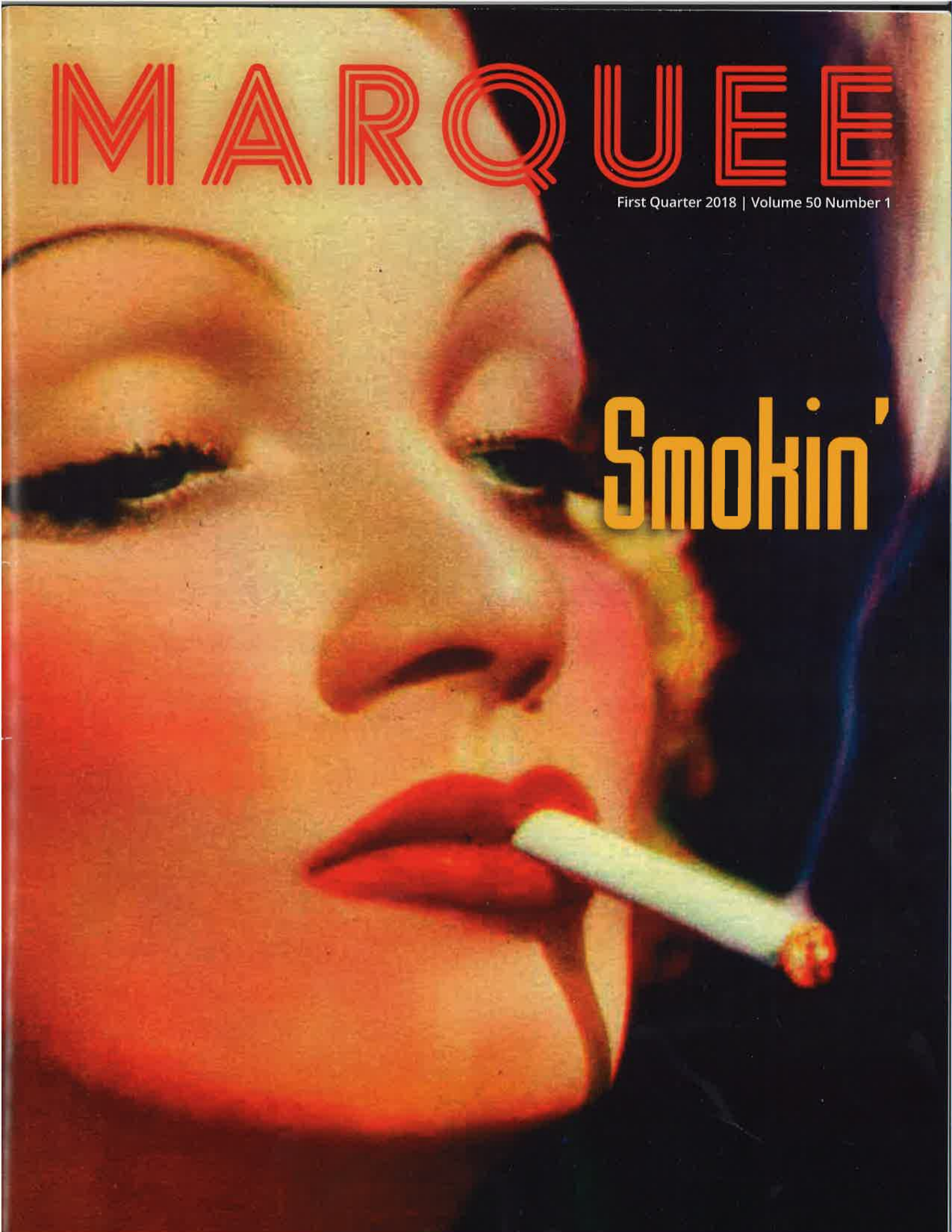


# MARQUEE

First Quarter 2018 | Volume 50 Number 1

## Smokin'



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Cover photo: "Marlene Dietrich's Troubles Exposed!" Look, front cover, July 19, 1938.  
Back cover: "At Home and Over There It's Chesterfield" Chesterfield advertisement featuring Claudette Colbert, Paulette Goddard, and Veronica Lake; 1943.



*Dorothy Lamour is  
"My Favorite Brunette"...*

CHESTERFIELD *my favorite cigarette*

*Bob Hope*

see *Bob Hope's*  
new picture

"MY FAVORITE BRUNETTE"

co-starring  
DOROTHY LAMOUR

**A**  
**B**  
**C**  
*Always Buy* **CHESTERFIELD**

**A** ALWAYS Milder  
**B** BETTER TASTING  
**C** COOLER SMOKING

*The sum-total of  
smoking pleasure*



# Smoking in the Balcony Only: When Movie Stars Sold Cigarettes

A pictorial by Alan Blum, MD

BY HOLLY BERECH



Opposite: *"Dorothy Lamour is 'My Favorite Brunette' - Chesterfield my favorite cigarette"* Chesterfield advertisement featuring Bob Hope; 1947. Above left to right: *"What your boy wants most..."* Chesterfield advertisement featuring Carole Landis; *The New Yorker*, back cover; July 22, 1944. *"Why did you change to Camels, Tony Curtis?"* Camel advertisement featuring Tony Curtis; *Coronet*, back cover; October 1953. *"With the top Hollywood stars Chesterfield is the big favorite"* Chesterfield advertisement featuring Gregory Peck; *The Saturday Evening Post*, interior page; 1947.



