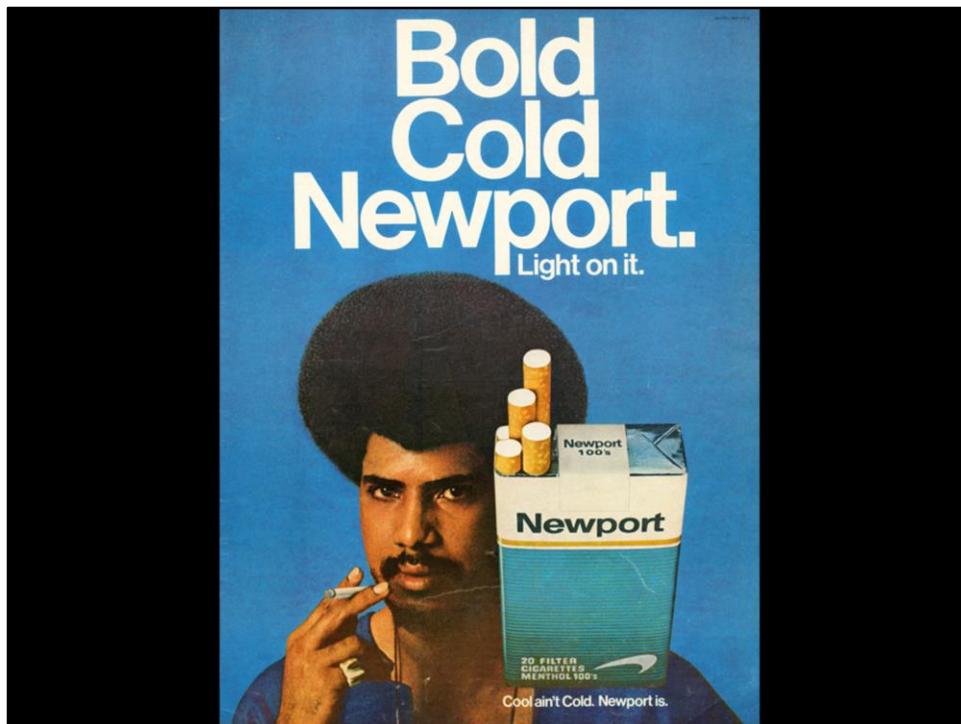






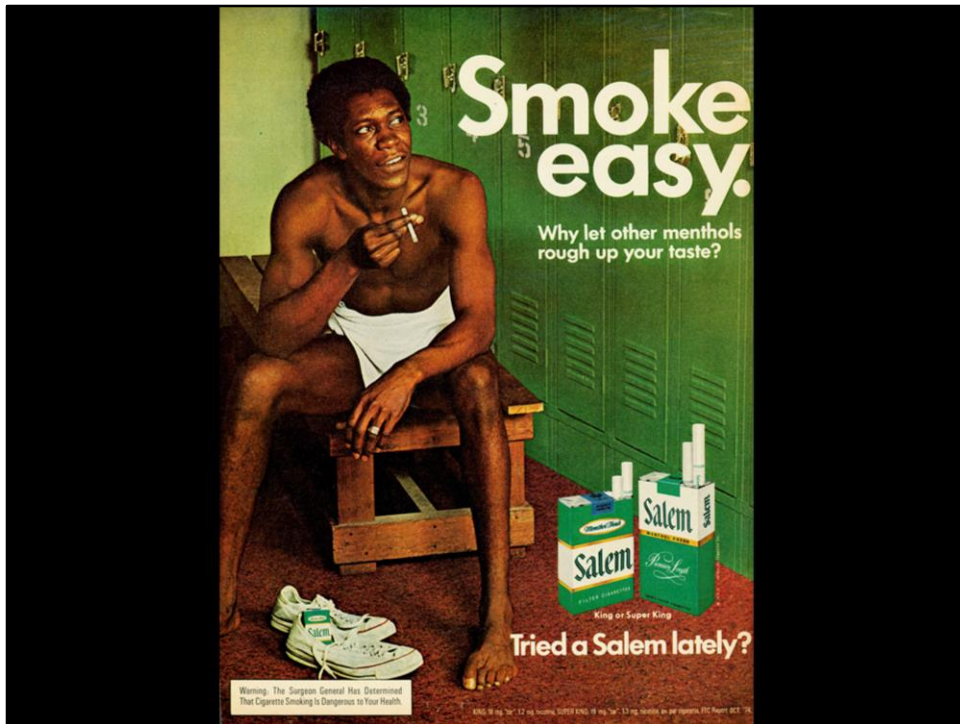
Come Up to KOOL

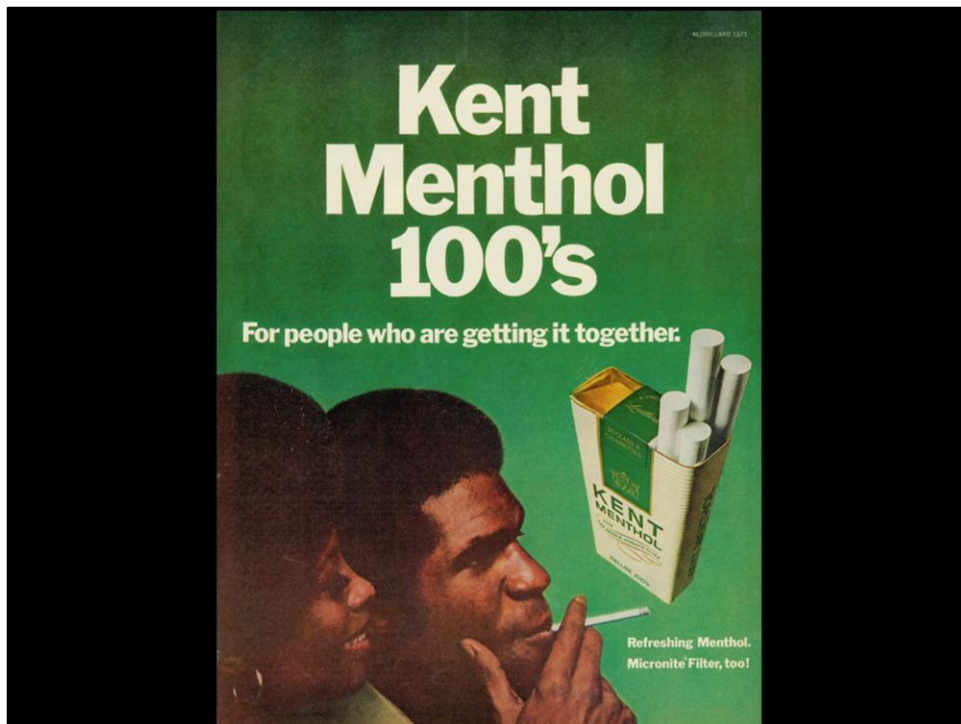
FEEL EXTRA COOLNESS
IN YOUR THROAT

Only KOOL gives you rich, mellow tobaccos... and extra coolness... a refreshing coolness you draw so smoothly through KOOL'S pure white filter... from the very first cigarette in the morning, to your last cigarette at night. Feel extra coolness in your throat! SMOKE KOOL FILTER KINGS!

