



1951

Pseudoscience: Science Discovered It - You Can Prove It.

Popular faith in medicine was exploited by a series of industry-sponsored “research” and “surveys.” In this era, before the coming of the atomic bomb, little of today’s cynicism concerning the abilities of science to overcome societal problems existed. To exploit this popular sentiment, the industry sponsored “research institutes” & scientific symposia, many of which amounted to little more than propaganda based upon dubious methodology. Health claims were then made on the basis of these supposed studies, as when Chesterfields were advertised (in 1952) with the assertion that “Nose, throat, and accessory organs [were] not adversely affected” after a six-month period of medical observation (including X-rays) by ear, nose, and throat specialists.

A real scientist might be concerned about getting ashes on the microscope slide

"Believe me, folks, you'll want to read this important new evidence on the effects of smoking. Then you'll say... *MUCH MILDER* CHESTERFIELD IS BEST FOR ME!"
Dr. Jeffrey

NOW...Scientific Evidence on Effects of Smoking!

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

***MUCH MILDER* CHESTERFIELD IS BEST FOR YOU**

First and Only Premium Quality Cigarette in Both Regular and King-Size

CONTAINS TOBACCO OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

1953 Apr

Scientific Evidence on the Effects of Smoking

After 10 months, the medical specialist reports that he observed no adverse effects on the nose, throat, and sinuses of the group smoking Chesterfield.

"I've been a two-pack-a-day man for fifteen years and I've found much milder Chesterfield is best for me."
Perry Como

NOW...10 Months Scientific Evidence For Chesterfield

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After ten months, the medical specialist reports that he observed...

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

**MUCH Milder
CHESTERFIELD
IS BEST FOR YOU**

First and Only Premium Quality Cigarette in Both Regular and King-Size

CONTAINS TOBACCO OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

1953

Scientific Evidence for Chesterfield

After 10 months, the medical specialist reports that he observed no adverse effects on the nose, throat, and sinuses of the group smoking Chesterfield.

Let the Miracle of *AccuRay*
Put a **SMILE** in your Smoking!
It's as simple as **A B C**



A **WAYS Milder** because AccuRay "sees" into the heart of your Chesterfield while it is being made, perfecting the even distribution of its fine tobacco. So your Chesterfield burns more evenly, smokes much milder.

B **ETTER TASTING** because AccuRay electronically scans the entire length of every Chesterfield to insure an open, easy draw that lets all the wonderful flavor of the world's best tobacco come through for your enjoyment.

C **OOLES SMOKING** because Chesterfields are 14% more perfectly packed than cigarettes made without AccuRay. No hot spots. No hard draws. Just cooler, fresher smoking pleasure from first puff to last. Enjoy Chesterfield — today!



James Aronson, one of "America's Most Satisfied" men. It's one kind of smile.

They Satisfy



Chesterfield
MADE WITH *AccuRay*



THE SATURDAY EVENING POST July 7, 1934

A FACT!

SCIENCE ADVANCES NEW DATA THAT MAY COMPLETELY CHANGE YOUR IDEAS OF CIGARETTES!

YOUR ENERGY VARIABLS DURING THE DAY

Experience of Camel Smokers Confirmed

There's a basic discovery that throws new light on our past knowledge about cigarettes. It indicates an "energizing effect" . . . a quick restoration of the flow of natural body energy . . . a delightful relief from fatigue and irritability. Thus an experience long known to Camel smokers has received full scientific confirmation. You do "get a lift with a Camel," and it is a pleasure that you can repeat as often as you like—all day long. For Camels never get on your nerves.

CAMELS can literally relieve fatigue and irritability

Are you irritable . . . cross and fussy when tired? Then light a Camel. As you enjoy its cool, rich flavor, you will quickly feel your flow of natural energy being restored. That "blissful" feeling disappears. Your pep and cheerfulness come flooding back. You are once again able to face the "next move" with a smile!

EFFECT IS NATURAL

The effect is produced by Camels in a wholly natural and utterly delightful way. So, whenever you feel run-down, tired and irritable, just light a Camel.

You can smoke just as many of these delightful Camels as you want. You can increase your flow of energy over and over again. And you need never worry about your nerves. For remember: *Camel's* finest tobacco never get on your nerves.

CAMEL'S COSTLIER TOBACCOS NEVER GET ON YOUR NERVES!

Camels are made from fine, **100% PURE TOBACCOS**—English and American—plus just other papers—no filler.

KNOW THIS FEELING! The feeling of being you "get up" is restored to the glory of the moment! That's one of the many times you light a Camel and enjoy its rich flavor while your flow of irreplaceable energy is restored. You'll like Camels—a marvelous blend of excellent tobacco!

Copyright, 1934, R. J. REYNOLDS TOBACCO COMPANY

"Get a LIFT with a Camel!"

Get a Lift With Camel

Too tired for fun . . . And then she smoked a Camel.

As you enjoy its cool, rich flavor, you will quickly feel your flow of natural energy being restored.

WORN OUT...and then he smoked a Camel!

"DOG-TIRED" AFTER WORK... with a long evening ahead... and dinner time still an hour away! Just one of the busy times during the day when you will want to light up a Camel—for reviving your flow of healthful energy. You'll like Camels—a smooth blend of superior tobaccos!

FOUND Important Facts for Smokers Discovered by Science!

Let CAMELS increase your flow of ENERGY

Tired? Light a Camel. And as you enjoy its cool, pleasing fragrance, you feel a new flow of energy...a quick and delightful "energizing effect."

You've probably noticed this yourself and wondered how it happened. The "LIFT" you get from Camels is a release of your own natural energy...made easily and harmlessly available.

You can smoke just as many Camels as you want. And you need never worry about your nerves. For Camel's costlier tobaccos never get on your nerves.

CAMELS Costlier Tobaccos never get on your Nerves

Camels are made from finer, more expensive TOBACCOS than any other popular brand.

"Get a LIFT with a Camel!"