According to Dr. Alan Blum, in the latter half of the 19<sup>th</sup> century, four interwoven factors led to the popularization of cigarette smoking: the Civil War when millions of young men took up the tobacco habit; the invention of a machine that could mass-produce cigarettes; the enactment of anti-spitting laws due to public health concerns about

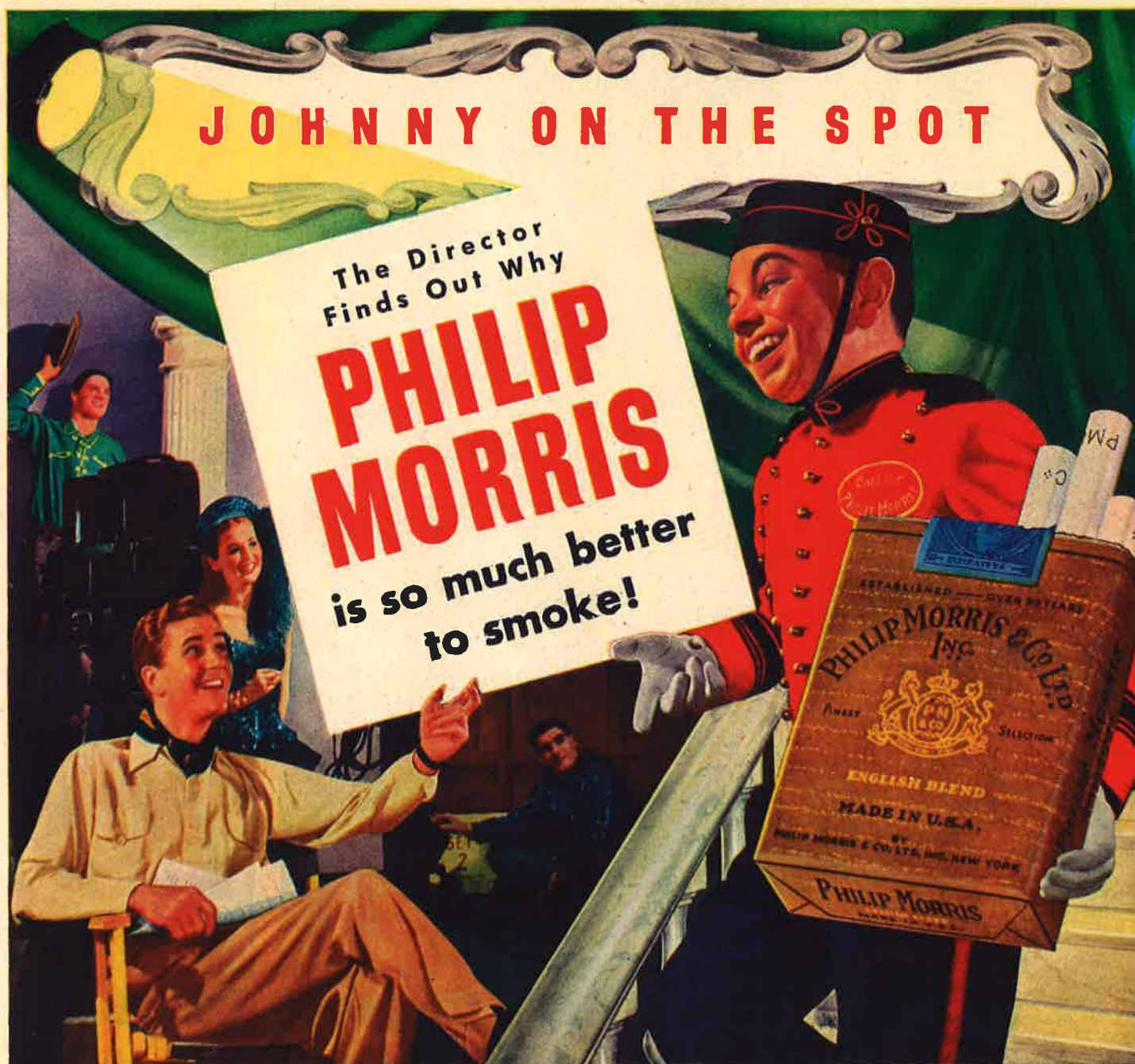
the spread of tuberculosis from chewing tobacco and cigars; and the dawn of the advertising industry that promoted smoking as an inexpensive luxury and a sign of sophistication and manliness.