© 1963, BROWN & WILLIAMSON TOBACCO CORPORATION  The Mark of Quality in Tobacco Products

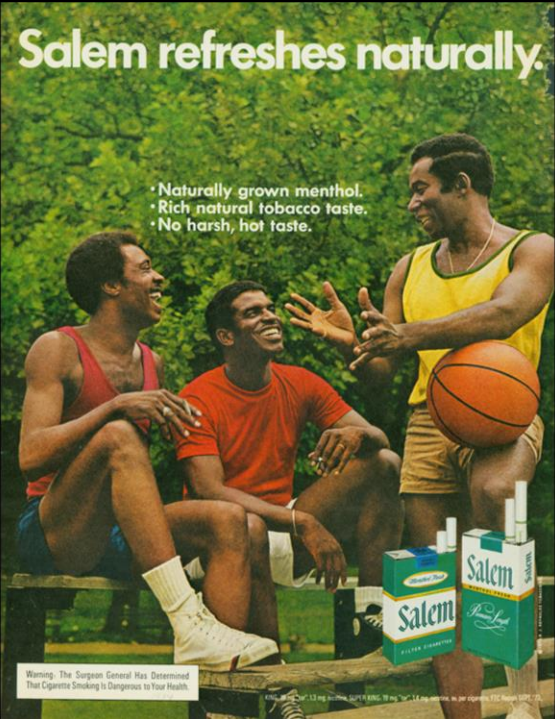






Salem refreshes naturally.

- Naturally grown menthol.
- Rich natural tobacco taste.
- No harsh, hot taste.



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

4 mg. "tar," 0.3 mg. nicotine av. per cigarette by FTC method.









"your good taste is showing!"

Long before the game goes down, you let it be known—you want nothing but the best. Your stylish hat... your tailored blouse... your quality cigarette—Kent. 24 premium tobaccos with the famous Microfilte filter. Kent Regular for smooth, mellow flavor. Kent Menthol for crisp, clean taste. Kent... your good taste is obvious to all.

The taste of quality.
Kent Menthol
and Deluxe 100s.

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

10 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. 100 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

**U.S.
Government
figures show
Pall Mall 100's
now lower in
"tar" than the
best-selling
filter king.**

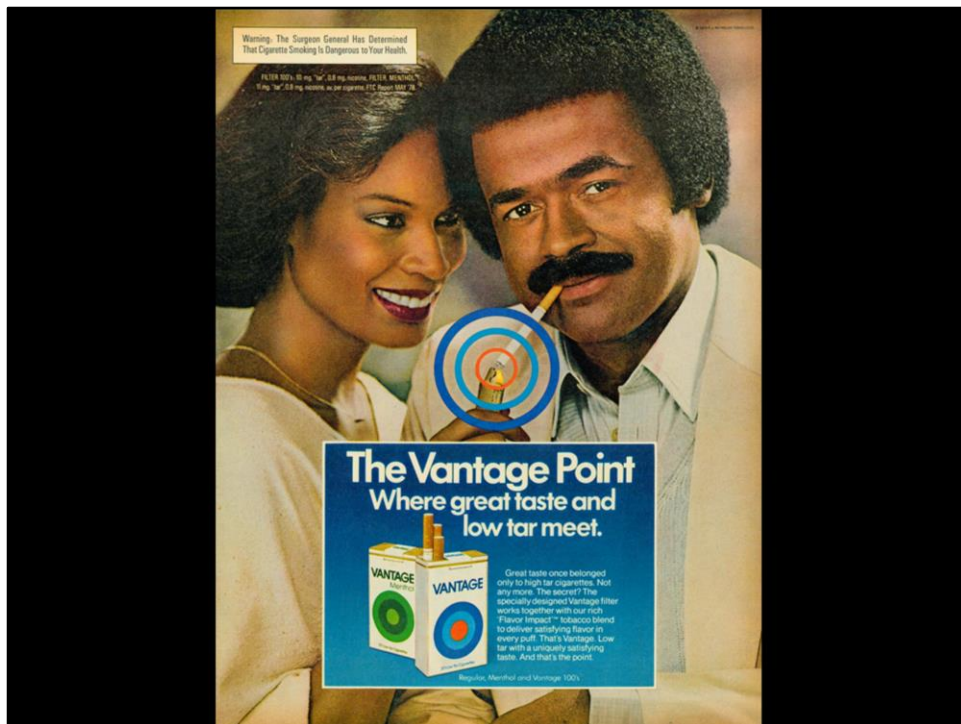
"How does that
grab you?"

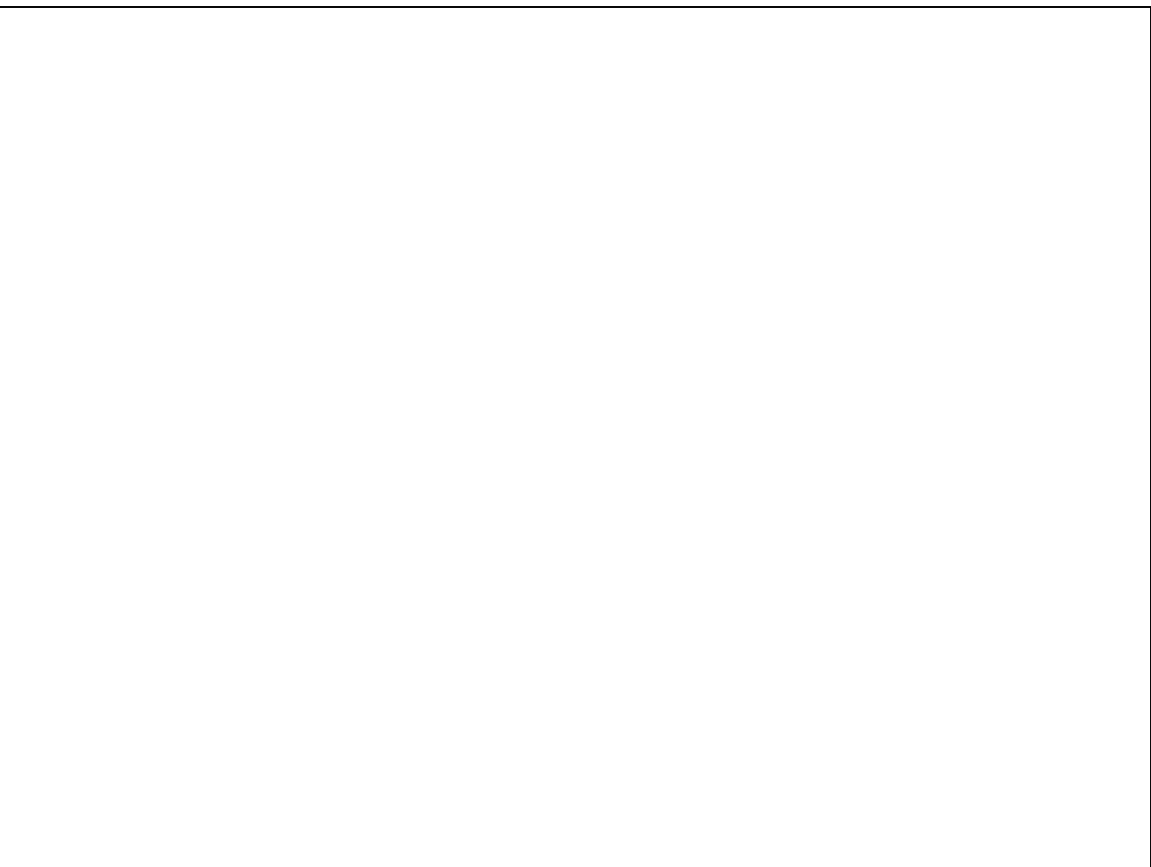


PALL MALL
FAMOUS CIGARETTES
FILTER TIPPED

PALL MALL
FILTER CIGARETTES
MENTHOL

You make out better at both ends.
Longer — yet milder!





