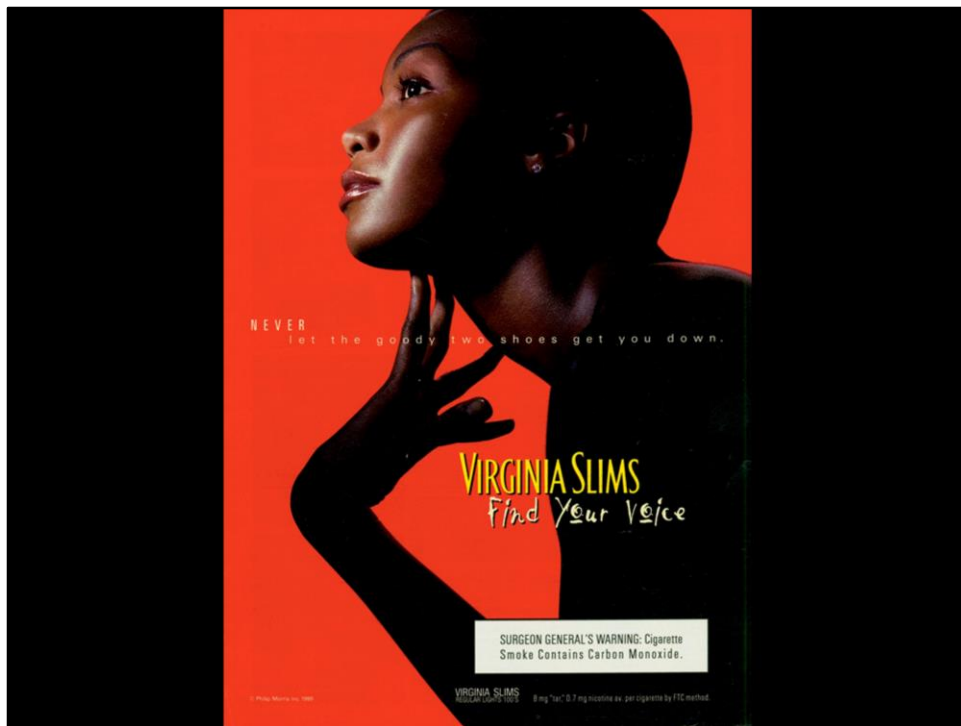
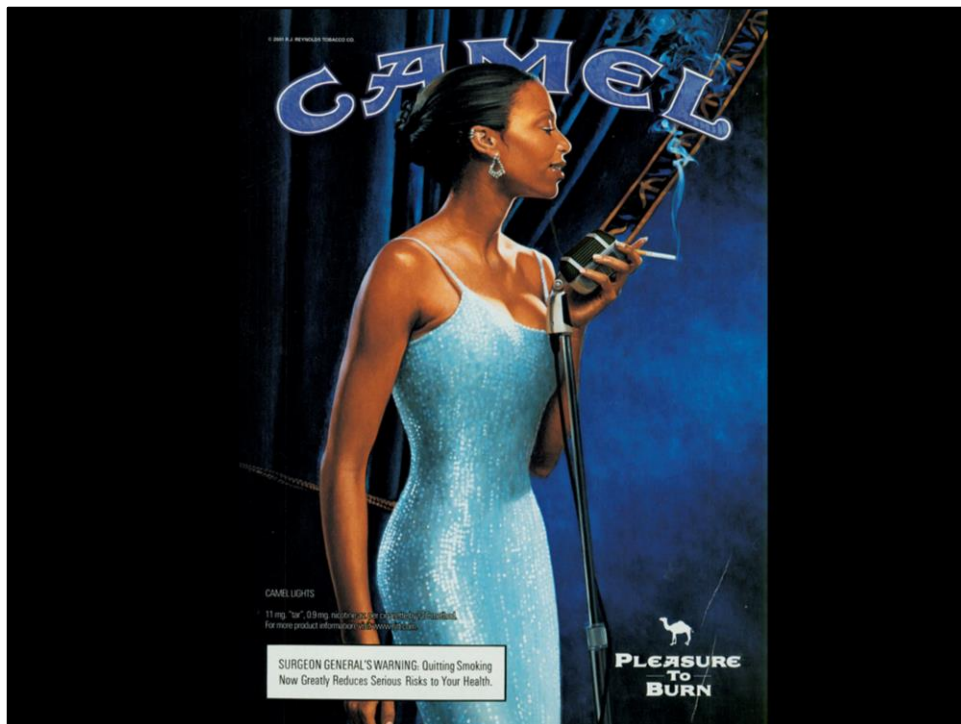






