

It's **WINSTON** for flavor!

WINSTON TASTES GOOD!

LIKE A CIGARETTE SHOULD!

Now one of America's most popular cigarettes!

■ Smokers are switching to Winston faster than you can say: "Winston tastes good — like a cigarette should!" This easy-drawing filter smoke brings you real tobacco flavor, rich and full. And the Winston filter works so well the flavor really gets through to you. Join the big switch to Winston. This filter cigarette tastes good — like a cigarette should!

EASY-DRAWING!

Smoke **WINSTON** the filter cigarette America enjoys most of all!

Great day in the morning! *Flavor* in a filter cigarette!

WINSTON tastes good—
like a cigarette should!

IT'S GOT
REAL FLAVOR!

AND
DRAWS SO
EASY!

Winston brings flavor back to filter smoking!

EASY-DRAWING!

■ No wonder Winston has changed America's mind about filter cigarettes! Winston tastes good—like a cigarette should! It's got real flavor—the full, rich flavor real smokers want. You're sure to enjoy Winston's finer flavor!

■ Winston also introduced a finer filter that works as effectively, yet doesn't "thin" the taste. The fine tobacco flavor comes clean thru to you because Winstons are *easy-drawing*. You'll really appreciate Winston's finer filter!

Smoke **WINSTON** the *easy-drawing* filter cigarette!

KING SIZE
Winston
FILTER CIGARETTES
FINER FILTER
FINER FLAVOR

© J. Donnell Johnson Co., Winston-Salem, N. C.

MAY 1955

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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

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 unfiltered cigarettes. And with L&M's modern filter - the Miracle Tip - only pure white vanities your lips. Get lots more from L&M - the filter cigarette for people who really like to smoke.

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



WINSTON is always good company !



WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

Enjoy a finer filter cigarette !

The moment you touch a match to your first Winston, you'll know why it's so popular! Here's real flavor, rich and full. And here's a real filter, too -- a filter that does its job so well the flavor really comes through to you. Enjoy finer filter smoking. Switch to Winston.

Switch to **WINSTON** America's best-selling, best-tasting filter cigarette!

Winston
KING SIZE
FILTER - CIGARETTES
FINER FILTER
FINER FLAVOR

Real flavor - that's WINSTON!

WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

GARRY MOORE

Join the switch to **WINSTON** and
enjoy filter smoking!

■ If you haven't tried Winston yet, you have a most pleasant surprise in store. This filter cigarette tastes good—like a cigarette should! No wonder Winston is already America's first choice among all filter cigarettes.

Winston brings you full, rich, tobacco flavor. What's more, the exclusive Winston filter works so well the flavor really gets through to you. Try Winston!

Winston
KING SIZE
FILTER CIGARETTES
FINKER FILTER
FINKER FLAVOR

EASY-DRAWING!

FINKER FILTER
FINKER FLAVOR

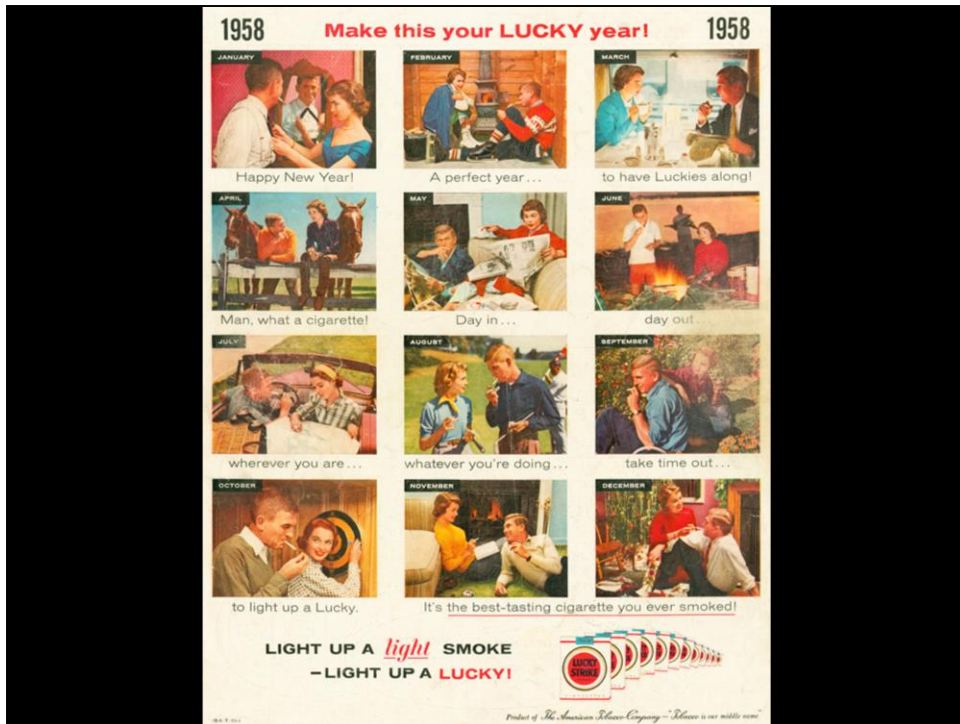
Smoke **WINSTON** the filter cigarette America enjoys most of all!







