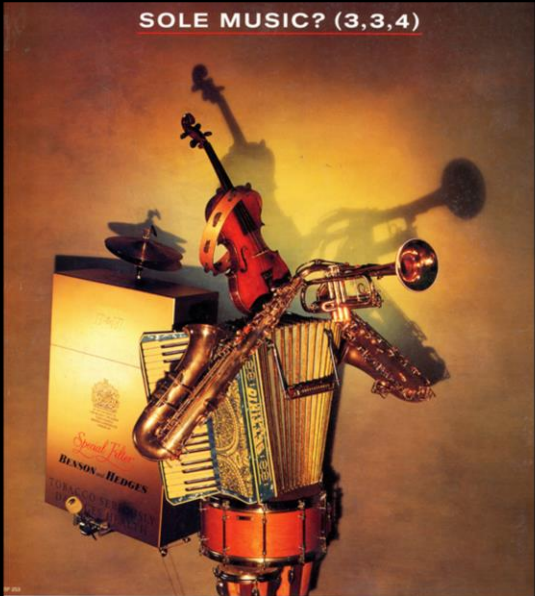




1981, the Newport Jazz Festival moved to New York and became the Kool Jazz Festival when Kool Cigarettes took over sponsorship

SOLE MUSIC? (3,3,4)



12 mg TAR 0.9 mg NICOTINE
PROTECT CHILDREN:
DON'T MAKE THEM BREATHE YOUR SMOKE
Health Departments' Chief Medical Officers



**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

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.



There's only one way to play it.
No other ultra brings you a sensation this refreshing. Even at 2 mg.,
Kool Ultra has taste that outplays them all.

**NEW
KOOL
ULTRA**

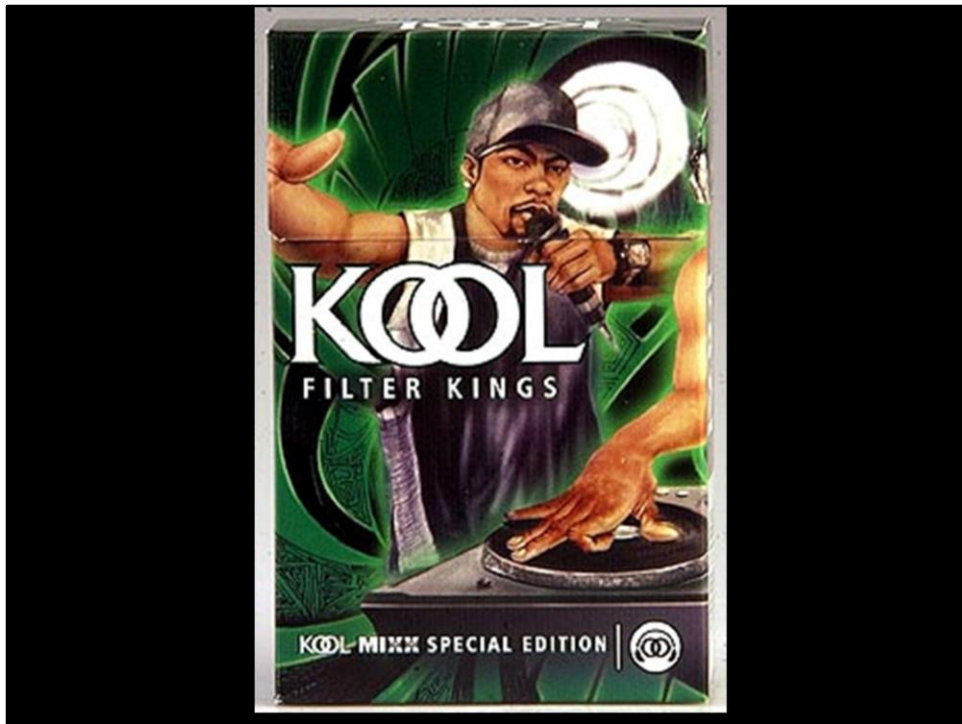
**KOOL
ULTRA**
ULTRA LOW TAR

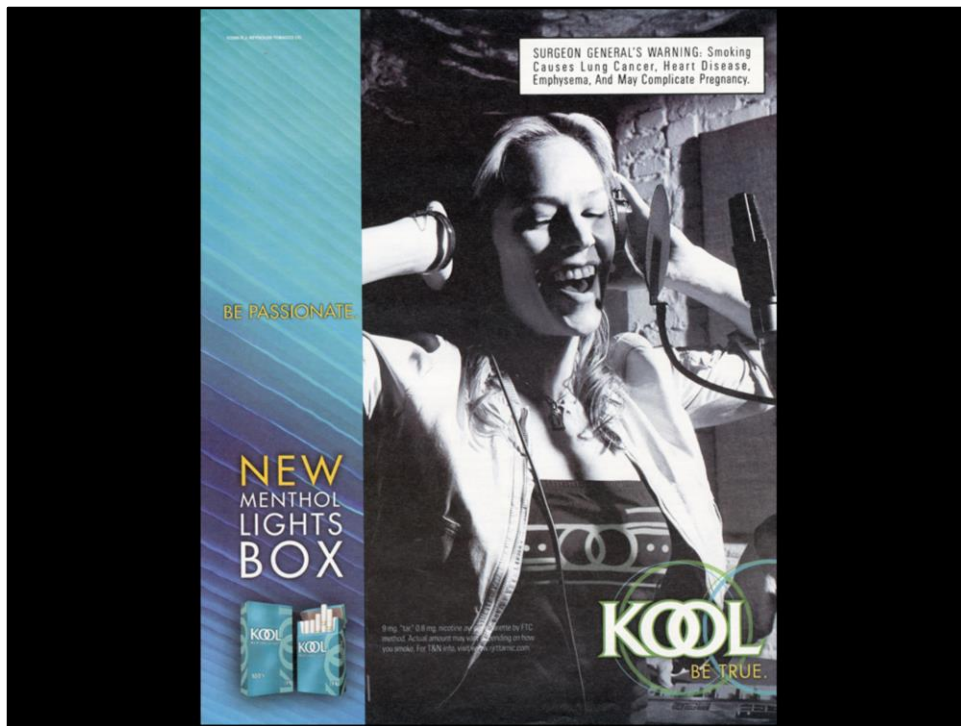
Kings 2 mg.
100's 5 mg.

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

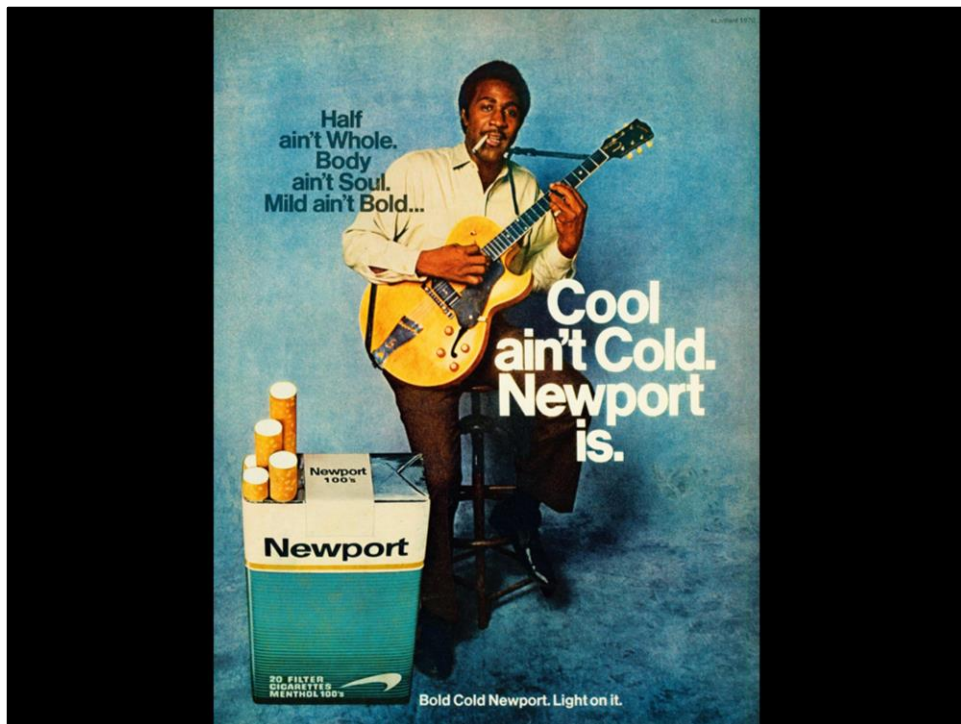
Kings: 2 mg. "tar", 0.3 mg. nicotine; 100's: 5 mg. "tar",
0.9 mg. nicotine av. per cigarette by FTC method.