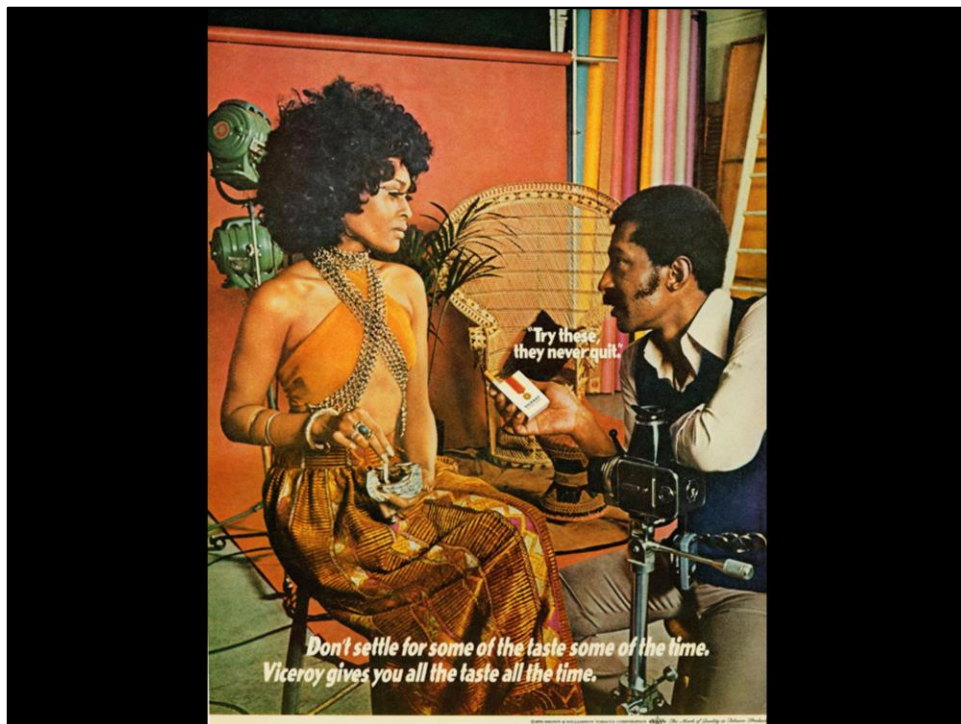












1. Winston tastes good like a cigarette should.

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



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

