Date:  
Theme:  Athletic Endorsers  
Campaign:  28% less Nicotine  
Key phrase:  “Joe Di Maggio’s mighty swing”  
Brand:  Camel  
Company:  RJ Reynolds

Comment:  
Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.
Date:
Theme: Athletic Endorsers
Campaign: easier on the throat – milder in every way.
Key phrase: I’ve smoked Camels for 8 years
Brand: Camel
Company: RJ Reynolds

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.
Date:
Theme: Athletic Endorsers
Campaign: Camels agree with me
Key Phrase: Joe DiMaggio has something to say
Brand: Camel
Company: RJ Reynolds

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.
Date:
Theme: Athletic Endorsers
Campaign: It’s my cigarette
Key Phrase: The one I’m really glad to put my name on
Brand: Camel
Company: RJ Reynolds

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.
Date:  
Theme: Athletic Endorsers  
Campaign: It's my cigarette  
Key Phrase: The one I’m really glad to put my name on  
Brand: Camel  
Company: RJ Reynolds  

Comment: Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.
Date:
Theme: Athletic Endorsers
Campaign: Camels agree with more people
Key phrase: Why Camels are first with famous sports stars
Brand: Camel
Company: RJ Reynolds

Comment: Mickey Mantle, a major league baseball player who holds the record at 18 for most world series home runs, died of liver cancer on August 13, 1995. Although this was due primarily to his struggle against alcoholism, certain studies have established smoking as another possible risk factor of liver cancer. Olympic diver and bronze medalist Zoe Ann Olsen died 14-Jul-1982 of heart failure, a condition two to four times more likely in smokers, at the age of fifty-six. Professional golfer Julius Boros, the oldest person ever to win a major golf championship, also died of heart failure on May 28, 1994. Pauline Betz is a professional tennis player in the international tennis hall of fame.
Date:
Theme: Athletic Endorsers
Campaign: Camels are for me
Key Phrase: Star Slugger
Brand: Camels
Company: RJ Reynolds

Comment: Born October 20, 1931, Mickey Mantle played as an outfielder and first baseman for the New York Yankees, winning three MVP awards and playing in sixteen All-Star games. Though he died of liver cancer on August 13, 1995, he still holds the record for most world series home runs, 18.
Date:
Theme: Athletic endorsers
Campaign: Viceroy has the smoothest taste of all
Key phrase: America’s champion athletes choose viceroy
Brand: Viceroy
Company: Brown & Williamson

Comment: Mickey Mantle, a major league baseball player who holds the record at 18 for most world series home runs, died of liver cancer on August 13, 1995. Although this was due primarily to his struggle against alcoholism, certain studies have established smoking as another possible risk factor of liver cancer. Samuel Jackson Snead, born May 27, 1912, was a professional golfer who won eighty-two PGA tours, as well as seventy other events world wide. He died May 23 2002, however, not having won a single U.S. Open. Olympic diver and bronze medalist Zoe Ann Olsen died 14 Jul-1982 of heart failure, a condition two to four times more likely in smokers, at the age of fifty-six. Pancho Gonzales, a self-taught professional tennis player born May 9, 1928, is widely recognized as one of the greatest tennis players in history. He
died on July 3, 1995.
Date:
Theme: Athletic endorsers
Campaign: Viceroy has the smoothest taste of all
Key phrase: From my very first puff
Brand: Viceroy
Company: Brown & Williamson

Comment: Born October 20, 1931, Mickey Mantle played as an outfielder and first baseman for the New York Yankees, winning three MVP awards and playing in sixteen All-Star games. Though he died of liver cancer on August 13, 1995, he still holds the record for most world series home runs, 18. It’s interesting that Viceroy advertises “from the first puff” while Camel recommends “The-30 Day Test”.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic endorsers
Campaign: Viceroy has the smoothest taste of all
Key phrase: Home-run champion, says
Brand: Viceroy
Company: Brown & Williamson

Comment: Born October 20, 1931, Mickey Mantle played as an outfielder and first baseman for the New York Yankees, winning three MVP awards and playing in sixteen All-Star games. Though he died of liver cancer on August 13, 1995, he still holds the record for most world series home runs, 18.
For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Tareyton sure has the taste!

