

# THE TIMES DIGITAL ARCHIVE

## UNDER THE INFLUENCE

Explore every article and advertisement on every page of this respected paper from 1785-2013. Examine how readers were informed of events, and were influenced by advertisements.

Search brand names and product types, and limit results to advertising to reveal the alcohol and tobacco industries' histories from dubious claims and sexist taglines to modern lifestyle branding and marketing restrictions.

### HEALTH ASSERTIONS

“A quicker working brain and new energy will be the benefits most apparent to you.”

May 30, 1934  
3 weeks holiday for your system  
Look at the back of the bottle



and you'll see why  
**Gordon's Gin**  
is best for health

Dec. 6, 1939  
Here's what you need



—for defence against colds and 'flu!  
Against anxiety and exhaustion which open the way to colds and 'flu, White Horse whisky provides a glorious glow of warmth and well-being. Mellow with age and great quality, it fortifies body and mind. It comforts, sustains, defends from chill, and taken at night—perhaps in hot lemon or milk—it brings to us the immeasurable blessing of sleep. How pleasant and wise to have at hand a whisky as fine as a fine liqueur!  
**WHITE HORSE WHISKY**  
Screw-top flasks for your medicine chest on sale everywhere

Mar. 3, 1955  
**DUBONNET** DOES NOT AFFECT THE LIVER  
SOLE DISTRIBUTORS: L. ROSE & CO. LTD., ST. ALBANS,

### What the Doctor smokes

The doctor's choice in tobacco is CRAVEN Mixture, and he is supported in that choice by the verdict of the greatest medical journal in the world—

“The Lancet,”

which published on August 24th, 1912, an analytical report showing that of all well-known tobaccos CRAVEN is unmistakably the purest and best—the smoke of CRAVEN yielding only one-sixteenth of the nicotine found in any other well-known tobacco. Therefore the doctor smokes and should recommend CRAVEN Mixture as the best for health.



Oct. 15, 1912

Jun. 26, 2007  
We in the health community believe the smoking ban in enclosed public places will have the single biggest impact on public health than any other initiative in the last 25 years.

We welcome the introduction of the legislation on 1st July.



### MEDICAL WARNINGS

May 20, 2008  
Did you know that a bottle (750ml) of wine (ABV 13.5%) contains 10 units of alcohol? And that if women regularly exceed 2-3 units a day it could add up to a serious health problem? Visit [nhs.uk/units](http://nhs.uk/units) Units. They all add up.

### GENDER ROLES AND STEREOTYPES

“For men must read and women must chat! The solution of the problem is to hand over the cigarettes.”



Mar. 24, 1939  
The price of silence

WILLS'S  
**GOLD FLAKE**  
is the mans cigarette  
that women like



Nov. 10, 1966  
Be a devil!  
Have a Smirnoff. No other vodka tastes so devilishly clean.  
WHY DOES SMIRNOFF taste so devilishly clean? Only Smirnoff has been filtered nine times through seven tons of charcoal. And this gives the Smirnoff drinker a diabolical advantage. Next time you feel like being a devil, order a Smirnoff and lime, or orange, or tonic or bitter-lemon, or anything you do you. You become the best of good company (no impurities in Smirnoff to cloud your spirits). And no regrets next morning—Smirnoff's devilish purity goes to that. Next time you feel like being a devil, order a Smirnoff and lime, or orange, or tonic or bitter-lemon, or anything you do you. You become the best of good company (no impurities in Smirnoff to cloud your spirits). And no regrets next morning—Smirnoff's devilish purity goes to that.