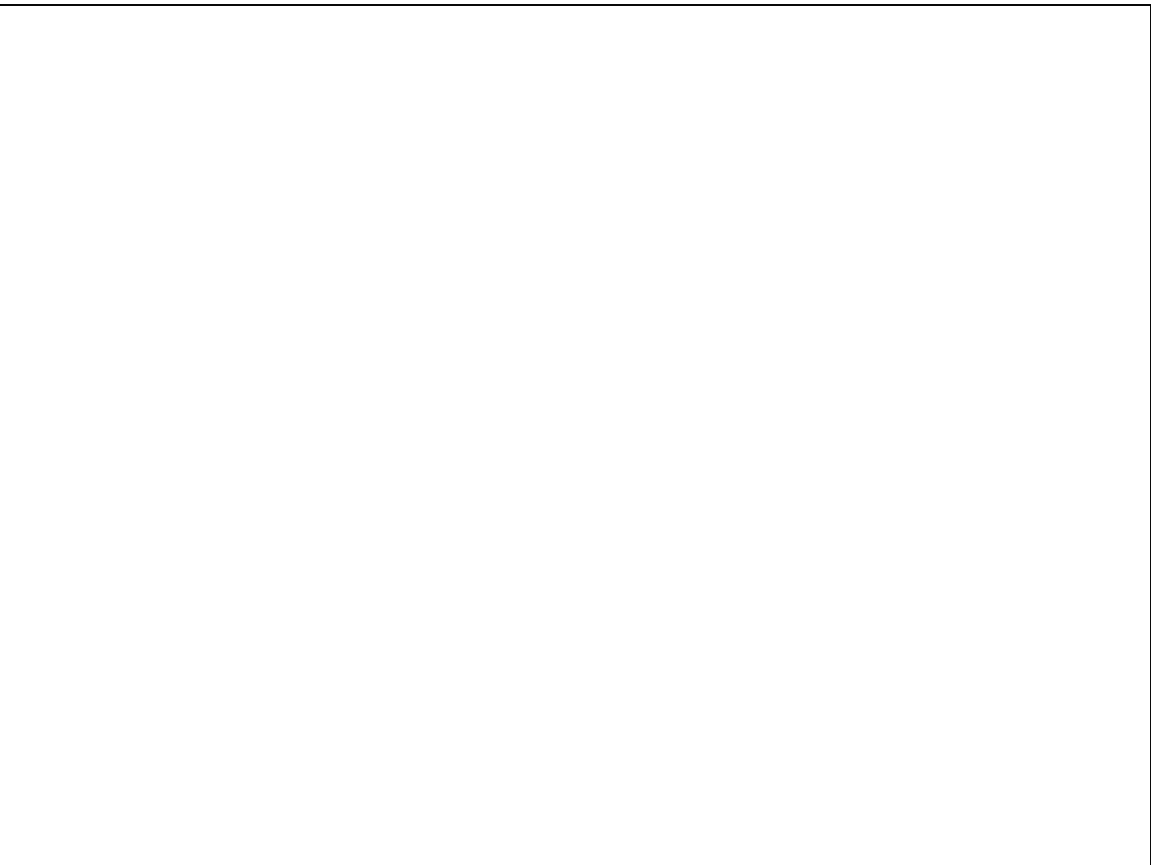
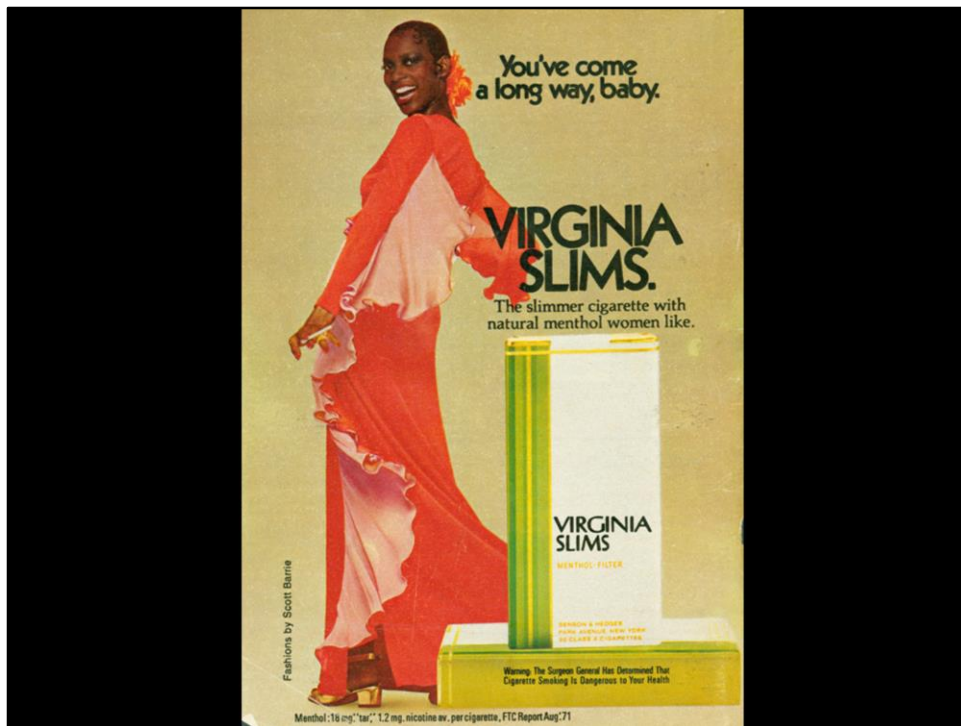
VIRGINIA SLIMS MENTHOL
MENTHOL 15 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.