Copyright, 1937, R. T. Barnhill Tobacco Company



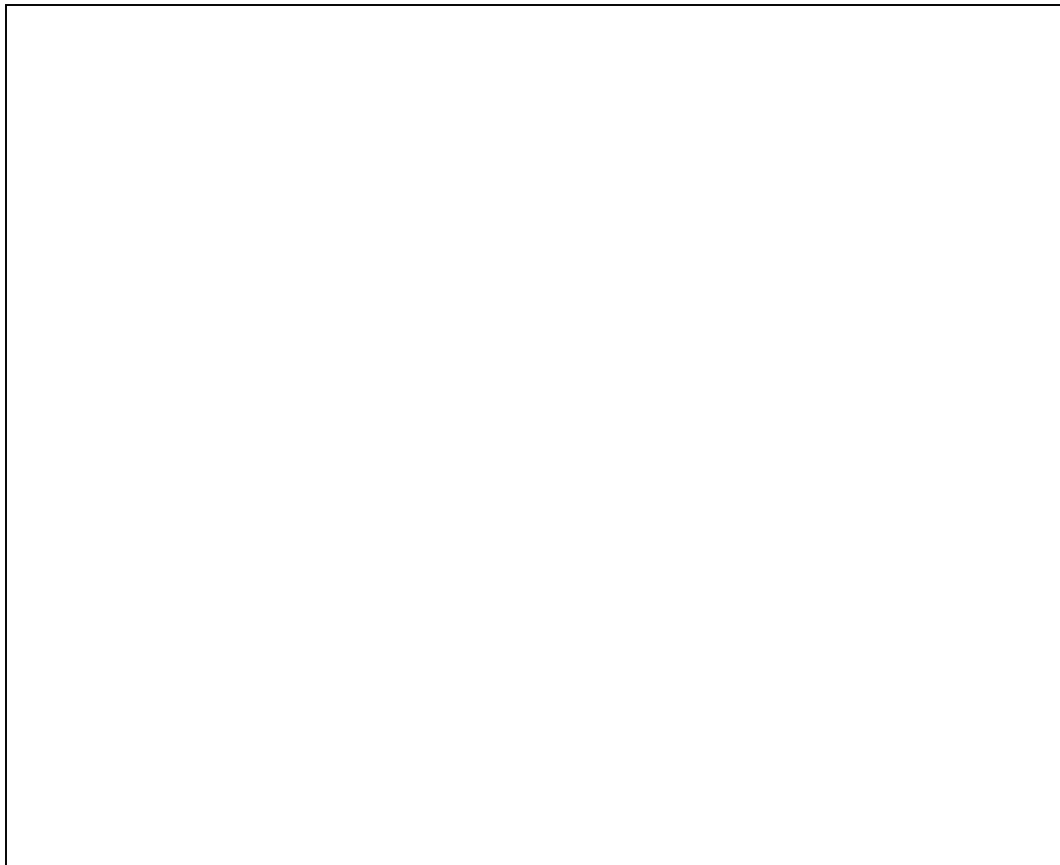
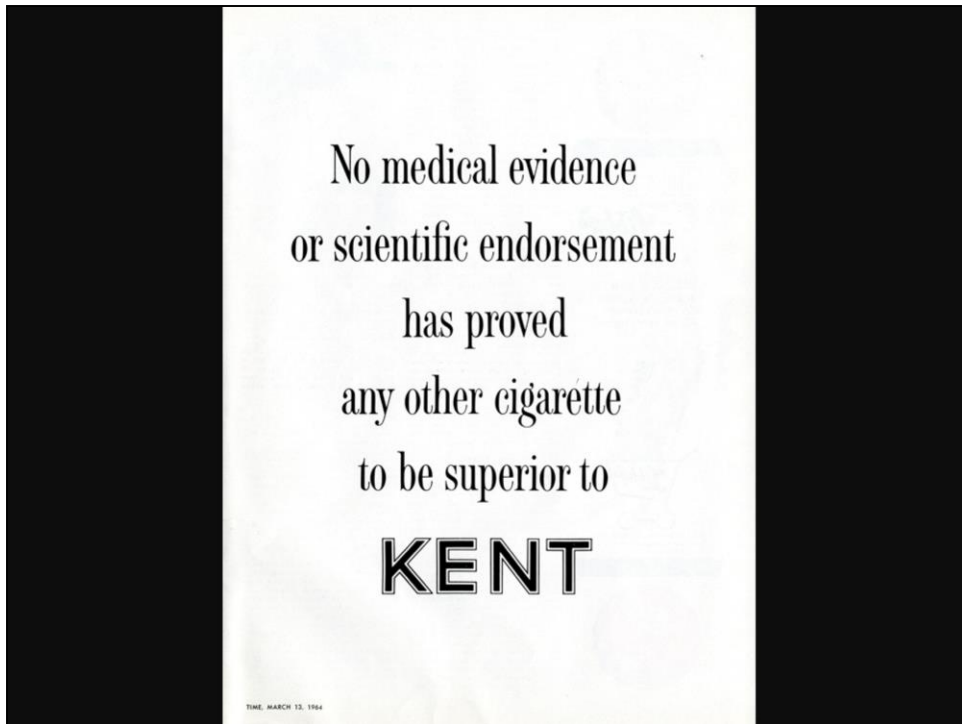
Make this important discovery:

with Benson & Hedges you pay more...you get more

You get the famous Benson & Hedges filter system. The Benson & Hedges filter is recessed into the mouth-piece. The filter itself never touches your mouth... truly made for the fastidious smoker.

You get the world's choicest tobaccos... superb tobaccos cured and blended with exquisite skill. If you appreciate quality, you will recognize why this must be a limited edition cigarette.

You get the most handsomely packaged cigarette. The famous Benson & Hedges cigarette-case package is completely crush-proof. The cover slides back to deliver each cigarette to you in perfect shape. It gratifies your own sense of beauty and marks you as discriminating to those around you.



THE SATURDAY EVENING POST September 16, 1957

To 1 out of every 3 cigarette smokers:

Kent—the one show you proof of greater health protection



Every week, millions see convincing evidence that KENT's "Micronite" Filter is the cigarette filter that really works—giving true smoking pleasure, yet removing up to 7 times more nicotine and tars than other filter cigarettes.

If... 1/3 of every 3 smokers—you're sensitive to the tar and nicotine in tobacco, you want more than just a promise that a filter tip cigarette will give you the health protection you need.

And KENT is the one cigarette that gives you more than a promise. Every week—on television and in your demonstration show—the effectiveness of KENT's Micronite Filter is tested before your very eyes... tested against other filter tip brands selected at random from packages brought at retail!

The picture shows here an action shot of one of these tests—as performed by Jonathan Blake, your host on the exciting TV show, *The 7th*.

Kent
with exclusive
MICRONITE Filter
full smoking pleasure...
plus proof of the
greatest health protection ever

- 1. Everything equal.** Two identical glasses made with tubes through which smoke can be drawn are placed on a single sheet of absorbent paper. Jonathan Blake explains that one glass will be used to test the smoke of the new KENT; the other glass will test the smoke of another filter tip brand cigarette.
- 2. Millions watch him.** Blake draws smoke from the KENT into one glass, smoke from Brand X into the other. Notice that the smoke does not enter his mouth. It is drawn into the glass exactly as it comes through the filter of the cigarette—exactly as it would enter your mouth if you were smoking!
- 3. Time is checked.** Blake allows a few minutes for the cigarette and the smoke to be drawn to reach the water glass. KENT's Micronite Filter allows more air to pass through than other filter tips. That's why it's made—out just of extra paper, cotton or cellulose like other filters—and from a material that has been used to purify air in atomic energy plants.
- 4. And here's your answer.** When the glasses are filled, you see one's health vapor from tobacco in the smoke of Brand X, nearly a trace from the smoke of the KENT! The difference in the two stains represents the difference in the health protection you get from a KENT as compared to the filter tip brand you see now for smoking!
- 5. Against all comers.** Here are the results of the same test performed in a laboratory, showing how KENT's filtering effectiveness compares with four other well known brands of filter tip cigarettes. Again the stains on the paper show you the tremendous difference between KENT and other filter tip cigarettes. Remember that, when you smoke, the same instance that have caused the stains are drawn into your system. Here is further visual evidence that KENT's Micronite Filter takes out up to 7 times more nicotine and tar than other filter tip cigarettes. Here is proof that KENT offers you the greatest health protection in cigarette history! Why don't you start smoking KENT's today?



