



**Sunshine Mellows
Heat Purifies**

LUCKIES
are always
kind to your
throat

Everyone knows that sunshine mellows—that's why the "TOASTING" process includes the use of the Ultra Violet Ray. LUCKY STRIKE—the finest cigarette you ever smoked, made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED." Everyone knows that heat purifies—and so "TOASTING"—that extra, more process—removes harmful irritants that cause throat irritation and coughing.

"It's toasted"
Your Throat Protection—against irritation—against cough

LUCKY STRIKE—The Lucky Strike Smoke Delivers, more Tastes, Than any other brand of cigarettes.



NATURALLY FRESH
never parched, never toasted!

The cool, flavorful freshness of Camel cigarettes is purely a natural product. It is retained not by any mysterious processes, but simply by preserving the full natural goodness of fine sun-ripened tobaccos. These choice tobaccos of which Camels are blended—fine Turkish and mild Domestic tobaccos—are never parched or toasted. On the contrary we exercise every care and precaution to safeguard the natural moisture which is infused with their mildness and flavor. That's why the Camel Humidor Pack is such a boon to Camel smokers—it could do little or nothing except for the fact that the cigarettes we put into it are fresh to start with. To see what that means in cool, smooth, delectably smoking pleasure, switch to fresh Camels for just one day—then leave them, if you can!

R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

R. J. REYNOLDS Tobacco Company's Creative Great Radio Program

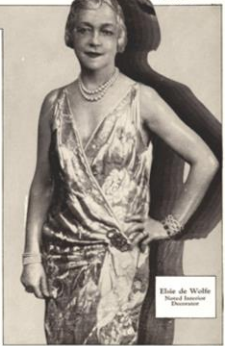
SMOKE CIGARETTES WITH CARE. Don't smoke if you are pregnant or nursing. Don't smoke if you are under the influence of alcohol. Don't smoke if you are taking medicine. Don't smoke if you are feeling ill. Don't smoke if you are tired. Don't smoke if you are stressed. Don't smoke if you are sad. Don't smoke if you are angry. Don't smoke if you are nervous. Don't smoke if you are worried. Don't smoke if you are lonely. Don't smoke if you are alone. Don't smoke if you are in a bad mood. Don't smoke if you are in a bad place. Don't smoke if you are in a bad time. Don't smoke if you are in a bad way. Don't smoke if you are in a bad state of mind. Don't smoke if you are in a bad state of health. Don't smoke if you are in a bad state of being. Don't smoke if you are in a bad state of soul. Don't smoke if you are in a bad state of spirit. Don't smoke if you are in a bad state of heart. Don't smoke if you are in a bad state of mind, body, and soul.

CAMELS
Made FRESH — Kept FRESH

"Toasting" versus

"I recommend a Lucky in place of a sweet"

-when your figure must be considered" *Elise de Wolfe*
Elise de Wolfe
Singer, Actress
Dancer



"I recommend a Lucky in place of a sweet. Tasting her takes me every bit of hardness in the Lucky Strike tobacco. All that remains is the splendid Lucky Breeze - an excellent substitute when your appetite craves a sweet but your figure must be considered."

ELISE DE WOLFE

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fastening agents are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:-

"REACH FOR A LUCKY
INSTEAD OF A SWEET."



Reach for a Lucky instead of a sweet.

"It's toasted"

No Throat Irritation-No Cough.

Keep up your spirits, keep up your smoking right through the winter by getting Lucky Strike cigarettes. They are the only cigarettes that are "toasted" and are therefore free from the harshness of the "raw" tobacco.

Lucky Strike Cigarettes are made by the American Tobacco Company, Inc., New York, N.Y.

"If the cougher in the 4th row will come to the stage door... there's a carton of Old Golds waiting for him!"



"Of course, I've never said the above! But how I've been tempted to, when a heavy bass whoop or a shrill soprano bark has drowned out my best wine-crack."

"But it isn't good cricket to publicly embarrass a cougher. He isn't barking on purpose. He needs quiet, friendly counsel. He should, in confidence, be told to smoke OLD GOLDS."

"You'll enjoy the show better... and so will I... if we can just get this tip over to him. For, from my own experience with this smooth and throat-easy cigarette, I don't believe there's a cough in a capacity house-ful of them."

W.C. Fields

(FOUNDED)

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEARTLEAF tobacco, the finest tobacco grown. Selected for richness and ripeness from the heart of the tobacco in a temperate climate, carefully to insure that honey-like taste.

eat a chocolate, light an Old Gold, and enjoy both!

Old Gold Cigarettes are made by the American Tobacco Company, Inc., New York, N.Y.

Tit for Tat Advertising

" - When you figure must be considered."