Blum, a family physician and Gerald Leon Wallace Endowed Chair in Family Medicine at the University of Alabama School of Medicine in Tuscaloosa, began giving

presentations on the history of cigarette advertising as a medical student in the 1970s. He has since amassed one of the nation's largest and most comprehensive collections of cigarette advertising and anti-smoking propaganda from throughout the past century.

Blum's collection illustrates how the rise of the movie palace paralleled the





The Director thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR **PHILIP MORRIS**

rise of smoking in America. "Cinema and cigarettes enjoyed a symbiotic relationship," says Blum. "Smoking became totally engrained in the movies, both on the big screen and in the theater."

In contrast to theaters for live stage plays, the early photoplay houses permitted smoking in some sections. Larger theaters permitted smoking in the balcony only, and the grandest theaters such as Radio City Music Hall and the Fox chain also offered elegant smoking lounges that featured plush furniture and fireplaces. The movies appealed to a more socioeconomically diverse audience than the legitimate theaters and created a more escapist, relaxed environment. Lobby concession stands sold cigarettes, as did tobacco shops built into the arcades leading into some movie palaces such as the Strand in New York City.

According to Blum, "Movies were the top entertainment medium by far in the first half of the 20<sup>th</sup> century, and the film industry grew up together with the tobacco industry and their advertising and public relations allies."

On the screen, movies showed characters from every walk of life enjoying cigarettes, and the tobacco companies enlisted the top movie stars of the day to endorse their cigarette brands. "One of the great unifying elements of society was cigarette smoking," says Blum. "It was everywhere."

"Smoking was patriotic. In World War I cigarettes were shipped to the boys in the trenches overseas by the Red Cross and medical societies, often by passing

Drop a line to  
**CHESTERFIELD**  
P. O. BOX 21  
NEW YORK CITY  
for your copy of  
**TOBACCOLAND, U.S.A.**

Reading their copy are  
**FRED ASTAIRE**  
and **RITA HAYWORTH**  
now starring in  
**"You'll Never Get Rich"**  
a Columbia picture

**Send for your free  
copy and see why**

**It's Chesterfield**

**for a Cooler Milder Better-Tasting smoke**

Like millions who have read it, Chesterfield believes you too will enjoy **TOBACCOLAND, U. S. A. . .** the only complete picture story telling you all about the making of a great cigarette.

**TOBACCOLAND** gives you all the interesting facts . . . from the planting of fine cigarette tobaccos on through to the final stages of modern cigarette manufacture. *The more you know about cigarettes the more you'll enjoy Chesterfields.*

**Everywhere you go . . .  
it's have a Chesterfield** *They Satisfy*

Copyright 1941, Liggett & Myers Tobacco Co.

Opposite: **"The Director Finds Out Why Philip Morris is so much better to smoke!"** Philip Morris advertisement featuring Little Johnny and a film director; Circa 1930s. Above: **"It's Chesterfield"** Chesterfield advertisement featuring actor Fred Astaire and actress Rita Hayworth; *The New Yorker*, back cover; September 6, 1941.



*Rosalind Russell says. "L&M Filters are Just What the Doctor Ordered!"*



I wanted a cigarette with a filter I could depend on and a flavor I could enjoy. I read the letter below from Dr. F. R. Darkie, Director of Liggett & Myers Research, and changed immediately to L&M Filters. I recommend them to you."

*Rosalind Russell*  
Starring in the RKO picture "The Old Man"

LIGGETT & MYERS TOBACCO CO.  
INC.  
410 FIFTH AVENUE  
NEW YORK 20, N. Y.

Dr. F. R. Darkie  
Director of Research

Extensive investigations of possible filter media were initiated in our laboratory and by our consultants early in 1951. The search was found that effectively filtered the smoke. This is the material used in "L&M" Filter Tip cigarettes and is a highly purified alpha cellulose. Pure white in color, and used as an additive in certain foods, it is entirely harmless to health.

Alpha cellulose is the purest material now available to filter cigarette smoke. It removes over one-third of the smoke without impairing its satisfying taste. The "L&M" alpha cellulose filter is specially designed to remove the heavier particles from the smoke stream leaving a truly light smoke.

When you smoke "L&M" cigarettes, made and guaranteed by Liggett & Myers Tobacco Company, you draw into your mouth much less smoke with much less nicotine and other nitrogenous constituents.

*Liggett & Myers Tobacco Co.*  
\*U. S. Patent Pending

**Light and Mild**  
**MUCH MORE FLAVOR**  
**MUCH LESS NICOTINE**

**ONLY L&M FILTERS GIVE YOU ALL THIS...**

1. Effective Filtration, from a Strictly Non-Mineral Filter Material—Alpha Cellulose. Exclusive to L&M Filters, and entirely pure and harmless to health.
2. Selective Filtration—the L&M Filter selects and removes the heavy particles, leaving you a light and mild smoke.
3. Much Less Nicotine—the L&M Filter\* removes one-third of the smoke, leaves you all the satisfaction.
4. Much More Flavor and Aroma. At last a filter tip cigarette with plenty of good taste. Reason—L&M Filters' premium quality tobacco, a blend which includes special aromatic types.

