

# Smoking on the Silver Screen: When Movie Stars Sold Cigarettes

Curated by Alan Blum, M.D.

Director, University of Alabama Center for the Study of Tobacco and Society

Assistant Curators:

Kevin Bailey, MA

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*Key to items in the exhibition*





The logo consists of a rectangular block with a 3D effect, featuring a dark orange front face and lighter orange top and side faces. The text "THE CENTER FOR THE STUDY OF TOBACCO AND SOCIETY" is printed in a bold, sans-serif font in a dark orange color on the front face.

THE CENTER FOR  
THE STUDY OF  
TOBACCO AND SOCIETY


# Outline

1. 1900-1929
2. 1930-1939
3. 1940-1949
4. 1950-1959





## Part One – 1900-1929

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
1	<p><b>“Stars of the Screen Smoke the Star of Tobaccos”</b></p> <p>Tuxedo advertisement featuring Francis Bushman, Charlie Chaplin, William S. Hart, and many others  <i>Collier's</i>, page 2  November 13, 1915</p>	
2	<p><b>“He coughed...the Villain!”</b></p> <p>Old Gold advertisement featuring Madge Bellamy  1928</p>	
3	<p><b>“I get more kick...”</b></p> <p>Lucky Strike advertisement featuring Douglas Fairbanks, Sr.  <i>Theatre Magazine</i>, page 71  November 1928</p>	
4	<p><b>“Brutal Sales Policies”</b></p> <p>Lucky Strike advertisement featuring Al Jolson  <i>Life</i>, page 31  July 5, 1929</p>	





Part One – 1900-1929 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
5	<p>“Luckies are my favorite cigarette”</p> <p>Lucky Strike advertisement featuring Constance Talmadge  <i>The Forum</i>, back cover  1929</p>	


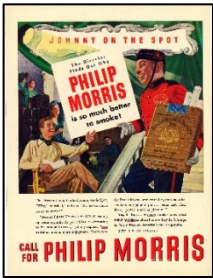


## Part Two – 1930-1939

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
1	<p><b>“I have to be kind to my throat”</b></p> <p>Lucky Strike advertisement featuring Kay Francis 1931</p>	
2	<p><b>“Good...they’ve got to be good!”</b></p> <p>Chesterfield advertisement featuring Fred and Adele Astaire <i>Delineator</i>, interior page October 1931</p>	
3	<p><b>“Now I use LUCKIES only”</b></p> <p>Lucky Strike advertisement featuring Sue Carol <i>Pictorial Review</i>, inside front cover April 1932</p>	
4	<p><b>“LUCKIES? They are grand”</b></p> <p>Lucky Strike advertisement featuring Betty Compson May 1932</p>	



Part Two – 1930-1939 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
5	<p>“There are no better cigarettes”</p> <p>Lucky Strike advertisement featuring Robert Montgomery 1932</p>	
6	<p>“The extra protection to my throat”</p> <p>Lucky Strike advertisement featuring June Collyer 1932</p>	
7	<p>“There’s none so good as LUCKIES”</p> <p>Lucky Strike advertisement featuring Jean Harlow 1932</p>	
8	<p>“I always duck Duckies”</p> <p>Parody of Lucky Strike advertisement <i>Ballyhoo</i> magazine June 1932</p>	

Part Two – 1930-1939 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
9	<p><b>“When you come up you’ll find Old Golds”</b></p> <p>Advertisement featuring Mae West  <i>The New York Times</i>, page 12            October 1, 1934</p>	
10	<p><b>“The Director Finds Out Why Philip Morris is so much better to smoke!”</b></p> <p>Philip Morris advertisement featuring Little Johnny and a film director            Circa 1930s</p>	
11	<p><b>“Leslie Howard says Luckies are ‘tops’ with his throat”</b></p> <p>Lucky Strike advertisement featuring Leslie Howard            1937</p>	
12	<p><b>“Her singing coach advised a light smoke”</b></p> <p>Lucky Strike advertisement featuring Carole Lombard            1937</p>	

Part Two – 1930-1939 (cont.)





