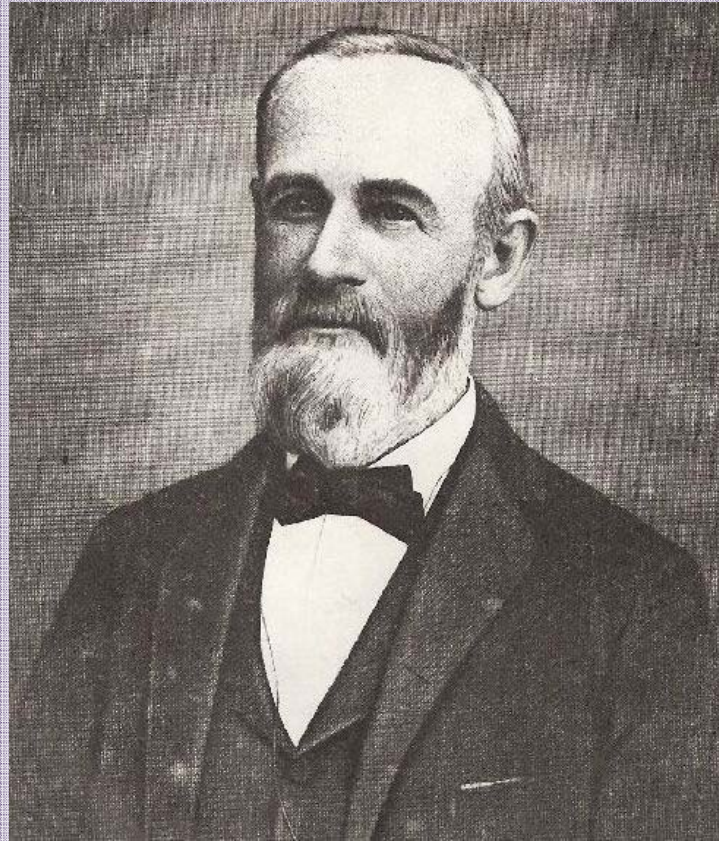


LIGGETT & MYERS TOBACCO CO.

1873



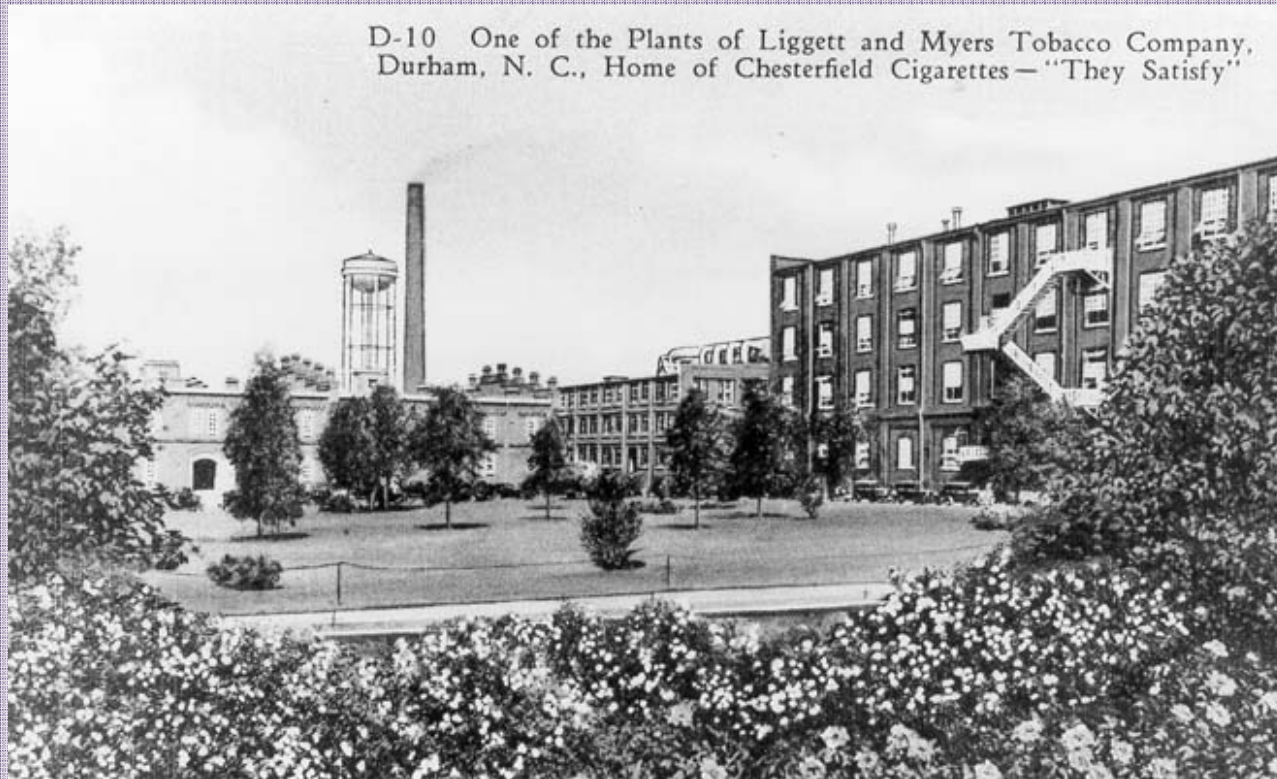
J. E. Liggett and brother-in-law, George Smith Myers, formed the Liggett & Myers (L&M) partnership that exclusively sold plug chewing tobacco.

