



1951

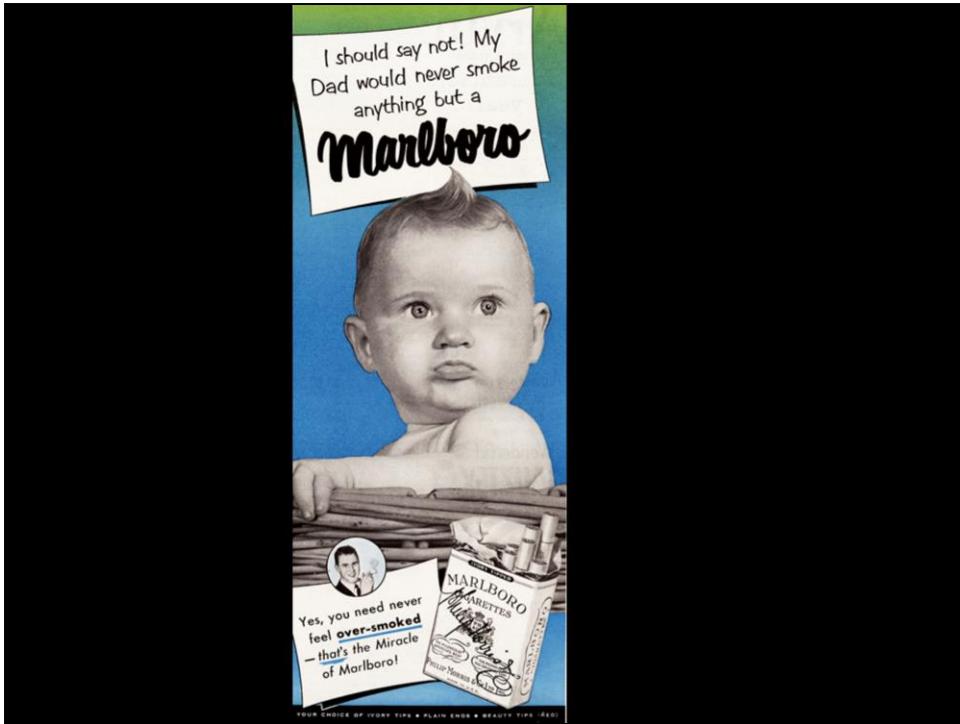
Gee Mommy, you sure enjoy your Marlboros

Images of infants and children had multiple values to tobacco advertisers.

They reinforced the respectability of smoking as part of normal family life.

The images of youngsters tended to send a reassuring message about the healthfulness of the product.

Finally, it was an obvious ploy as part of their campaign to expand the pool of women smokers.



1951

My Dad would never smoke anything but a Marlboro



1951

Your darn tootin my dad smokes Marlboro



1951

Just one question, Mom . . . Can you afford not to smoke Marlboro?



1951

Gee, Dad, you always get the best of everything . . . even Marlboro!

Bundle from Heaven

Great day! Another Marine -- in miniature -- greets the world with leather lungs to match his dad's leather neck. Great day . . . and fitting occasion for a great cigar -- a Webster!

Today as always--Webster's 100% long, choice-selected Havana filler is unchanged -- and Webster's popularity has reached an all-time high -- at home and overseas. That's why your tobacconist may not always have your favorite Websters on hand. Please try him another day.

WEBSTER CIGARS
FIRST IN THE SOCIAL REGISTER

Kathleen Washington, Ltd. • Queens, N.Y. • Pepp Park, N.Y. • Cigarettes International, Inc.

1945 April 28

Yes Sir! Here's Your Baby!

Born gentle

PROUD mothers, please forgive us if we too feel something of the pride of a new parent. For new Philip Morris, today's Philip Morris, is delighting smokers everywhere. Enjoy the gentle pleasure, the *fresh unfiltered flavor*, of this new cigarette, born gentle, then refined to special gentleness in the making. Ask for new Philip Morris in the smart new package.