<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
13	<p><b>“Tobaccoland’s finest gift”</b></p> <p>Lucky Strike advertisement featuring Joan Crawford  <i>The New Yorker</i>, back cover  December 18, 1937</p>	
14	<p><b>“Shout, Mr. Tracy!”</b></p> <p>Lucky Strike advertisement featuring Spencer Tracy  <i>The New Yorker</i>, back cover  March 26, 1938</p>	
15	<p><b>“Marlene Dietrich’s Troubles Exposed!”</b></p> <p><i>Look</i>, front cover  July 19, 1938</p>	
16	<p><b>“Her throat insured for \$50,000.”</b></p> <p>Lucky Strike advertisement featuring Dolores del Rio  1938</p>	



Part Two – 1930-1939 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
17	<p><b>“From Laughs to Tears in 30 Seconds”</b></p> <p>Lucky Strike advertisement featuring Claudette Colbert 1938</p>	 <p>A black and white photograph of actress Claudette Colbert. She is holding a cigarette in her right hand and looking slightly to the side with a soft expression. The background is dark and textured. The text 'From Laughs to Tears in 30 Seconds' is printed in a stylized font across the middle of the image. A small pack of Lucky Strike cigarettes is visible in the bottom right corner.</p>
18	<p><b>“Laugh, Miss Loy!”</b></p> <p>Lucky Strike advertisement featuring Myrna Loy <i>TIME</i> 1938</p>	 <p>A black and white photograph of actress Myrna Loy. She is wearing a dark, patterned dress and a large necklace. She is holding a cigarette in her right hand and looking directly at the camera with a slight smile. The background is dark and textured. The text 'LAUGH, MISS LOY!' is printed in a stylized font across the middle of the image. A small pack of Lucky Strike cigarettes is visible in the bottom right corner.</p>





## Part Three – 1940-1949

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
1	<p><b>“Smoke means trouble”</b></p> <p>Havoline Motor Oil advertisement 1941</p>	
2	<p><b>“Send for your free copy and see why...”</b></p> <p>Chesterfield advertisement featuring Fred Astaire and Rita Hayworth <i>The New Yorker</i>, back cover September 6, 1941</p>	
3	<p><b>“His Cigarette and Mine”</b></p> <p>Chesterfield advertisement featuring Joan Bennett <i>The New Yorker</i>, back cover March 28, 1942</p>	
4	<p><b>“Keep 'em satisfied with Chesterfield”</b></p> <p>Advertisement featuring Claudette Colbert 1942</p>	


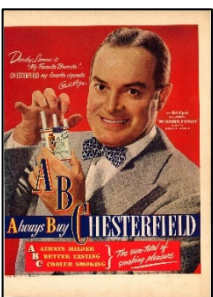

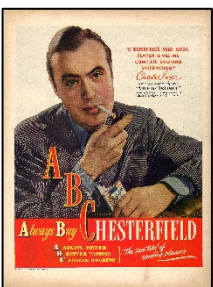
Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
5	<p><b>“Keep ’em satisfied with Chesterfield”</b></p> <p>Advertisement featuring Claudette Colbert 1942</p>	
6	<p><b>“All Clear”</b></p> <p>Chesterfield advertisement featuring Rosalind Russell <i>Pennsylvania Pictures</i>, back cover November 1942</p>	
7	<p><b>“At home and over there...”</b></p> <p>Chesterfield advertisement featuring Claudette Colbert, Paulette Goddard, and Veronica Lake 1943</p>	
8	<p><b>“What your boy wants most...”</b></p> <p>Chesterfield advertisement featuring Carole Landis <i>The New Yorker</i>, back cover July 22, 1944</p>	



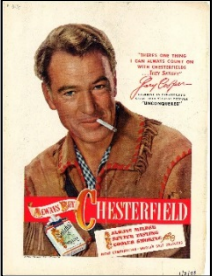

Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
9	<p><b>“With the boys...it’s Chesterfield”</b></p> <p>Advertisement featuring Betty Grable  <i>The Saturday Evening Post</i>  1944</p>	
10	<p><b>“Yes! It’s Elementary”</b></p> <p>Chesterfield advertisement featuring Basil Rathbone  1946</p>	
11	<p><b>“Blackstone Cigar the choice of successful men”</b></p> <p>Advertisement featuring George Brent and Joyce MacKenzie  1946</p>	
12	<p><b>“With the top Hollywood stars Chesterfield is the big favorite”</b></p> <p>Advertisement featuring Gregory Peck  <i>The Saturday Evening Post</i>, interior page  1947</p>	

Part Three – 1940-1949 (cont.)