"Change is good. But I prefer big bills."

VIRGINIA SLIMS MENTHOL
MENTHOL 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

Also available in Regular.

Menthol 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method. 15 mg "tar," 1.1 mg nicotine; 15 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

© Philip Morris Inc. 1995

Eves of the world you are beautiful.

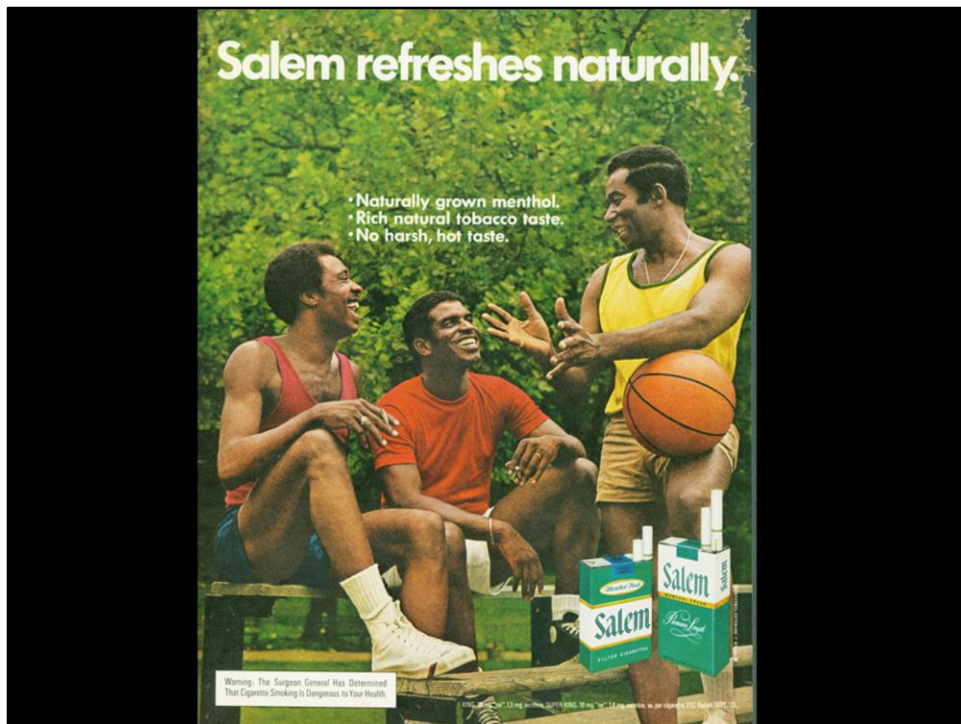
Now you've got Eve,
a new cigarette that
sings femininity.
Eve's pack is a wild
melody of flowers.
Eve's filter tip is a ribbon
of blossoming colors.
Eve has a menthol taste that
makes Eves of the world
say, "Beautiful."
Comes in non-menthol, too.



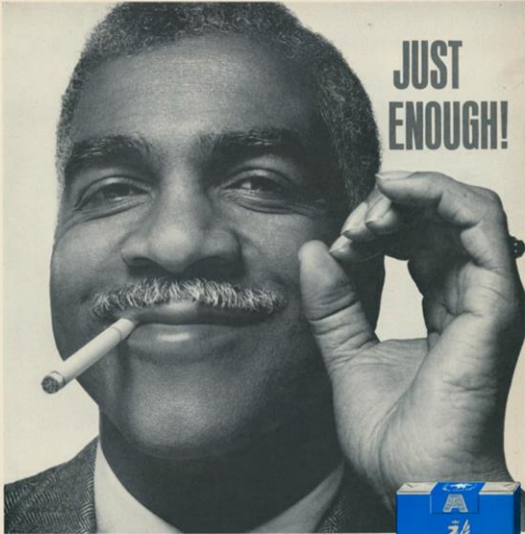
20 FILTER
CIGARETTES

eve
MENTHOL CIGARETTES

Menthol 10 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method. Non-menthol 10 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method. © 1978







**JUST
ENOUGH!**

Just enough in every puff with new Montclair

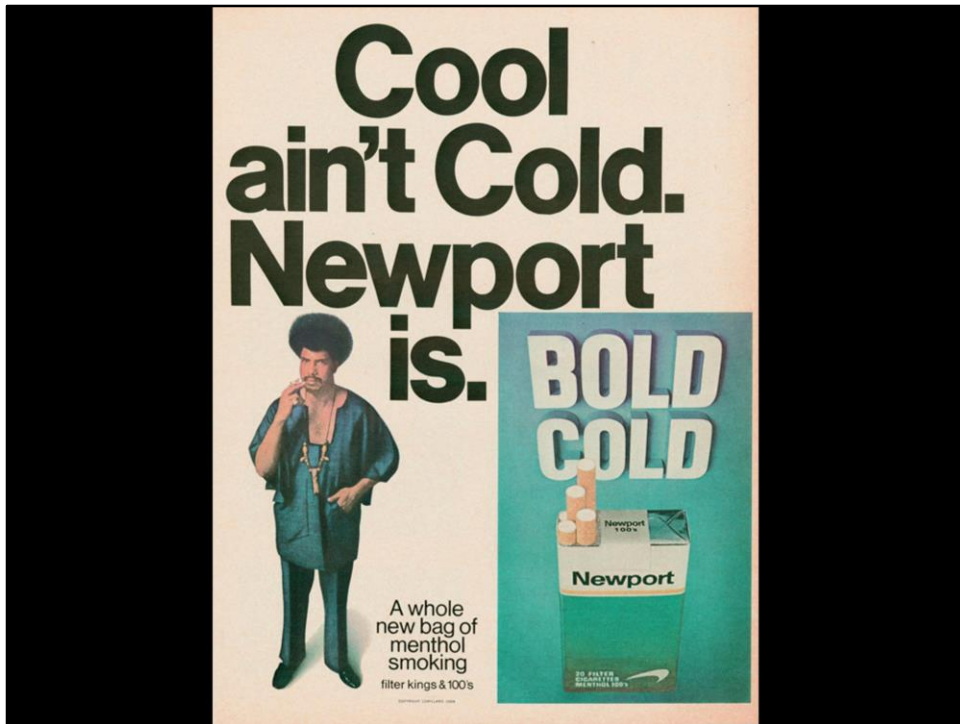
Only new Montclair puts menthol in the filter for a bright, lively menthol flavor. And new Montclair is extra mild for a lighter, milder taste.