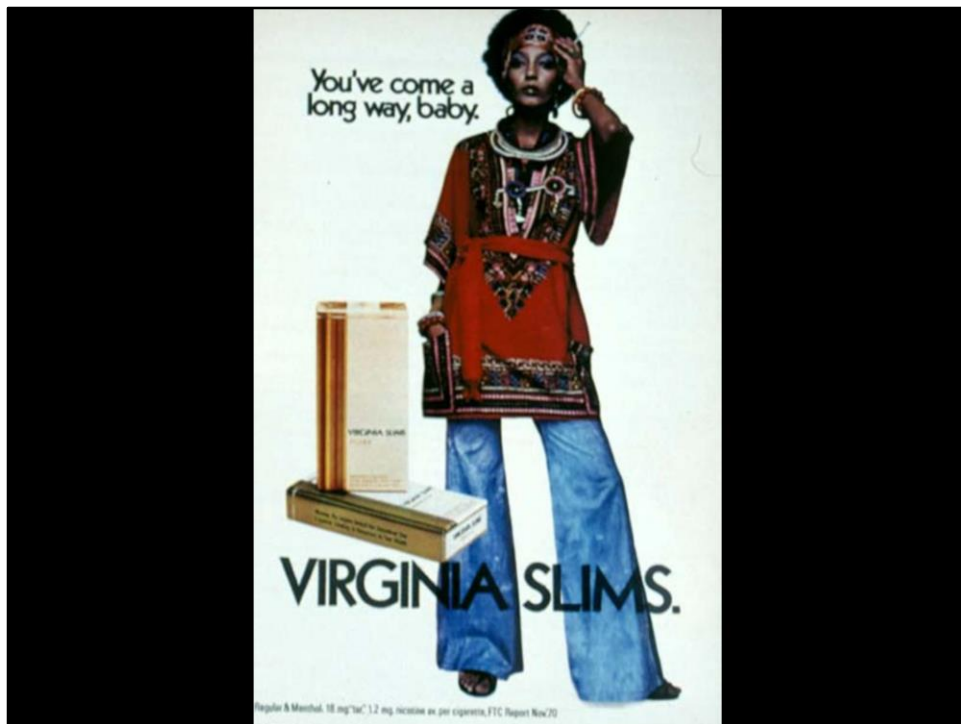
Also available in Regular.

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





"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.

Menthol 16 mg "tar," 1.1 mg nicotine av. per cigarette by FTC method. 100 mg nicotine av. per cigarette, FTC Report Oct. '90.

