

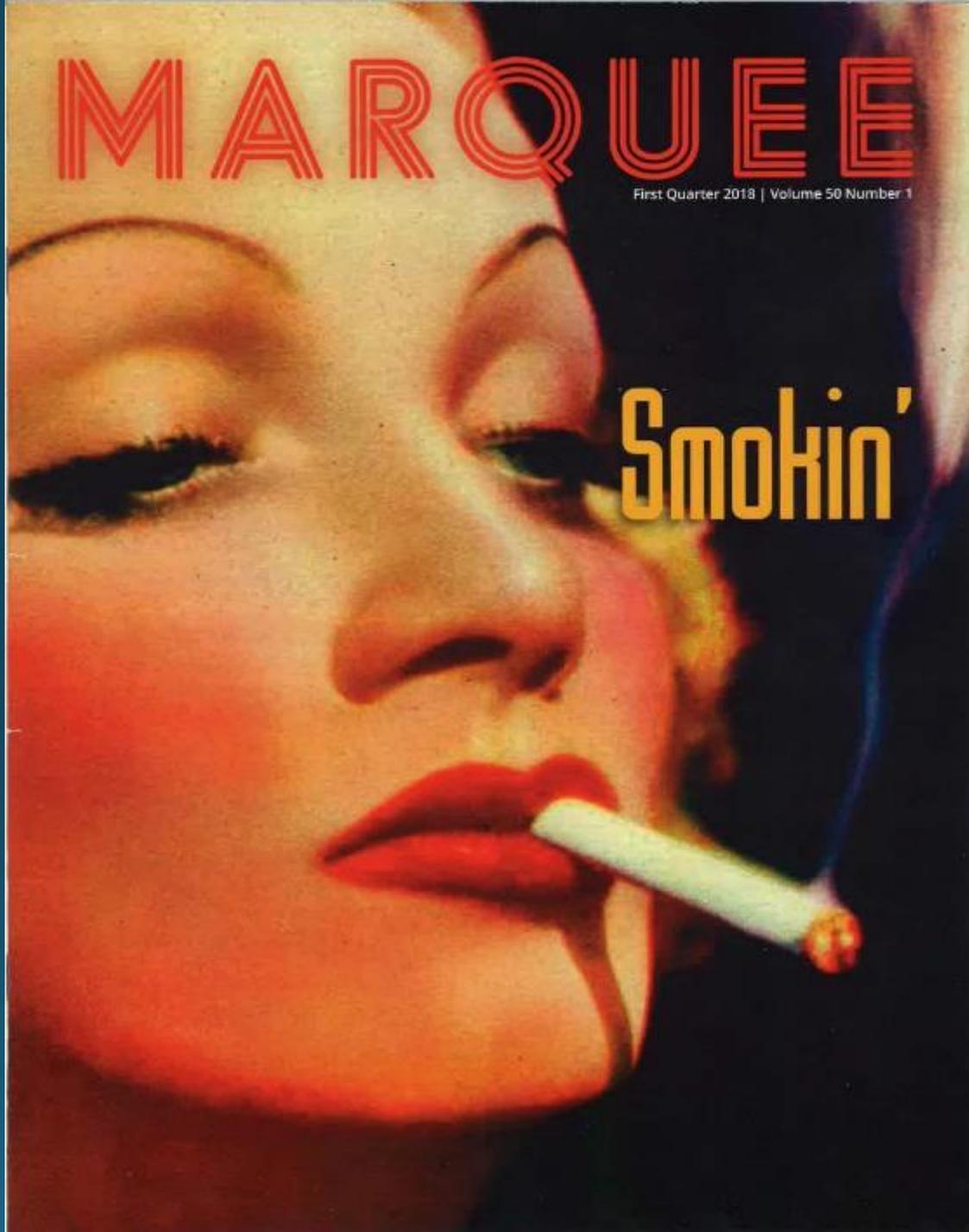


Smoking in the Balcony
ONLY!
When Movie Stars
Sold Cigarettes

MARQUEE

First Quarter 2018 | Volume 50 Number 1

Smokin'







THE CENTER FOR
THE STUDY OF
TOBACCO AND SOCIETY



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—

Tuxedo

The Perfect Tobacco for Pipe and Cigarette

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.

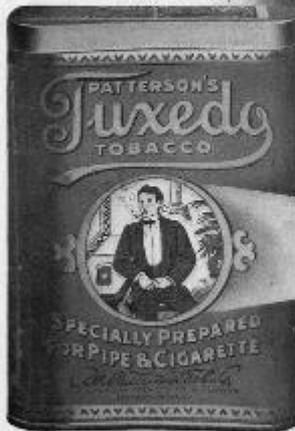
These unique qualities of Tuxedo are due to the "Tuxedo Process"—the *original* non-bite process, which no imitator has ever equalled. It has made the popularity of Tuxedo Nation-wide.