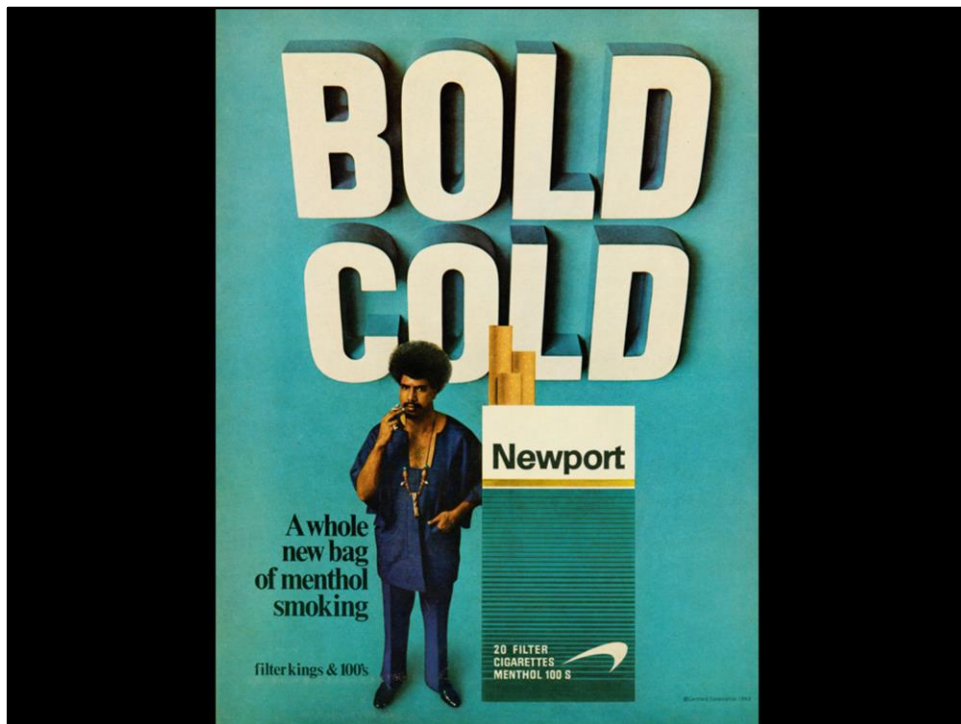
Just enough bright lively flavor...just enough light mild taste.
Just enough in every puff with new Montclair.



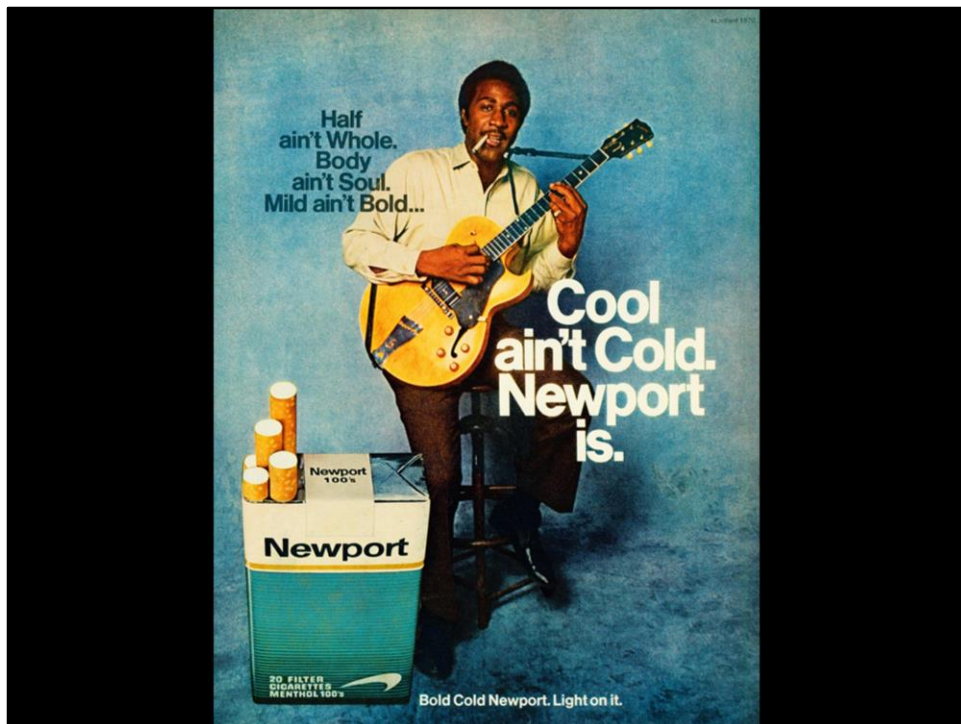
Product of The American Tobacco Company, Inc.