Scientific Test Prove Lucky Strike Milder Than Any Other Principal Brand.



Scientific Test Prove Lucky Strike Milder Than Any Other Principal Brand.



Scientific Test Prove Lucky Strike Milder Tan Any Other Principal Brand.



Scientific Test Prove Lucky Strike Milder Tan Any Other Principal Brand.

Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests, confirmed by independent consulting laboratories, prove Lucky Strike mildest of the 6 major brands tested!

LILLI PALMER says:
"Luckies are really smooth!"

Let your own taste and throat be the judge! For the rich taste of fine tobacco — for smoothness and mildness . . .
THERE'S NEVER A ROUGH PUFF IN A LUCKY!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco
So round, so firm, so fully packed — so free and easy on the draw

"CLEAR EVIDENCE"

Says
L. J. HOROWITZ
Chairman of the Board
Thompson-Starrett Co., Inc.

Builder of the new Waldorf-Astoria Hotel, the Westworth Building, the Paramount Building, the Equitable Building, New York; the General Motors Building in Detroit; the Palace Hotel in Chicago.

"When modern enterprise joins hands with sure-footed experience, success becomes a certainty. The fusion of these two important factors has given Thompson-Starrett over a billion dollars worth of activity in thirty years. It is interesting to note the application of this same principle in your business. Its clear evidence is your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos."



Everyone knows that sunshine mellows — that's why TOASTING 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 removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

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

Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. L. J. Horowitz to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Horowitz appears on this page.

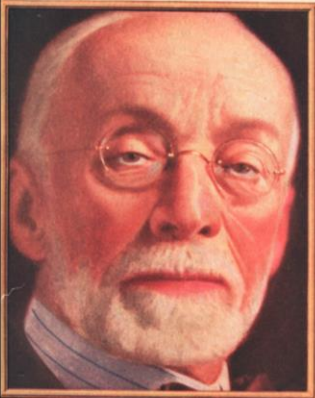
©1939, The American Tobacco Co., Wash.

"Its Toasted" Your Throat Protection - Against irritation - Against Cough

Toasting removes harmful irritants that cause throat irritation and coughing.


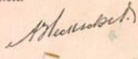
No wonder 20,679 physicians have stated Luckies to be less irritating!

"A DISTINCT CONTRIBUTION"



Says
AUGUST HECKSCHER
Noted Philanthropist
Chairman of the Heckscher Foundation for Children; President Child Welfare Committee of America
Director:
Empire Trust Company
Crescent Steel Company

"The most laudable service that any industry can render is the attempt to benefit its patrons. That is the cardinal principle of philanthropy. And so, interested as I always am in modern developments, I consider that your use of the Ultra Violet Ray in your Toasting of LUCKY STRIKE is a distinct contribution of which the public will wholeheartedly approve."



Everyone knows that sunshine mellows — that's why TOASTING 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 removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

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

Consistent with its policy of being the facts before the public, The American Tobacco Company has invited Mr. August Heckscher to review the merits of the distinguished man who has awarded LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Heckscher appears on this page.

"Its Toasted" Your Throat Protection - Against irritation - Against Cough

August Heckscher, President Child Welfare Committee of America.

Everyone knows that heat purifies and so toasting removed harmful irritants that cause throat irritation and coughing.

No wonder 20,679 physicians have stated Luckies to be less irritating!



1969

The Myth of the “Safe” Cigarette: Filters and “Health Reassurance” Cigarettes (“No other cigarette approaches such a degree of health protection . . .”)

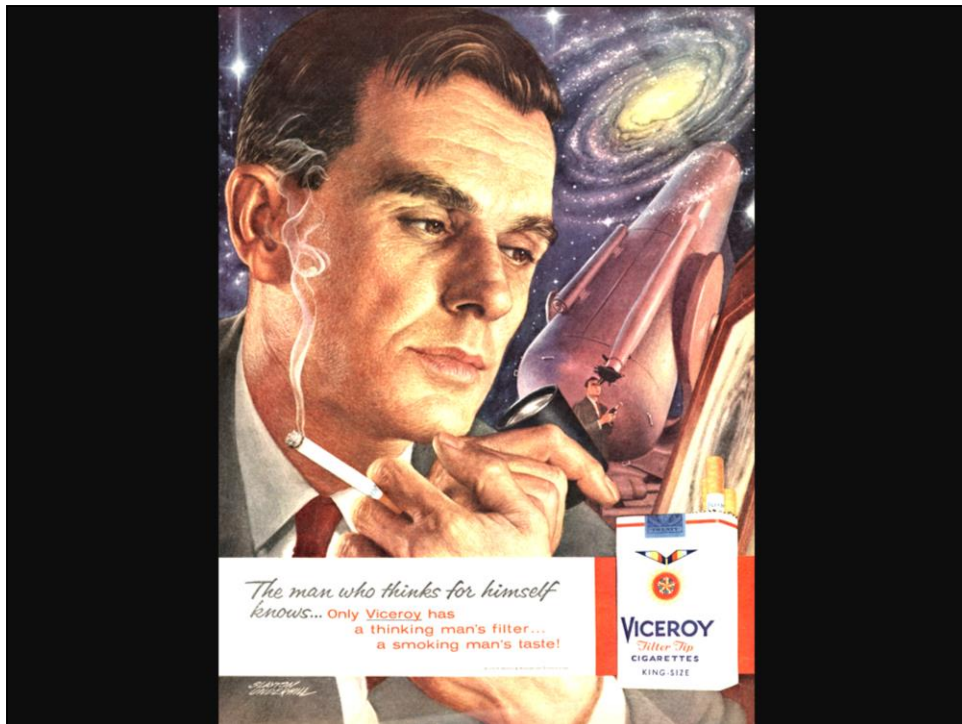
Filters promoted health reassurance, but did little to reduce the hazards of smoking. Industry chemists were actually well aware that most filters actually removed no more tar and nicotine than the same length of tobacco would have! Madison Avenue nonetheless stepped up to the challenge of selling filters as the intelligent choice for smokers worried about their health: “The man who thinks for himself knows Viceroy gives you more of what you change to a filter for” - “You’re so smart to smoke Parliament.” - “More scientists and educators smoke Kent.”

Kent’s Micronite Filter (Lorillard Tobacco Company) for at least 5 years in the 1950s contained crocidolite asbestos, one of the deadliest forms of this fibrous mineral. Smokers inhaled millions of deadly fibers per year and were never told of the hazard. Filtered brands nonetheless were a great success, growing in market share from 2 % in 1950 to 50 % in 1960 and 99% in 2005.



