

Consider your *Adam's Apple!!**
**Don't Rasp Your Throat
With Harsh
Irritants**



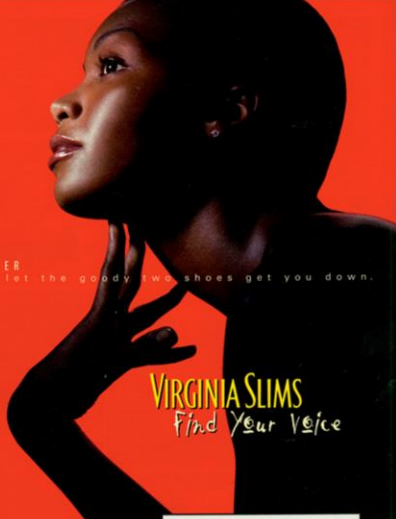
LUCKIES are always
kind to your throat

Light Refiners
NEW YORK, N. Y.

"It's toasted"
Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifies
Your Throat Protection—against irritation—against cough



What effect have harsh irritants present in all
raw tobaccos upon the throat? A famous author—
Dr. retained by us in study throat irritation says:
"The tissues above and below the vocal
chords and the vocal chords themselves may
become severely or chronically congested
as a result of the inhalation of irritating
fumes in the case of chemists for example."
LUCKY STRIKE'S exclusive "TOASTING" Process
expels certain harsh irritants present in all raw
tobaccos. We call these expelled irritants "minor
features" of chemical compounds. They are not
present in your LUCKY STRIKE. So Consider your
Adam's Apple—that is your larynx—your voice
box—it contains your vocal chords. Don't rasp
your throat with harsh irritants. Be careful in your
choice of cigarettes. Reach for a LUCKY instead.



NEVER
let the goody two shoes get you down.

VIRGINIA SLIMS
Find Your Voice

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

VIRGINIA SLIMS
10 mg "tar," 0.7 mg nicotine av. per cigarette by FTC method.

1931

1999

Smoking is the #1 Cause of Throat Cancer





Launched in 1928, this highly successful campaign targeting women was eventually derailed by threats of litigation from the candy industry.

The tobacco industry later promoted "candy cigarettes"



Launched in 1928, this highly successful campaign targeting women was eventually derailed by threats of litigation from the candy industry.

The tobacco industry later promoted “candy cigarettes”

A Swell Package!



Take a look
At an Old Gold
Package
And you'll see
Why Old Golds
Reach you
Fresher and
Finer than any
Other cigarette.
Because Old Golds
Are made of
Double-aged
Double-mellow
Prime crop
Tobacco.

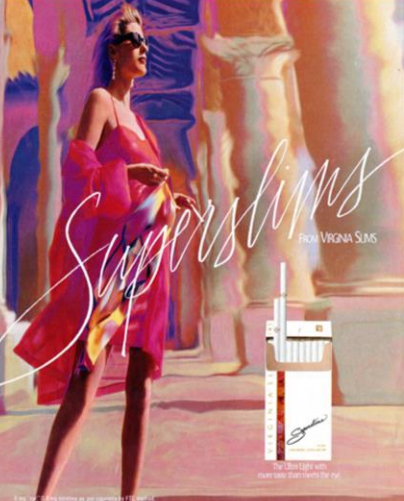
We guard them
Like the precious
Jewels they are!
An EXTRA jacket
Of Cellulosephane
Double seals both
Package ends
So not one iota of
O.G.'s flavor
And fragrance
Can escape.
Buy your Old Golds
Where you will,
In Dumpy Cigarettes
Or Dry,
You'll get them
Exactly as we
Make them.
And that's as
Fine as a
Cigarette
Can be made.
We think the gal's
A Swell Package
You!

Every pack
contains at
least 20
cigarettes
and 20 mg.
tar and 0.9 mg.
nicotine
av. per cigarette.

Old Gold
CIGARETTES
THE TREASURE OF OLD GOLD
Old Gold
CIGARETTES

©1988 Old Gold Tobacco Company, Inc.

For Finer FRESHER Flavor... Smoke Double-Mellow Old Golds



Superslims

FROM VIRGINIA SLIMS

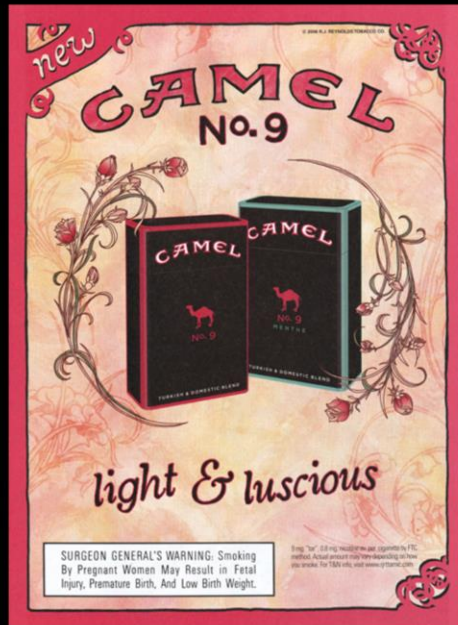
The Superslims with
smooth taste that's never the real.

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



1956

Pink Cigarettes to Entice
Young Girls to Start Smoking



2007



1898

*Sweetened Cigarettes
Help Beginners
to Start the Habit*

Two Camel Signature cigarette packs are shown. The top pack is "Mellow" with a yellow and orange design. The bottom pack is "Robust" with a red and black design. Both packs feature the Camel logo and the text "Camel Signature".

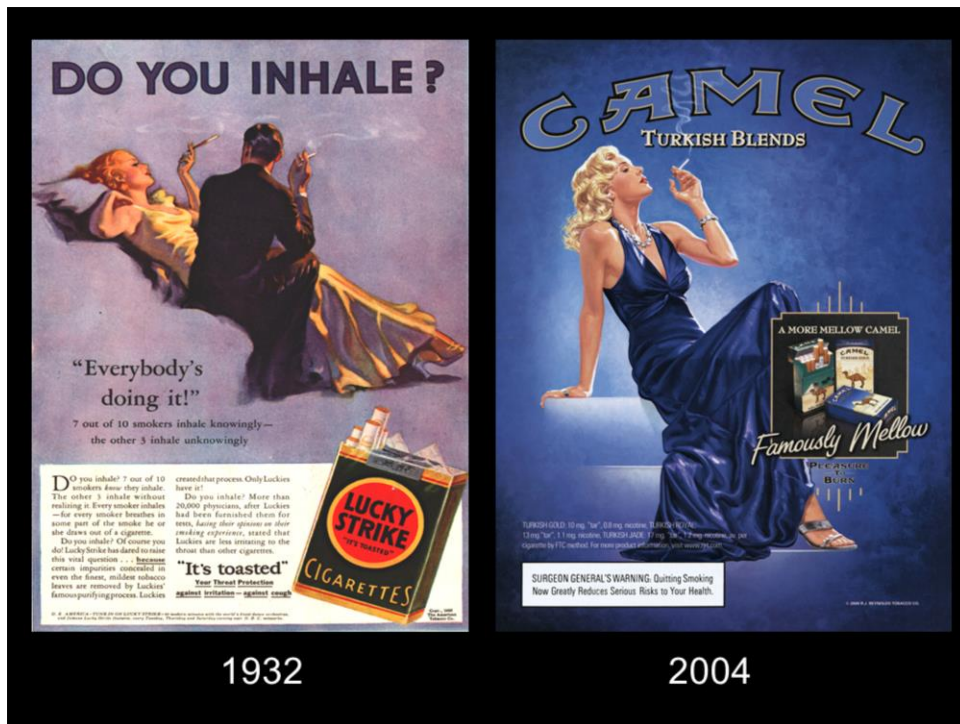
MELLOW
Camel Signature Mellow is deliciously smooth with sun-cured tobacco taste.
Camel's classic Turkish tobacco is accented with toasted honey giving it a sweet and velvety smooth finish.