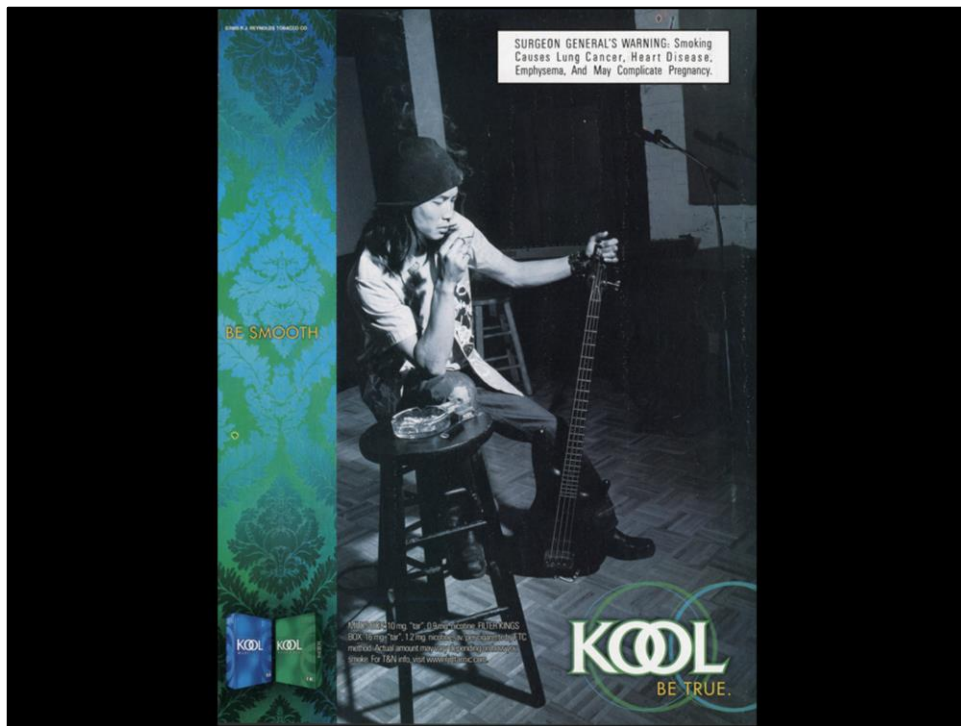
© 1991 B&W T Co.