—says Willie Mays

Spectacular center fielder of the S.F. Giants, famed Willie Mays, endorses Tareyton. Tareyton has really smoked some time ago. "I can tell you," says Willie, "that I enjoy smoking something different. I like the taste of Tareyton. The thing I want, Tareyton sure has the taste!"

Tareyton delivers the flavor... Dual Filter does it!

Here's one filter cigarette that's really different!

The difference is this: Tareyton's Dual Filter gives you a unique inner filter of ACTIVATED CHARCOAL, definitely centered to make the taste of a cigarette mild and smooth. It works together with a pure white outer filter to help get the flavor elements in the smoke. Tareyton delivers—and you enjoy the best taste of the best tobaccos.

DUAL FILTER Tareyton
"HAMMERIN’ HANK" AARON...

twice National League batting champion -- is again adding to his reputation as one of the greatest outfielders in baseball.

Hank has already joined the all-time top ten in every batting department of the National League.

You just know this young man is a Camel smoker.

"Can’t beat ’em for flavor," says Hank. "And Camel sure smokes mild!"

If you’re smoking more now but enjoying it less...

CHANGE TO CAMELS

Quantity will never be a substitute for quality. And the Camel blend of costly tobaccos has never been equaled. So if you’re smoking more today, but enjoying it less - change to Camels. Today as always, the best tobacco makes the best smoke.

Have a real cigarette -- have a CAMEL

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic endorsers
Campaign: Smoother and better
Key phrase: The blindfold cigarette test
Brand: Old Gold
Company: Lorillard

Comment: Born on February 6, 1895, Babe Ruth is recognized as one of the greatest baseball players in history. With 714 home runs and a lifetime batting average of .342, his slugging prowess and charismatic aura found him not only as a baseball legend, but an American cultural icon and hero. His career was cut short, along with his legacy, when he died on August 16, 1948 at the age of fifty-three, from throat cancer.
Date:
Theme: Athletic endorsers
Campaign: Blindfold Test
Key phrase: Old Gold hits a homer
Brand: Old Gold
Company: Lorillard

Comment: Born on February 6, 1895, Babe Ruth is recognized as one of the greatest baseball players in history. With 714 home runs and a lifetime batting average of .342, his slugging prowess and charismatic aura found him not only as a baseball legend, but an American cultural icon and hero. His career was cut short, along with his legacy, when he died on August 16, 1948 at the age of fifty-three, from throat cancer.
Date:
Theme: Athletic endorsers
Campaign: Costlier Tobaccos
Key phrase: For digestion’s sake smoke Camels
Brand: Camels
Company: RJ Reynolds

Comment: Lou Gehrig “The Iron Horse” was an baseball player known both for his hitting prowess and his record of 2,130 consecutive games played. He died tragically at the age of thirty-seven on June 2, 1941 from amyotrophic lateral sclerosis, or Lou Gehrig’s disease.
Date:
Theme: Athletic endorsers
Campaign: Blindfold cigarette test
Key phrase: Old Gold has the most on the ball
Brand: Old Gold
Company: Lorillard

Comment: Lou Gehrig “The Iron Horse” was an baseball player known both for his hitting prowess and his record of 2,130 consecutive games played. He died tragically at the age of thirty-seven on June 2, 1941 from amyotrophic lateral sclerosis, or Lou Gehrig’s disease.
Date:
Theme: Athletic endorsers
Campaign: Get a lift with Camel
Key phrase: 21 out of 23 St. Louis Cardinals smoke Camels
Brand: Camels
Company: RJ Reynolds

Comment: Founded in 1882, the St. Louis Cardinals have won a National League record of 10 world series. Joseph Michael “Ducky” Medwick was pulled from the 1934 world series against the Detroit Tigers and pelted with garbage after injuring Marv Owen on a hard slide into third base. Nicknamed for his waddle, no one called him “Ducky” to his face. He died on March 21, 1975 from a heart attack. Johnny “pepper” Martin “The Wild Horse of Osage” was an outfielder and third baseman known for his speed. In the 1931 world series he batted .500 and stole 5 bases. He suffered a heart attack and died on March 5, 1965. A major league starting pitcher, Harry Warren “Rip” Collins starred at four sports in Texas A&M University and was know for his punting skills. Paul “Daffy” Dean was nicknamed contrary to his quiet and
serious nature. He pitched along with his more distinguished brother, Jay, “Dizzy” Dean, the reason for his matching nickname. Jay Died of a heart attack on July 17, 1974, four years before his brother.
"Camels don't get your wind"