Nov. 26, 2005  
LIVE LIFE ON CENTRE STAGE.  
BE FABULOUS\*  
MOËT & CHANDON  
CHAMPAGNE

### IMAGE, SPORTS, AND BRANDING



Oct. 2, 2010  
EXPERIENCE GOLF IN AN EXTRA DIMENSION. WATCH THE RYDER CUP IN A PUB NEAR YOU.  
sky SPORTS 3D  
BRING IT TO LIFE GUINNESS

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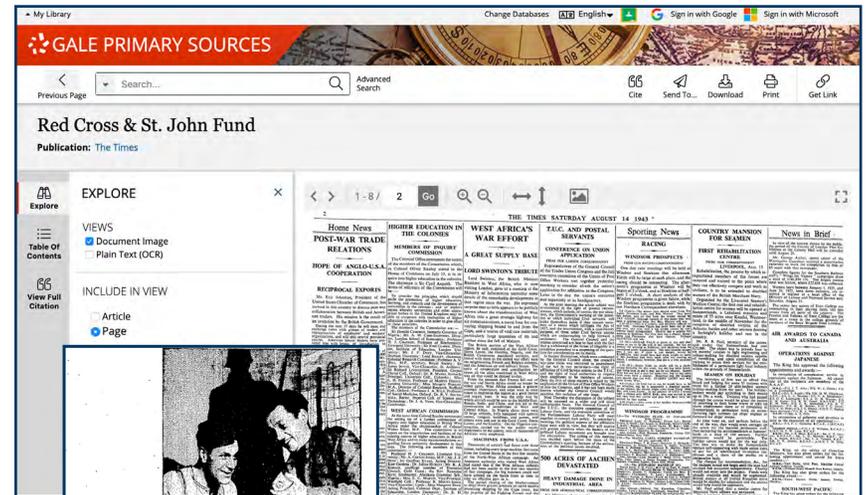
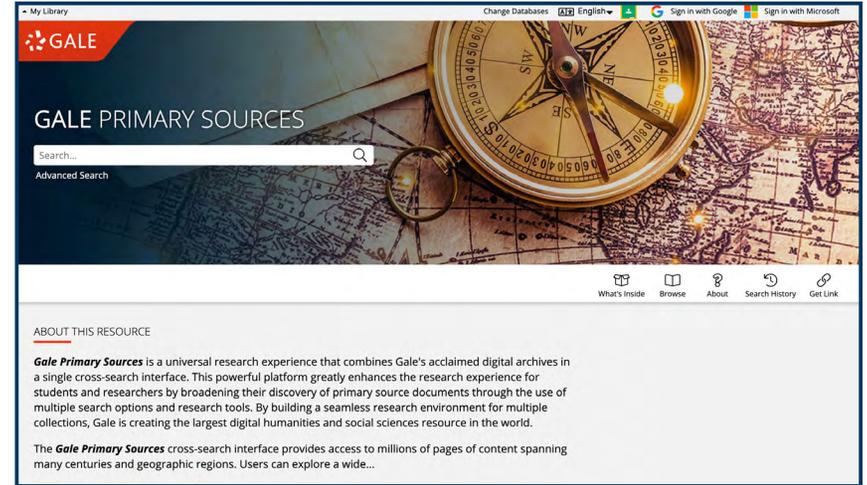
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**'The thing of our existence!'**

From a prisoner of war camp a British soldier wrote these words: "If all of you could see the effect of the Red Cross parcels arriving at a Prisoner of War Camp, you would realize how much we owe to them. It is the thing of our existence."

Already the Red Cross and St. John have sent off over 10,000,000 food parcels to the prisoners in Germany and Italy. They also send shoes, blankets, games and many other good things. These are specially designed to supplement the rations, and supplies of cigarettes and tobacco are sent separately to relieve the monotony of prison life.

**Help our Prisoners—Send a Donation to RED CROSS & ST. JOHN**  
St. JAMES'S PALACE, S.W.1.  
*Red Cross and St. John Fund, registered under the War Charities Act, 1940.*

This space has been given to the Red Cross by THE CRITTALL MANUFACTURING CO., LTD.

“Cigarettes and tobacco are sent separately to relieve the monotony of prison life...”