1958

The man who thinks for himself knows . .



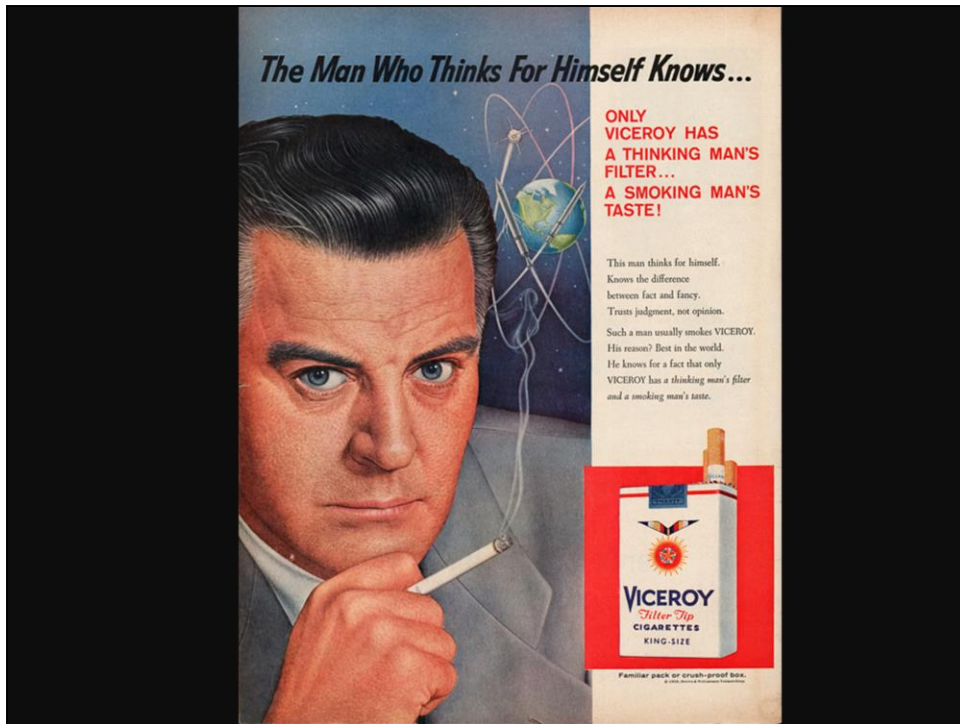
1959

The man who thinks for himself knows . .



1959

The man who thinks for himself knows . .



1958

The man who thinks for himself knows . .

THEY SATISFY *AND HOW!*



"FOR 25 YEARS I've been a steady Chesterfield smoker," says prominent tobacco farmer Pearsall L. Rogers. "They buy the world's best tobaccos and make the world's best cigarette."

Pearsall L. Rogers MULLINS, S. C.

AND NOW—CHESTERFIELD FIRST TO GIVE YOU SCIENTIFIC FACTS IN SUPPORT OF SMOKING

A responsible consulting organization reports a study by a competent medical specialist and staff on the effects of smoking Chesterfields. For six months a group of men and women smoked only Chesterfield—10 to 40 a day—their normal amount. 45 percent of the group have smoked Chesterfields from one to thirty years for an average of ten years each.

At the beginning and end of the six months, each smoker was given a thorough examination including X-rays, and covering the sinuses, nose, ears and throat. After these examinations, the medical specialist stated . . .

"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-months period by smoking the cigarettes provided."

Remember this report and buy Chesterfields—regular or king-size.

ASK YOUR DEALER FOR CHESTERFIELD... EITHER WAY YOU LIKE 'EM



* CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

Buy CHESTERFIELD *Much Milder*

THE SPOTLIGHT'S ON CHESTERFIELD.

First Cigarette to Name All its Ingredients

WORLD'S BEST TOBACCOS pre-tested by laboratory instruments for the most desirable smoking qualities . . .

KEPT TASTY AND FRESH by pure, costly moistening agents proved by over 40 years of continuous use in U.S.A. tobacco products as entirely safe for use in the mouth—natural sugars and chemically pure, costly glycerol—nothing else.

HIGHEST PURITY CIGARETTE PAPER—the best that money can buy.

ASK YOUR DEALER FOR
Chesterfield

Scientists from Leading Universities *Make Sure* that Chesterfield Contains Only Ingredients that Give You the Best Possible Smoke

Copyright 1935, Liggett & Myers Tobacco Co.



Passes more exams than a Ph. D!

This tobacco must get perfect marks on hundreds
of tests to earn the American Tobacco label



ENTRANCE EXAMS: Tobacco samplings are taken from farms and warehouses, put through exacting tests at American Tobacco's Research Laboratory, even before auction time. Result: Fine tobacco—“Gold—American!”



PHYSICAL EXAMS: At the plant, the tobacco is constantly sifted to make sure proper-sized strands are used. These “screen tests” assure better packing and better taste. In addition, samples are taken for laboratory study.



CHEMICAL EXAMS: One of the many tests developed by the Research Laboratory is this “block test” to measure electrical conductivity of tobacco. Since conductivity varies with moisture content, the test reveals tobacco moisture.



FINAL EXAMS: Not only are cigarettes weighed while being made and reweighed after they are packed, but random packs are reweighed at the laboratory for quality control—and are weighed once again after they have been on the market.



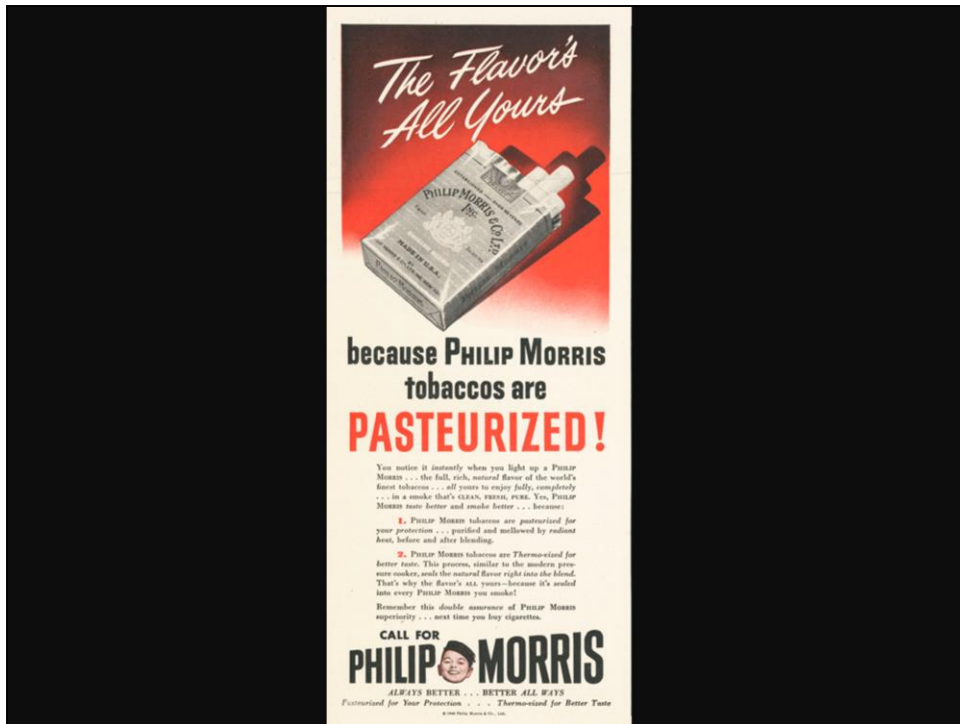
GRADUATES WITH HONORS: One of the many honors earned by American Tobacco in its 56 years of making quality cigarettes is the Distinguished Service Award presented to the Research Laboratory by the Virginia Academy of Science.