SAY THE DETROIT TIGERS 1935 WORLD CHAMPIONS

Here's the line-up on the smoking preference of the new world champions:

19 OUT OF 22 OF THE TIGERS SMOKE CAMELS

Today Detroit glories in its first World Championship! Those 1935 Tigers have preached and proved a new way of courage and energy. They smoke Camel cigarettes. And now you can smoke them. Get them, for the price is low. Camel cigarettes are made from fine, MILD, RICH, BITTER, or STEADY LEAVES. Camel is the most popular brand. Camels are mild. They give no sting to the throat. They leave no ash. Enjoy Camel.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic endorsers
Campaign: Get a lift with Camel
Key phrase: 21 out of 23 St. Louis Cardinals smoke Camels
Brand: Camels
Company: RJ Reynolds

Comment: Founded in 1882, the St. Louis Cardinals have won a National League record of 10 world series. Joseph Michael “Ducky” Medwick was pulled from the 1934 world series against the Detroit Tigers and pelted with garbage after injuring Marv Owen on a hard slide into third base. Nicknamed for his waddle, no one called him “Ducky” to his face. He died on March 21, 1975 from a heart attack. Johnny “pepper” Martin “The Wild Horse of Osage” was an outfielder and third baseman known for his speed. In the 1931 world series he batted .500 and stole 5 bases. He suffered a heart attack and died on March 5, 1965. A major league starting pitcher, Harry Warren “Rip” Collins starred at four sports in Texas A&M University and was know for his punting skills. Paul “Daffy” Dean was nicknamed contrary to his quiet and
serious nature. He pitched along with his more distinguished brother, Jay, “Dizzy” Dean, the reason for his matching nickname. Jay Died of a heart attack on July 17, 1974, four years before his brother.
Date:
Theme: Athletic endorsers
Campaign: A smooth, rich tasting smoke
Key phrase: Have a real cigarrete
Brand: Camel
Company: RJ Reynolds

Comment: An often despised figure, Roger Maris caused a commotion in 1961 when he topped Babe Ruth’s record for sixty home runs in a single season with sixty-one home runs. An asterisk in the records marks that he made the record breaking sixty-one runs in a 162 game season, whereas Babe Ruth’s sixty runs were made in a 154 game season. Perhaps contributing to his unpopularity is his serious and self-contained personality in comparison with Babe Ruth’s outgoing, charismatic persona. He died on December 14, 1985, twenty-four years later at the age of fifty-one, from lymphoma.
Date:
Theme: Athletic endorsers
Campaign: “It’s toasted”
Key phrase: Luckies Taste Better, Cleaner, Fresher, Smoother
Brand: Lucky Strike
Company: American Tobacco Company

Comment: Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also had the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.
Date:
Theme: Athletic endorsers
Campaign: “It’s toasted”
Key phrase: Luckies Taste Better, Cleaner, Fresher, Smoother
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N.Y. YANKEE STAR ELSTON HOWARD FLASHERS THE SIGN:

"YOUR CIGARETTES NOT TASTING COOL ENOUGH
TILL YOU Come Up to KOOL"

"Feel extra coolness in your throat..."
says ELSTON HOWARD

"Extra coolness no other cigarette can offer. Taste a new freshness that lasts all through the day... Koool after Koool also Koool. Believe me," says Yankee Star Elston Howard, "I know!"

Take Elston Howard's advice: "Try just one seven of Koool. You'll never go back to those hot and dry-tasting cigarettes again!"