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

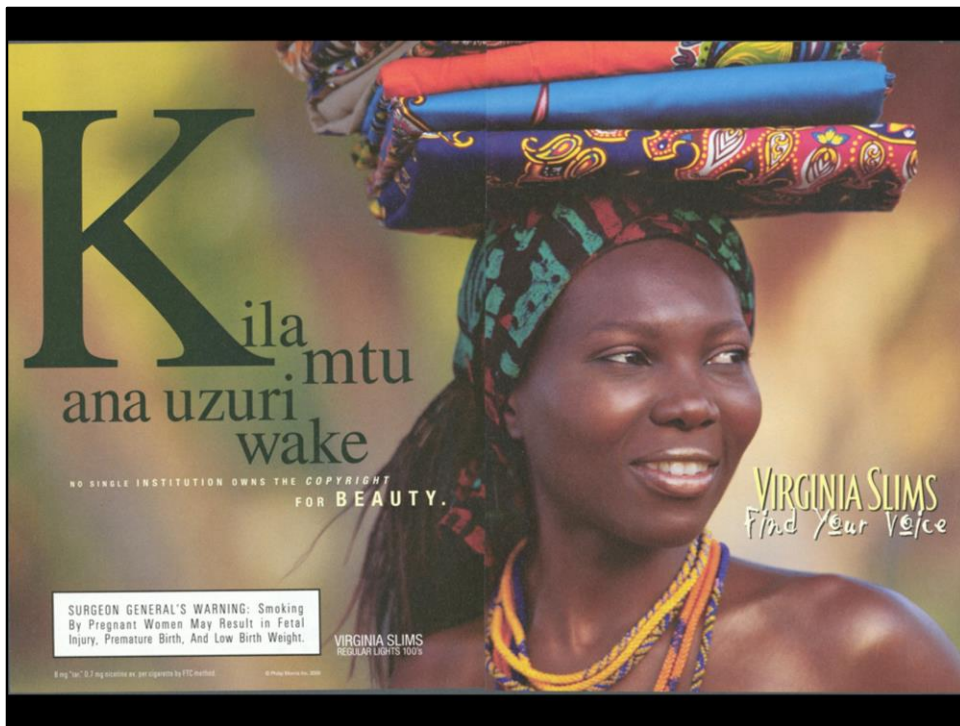
"How does that
grab you?"



PALL MALL
FAMOUS CIGARETTES
FILTER TIPPED

PALL MALL
FILTER CIGARETTES
MENTHOL

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



Kila mtu
ana uzuri wake

NO SINGLE INSTITUTION OWNS THE COPYRIGHT
FOR BEAUTY.

VIRGINIA SLIMS
Find Your Voice

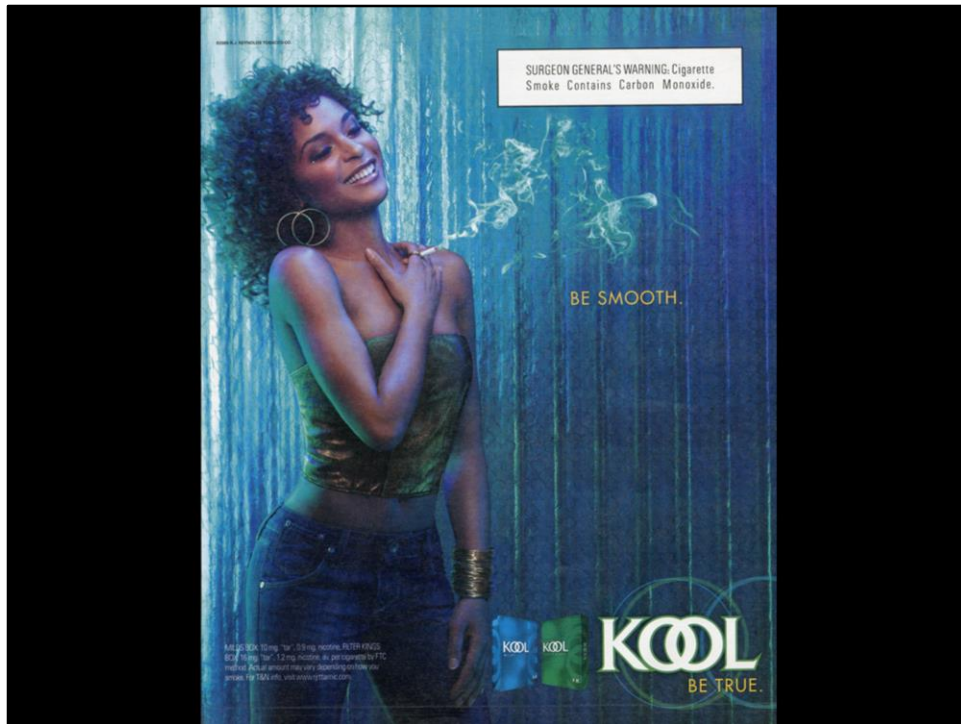
SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