*The
American Tobacco
Company*
FIRST IN CIGARETTE RESEARCH



© 1957 T. C.



Pasteurized

Smoke that's clean, fresh, and pure.

121

THE Truth
ABOUT IRRITATION
OF THE NOSE AND THROAT
DUE TO SMOKING

THE FACTS BEHIND THE *Swing* TO PHILIP MORRIS

Behind the swing to Philip Morris is the greatest achievement in cigarette manufacture since the introduction of cigarettes themselves.

What is that achievement? Simply this... the making of cigarettes without an ingredient heretofore believed indispensable to cigarette manufacture—an ingredient scientifically known to be a definite source of irritation... When Philip Morris announced that achievement, a group of doctors set about to learn for themselves the actual effects of this daring difference in manufacture. Their tests proved conclusively that on changing to Philip Morris, every case of irritation due to smoking cleared completely or definitely improved.*

These facts have been accepted by eminent medical authorities. **NO OTHER CIGARETTE CAN MAKE THIS STATEMENT.**

Smoke Philip Morris for pleasure, too. It's not only good sense... it's good taste.

Philip Morris U Company do not claim that Philip Morris Cigarettes cure irritation. But they do say that an important source of irritation in other cigarettes—is not used in the manufacture of Philip Morris.

**Published in leading medical journals. Names on request. Philip Morris, Fifth Avenue, N. Y.*

Call for PHILIP MORRIS
America's finest 15¢ Cigarette

CREATOR OF FAMOUS CIGARETTES FOR 35 YEARS, ALWAYS UNDER THE PHILIP MORRIS NAME
EVERY product guaranteed as advertised—see page 6

The Truth About Irritation of the Nose and Throat Due To Smoking

Their tests proved conclusively that on changing to Philip Morris, every case of irritation due to smoking clearly up completely or definitely improved.

These facts have been accepted by eminent medical authorities.

The Literary Digest for July 14, 1928 63

Ten thousand puffs
a day/

Timely science now comes forward with a mechanical "mouth and lungs"—to discover the secrets of cigarette smoke.

Through this engaging little device, a laboratory recently took 10,000 "puffs" in one day. Two dozen leading brands of cigarettes were tested... Turkish and Virginia, high-tow and low-tow, thirty-five and fifteen core varieties... all stripped of their claims and slogans, and read by the cold fingers of science.

Which was the coolest? Spud... cooled by M. J. Jones. This proves what thousands felt they were experiencing in Spud: that Spud is actually and noticeably a *smoother* cigarette.

So come on, you cigarette enthusiasts! Spud is the smoke discipline! Spud is the end of a two-pack day, the Spud mouth and throat is still cool, moist, and pleasant.

Spud's first puff is an experience—a delightful little sweep of coolness. It opens off in the nose, and the next, to heavy tobacco fragrance and sustained smoke enjoyment.

Try Spud and see. At better stands, Spud of Spud's cigarette cases in the accompanying page of "Palace, Little Stranger", *Fun, also and it for Promotion Tin of 100.*

THE AXTON-FISHER TOBACCO COMPANY, INC., Louisville, Ky.

SPUD
MENTHOL COOLED
Cigarettes 20 for 20¢

The Literary Digest for July 28, 1928 43



The tobaccometer can show... Both show smoke from cigarette through the apparatus. A sensitive thermometer registers temperature of the smoke.

The tobaccometer TELLS YOU!

Let the tobaccometer tell you what's what in cigarettes. This near-human little apparatus recently took 10,000 "puffs" in one day!

It puffed on two dozen leading brands... high-bow and low-bow, Turkish and Barbary, thirty-five and fifteen cent varieties. It was blind to their claims and slogans. It could rate them only by cold, scientific figures.

Which brand did the Tobaccometer find coolest?

Spud...cooler by 16.3% (out!).

"Whew," said the attending chemist. "What Spud claims is true. It is actually and noticeably cooler."

So go ahead, you cigarette enthusiasts! There's no exceeding the Spud limit! Two packs a day, if you want to... because there's no "smoked out feeling" in Spud... just lusty, lasting tobacco enjoyment, unhampered by any so-soony-day discipline.

It all starts with Spud's first puff—an indescribably delightful little shock of coolness that has no unending follow-through. You owe your throat and your senses a Spud experience.

Read of Spud's overnight success in the entertaining pages of "Walton's Little Strangers". Free. Also send \$1 for Presentation Time of 100.

THE AXTON-FISHER TOBACCO COMPANY, INC., Louisville, Ky.

SPUD

MENTHOL COOLED

Cigarettes 20 for 20¢

THE LITERARY DIGEST 41

You can't improve on Nature!



OLD GOLD won in scientific tests, because it is made of the PUREST, choicest tobacco... free of heat-generating flavonoids. That's the "why" of OLD GOLD's greater taste appeal, and delightful throat-ease.

A famous testing laboratory made 75 impartial roof tests* of the four leading cigarette brands, and OLD GOLD was shown definitely cooler than the other three leading brands.

NOT A COUGH IN A CARLOAD

***THE VERDICT OF SCIENCE**
This is to certify that in 75 repeated tests made of four leading cigarette brands... measuring the heat content of each cigarette by the Calorimeter method... it was shown that OLD GOLD is from 112 to 126 B.T.U.'s COOLER than the other brands.

Signed NEW YORK TESTING LABORATORIES
©, Boston Jack, Jr., Director

OLD GOLD IS PURE TOBACCO - NO HOT-BURNING FLAVONOIDS ADDED

You Can't Improve On Mother Nature

The verdict of science. Old Gold won scientific tests, because its made of the purest, choicest tobacco.

Delightful throat-ease. Not a cough in a carload.

*Everything that Science really knows
about making cigarettes is used in
making CHESTERFIELDS*

LIGGETT & MYERS TOBACCO CO.

NO PRODUCT YOU CAN BUY is made under more sanitary conditions than you will find in the modern Chesterfield factories.

Everything used in making Chesterfield Cigarettes is scientifically tested for cleanliness and purity—and so ingenious is the machinery that the cigarette is hardly ever touched by hand.