KOOL, BROWN & WILLIAMS TOBACCO CORPORATION

The Mark of Quality in Tobacco Products

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic endorsers
Campaign: “It's Toasted. No Throat Irritation - No Cough.”
Key phrase:
Brand: Lucky Strike
Company: American Tobacco Company

Comment: A dominant major league pitcher, Waite Hoyt “The Schoolboy Wonder” was signed to the New York Giants at the age of fifteen. Also known as “The Merry Mortician”, Hoyt worked both as a funeral director and in vaudeville. He has performed with George Burns, Jack Benny, and Jimmy Durante. He died on August 25, 1984, following a heart attack.
Date:
Theme: Athletic endorsers
Campaign: They're Milder
Key phrase: Always Buy Chesterfield
Brand: Chesterfield
Company: Altria

Comment: Frank Ellerbe played between 1919 and 1924 as a third baseman for the Senators, the Browns, and the Indians. He was born on December 25, 1895, He died on July 8, 1988.
Date:  
Theme: Athletic endorsers  
Campaign: They're Milder  
Key phrase: Always Buy Chesterfield  
Brand: Chesterfield  
Company: Altria

Date:  
Theme: Athletic endorsers  
Campaign: Milder  
Key phrase: The Babe Ruth Story  
Brand: Chesterfields  
Company: Altria  

Comment: Born on February 6, 1895, Babe Ruth is recognized as one of the greatest baseball players in history. With 714 home runs and a lifetime batting average of .342, his slugging prowess and charismatic aura found him not only as a baseball legend, but an American cultural icon and hero. His career was cut short, along with his legacy, when he died on August 16, 1948 at the age of fifty-three, from throat cancer.
Date:
Theme: Athletic endorsers
Campaign: Extra Mildness Extra Coolness Extra Flavor
Key phrase: He’s got those Extras that win ball games
Brand: Camel
Company: RJ Reynolds

Comment: William Henry “Bucky” Walters, born April 19, 1909, was an American Major League pitcher. A six time All-Star, he was the national league MVP in 1939, leading the league in strikeouts. He died on April 20, 1991.
THE SMOKE'S THE THING!

"YES, SIR, CAMEL IS THE CIGARETTE FOR ME...
EXTRA MILD!"

...and here's the scientific slant,
"BUCKY" WALTERS:
The smoke of slower-burning Camel gives you
28% LESS NICOTINE
than the average of the 6 other highest-selling
cigarettes tested — less than any of them — according
to independent scientific tests of the smoke itself!

FLAVORS MORE EXTRAS IN CAMEL, ESPECIALLY
THE EXTRA SMOKING PER PACK

REASONS TO SMOKE Camel: No other cigarette makes
more intense smoke with a smaller
flavor of tobacco than that of Camel. It's more intense, more full, more
flavorful. Camel. Not as much smoke, more flavor.

BY RUNNING THE SMOKE and the average of the 6 other
cigarettes, you'll see that you give you a smoking plus stand, on the average, in
5 EXTRA SMOKES PER PACK!

CAMEL
THE CIGARETTE OF COSTLIER TOBACCO

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic Endorsers
Campaign: With the Kings of Sports, it's Chesterfield
Key Phrase: The sum total of smoking pleasure
Brand: Chesterfield
Company: Altria

Comment:
Pro tennis player Bobby Riggs, Born February 25, 1918, was also reputed to be a gambler and hustler. He won 105,000 dollars (from an initial 500) in 1939 by betting on himself at Wimbledon. In his later years he won numerous golf and tennis bets, often defeating opponents with a frying pan instead of a tennis racquet or with only one golf club. He died on October 25, 1995.

Sid Luckman, November 21, 1916, was the American quarterback first to use the T-formation. One of the few Jewish professional football players, he died on July 5, 1998.

Born August 1, 1914, professional golfer Lloyd Mangrum was known for his relaxed demeanor on the course. When drafted into World War
II, he declined a position at the army’s Fort Golf Course, instead going on to win two purple hearts and survive an injury at the Battle of the Bulge. He died on November 17, 1973 of his twelfth heart attack.

Stanley “Stan the Man” Musial, born on November 21, 1920, is a major league baseball player who won the National League MVP three times. After serving in World War II, he went on to become general manager of the St. Louis Cardinals.

Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also had the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

American Swimmer Adolph “Sunny Boy” Kiefer was the first man in the world to swim 100 yards backstroke in less than one minute. After he won a gold medal in the 1936 Summer Olympics, Kiefer traveled the world, challenging swimming champions to 2000 races. He won all but two.