VIRGINIA SLIMS
REGULAR LIGHTS 100's

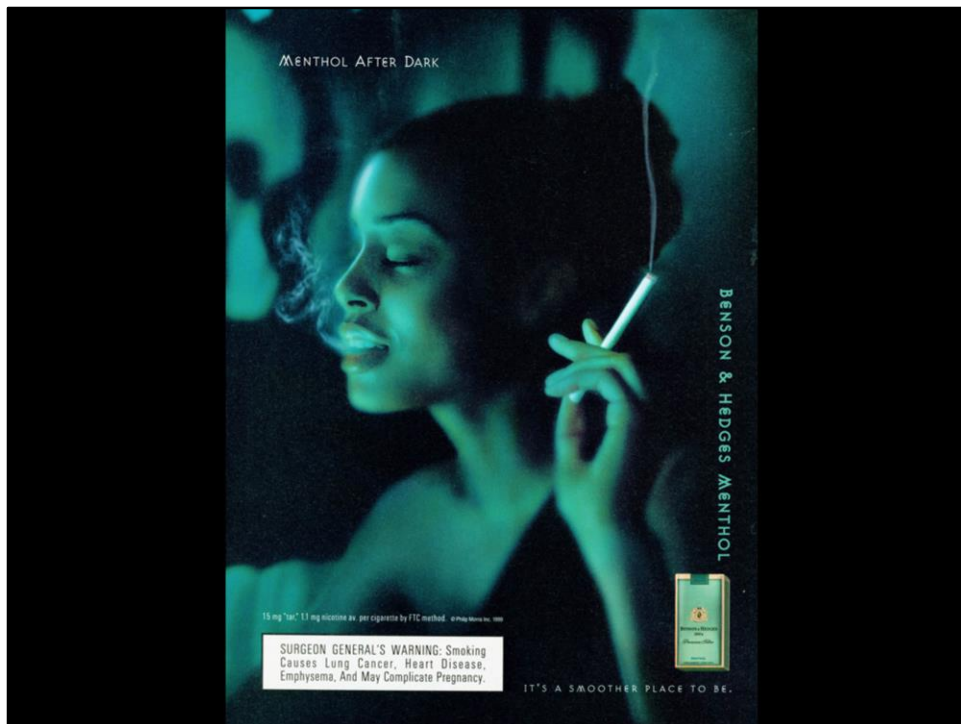
8 mg "tar", 0.7 mg nicotine av. per cigarette by FTC method. © Philip Morris Inc. 2005