1899

No image need: line to ATC

American Tobacco Company acquired L&M
into the tobacco trust.

1911



The U.S. Court of Appeals issued a Dissolution Decree to ATC, which busted the trust, and created a reborn L&M Tobacco Company.

LM moved the company into an old ATC Warehouse in Durham, NC.

1916



**Like a juicy steak
when you're hungry—they satisfy!**

You know what a thick, juicy steak does for your hunger. Chesterfields do exactly the same thing for your smoking—they satisfy!

But, besides that—Chesterfields are mild!

This combination of mildness with "satisfy" is an achievement new to cigarettes. Chesterfields give smokers what they have always liked (mildness), united with a new kind of enjoyment—"satisfy!"

No cigarette, except Chesterfields, can give you this new enjoyment, because no cigarette maker can copy the Chesterfield blend!

Try Chesterfields—today!

Lippitt & Myers Tobacco Co.

Chesterfield
CIGARETTES

They SATISFY!

—and yet they're MILD

The Chesterfield Blend
contains the most famous Turkish tobacco
—BANGON for richness; CAVALIA for
aroma; SMYRNA for sweetness; KANTIR
for fragrance, combined with the best
domestic leaf.

20 for 10c



L&M reintroduced the Chesterfield brand as a blended cigarette with a foil pack.

1930-1949



L&M's Chesterfield brand launched an aggressive media campaign, which featured a wide spectrum of entertainment celebrities and sports stars.

1950's

UNITED STATES TOBACCO JOURNAL

1953

Welcome News for All Who Use and Sell Cigarettes or Grow Tobacco . . .

CHESTERFIELD
FIRST PREMIUM QUALITY CIGARETTE
TO OFFER BOTH REGULAR & KING-SIZE

Here's what the New Premium Quality King-Size Chesterfield Means...

1. FOR THE SMOKER: The first and only premium quality king-size cigarette.
2. FOR THE DEALER: Increased sales with a big-volume king-size cigarette.
3. FOR THE GROWER: A continuing market for premium-quality tobacco at top prices.

ASK YOUR DEALER FOR CHESTERFIELD - KING SIZE YOU LIKE HIM

ASK YOUR DEALER FOR CHESTERFIELD - REGULAR SIZE YOU LIKE HIM

CONTAINS THOUSANDS OF BETTER QUALITY AND HIGHER PRICES THAN ANY OTHER KING-SIZE CIGARETTES

Both regular and king-size Chesterfields are premium quality cigarettes and made in the same white pack.

Both contain only three prime ingredients that make Chesterfields the best possible smoke. The world's best tobacco, pure, mature quality, exclusive Virginia (the long leaf leaf) and French, the best leaf tobacco that money can buy - and the best cigarette paper that money can buy - and the best cigarette paper that money can buy.

Both are made with an exceptionally fine leaf and, from the report of a well-known research organization - no artificial additives.

Both are made to the same 14 mg. tar content. This is why the taste of all Chesterfields is so smooth and satisfying.

Both are made to the same 1.1 mg. nicotine content. This is why the taste of all Chesterfields is so smooth and satisfying.

Both are made to the same 1.1 mg. nicotine content. This is why the taste of all Chesterfields is so smooth and satisfying.

Buy **CHESTERFIELD... Much Milder**

*ONE OF A SERIES OF ADVERTISEMENTS APPEARING IN LEADING MAGAZINES AND NEWSPAPERS 1953

NO CIGARETTE EVER WENT SO FAR SO FAST !

Thousands of Big-City Dealers Report -
L&M LARGEST SELLING FILTER CIGARETTE!