Nat Holman, Born October 19, 1896, played professional basketball for New York University and the Original Celtics. One of the major early innovators of the game, he was a large influence to later playmakers. In 1920 he gained the top coaching position at City College of New York. He died on February 12, 1995.
Date:
Theme: Athletic Endorsers
Campaign: Largest selling with the fans of the Red Sox and the Braves
Key Phrase: All the Benefits of Smoking Pleasure.
Brand: Chesterfield
Company: Altria

Comment: Born April 11, 1910, Jim Britt was a major league baseball announcer who announced loyally for the Atlanta Braves and Boston Red Sox from 1940 through 1950 (except for his time serving in the Navy during World War II). He died on December 31, 1980.
Date: 1947
Theme: Athletic Endorsers
Campaign: The Baseball Man’s Cigarette
Key Phrase: The First Thing You Will Notice Is Their Mildness
Brand: Chesterfield
Company: Altria

Comment:
Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also had the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

Bob Elliott, born November 26, 1916, was a major league right fielder and third baseman. In 1947 he won the National League Most Valuable Player award. He had the highest slugging average of any National League third baseman, .440. He died on May 4, 1966.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Stanley Raymond “Bucky” Harris, born November 8, 1896, was a player and manager for the Washington Senators by the time he was twenty-eight. He later became manager of the Tigers, Red Sox, Phillies, and Yankees. He died on November 8, 1977.

Stanley “Stan the Man” Musial, born on November 21, 1920, is a major league baseball player who won the National League MVP three times. After serving in World War II, he went on to become general manager of the St. Louis Cardinals.

Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.

Ewell “The Whip” Blackwell, born October 23, 1922, was a major league pitcher nicknamed for his fast sidearm pitch. With 839 strikeouts and a 3.30 ERA, he is considered to be one of the greatest pitchers of his time. He died of cancer on October 29, 1996.
Date:
Theme: Athletic Endorsers
Campaign:
Key Phrase:
Brand:
Company:

Comment:
Americas top baseball player smoke Camels.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic Endorsers
Campaign:
Key Phrase:
Brand:
Company:

Comment:
Americas top baseball player smoke Camels.
Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.
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Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.
IT'S ALL A MATTER OF TASTE

TY COBB

SPEAKS HIS MIND

Some say, it’s just a matter of taste. The people who make Lucky Strike know that isn’t true.

First thing I know, they asked me if I’d ever seen why I smoke Luckies. To me, I didn’t care much, but I could tell, in the case, if they’d do a couple of things.

First, give me a chance to try it in a variety of interesting. Second, say it the way I want it said.

They said okay, so here goes. I smoke Luckies because I like them. That’s the only reason I can think of. I suppose some folks would call it a fad, but that’s what I am. Take another example. I think that the half players of years back had at all over most of ‘em today. That’s my opinion, and I’ll stick to it. The same goes for Luckies. It’s all a matter of taste.

You see for a few days about why people smoke certain cigarettes. Maybe it doesn’t mean much for the people that they are, but I can say it I smoke Luckies, because I like them.

I guess this sort of sounds along a bit, but they suit me.

Lucky Strike speaks for itself

So, let me say, at least, that Mr. Cobb likes Luckies. The rest of the matters—Luckies them from here.

Luckies turn better for two reasons. Principally everything in the America knows. LSC, S.C.C., Lucky Strike Mean Fine Tobacco. And more and more people are finding that Luckies are actually good for them, too.

So, St. Bigby—Go Lucky. Remember, Luckies are made by The American Tobacco Company, America's leading manufacturer of cigarettes.

LUCKIES TASTE BETTER

CLEANER, FRESHER, SMOOTHER!
Date:
Theme: Athletic Endorsers
Campaign: Have a real cigarette
Key Phrase: The best tobacco gives you the best smoke
Brand: Camel
Company: RJ Reynolds

Comment: Born November 22, 1926, Lew Burdette was starting pitcher for the Boston and Milwaukee Braves and the 1957 World Series MVP. An excellent control pitcher with a 1.84 walk average, in 1959 he threw a 1-0 shutout, winning a game in the 13th inning against the Pittsburgh Pirates, who had pitched a perfect game the first 12. He was rumored to have thrown balls illegally altered by application of saliva or other liquid, "spitballs". He died of lung cancer on February 6, 2007.
Endorsements by Famous Athletes (“They will never get your wind”)

Endorsements from athlete celebrities date from the second half of the nineteenth century, when cigarette manufacturers started inserting cardboard into cigarette packs to keep their smokes from getting crushed. Tobacco marketers quickly realized that images could be put on such cards—first movie stars, then athletes and military heroes, and eventually hundreds of other themes. Sports figures were sometimes paid for their services, but not everyone went along: Honus Wagner, the baseball star, was much opposed to smoking, and demanded that his image be removed from such cards - which is why his card now sells for 2-3 million dollars.