\*U. S. Patent Pending

**L&M FILTER TIP Cigarettes**

LIGGETT & MYERS TOBACCO CO.

Above: "Rosalind Russell says, 'L&M Filters are Just What the Doctor Ordered!'" L&M advertisement featuring Rosalind Russell; 1955. Right: "'Cream of the Crop'" Lucky Strike advertisement featuring June Collyer; 1932. Opposite: "'Chesterfields are completely satisfying'" Chesterfield advertisement featuring Lucille Ball; Life, back cover; September 19, 1949

the can at movie theaters," Blum explains. "Cigarettes were part of K-rations and thus a part of every war movie I ever saw.

"Smoking was shown as both sinful and sophisticated," notes Blum. "And seemingly everyone smoked: tramps and tycoons, harlots and heiresses, tough guys and good guys. Smoking was rebellious when James Dean or a wayward teenager in "Angels with Dirty Faces" lit up, but a cigarette was a sign of refinement when in the hand of Katharine Hepburn or Clark Gable. In westerns, cowpokes, horse thieves, cattle rustlers, sheriffs, and city slickers alike all smoked. And in the film noir era, every petty criminal, gangster, gun moll, and mob boss lit up in scene after scene, as did every street cop, detective, private eye, and chief of police."

Blum has documented thousands of smoking scenes through his own addiction to Turner Classic Movies.

**"Cream of the Crop"**



**LUCKY STRIKE CIGARETTES**

**"The extra protection to my throat"**

"It's the extra things I get from Luckies that make me an enthusiastic. The extra protection to my throat, the extra fine flavor of Lucky Strike's choice tobacco. And the extra convenience of the little tin which opens the Lucky Cigarette wrapper so easily."

**"It's toasted"**

There's nothing else in the world that's so good for you as a Lucky Strike. It's the extra things I get from Luckies that make me an enthusiastic. The extra protection to my throat, the extra fine flavor of Lucky Strike's choice tobacco. And the extra convenience of the little tin which opens the Lucky Cigarette wrapper so easily."



"Chesterfields are  
completely satisfying  
They're Milder - much Milder  
It's MY cigarette"

*Lucille Ball*

*Starring in "INTERFERENCE"  
Her Latest R.N.C. Release*

**PROMINENT TOBACCO FARMERS  
SMOKE CHESTERFIELD**

"Chesterfield always buys the highest  
quality mild, ripe tobacco. I find  
it's the best cigarette for  
me to smoke because I enjoy its  
taste and it's Milder."



*H.P. Raspberry*  
KINSTON, N. C.



**Always Buy CHESTERFIELD**

*... the Best Cigarette for YOU to smoke*



**I'M SENDING CHESTERFIELDS** to all my friends.  
That's the merriest Christmas any smoker can have —  
Chesterfield mildness plus no unpleasant after-taste

*Ronald Reagan*

see RONALD REAGAN  
starring in "HONG KONG" a Pine-  
Thomas Paramount Production  
Color by Technicolor



**CHESTERFIELD** *Buy the beautiful  
"Christmas-card" carton*



Some of the most iconic films of all time depict smoking in the most memorable scenes. Blum cites Orson Welles' "The Third Man": "In the last scene, heartthrob Anna Schmidt (played by Alida Valli) walks by lovesick Holly Martins (Joseph Cotten) without so much as a glance. He lights a cigarette and flings the match to the ground. The very last thing we see is a puff of smoke.

"At the other extreme, Alfred Hitchcock's "Shadow of a Doubt" opening scene includes a long close-up shot of a languid, sinister Joseph Cotten in bed smoking a cigar.

"In the film noir classic "Double Indemnity" Fred MacMurray, who has been implicated in murder, is dying from a gunshot wound. In his last moments, he takes out a cigarette and his best friend and fellow insurance company investigator Edward G. Robinson, helps him light up. With his dying breath, he's smoking.

"Cigarettes were manly but also feminine and were part of some of the most romantic scenes of all time. In "North by Northwest" Cary Grant and Eva Marie Saint literally hold hands as they light up on the train. And in Now Voyager, Paul Heinreid asks Bette Davis, 'Shall we just have a cigarette on it?' He lights up two of them and hands one to his tearful beloved.

"An equally poignant scene in "The Best Years of Our Lives" features double-amputee World War II veteran Harold Russell lighting up a cigarette with his artificial limbs.



**Even after throat-taxing scenes, Spencer Tracy\* finds Luckies easy on his throat! And so will you!**

"SHOUTING" for hours is tough on throats. You try it and see. Yet Mr. Tracy says: "Even when my throat is completely tired out from acting, Luckies still get along with it fine!"

