

The big step forward is **FILTER-BLEND** and only Winston has it!

Yes, Winston was first to recognize that further improvement in cigarette design had to come ahead of the filter, in the tobacco end. That's why Winston developed **FILTER-BLEND** — an exclusive formula of choice, golden tobaccos

...specially processed for filter smoking. The result is a filter cigarette that is full of flavor, yet pleasingly mild. **FILTER-BLEND** is the flavor secret that makes Winston America's best-selling filter cigarette. Next time, why don't you try Winston?

WINSTON TASTES GOOD like a cigarette should!



© 1954 WINSTON TOBACCO CO., WASHINGTON, D. C.



