

Smoking on the Silver Screen: When Movie Stars Sold Cigarettes

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Key to items in the exhibition





The logo consists of a yellow rectangular box with a 3D effect, featuring a darker yellow border and a shadow on the right side. Inside the box, the text "THE CENTER FOR THE STUDY OF TOBACCO AND SOCIETY" is written in a bold, orange, sans-serif font, arranged in four lines.

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 & Description</u>	<u>Visual</u>
1	<p>“Stars of the Screen Smoke the Star of Tobaccos”</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>“He coughed...the Villain!”</p> <p>Old Gold advertisement featuring Madge Bellamy 1928</p>	
3	<p>“I get more kick...”</p> <p>Lucky Strike advertisement featuring Douglas Fairbanks, Sr. <i>Theatre Magazine</i>, page 71 November 1928</p>	
4	<p>“Brutal Sales Policies”</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 & 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>	

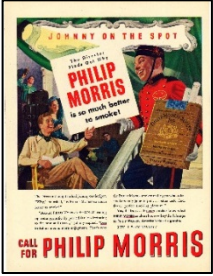


Part Two – 1930-1939

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





Part Two – 1930-1939 (cont.)

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





Part Two – 1930-1939 (cont.)

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





Part Two – 1930-1939 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
17	<p>“From Laughs to Tears in 30 Seconds”</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 towards the camera with a slight smile. The background is dark. Text on the image includes "From Laughs to Tears in 30 Seconds" and "Lucky Strike".</p>
18	<p>“Laugh, Miss Loy!”</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 dress with a light-colored collar and is looking towards the camera. The background is dark. Text on the image includes "LAUGH, MISS LOY!" and "Lucky Strike".</p>



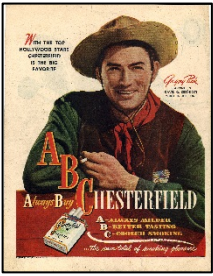
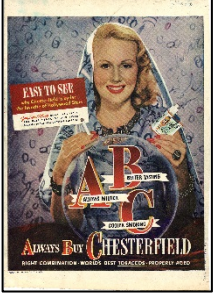
Part Three – 1940-1949

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

Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“All Clear”</p> <p>Chesterfield advertisement featuring Rosalind Russell <i>Pennsylvania Pictures</i>, back cover November 1942</p>	
6	<p>“At home and over there...”</p> <p>Chesterfield advertisement featuring Claudette Colbert, Paulette Goddard, and Veronica Lake 1943</p>	
7	<p>“What your boy wants most...”</p> <p>Chesterfield advertisement featuring Carole Landis <i>The New Yorker</i>, back cover July 22, 1944</p>	
8	<p>“With the boys...it's Chesterfield”</p> <p>Advertisement featuring Betty Grable <i>The Saturday Evening Post</i> 1944</p>	


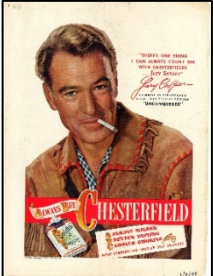


Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
9	<p>“Yes! It’s Elementary”</p> <p>Chesterfield advertisement featuring Basil Rathbone 1946</p>	
10	<p>“Blackstone Cigar the choice of successful men”</p> <p>Advertisement featuring George Brent and Joyce MacKenzie 1946</p>	
11	<p>“With the top Hollywood stars Chesterfield is the big favorite”</p> <p>Advertisement featuring Gregory Peck <i>The Saturday Evening Post</i> 1947</p>	
12	<p>“Easy to see...”</p> <p>Chesterfield advertisement featuring Virginia Mayo 1947</p>	