You try Luckies, too, and see. We think you'll agree with Mr. Tracy, because the exclusive "Toasting" process takes out cer-

tain irritants found in all tobacco. This makes Luckies a light smoke.

We think you'll agree with the tobacco experts, also. Among independent buyers, auctioneers and warehousemen—not connected with any manufacturer—Luckies have twice as many exclusive smokers as have all other cigarettes combined!

\*SPENCER TRACY, CO-STARRING IN M-G-M PRODUCTION, "TEST PILOT"

**Sworn Records Show That—**

**With Independent Experts- WITH MEN WHO KNOW TOBACCO BEST- IT'S LUCKIES 2 TO 1**



Opposite: "I'm Sending Chesterfields to all my friends." Chesterfield advertisement featuring Ronald Reagan; Life, page 61; December 3, 1951. Above: "SHOUT, Mr. Tracy!" Lucky Strike advertisement featuring actor Spencer Tracy; The New Yorker, back cover; March 26, 1938.



OCTOBER, 1931

DELINEATOR

# GOOD ..they've got to be good!

THEY'RE Milder, FRED  
TASTE BETTER, TOO!

Fred and Adele Astaire in Broadway's musical hit, "The Band Wagon"

## Darn good—you'll say!

Everybody wants a mild cigarette. And when you find one that is milder and tastes better too—you've got a smoke! Chesterfields are so much milder that you can smoke as many as you like. Mild, ripe, sweet-tasting tobaccos—the best that money can buy. That's what it takes to make a cigarette as good as Chesterfield. And the purest cigarette paper! Every Chesterfield is well-filled. Burns evenly. Smokes cool and comfortable. They Satisfy sums it all up!

EVERYBODY'S GETTING ON "THE BAND WAGON"

© 1931, LUGGITT & MYERS TOBACCO CO.

Above: "GOOD...they've got to be good!" Chesterfield advertisement featuring Fred and Adele Astaire; Delineator, interior page; October 1931.

Right: "'It's toasted'" Lucky Strike advertisement featuring Constance Talmadge; The Forum, back cover; 1929. Opposite: "How MILD can a Cigarette be?" Camel advertisement featuring John Wayne; Life, back cover; February 12, 1951.



"Factory workers and bosses alike puffed away at work. Convicts in prison movies all smoked. Reporters and editors chain-smoked while getting out the morning edition. Even priests lit up, as did doctors. Psychiatrists always offered their patients a cigarette. In "Gentleman's Agreement", a cardiologist gives Gregory Peck bad news about his mother's heart condition while lighting up a cigarette."

Blum is hard pressed to think of a scene set in a bar, a hotel room, or a restaurant that didn't include someone smoking. "Smoking was as normal on airplanes and in hospitals as it was in a nightclub," he notes. "Cigarettes and sports also went together like ham and eggs. Ricardo Montalban plays a chain-smoking boxer in "Right Cross". Although baseball great Babe Ruth died of throat cancer due to smoking, William Bendix, the actor playing him in "The Babe Ruth Story", was pictured in uniform in a Chesterfield cigarettes ad. Even cartoon characters smoked. In the 1939 cartoon "Wholly Smoke" a young Porky Pig gets hold of a cigar and falls sick with hallucinations from a puff of smoke called Nick O'Teen."

Smoking also played a role in sight gags, such as plumes of smoke forming an arrow and poking Porky Pig in the behind and Harpo Marx's two-foot long cigarette holder in "A Night in Casablanca".

In fact, according to Blum, in the golden age of cinema nobody took smoking too seriously.

"We can learn a lot about our culture by looking at depictions of smoking in movies,"



*How MILD can a Cigarette be?*

MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

**MORE PEOPLE SMOKE CAMELS  
than any other cigarette!**



**"The roles I play in movies are  
far from easy on my voice—  
I can't risk throat irritation.  
So I smoke Camels—they're mild"**

*John Wayne*  
POPULAR, HANDSOME  
HOLLYWOOD STAR



"I've been around movie sets  
long enough to know how im-  
portant cigarette mildness is to an actor.  
So when it came to deciding what cigarette  
was just right for my throat—I was very  
particular. I made a *sensible* test—my own  
30-Day Camel Mildness Test!

"I gave Camels a real tryout for 30 days.  
The most pleasure I ever had from smok-  
ing. My own 'T-Zone' told me just how  
mild and good tasting a cigarette can be!  
I found out for myself why *more people  
smoke Camels than any other cigarette!*"



**MAN'S IDEA OF A MOVIE HERO**  
And the women agree! 6 feet  
4 inches, John Wayne, has  
smashed his way to fame in  
dozens of knock-down-and-  
drag-out—hard-riding... glo-  
rious motion pictures!