1936





The illustration depicts four people in a sophisticated setting, likely a restaurant or club. A man in a blue suit is drinking from a green cup. A woman in a grey suit is holding a glass of red wine. A man in a dark suit is holding a cigarette. A woman in a brown suit is holding a cigarette. They are all looking at a large, shallow, golden bowl on a table. A single cigarette is lying on the rim of the bowl. The background is dark and moody.

"That," the jury said, "is your milder, better-tasting cigarette!..."

When you try your fine Fleetwood, you will taste the result of a new idea in cigarette blending. Its exquisite flavor was created with the guidance of a professional jury of tasters of fine wines, teas, and coffees. Blend after blend was developed until they came to one which their sensitive tastes found both milder and better-tasting than any of the so long-selling brands.

And with new taste-goneness, Fleetwood also brings you extra protection against nicotine, throat irritants, and tar that stain fingers and teeth. Provided you smoke it no faster than an old-time cigarette, Fleetwood's extra length will filter out more such puff of smoke, make it measurably cleaner! A cleaner, finer smoke is Fleetwood's promise. Try a pack today.

FLEETWOOD
A CLEANER, FINER SMOKE

8 CIGARETTE CIGARETTES AT THE STANDARD PRICE • THE AMERICAN TOBACCO COMPANY, INC. • "HOUSE OF TRADING" • LOOSEVILLE, N.Y.









LIGHT UP A LIGHT SMOKE-

LIGHT UP A LUCKY!

WHEN YOU SMOKE A LUCKY, YOU'RE SMOKING LIGHT!
A LIGHT CIGARETTE, AND ALL CIGARETTE - THAT'S A LUCKY! IT'S MADE OF LIGHT, GOLDEN RICH, NATURALLY GOOD-TASTING TOBACCO THAT'S **TOASTED** TO TASTE EVEN BETTER, LIGHT UP A LUCKY. YOU'LL SAY IT'S THE RIGHT SMOKE FOR YOU!

LUCKY STRIKE
CIGARETTES
L.S./M.F.T.

THE BEST-TASTING CIGARETTE YOU EVER SMOKED!

Product of The American Tobacco Company - "Lucky is our middle name"

**LIGHT UP
A LUCKY**

*it's light-up
time!*

LIGHT-UP TIMES. Lingering
after dinner, doing the dishes,
watching TV... great times to
light up a Lucky. This is the
cigarette that means fine tobacco
...and it's TOASTED to taste bet-
ter. You'll say this is the best-tast-
ing cigarette you ever smoked!

*IT'S TOASTED®
to taste better!*

**Luckies
taste better**

Cleaner. Fresher. Smoother!

© 1954, L. & W. T. American Tobacco Company. AMERICA'S LEADING MANUFACTURER OF CIGARETTES

Be Happy—Go Lucky! You'll say it's the . . .

**best-tasting cigarette
you ever smoked!**



Light up a Lucky—it's light-up time!

VACATION-SOUND? Take Luckies along! Here's a cigarette to write home about—the best-tasting cigarette you ever smoked! A Lucky is all tobacco—fine, light, naturally good-tasting tobacco that's **TOASTED** to taste even better. People all over the map are turning to Luckies. How 'bout you?