EVEN THE AIR IN THE CHESTERFIELD FACTORIES IS CHANGED EVERY 4½ MINUTES

Every time you start to smoke a Chesterfield, remember this statement by a well-known physician:

"I have been something of a student of Cigarettes and it is my belief that they offer the mildest and purest form in which tobacco is used."

the cigarette that's **MILDER**
the cigarette that **TASTES BETTER**

© 1934, Liggett & Myers Tobacco Co.

SCIENTISTS OF 2 UNIVERSITIES PROVE OLD GOLD COOLEST SMOKE



NEWSPAPER MEN SEE SCIENCE PROVE OLD GOLD THE COOLEST CIGARETTE. Above are shown leading New York journalists in the New York Testing Laboratories, watching Old Gold win one of the 75 conclusive Oregon Bomb Calorimeter tests proving conclusively that the Old Gold Cigarette is the coolest smoke of the 4 leading cigarette brands. Left to right in the group are Sam Tash, Karl K. Kitchen and Walter Trumbull. At right, a full size photo of the winner. (Not a Cough in a Cough.)

Brief Biographies of Famed Journalists who saw Old Gold win Scientific Test

Sam Tash is one of the leading newspaper authorities on the boxing game. Both his column, "In a Ring-side Seat," and his radio broadcasts of boxing fights are the last word to boxing enthusiasts.

Karl K. Kitchen's two columns, "Mr. Manhattan," which deals with New York personalities, and "Karl K. Kitchen Presents," appear in over 60 papers, and have a wide and loyal following.

Walter Trumbull's sparkling syndicated sports features, "The Listening Post" and "The Wearing of the Green" are followed eagerly by readers all over the country.



THE EVIDENCE OF SCIENCE

"This is to certify that in 75 repeated and tests made of the 4 leading cigarette brands . . . measuring the heat content of each cigarette in B.T.U.s, with the Oregon Bomb Calorimeter, it was shown that:

Old Gold averages 112 B.T.U.s. Cooler than Brand X
Old Gold averages 125 B.T.U.s. Cooler than Brand Y
Old Gold averages 136 B.T.U.s. Cooler than Brand Z.

"To further verify Old Gold's position, the temperature (Fahrenheit) of the smoke of each cigarette brand was checked and Old Gold's smoke was found to be definitely cooler than the smoke of the other three brands."

(Signed) NEW YORK TESTING LABORATORIES
G. Britton Jack, Jr., Director

LABORATORY CHECK PLACES O. G. FIRST, IN COOL THROAT-EASE

Decisive Results in Favor of O. G. Obtained
by Scientists From Specimens of Four
Leading Brands Purchased in 20
Different Parts of the Country

Independent tests conducted by scientists of two leading Eastern Universities corroborated the findings of the New York Testing Laboratories. The scientists verified conclusively that Old Golds are the coolest of the four leading cigarette brands; indicating the use of finer quality tobaccos, the selection of milder and choicer leaf and the absence of heat-generating flavorings.

Purchasing their cigarettes through certified accountants in 20 different sections of the country with widely varying climatic conditions, the scientists said they were able to establish beyond all doubt that Old Gold's coolness was not altered by climatic extremes.

"There was no doubting the accuracy of the Oregon Bomb Calorimeter—it is one of the most reliable methods for measuring heat-content known to Science," said one of the educators, "so we employed the same type of instrument."

"And when test after test showed Old Golds consistently cooler than the three other brands, and the Fahrenheit temperature of the smoke definitely cooler, there was no alternative but to decide for Old Golds," he insisted.

Inasmuch as coolness in a cigarette requires finer and purer tobaccos and absence of artificial flavoring, this scientific verdict proves Old Gold a cigarette of choicest tobacco quality—pure tobacco without added flavoring.

Specimens from each lot of cigarettes bought for these tests have been sealed in airtight containers, labeled to show in which sections of the country they were purchased.

To any technical or scientific authority a signed report of the complete findings of these test scientists will be sent on request. P. Lorillard Company, Inc., 119 West 40th St., New York City.

SCIENCE PICKS BEST CIGARETTE; OLD GOLD WINS FROM ALL RIVALS



SCIENTISTS CAREFULLY WATCH SELECTION OF BEST CIGARETTE. Above is shown a group of scientists checking one of the seventy-five tests conducted in the New York Testing Laboratories in the Oxygen Bomb Calorimeter which proved Old Gold to be the coolest of four leading cigarette brands. On the extreme left is Dr. R. F. Moore, of the Gas-Baker Laboratories. Checking thermometer reading, Walter B. Knapp, noted chemical engineer. At extreme right, G. Britton Jack, Jr., right, a life-size photo of the winner. (Not a Cough in a Cough!)

75 TESTS ACCLAIM OLD GOLD COOLEST, EASIEST ON THROAT

"O. G.'s Finer Tobacco and its Freedom from Added Flavorings Make it a Definitely Cooler Cigarette," say Noted Authorities

"Conclusive evidence that Old Gold gives a cooler smoke . . . cooler than any of the three other leading cigarette brands . . . has been obtained through the most accurate heat-testing method known to Science." It has been announced by the New York Testing Laboratories. "Seventy-five repeated tests of the four big brands confirmed this finding," G. Britton Jack, Jr., Director of the Laboratories, asserted. Mr. Jack emphatically stated that the tests were initiated by the Laboratories solely as a matter of scientific research, and entirely without the participation of cigarette manufacturers.

"Accurate temperature records made of the smoke of each of the four cigarettes completed the proof that Old Gold is definitely cooler than the other brands," Mr. Jack asserted.

"It is not our province in this report to speculate on the reasons for Old Gold's cooler smoking quality," Mr. Jack stated. "But we are told that Old Gold is a cigarette of the finest and purest tobacco quality . . . without artificial flavoring. This alone might well account for its coolness and mildness, since low grade tobacco, or tobacco containing only flavorings, has a tendency to burn into hot and irritating fumes." He continued:

"These tests required eight months to complete. We purchased hundreds of cartons of the four leading brands through regular retail channels, and each brand was represented in each of the 75 tests. We employed the Oxygen Bomb Calorimeter, recognized by scientists throughout the world as the most accurate method of measuring the heat given off in the combustion of any organic substance."

Scientists of Two Leading Universities Check Tests That Prove Old Gold Best

Scientists of two leading Universities have checked the tests described on this page and their findings corroborated in every detail those of the New York Testing Laboratories.

Samples of each lot of cigarettes tested have been sealed in airtight bottles:

1. For scientists who may wish to check the tests.
2. To refer to in later years to see what effect the tests have had in improving other brands up to the Old Gold pure tobacco standard.

"In any scientific or technical authority, the signed report of these two scientists will be set on a par with that of the leading experts in the field."—New York City.

THE EVIDENCE OF SCIENCE

"This is to certify that in 75 repeated test runs made of the 4 leading cigarette brands . . . measuring the heat content of each cigarette in B.T.U.'s with the Oxygen Bomb Calorimeter, it was shown that:

Old Gold averages 112 B.T.U.'s. Cooler than Brand X

Old Gold averages 118 B.T.U.'s. Cooler than Brand Y

Old Gold averages 124 B.T.U.'s. Cooler than Brand Z

"To further verify Old Gold's coolness, the temperature (palatability) of the smoke of each cigarette brand was checked and Old Gold's smoke was found to be definitely cooler than the smoke of the other three brands."