Philip Morris
Cigarettes
King Size or Regular
Softpack

New Philip Morris...gentle for modern taste

1956

Born gentle. Proud mothers, please forgive us if we too feel something of the pride of a new parent.



A cigarette tastes better when you know you're cutting way down on nicotine and tars!

No cigarette that relies on a filter alone comes even close to **KING SANO** in reducing nicotine and tars!

Only King Sano reduces nicotine and tars where it really counts—in the tobacco itself. Then, and only then, is a most efficient filter added. Result: today's good tasting King Sano is the "cleanest" cigarette you can smoke. Why not try a carton?

COMPARE KING SANO WITH ALL THE POPULAR FILTER CIGARETTES:
See for yourself the tremendous difference in nicotine-tar content:
(Results are listed in order of nicotine content)

Milligrams of nicotine in smoke of 1 cigarette	KING SANO	Milligrams of tar in smoke of 1 cigarette
0.5	KING SANO	12.1
1.3	BRAND A	18.1
1.7	BRAND B	20.2
1.8	BRAND C	20.2
2.0	BRAND D	22.7
2.3	BRAND E	22.7
2.4	BRAND F	21.9
2.5	BRAND G	22.8
2.5	BRAND H	24.5
2.6	BRAND I	24.8

The milligrams of nicotine and tar in shown on this chart are based on the results of a comprehensive study of the average nicotine and tar content of filtering cigarettes marketed in the U.S. market. The study is conducted by R.J.R.T.C. (R.J.R. Tobacco Company, Inc., Independence, Missouri) Chemical.



KING SANO
TASTES
FRESH,
CLEAN,
GOOD!

KING SANO
CIGARETTES
Filter Tip

Just Another

A PRODUCT OF B&W T Co. (B&W TOBACCO COMPANY)

1958

Yes Sir! Here's Your Baby!

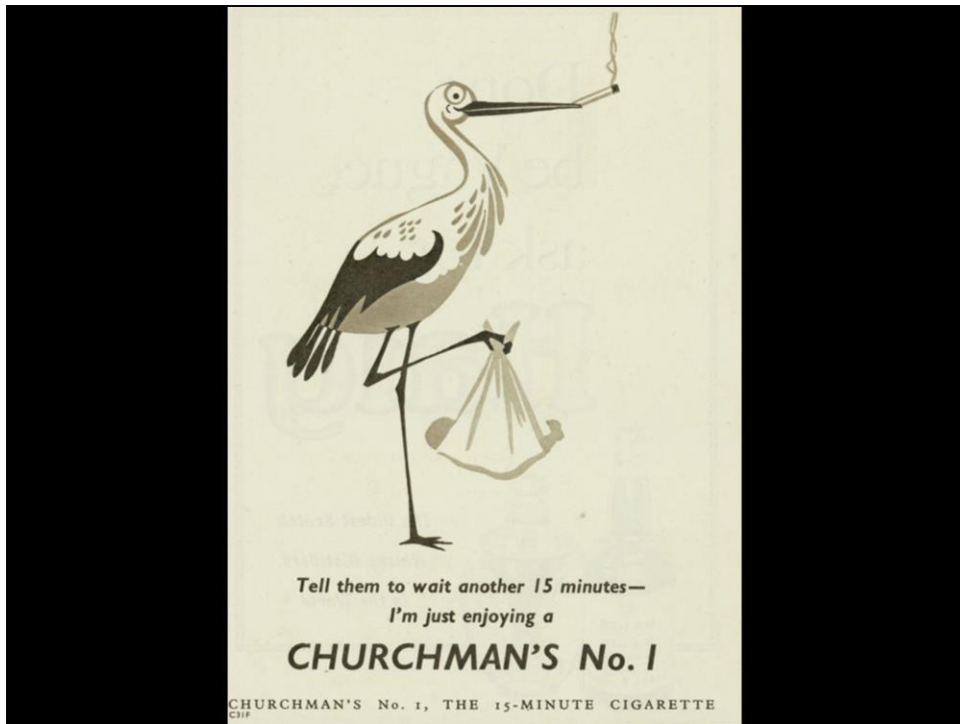
When a cigarette means a lot...

get **Lots More** from **L&M**

more body in the blend
more flavor in the smoke
more taste through the filter

It's the rich-flavor leaf that does it! L&M has more rich-flavor leaf than even some unfiltered cigarettes. And L&M's filter is the modern filter -- all white -- inside and outside -- so only pure white touches your lips.
L&M's the filter cigarette for people who really like to smoke.