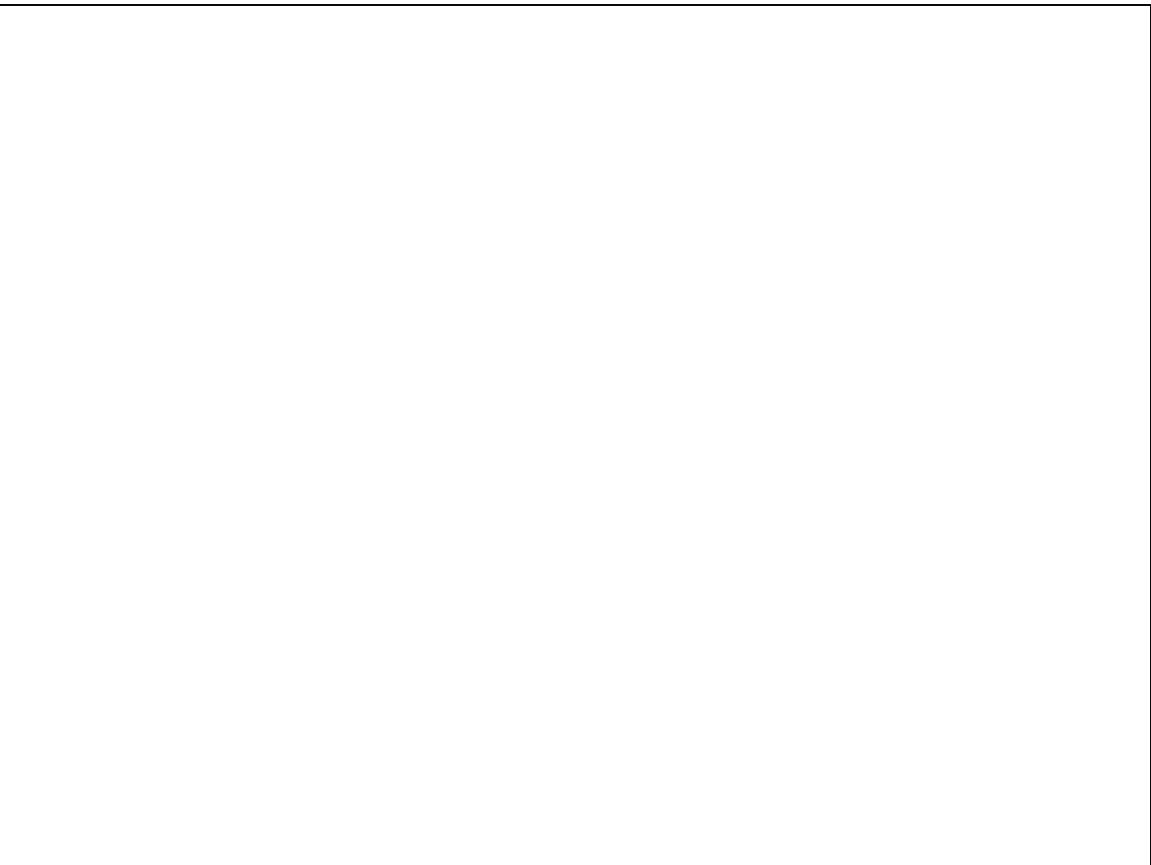
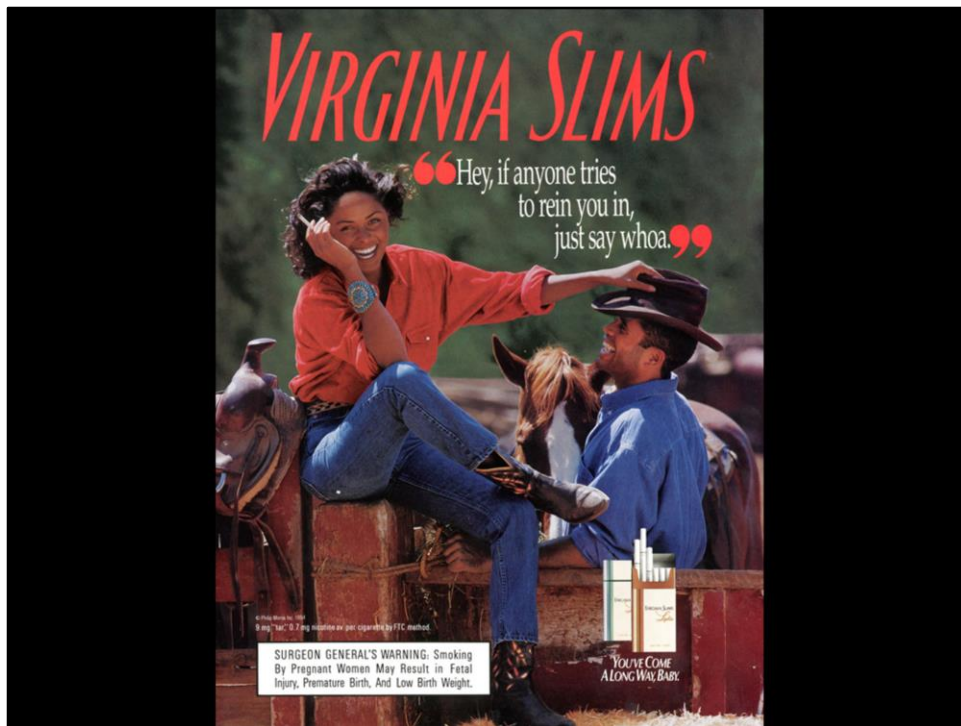
Salem 2000