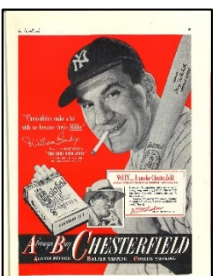

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
13	<p><b>“Easy to see...”</b></p> <p>Chesterfield advertisement featuring Virginia Mayo 1947</p>	
14	<p><b>“Dorothy Lamour is ‘My Favorite Brunette’... Chesterfield my favorite cigarette”</b></p> <p>Advertisement featuring Bob Hope 1947</p>	
15	<p><b>“With the top stars of Hollywood Chesterfield is by far the favorite cigarette”</b></p> <p>Advertisement featuring Ann Sheridan 1947</p>	
16	<p><b>““Chesterfield’s mild cool flavor gives me complete smoking satisfaction.””</b></p> <p>Advertisement featuring Charles Boyer <i>Life</i>, page 39 August 4, 1947</p>	

Part Three – 1940-1949 (cont.)



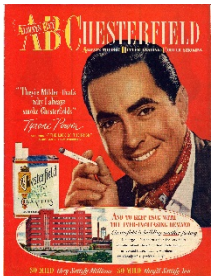

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
17	<p><b>“All my friends know Chesterfield is my brand”</b></p> <p>Advertisement featuring Rita Hayworth  <i>Ladies' Home Journal</i>, page 224            October 1947</p>	
18	<p><b>“Chesterfield is my favorite cigarette and always tops with my guests”</b></p> <p>Advertisement featuring Dorothy Lamour  <i>Journal of the American Medical Association</i>, vol. 135,            no. 6, page 37            October 11, 1947</p>	
19	<p><b>“There’s one thing I can always count on with Chesterfields...they satisfy”</b></p> <p>Advertisement featuring Gary Cooper            January 3, 1948</p>	
20	<p><b>“With the stars it’s Chesterfield”</b></p> <p>Advertisement featuring Gregory Peck, Charles Coburn, Ann Todd, Ethel Barrymore, Louis Jourdan, and Valli  <i>The New Yorker</i>, back cover            March 20, 1948</p>	



Part Three – 1940-1949 (cont.)



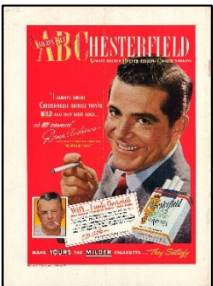

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
21	<p><b>“I’ve tried them all...”</b></p> <p>Chesterfield advertisement featuring Claudette Colbert  <i>The New Yorker</i>, back cover  April 17, 1948</p>	 A black and white photograph of a Chesterfield advertisement. It features a woman, Claudette Colbert, smiling and holding a cigarette. The background is dark with some text and a small image of a cigarette pack. The text at the bottom reads "A-B-CHESTERFIELD".
22	<p><b>“I like Chesterfields – they’re my brand...”</b></p> <p>Advertisement featuring Alan Ladd  <i>The New Yorker</i>, back cover  June 12, 1948</p>	 A black and white photograph of a Chesterfield advertisement. It features a man, Alan Ladd, smiling and holding a cigarette. The background is dark with some text and a small image of a cigarette pack. The text at the bottom reads "A-B-CHESTERFIELD".
23	<p><b>“Chesterfields make a hit with me...”</b></p> <p>Advertisement featuring William Bendix  <i>Journal of the American Medical Association</i>, vol. 137,  no. 16, page 53  August 14, 1948</p>	 A black and white photograph of a Chesterfield advertisement. It features a man, William Bendix, wearing a baseball cap and holding a cigarette. The background is dark with some text and a small image of a cigarette pack. The text at the bottom reads "A-B-CHESTERFIELD".
24	<p><b>“I enjoy Chesterfields because they’re really Milder”</b></p> <p>Advertisement featuring Jane Wyman  <i>Life</i>, page 45  October 11, 1948</p>	 A black and white photograph of a Chesterfield advertisement. It features a woman, Jane Wyman, smiling and holding a cigarette. The background is dark with some text and a small image of a cigarette pack. The text at the bottom reads "Always Buy CHESTERFIELD".

Part Three – 1940-1949 (cont.)




<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
25	<p><b>“I like a Milder cigarette...”</b></p> <p>Chesterfield advertisement featuring Celeste Holm 1948</p>	
26	<p><b>“Imagine a Pen not much longer than your cigarette!”</b></p> <p>Kimberly Pockette advertisement featuring Humphrey Bogart 1948</p>	
27	<p><b>“They’re Milder – that’s why I always smoke Chesterfields”</b></p> <p>Advertisement featuring Tyrone Power <i>Esquire</i> 1948</p>	
28	<p><b>“You can count on Chesterfield’s ABC’s to give you a grand smoke”</b></p> <p>Advertisement featuring Loretta Young 1948</p>	



Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
29	<p><b>“Of course I smoke Chesterfields because they’re Milder”</b></p> <p>Advertisement featuring Susan Hayward  <i>The Saturday Evening Post</i>  1948</p>	
30	<p><b>“Not one single case of throat irritation due to smoking Camels!”</b></p> <p>Advertisement featuring Fred Astaire  Circa 1948</p>	
31	<p><b>“I always smoke Chesterfields because they’re Mild and they taste good”</b></p> <p>Advertisement featuring Dana Andrews  <i>The New Yorker</i>, back cover  January 1, 1949</p>	
32	<p><b>“If you want a Milder cigarette...”</b></p> <p>Chesterfield advertisement featuring Anne Baxter  <i>The Progressive Farmer</i>, page 5  July 1949</p>	

Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
33	<p><b>“I like Chesterfield’s milder, better taste.”</b></p> <p>Advertisement featuring Joan Crawford 1949</p>	
34	<p><b>“Chesterfields are completely satisfying”</b></p> <p>Advertisement featuring Lucille Ball <i>Life</i>, back cover September 19, 1949</p>	
35	<p><b>“To my friends and fans I recommend Chesterfields”</b></p> <p>Advertisement featuring Barbara Stanwyck <i>Successful Farming</i>, page 27 November 1949</p>	

## Part Four – 1950-1959

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
1	<p><b>“Chesterfields are so Mild...”</b></p> <p>Advertisement featuring Kirk Douglas  <i>McCall's</i>, page 21  April 1950</p>	
2	<p><b>“Smoke my cigarette...”</b></p> <p>Chesterfield advertisement featuring Rhonda Fleming  <i>Journal of the American Medical Association</i>, vol. 143, no. 1,  page 45  May 6, 1950</p>	
3	<p><b>“Scientific tests prove Lucky Strike milder than any other principal brand!”</b> [1 of 2]</p> <p>Advertisement featuring Lilli Palmer  <i>Life</i>, back cover  June 19, 1950</p>	
4	<p><b>“The Cigarette that smells Milder smokes Milder”</b></p> <p>Chesterfield advertisement featuring Gene Tierney  <i>Journal of the American Medical Association</i>, vol. 143,  no. 17, page 37  August 26, 1950</p>	





Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
5	<p><b>“Scientific tests prove Lucky Strike milder than any other principal brand!” [2 of 2]</b></p> <p>Advertisement featuring Marlene Dietrich 1950</p>	 <p>A black and white photograph of Marlene Dietrich reclining in a white dress, holding a cigarette. The background is dark. Text at the top reads: "Scientific tests prove Lucky Strike milder than any other principal brand!". Below her, there is a small image of a Lucky Strike pack and some text.</p>
6	<p><b>“Smoke my cigarette – milder Chesterfield”</b></p> <p>Advertisement featuring Bing Crosby 1950</p>	 <p>A color photograph of Bing Crosby in a red shirt, holding a cigarette. The background is a landscape with a horse and a building. Text at the top reads: "Smoke my cigarette – milder Chesterfield". At the bottom, there is a large red banner with the text "A-B-CHESTERFIELD".</p>
7	<p><b>“The roles I play in movies are far from easy on my voice – I can’t risk throat irritation.”</b></p> <p>Camel advertisement featuring John Wayne <i>Life</i>, back cover February 12, 1951</p>	 <p>A color photograph of John Wayne in a plaid shirt, holding a cigarette. The background is a landscape. Text at the top reads: "The roles I play in movies are far from easy on my voice – I can't risk throat irritation." Below him, there is a small image of a Camel pack and some text.</p>
8	<p><b>“For you – proof of mildness with no unpleasant after-taste” [1 of 2]</b></p> <p>Chesterfield advertisement featuring Joan Fontaine <i>Journal of the American Medical Association</i>, vol. 145, no. 16, page 37 April 21, 1951</p>	 <p>A black and white photograph of Joan Fontaine in a red dress, holding a cigarette. The background is dark. Text at the top reads: "For you – proof of mildness with no unpleasant after-taste". Below her, there is a small image of a Chesterfield pack and some text.</p>

Part Four – 1950-1959 (cont.)