67



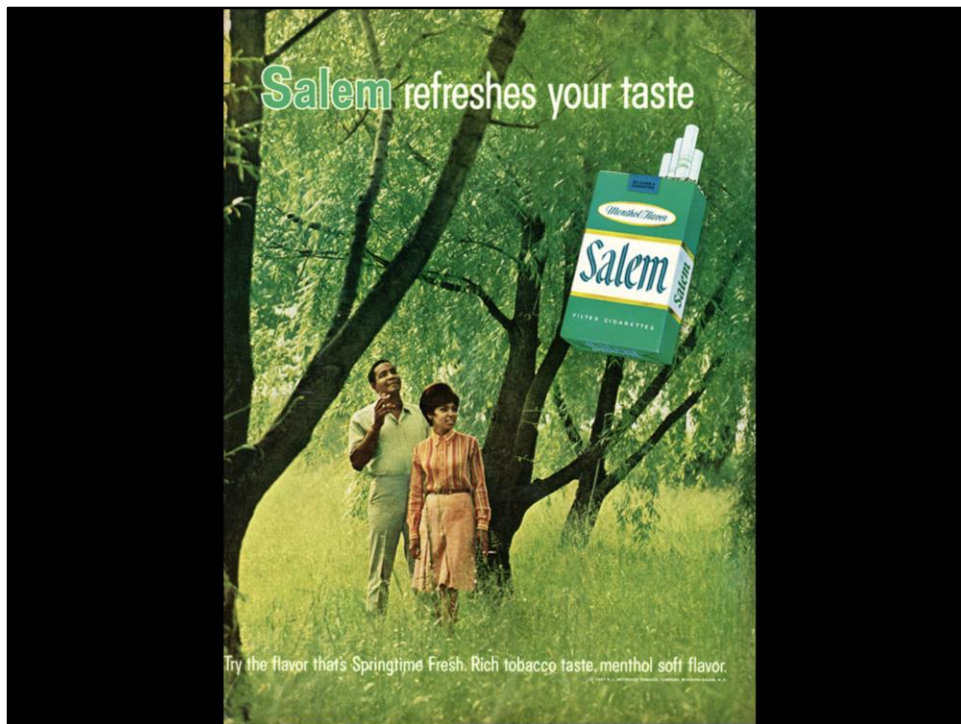






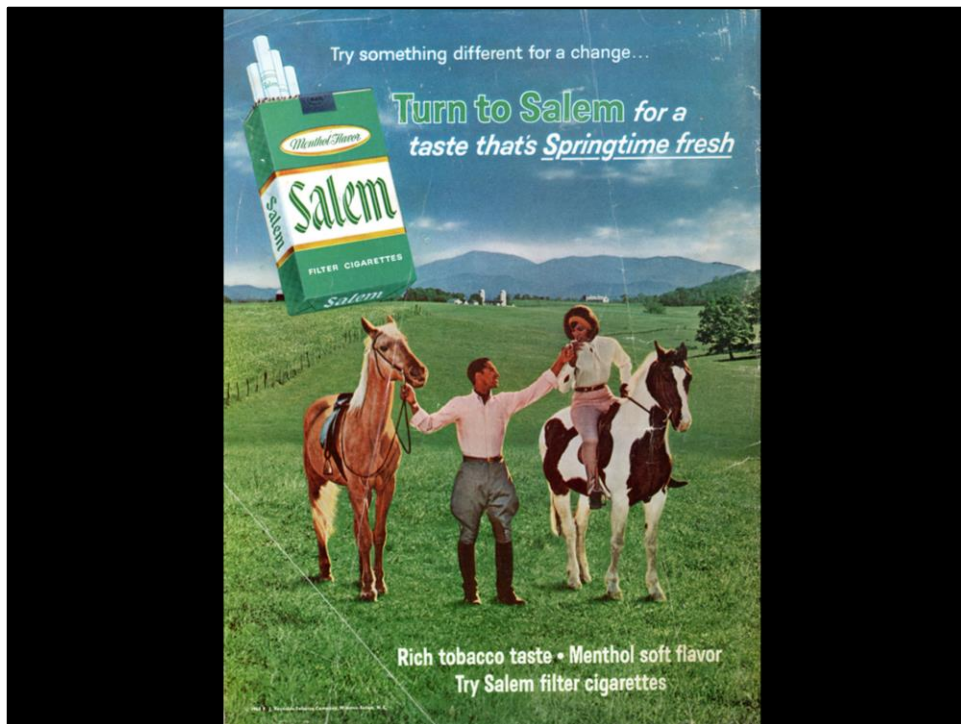














A vintage cigarette advertisement for Oasis. The background is a lush tropical scene with palm trees and a couple in white clothing. In the foreground, a pack of Oasis cigarettes is shown. The text is arranged around the pack and the couple.

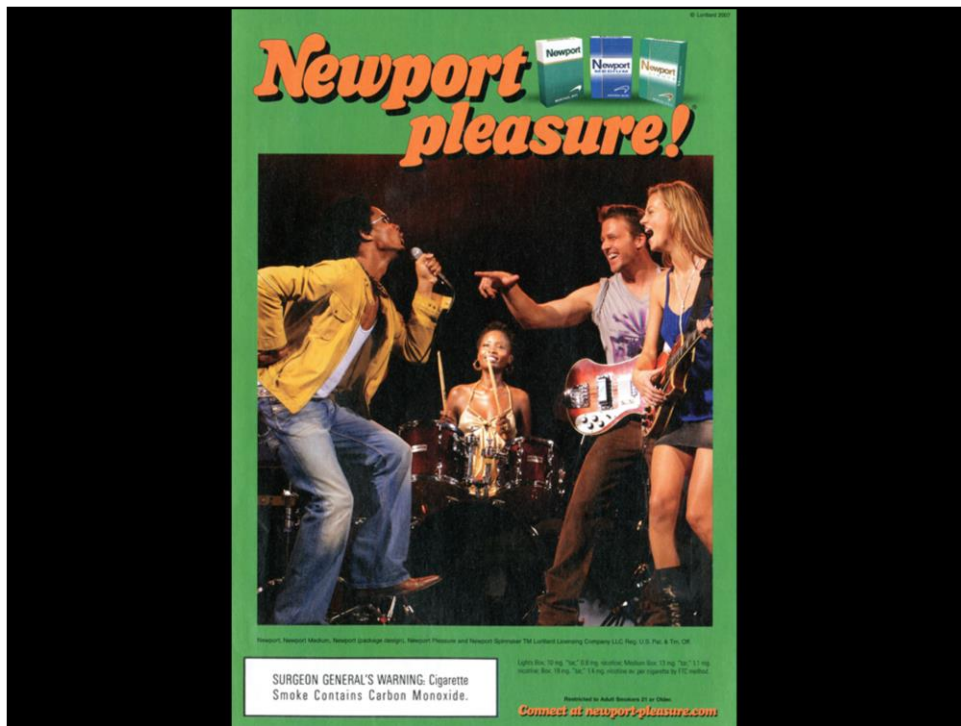
COME TO THE OASIS... the only filter cigarette that's

OASIS COOL
OASIS MILD
OASIS FRESH

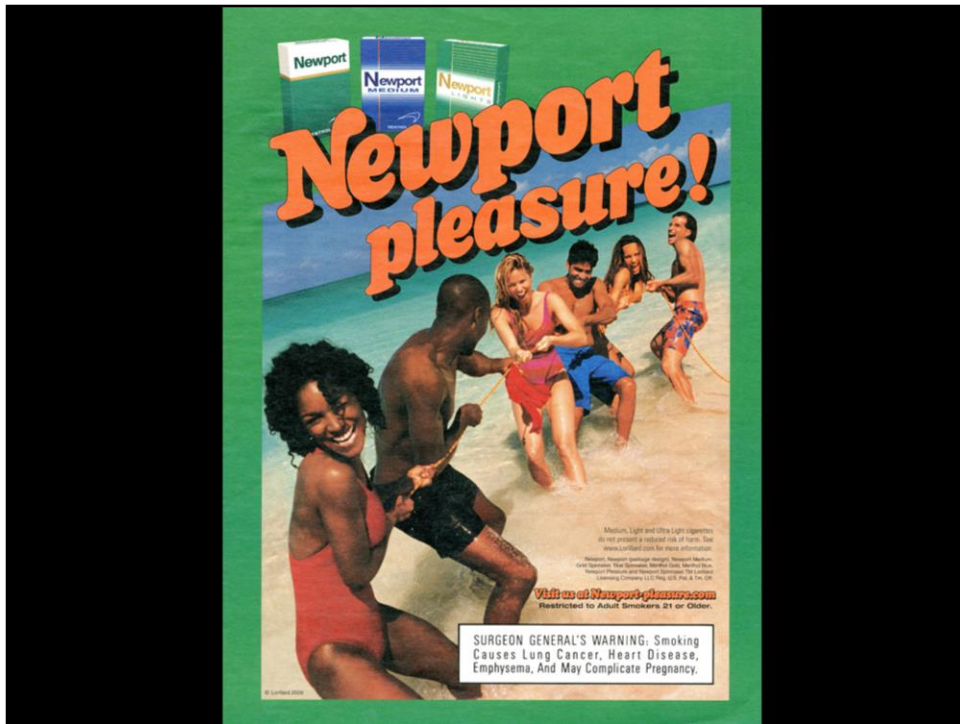
Menthol Misting makes it so!

Just as the mist of morning dew refreshes a flower - keeps it fresh all day - so OASIS mists and gently penetrates each strand of just-ripe tobacco with menthol. The tobacco is soothed for the softest taste of all. The tobacco's refreshed - so you smoke refreshed all day. Menthol misting makes it so. Come to the OASIS...

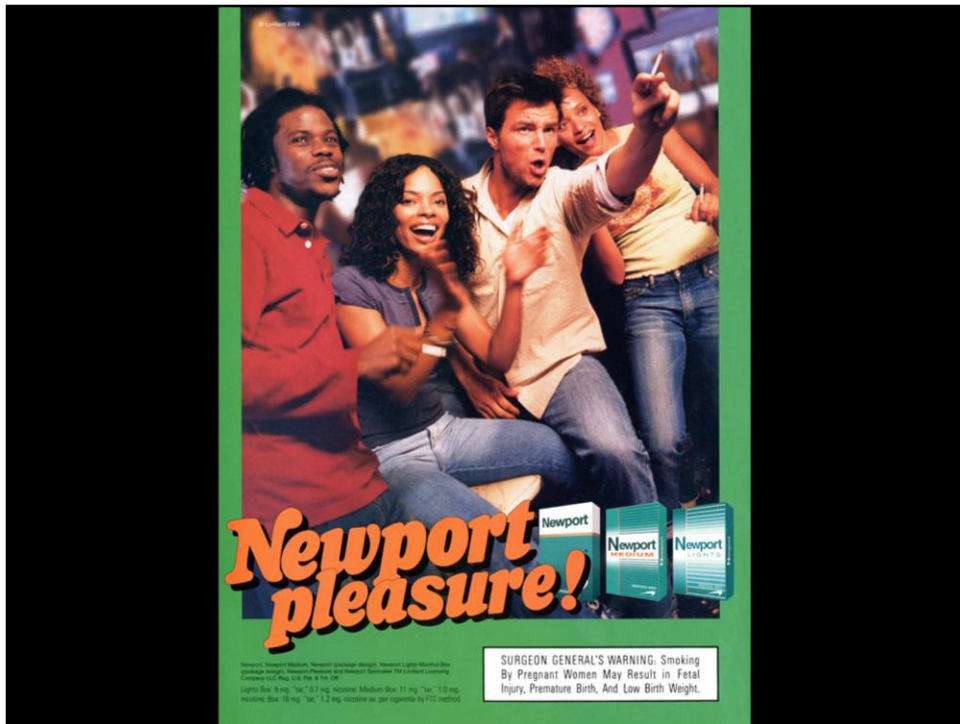
REMEMBER... MENTHOL MIST SOOTHES THE TOBACCO FOR THE SOFTEST TASTE OF ALL!