Salem 2000







Everybody's in bed and I'll be soon, but not yet,
because the bath is so soothing and I can relax and . . .

This...is the L!M moment.



The time to take things easy
and really enjoy the rich flavor
of L!M. See for yourself!
When you're ready to unwind,
light up an L!M. Any place.
RICH, RICH L!M
16 mg "tar", 1.2 mg nicotine
av. per cigarette by FTC method (Jan. 78)

The advertisement features a woman with dark hair in a bun, relaxing in a bathtub filled with white bubbles. She is holding a lit cigarette in her right hand. On the edge of the tub, there is a glass of beer with a slice of lemon and a small basket containing a bar of soap. To the right of the tub, a small wooden table holds a glass of beer and a bottle. A pack of L!M cigarettes is visible in the upper right corner of the image. The background is a soft, warm glow, suggesting a relaxing evening bath.

**Us Tareyton
smokers
would rather
fight than
switch!**



Tareyton 100's
FILTERS

Tareyton 100's
100 mg. "tar", 1.5 mg. nicotine, av. per cigarette, FTC Report March '74.

King Size: 21 mg. "tar", 1.4 mg. nicotine;
100 mm. 21 mg. "tar", 1.5 mg. nicotine, av. per cigarette, FTC Report March '74.

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



**If you could put
Tareyton's charcoal filter
on your cigarette, you'd have
a better cigarette.**



**But not as good
as a Tareyton.**

"That's why us Tareyton smokers
would rather fight than switch!"



100's or king size.
by the American Tobacco Company

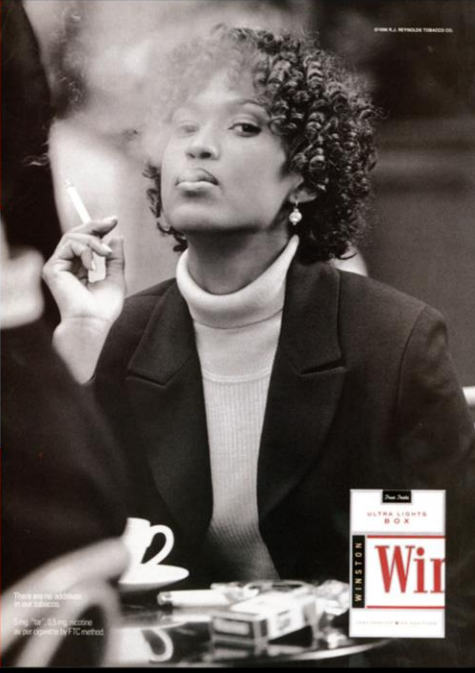


SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

Here's to women who
can light
their own cigarette.

NO ADDITIVES
100% TOBACCO
TRUE TASTE

No BULL



There are no additives in our cigarettes.

Light "tar" and nicotine levels determined by FTC method.

