

WHAT DO YOU NOTICE FIRST?

- | | |
|----------------------------------|------------------------------------|
| ☐ Colour | ☐ Slogan |
| ☐ Image | ☐ Price |
| ☐ Person | ☐ Packaging |
| ☐ Product | ☐ Comments |

Something else:

WHAT FEELING IS IT TRYING TO SELL?

- | | | |
|--------------------------------------|--|--|
| ☐ Fun | ☐ Fitting in | ☐ Being healthy |
| ☐ Confidence | ☐ Looking good | ☐ Missing out if you say no |
| ☐ Freedom | ☐ Feeling calm | |
| ☐ Being older | ☐ Being popular | |

Something else:

WHAT DOES IT WANT YOU TO DO?

- | | |
|-----------------------------------|--|
| ☐ Buy it | ☐ Copy someone |
| ☐ Try it | ☐ Think it is normal |
| ☐ Share it | ☐ Think everyone is using it |
| ☐ Trust it | ☐ Think it is safer than it looks |

Something else:

WHAT HAS THE ADVERT NOT TOLD YOU?

WHAT IS INSIDE THE PRODUCT

WHO BENEFITS IF PEOPLE BUY IT

WHO DOESN'T BENEFIT?

WHAT QUESTION WOULD YOU ASK BEFORE TRUSTING IT?

To keep a slender figure
No one can deny ...



Reach
for a
LUCKY
instead of a
sweet

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"
No Throat Irritation - No Cough.

You've come a
long way, baby.



VIRGINIA SLIMS.

Regular & Menthol 18 mg. "tar," 1.2 mg. nicotine av. per cigarette. FTC Report Nov. '70

He's one of the busiest men in town. While his door 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 Tests... T for Throat...

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

CAMELS *Castles* *Tobaccos*

ARGUSBAR NEON 2K
Powered by VGOPCO

Fresh Flavour Meets Bold Power

2000 PUFFS

ARGUSBAR NEON 2K

ARGUSBAR NEON 2K

1800 MAH 800 MAH

UK FORMULATED FLAVOURS

BATTERY INDICATOR

2025 COMPLIANT

18+

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

Marlboro!

Yes, you need
never feel
over-smoked
...that's the
Miracle of
Marlboro!

YOUR CHOICE OF IVORY TIPS •
PLAIN ENDS • BEAUTY TIPS (RED)

A black and white photograph of a baby's face is centered against a bright orange background. To the right of the baby is a pack of Marlboro cigarettes. The pack is labeled 'MARLBORO CIGARETTES' and 'Philip Morris & Co. Inc. NEW YORK, N.Y. U.S.A.'. The baby is looking directly at the camera with a neutral expression.

You're darn tootin'
my dad smokes
Marlboro
...he knows
a good thing!

Yes, you need
never feel
over-smoked
...that's the
Miracle of
Marlboro!

YOUR CHOICE OF
IVORY TIPS • PLAIN ENDS • BEAUTY TIPS (RED)

A black and white photograph of a baby's face is centered against a bright yellow background. To the right of the baby is a pack of Marlboro cigarettes. The pack is labeled 'MARLBORO CIGARETTES' and 'Philip Morris & Co. Inc. NEW YORK, N.Y. U.S.A.'. The baby is looking directly at the camera with a neutral expression.

I should say not! My
Dad would never smoke
anything but a
Marlboro

Yes, you need never
feel over-smoked
...the Miracle

A black and white photograph of a baby's face is centered against a blue background. To the right of the baby is a pack of Marlboro cigarettes. The pack is labeled 'MARLBORO CIGARETTES' and 'Philip Morris & Co. Inc. NEW YORK, N.Y. U.S.A.'. The baby is looking directly at the camera with a neutral expression.



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OUT OF THIS WORLD FLAVOUR

Take your vape to another dimension with the all new Alfabar Alien.



LED light effect eyes

18+

This product contains nicotine which is a highly addictive substance.
Get in touch: hello@alfabarvape.com

ALFABAR
Give life more flavour. alfabarvape.com

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Ltd
RS