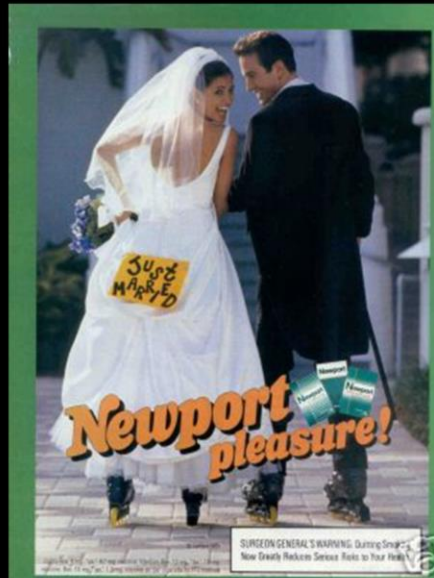
Honey

2007

ROBUST
Camel Signature Robust is a lively blend with distinctive flavor.
A hearty smoke that delivers a warm, dark flavor similar to notes found on cocoa and espresso.

Cocoa





**To keep a slender figure
No one can deny...**

**Reach
for a
LUCKY
instead of a
sweet**

**LUCKY STRIKE
CIGARETTES**

"It's toasted"

No Throat Irritation - No Cough

**Virginia Slims are slimmer than
the fat cigarettes men smoke.
And rightly so.**

Virginia Slims is the only
slim cigarette made just
for women.
They're tailored slim to fit
your hands and your lips.
With rich Virginia flavor
women like.

**VIRGINIA
SLIMS.**

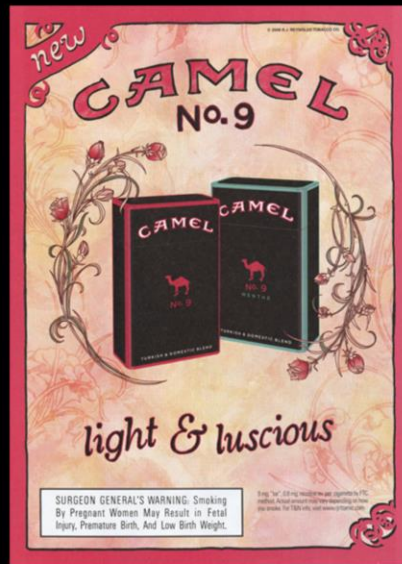
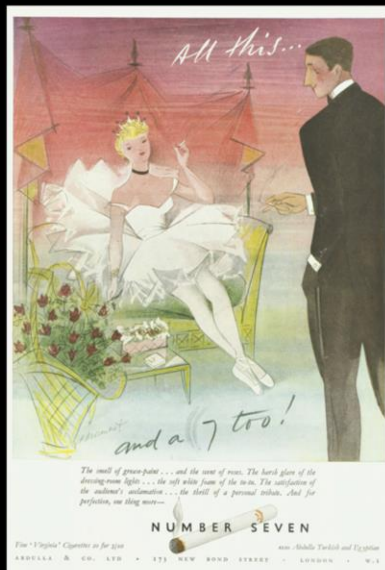
**You've come
a long way baby.**

Regard: 11mg "tar," 1.1mg nicotine - Method 28mg "tar," 1.2mg nicotine av. per cigarette, FTC Report Aug 21

You really haven't "Come Such a Long Way Baby"

Launched in 1928, this highly successful campaign targeting women was eventually derailed by threats of litigation from the candy industry.

The tobacco industry later promoted "candy cigarettes"









1934



"Nature in the Raw" is seldom MILD

THE PILLAGES OF PARIS
"Nature in the Raw"—after the great French artist Louis Moreau, inspired by the young Bretonne of whom the artist took to the streets of Paris—has A. J. "Nature in the Raw" is seldom Mild—and your tobacco has no place in cigarettes.

LUCKY STRIKE CIGARETTES

No raw tobaccos in Luckies—that's why they're so mild

WE buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so these fine tobaccos, after proper aging and mellow-

ing, are then given the benefit of that Lucky Strike purifying process, described by the words—"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

"It's toasted"
That's because of mild Luckies



MINDIG LEVESZ A LÁBAMRÓL

KENT SUPER LIGHTS. ÍGY KÖNNYŰ!

KENT Super Lights

A DOHÁNYZÁS SÚLYOSAN KÁROSÍTJA AZ ÖN ÉS KÖRNYEZETE EGÉSZSÉGÉT!





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



1931









Salem 2000



1995



1989

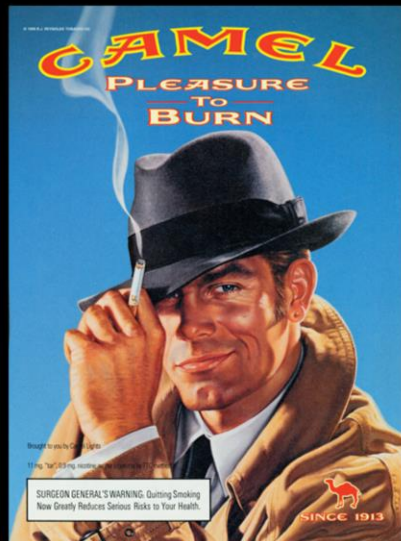
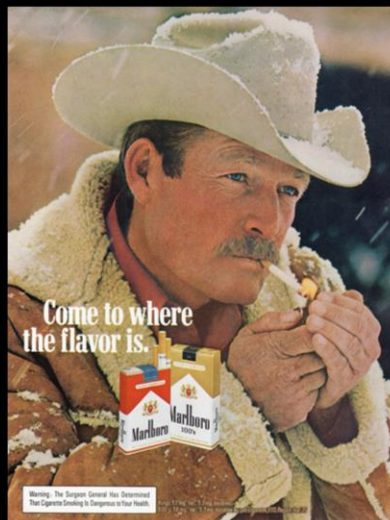


1938













1934









No song and dance
about medical claims...