R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

*Make your own  
30-Day Camel  
MILDNESS Test  
in your "T-Zone"*

(T for Throat, T for Taste)



**Not one single case of  
throat irritation *due to smoking*  
CAMELS!**

Yes, these were the findings of noted  
throat specialists after a total of 2,470  
weekly examinations of the throats  
of hundreds of men and women who  
smoked Camels—and only Camels  
—for 30 consecutive days.



# SMOKE MEANS TROUBLE

**T**HE fellow who smokes in the movies is soon reminded that he's headed for trouble unless he stops. But he's not so lucky if he drives a car with a smoking exhaust—he's probably in trouble *already*!

For a smoking exhaust is a common sign that something is wrong; and the trouble is often excessive engine wear that calls for expensive repairs.

Act *now* before your car may become a costly "smoker"—a waster of gas, oil and power.

Change *now* to the oil that prevents needless wear. Change *now* to Insulated Havoline.

For here is the extra protection of an oil that's *insulated* against heat—against those high engine temperatures that break down ordinary oils. And it's distilled to remove harmful, carbon-forming impurities.

Here, indeed, is the oil for finer performance, safety and economy. Change to Insulated Havoline now at Texaco and other good dealers everywhere.



## DON'T WAIT TILL IT'S TOO LATE!

There are 3,000,000 "smokers" on the roads in America today. You don't want your car to join the parade. Help reduce needless engine wear—change *now* to Insulated Havoline.

**TUNE IN:** All star radio program every Wednesday night, Columbia Broadcasting System, 9:00 E. D. T., 8:00 E. S. T., 8:00 C. D. T., 7:00 C. S. T., 6:00 M. S. T., 5:00 P. S. T.





adds Blum. "It was perfectly natural and normal. There were very few moments during the era prior to the 1960s when smoking was even questioned. Whenever there was any kind of finger-wagging about smoking, it was done almost as a joke. It was a symbol of pleasure, just as the movie theater was all about pleasure."

Blum contrasts this bygone attitude with the demands by some vocal present-day anti-smoking activists that the smoking scenes in classic movies and TV shows be edited out. "This is just silly," he says. "The prohibitionists don't seem to realize that there have been more than 800 depictions of smoking in 'The Simpsons' alone, many of which make fun of cigarettes and Big Tobacco."

Blum cites an article in the March 20, 1915 issue of the trade publication "United States Tobacco Journal" that best summarizes the relationship between smoking and movie theatres. (See excerpt on page 34) The early movie chains such

Opposite: **"Smoke Means Trouble"**

Havoline Motor Oil advertisement; 1941.

Top to bottom, left to right: **"Henry Fonda discovered how mild a cigarette can be!"** Camel advertisement featuring Henry Fonda; 1951. **"Barry Clifton and Patricia Hilliard in 'The Girl in the Crowd'"** Trading card; Gallaher Ltd.; 1935. **"OK - America!"** Lucky Strike advertisement featuring Walter Winchell; 1932. **"His Cigarette and Mine"** Chesterfield advertisement featuring actress Joan Bennett; The New Yorker, back cover; March 28, 1942. **"Doctor's Orders"** Trading Card; Gallaher Ltd.; 1935.







Above: “**Chesterfields make a hit with me**” Chesterfield advertisement featuring William Bendix; *Journal of the American Medical Association*, page 53; August 14, 1948. Opposite: “**Yes! It’s Elementary**” Chesterfield advertisement featuring Basil Rathbone, 1946

as Loew’s were looking for ways to draw people in and tobacco companies were all too happy to assist.

One example of the way the tobacco companies and movie houses worked together is with Phillip Morris’s spokesman “Little Johnny,” a bellhop, who appeared in trailers before and after movies. A fixture in theaters, he encouraged patrons to return the following week to receive gifts and special offers. Fire safety signs featuring Little Johnny were also placed in hotel and hospital rooms warning patrons not to smoke in bed.

“With this pictorial, I tried to bring to light some of the more serious ironies, such as celebrities who endorsed cigarettes and who ultimately died of lung cancer including Lucille Ball, Gary Cooper, Betty Grable, Dick Powell, Robert Taylor, and John Wayne. I also tried to capture a sense of the enormous influence these film stars had as role models and trend-setters,” says Blum.