Yes Sir! Here's Your Baby!



1930

The post-war baby boom will just have to wait while the stork takes a cigarette break.

THE SATURDAY EVENING POST

YES SIR! HERE'S YOUR BABY!



HERRY! It's not too late to make the best smoking revolution of all: "I'm going to save my throat... I'm switching from bats to **KOOL**!" The reward? A blend of the choicest tobaccos ever rolled into a cigarette. A welcome touch of mild menthol that makes every refreshing puff. Curb tips to save lips and keep the ends firm. Finally, a valuable B & W coupon good for a wide variety of high-class premiums. (Write for new catalog #13). Do better by yourself in 1937. Start on **KOOL** today. Your throat will feel cooler from the very first puff. Brown & Williamson Tobacco Corp., P. O. Box 399, Louisville, Ky.

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CIGARETTES

SAVING COUPONS... NEW AT POPULAR PRICES... ALSO CARRY A & W TOBACCO

SAVE B & W COUPONS FOR HANDSOME NEW PREMIUMS (offer good in U.S.A. only)

 <p>Four glasses, each worth 10¢.</p>	 <p>One pack of KOOL cigarettes, worth 10¢.</p>	 <p>A pair of shoes, worth 10¢.</p>	 <p>A small table, worth 10¢.</p>	 <p>A calculator, worth 10¢.</p>	 <p>A clock, worth 10¢.</p>
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THIS IS... JACK PEARL (BRAND SUPERGRASSER) IN A BRAND-NEW SHOW. COAST-TO-COAST N.E.C. BLUE NETWORK. EVERY MONDAY 9:30 TO 10 P.M., U.S.A.

1935

Yes Sir! Here's Your Baby!

Only a baby...but
BIG!
...and getting bigger and BIGGER every day



POPULAR FILTER PRICE

NEW FLIP-TOP BOX
A flip-top box that opens and closes like a regular flip-top. Cigarettes won't break. It's easy to use.

NEW
Marlboro
LONG SIZE

THE LONG-SIZE FILTER CIGARETTE FROM PHILIP MORRIS

...and these are the reasons why:

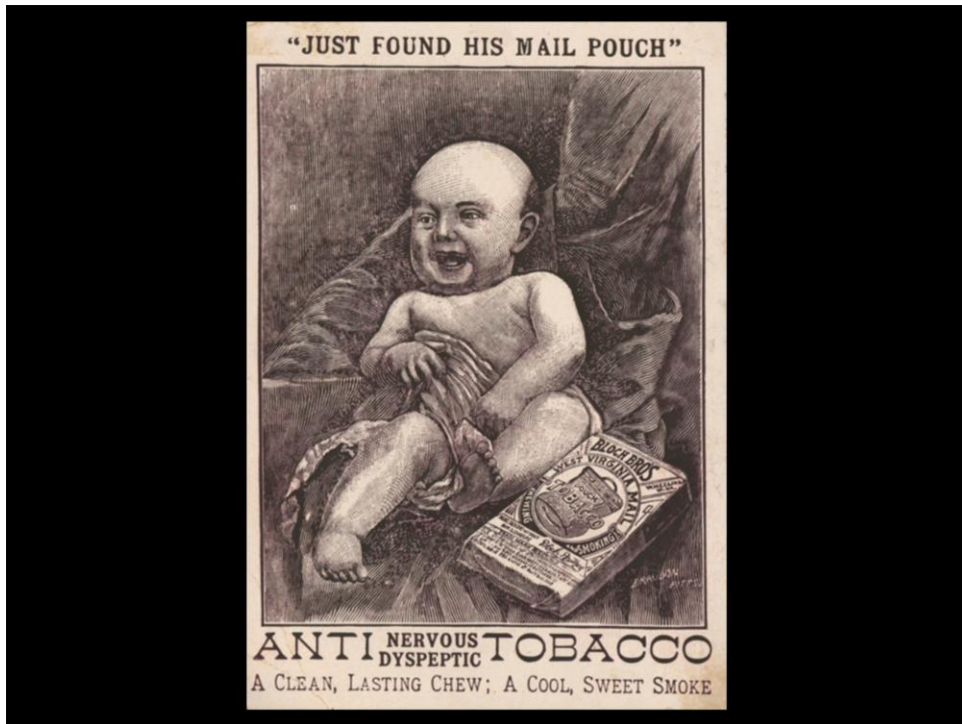
- *Delivers the goods on flavor*—makes it easy to change to filter smoking.
- *Flip-top Box*—first really new cigarette package in 38 years.
- *Exclusive New Filter*—easy-drawing, delivers the goods on flavor.
- *New recipe*—selected over all others by the most smokers.
- *Major league Newspaper, TV, and Display advertising.*