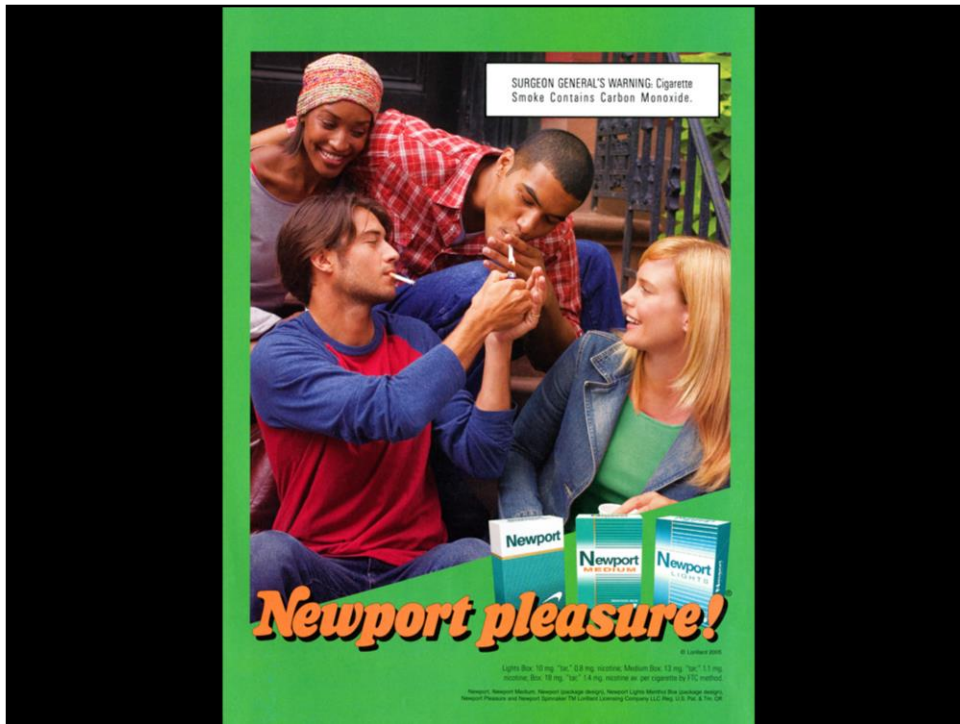
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



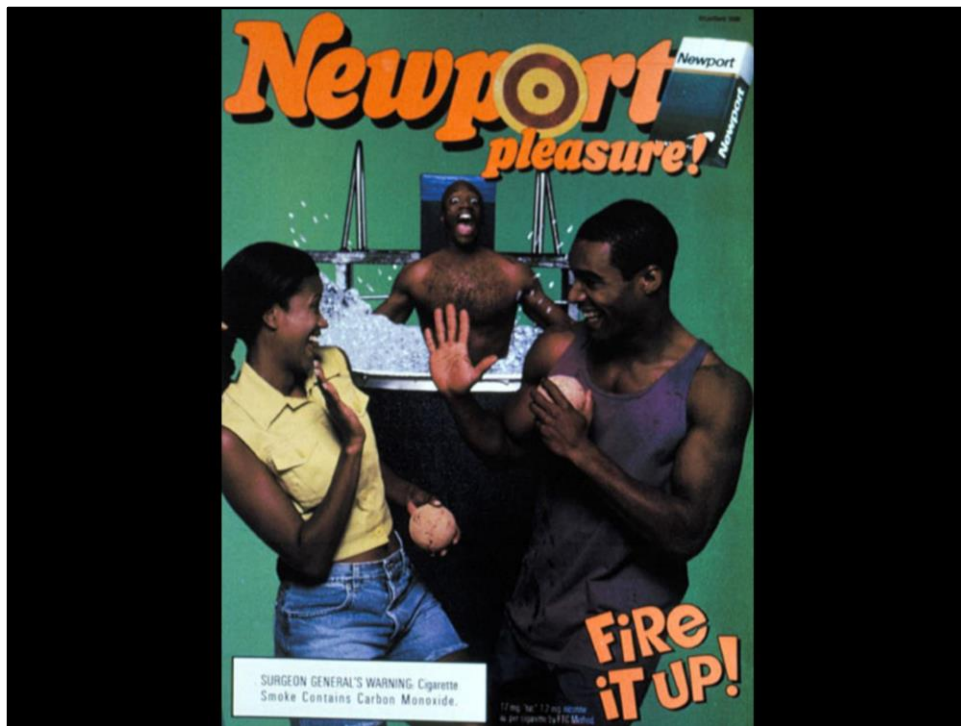
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



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



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







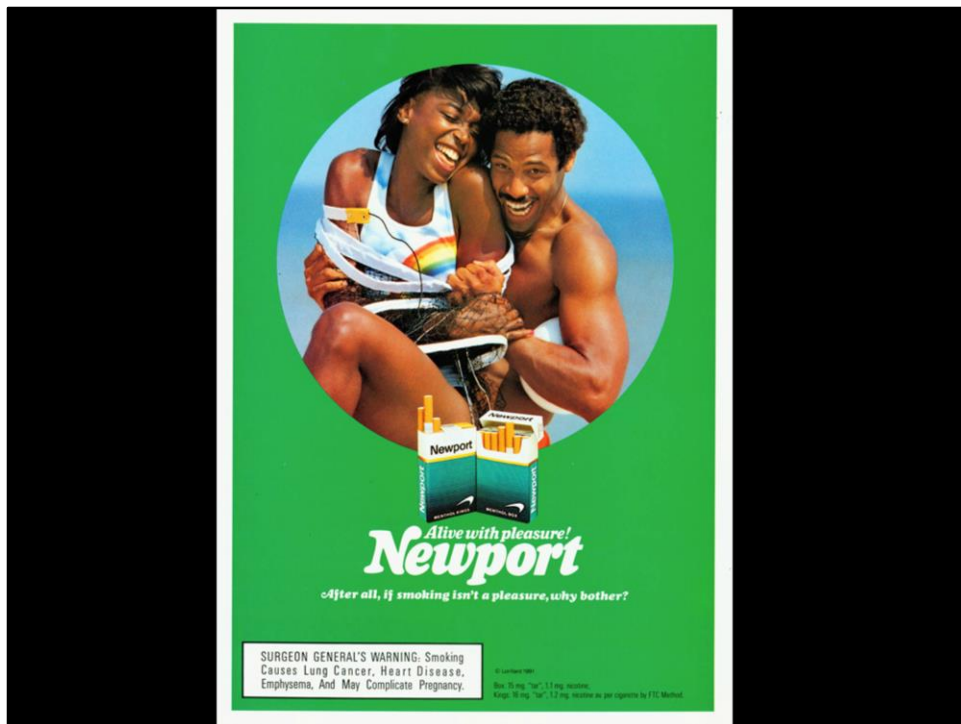
© 1994 R.J.R. Inc. 100%

After all, if smoking isn't a pleasure, why bother?

