**Cigarette Advertising: 1930s, 1940s, 1950s**

**Camels: 1930**

**Athletes say- "Camels don't get your wind!"**

Small print:
So Mild! You can smoke all you want!

*Source: "Trinkets and Trash"*
http://www.trinketsandtrash.org/

**Juleps: 1940s**

"New miracle mint in Juleps freshens the mouth at every puff. Even if you chain-smoke, your mouth feels clean, sparkling all day long!"

Small print:
"Here's how to smoke all you want. If you really enjoy smoking, yet feel you smoke too much, you don't have to cut down and deprive yourself of smoking pleasure! Follow the lead of thousands of others - switch to new Julep Cigarettes. Smoke all you want without unpleasant symptoms of over-smoking! A smoking miracle? Yes, it's the triple miracle of mint. (1) Your mouth doesn't get smoke-weary! (2) Your throat doesn't get that harsh, hacking feeling! (3) Your breath avoids tobacco-taint! Get Juleps today - get more joy out of smoking!"

*Source: "Truth in Advertising Gallery"*

**Chesterfield: 1940s**

Small print:
"Reading their copy are Fred Astaire and Rita Hayworth, now starring in 'You'll Never Get Rich' - a Columbia Picture"

"Like millions who have read it, Chesterfield believes that you too will enjoy TOBACCOLAND, U.S.A. ... the only complete picture story telling you all about the making of a great cigarette. TOBACCOLAND gives you all the interesting facts... from the planting of find cigarette tobaccos on through to the final stages of modern cigarette manufacture. The more you know about cigarettes the more you'll enjoy Chesterfields."

*Source: "Truth in Advertising Gallery"*
Chesterfield: 1950s

"AND NOW - CHESTERFIELD FIRST TO GIVE YOU SCIENTIFIC FACTS IN SUPPORT OF SMOKING."

Small Print:
"A responsible consulting organization reports a study by a competent medical specialist and staff on the effects of smoking Chesterfields...

'It is my opinion that the ears, nose, throat and accessory organs of all participating subjects examined by me were not adversely affected in the six-month period by smoking the cigarettes provided."

Source: "Truth in Advertising Gallery"

Philip Morris: 1956

"More vintage tobacco makes PHILIP MORRIS so popular with younger smokers."

Small print:
"More delicate in flavor, too... for those with keen, young tastes. Only a perfect balance of sunshine and moisture produces vintage tobacco - with its qualities of gentleness and delicate flavor. These qualities tell why PHILIP MORRIS has made so many friends among younger smokers - with their fresher, unspoiled tastes. Follow Young America's lead. Enjoy PHILIP MORRIS in the convenient Snap-Open pack."

Source: "Truth in Advertising Gallery"

Camel: 1955

"It's a psychological fact: Pleasure helps your disposition."

"ROCK HUDSON AGREES with Camel smokers everywhere: 'I've tried 'em all... but it's Camels for me!'"

Small Print:
"There is more pure pleasure in Camels! More flavor, genuine mildness! Good reasons why today more people smoke Camels than any other cigarette."

"Remember this: Pleasure helps your disposition. And for more pleasure - have a Camel!"

Source: "Truth in Advertising Gallery"
Cigarette Advertising: 1960s, 1970s, 1980s

Virginia Slims: 1969
"You've come a long way, baby."

"In 1912, Lucille Watkins had to sneak out to the chicken coop to smoke a cigarette. You don't have to play hide and smoke anymore. Now there's even a cigarette for women only."

Virginia Slims: 1978
"You've come a long way, baby."

"Back then, every man gave his wife at least one day a week out of the house. You've come a long way, baby. Virginia Slims - Slimmer than the fat cigarettes men smoke."

Winston: 1965
"Fishing for flavor? Hook up with Winston!
Change to Winston and change for good... for good taste every time!"

Marlboro: 1971
"Come to where the flavor is, Come to Marlboro Country."
Camel: 1972

"Would he walk a mile for me?"

Camel: 1977

"One of a kind."

Camel: 1980

"Where a man belongs."
Lucky Strike: 1983

"Lucky Strikes Again. The filter says mild. The name says taste."

Benson & Hedges: 1988

"For people who like to smoke... because quality matters."

Source for all the images in this handout: "The Richard W. Pollay 20th Century Tobacco Advertising Collection."
Virginia Slims: 1997
"Why do we apply mascara at 55 mph? Because we can."
"Virginia Slims - It's a woman thing."

Basic: 1996
"Your basic 3-piece suit"
"Basic... It tastes good. It costs less."

Lucky Strike: 2000
"An American Original"

Camel: 1990
"It's for you."
Camel: 1998

"Viewer Discretion Advised. This Ad Contains: IR - Idle Rich; ABR - Abusive Bell Ringing; PA - Premeditated Ashing."
"Mighty Tasty!"

Kool: 1999

"B Kool!"

Merit: 1995

"Success! You can do it! You can switch down to lower tar and enjoy satisfying taste!"

Newport: 1996

"Newport pleasure! Fire it up!"

Source for all the images in this handout: "The Richard W. Pollay 20th Century Tobacco Advertising Collection."