<b><u>Item No.</u></b>	<b><u>Item Type &amp; Description</u></b>	<b><u>Visual</u></b>
9	<p><b>“Why did you change to Camels, Paul Lukas?”</b></p> <p>Advertisement featuring Paul Lukas  <i>The Saturday Evening Post</i>  June 30, 1951</p>	
10	<p><b>“Why did you change to Camels, Henry Fonda?”</b></p> <p>Advertisement featuring Henry Fonda  1951</p>	
11	<p><b>“Henry Fonda discovered how mild a cigarette can be!”</b></p> <p>Camel advertisement featuring Henry Fonda  1951</p>	
12	<p><b>“In Fatima the Difference is Quality”</b></p> <p>Advertisement featuring Nancy Kelly  1951</p>	

Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
13	<p><b>“Smell ’Em – Smoke ’Em – Compare ’Em”</b></p> <p>Chesterfield advertisement featuring Richard Widmark 1951</p>	
14	<p><b>“For you – proof of mildness with no unpleasant after-taste” [2 of 2]</b></p> <p>Chesterfield advertisement featuring Donna Reed and John Derek 1951</p>	
15	<p><b>“You need not inhale to enjoy a cigar”</b></p> <p>Cigar Institute of America, Inc. advertisement featuring Ronald Reagan 1951</p>	
16	<p><b>“I’m sending Chesterfields to all my friends.”</b></p> <p>Advertisement featuring Ronald Reagan <i>Life</i>, page 61 December 3, 1951</p>	



Part Four – 1950-1959 (cont.)




<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
17	<p><b>“My throat gave me the answer to the mildness tests.”</b></p> <p>Camel advertisement featuring Robert Merrill  <i>Coronet</i>, inside front cover  December 1951</p>	
18	<p><b>“Why did you change to Camels, Dick Haymes?”</b></p> <p>Advertisement featuring Dick Haymes  <i>Coronet</i>, back cover  July 1952</p>	
19	<p><b>“Why did you change to Camels, Robert Young?”</b></p> <p>Advertisement featuring Robert Young  <i>Life</i>, back cover  July 14, 1952</p>	
20	<p><b>“There must be a reason why more people smoke Camels than any other cigarette!”</b></p> <p>Advertisement featuring Dan Duryea  <i>Coronet</i>, back cover  July 1953</p>	

Part Four – 1950-1959 (cont.)




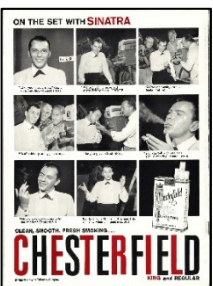
<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
21	<p><b>“Why did you change to Camels, Tony Curtis?”</b></p> <p>Advertisement featuring Tony Curtis  <i>Coronet</i>, back cover            October 1953</p>	
22	<p><b>“More people smoke Camels than any other cigarette!”</b></p> <p>Advertisement featuring Charlton Heston            1953</p>	
23	<p><b>“Fredric March says – this is it”</b></p> <p>L&amp;M advertisement featuring Fredric March  <i>Life</i>, page 38            February 22, 1954</p>	
24	<p><b>“Why did you change to Camels, William Holden?”</b></p> <p>Advertisement featuring William Holden  <i>Coronet</i>, back cover            April 1954</p>	



Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
25	<p><b>“From Hollywood to Broadway...”</b></p> <p>Chesterfield advertisement featuring Deborah Kerr 1954</p>	
26	<p><b>“This is it! L&amp;M filters are just what the doctor ordered”</b></p> <p>Advertisement featuring Barbara Stanwyck 1954</p>	
27	<p><b>“This Christmas give Lucky Strike”</b></p> <p>Advertisement featuring Ann Sothorn December 1954</p>	
28	<p><b>“Rosalind Russell says, ‘L&amp;M Filters are Just What the Doctor Ordered!’”</b></p> <p>Advertisement featuring Rosalind Russell 1955</p>	

Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
29	<p><b>“This Christmas, Jack Benny is giving…”</b></p> <p>Lucky Strike advertisement featuring Jack Benny Circa 1955</p>	
30	<p><b>“It’s a psychological fact: pleasure helps your disposition!”</b> [1 of 3]</p> <p>Camel advertisement featuring Tyrone Power <i>Coronet</i>, back cover January 1956</p>	
31	<p><b>“It’s a psychological fact: pleasure helps your disposition”</b> [2 of 3]</p> <p>Camel advertisement featuring Rock Hudson 1956</p>	
32	<p><b>“On the set with Sinatra”</b></p> <p>Chesterfield advertisement featuring Frank Sinatra “Giants vs. Redskins” program, back cover October 27, 1957</p>	

Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type &amp; Description</u>	<u>Visual</u>
33	<p><b>“It’s a psychological fact: pleasure helps your disposition”</b> [3 of 3]</p> <p>Camel advertisement featuring John Wayne, Teresa Wright, Alan Ladd, Maureen O’Hara, Brian Keith, Joanne Dru, and Gene Nelson 1958</p>	