1 mg. "tar", 1.1 mg. nicotine av. per cigarette by FTC Method.

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

Alive with pleasure!
Newport





KOOL JAZZ FESTIVAL

Come and listen to the most famous names in jazz. Some time this year, somewhere near you, they'll be playing and singing their unforgettable sounds. Don't miss them.

There's only one way to play it.

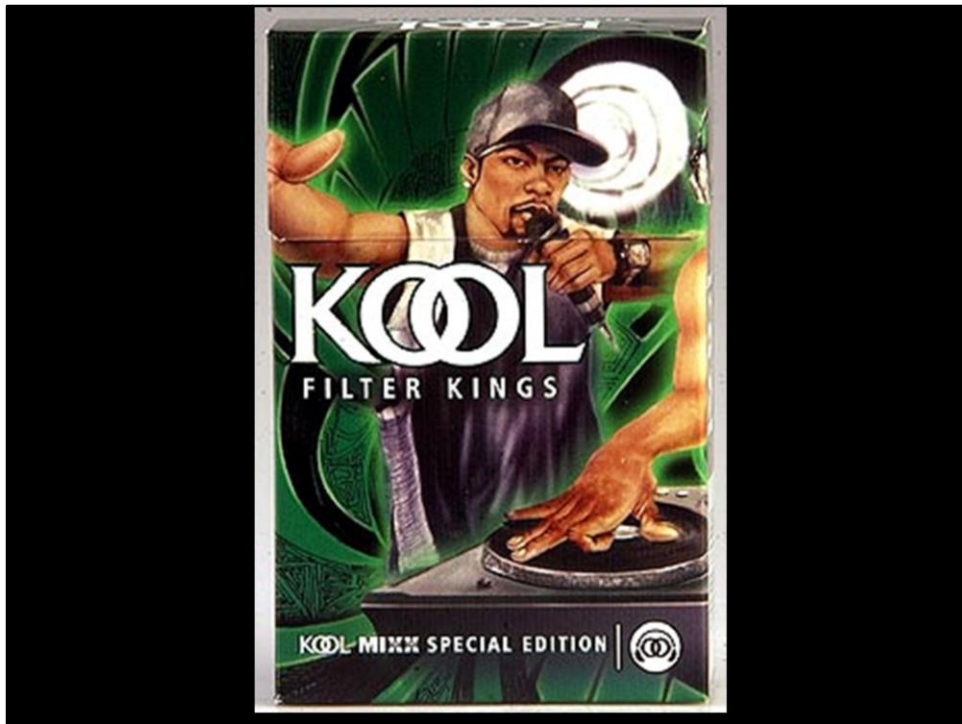
KOOL
Filter Kings

KOOL
Longs

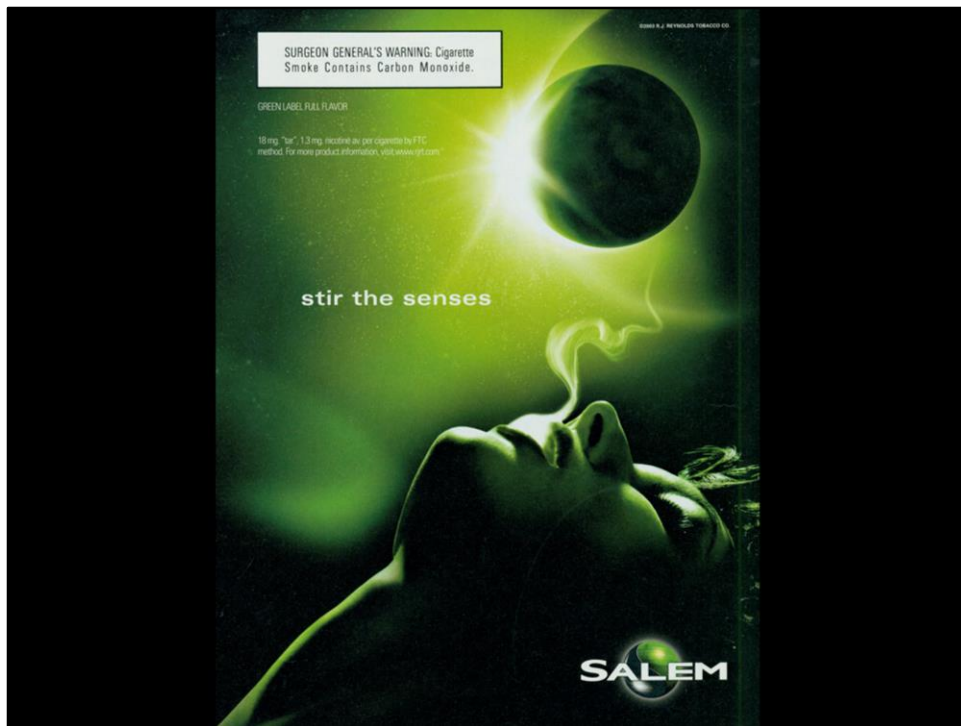
Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

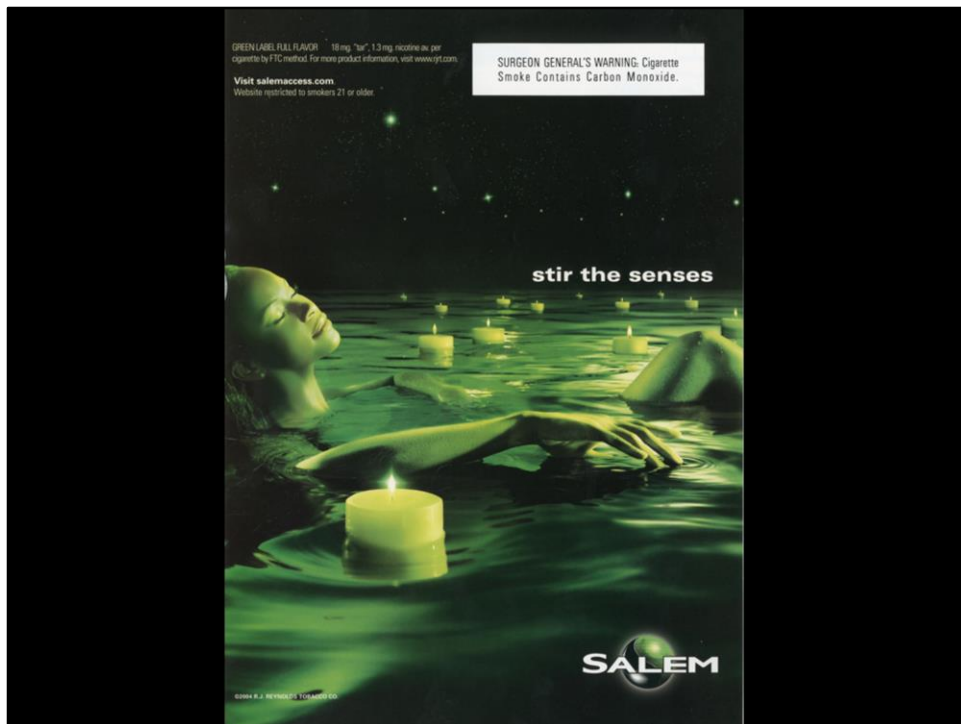
Kings, 16 mg. "tar", 1.1 mg. nicotine; Longs, 14 mg. "tar", 1.0 mg. nicotine av. per cigarette, FTC Report Dec. 81.

