



**Tobacconists' Advertising: A Collection of Selling Phrases, Descriptions, and Illustrated Advertisements as Used by Successful Advertisers (Classic Reprint)**

by **William Borsodi**



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Excerpt from Tobacconists' Advertising: A Collection of Selling Phrases, Descriptions, and Illustrated Advertisements as Used by Successful Advertisers

In preparing your ads, treat your subject simply but thoroughly. Do not overcrowd your space - leave something for the next time. While prices are the chief attraction in an ad, yet they must be handled carefully. If you are Offering bargains, do not fear to feature the price, but if you are selling a high-grade article at a high price make the description sell it in spite of the price.

Don't forget that variety is the spice of advertising. You may advertise the same goods day after day, issue after issue if you will, but do not use the same language or display to do it. Study this book and you will be able to adapt to your use practically every ad that is printed here.

If you have not selected a store name, choose one. Then use it in your advertising until it is familiar

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to every person in your Vicinity.

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*Class of '46  
or Class of '06*

*Always studying, always increasing the breadth and depth of his knowledge—like this group searching a demonstration of a new method of using penicillin—the doctor's "school days" are never done. No matter how great, how famous he may become, his search for even greater knowledge never fails.*



*According to a recent Nationwide survey:*  
**More Doctors smoke Camels**  
than any other cigarette

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

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



• Doctors in every branch of medicine—113,397 in all—were queried in this nationwide study of cigarette preference. These 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 softness of Camel's superb blend of choice tobacco seem to have the same appeal to the smoking tastes of doctors as to millions of other smokers the world around. If you are a Camel smoker, this preference among doctors will hardly surprise you. If you're not—well, try Camels now.

**CAMELS** *Crestler  
Tobaccos*

In Singapore, tobacco advertising was completely banned on 1 March 1971, whereby all kinds of advertising on newspapers and magazines was strictly prohibited, under the Prohibition of Advertisements relating to Smoking Act, 1970

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^ Light but just as deadly, by Peter Lavelle

She was their second famous model

Taiwan also prohibits other forms of tobacco promotion, such as "using tobacco products as gift or prize for the sale of other products or for the promotion of other events," or "packaging tobacco products together with other products for sale." Depending on the specific violation, Article 26 penalizes violators with fines ranging from NTD 100,000 to NTD 2,500,000 for each violation.[39]

The National Council of Public Opinion Polls notes that "unscientific pseudo-polls are widespread and sometimes entertaining, if always quite meaningless"

Minimal-effects model

media alone cannot cause people to change their attitudes or behaviors.

Selective exposure and selective retention

people expose themselves to media that confirm the values or attitudes that they already hold.

Uses and gratification model

was produced to contest the notion of a passive media audience

Much cigarette advertising was intended to target youth

Deodorant, mouthwash, and shampoo ads frequently invoke anxiety, pointing out that only a specific product could relieve embarrassing personal hygiene problems and restore a person to social acceptability

Irritation advertising

creating product-name recognition by being annoying or obnoxious

Association principle

a persuasive technique used in most consumer ads that associates a product with a positive cultural value or image even if it has little connection to the product