The Marlboro Man languishes in the background of this Joe Camel Ad

LESS "TAR" THAN ALL LEADING LONGS

**COMPARE
L&M LONG LIGHTS**

	MG. "TAR"
L&M Long Lights	8
Winston Longs	19
Winston Light 100s	13
Benson & Hedges 100s	17
Benson & Hedges 100s Lts.	11
Marlboro 100s	17
Marlboro Lights 100s	12
Golden Lights 100s	9
Pall Mall Gold 100s	19
Virginia Slims	16
Ment 100s	11
Vantage Longs	11

And only L&M Long Lights
give you the taste of 100%
virgin tobacco!

TASTE L&M LIGHTS. ONLY 8 MG. "TAR"

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

*Based on Research Report, 1975.
Long Lights, 8 mg. "tar", 0.6 mg. nicotine av. per cigarette, FTC Report May '75.



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

SOFT PACK 100s FILTER, MENTHOL, 2 mg. "tar", 0.2 mg. nicotine av. per cigarette, FTC Report MAR. '93. Competitive tar levels reflect either the Mar. '93 FTC Report or FTC method. NOW: THE LOWEST OF ALL BRANDS.

5 mg 5 mg 6 mg 7 mg

5 mg

Carlton 100s

KENT

MERIT Ultra Lights

RENN & RENDEL

TRUE

NOW 100s

Lowest Tar 100s Soft Pack

2 mg

They're all after us.

NOW

THE LOWEST

© 1993 J. P. Stevens, Inc.

GOUMET/JANUARY 1994

38

Now for the truth about who's lowest.



5mg 6mg 8mg 4mg 3mg

Now is lowest.
By U.S. Gov't. testing method.

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

Competitive tar levels reflect the Feb. 1987 FTC Report. NOW THE LOWEST OF ALL BRANDS. SOFT PACK 100s FILTER, MENTHOL. 3 mg. "tar", 0.3 mg. nicotine av. per cigarette by FTC method.

GOURMET / JUNE 1985

125

Above all, the lowest.



2 mg

5 mg

5 mg

5 mg

NOW

THE LOWEST

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

SOFT PACK 100s FILTER, MENTHOL, 2 mg. "tar", 0.2 mg. nicotine av. per cigarette, FTC Report MAR. '93.
Comparison tar levels reflect either the Mar. '93 FTC Report or FTC method.
NOW: THE LOWEST OF ALL BRANDS.

GOURMET 1 APRIL 1994

© 1994 R.J. REYNOLDS TOBACCO CO.

2 mg. "tar", 0.2 mg. nicotine, av. per cigarette by FTC method.
Based on a comparison of nationally available brands.
ALL BRAND STYLES SHOWN ARE 100MM.

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

Merit Ultra Lights Smokers:
Is there a way to get
60% less tar and nicotine
and still get
flavor in a cigarette?

© 1984 J. & W. T. B. TOBACCO CO.

NOW
100's
NOW is Lowest
Soft Pack

NOW is the way.

2 mg tar
0.2 mg nic.

5 mg tar
0.5 mg nic.

MERIT
Ultra Lights

The lowest in tar and nicotine.
Of all soft pack 100's. By U.S. Gov't. testing method.

IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**



How's your disposition today?

FEEL CROSS AS A BEAT? 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 Loretta Myerson 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! Be — 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!"
Loretta O'Hara*

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

"Relax"



TIRED OUT
FROM DIVING—

— AND THEN SHE SMOKED A CAMEL!

TIRED? No matter! Here's a delightful way to restore your flow of energy...as now revealed by Science

"When I'm tired and feel the need of a 'lift' I smoke a Camel and soon feel like my old self again!"

GEORGIA COLEMAN
Olympic Diving Champion



After swimming...after a hard day's work...any time when you need new vim and energy —light a Camel. And so you enjoy its cool, rich flavor your flow of natural energy will be renewed.

This "energizing effect" in Camels, a discovery confirmed by a famous research laboratory in New York, occurs in a harmless and safely delightful manner. As your latent energy is made available, your fatigue and irritability become a thing of the past!

And so we say, whenever you need new energy, "get a lift with a Camel!" You can smoke Camels all you wish without concern over jangled nerves. For the *fine, MORE EXPENSIVE TOBACCO* in Camels never get on your nerves.

CAMEL'S
Costlier Tobaccos
never get on
your Nerves



"Get a LIFT with a Camel!"

Camels are made from pure, MORE EXPENSIVE TOBACCO — Turkish and Domestic — than any other cigarette brand.

"Get a Lift"

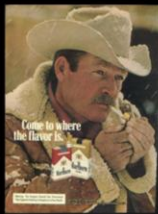
Marketing Genius: Both a Sedative and a Stimulant

Marketing Genius:

Elasticity of Message



Women
Feminine Beauty & Glamour



Men
Masculinity & Virility

Marlboro - Mild As May

Ivory tips protect the lips. For decades, Marlboro was marketed to women. In 1954 it underwent an abrupt sex change with the introduction of the virile Marlboro man.