Luckies Taste Better
"IT'S TOASTED" TO TASTE BETTER...CLEANER, FRESHER, SMOOTHER!

MADE IN U.S.A. PRODUCED BY THE AMERICAN TOBACCO COMPANY, NORFOLK, VIRGINIA. MANUFACTURED BY CIGARETTES



The illustration depicts a man in a patterned robe and a woman in a green and white patterned dress sitting at a small table. The man is holding a cigarette. On the table are a vase of flowers, a small clock, and a glass. A mirror on the wall reflects the woman's face. The scene is set in a room with a window showing a view of a garden.

*They Lend an
Added Charm to Smoking*

*Mild as May
20 for 20c*

MARLBORO
CIGARETTES
Created by PHILIP MORRIS & CO., Ltd., Inc.

MARLBORO CIGARETTES' tremendous popularity was predicted a year ago by those who first discovered their inimitable flavor... their exquisite mildness.

Husbands told their wives what a rare new treat they could serve for their friends and week-end guests. --And Marlboro's fame began to spread.

In just a little more than a year Marlboros have achieved the most sensational success ever achieved by any cigarette in such a short period of time.

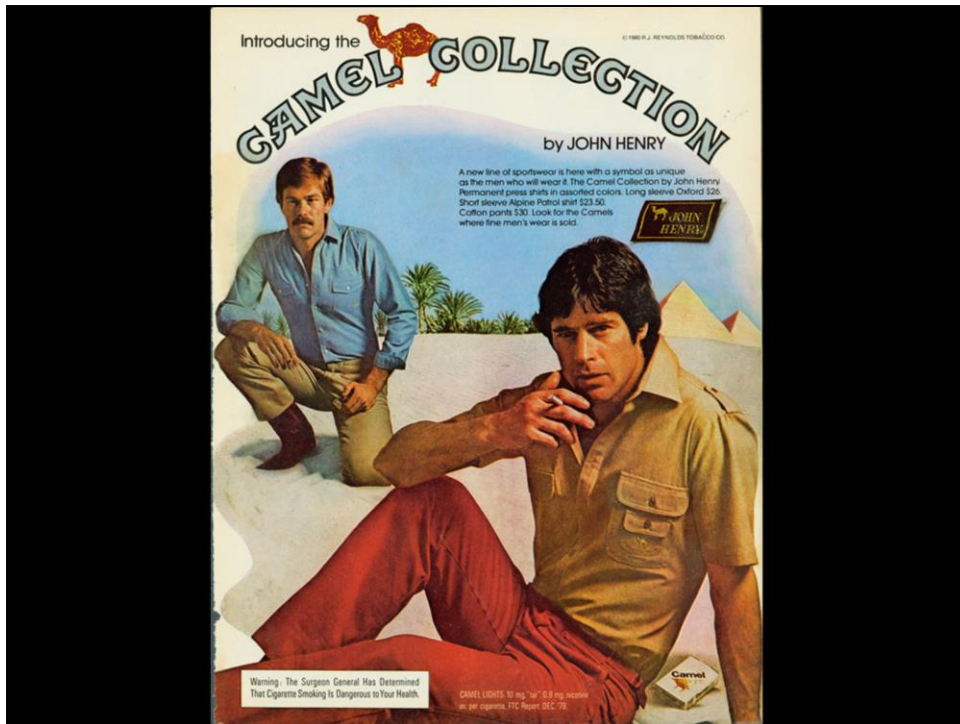
You'll be delighted with the added charm they lend to smoking. And at finding that a blend which exactly suits your taste can also be as "Mild as May."



A pack of Marlboro cigarettes, showing the brand name and the 'Mild as May' slogan.







Night People



How much fun can Night People have on a ten-dollar bill?
Well, start with a great Fellini movie. Later, stop for fettuccini at a little restaurant that hasn't been discovered yet.
Afterwards have spumoni and a Parliament. Bella notte!

They smoke Parliament. They like the style of this cigarette.

Parliament is made a different way
with a firm tip, and the filter
that's recessed inside a mouthpiece.
That's what makes it taste good.
Try Parliament. Tonight!



For people who like to smoke...

BENSON & HEDGES
because quality matters.

8 mg "tar," 0.8 mg nicotine av. per cigarette, by FTC method.

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

