

= Us Tareyton smokers would rather fight than switch ! =

" Us Tareyton smokers would rather fight than switch ! " is the enduring slogan that appeared in magazine , newspaper , and television advertisements for Tareyton cigarettes from 1963 until 1981 . It was the American Tobacco Company 's most visible ad campaign in the 1960s and 1970s .

= = Beginnings = =

The slogan was created by James Jordan of the BBDO advertising agency . The first print advertisement appeared in Life magazine on October 11 , 1963 . The advertisements would appear solely in print between 1963 and 1966 . In 1966 , the first television advertisements with the slogan aired .

The target of the campaign was to create a sense of loyalty amongst Tareyton smokers . That led to the " rather fight than switch " campaign , in which the makeup the models wore made it seem as if they were sporting black eyes , presumably earned in battles with smokers of other cigarettes .

= = Television advertisements = =

Each commercial would begin in a predictable manner ; the protagonist would do something that would be considered defiant (in one commercial , an old woman rocked sternly in her chair on her porch , while the rest of her development was being razed to make room for a condominium) . In each commercial , the protagonist would say " Us Tareyton smokers would rather fight than switch ! " , usually only showing their side profile to the camera . After uttering the slogan , viewers would see the smoker 's face , which had a noticeable " black eye " (in reality makeup) , proving their willingness to fight for what they believed in , whether it be their tough decision of the day , or their choice to smoke Tareyton cigarettes . In the aforementioned example , the old woman 's fighting spirit won out , and her house remained where it was , although the condominium was built alarmingly close to her property . Her son came to visit her , and it was revealed that he was a Tareyton smoker as well ? he also had a black eye .

= = Later years = =

Due to the success of the advertisement , Tareyton briefly enjoyed robust sales , which put them in the Top 10 of all American cigarette brands , in the mid to late 1960s . The brand declined somewhat , to thirteenth , when the slogan waned in 1979 .

In 1971 , radio and television advertisements for tobacco products were banned from American broadcasting stations , and Tareyton 's television jingles ended . However , after the ban , the slogan continued to be used in magazines and newspapers , due to the slogan and the name recognition the brand received . In 1975 , the slogan was used to advertise for the Tareyton " 100 " .

In 1976 , the American Tobacco Company , which made Tareyton cigarettes , introduced Tareyton Light cigarettes . In the new advertisements , men and women sported " white eyes , " with an updated slogan : " Us Tareyton smokers would rather light than fight ! " The two slogans would be used to sell the two separate variations until 1981 , when market value declined .

This slogan was notable in that it was the final slogan used for the Tareyton brand . Declining sales led to an end of advertising the brand .

= = Cultural impact = =

The then @-@ fresh slogan was adopted by supporters of Barry Goldwater during the 1964 campaign for the presidency . Goldwater appeared to have the nomination in hand as the primary season closed , but supporters of the moderate Republican William Scranton tried to mount a " Draft Scranton " reply . " Goldwater Girls " (mostly adult women) were seen at Scranton events wearing bandages and sporting signs saying " We 'd rather fight than switch ! " .

A 1964 single released on the Camp Records label parodied the slogan with the song " I 'd Rather Fight Than Swish , " using the slang term swish , meaning to behave effeminately .

Thomas " TNT " Todd , a civil rights activist , parodied the slogan to make a point regarding the Vietnam War in a 1967 speech . Todd was quoted as saying , " ... Yet our best trained , best educated , best equipped , best prepared troops refuse to fight ! Matter of fact , it 's safe to say that they would rather switch than fight ! " The audio clip of his speech was later used as the prelude to the 1989 Public Enemy single " Fight the Power . "

In April 2013 , an advertisement for the Windows Phone pictured camps of fighting Samsung Galaxy and Apple iPhone users along with the slogan " Don 't fight . Switch . "

= = Famous " Tareyton fighters " = =

Many actors who would later become well known for other reasons appeared in the Tareyton ads . Examples include future entrepreneur Martha Stewart , who appeared in a print ad , and actor Lyle Waggoner , who was featured in a television commercial in 1966 .