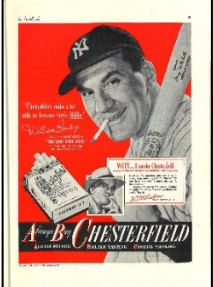


Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	<p>“Dorothy Lamour is ‘My Favorite Brunette’... Chesterfield my favorite cigarette”</p> <p>Advertisement featuring Bob Hope 1947</p>	
14	<p>“With the top stars of Hollywood Chesterfield is by far the favorite cigarette”</p> <p>Advertisement featuring Ann Sheridan 1947</p>	
15	<p>““Chesterfield’s mild cool flavor gives me complete smoking satisfaction.””</p> <p>Advertisement featuring Charles Boyer <i>Life</i>, page 39 August 4, 1947</p>	
16	<p>““All my friends know Chesterfield is my brand””</p> <p>Advertisement featuring Rita Hayworth <i>Ladies’ Home Journal</i>, page 224 October 1947</p>	





Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
17	<p>“Chesterfield is my favorite cigarette and always tops with my guests”</p> <p>Advertisement featuring Dorothy Lamour <i>Journal of the American Medical Association</i>, vol. 135, no. 6, page 37 October 11, 1947</p>	
18	<p>“There’s one thing I can always count on with Chesterfields...they satisfy”</p> <p>Advertisement featuring Gary Cooper January 3, 1948</p>	
19	<p>“With the stars it’s Chesterfield”</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>	
20	<p>“I’ve tried them all...”</p> <p>Chesterfield advertisement featuring Claudette Colbert <i>The New Yorker</i>, back cover April 17, 1948</p>	


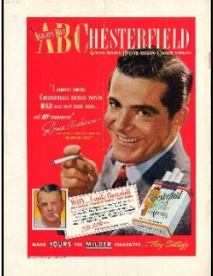


Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
21	<p>“I like Chesterfields – they’re my brand...”</p> <p>Advertisement featuring Alan Ladd <i>The New Yorker</i>, back cover June 12, 1948</p>	
22	<p>“Chesterfields make a hit with me...”</p> <p>Advertisement featuring William Bendix <i>Journal of the American Medical Association</i>, vol. 137, no. 16, page 53 August 14, 1948</p>	
23	<p>“I enjoy Chesterfields because they’re really Milder”</p> <p>Advertisement featuring Jane Wyman <i>Life</i>, page 45 October 11, 1948</p>	
24	<p>“I like a Milder cigarette...”</p> <p>Chesterfield advertisement featuring Celeste Holm 1948</p>	


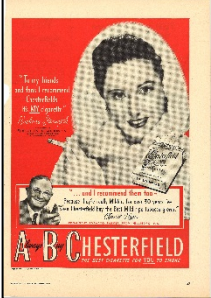
Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
25	<p>“Imagine a Pen not much longer than your cigarette!”</p> <p>Kimberly Pockette advertisement featuring Humphrey Bogart 1948</p>	 <p>A vintage advertisement for Kimberly Pockette pens. It features a black and white photograph of Humphrey Bogart holding a small, folded pen. The text at the top reads "Imagine a Pen not much longer than your cigarette!". Below the photo, it says "...yet it opens up to a full size pen!". The Kimberly Pockette logo is at the bottom.</p>
26	<p>““They’re Milder – that’s why I always smoke Chesterfields””</p> <p>Advertisement featuring Tyrone Power <i>Esquire</i> 1948</p>	 <p>A vintage advertisement for Chesterfield cigarettes. It features a color photograph of Tyrone Power smiling and holding a cigarette. The text at the top reads "ABC CHESTERFIELD". Below the photo, it says "They're Milder that's why I always smoke Chesterfields". The Esquire logo is also visible.</p>
27	<p>““You can count on Chesterfield’s ABC’s to give you a grand smoke””</p> <p>Advertisement featuring Loretta Young 1948</p>	 <p>A vintage advertisement for Chesterfield cigarettes. It features a color photograph of Loretta Young smiling and holding a cigarette. The text at the top reads "ABC CHESTERFIELD". Below the photo, it says "You can count on Chesterfield's ABC's to give you a grand smoke".</p>
28	<p>““Of course I smoke Chesterfields because they’re Milder””</p> <p>Advertisement featuring Susan Hayward <i>The Saturday Evening Post</i> 1948</p>	 <p>A vintage advertisement for Chesterfield cigarettes. It features a color photograph of Susan Hayward smiling and holding a cigarette. The text at the top reads "ABC CHESTERFIELD". Below the photo, it says "Of course I smoke Chesterfields because they're Milder". The Saturday Evening Post logo is also visible.</p>

Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
29	<p>“Not one single case of throat irritation due to smoking Camels!”</p> <p>Advertisement featuring Fred Astaire Circa 1948</p>	 <p>A vintage advertisement for Camel cigarettes. It features a black and white photograph of Fred Astaire in a tuxedo, holding a cigarette. The headline reads, "Not one single case of throat irritation due to smoking CAMELS!". Below the headline, there is a small illustration of a woman and a child, and a pack of Camel cigarettes. The text "Free Astaire 30 Day Camel Milder Taste Day" is visible. At the bottom, there are several small portraits of other celebrities.</p>
30	<p>“I always smoke Chesterfields because they’re Mild and they taste good”</p> <p>Advertisement featuring Dana Andrews <i>The New Yorker</i>, back cover January 1, 1949</p>	 <p>A vintage advertisement for ABC Chesterfield cigarettes. It features a color photograph of Dana Andrews in a suit, holding a cigarette. The headline reads, "I always smoke Chesterfields because they're Mild and they taste good". Below the headline, there is a small illustration of a woman and a child, and a pack of ABC Chesterfield cigarettes. The text "ABC CHESTERFIELD" is prominently displayed at the top.</p>
31	<p>“If you want a Milder cigarette...”</p> <p>Chesterfield advertisement featuring Anne Baxter <i>The Progressive Farmer</i>, page 5 July 1949</p>	 <p>A vintage advertisement for ABC Chesterfield cigarettes. It features a color photograph of Anne Baxter in a red dress, holding a cigarette. The headline reads, "If you want a Milder cigarette...". Below the headline, there is a small illustration of a woman and a child, and a pack of ABC Chesterfield cigarettes. The text "ABC CHESTERFIELD" is prominently displayed at the bottom.</p>
32	<p>“I like Chesterfield’s milder, better taste.”</p> <p>Advertisement featuring Joan Crawford 1949</p>	 <p>A vintage advertisement for ABC Chesterfield cigarettes. It features a color photograph of Joan Crawford in a red dress, holding a cigarette. The headline reads, "I like Chesterfield's milder, better taste." Below the headline, there is a small illustration of a woman and a child, and a pack of ABC Chesterfield cigarettes. The text "ABC CHESTERFIELD" is prominently displayed at the bottom.</p>


Part Three – 1940-1949 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
33	<p>“Chesterfields are completely satisfying”</p> <p>Advertisement featuring Lucille Ball <i>Life</i>, back cover September 19, 1949</p>	
34	<p>“To my friends and fans I recommend Chesterfields”</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 & Description</u>	<u>Visual</u>
1	<p>“Chesterfields are so Mild...”</p> <p>Advertisement featuring Kirk Douglas <i>McCall's</i>, page 21 April 1950</p>	 <p>A color photograph of actor Kirk Douglas in a red vest over a white shirt, smiling and holding a lit Chesterfield cigarette. The background is a soft-focus outdoor scene. At the bottom, the text 'A-B-C CHESTERFIELD' is visible in a stylized font.</p>
2	<p>“Smoke my cigarette...”</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>	 <p>A black and white photograph of actress Rhonda Fleming smiling and holding a cigarette. The image is framed with a decorative border. At the bottom, the text 'A-B-C CHESTERFIELD' is visible.</p>
3	<p>“Scientific tests prove Lucky Strike milder than any other principal brand!” [1 of 2]</p> <p>Advertisement featuring Lilli Palmer <i>Life</i>, back cover June 19, 1950</p>	 <p>A color photograph of actress Lilli Palmer in a dark, elegant dress, sitting and holding a cigarette. The background is dark with some floral arrangements. At the bottom, the text 'L.S. M.L.T. - Lucky Strike Milder Than Any Other Brand' is visible.</p>
4	<p>“The Cigarette that smells Milder smokes Milder”</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>	 <p>A black and white photograph of actress Gene Tierney smiling and holding a cigarette. The image is framed with a decorative border. At the bottom, the text 'A-B-C CHESTERFIELD' is visible.</p>





Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
5	<p>“Scientific tests prove Lucky Strike milder than any other principal brand!” [2 of 2]</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 with some text and a small image of a Lucky Strike pack.</p>
6	<p>“Smoke my cigarette – milder Chesterfield”</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 small building. The text 'A-B-CHESTERFIELD' is prominent at the bottom.</p>
7	<p>“The roles I play in movies are far from easy on my voice – I can’t risk throat irritation.”</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 with a horse and a small building. The text 'MORE PEOPLE SMOKE CAMELS than any other cigarette!' is prominent at the top.</p>
8	<p>“For you – proof of mildness with no unpleasant after-taste” [1 of 2]</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 a landscape with a horse and a small building. The text 'PROOF of MILDNESS with no unpleasant after-taste' is prominent at the top.</p>

Part Four – 1950-1959 (cont.)

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

Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
13	<p>“Smell ’Em – Smoke ’Em – Compare ’Em”</p> <p>Chesterfield advertisement featuring Richard Widmark 1951</p>	
14	<p>“For you – proof of mildness with no unpleasant after-taste” [2 of 2]</p> <p>Chesterfield advertisement featuring Donna Reed and John Derek 1951</p>	
15	<p>“You need not inhale to enjoy a cigar”</p> <p>Cigar Institute of America, Inc. advertisement featuring Ronald Reagan 1951</p>	
16	<p>“I’m sending Chesterfields to all my friends.”</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 & Description</u>	<u>Visual</u>
17	<p>“My throat gave me the answer to the mildness tests.”</p> <p>Camel advertisement featuring Robert Merrill <i>Coronet</i>, inside front cover December 1951</p>	
18	<p>“Why did you change to Camels, Dick Haymes?”</p> <p>Advertisement featuring Dick Haymes <i>Coronet</i>, back cover July 1952</p>	
19	<p>“Why did you change to Camels, Robert Young?”</p> <p>Advertisement featuring Robert Young <i>Life</i>, back cover July 14, 1952</p>	
20	<p>“There must be a reason why more people smoke Camels than any other cigarette!”</p> <p>Advertisement featuring Dan Duryea <i>Coronet</i>, back cover July 1953</p>	

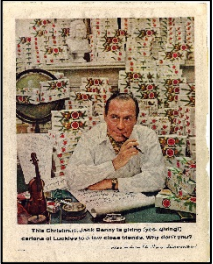


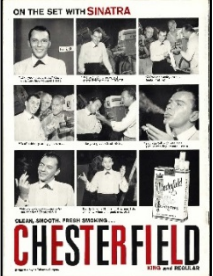
Part Four – 1950-1959 (cont.)

<u>Item No.</u>	<u>Item Type & Description</u>	<u>Visual</u>
21	<p>“Why did you change to Camels, Tony Curtis?”</p> <p>Advertisement featuring Tony Curtis <i>Coronet</i>, back cover October 1953</p>	
22	<p>“More people smoke Camels than any other cigarette!”</p> <p>Advertisement featuring Charlton Heston 1953</p>	
23	<p>“Fredric March says – this is it”</p> <p>L&M advertisement featuring Fredric March <i>Life</i>, page 38 February 22, 1954</p>	
24	<p>“Why did you change to Camels, William Holden?”</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 & Description</u>	<u>Visual</u>
25	<p>“From Hollywood to Broadway...”</p> <p>Chesterfield advertisement featuring Deborah Kerr 1954</p>	
26	<p>“This is it! L&M filters are just what the doctor ordered”</p> <p>Advertisement featuring Barbara Stanwyck 1954</p>	
27	<p>“This Christmas give Lucky Strike”</p> <p>Advertisement featuring Ann Sothorn December 1954</p>	
28	<p>“Rosalind Russell says, ‘L&M Filters are Just What the Doctor Ordered!’”</p> <p>Advertisement featuring Rosalind Russell 1955</p>	

Part Four – 1950-1959 (cont.)

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