Old Gold's specialty is to give
you a **TREAT** instead of a **TREATMENT**

SEE THE OLD GOLD BUREAU PACKAGING FOR MORE ABOUT THE
ADVANCED, NEW, OLD GOLD, "OLD GOLD" BRAND, AND ITS ADVANTAGES.
"OLD GOLD" IS A REGISTERED TRADEMARK OF OLD GOLD TOBACCO COMPANY.



7mg TAR 0-7mg NICOTINE
PROTECT CHILDREN:
DON'T MAKE THEM BREATHE YOUR SMOKE
Health Departments' Chief Medical Officers



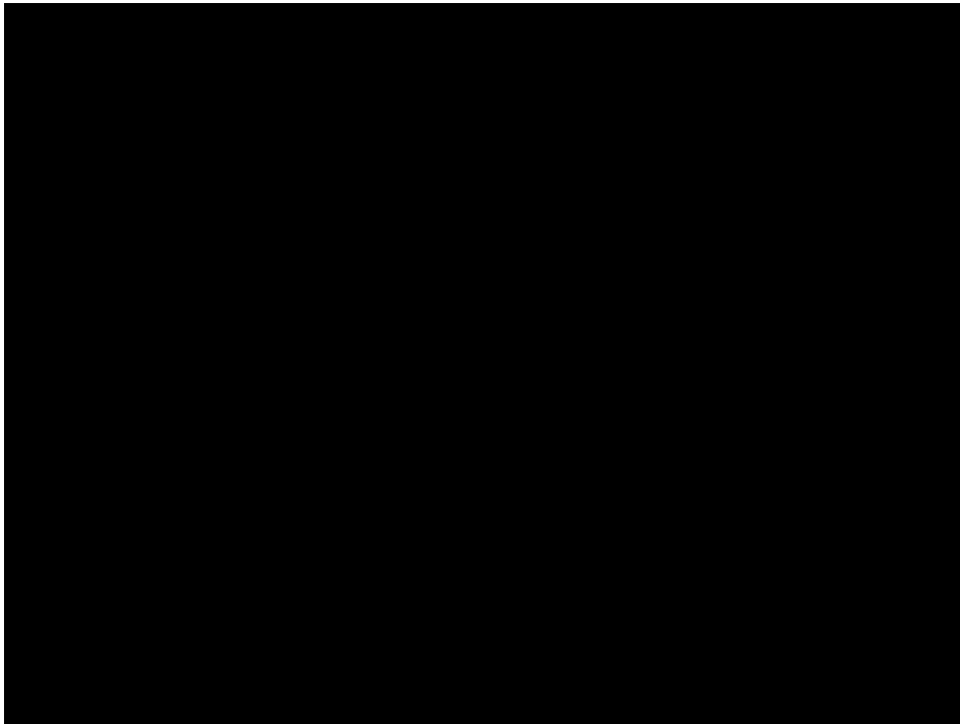
Ronald Reagan, 40'th President of the United States served two terms in office: 1981 - 1989.

The movie mentioned in this advertisement, The Voice of the Turtle, was made in 1947. Reagan also served as Governor of the State of California for two terms: 1967-1975. Aside from his prolific movies career with 76 films to his credit, he served as President of the Screen Actors Guild. President Reagan died at age 93 June 5, 2004 of complications of Alzheimer's disease. Reagan quit smoking after his brother developed cancer of the larynx.