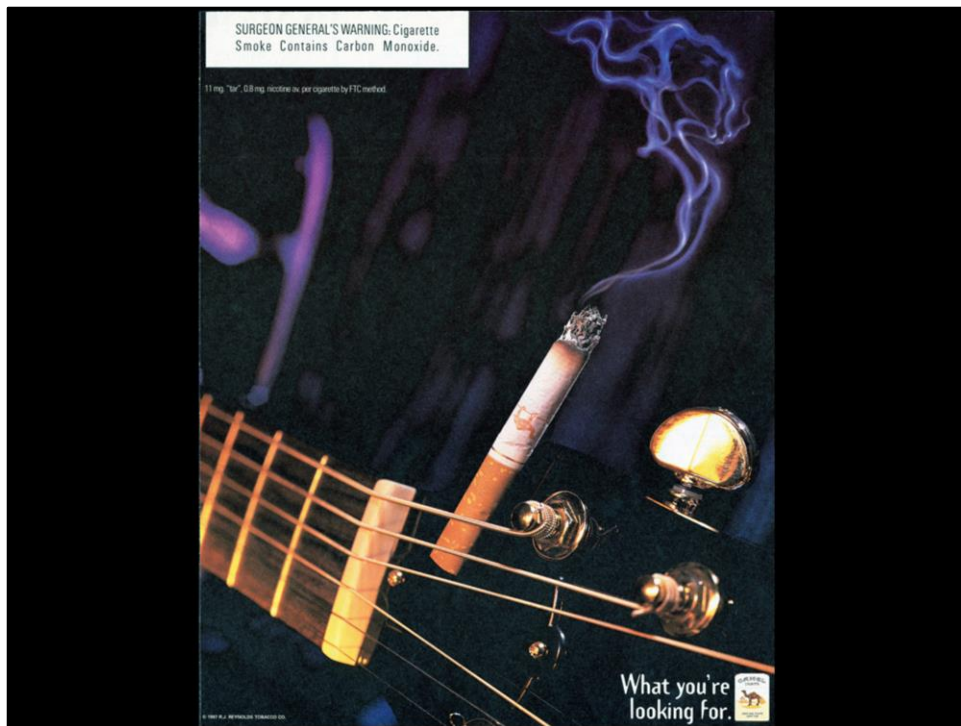


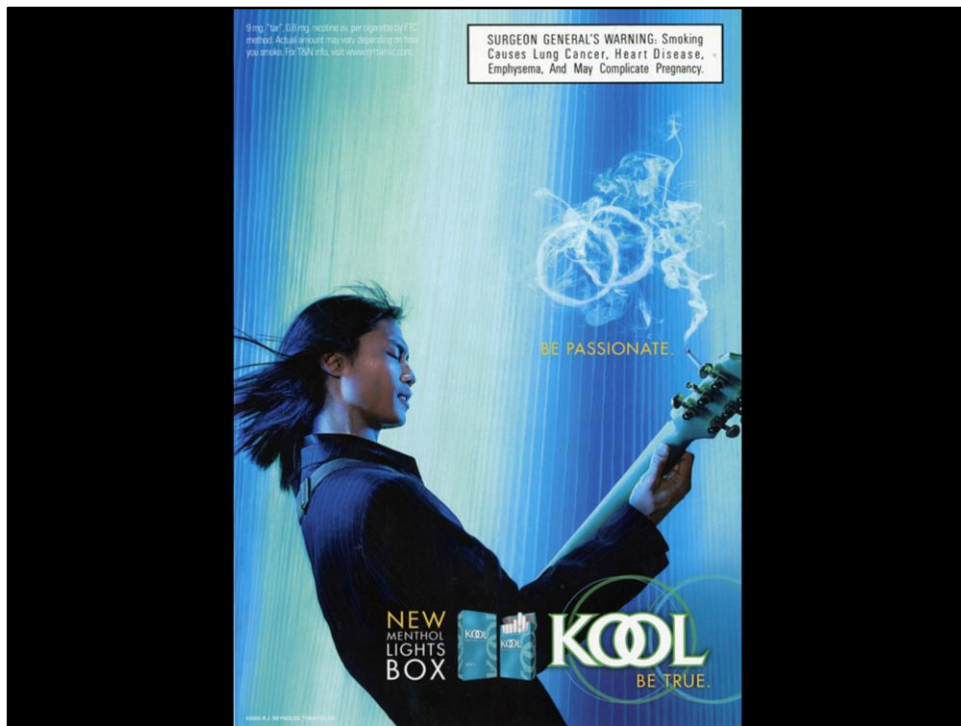
Salem 2000



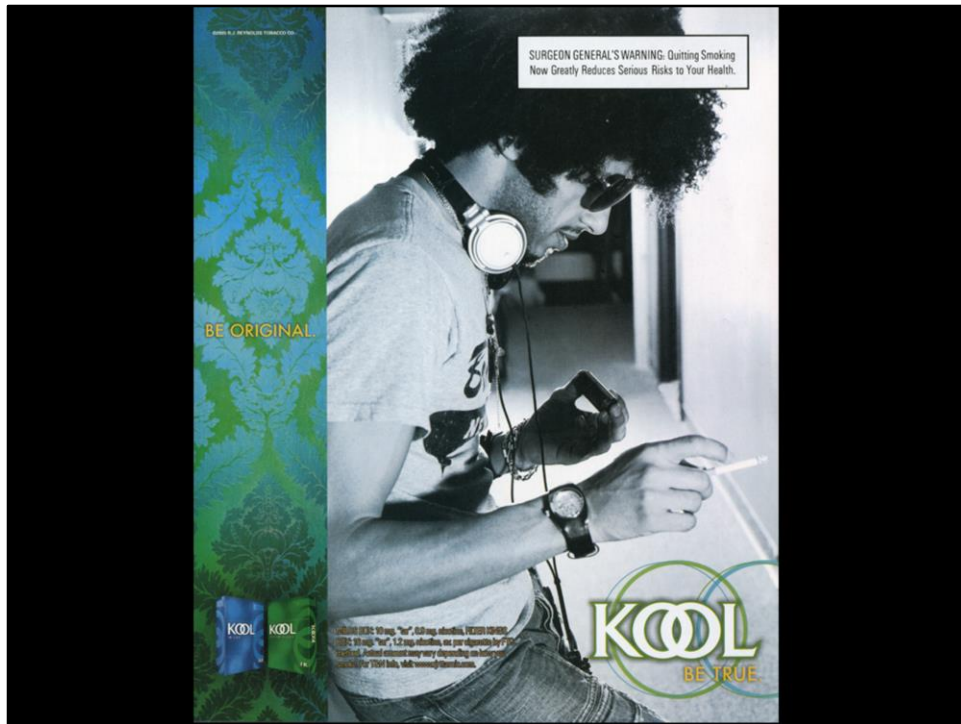


Salem 2000

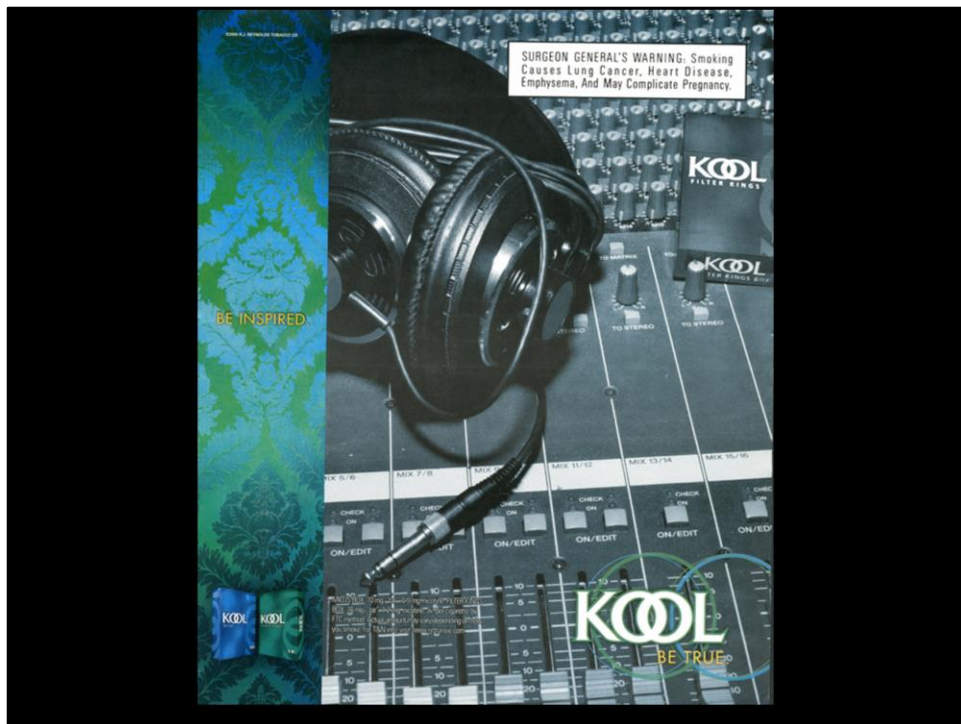




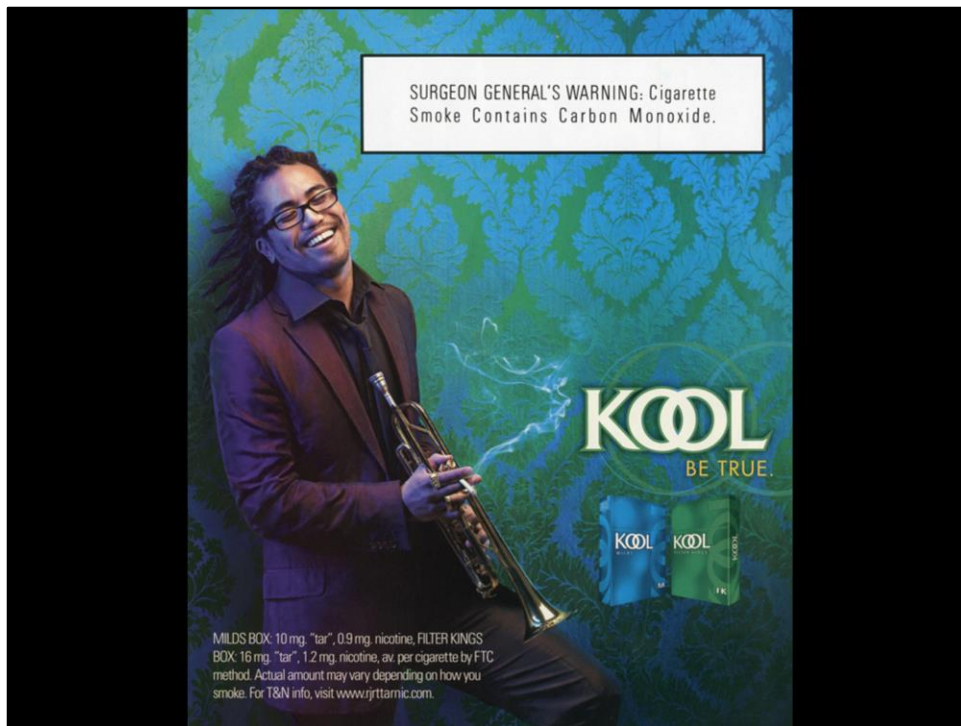
Salem 2000



Salem 2000

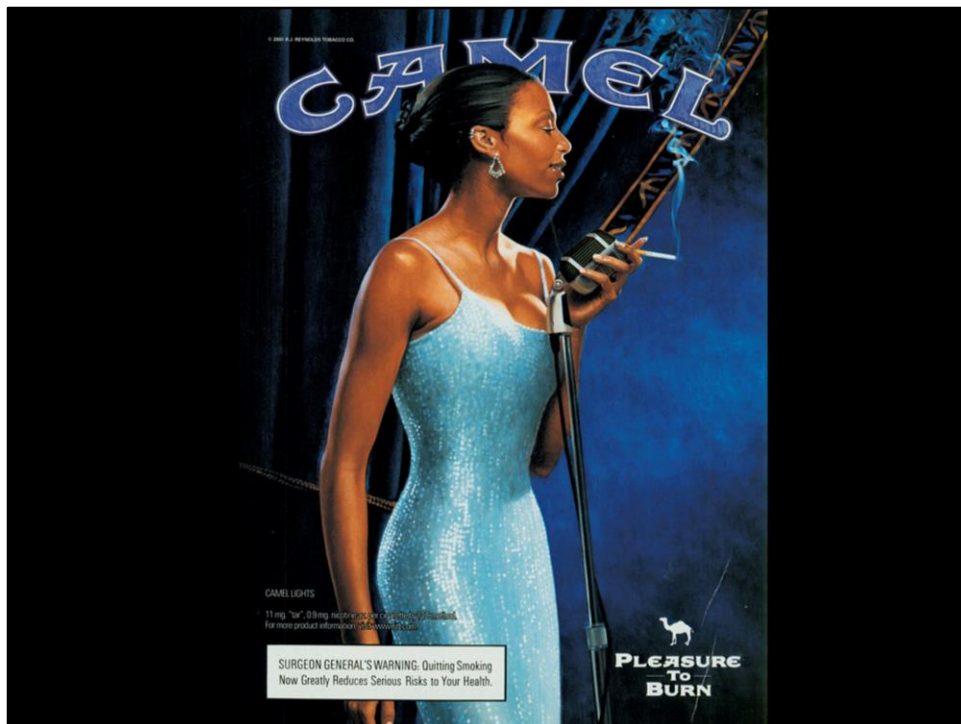


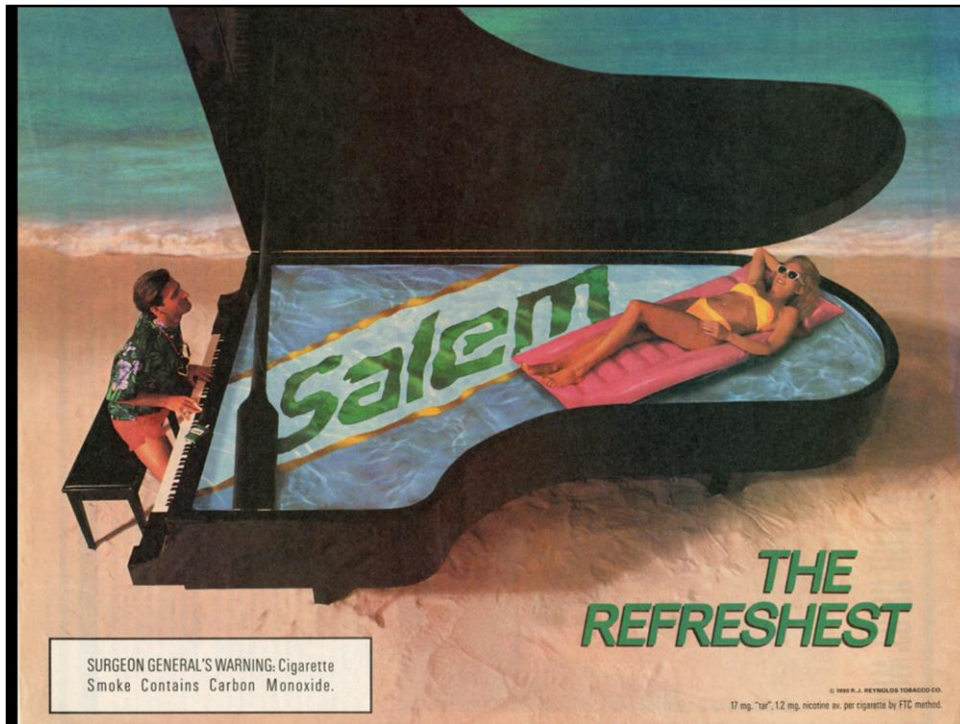
Salem 2000



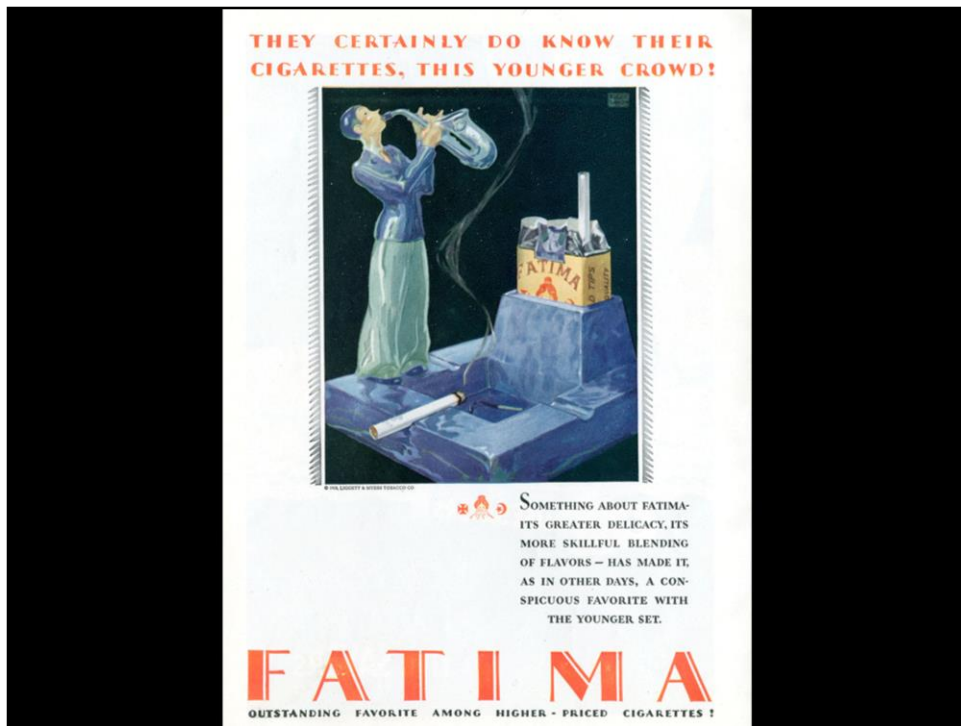
Salem 2000







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.

They said it couldn't
be done...
They said nobody
could do it...
but -

L&M is
Low
in tar
with
More
taste to it

Don't settle for one without the other!

"L&M is kindest to your taste," adds Jim Arness. Both Jims agree, there are two good reasons why you'll like L&M's. They are truly low in tar, with more exciting taste than you'll find in any other cigarette.

LOW IN TAR: L&M's patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke... makes L&M truly low in tar.

MORE TASTE: L&M's rich mixture of slow burning tobacco brings you more exciting taste than any other cigarette. **LIVE MODERN...CHANGE TO MODERN L&M**

JIMMIE RODGERS, popular recording star, with his wife, Colleen, starring in the newest musical of L&M's TV series, with his own show on NBC Tuesday nights.

ONE MARLBOROUGH TOP
L&M
FILTERS
L&M TOBACCO CO.

1916

Because your voice is precious, too, it pays to guard your throat against irritation and cough. Reach for a light smoke—a Lucky.

For a Clear Throat
...a light smoke

