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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.

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THS celebrates, documents, and promotes the architectural, cultural, and social relevance of America’s historic theatres.

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Dorothy Lamour is "My Favorite Brunette"
CHESTERFIELD my favorite cigarette
Bob Hope

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 BERECZ


According to Dr. Alan Blum, in the latter half of the 19th 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 socioeconomic 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 20th 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

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.
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.

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
“Chesterfields are completely satisfying
They’re Milder—much Milder
It’s MY cigarette”
Lucille Ball

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 MINDER.”

H. P. Rasberry
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 Pike-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.

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.
“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

"I've been around movie sets long enough to know how important 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 smoking. 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!"

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 2,670 weekly examinations of the throats of hundreds of men and women who smoked Camels—and only Camels—for 30 consecutive days.
THE 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

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 trendsetters," 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."

As ked to compare the ubiquity of cigarette smoking during the height of popularity
Yes! it's Elementary

RIGHT COMBINATION OF THE WORLD'S BEST TOBACCOS Properly Aged

ALWAYS MINDER BETTER TASTING COOLER SMOKING

ALL THE BENEFITS OF SMOKING PLEASURE

ALWAYS BUY CHESTERFIELD
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.

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. 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.

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.
"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

Always milder
Better tasting
Cooler smoking

Right combination - World's best tobaccos
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 lobbies 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 lobbies. 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 theaters 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 least 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.
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 livest of creative arts smoke and endorse the livest of tobaccos —

![Tuxedo Ad](image)

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.

These unique qualities of Tuxedo are due to the “Tuxedo Process” — the original non-bite process, which no imitator has ever equalled. It has made the popularity of Tuxedo Nation-wide.

Try Tuxedo for a week and you’ll smoke it ever after.

YOU CAN BUY TUXEDO EVERYWHERE

Famous green tip with gold lettering, canned in 1½ or 2½ oz. tins, 10¢

In Cans: 50¢ and 90¢

THE AMERICAN TOBACCO COMPANY
AT HOME and OVER THERE It's CHESTERFIELD

GOOD TOBACCO, Yes... the right combination of the WORLD'S BEST CIGARETTE TOBACCOs...

It isn't enough to buy the best cigarette tobacco, it's Chesterfield's right combination, or blend, of these tobaccos that makes them so much milder, cooler and better-tasting.

Good Tobacco, yes... but the Blend — the Right Combination — that's the thing.

Smoke Chesterfields and find out how really good a cigarette can be