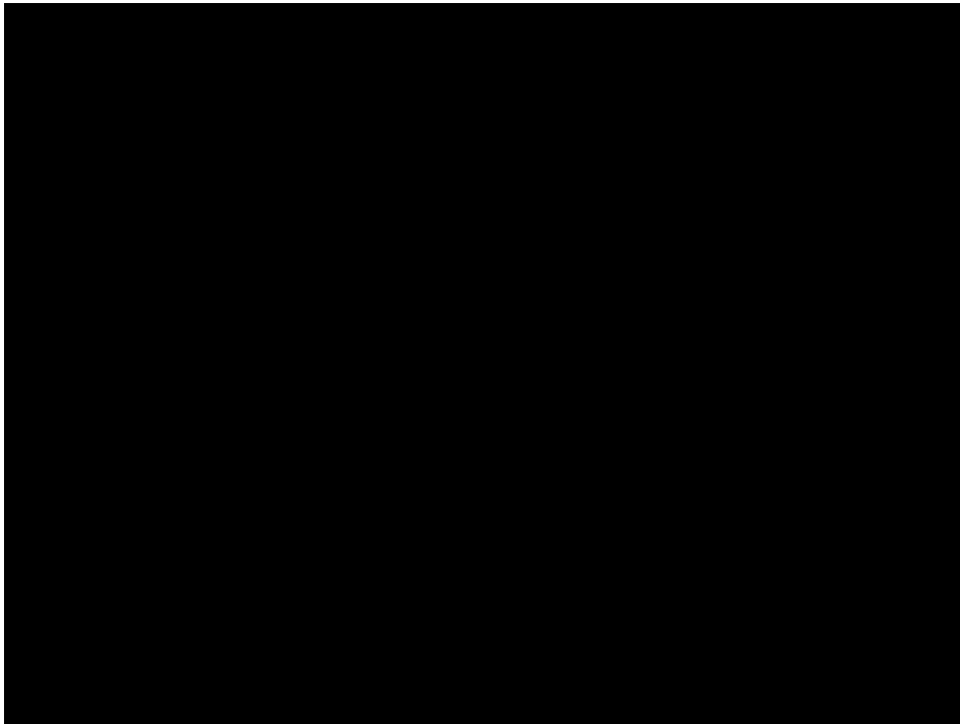




1931

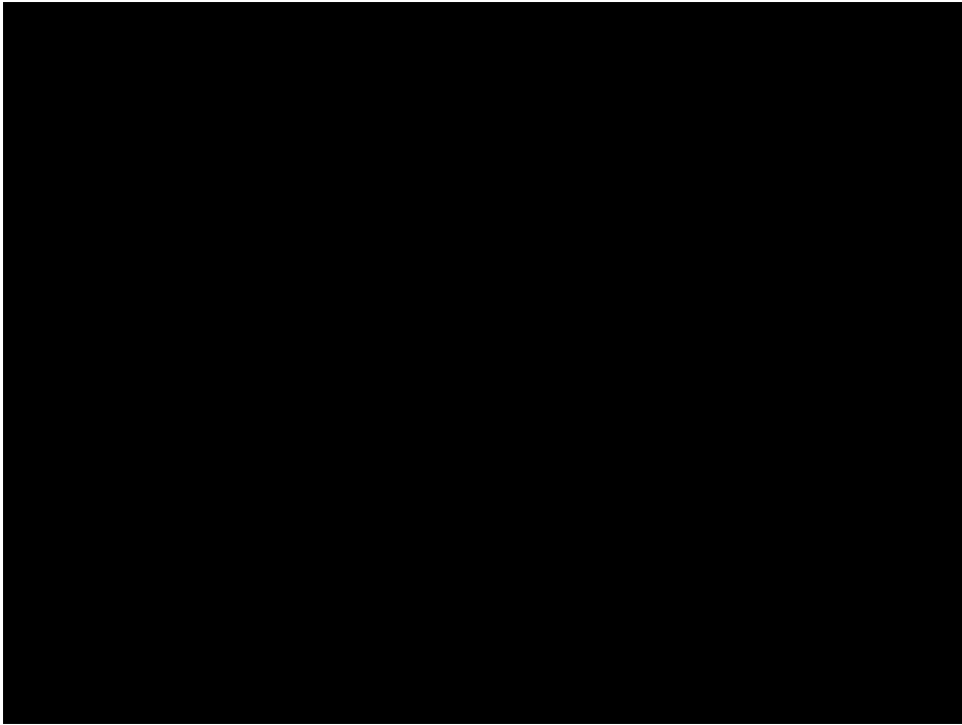


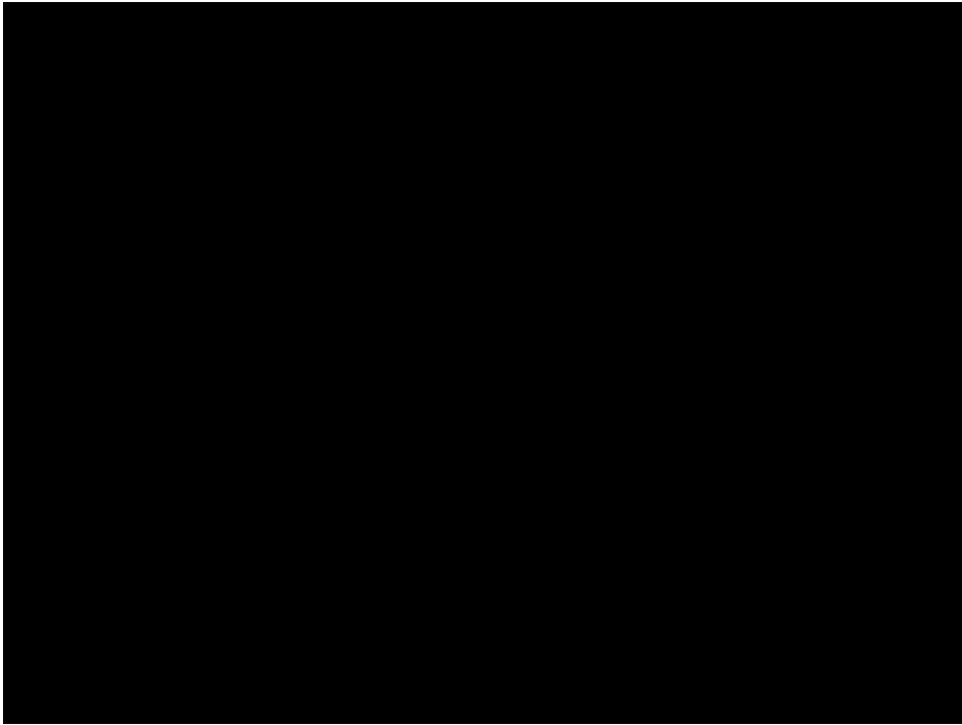
1936

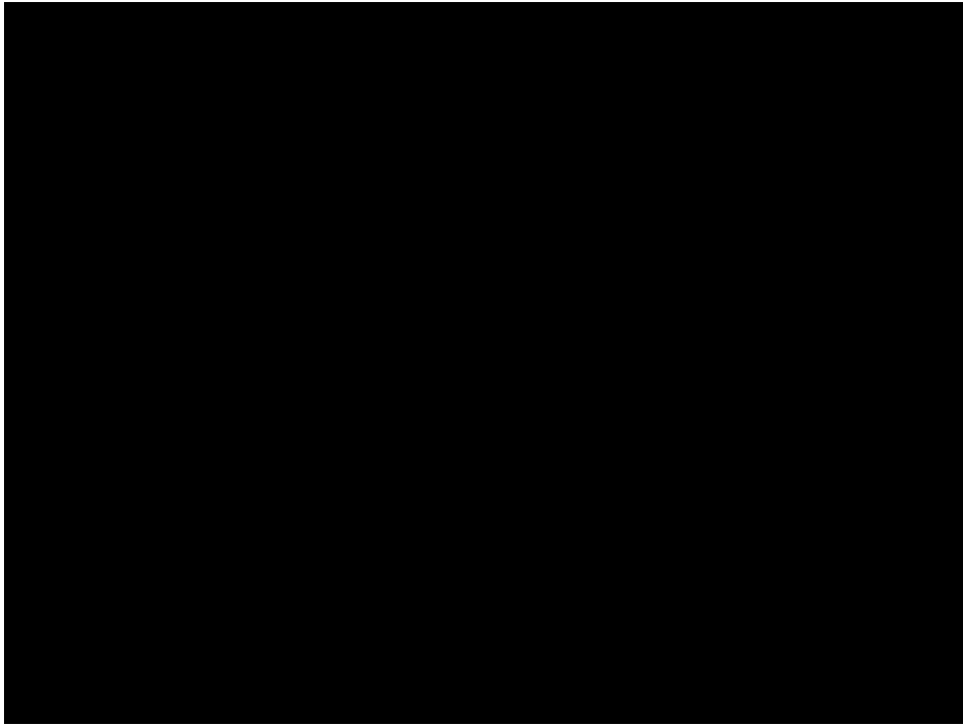


1955

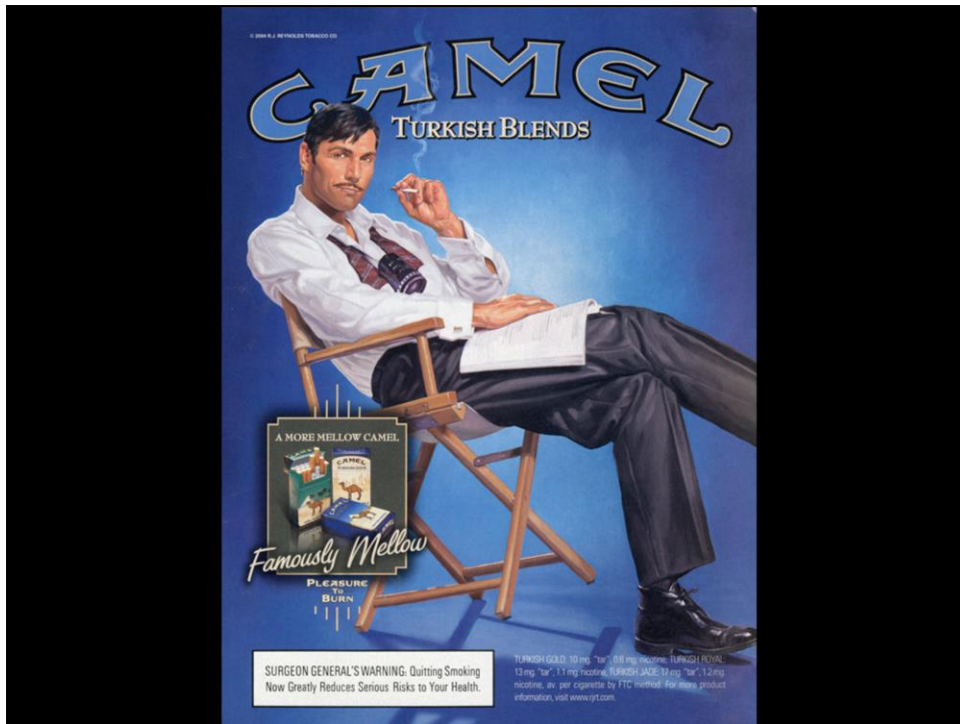
"So popular with Younger Smokers." Gentle, more delicate in flavor . .
For those with keen young tastes.

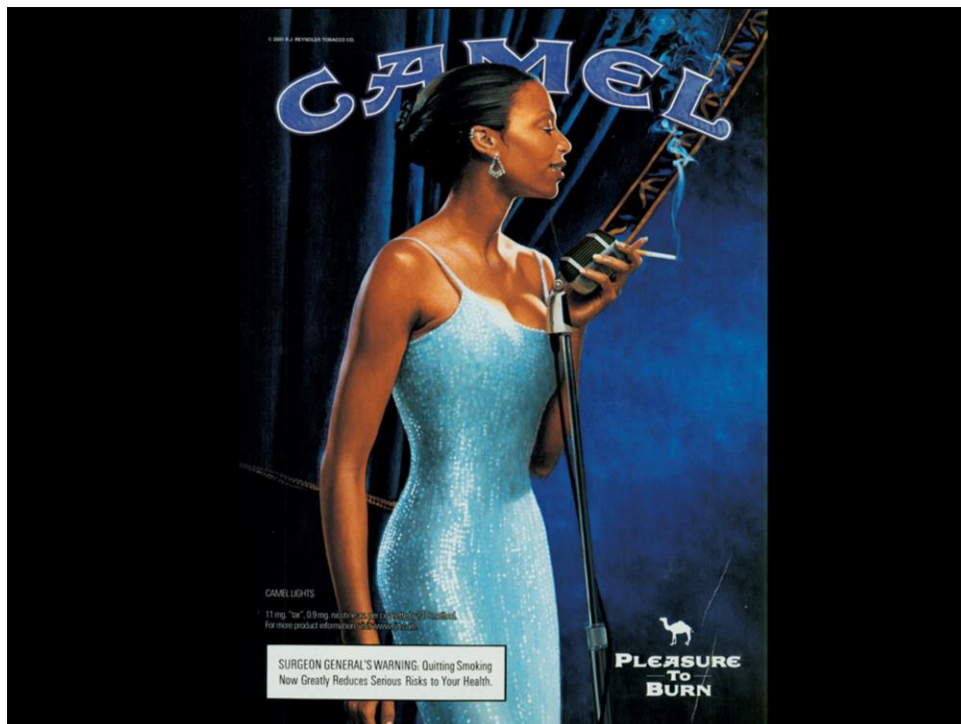






1999







...at least they all agree on-

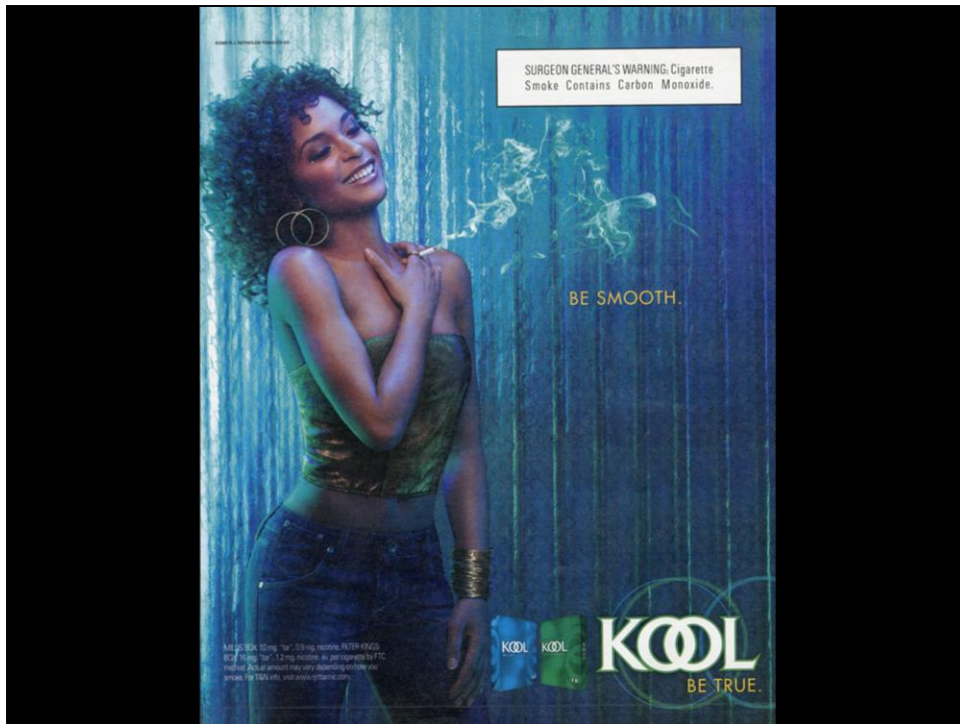
GET a "flatfoot" (a soldier's term for a sailor), a "gravel agitator" (infantryman), and a "gyrene" (marine, to you) all together and they'll sound off about everything! But they'll agree on that pack in their pockets. Camels, first in the service from the Philippines to the Rhine. It's on the record... "With men in the Army, Navy, Marines, and Coast Guard, the favorite cigarette is Camel, based on actual sales records." Flavor and mildness make Camel a favorite wherever you go!

The final authority on which cigarette is best for you is your own "T-Zone" - T for Taste and Throat. Let your taste try Camel's full, rich flavor; let your throat try its cool mildness. You may find yourself agreeing with millions of smokers the world over.