The charm of a clear, mellow voice is something really precious. That is why to both men and women a *light smoke* means so much. It is only a *light smoke* that offers them the throat protection of the famous "Toasting" process. So for the sake of your precious voice... Lucky for you—it's a light smoke.

-a light smoke

OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"

Copyright 1936, The American Tobacco Company

Campus Jazz Festival

... featuring for the **first time** on one record, jazz instrumentalists chosen in a nationwide survey of America's College and University students!

Brought to you by **VICEROY**

The Cigarette with A THINKING MAN'S FILTER... A SMOKING MAN'S TASTE!

Be sure to hear these other RCA albums recorded by the Viceroy Campus Jazz Festival artists.

SELECTION	ARTIST	ALBUM
Ciribiribi	Benny Goodman	Single
St. James Infirmary	Louis Armstrong	LPM 1443
Marlboro Lullaby	Shorty Rogers	LPM 1561
Just A Mood	Red Norvo	LPM 1449
Tin Roof Blues	Jonah Jones	LPM 2004
Royal Garden Blues	Duke Ellington	LPM 1715
When The Saints Go Marching In	Dukes of Dixieland	LPM 2097
Shine On		
Harvest Moon	Bob Scobey	LPM 1700
March Of The Toys	Big 18	LPM 1921
Erroll's Bounce	Erroll Garner	CAL 384

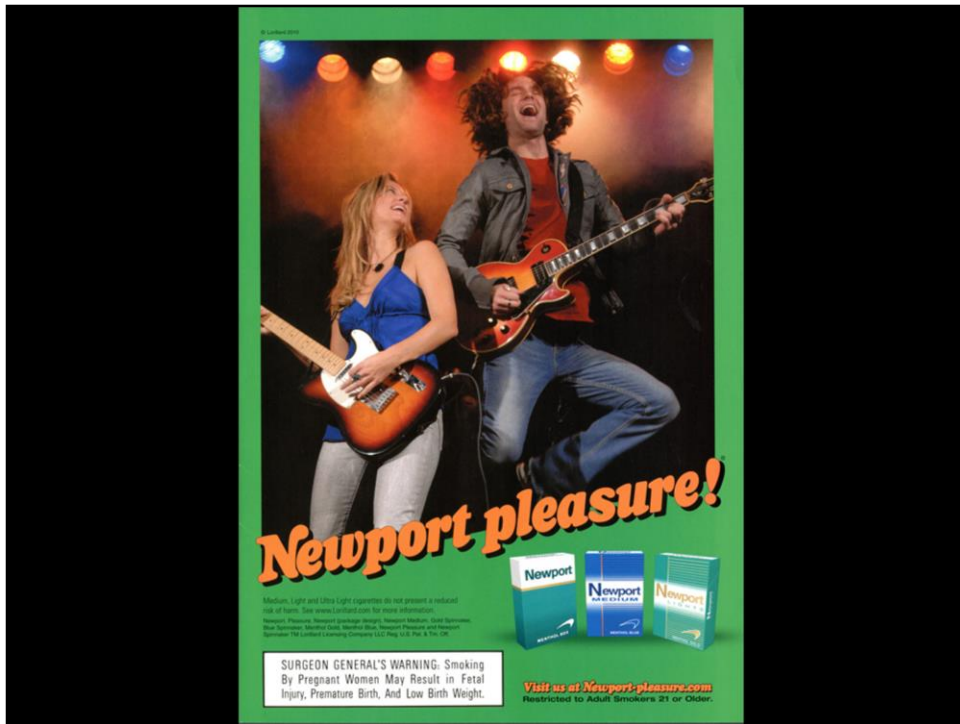


THINKING PEOPLE EVERYWHERE know the importance of choosing a filter cigarette that is just right for them. Such people usually choose Viceroy. They have studied the facts. They know Viceroy has the most advanced filter ever developed... and tobacco with a full, satisfying taste. Only Viceroy gives both—a thinking man's filter... a smoking man's taste. Worth thinking about, isn't it?