© 1982 B&W T Co.

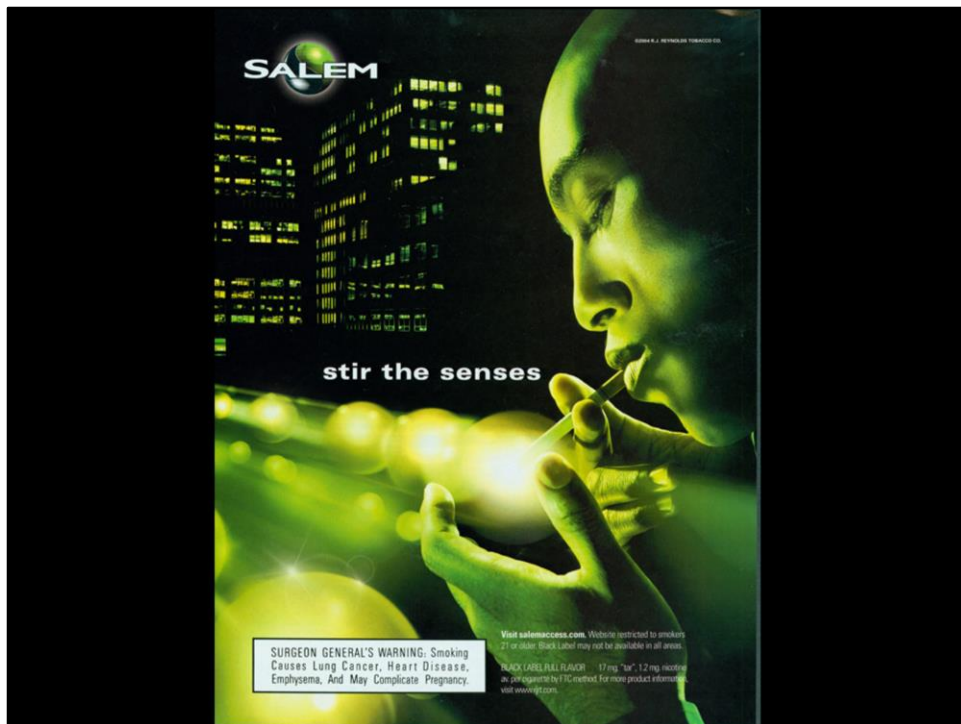




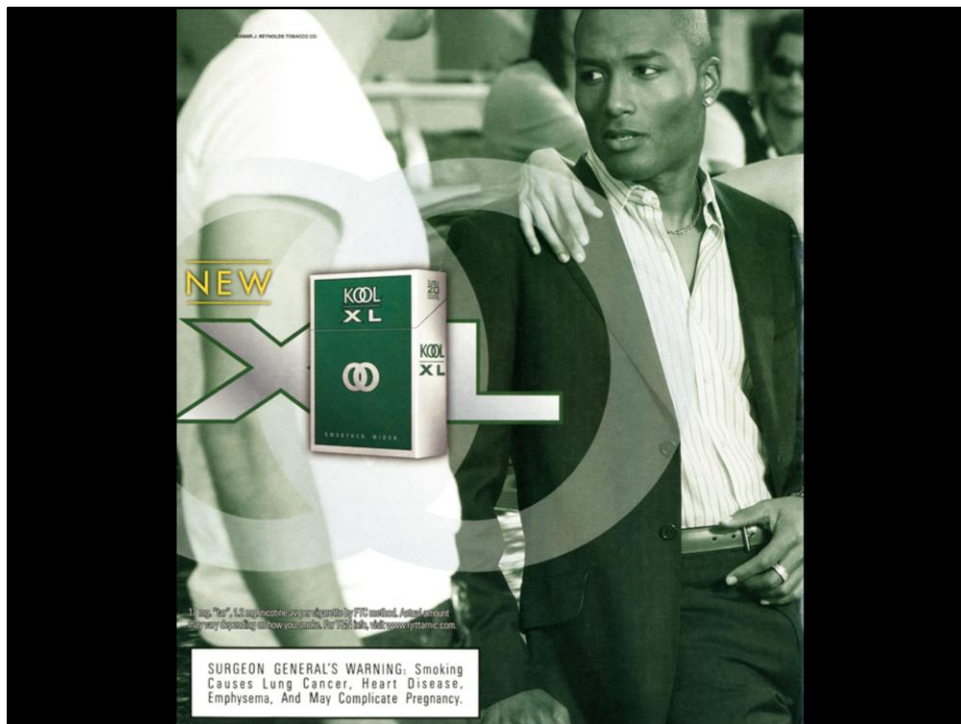






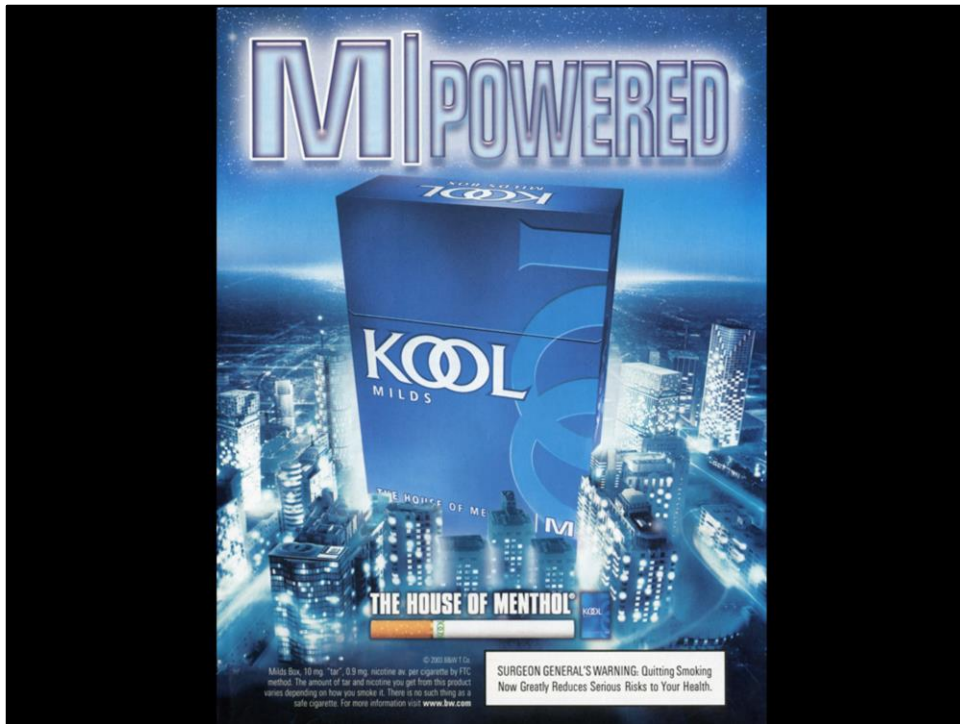






2006

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270



Salem 2000