*To the
Tobacco*







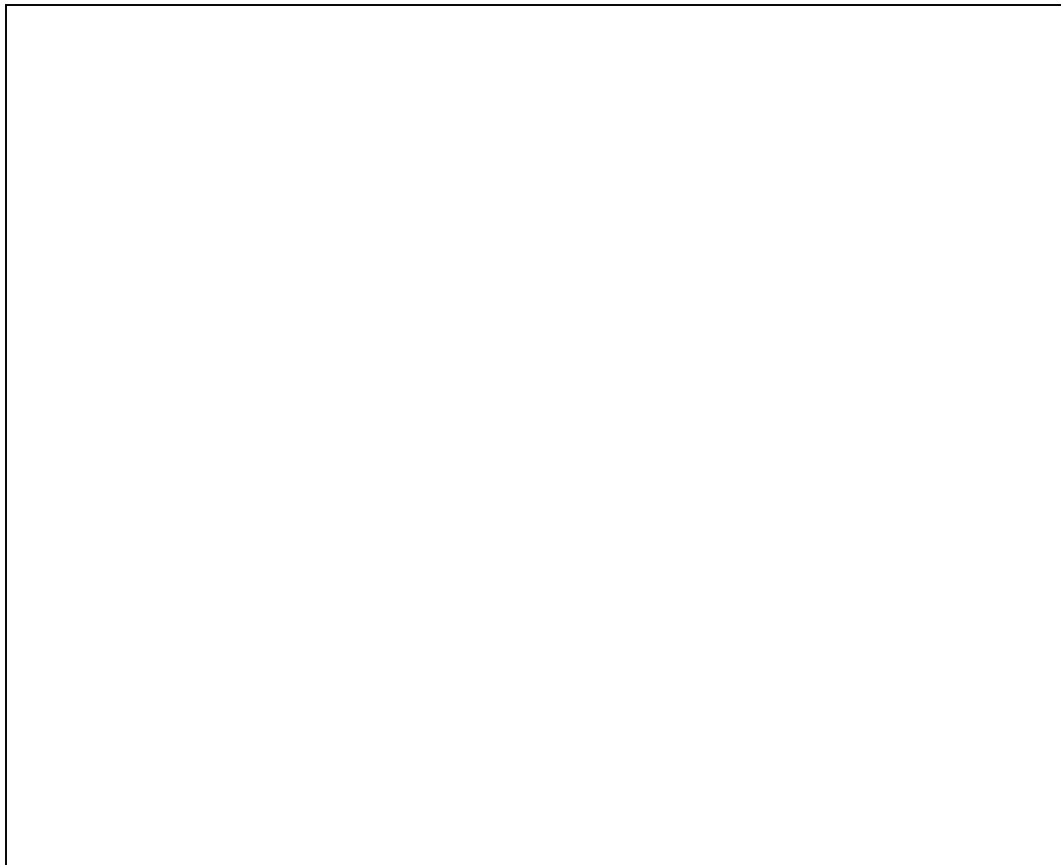
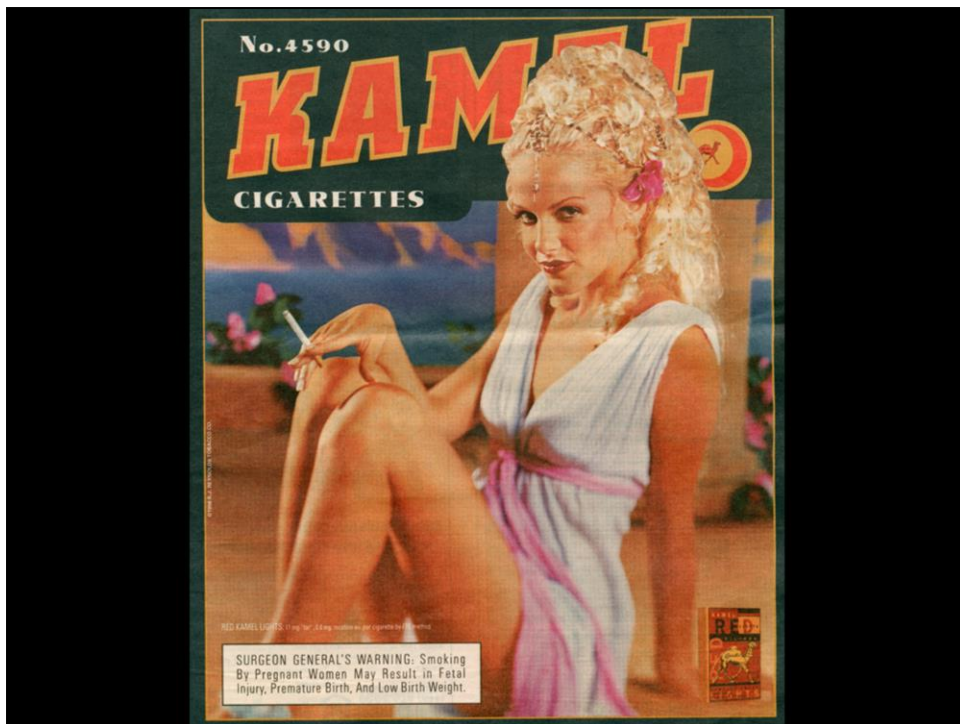
Salem 2000





Smoking is not a habit often undertaken by adults. Almost all new smokers, the lifeblood of the industry, are teens and young adults aged 13 to 21. Internal company documents show that young people have been (and remain today) a key marketing target. Infants and children are often depicted in ads from the Golden Age of American cigarette advertising (1930s-'50s): a baby held tenderly in its mother's arms illustrates the gentleness of Philip Morris; another series has babies endorsing their parent's use of a particular brand. Still other ads show children gifting their dads with cigarettes on Father's Day. Teens were also a consistent target (internally characterized as "replacement smokers"):

hence the ad copy that tells how Philip Morris “has made so many friends among younger smokers – with their fresher, unspoiled tastes.” A young man, with books cuddled under his arm and a pack in his hand, praises Chesterfields as “The largest selling cigarette in America’s colleges.” Graduates in cap and gown, holding cigarettes, were also used to identify, none too subtly, smoking as a proud badge of adulthood.



For more pure pleasure...**have a Camel!**



**No other cigarette is so rich-tasting
yet so mild as Camel**

• Why do more people get more pure pleasure from Camels than any other brand? You need only to try Camels to know: no other cigarette has Camel's richer blend of mild, costly tobacco. No other cigarette is so rich-tasting, yet so mild as Camel!

Make your own 30-day Camel Mildness Test.
Smoke only Camels for 30 days. Find out for yourself why Camels are America's most popular cigarette - why Camel flavor and mildness agree with far more smokers...year after year after year!

B. L. Russell Tobacco Co., Winston-Salem, N. C.

1955

IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION



How's your disposition today?

FEEL CROSS AS A BEAR? That's natural when little annoyances pile up. But the psychological fact is: pleasure helps your disposition. That's why everyday pleasures, like smoking for instance, are important. If you're a smoker, you're wise to choose the cigarette that gives you the most pleasure. That means Camel.

For more pure pleasure...
have a
Camel

As LOVELY Maureen O'Hara knows, it's wise to choose a cigarette for the pleasure it gives. Because pleasure helps your disposition. And more smokers get more pleasure from Camels than from any other brand! So — have a Camel. You'll agree — no other cigarette is so rich-tasting, yet so mild as Camel!