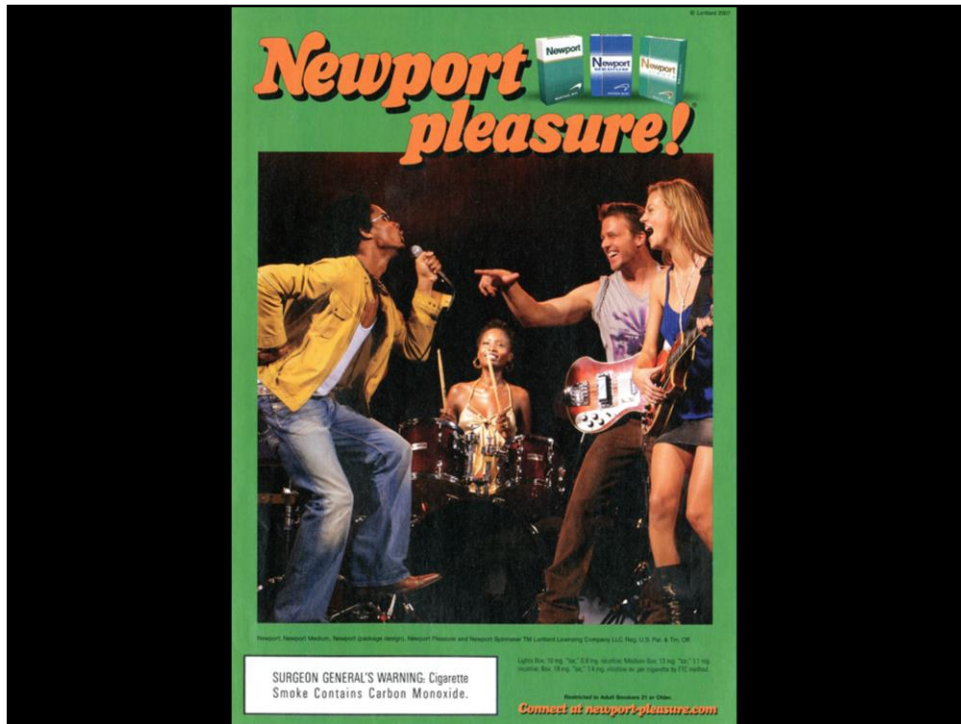
Thinking people everywhere



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



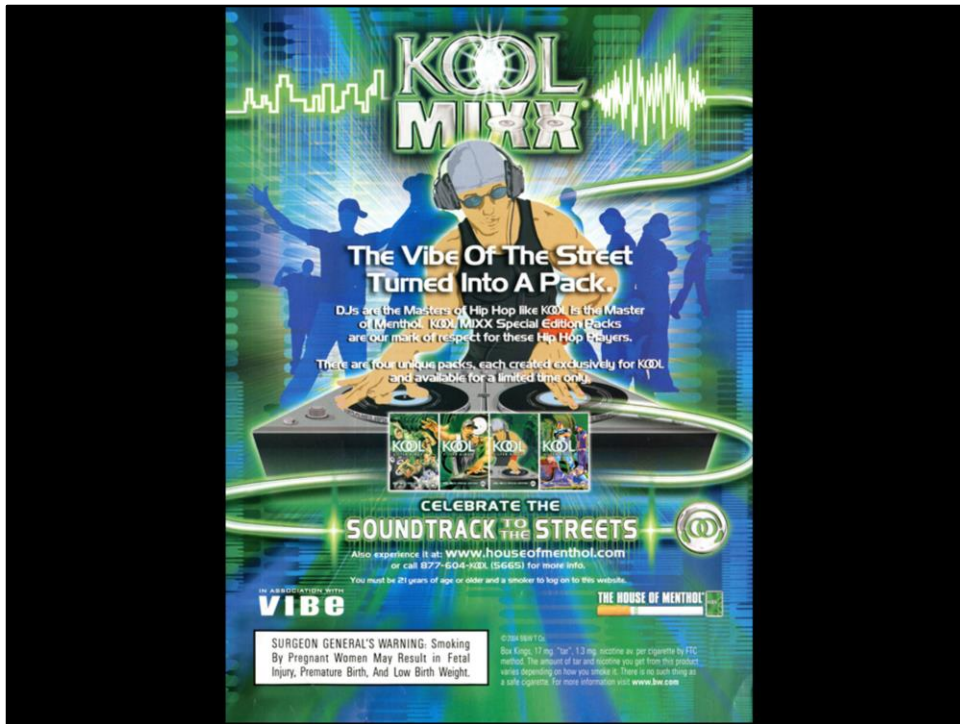
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.



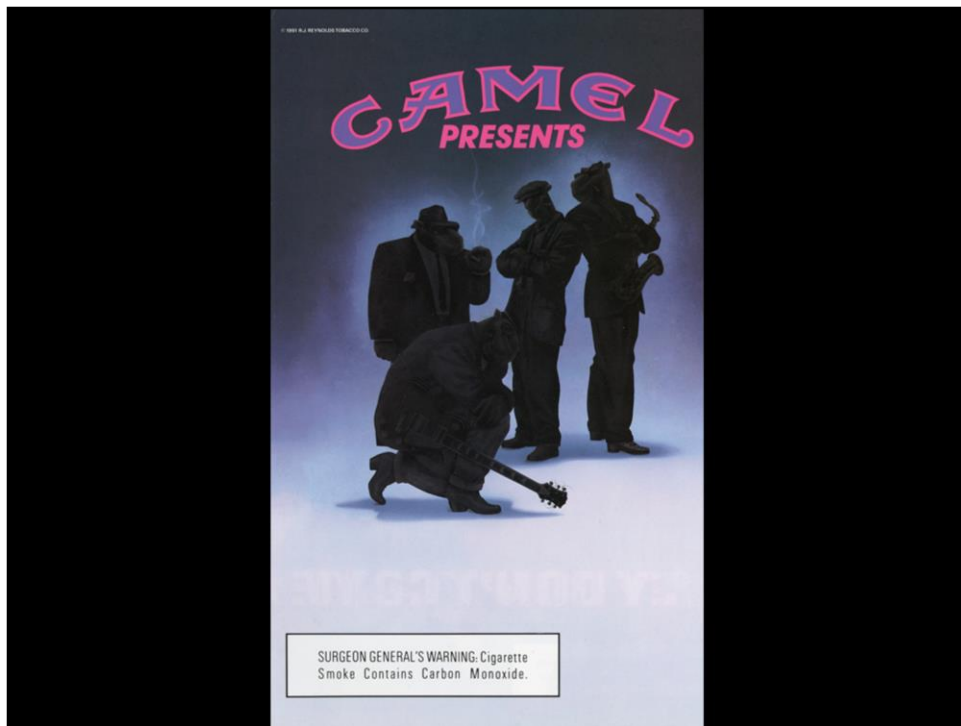
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.