Since L&M Filters were put on sale across the country they have gained a nation-wide demand never before equaled by any other cigarette in so short a time.

Already, thousands of big-city dealers report - L&M their largest selling filter cigarette!

Why have L&M Filters rolled up sales records like this? Because for the first time filter tip smokers are getting what they want... much more flavor and aroma with much less nicotine.

"L&M Filters came as a wonderful surprise. I had no idea a filter cigarette could taste so good... and filter so thoroughly. As far as I'm concerned, this is it!"
Patricia Morison

MIRACLE TIP
PUREST & BEST

EFFECTIVE FILTRATION

THE DISTINCTIVE
L&M
NONCRAM CIGARETTE
Light and Mild

L&M
FILTERS
LIGGETT & MYERS TOBACCO CO.

FROM L&M TO YOU
JUST WHAT THE DOCTOR ORDERED

1. **THE MIRACLE TIP...** L&M's exclusive filter tip contains Alpha Cellulose... for most effective filtration. Science and removes the heavy particles, leaving you a Light and Mild smoke.
2. **PUREST AND BEST** filter made. Exclusive with L&M. Result of 3 years of scientific research... 3 years rejecting other filters. This is it!
3. **MUCH MORE FLAVOR... MUCH LESS NICOTINE.** L&M Filters are the Best Filter cigarette to taste the way a cigarette should. The premium quality tobacco... and the miracle filter work together to give you plenty of good taste.

L&M - AMERICA'S HIGHEST QUALITY FILTER TIP CIGARETTE

The L&M Company offered Chesterfield unfiltered in two sizes, Regular (70mm) and King (85mm).

In 1953 L&M introduced L&M filtered brand, "just what the doctor ordered."

1963

LOOK INTO LARK!



Taste the good things that happen to smoke filtered through LARK's charcoal granules

Fortified for Smoothness!
LARK's unique 3-piece Keith filter uses activated charcoal granules that are specially fortified - fortified to give smokers a new kind of smoothness!

Fortified for Flavor!
There's more to the charcoal in LARK! Specially fortified charcoal granules in LARK give smokers a better tasting cigarette - a rich flavor that no other cigarette can imitate.



Read the back of new LARK's pack and try them today. You too will find LARK...
RICHLY REWARDING yet UNCOMMONLY SMOOKE

LARK contains two modern outer filters plus an inner filter of charcoal granules - a basic material science used to purify air.
These granules, not only activated but specially fortified, filter smoke (SPECIALLY) to make LARK's fine tobacco taste richly rewarding yet uncommonly smooth. © L & W 1963

LUCAS & WATSON TOBACCO CO.

Lark filter cigarettes entered the market, using a three-piece filter with charcoal granules.

1968



L&M launched Eve 100s to compete with Virginia Slims; the same year L&M changed its name to Liggett & Myers Incorporated.

1970's

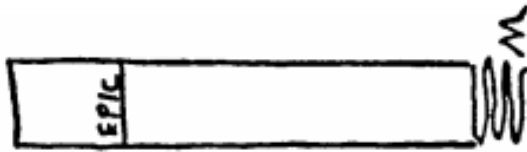
NEW EPIC.
The taste of an 8 mg. 'tar' cigarette. X
The PCAH of a 4.



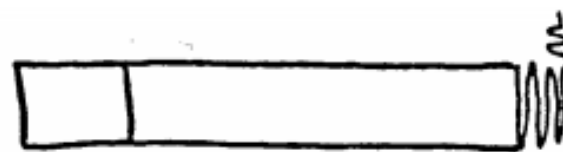
In looks, smell, and taste,
Epic's pre-treated tobacco...



...is virtually identical
to this untreated tobacco.



But because it's pre-treated,
Epic's tobacco yields 40 ~~to~~
~~50%~~ less PCAH...



...than this untreated tobacco
- even before the smoke reaches
the filter.

In an attempt to make a safer cigarette, L&M developed a palladium catalyst cigarette known as the XA Project or Epic. The cigarette was never marketed.

1976

The logo for the Liggett Group, featuring the word "Liggett" in a large, bold, black, sans-serif font. The word "group" is written in a smaller, lowercase, black, sans-serif font, positioned below the "t" of "Liggett". The entire logo is centered within a white rectangular box.

L&M changed its name to the Liggett
Group.

