

# 013599

LORD IS EXTRA II



## Picture Description<sup>1)</sup>

A black and white photograph of a vintage advertisement for Lord Extra cigarettes featuring a man and a woman.

## Analysis<sup>1)</sup>

This black and white photograph captures a vintage Lord cigarette advertisement mounted on a brick wall. The ad features a sophisticated couple, the man holding a cigarette with a nonchalant gaze, while the woman looks off to the side with an air of elegance. The cigarette pack is prominently displayed with the words 'LORD IST EXTRA' and 'Europas großzlig;e Leichtcigarette' (Europe's great light cigarette). The text below includes a health warning in German. The photograph evokes a sense of nostalgia and the advertising aesthetics of a bygone era.

**Picture Data**

	Type / Size	By	Web Link
Exposure	Analog	Frank Titze	
Developing	Analog	Frank Titze	
Enlarging	—	—	
Scanning	Digital	Frank Titze	
Processing	Digital	Frank Titze	
	Exposure	Processing	Published
Dates	—	09/2025	12/2025
	Width	Height	Bits/Color
Original Size	5738 px	3228 px	16
Ratio ca.	1.78	1	—
Exposure	24x36 mm		
Location	—		
Title (German)	LORD IS EXTRA II		

**Remarks**

<sup>1)</sup>Text is AI generated - Reviewed / Corrected