GIVES YOUR CUSTOMERS MORE DOWNRIGHT VALUE FOR THEIR CIGARETTE DOLLARS

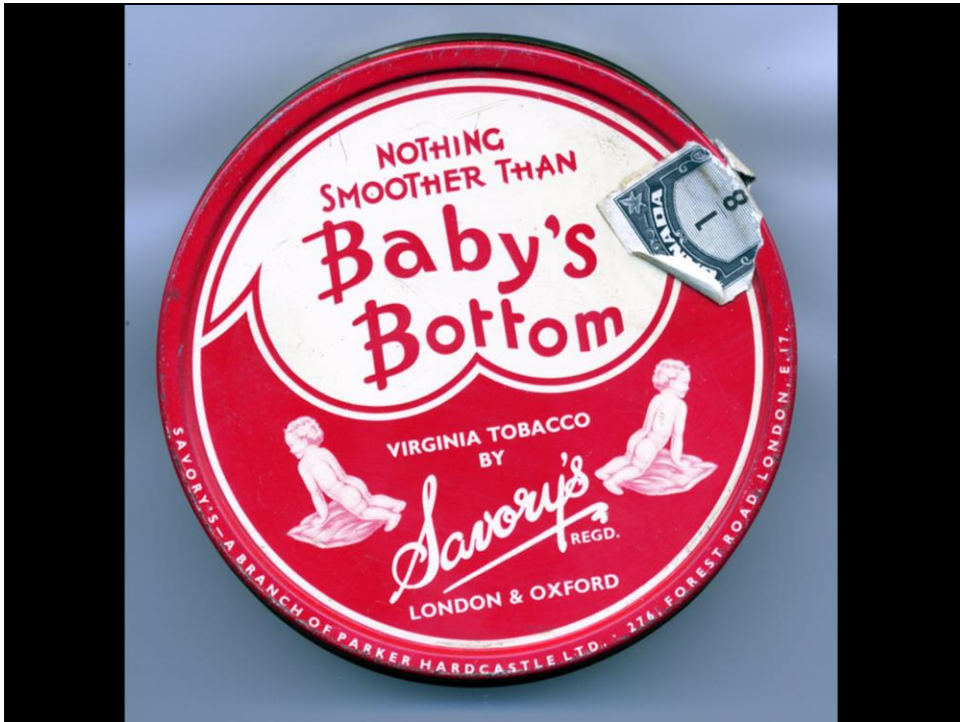
30 CHAIN STORE AGE, APRIL, 1955

1955

Yes Sir! Here's Your Baby!



Anti Nervous Dyspepsia Tobacco. A Cool, Sweet Smoke.



Yes Sir! Here's Your Baby!