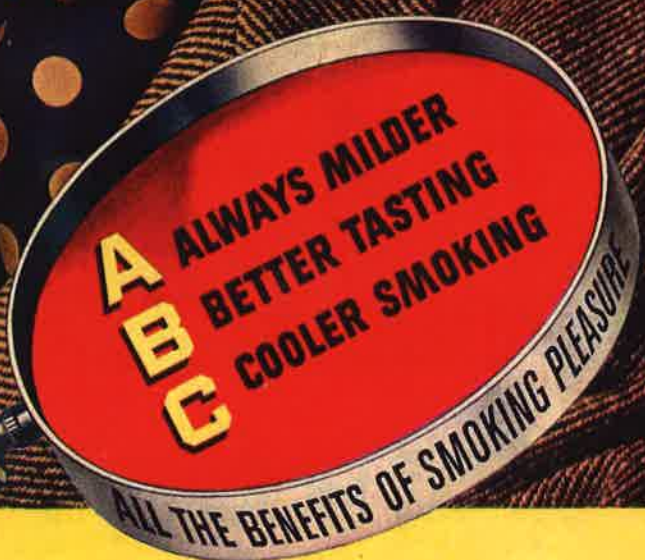
“Although most of the images are of cigarette advertisements that feature endorsements by major stars of motion pictures, I have included a few other images such as the stunning cover of LOOK that features Marlene Dietrich, an ad for a pen that is compared to a cigarette by Humphrey Bogart (who died of esophageal cancer), and an over-the-top Texaco ad headlined ‘Smoke Means Trouble’ featuring a uniformed movie usher telling a patron to put out his cigarette.”

Asked to compare the ubiquity of cigarette smoking during the height of popularity



BASIL RATHBONE  
STAR OF  
"DRESSED TO KILL"  
another of  
Universal's Sherlock Holmes Series.

*Yes!  
it's Elementary*



**RIGHT COMBINATION OF THE  
WORLD'S BEST TOBACCOS** *Properly Aged*

**A** **LWAYS** **B** **UY** **C** **CHESTERFIELD**

Copyright 1946, Liggett & Myers Tobacco Co.





Above: *"With the stars it's Chesterfield"* Chesterfield advertisement featuring Gregory Peck, Charles Coburn, Ann Todd, Ethel Barrymore, Louis Jourdan, and Valli; *The New Yorker*, back cover; March 20, 1948. Right: *"Her Throat Insured For \$50,000."* Lucky Strike advertisement featuring Dolores del Rio; 1938. Opposite: *"There's one thing I can always count on with Chesterfields... they satisfy"* Chesterfield advertisement featuring Gary Cooper; January 3, 1948.

of the movie palace to a current custom, Blum says that "the only thing that even comes close to cigarettes is the cellphone. In just the decade since they were introduced, smartphones have replaced cigarettes as America's most popular addiction. At the movies, instead of messages reminding patrons to put out their cigarettes, we now see multiple announcements asking them to turn off their cellphones."

There are far more images in Dr. Blum's pictorial than we can include in one issue of *Marquee*, but here is a look at some of the most intriguing advertising designed to help increase cigarette use via the movies. From leading ladies like Bette Davis, Jean Harlow, and Joan Crawford, to leading men such as James Cagney, Spencer Tracy, and Fred Astaire, smoking and stardom were synonymous. **M**

*The cover image of this issue and the advertisements in the pictorial are from the collection of University of Alabama Center for the Study of Tobacco and Society the University of Alabama Center for the Study of Tobacco and Society, [www.csts.ua.edu](http://www.csts.ua.edu). Founded in 1999 by Alan Blum, MD, the Center holds the nation's most comprehensive collection of original material on the tobacco industry, cigarette marketing, and the anti-smoking movement. 'Smoking in the Balcony Only' is based on an exhibition by the same name that Dr. Blum curated for the BAMA Theatre in Tuscaloosa, Alabama in 2006 (and that will be on view at the conclave in June). Dr. Blum welcomes comments and questions at [ablum@ua.edu](mailto:ablum@ua.edu).*





**"THERE'S ONE THING  
I CAN ALWAYS COUNT ON  
WITH CHESTERFIELDS  
...THEY SATISFY"**

*Gary Cooper*

STARRING IN PARAMOUNT'S  
GREAT TECHNICOLOR PICTURE

**"UNCONQUERED"**

**ALWAYS BUY** **CHESTERFIELD**



**A ALWAYS Milder  
B BETTER TASTING  
C COOLER SMOKING** *ABC*  
RIGHT COMBINATION • WORLD'S BEST TOBACCOS



Blum shared this source, which he finds most interesting. It's an excerpt from the March 20, 1915 issue of "United States Tobacco Journal" found by Mary Clare Johnson, Collection Manager for the University of Alabama Center for the Study of Tobacco and Society. It follows as it appeared in print.

United States Tobacco Journal | March 20, 1915

## Smoking Permitted

Every once in so often there comes along a popular influence which makes for increased consumption of tobacco products.

The baseball season opens and presto! Thousands of men every afternoon of the summer, in ball parks from Portland, Me, to Portland, Ore., are smoking to beat the band. The growing popularity of golf has undoubtedly helped the tobacco trade. The newest factor making for increased consumption of cigars and cigarettes is the "jitney bus," providing open-air travel from office to home and from home to office and from office to office. Jitney buses have been set in operation in forty-six cities of the United States in six months' time and in every city the tobacconists report better business traceable direct to them.

Now there is still another popular influence which might very well be turned to account in this connection. Moving pictures today are tremendously popular. They are a year 'round form of amusement, and it is estimated that the country spends \$100,000 a week on the "movies." If a material percentage of moving picture theatres could be induced to permit smoking in the whole or portion of their auditoriums, another tremendous influence would be at work for an increased consumption of tobacco products.

