

Smoking in the Balcony Only: When Movie Stars Sold Cigarettes

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Key to items in the exhibition




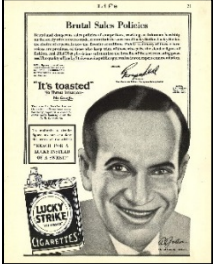
The logo consists of a yellow rectangular box with a 3D effect, featuring a dark orange shadow on the right and bottom edges. Inside the box, the text "THE CENTER FOR THE STUDY OF TOBACCO AND SOCIETY" is written in a dark orange, sans-serif, all-caps font, arranged in three lines.

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>	




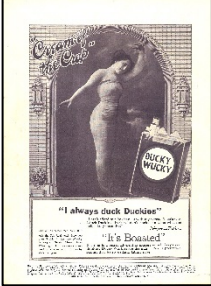
Part One – 1900-1929 (cont.)

<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</p> <p><i>The Forum</i>, back cover</p> <p>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 Claudette Colbert, a famous actress, holding a cigarette. She is 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. Below the text, there is a small illustration of a Lucky Strike cigarette pack and some smaller text at the bottom.</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 Myrna Loy, an actress, smiling and looking towards the camera. She is wearing a dark, patterned dress. The background is a grid of small, identical portraits of her. The text 'LAUGH, MISS LOY!' is printed in a bold, stylized font across the middle of the image. Below the text, there is a small illustration of a Lucky Strike cigarette pack and some smaller text at the bottom.</p>



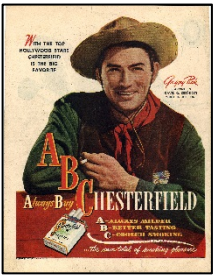
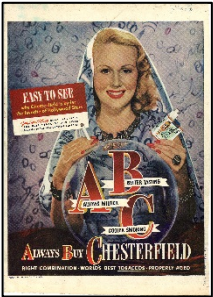
Part Three – 1940-1949

<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>	


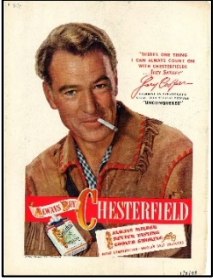


Part Three – 1940-1949 (cont.)

<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>	


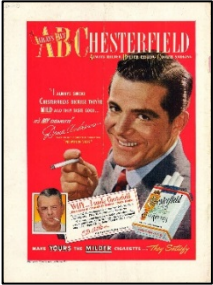


Part Three – 1940-1949 (cont.)

<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>	 A color advertisement for Chesterfield cigarettes featuring actor Alan Ladd. He is wearing a dark suit and a red bow tie, smiling and holding a cigarette. The background is red. Text includes "I like Chesterfields - they're my brand" and "Alan Ladd". The Chesterfield logo is at the bottom.
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>	 A black and white advertisement for Chesterfield cigarettes featuring actor William Bendix. He is wearing a baseball cap and a suit, holding a cigarette. The background is red. Text includes "Chesterfields make a hit with me" and "A-B-C Chesterfield".
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>	 A color advertisement for Chesterfield cigarettes featuring actress Jane Wyman. She is wearing a white fur collar and a red hat, holding a cigarette. The background is red. Text includes "I enjoy Chesterfields because they're really Milder" and "Always Buy Chesterfield".
24	<p>“I like a Milder cigarette...”</p> <p>Chesterfield advertisement featuring Celeste Holm 1948</p>	 A color advertisement for Chesterfield cigarettes featuring actress Celeste Holm. She is wearing a white dress and a red hat, holding a cigarette. The background is red. Text includes "I like a Milder cigarette" and "A-B-C Chesterfield".


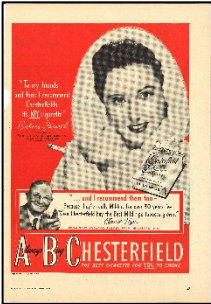
Part Three – 1940-1949 (cont.)

<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>	
26	<p>““They’re Milder – that’s why I always smoke Chesterfields””</p> <p>Advertisement featuring Tyrone Power <i>Esquire</i> 1948</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>	
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>	

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. At the top, it reads "Not one single case of throat irritation due to smoking CAMELS!". Below this, there's a photo of Fred Astaire in a tuxedo, looking towards a woman. To the right, a pack of Camel cigarettes is shown. The bottom section features several small portraits of people, likely testimonials or endorsements.</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 Chesterfield advertisement featuring Dana Andrews. He is shown from the chest up, wearing a suit and tie, holding a cigarette. The background is red. Text on the left says "I always smoke Chesterfields because they're Mild and they taste good." The top of the ad says "ABC CHESTERFIELD". At the bottom, it says "MILD TOUPEE the Milder cigarette".</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 Chesterfield advertisement featuring Anne Baxter. She is shown from the chest up, smiling, holding a cigarette. The background is red. Text on the left says "If you want a Milder cigarette...". The top of the ad says "ABC CHESTERFIELD". At the bottom, it says "MILD TOUPEE the Milder cigarette".</p>
32	<p>“I like Chesterfield’s milder, better taste.”</p> <p>Advertisement featuring Joan Crawford 1949</p>	 <p>A Chesterfield advertisement featuring Joan Crawford. She is shown from the chest up, smiling, holding a cigarette. The background is red. Text on the left says "I like Chesterfield's milder, better taste." The top of the ad says "ABC CHESTERFIELD". At the bottom, it says "MILD TOUPEE the Milder cigarette".</p>


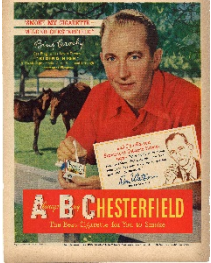


Part Three – 1940-1949 (cont.)

<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 Kirk Douglas in a red vest over a white shirt, smiling and holding a cigarette. The background is a soft-focus outdoor scene. Text at the top reads: "Chesterfields are so mild they leave a little fresh taste in my mouth." Below that, in smaller text: "Kirk Douglas... Chesterfield...". At the bottom, a large red banner says "A-B-C CHESTERFIELD".</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 Rhonda Fleming smiling and holding a cigarette. The background is dark. Text at the top reads: "Smoke my cigarette, Chesterfield...". Below that, in smaller text: "Rhonda Fleming... Chesterfield...". At the bottom, a large red banner says "A-B-C CHESTERFIELD".</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 Lilli Palmer in a red dress, sitting and holding a cigarette. The background is dark. Text at the top reads: "Scientific tests prove Lucky Strike milder than any other principal brand!". Below that, in smaller text: "Lilli Palmer... Lucky Strike...". At the bottom, a large red banner says "A-B-C CHESTERFIELD".</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 Gene Tierney smiling and holding a cigarette. The background is dark. Text at the top reads: "The Cigarette that smells Milder smokes Milder". Below that, in smaller text: "Gene Tierney... Chesterfield...". At the bottom, a large red banner says "A-B-C CHESTERFIELD".</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 chair, wearing a light-colored dress. To her right is a large pack of Lucky Strike cigarettes. The background is dark with some text and a small illustration of a person.</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. He is looking towards the camera. The background is a simple outdoor setting. The text 'A-B-CHESTERFIELD' is visible 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. He is looking towards the camera. The background is a simple outdoor setting. The text 'MORE PEOPLE SMOKE CAMELS than any other cigarette!' is visible 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 color photograph of Joan Fontaine in a red dress, holding a cigarette. She is looking towards the camera. The background is a simple outdoor setting. The text 'PROOF of MILDNESS with no unpleasant after-taste' is visible 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>	