

10 Publicidades de cuando FUMAR era saludable y recomendado ¡Ahora nos parece insólito!

El Ciudadano · 16 de marzo de 2015

"Give your throat a vacation..."

Smoke a FRESH cigarette

IF the cigarette you have been smoking stings or burns your throat, switch to Camels and see the difference.

It's the peppery dust left in tobacco by inefficient cleaning methods that makes you cough.

It's the unkindly hot smoke of harsh, dried-out tobacco that burns and irritates your throat.

There is no peppery dust in Camels—that's whisked away by a special vacuum-cleaning process.

There are no stale, crumbly, parched tobaccos—the fine Turkish and mild Domestic tobaccos of which Camels are blended come to you in prime, factory-fresh condition, thanks to the Humidor Pack.

This scientific germ-safe wrapping—not plain ordinary Cellophane, but moisture-

proof Cellophane which costs nearly twice as much—seals in all the natural aroma and freshness, seals it so tightly that wet weather cannot make Camels damp, nor drought weather make them dry.

Camels are milder and more throat friendly because they are dust-free and fresh.

Give your throat a vacation, switch to Camels for just one day. Then leave them—if you can.

Four in CAMEL QUARTER PACK including Station Delivery and Easy Pull in Tinned Packings, American Signature Brand, Gold Label, Silver, Green, and other special blends.

CAMEL

MILD... NO CIGARETTE AFTER-TASTE

HUMIDOR PACK

Don't remove the moisture-proof wrapping from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. In offices and homes, even in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

En la actualidad no se necesita ser médico para saber que los cigarrillos son malos para la salud. Todas las personas lo repiten casi a diario, y por donde se mire hay carteles que lo recuerdan todo el tiempo.

Pero hasta los años 60 nadie tenía ni la menor sospecha de que alquitrán, dióxido de carbono, y nicotina en tus pulmones eran perjudiciales para la salud.

También existían cientos de publicidades de cigarrillos auspiciadas por doctores y avaladas por la ciencia, te presentamos algunas publicidades que al día de hoy te parecerán insólitas:

“Como tu dentista, recomendaría Viceroy”



20.679 Medicos dicen: “Los Luckies son Antirriantes”



Para mantener tu figura en forma, nadie se puede negar – Fuma Lucky



“Estoy enviando Chesterfields a todos mis amigos. Es el mejor regalo de navidad que cualquier fumador puede recibir”

Ronald Reagan (Presidente de los Estados Unidos y Actor de Hollywood)



La mayoría de los Doctores fuman Camel más que cualquier otro cigarrillo



He's one of the busiest men in town. While his doot may say *Office Hours* 2 to 4, he's actually on call 24 hours a day.

The doctor is a scientist, a diplomat, and a friendly sympathetic human being all in one, no matter how long and hard his schedule.

According to a recent Nationwide survey:

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

DOCTORS in every branch of medicine—113,997 in all—were queried in this nationwide study of cigarette preference. Three leading research organizations made the survey. The gist of the query was—What cigarette do you smoke, Doctor?

The brand named most was Camel!

The rich, full flavor and cool mildness of Camel's superb blend of costlier tobaccos seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.



Your "T-Zone" Will Tell You...

T for Taste . . .
T for Throat . . .

that's your proving ground for any cigarette. See if Camels don't suit your "T-Zone" to a "T."



CAMELS *Costlier Tobaccos*

Protejo mi voz con Luckies

"I protect my voice with LUCKIES"

"It's that delightful taste after a cup of coffee that makes Luckies a hit with me. And naturally I protect my voice with Luckies. No harsh irritants for me... I reach for a Lucky instead. **Congratulations on your improved Cellophane wrapper. I can open it.**"

Edmund Lowe

Who can forget Edmund Lowe as "Sergeant Quirt" in "What Price Glory?" That mighty role made Eddie famous in filmland—and he's more than held his own in a long line of talkie triumphs. We hope you saw him in the "Spider." And be sure to see him in the Fox thriller, "The Cisco Kid."

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

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

MOISTURE-PROOF CELLOPHANE
Sealed Tight
Ever Right
THE UNIQUE HUMIDOR PACKAGE
Zip—
and it's open!

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

*** Is Mr. Lowe's Statement Paid For?**

You may be interested in knowing that our own cash was paid to Mr. Lowe to make the above statement. Mr. Lowe has been a smoker of LUCKY STRIKE cigarettes for 6 years. We hope the publicity benefit given will be as beneficial to him and to you, the producers, as his evidence about all LUCKIES is to you and to all.

Un cigarrillo Pall Mall es igual de sano que una manzana o una naranja



Para mantenerte en forma, fuma Lucky Strike

STRAIGHT FROM THE SHOULDER!

When tempted to over-indulge
"Reach for a Lucky instead"



No moderate-to-moderate in all things, even in smoking. Avoid that heavy shadow. By smoking over-indulgence, if you would maintain that moderate, over-pleasant figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Lucky** is less irritating to your throat.

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

*We do not say smoking **Lucky** reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

FACE THE FACTS!

When tempted to over-indulge
"Reach for a Lucky instead"



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Dale a tu garganta unas vacaciones. Fuma un cigarrillo fresco.
Camel

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Found in CAMEL QUARTER DOZES including Station Delivery and Easy Way—Camel Mechanics, American Express, Standard, Columbia, Western—many other major retailers.



CAMELS
MILD... NO CIGARETTE AFTER-TASTE



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**Feliz cumpleaños papá, sabemos tu ABC: Always Buy
Chesterfield (Compra siempre Chesterfield)**



via [Difundir](#)

Fuente: El Ciudadano