In New York City, smoking is permitted in at least the balconies and loges of many theaters. Smoking is coming more and more into vogue in the moving picture houses. Lobby stands and nearby

stores are springing up to take care of this trade. Moreover, those houses which forbid smoking in the auditorium invariably feature smoking rooms to which the male element may repair entre act.

Perhaps the greatest chain of New York movie-vaudeville houses which actually makes a bid for patronage on the ground that it permits smoking is the Marcus Loew syndicate. There are fifteen Loew theaters well scattered over Manhattan and the Bronx also encourages the masculine contingent by permitting smoking in the balcony and loges. The Strand, which is New York's largest and most elaborate photoplay theater, does not permit smoking in the audience, but possesses smoking rooms along with its many other conveniences.

At the Strand entrance, by the way, there is to be found the Strand Cigar Co., 1585 Broadway, which was organized especially to occupy quarters in the theater building and which is doing a rousing business.

These are but a few instances of the manner in which "smoking permitted" is encouraging the consumption of tobacco products in the metropolis.

In cities outside New York, as the writer has had occasion to observe during years of residence elsewhere, there is frequently antipathy toward smoking in "legitimate houses." Only burlesque shows, in the average city of the first class, is smoking in the audience allowed. But the moving picture field is far and apart from the legitimate drama. It has proved to be the legit's worst competitor, and

there is no reason why it should copy, in any respect, the practices of its older brother.

Moving picture exhibitors are setting up new standards of practice for their profession. From the instances cited, and the knowledge that larger and more spacious moving picture theatres are constantly coming into existence, it may be predicted that in the course of time a majority, instead of a minority, of these establishments will provide accommodations for the smoker up aloft, at lest and in the boxes, if not on the main floor. Many of them will permit smoking anywhere in the house.

The average moving-picture exhibitor is much closer to his patrons than the average legitimate producer is. The exhibitor's audience is, more than often, a neighboring one. He watches closer for the tastes of individuals, and strives to please. If the moving picture magazines and trade papers are to be believed, the progressive exhibitor is the one who is always ready and willing to act on the suggestion of a material number of his patrons.

Consequently, it is up to smokers to make their wishes known at the "movies." It is up to the trade to tell smokers to make their wishes known where smokers do not act of their own accord. For, according to the men who know, "Smoking Permitted" is a sign which will readily be hung up if enough people ask for it.

There is no doubt that smokers and wives, sisters, and sweethearts of smokers, are in the majority.

*Opposite: "Stars of the Screen Smoke the Star of Tobaccos" Tuxedo advertisement featuring Francis X. Bushman, Charlie Chaplin, William S. Hart, and many others; Collier's, page 2; November 13, 1915.*





## Stars of the Screen Smoke the Star of Tobaccos —TUXEDO

Wide-awake — alive — vigorous — growing by leaps and bounds — that describes the Motion Picture business as it is today. In a few years it has grown to mammoth proportions. The greatest literary, dramatic, technical and executive ability in the world is employed in the writing, producing and selling of photoplays.

It is not a mere coincidence that the men who have won world-wide fame in each branch of this liveliest of creative arts smoke and endorse the liveliest of tobaccos—

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On this page you will find your favorite film stars, also renowned directors and heads of big film companies. *All* of them have endorsed Tuxedo over their signatures. They say unanimously that they prefer Tuxedo because it is so wonderfully mild, fragrant, soothing and satisfying, and because it does not bite the tongue or irritate the throat.

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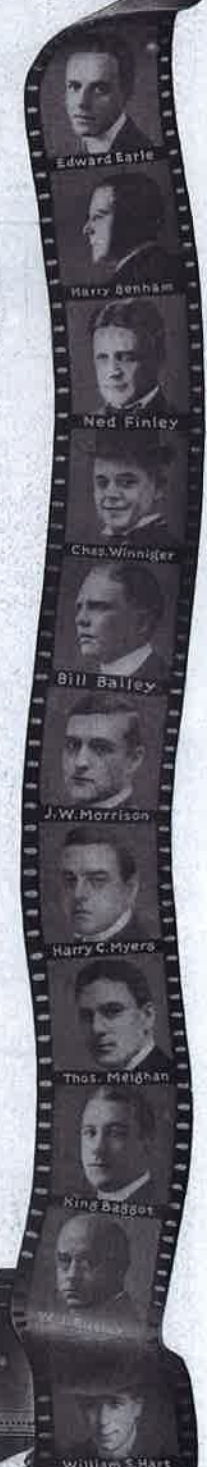
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right combination of the WORLD'S  
BEST CIGARETTE TOBACCOS...**

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it's Chesterfield's right combination, or blend, of  
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Good Tobacco, yes... but the Blend — the Right  
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Smoke Chesterfields and find out how really  
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