The idea of cigarettes never getting your “wind” was an effort to counter the growing medical realization that smoking could actually make it harder for you to breathe. Emphysema was already a well-known pathology by the middle of the nineteenth century, and by the 1920s smoking was widely blamed not just for “pharyngeal catarrh” (mucus drainage down the throat) but for more general damage to the larynx and bronchial tubes, causing cough, hoarseness, bronchial catarrh and so emphysema of the lungs. Cigarette manufacturers wanted people not to think about such issues, and went out of their way to suggest that...
smoking would in no way compromise even an athlete’s ability to perform at his (or her) very best. Athletes from all realms of sport were paid to endorse specific brands—this included baseball greats such as Babe Ruth, Lou Gehrig, and Joe DiMaggio, golf legends such as Ben Hogan, plus dozens of other heroes in football, basketball, tennis, swimming, bowling, and other popular sports. As late as 1947 cigarette manufacturers were able to harness experts to claim that smoking brand X, Y or Z did not compromise athletic performance.

Sports-themed advertising continued into more recent decades, and as recently as the 1980s 26 out of 28 major league baseball stadiums had either Marlboro or Winston billboards in their outfields. Ads were barred from television in 1971, following which tobacco sponsorship of sporting events became commonplace: Reynolds established the Winston Cup NASCAR; Philip Morris created the Virginia Slims Women’s Tennis Circuit and Marlboro Cup Horse Race; Benson and Hedges promoted Rugby and race car driving, and many other new ways to advertise were created (direct mail, personal gear, viral marketing, etc.).
Date:
Theme: Athletic Endorsers
Campaign: Largest selling cigarette with the fans
Key Phrase: All the benefits of smoking pleasure
Brand: Chesterfield
Company: Altria

Comment:
In addition to managing, Bill Dickey, born June 5, 1907, played as a catcher for the New York Yankees for his entire career. He was an aggressive man who once broke another player's jaw after a collision, earning him a 1,000 dollar fine and a 30-day suspension. His mentor, Albert Edwin Dickey, is rumored to have lost a finger while breaking up a fight between Bill and another player. It was supposedly bitten of at the knuckle by Ty Cobb. He died on November 12, 1993.

Unusually small in size for a power hitter, Mel Ott, Born March 12, 1909, became a manager in 1942. He managed the New York Giants until 1948. His lenient, easy-going way of management, coupled with the Giants failure to place any higher than third during that time, provoked
the comment from Dodgers Manager Leo Durocher, “Nice guys finish last!”. Ott died on November 21, 1958.
Date:
Theme: Athletic Endorsers
Campaign: in the Big Leagues, Chesterfield is Favorite
Key Phrase: Most valuable players in the American and National Leagues
Brand: Chesterfield
Company: Altria

Comment: Ted Williams, widely recognized as one of the best hitters in baseball history, was the last person to bat over .400 in a season, batting .406 in 1941. He also had the best batting average of any player to hit over 500 home runs. Introduced into the baseball hall of fame in 1966, he was also a star fisher, hosted a fishing television show, and was awarded a place in the fishing hall of fame. Born on August 30, 1918, he died of cardiac arrest on July 5, 2002.

Stanley “Stan the Man” Musial, born on November 21, 1920, is a major league baseball player who won the National League MVP three times. After serving in World War II, he went on to become general manager of the St. Louis Cardinals.
Yes Sir! Here’s Your Baby!
Date:
Theme: Athletic Endorsers
Campaign: Twice as many filters
Key Phrase: Viceroy are Smoother
Brand: Viceroy
Company: Brown & Williamson

Comment: Billy Goodman, a major League baseball player born March 22, 1926, was an infielder who batted left-handed. Extremely versatile as a player, he could play almost any position. He died of cancer on October 1, 1948.
Date:
Theme: Athletic Endorsers
Campaign: Real Havana Flavor
Key Phrase: Back from Havana
Brand: White Owl
Company: General Cigar Company