*'I like a real cigarette when I relax!'
— Maureen O'Hara*

No other cigarette is so rich-tasting, yet so mild!



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

**"It's good business
for me to prefer
LUCKIES"**

"It's good business
to guard my throat, so it's
good business for me to
prefer Luckies. I'm certainly
for the throat protection
which 'Toasting' gives me.
And I'm certainly for
your new improved
Cellophane wrapper
that really opens with-
out a search warrant!"

Jack Holt

Here's to Jack Holt—the star who
never lets us down! Whether in out-of-
door pictures or dinner-jacket dramas,
Jack always delivers an able and
vigorous job of high-powered acting.
A mighty, mighty trouper to have
around. "A Dangerous Affair," a
Columbia, is his next film.

"It's toasted"

Your Throat Protection—against irritation—against cough

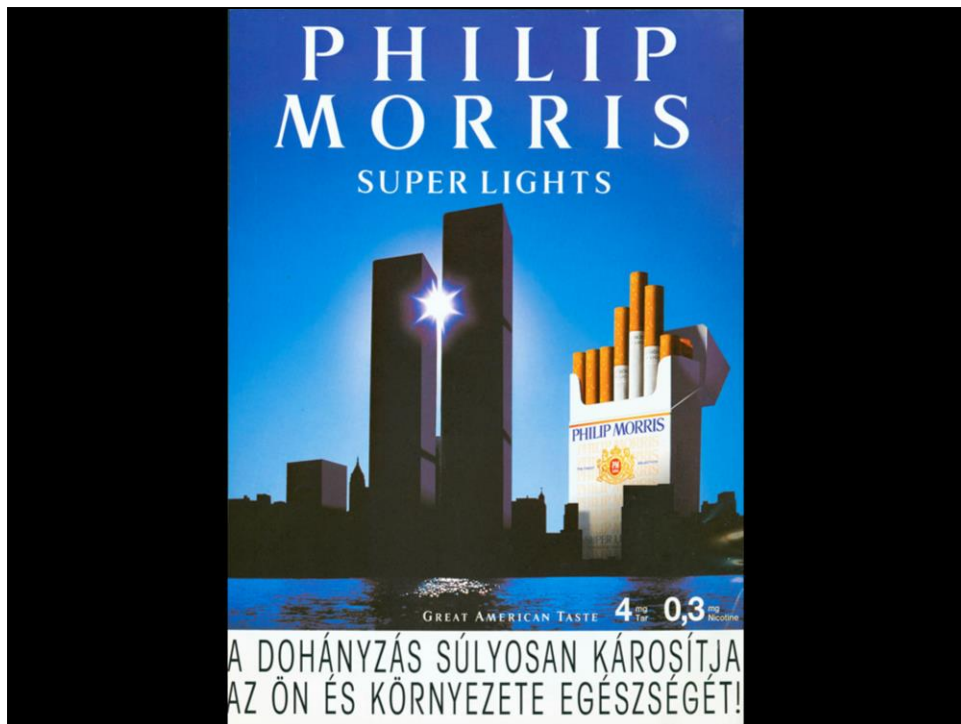
**And Moisture-Proof Cellophane Keeps
that "Toasted" Flavor Ever Fresh**



MOISTURE-
PROOF
CELLOPHANE
Sealed Tight
Ever Right
THE UNIQUE
HUMIDOR
PACKAGE
Zip—
and it's open!

**LUCKY
STRIKE**
IT'S TOASTED
CIGARETTES

It is Mr. Holt's
Statement Paid For
You may be interested in
knowing that not one word
was said to Mr. Holt to
make this advertisement.
Mr. Holt has been a smoker
and LUCKY STRIKE cigarette
for 3 years. We hope this
advertisement, however, serves
you as well as it has served Mr.
Holt. We are confident the
best of LUCKIES is for you
and for us.





DO YOU INHALE?



Certainly...

7 out of 10 smokers inhale knowingly...
the other 3 inhale unknowingly

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"

Do you inhale? Seven out of ten smokers know they do. The other three inhale without realizing it. Every smoker breathes in some part of the smoke he or she draws out of a cigarette. Think, then, how important it is to be certain that your cigarette smoke is pure and clean—to be sure you don't inhale certain impurities! Do you inhale? Lucky Strike has dared to raise this much-avoided subject... because certain impurities concealed in even the finest, mildest tobacco leaves are removed by Luckies' famous purifying process. Only Luckies have it! Do you inhale? More than 20,000 physicians, after Luckies had been furnished them for tests, basing their opinions on their smoking experience, stated that Luckies are less irritating to the throat than other cigarettes.

© R. AMERICA
TUNE IN ON LUCKY STRIKE—40 modern minutes with the world's first dance orchestra, and James Earl Rye's favorite, very Tinseltown, Thursday and Saturday evening over W. B. C. network.

1932

Do You Inhale?

7 out of 10 smokes inhale knowingly . . . The other 3 inhale unknowingly.





"Cream of the Crop"

"Now I use LUCKIES only"

POOR LITTLE RICH GIRL
See Carol's wealth was a hindrance rather than a help. Her friends thought she was lazy, but See Carol proved she was a "mugger for good" - she made 14 pictures her very first year - her latest is UNIVERSAL'S "GATE". She has reached for a LUCKY for two years. Not a farthing was paid for these kind words. That's white of you, See Carol.

I have had to smoke various brands of cigarettes in pictures, but it was not until I smoked Luckies that I discovered the only cigarettes that did not irritate my throat. Now I use Luckies only. The added convenience of your improved Cellophane wrapper that opens so easily is grand.

