

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. WILLIAM C. HAWLEY, Jr., showing New York society. Discriminating in her choice of cigarettes, Mrs. Hawley says: "I prefer Herbert Tareyton because I like the cork tip and mild tobacco."

Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cork tip can give... the cork tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

HERBERT TAREYTON CIGARETTES
Cork Tip
MODERN SIZE
TAREYTON

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. RODNEY FITZMAURICE, showing young society. Discriminating in her choice of cigarettes, Mrs. Fitzmaurice says: "The cock tip adds as much to the pleasure of smoking Herbert Tareyton."

Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cock tip can give... the cock tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

HERBERT TAREYTON CIGARETTES
Cock Tip
MODERN SIZE
TAREYTON

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

DISCRIMINATING PEOPLE PREFER **HERBERT TAREYTON**
WITH THE GENUINE CORK TIP



MRS. J. WILLIAM BROWN, JR., acting town master of Concord, Connecticut, Discriminating in her choice of cigarettes. She, smiling, says "Herbert Tareyton are so pleasant to smoke because they have a genuine cork tip and such mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips... it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

HERBERT TAREYTON
CIGARETTES
Cork Tip
MODERN SIZE
TAREYTON

©1961, The American Tobacco Company

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

Discriminating people prefer
HERBERT TAREYTON
...with the genuine cork tip to protect the lips



Mr. and Mrs. James C. Penderford, Jr., popular young New York socialites, say "We smoke Herbert Tareyton because the genuine cork tip is softer on them and fine."

Penderford & James Penderford

You'll agree with Mr. and Mrs. James C. Penderford, Jr., and other discriminating people who prefer Herbert Tareyton. You'll like the genuine cork tip that stays clean and firm, that won't stick to or tear your lips. And you'll like the modern king size that gives you a longer, cooler, naturally filtered smoke of fine, distinctive tobacco.

In fact, when you light up your first Herbert Tareyton, you'll say it's the most enjoyable cigarette you ever smoked!



© 1928 by The American Tobacco Company, makers of genuine, high-quality cigarettes and accessories.

TAREYTON'S GENUINE CORK TIP PROTECTS YOUR LIPS

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. CHARLES ABRAHAM, of New York and Palm Beach society, is discriminating in her choice of Christmas gifts. She, every year, "Tareyton" and makes others of Herbert Tareyton in their special Christmas packages."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips... it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

HERBERT TAREYTON CIGARETTES
Cork Tip
MODERN SIZE

TAREYTON

© 1954 The American Tobacco Company

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON

MR. AND MRS. JAMES LOCKE, popular young New York residents, discriminating in their choice of cigarettes, like most New Yorkers, are always with extra measure of Herbert Tareyton.

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips...it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

HERBERT TAREYTON CIGARETTES
Cork Tip
MODERN SIZE

TAREYTON

©1954 The American Tobacco Company

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



A woman in a light blue, floor-length gown with long white gloves stands in an art gallery. She is holding a small clutch bag. In the background, there are several framed paintings on the wall and a small statue on a pedestal. A man in a tuxedo is visible in the background on the right.

MRS. WILLIAM FITZGERALD W. BRYANSON, III, beautiful Newport society figure, at a showing of modern art, discriminating in her choice of cigarette, Mrs. W. Bryan says: "Herbert Tareyton is the only cigarette that gives you a cork tip, extra length and such mild tobacco."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cork tip can give. The cork tip doesn't stick to the lips... it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



A pack of Herbert Tareyton cigarettes, labeled "Cork Tip MODERN SIZE". The pack features a crown logo and a small illustration of a man in a tuxedo. Several cigarettes are visible at the top of the pack.

HERBERT TAREYTON
CIGARETTES
Cork Tip
MODERN SIZE
TAREYTON

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

Discriminating people prefer
HERBERT TAREYTON
...with the genuine cork tip to protect the lips



Mrs. E. C. Rutherford, charming young New York socialite, says: "I get so much more enjoyment from Herbert Tareyton Cigarettes because the genuine cork tip always stays firm and moist."

Judy Rutherford



You'll agree with Mrs. E. C. Rutherford and other discriminating people who prefer Herbert Tareyton. You'll like the genuine cork tip that stays clean and firm, that won't stick to or tear your lips. And you'll like the modern king size that gives you a longer, cooler, naturally filtered smoke of fine, distinctive tobacco.

In fact, when you light up your first Herbert Tareyton, you'll say it's the most enjoyable cigarette you ever smoked!



Presented by The American Tobacco Company, America's Leading Manufacturer of Cigarettes.

TAREYTON'S GENUINE CORK TIP PROTECTS YOUR LIPS

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON



MRS. GARLEY BURELLENDER, beautiful young society beauty. Discriminating in her choice of cigarettes, she, *Illustrated* says, "Fine Tareyton, tobacco and extra measure of Herbert Tareyton."

Discriminating people prefer Herbert Tareyton because they pay no more for this better cigarette. They appreciate the kind of smoking that only a genuine cork tip can give . . . the cork tip doesn't stick to the lips, it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.



THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

DISCRIMINATING PEOPLE PREFER HERBERT TAREYTON

MISS MARY B. MATTHEW is the former Apple in Saint Paulin of President Ben Smith's Herbert Tareyton cigarettes. "This is the kind of cigarette that only a genuine cock tip can give... the cock tip doesn't stick to the lips, it's clean and firm, and discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

HERBERT TAREYTON CIGARETTES
Cock Tip
MODERN SIZE
TAREYTON

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

DISCRIMINATING PEOPLE PREFER
HERBERT TAREYTON

MR. AND MRS. JAMES JONES, popular young New York couple, discriminating in their choice of "Cigarettes, Mr. and Mrs. Jones say, "How we seldom get anywhere else but to Herbert Tareyton."

HERBERT TAREYTON
CIGARETTES
Cock Tip
MODERN SIZE
TAREYTON

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cock tip can give. The cock tip doesn't stick to the lips... it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern taste not only craves a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

©1954 The American Tobacco Company

The **TAREYTON** *Twosome*

*the perfect choice
for better smoking*

HERBERT TAREYTON

For better smoking, ask for Herbert Tareyton. You'll enjoy the mild, rich-tasting blend of famous quality tobaccos and you'll like the genuine cork tip that always stays firm and fresh... that adds so much to your smoking pleasure.

FILTER TIP TAREYTON

All the pleasure comes through... the taste is great! Filter Tip Tareyton smokes milder, smokes smoother, draws easier. And Tareyton's filter is post-gray because it contains Activated Charcoal for real filtration. It's the best in filtered smoking!

PRODUCTS OF
The American Tobacco Company
AMERICA'S LEADING MANUFACTURER OF TOBACCOES

Only **FILTER TIP TAREYTON**
gives you Activated Charcoal Filtration

DISCRIMINATING PEOPLE PREFER
HERBERT TAREYTON

MISS BARBARA CRUMWELL
beautiful young member of one
of Baltimore's most distinguished
families, commenting on the
desired cigarette, Miss Crumwell
says: "I prefer Herbert Tareyton
because I like the cool tip and
smooth mild taste."

HERBERT TAREYTON
CIGARETTES
Cool Tip
MODERN SIZE
TAREYTON

Discriminating people prefer Herbert Tareyton. They appreciate
the kind of smoking that only fine tobacco and a genuine cork tip can
give. The cork tip doesn't stick to the lips... it's clean and firm. And
discriminating people prefer Herbert Tareyton because their modern
size not only means a longer, cooler smoke, but that extra measure of fine
tobacco makes Herbert Tareyton today's most unusual cigarette value.

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE
© 1954 The Herbert Tareyton Company

DISCRIMINATING PEOPLE PREFER
HERBERT TAREYTON

MRS. B. POPE MARSH of Boston, among the foremost among the country club women in the world, writes: "Herbert Tareyton are always in good and health."

Discriminating people prefer Herbert Tareyton. They appreciate the kind of smoking that only fine tobacco and a genuine cock tip can give. The cock tip doesn't stick to the lips... it's clean and firm. And discriminating people prefer Herbert Tareyton because their modern size not only means a longer, cooler smoke, but that extra measure of fine tobacco makes Herbert Tareyton today's most unusual cigarette value.

THERE'S SOMETHING ABOUT THEM YOU'LL LIKE

©1954 The American Tobacco Company

35

The TAREYTON Twosome



the perfect choice for better smoking

HERBERT TAREYTON
For better smoking, ask for Herbert Tareyton. You'll enjoy the mild, refreshing blend of famous quality tobaccos and you'll like the genuine cork tip that always stays firm and fresh... that adds so much to your smoking pleasure.

FILTER TIP TAREYTON
All the pleasure comes thru... the taste is great! Filter Tip Tareyton smokes milder, smokes smoother, draws easier. And Tareyton's filter is pearl-gray because it contains Activated Charcoal for real filtration. It's the best in filtered smoking!

Only **FILTER TIP TAREYTON** gives you Activated Charcoal filtration

PRODUCTS OF The American Tobacco Company AMERICA'S LEADING MANUFACTURER OF CIGARETTES

The **TAREYTON** *Twosome*



the perfect choice for better smoking

HERBERT TAREYTON

For better smoking, ask for Herbert Tareyton. You'll enjoy the mild, rich-tasting blend of famous-quality tobaccos and you'll like the genuine cork tip that always stays firm and fresh... that adds so much to your smoking pleasure.

FILTER TIP TAREYTON

As the pleasure comes thru... the taste is great! Filter Tip Tareyton smokes milder, smokes smoother, draws easier. And Tareyton's filter is pearl-gray because it contains Activated Charcoal for real filtration. It's the best in filtered smoking!

Only **FILTER TIP**
TAREYTON
gives you
Activated Charcoal
Filtration

PRODUCTS OF The American Tobacco Company AMERICAN LEADING MANUFACTURERS OF CIGARETTES