Comment: Born on October 17, 1987, Paul Derringer was a major league pitcher who played mainly for the Cincinnati Reds between 1931 and 1945. On May 24, 1935, he beat the Philadelphia Phillies in the first major league night game in history, in which President Franklin D. Roosevelt lit the stadium lights from the white house. He died on November 17, 1987.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
“Viceroy’s got the taste that’s right!”
says Frank Robinson

Millions of smokers agree with Frank Robinson. And for good reason. They find unfiltered cigarettes taste too strong. And even some filter cigarettes taste as strong as the unfiltered kind. Others taste too light, so it’s just like smoking hot air. But Viceroy tastes the way you’d like a filter cigarette to taste. Not too strong. Not too light.

Viceroy’s got the taste that’s right!

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic Endorsers
Campaign: One Beautiful Smoking Experience.
Key Phrase: “In 1972 A Legend Lit My Grenadier”
Brand: Grenadiers
Company: AyC

Comment: Frank Edwin “Tug” McGraw, born on August 30, 1944, was a major league pitcher and father of country singer Tim McGraw. In 1965 he joined the marine corps and became, in his words, “a trained killer”. This taught gave him confidence and discipline that positively affected his pitching career. Nonetheless, he was a cheerful character with a colorful personality, his motto “Ya gotta believe”. Of his salary, he once said “Ninety percent I'll spend on good times, women, and Irish Whiskey. The other ten percent I'll probably waste.”, failing to mention the “Beautiful Smoking Experience” of Grenadier cigars that he promotes here. He died on January 5, 2004.
Camels agree with my throat
say these famous 20-GAME WINNERS OF BASEBALL

AEL PARNELL

MEL PARRELL

CAMEL PARDY

HEWARD POLLET

VIE RASSHO

BOB LEMON

MOTER THROAT SCIENTIFIC REPORT ON SMOKING OF CAMEL CIGARETTES

Not one single case of throat irritation due to smoking CAMELS
For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224

1962

Dual Filter
TAREYTON
BASEBALL GUIDE & RECORD BOOK
PUBLISHED BY The Sporting News

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Viceroy's got the filter for the taste that's right!

Viceroy is specifically designed to taste the way you'd like a filter cigarette to taste. Not too strong... not too light...Viceroy's got the taste that's right!

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.
BIG LEAGUE

Full flavor plus a pure white, modern filter put Winston in a league by itself. For the best taste in filter smoking, try Winston.

Winston tastes good like a cigarette should!
1989

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<table>
<thead>
<tr>
<th>Year</th>
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<tbody>
<tr>
<td>1937</td>
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For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Ernie Kovacs died in 1962 in a car accident which occurred when he tried to light one of his trademark cigars.
For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Oh, Yeah? well don’t let it happen again, Son!”

Say, how come, guy,
You dropped that fly
And spoiled the no-hitter I’m pitchin’?
What put you off?
Oh, yeah . . . a cough?
You couldn’t stop yer throat from twitchin’?

Them fags yuh smoke
Would make you choke.
Well, listen to what I’m remarkin’—
You just arrange
To make a change
And smoke OLD GOLDS and stop that barking!

Us Old Boys learn
OLD GOLDS don’t burn
Or scratch yer throat, or ever fag it,
Rich, mild and pure
You’ll like ’em—sure,
And—when the next fly comes, you’ll bag it!

PURE TOBACCO . . . NO ARTIFICIAL FLAVORS
It’s why O. Gs. do not scratch the throat or taint the breath . . . [Cellophane-wrapped, of course]
"THEY DON'T GET YOUR WIND"
ATHLETES SAY

So mild, athletes smoke as many as they please—and that's real mildness!

Of course you want mildness in a cigarette. And the athletes-on-to:"mildness" are especially important—first on mildness. Lou Gehrig, baseball's "Iron Mike," says: "Camels are no mild they never get my 'wind.'"

George Bizer, international first-rate champion, says: "Camels are no mild, they don't cut my 'wind' in any way." Billy Washington, Jr., star of the stadium like Griffith, says: "I've got to have 'wind' in my outing. For my cigarettes I beg ages those Camels."

Tommy Aaron, baseball for gold, Buice Benson for tennis, and Barty Bailey for the squishy sports—all agree: "Camels don't get your 'wind.'"