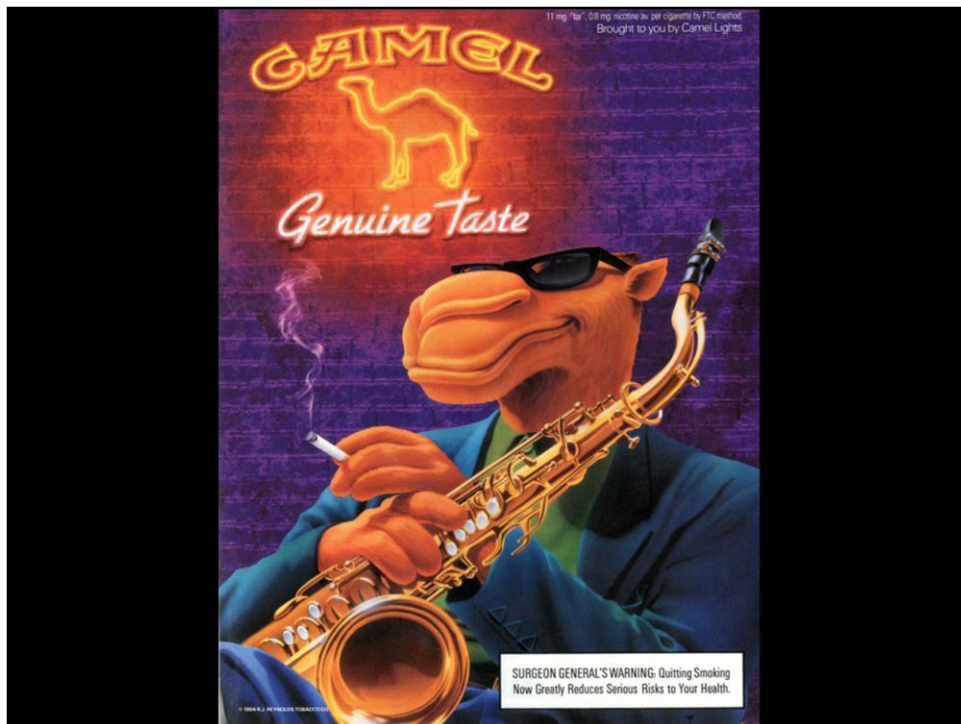


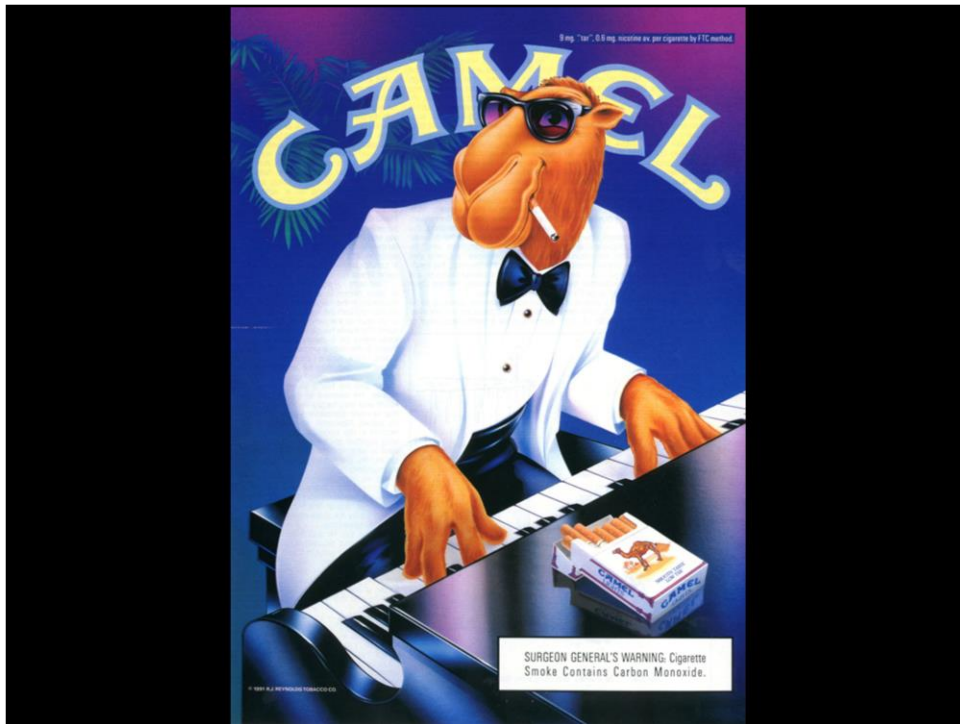
Thinking people everywhere

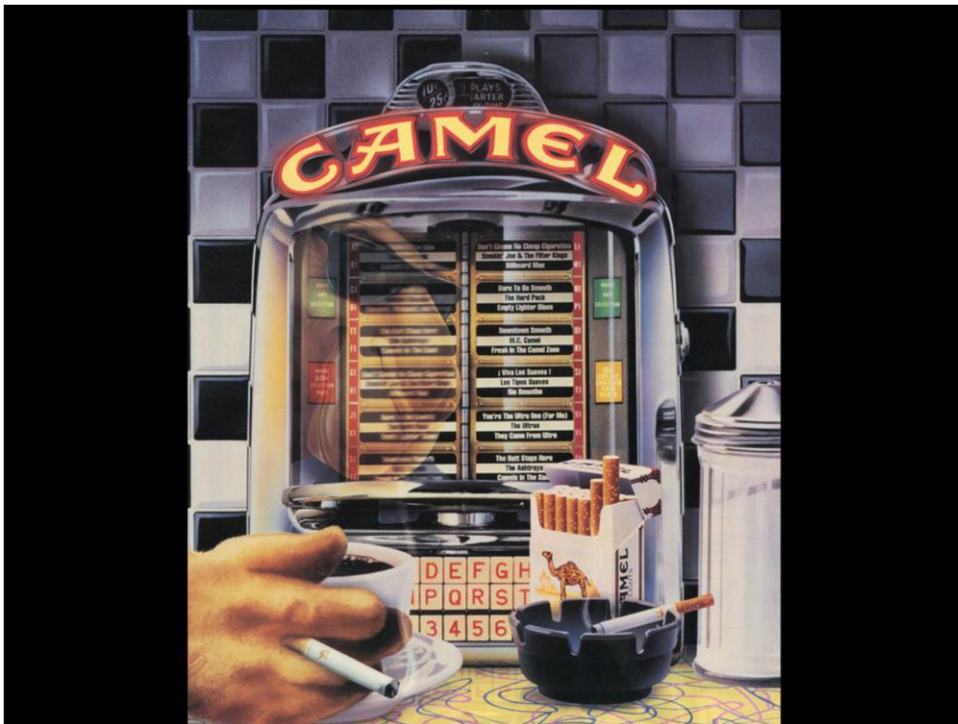


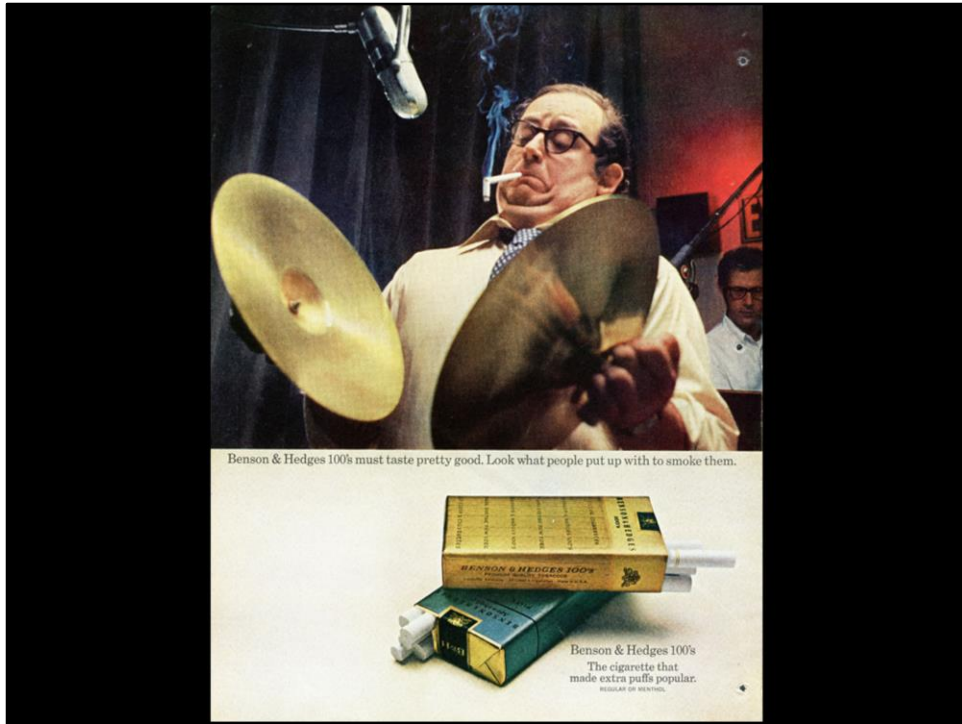
Salem 2000











Benson & Hedges 100's must taste pretty good. Look what people put up with to smoke them.

Benson & Hedges 100's
The cigarette that
made extra puffs popular.
REGULAR OR MILD



A black and white advertisement for Kool cigarettes. The background is dark. In the center, a man with dark, wavy hair is playing a drum set with enthusiasm, his mouth open as if shouting or singing. He is wearing a light blue shirt. To his right, three packs of Kool cigarettes are displayed: Kool Lights, Kool Ultra, and Kool Pure. The headline at the top reads "There's only one way to play it." with a small graphic of a cigarette. Below the packs, a quote says: "Wherever the music is hot, the taste is Kool. At any tar-level, there's only one sensation this refreshing." At the bottom left, a white box contains a warning from the Surgeon General. At the bottom right, small text provides tar and nicotine content for different cigarette types.

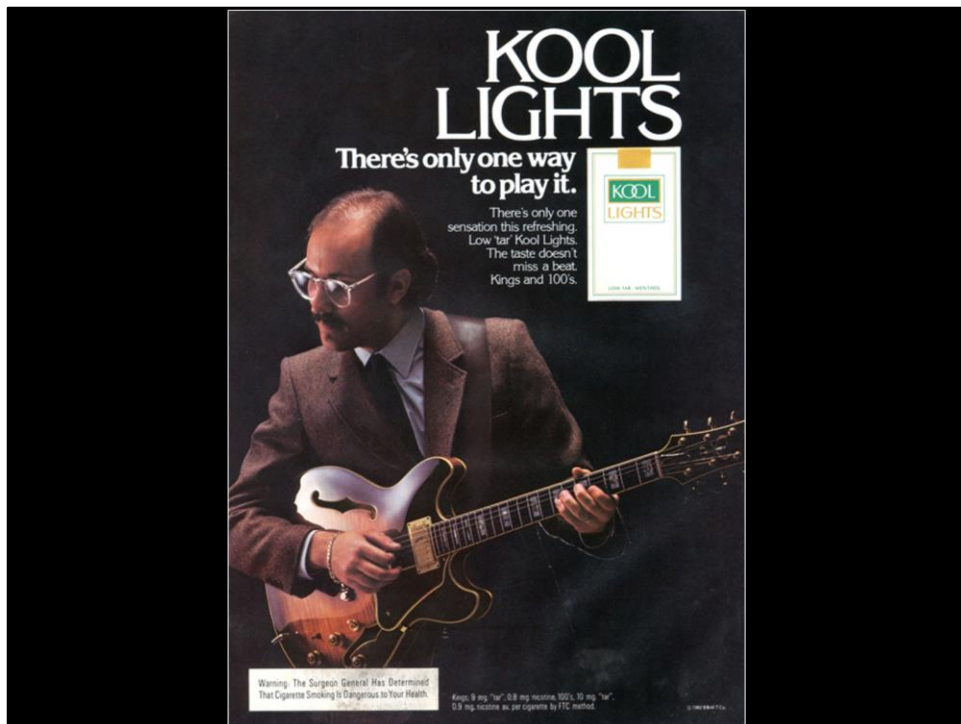
There's only one way to play it.