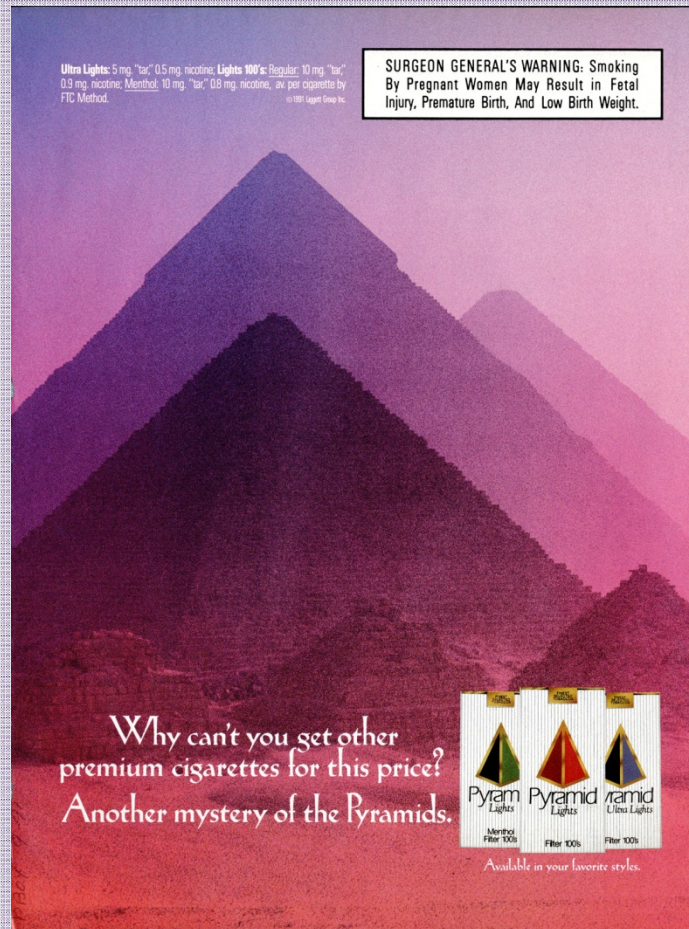
1980



**GRAND METROPOLITAN
ANNUAL REPORT**

A British company, Grand Metropolitan
PLC acquired the Liggett Group.

1988



Liggett created the generic cigarette concept and in 1988 introduced Pyramids cigarettes.

By the 1990s Liggett produced more than 200 private label cigarette brands for the bargain price market segment.

1986

**Brooke Group
Ltd.**


(Formerly Liggett Group Inc.)

2041169537

Bennett S. LeBow, CEO of Brooke Group, a holding company, purchased Liggett from Grand Metropolitan.

1996-1998

**LIGGETT & MYERS
TOBACCO COMPANY**



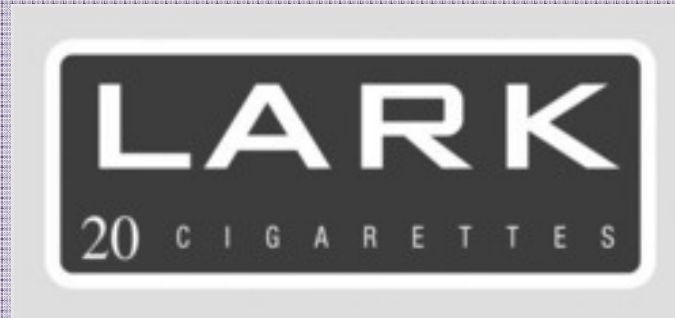
*Offering the program flexibility you desire...
plus the product expertise you expect.*

WARNING: SMOKING IS ADDICTIVE

Notice to Retailer: Liggett & Myers Tobacco Company periodically offers promotional advertising, merchandising and display programs on proportionately equal terms to all retailers, regardless of size. For further details, contact your Liggett & Myers Tobacco Company representative or broker or write to Liggett Group Inc., 1217 North 73, Suite 200, Salt Lake, Utah 84104-2202. All offers limited to U.S.A. ©1996 Liggett Group ®

The Liggett Group was the first tobacco company to settle certain smoking related litigation. Subsequently, the Liggett brands carried a voluntary warning, “Smoking is Addictive.”

1999



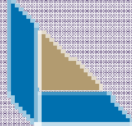
Liggett sold its L&M, Lark and Chesterfield brands to Philip Morris Companies Inc. for \$300 million; PM immediately recalled the packages and removed the word addictive from the warning label.

1999



VECTOR GROUP LTD.

Liggett Vector Brands LLC



Liggett Group LLC

Liggett
group



Vector Tobacco Inc.

Bennett S. Lebow formed the Vector Group LTD, a holding company, with the subsidiaries of Vector Tobacco Inc. and the Liggett Group.