(Signed) NEW YORK TESTING LABORATORIES
G. Britton Jack, Jr., Director

OLD GOLDS ARE PURE TOBACCO • NO ARTIFICIAL FLAVORING

MINNEAPOLIS MORNING TRIBUNE

Are Cigarette Claims True or False?

**Reader's Digest exposes
cigarette claims! Impartial tests find
OLD GOLD lowest in Nicotine, lowest in
Throat-Irritating Tars and Resins!**

SEE HOW YOUR BRAND COMPARES WITH OLD GOLD
Reader's Digest assigned a scientific testing laboratory to find out about cigarettes. They tested seven leading cigarettes and Reader's Digest published the results.
The cigarette whose smoke was lowest in nicotine was Old Gold. The cigarette with the least throat-irritating tars and resins was Old Gold.
On both these major counts Old Gold was best among all seven cigarettes tested.
Get July Reader's Digest. Turn to page 5. See what this highly respected magazine reports.
You'll say, "From now on my cigarette is Old Gold." Light one! Note that mild, soothing flavor. Easy on throat! Sure! And more smoking pleasure! Yes, it's the new Old Gold—easier yet since "Something New has been Added."
P. LORELLARD COMPANY, Established 1760



O.G. Challenges

THE OTHER THREE LEADING BRANDS TO THIS
SCIENTIFIC TEST OF CIGARETTE QUALITY



You three old-time cigarette brands are very proud of your cigarettes. You have a right to be! Your cigarettes are mighty good. Each of you, quite naturally, thinks his cigarette is best. You say: "MY cigarette is Miller!" "It's Fresh!" "Kaiser!" And so on.

But don't you think you might give Mr. and Mrs. John K. Sucker a little proof? OLD GOLD begs to suggest that you have any of the great technical universities test your cigarettes against OLD GOLD . . . for least content . . . using the Calorimeter method approved by scientists throughout the world.

Coolness, as you veterans know, is a clue to cigarette quality. It indicates the choicest, purest tobacco. So how about a little cool test?

Maybe you suggest that we favor OLD GOLD will win. We don't deny it. This "cool" test of 4 leading brands has already been made 75 times . . . and OLD GOLD won consistently.

Old Man Science plays no favorites. It's merit that counts with him. He has found the finer and purer tobacco quality of OLD GOLD, just as he tells the purity of pure gold!

NOT A COUGH IN A CARLOAD

***The Verdict of Science**

This is to certify that in 75 repeated cool tests made of the 4 leading cigarette brands . . . according to the best criterion of each cigarette in R.T.F.'s, with the Sucker Brand Calorimeter, it was always found:

Old Gold averages 112 R.T.F.'s. Cooler than Brand X
Old Gold averages 108 R.T.F.'s. Cooler than Brand Y
Old Gold averages 106 R.T.F.'s. Cooler than Brand Z

None of any brand of cigarette tested the first week, returned cooler than that of the other three.

(Copyright) NEW YORK TESTING LABORATORIES
© Sucker Inc., N.Y., 1940

NOTE: These tests have been made and verified by the calibration of your leading cigarette. They are made available to you for the convenience of J. Lorillard Company, Inc., 245 West 55th Street, New York City.

© J. Lorillard Co., Inc.

OLD GOLDS ARE PURE TOBACCO · NO ARTIFICIAL FLAVORING

Why—

Chesterfields are as good
as Science and Money can
make them

Every pound of Domestic tobacco used in Chesterfield cigarettes is aged for thirty months—2½ years. Science *Assures* there is no other way to make cigarette tobaccos mild and mellow.

Every process used in the manufacture of Chesterfield cigarettes is modern, scientific and clean—visitors are always impressed with the cleanliness of the Chesterfield factories.

Every ingredient, including the paper, is pure—nothing that you eat or drink is tested more carefully.

And Chesterfields are made right; the right length, the right diameter, and filled right—a detail perhaps, but if a cigarette is "no satisfy" it must be made right.

Everything about Chesterfield is as good as money can buy or science knows about—you have our word for this.

And Chesterfields are milder and taste better—this much you can prove for yourself.

Chesterfield

the cigarette that's MILDER • the cigarette that TASTES BETTER

© 1935, Lorain & Mower Tobacco Co.

*Everything that Science really knows
about making cigarettes is used in
making CHESTERFIELDS*

LIGGETT & MYERS TOBACCO CO.

NO PRODUCT YOU CAN BUY
is made under more sanitary con-
ditions than you will find in the
modern Chesterfield factories.

Everything used in making Chester-
field Cigarettes is scientifically tested
for cleanliness and purity—and so
ingenious is the machinery that the
cigarette is hardly ever touched by
hand.

EVEN THE AIR IN THE
CHESTERFIELD FACTORIES IS
CHANGED EVERY 4½ MINUTES

Every time you start to smoke a
Chesterfield, remember this statement
by a well-known physician:

*"I have been something of a
student of Cigarettes and it is
my belief that they offer the
mildest and purest form in
which tobacco is used."*

the cigarette that's MILDER
the cigarette that TASTES BETTER

© 1914, Liggett & Myers Tobacco Co.

Scientifically Purer..

Something every smoker
wants to know!

• Absolutely pure... that's what you expect in the things you eat and drink... and in the cigarettes you smoke.

"Chesterfields are as pure as the water you drink," a noted scientist writes. There's no way to make a purer cigarette. Starting with tobaccos... the ripest, finest, purest leaf that grows is selected for Chesterfields. Mill to start with... Cross-Blending makes it milder still. Then it's wrapped in paper that is so pure it burns without any taste or odor.

The phrase "Scientifically Purer" is entirely justified. By our use of a highly scientific process which was worked out by Dr. Paul Gross, the Head Chemist of our Research Department, Chesterfield reaches a state of purity unmatched, to our knowledge, by any other cigarette. In addition, scientists check every ingredient, every method. Even the factory air is washed, and changed every 4½ minutes. More purity!

Notice, too, the clean, white, attractive package... moisture-proof, Chesterfields come to you as good and as pure as they're made. Good... they've got to be good! Change to Chesterfields and see.

A WONDERFUL NEW RADIO PROGRAM!
Tonight... at 10:30... Chesterfield's Radio Program. Light a Chesterfield... tune back... and enjoy while Pat Hilliker's Orchestra and Alex Gray, soloist, play your own. It's on the entire Columbia Network... broadcast from coast to coast... every night except Sunday. And the hour's 10:30 E. S. T.



WRAPPED IN 50 POINT NO. 502 MOISTURE-PROOF CELLULOSE. THE BEST AND MOST EXPENSIVE THAT'S MADE



THEY'RE MILDER • • THEY'RE PURE • • THEY TASTE BETTER • • *They Satisfy*

An eminent scientist writes the head
chemist in our Research Department:

**“Chesterfield Cigarettes are
just as pure as the water you drink”**

THE WATER YOU DRINK is tested from time to time by expert chemists to make sure that it is free from all injurious substances—that it is pure.