Wherever the music is hot, the taste is Kool. At any tar-level, there's only one sensation this refreshing.

© 1988 B&W T Co.

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

Lights Kings, 8 mg. "tar", 0.7 mg. nicotine; Filter Kings, 17 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Mar. '83.



Kings: 9 mg "tar", 0.8 mg nicotine 100's, 10 mg "tar",
0.9 mg nicotine av. per cigarette by FTC method.

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

**KOOL
LIGHTS**

There's only one sensation this
refreshing. Low "tar" KOOL LIGHTS.
The taste doesn't miss a beat.

There's only one way to play it.



There's only one way to play it.
No other ultra brings you a sensation this refreshing. Even
at 2 mg., KOOL Ultra has taste that outplays them all.

**NEW
KOOL
ULTRA**

KOOL
ULTRA
EXTRA LOW TAR

Kings 2 mg.
100's 5 mg.

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

Kings: 7 mg. "tar", 0.3 mg. nicotine av. a cigarette by FTC method.
100's: 5 mg. "tar", 0.2 mg. nicotine av. per cigarette by FTC method.



**There's
only one
way to
play it.**

Wherever the music is hot, the
taste is Kool. Because there's only
one sensation this refreshing.

Kings, 17 mg. "tar", 1.1 mg. nicotine, Longs, 14 mg. "tar",
1.0 mg. nicotine av. per cigarette, FTC Report Mar. '93.

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

© 1993 B&W T Co.

The advertisement features a man in a dark suit and light blue shirt playing a silver saxophone. In the upper left, two packs of Kool cigarettes are shown: 'Kool Filter Kings' and 'Kool Longs'. The background is dark, and the overall tone is sophisticated and musical.

KOOL ULTRA

**There's only one way
to play it...**

No other ultra brings
you a sensation this
refreshing. Even at 2 mg.
Kool Ultra has taste that
outplays them all.

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

Kings: 2 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.
100's: 1 mg. "tar", 0.6 mg. nicotine av. per cigarette by FTC method.

© 1985 B&W T Co.

The advertisement features a black and white photograph of a man with curly hair and glasses, wearing a blue shirt, playing a drum set. He is captured in a dynamic pose, hitting a cymbal with a drumstick. The background is dark, making the drummer and the cigarette packs stand out. Two packs of Kool Ultra cigarettes are shown in the upper right corner, one standing upright and the other lying down. The text is arranged in a clean, modern layout, with the brand name 'KOOL ULTRA' in large, bold letters at the top. The tagline 'There's only one way to play it...' is prominently displayed below the brand name. A small text block provides a health warning, and another block at the bottom right specifies the nicotine and tar content for both King and 100's cigarette formats. The copyright notice '© 1985 B&W T Co.' is located in the bottom right corner.



There's only one way to play it...

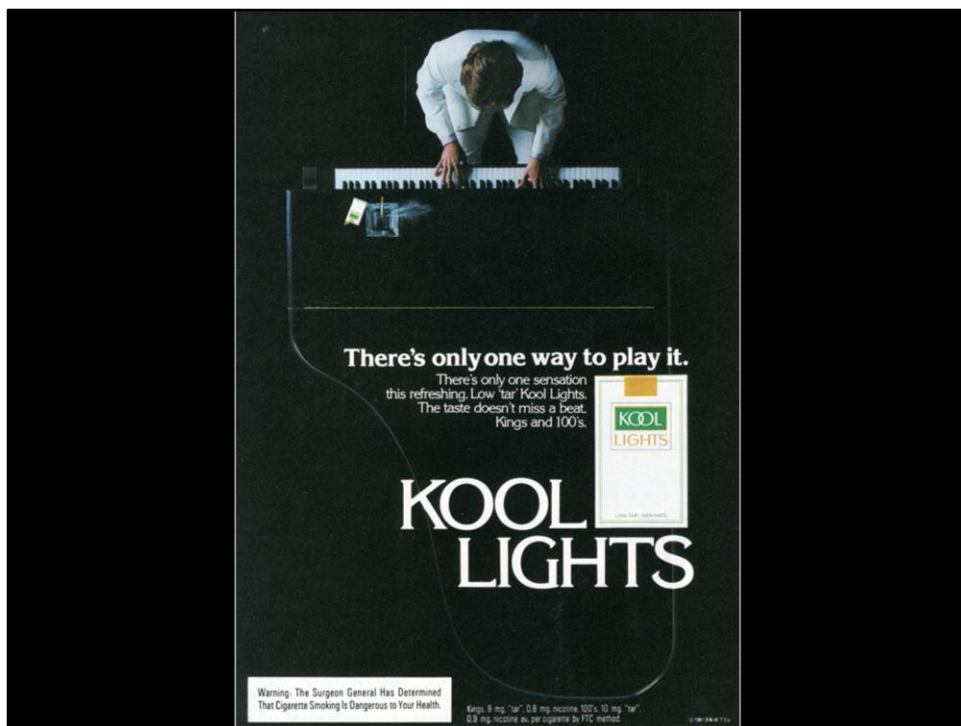
Wherever the music is hot, the taste is Kool. Because there's only one sensation this refreshing.

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.

© 1983 B&W T Co.

The advertisement features a man with glasses and a mustache, wearing a tuxedo and playing a Gibson Les Paul electric guitar. In the upper left, two packs of Kool cigarettes are shown: 'Kool Filter Kings' and 'Kool Longs'. The background is dark, and the overall tone is sophisticated and musical.



© 1984 B&W T Co.

There's only one way to play it...

Wherever the music is hot,
the taste is KOOL. Because there's
only one sensation this refreshing.

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

15 mg. "tar," 1.2 mg. nicotine av.
per cigarette, FTC Report May '81.

© 1982 B&W T Co.

There's only one way to play it.

There's only one sensation this refreshing. Low "tar" KOOL LIGHTS. The taste doesn't miss a beat.

KOOL LIGHTS

Kings, 9 mg. "tar", 0.9 mg. nicotine, 100's, 10 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

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

There's only one way to play it.

A man in a dark red shirt is playing a saxophone. To his right are three packs of KOOL cigarettes: KOOL LIGHTS, KOOL ULTRA, and KOOL Ultra Kings. The packs are white with green and gold accents.

Wherever the music is hot, the taste is KOOL. At any tar level, there's only one sensation this refreshing.

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

Ultra Kings, 2 mg. "tar", 0.2 mg. nicotine; Lights Kings, 0 mg. "tar", 0.7 mg. nicotine; Ultra Kings, 17 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Mar. '83.

© 1983 B&W T Co.



**There's
only one
way to
play it.**

Wherever the music
is hot, the taste is KOOL.
Because there's only one
sensation this refreshing.

KOOL
Filter Kings
MADE IN U.S.A. 100 CIGARETTES

KOOL
Lights
MADE IN U.S.A. 100 CIGARETTES

Kings, 17 mg. "tar", 1.1 mg. nicotine; Lights, 14 mg. "tar",
1.0 mg. nicotine av. per cigarette, FTC Report Mar. '83.

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



NEW

BENSON & HEDGES *Special Kings*
A REFRESHINGLY SMOOTH MENTHOL
IN THE NEW POCKET PACK. DISCOVER "SOFT PACK FEEL IN A BOX."
IN SHORT, AMERICA'S PREMIUM CIGARETTE

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

© Philip Morris Inc. 1992
13 mg "tar," 0.9 mg nicotine av. per cigarette by FTC method.

AVAILABLE IN LIMITED AREAS

1992

There's only one way to play it.

KOOL
Filter Kings
100's

KOOL
Super Kings
100's

Wherever the music is hot, the taste is KOOL. Because there's only one sensation this refreshing.