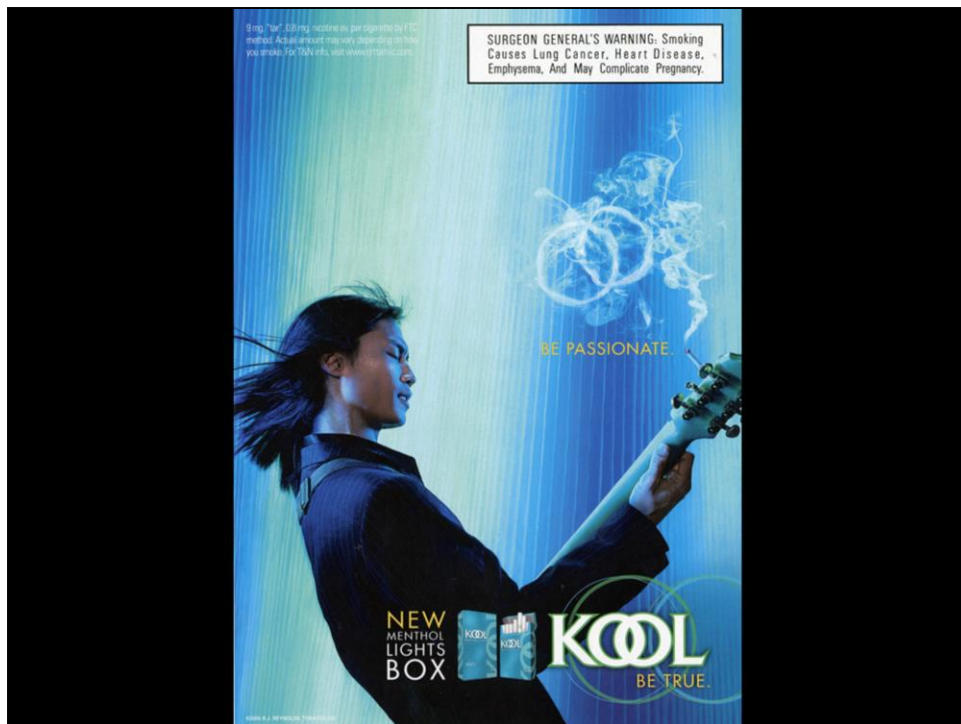
See Carol

"It's toasted"
Your Throat Protection - against irritation - against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

Copyright 1935 The American Tobacco Co.



2005



Salem 2000



Steve McQueen Died of Lung Cancer November, 7, 1980.

John Wayne...a Camel fan goin' on 24 years!



...in all that time, a man learns how to enjoy smoking—for mildness, for flavor, for pure pleasure. It's kind of gratifying to see that my cigarette is America's choice, too.
John Wayne

TALK to Camel smokers like John Wayne, popular Hollywood star, and you'll quickly see why Camels keep increasing their lead over the next brand—in latest published reports by a record of 50 ⁸/₁₀ percent!^{1*} Clearly, nothing matches Camel's blend of costly tobaccos for genuine mildness and specially-rich flavor! If you smoke for the pure pleasure of smoking, try Camels for 30 days. See what you've been missing!

Make your own 30-Day Camel Mildness Test... see why more people find more pure pleasure in Camels, year after year!



Camels First in Sales!
Lead second brand by record
50⁸/₁₀%

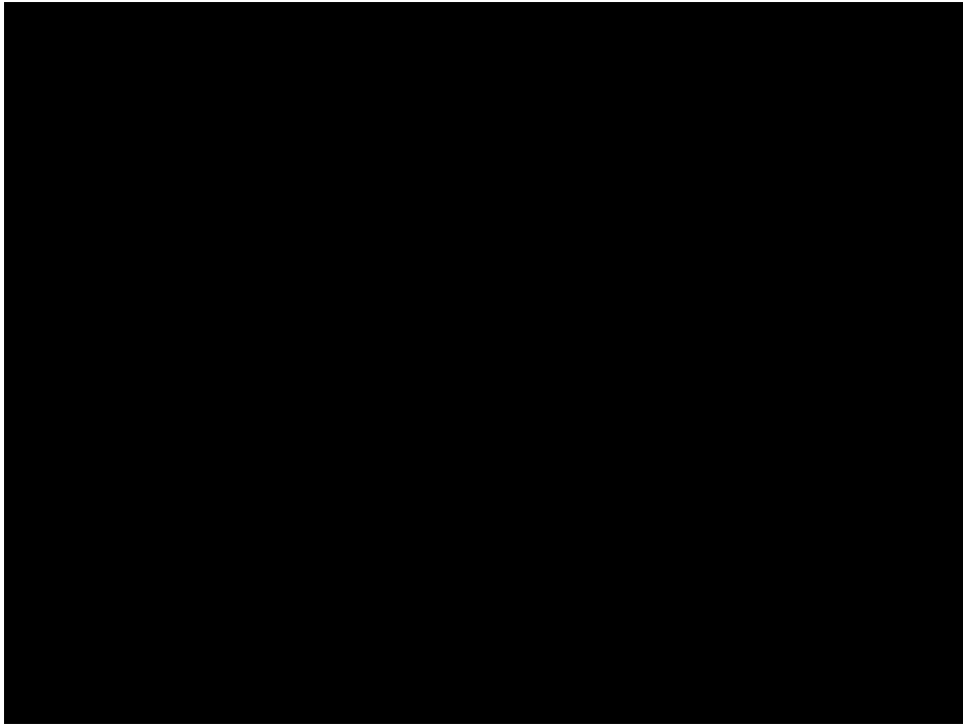
for Mildness . . . for Flavor

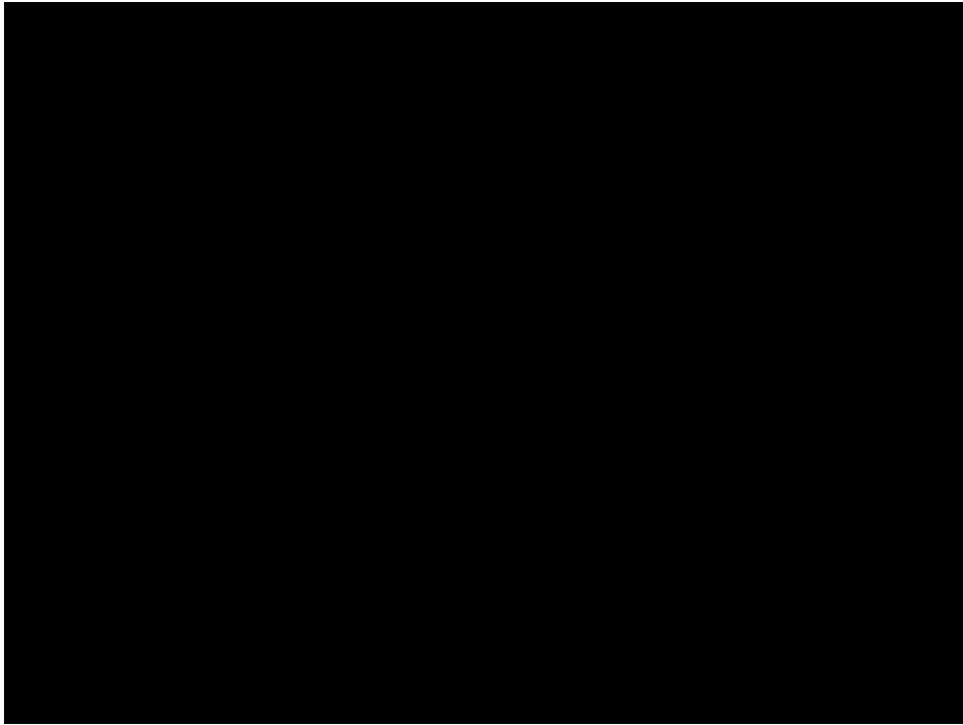
CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!



A Camel Fan Going' on 24 Years!

John Wayne, died of gastric cancer June 11, 1979 at the age of 72. After being diagnosed with lung cancer (controlled by surgery), he made a series of noteworthy anti-smoking TV advertisements..





1998