So it is in the manufacture of CHESTERFIELD cigarettes. Expert chemists test all the materials that are used in any way in CHESTERFIELD'S manufacture, to make sure that everything that goes into CHESTERFIELD is just right.


THE LEAF TOBACCO IS PURE. Long steel cones—drying machines of the most modern type—scientifically “dry” and clean and purify the natural tobacco leaves by exact high-temperature treatment.

Then the shreds of cut tobacco, as you see them in your CHESTERFIELD, are again heated, cleaned and purified. From these pure tobacco the cigarettes are made, and only the purest paper—the best that can be made—is used for CHESTERFIELD.

Cigarettes used to be made in an old-fashioned way, by hand. Now, no hand but your fingers touches CHESTERFIELD—another purity safeguard.

CHESTERFIELD are made and packed in clean, sanitary factories where even the air is changed every four-and-one-half minutes—purity again.

ALL THIS CARE is taken to give you CHESTERFIELD as nearly perfect as cigarettes can be made. Delivered in a moisture-proof, sealed package, they reach you just as good, just as pure as when they leave the factory. Good... they've got to be good—they're just as pure as the water you drink!



© 1931, LORAIN & WILSON TOBACCO CO.



The Public Can Choose with Confidence

IN the smoker's interest Liggett & Myers Tobacco Company has maintained for 4 years an intensified, larger scale diversified research program. A half-million dollar 30-ton machine, the world's most powerful source of high voltage electrons, designed solely for our use has tested tens of thousands of cigarettes. This program has already given to us direct and significant information of benefit to the smoking public.

Our consultants include Arthur D. Little, Inc. of Cambridge, Massachusetts, "one of the largest and most reputable industrial research organizations in the country,"* and eminent scientists from leading universities.

For more than thirty years we have used research day in and day out learning about tobaccos and cigarettes in the public's interest.²

Continuously we and our consultants have analyzed, experimented with and smoked all kinds of tobaccos...especially Southern Bright, Burley, Maryland and Turkish cigarette tobaccos.

Our own cigarettes and competitive brands have been submitted to the most exacting scientific scrutiny including thousands of analyses of millions of pounds of tobaccos.

From all these thousands of analyses, and other findings reported in the leading technical journals, our Research Department has found no reason to believe that the isolation and elimination of any element native to cigarette tobaccos today would improve smoking.


Today the public can confidently choose from a variety of brands—by far the best cigarettes ever made by the tobacco industry.

*FROM BRITISH WIRE MAGAZINE

Liggett & Myers Tobacco Co.

3 Brands

Tested and Approved by
30 Years of Scientific
Tobacco Research



Enjoy Your Choice

© Copyright 1934, Liggett & Myers Tobacco Co.

It's sort of like the Theory of Relativity.


With relativity, it's like this: If you go fast enough, time slows down. With Enriched Flavor,[™] it's like this: The taste stays just as rich as you like even though the tar goes down. What could be simpler?

Enriched Flavor,[™] low tar. A solution with Merit.



National Smoker Study:

Merit Science Works!



Low tar MERIT with 'Enriched Flavor' tobacco delivers taste equal to—or better than—leading high tar brands.

The 'Enriched Flavor' science of low tar MERIT, 12 years in the making, isolates and fortifies flavor components of smoke for a taste way out of proportion to tar. But, can that taste satisfy smokers long term?

Read the results from a detailed, nationwide research effort involving smokers who taste-tested MERIT against leading high tar brands.

Confirmed: Majority of smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar.

Confirmed: Majority of smokers confirm taste satisfaction of low tar MERIT.

And in interviews conducted among current

© Philip Morris Inc., 1979

Kings: 8mg "tar," 0.6mg nicotine—
100's: 11mg "tar," 0.7mg nicotine av. per cigarette, FTC Report May '78

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

MERIT
Kings & 100's

National Smoker Study Hails Merit.



Enriched Flavor™ cigarette scores high marks in five key areas.

Can MERIT deliver the flavor of leading high tar brands?

Does MERIT satisfy smokers over a long period—or are MERIT smokers slipping back to old high tar favorites?

Read the bottom-line results of new research conducted with smokers like yourself.

MERIT Breakthrough Confirmed

Confirmed: Majority of high tar smokers rate MERIT taste equal to—or better than—leading high tar cigarettes tested! Cigarettes having up to twice the tar.

Confirmed: Majority of high tar smokers confirm taste satisfaction of low tar MERIT.

And in detailed interviews conducted among current MERIT smokers:

Confirmed: 85% of MERIT smokers say it was an "easy switch" from high tar brands.

Confirmed: Overwhelming majority of MERIT smokers say their former high tar brands weren't missed!

Confirmed: 9 out of 10 MERIT smokers not considering other brands.

First Major Alternative To High Tar Smoking

MERIT has proven conclusively that it not only delivers the flavor of high tar brands—but continues to satisfy.

This ability to satisfy over long periods of time could be the most important evidence to date that MERIT is what it claims to be: The first major alternative to high tar smoking. © Philip Morris Inc. 1978

Kings: 8mg "tar," 0.8mg nicotine—
100's: 11mg "tar," 0.7mg nicotine av. per cigarette, FTC Report May '78

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

MERIT
Kings & 100's

More Merit Proof!

Research underscores MERIT as proven taste alternative to high tar smoking.

MERIT Sweeps Latest Tests.

Results of the newest wave of smoker research are in. The conclusions: undeniable.

Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

Smoker Preference: Among the 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed.

MERIT is the proven alternative to high tar smoking. And you can taste it.

© Philip Morris Inc. 1990

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

Kings: 8 mg "tar," 0.8 mg nicotine—100's Reg: 10 mg "tar," 0.7 mg nicotine—100's Ment: 11 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79



MERIT
Kings & 100's

223

Merit Dominates Smoker Testing.

MERIT low tar/good taste combination scores convincing 3 to 1 victory over high tar leaders.

High Tars Suffer Setback.
Latest research proves smokers prefer MERIT.

Blind Taste Tests: In tests where brand identity was concealed, a significant majority of smokers rated the taste of low tar MERIT as good as—or better than—leading high tar brands. Even cigarettes having twice the tar!

© Philip Morris Inc. 1990
Kings: 8 mg "tar", 0.8 mg nicotine—100's Reg.
10 mg "tar", 0.7 mg nicotine—100's Men. 11 mg
"tar", 0.8 mg nicotine av. per cigarette. FTC Report Dec. 79

Warning: The Surgeon General Has Determined
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Smoker Preference: Among 95% of smokers stating a preference, the MERIT low tar/good taste combination was favored 3 to 1 over high tar leaders when tar levels were revealed!

MERIT is the proven alternative to high tar smoking. And you can taste it.

MERIT
Kings & 100's

95