2003

Step your way to Nicotine Free!
new Quest

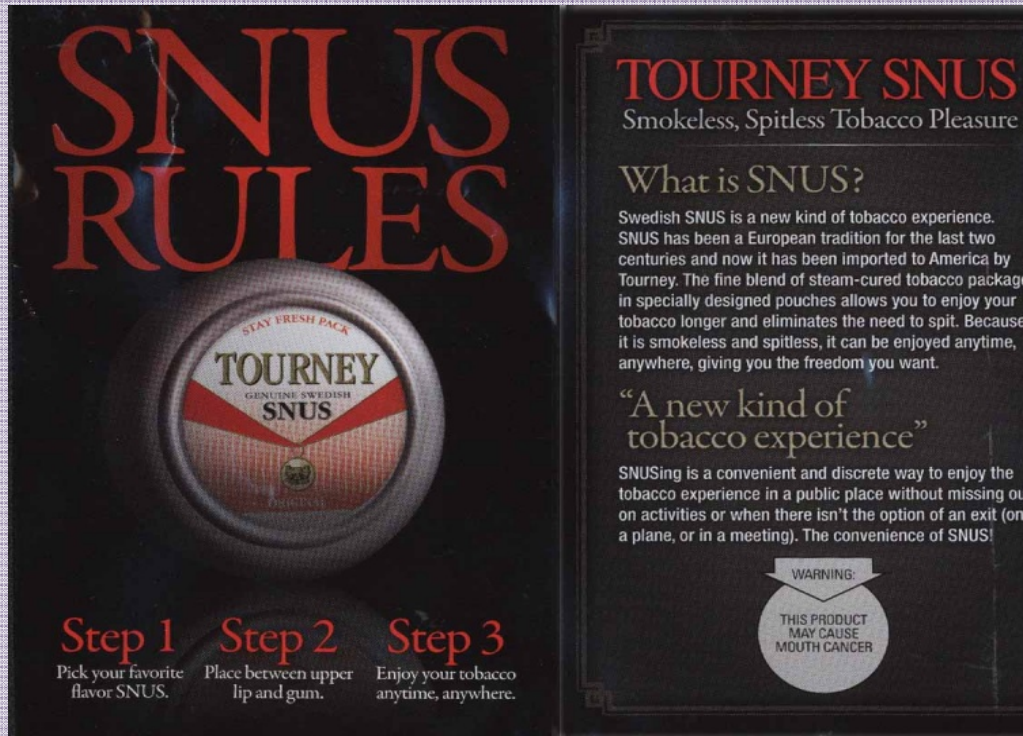
Now you can enjoy smoking without all the Nicotine. Introducing **Quest 1, 2 & 3**. The first cigarette brand that gradually steps you to Nicotine Free smoking. Real cigarettes, real premium tobacco, real smoking enjoyment.

Make it your Quest.
▶ **Special Offers**

Vector tobacco created Nicotine-free, Quest cigarettes, using a Genetically Modified Tobacco crop grown on an Amish farm.

Quest was discontinued in 2009.

2008



SNUS RULES

TOURNEY SNUS
Smokeless, Spitless Tobacco Pleasure

What is SNUS?
Swedish SNUS is a new kind of tobacco experience. SNUS has been a European tradition for the last two centuries and now it has been imported to America by Tourney. The fine blend of steam-cured tobacco packaged in specially designed pouches allows you to enjoy your tobacco longer and eliminates the need to spit. Because it is smokeless and spitless, it can be enjoyed anytime, anywhere, giving you the freedom you want.

“A new kind of tobacco experience”

SNUSing is a convenient and discrete way to enjoy the tobacco experience in a public place without missing out on activities or when there isn't the option of an exit (on a plane, or in a meeting). The convenience of SNUS!

WARNING:
THIS PRODUCT MAY CAUSE MOUTH CANCER

Step 1
Pick your favorite flavor SNUS.


Step 2
Place between upper lip and gum.

Step 3
Enjoy your tobacco anytime, anywhere.



The Vector group launched Tourney and Grand Prix Swedish Snus, a smokeless, spitless tobacco, both products were discontinued the following year.

2011



Pyramid
100s
RED

Pyramid
**YOU DESERVE A
BAILOUT
TOO!**

Find Pyramid in your area.

Enter Your Zip Code

Pyramid was introduced in 1988 as the lowest price branded discount cigarette. In April 2009, 10 Box styles with a more contemporary design were introduced. Today Pyramid, "The Bailout Brand®," is fighting higher cigarette prices with premium-quality tobaccos offered in 11 styles.

[View All Product Styles](#)

Pyramid is rebranded as the Bailout Brand
“fighting higher cigarette prices.”