Kings, 17 mg. "tar", 1.1 mg. nicotine; Longs, 15 mg. "tar", 1.0 mg. nicotine av. per cigarette, FTC Report Mar. '84.

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

© 1983 B&W T Co.

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

Ultra Kings 2 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method. Filter Kings 16 mg. "tar", 1.1 mg. nicotine av. per cigarette, FTC Report Dec. '81.

Wherever the music is hot the taste is KOOL. At any "tar" level, there's only one sensation this refreshing.

There's only one way to play it...

Original Low tar 2 mg.



© 1988 B&W T Co.

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

Kings: 9 mg. "tar", 0.8 mg. nicotine, 100's: 10 mg. "tar",
0.9 mg. nicotine av. per cigarette by FTC method.

KOOL LIGHTS

There's only one
way to play it.

There's only one
sensation this refreshing.
Low "tar" KOOL Lights.
The taste doesn't
miss a beat.

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

Ultra Kings, 2 mg. "tar", 0.3 mg. nicotine; Lights Kings, 0 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method; Filter King, 10 mg. "tar", 1.1 mg. nicotine av. per cigarette. FTC Report Dec. '81.

There's only one way to play it...

Wherever the music is hot, the taste is KOOL. At any "tar" level, there's only one sensation this refreshing.

KOOL
Filter Kings
Original

KOOL
LIGHTS
Low "tar"

KOOL
ULTRA
2 mg.

© 1982 B&W T Co.



**There's only one
way to play it.**

Wherever the music is hot,
the taste is Kool. At any tar level,
there's only one sensation
this refreshing.



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

© 1984 B&W T Co.
Milds Kings, 11 mg. "tar", 0.8 mg. nicotine, Filter Kings, 17 mg. "tar",
1.7 mg. nicotine av. per cigarette, FTC Report Mar. '84.

KOOL LIGHTS

There's only one way to play it.

There's only one sensation this refreshing, Low "tar" Kool Lights. The taste doesn't miss a beat.

Kool Lights 9 mg. "tar", 0.8 mg. nicotine 100's, 10 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.

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

The advertisement features a person with glasses and a dark shirt playing a xylophone. The background is dark, and the lighting highlights the person's face and the xylophone. Two packs of Kool Lights cigarettes are shown in the upper right corner. The overall tone is sophisticated and artistic.

© 1988 B&W T Co.

Two new ways to play it...

New KOOL Lights
There's only one low tar with a sensation this refreshing.
KOOL Lights.
The taste doesn't miss a beat.

KOOL LIGHTS
LOW TAR. MILD TASTE.

New KOOL Ultra
One ultra has taste that outplays them all.
New KOOL Ultra.
Even at 2 mg, you get the refreshing sensation of KOOL.

KOOL ULTRA
ULTRA LOW TAR.

Ultra Kings, 2 mg. "tar", 0.3 mg. nicotine. Lights Kings, 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

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

There's only one way to play it.

No other ultra brings you a sensation this refreshing. Even at 2 mg., KOOL Ultra has taste that outplays them all.

**NEW
KOOL
ULTRA**

Kings 2 mg. 100's 5 mg.

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

Kings 2 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.
100's 5 mg. "tar", 0.9 mg. nicotine av. per cigarette by FTC method.



that's right!

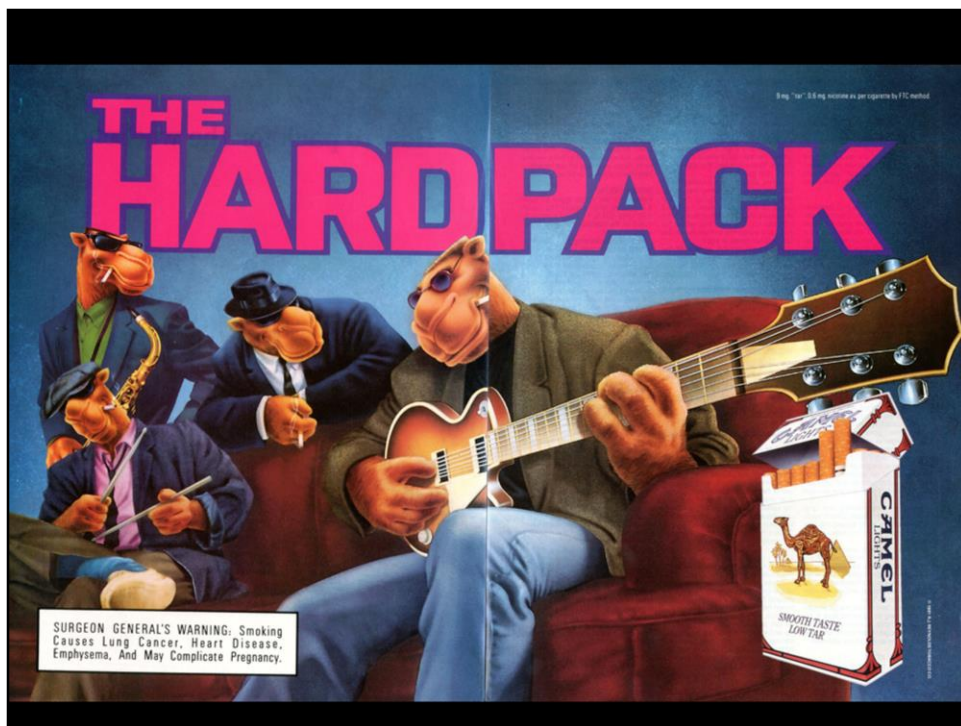
Viceroy's got the taste that's right!

Some filter cigarettes taste too strong—just like the unfiltered kind. Some taste too light—and they're no fun at all. But Viceroy tastes the way you'd like a filter cigarette to taste.

Smoke all seven of the leading filter brands, and you'll agree: some taste too strong . . . some taste too light . . . but Viceroy's got the taste that's right. That's right! *That's right!*









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

9 mg "tar", 0.6 mg nicotine av. per cigarette by FTC method.
© 1995 R.J. REYNOLDS TOBACCO CO.

Sing Lead For The Hard Pack.



Only With Camel Cash.

Sing loud and proud behind a Hard Pack Shower Curtain.
Or get an authentic Hard Pack Lighter (don't try it in the shower). Camel Cash is good for lots of other smooth stuff, too. So start savin' it up now. There's one C-Note with all the details on every pack of filtered Camels. Just remember, yе gotta hurry. This gig ends May 31.





THE CAST reading left to right: Pete (Erwyn Muhich), Henry (Herbert Polosie), George (Ted Bergman), and Flo (Georgina Backus)



THE ORCHESTRA reading left to right: Emil Seidel, Bill Dorn, M. Massie, M. Berger, Billy Effros, Clyde Dorn, Dave Boyd, Gill Koerner, Tony Parant, Stanley Green, Mike Rosenker, Murray Hoffman, Billy Arnt, and Cornell.

HENRY GEORGE 5¢ CIGAR

FROM PIANO MOVER TO HOLLYWOOD STAR ...

MARIO LANZA

ENDING TO HIMSELF AS HE MOVED A PIANO ONTO A CONCERT HALL STAGE, MARIO LANZA WAS OVERHEARD BY A NOTED CONDUCTOR. THE MAESTRO, REALIZING HE HAD A FIND, TOLD MARIO TO DROP THE PIANO AND TAKE UP A NEW CAREER.

HANDSOME, SIX-FOOT MARIO DEVELOPED HIS IMPOSING PHYSIQUE AS A YOUNG WEIGHT LIFTER. HE ALSO STARRED AS A HIGH SCHOOL ATHLETE.

ARMY VET BARREL-CHESTED* MARIO LANZA'S GOAL IS OPERA. MEANWHILE, HE'S SUND AND ACTED HIS WAY TO STARDOM IN THE MOVIE CAPITAL. LIKE MILLIONS OF HIS ADMIRERS, MARIO SMOKE CAMELS. SAYS THEY'RE A GREAT-TASTING, MILD CIGARETTE.

* Mario Lanza is one of the few tenors who has sung D-flat over high C in a public performance!

I CAN'T AFFORD TO TAKE CHANCES WITH MY VOICE. I SMOKE CAMELS. THEY SUIT MY THROAT AND TASTE TO A T!

In a coast-to-coast test of hundreds of men and women who smoked Camels—and only Camels—for 30 days, noted throat specialists, making weekly examinations, reported:

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!

See for yourself why
MORE PEOPLE SMOKE CAMELS
than any other cigarette

Make your own
Camel 30-DAY TEST
IN YOUR "T-ZONE"
(T for Throat ...
T for Taste)

CAMEL
TREATS YOUR THROAT
GENTLY

© J. Reynolds Tobacco Company, Winston-Salem, North Carolina