What this mildness means to you!...I mean you can smoke as many Camels as you please. Athletes say Camels' costlier tobaccos never disturb your nerves—never tire your taste—never get your 'wind.'

GOOD NEWS!
More of the pleasant things in life are slowly pleasant when they're "in condition." That's why it's best good news to have your Camels "in condition." And you can smoke all you want. Athletes say Camels are mild they never get your 'wind.'

So Mild YOU CAN SMOKE ALL YOU WANT!

Camels COSTLIER TOBACCOS!

Camels are made from finest, MORE EXPENSIVE TOBACCOS

—Turkish and Dominc—than any other popular brand.

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

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
Date:
Theme: Athletic Endorsers
Campaign: What an appealing difference there is in Camels.
Key Phrase: Facts Figures Fitness are Her Business
Brand: Camels
Company: R.J. Reynolds

Comment: Welker Cochran, Born October 7, 1897, was a professional Billiards player by the age of 17, winning titles in three-cushion and balkline billiards. He died on July 26, 1960.

Joe Di Maggio was Born November 25, 1914, the eighth of nine siblings, into a poor immigrant family from Italy. His father, Giuseppe, was a fisherman and expected the same of his five sons. Often called “lazy” and “good for nothing”, Joe Di Maggio proved his father wrong, first playing for the San Francisco Seals on October 1, 1932, rising out of poverty, and going on to become a three time MVP winner and thirteen time All-Star for the New York Yankees. Joltin’ Joe hit safely in 56 consecutive games in the 1941 season, a record still unmatched. Joe Di Maggio’s mighty swing was curtailed along with his American
dream on October 14, 1998 by tobacco when he died following surgery for lung cancer.
Date:
Theme: Athletic Endorsers
Campaign:
Key Phrase:
Brand:
Company:
Comment:

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FOR DIGESTION’S SAKE... SMOKE CAMELS

“GOOSE” GOSLIN (left), of the Detroit Tigers, says: “Camels help me to enjoy my meals more.” Science confirms the fact that smoking Camels increases the flow of digestive fluids—alkaline digestive fluids.

DARE-DEVIL. Uva Kimmey (above) has made over 48 jumps. “Camels don’t jangle my nerves,” says Uva, “and they encourage good digestion in a pleasant way.” Enjoy Camels for their rich flavor—their cheery “lift.”

CAMELS COSTLIER TOBACCOS

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
RIGHT OFF THE BAT!

"Getting ready for your
challenge today?"

"Reach for a Lucky
instead."

Lucky Strike, the best
Cigarette you ever
smoked, made of the
finest tobacco—The
"Creem of the Crop"—"The
SHAPER"—Lucky Strike
has an extra, secret
baking process. Every-
one knows that best
groftsmen and so 35,079
physicians say that
Lucky Strike is the best
smoking in your throat.

“IT’S TOASTED”

Your Throat Protection—against irritation—against cough.

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SPEED'S OKAY IN BASEBALL, BUT I LIKE MY CIGARETTE SLOW-BURNING. CAMELS BURN SLOWER AND GIVE ME THE EXTRA MILDNESS I WANT—EXTRA SMOKING, TOO

GEORGE CASE—leading base-stealer of the major leagues

GEORGE CASE, Joe DiMaggio, "Bucky" Walters, Johnny Mize...so many of the top-flight players in America's favorite sport prefer America's favorite cigarette—Camel.

They have found—and you will find—that Camel's matchless blend of costlier tobaccos and Camel's slower way of burning mean several important "extras" in steady smoking pleasure and in actual amount of smoking per pack (see below, left).

In recent laboratory tests, CAMELS burned 50% slower than the average of the 15 other of the largest-selling brands tested—slower than any of them. That means, on the average, a smoking plus equal to

5 EXTRA SMOKES PER PACK!

FOR EXTRA MILDNESS, EXTRA COOLNESS, EXTRA FLAVOR—

CAMELS
SLOW-BURNING COSTLIER TOBACCOS

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270
"Why I changed to Camels..."

**GENE BEARDEN**
Ace Pitcher of the Cleveland Indians

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported

**NOT ONE SINGLE CASE OF THROAT IRRITATION** due to smoking CAMELS!

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