Italy

Interior Design

Furniture Design

Transport Interior

Room Interior

Web Design

Websites Design

Flash Websites

Free Stuff

TOP Tutorials

Useful Reviews

Advertisement

Retro Ads

Posters

TV ads

Branding

Urban Design

Hotels

Eco Concepts

Creative Houses

Street Art

Fashion Design

Fashion Jewelry

Accessories

Art Works

Travel

Art Nude

Paintings

Pencil Art

Creative Photos

Sculptures/Modeling

Culinary Creative

Art Photos

Art Inspiration

Industrial Design

Stylish Stuff

Gadgets

Concepts

Robots

Packaging Design

Graphic Design

Inspiration

Logo Design

Covers

Typography

3D Graphics

Editorial Design

Automotive Design

Bike Design

Car Design

Car Tuning

Avia Design

Boat Design

552 Unbelievable Pencil Art by Paul Lung

388 15 Best Free Travel Templates

178 Ferrari 612 GTO Concept

177 100 Best Website Galleries to Submit Your Creative Design

172 Living in a Shell - Nautilus House

164 Incredibly Realistic Sculptures by Adam Beane

160

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25 Creative and Original Mugs 157 15 Best Free Website Builders of 2017 140 Unusual Fonts 137 25 Best Free Online Store Templates and Themes 101 A Separate Reality 88 Surrealistic Paintings by Vladimir Kush 84 15 Best Free Real Estate Templates 81 30+ Creative and Stylish Rings 78 Artist Daniel Dociu 73 Amazing Cinemagraphs by Jamie Beck and Kevin Burg 68 History of Coca-Cola in Ads 65 Breath Taking Sculptures by Mark Newman 63 Remarkable Collection of Steampunk Sculptures 55 Paintings by Paul Roberts 55 Comfort Trailer Home "ProtoHaus" 53 15+ Best Free Hotel Templates and Themes 51 Miniature World of Michael Paul Smith 50 Luxury Watches - the Most Beautiful and Spectacular Models 50 A Matter of Taste 49 15 Best Royalty Free Photo Sites 44 Top 15 Original Chess Sets 43 Unique Steampunk Insects 43 20 Apple-inspired Tutorials for Practice Web Designers 43 Corporate Logos - 50 Stylish Examples 43 Armour for Cats and Mice Created by Jeff de Boer 41 Retro Car Ads 41 Best Free Professional Banners 41 Fabulous Artworks by Jeannette Woitzik 40 Bright and Positive Paintings by Leonid Afremov 36 Fantasy Art - Illustrations of Elena Dudina 34 Got Milk? 33 Beautiful Free CSS Templates 31 Life After the Apocalypse 31 BMW 328 Hommage Concept Car 30 Unusual, Interesting and Unique Watches 30 Amazing Fonts 30 Smart House with Amazing Ability to Transform 29 Collection of Creative and Original Logos 28 Kids Room Decoration from e-glue 27 Porcelain Beauties by Marina Bychkova 26 10 Best Typography Tutorials 26 Amazing Footwear from Kobi Levi 25 40 Best Movie Effects Photoshop Tutorials 25 LED Moon Light by Nosigner 547 Superyacht Designed by Architector Zaha Hadid 390 Luxury Osros Floating Island 357 Adastra Luxury Yacht: from Concept to Reality 343 Electric Speedboat by Mercedes-Benz AMG + Cigarette Racing History of Coca-Cola in Ads 22 March 68 Comments Advertisement, Retro Ads Total: 18.6K 784 5 26 12.2K 5.5K The Coca-Cola Company has always believed in advertising, and that belief has taken it to the top of the mountain. In 1971, an agreement between the government and the tobacco industry saw the inclusion of health warnings on all cigarette packets. Ridiculing anti-tobacco activists was also outlawed,[4] as was the use of advertising posters along rail tracks, in rural regions, stadiums and racing tracks. European Union Tobacco advertising ban takes effect 31 July Archived 24 January 2011 at the Wayback Machine 2011-06-21 In 2003, the European Union halted the branding of cigarettes as "light" or "mild", saying that this misleads consumers about the dangers of smoking. (Delhi, India) Bookseller Rating: Print on Demand Price: US\$ 9.41 Convert Currency Shipping: FREE From India to U.S.A. Grandprix.com How can we help? You can also find more resources in our Help Centre. Select a category Something isn't clear Something doesn't work I have a suggestion Other feedback What is your email address? What is 1 + 3? Send Message In the 1950s, manufacturers began adding filter tips to cigarettes to remove some of the tar and nicotine as they were smoked. As of late December 2013, before January 1, 2014, a new warning is shown explaining "Smoking kills you" with an "18+" sign after it

However, there were still a substantial number of doctors and scientists who believed there was a health risk associated with smoking cigarettes.[6] During World War II, cigarettes were included in American soldier's C-rations since many tobacco companies sent the soldiers cigarettes for free. Be the first one to write a review. "Classic Ads" 108 (2): 217-24. Wheeler, Brian. BBC News (18 September 2002). The 15.12 BILLION spent in the United States in 2003 amounted to more than \$45 for every person in the United States, more than \$36 million per day, and more than \$290 for each U.S. In Italy, advertising of tobacco products has been banned since 1962,[54] though ad in magazines remained legal since the late 70s; with a few subsequent changes to the law in 1983[55] and 2004.[56] 79c7fb41ad

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