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

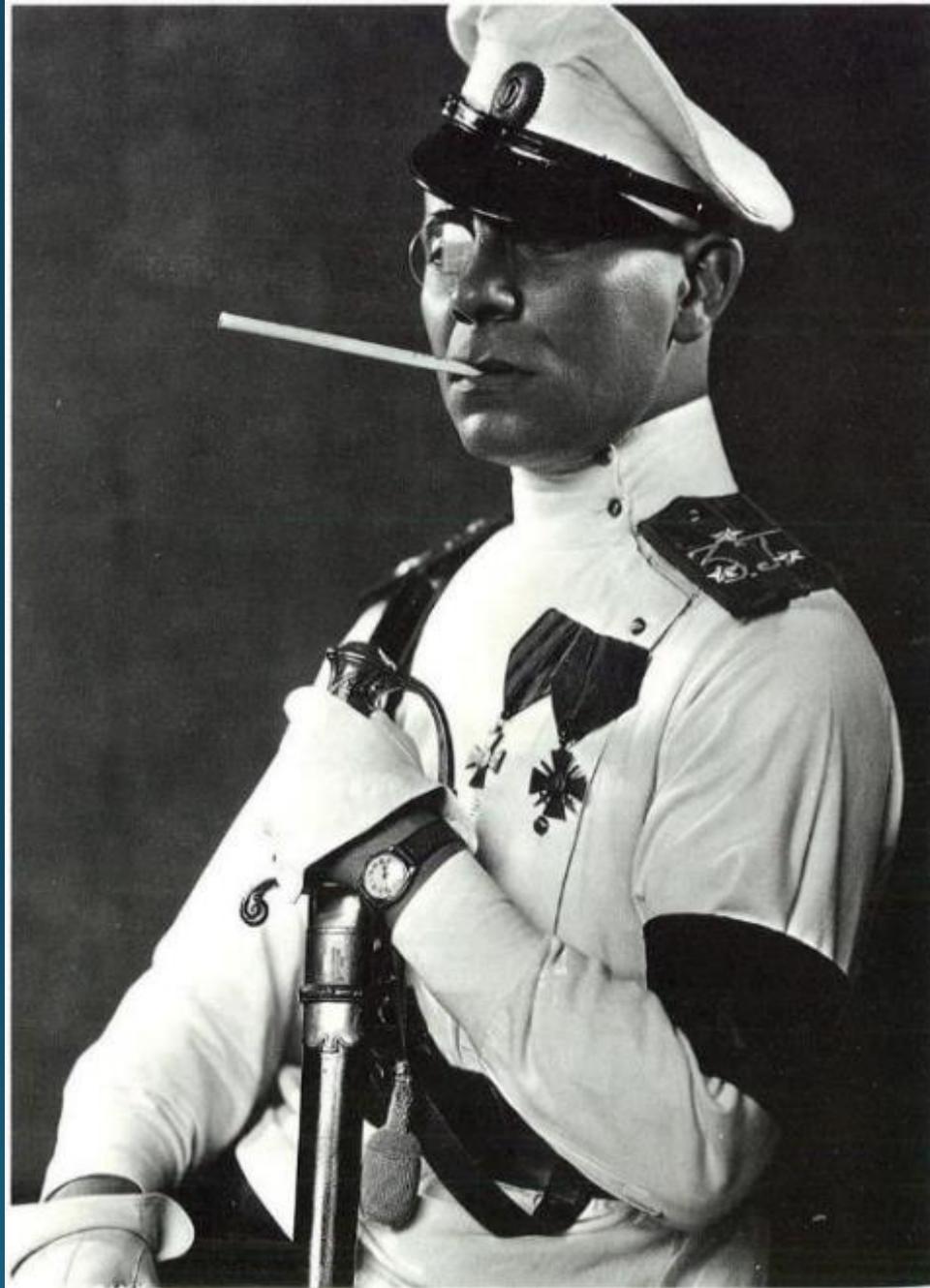
YOU CAN BUY TUXEDO EVERYWHERE

Cigarettes, glassine wrapped 5c
Cigarettes, glassine wrapped 10c
Cigarettes, glassine wrapped 10c
Cigarettes, glassine wrapped 10c

THE AMERICAN TOBACCO COMPANY







Erich von Stroheim in "Foolish Wives," 1921



Ushers at the Grand Riviera Theatre in Detroit, Michigan

The New York Times.

NEW YORK, SATURDAY, FEBRUARY 17, 1923.

TUT-ANKH-AMEN'S INNER TOMB IS OPENED, REVEALING UNDREAMED OF SPLENDORS, STILL UNTOUCHED AFTER 3,400 YEARS



KING TUT-ANKH-AMEN,

wearing the crown and royal vestments, as he appeared to his contemporaries. From a multi-colored decoration on the walls of the tomb of Huy, his Viceroy, discovered some years ago near the tomb of the King.

Courtesy Metropolitan Museum of Art.

KING IN NEST OF SHRINES

Series of Ornate Covers
Enclose Pharaoh's
Sarcophagus.

WHOLE FILLS LARGE ROOM

Mortuary Chamber Opens Into
Another Room, Crowded
With Great Treasure.

EXPLORERS ARE DAZZLED

Wealth of Objects of Historic
and Artistic Interest Exceeds
All Their Wildest Visions.

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Times Company.*

Special Cable to THE NEW YORK TIMES.
LUXOR, Egypt, Feb. 16.—



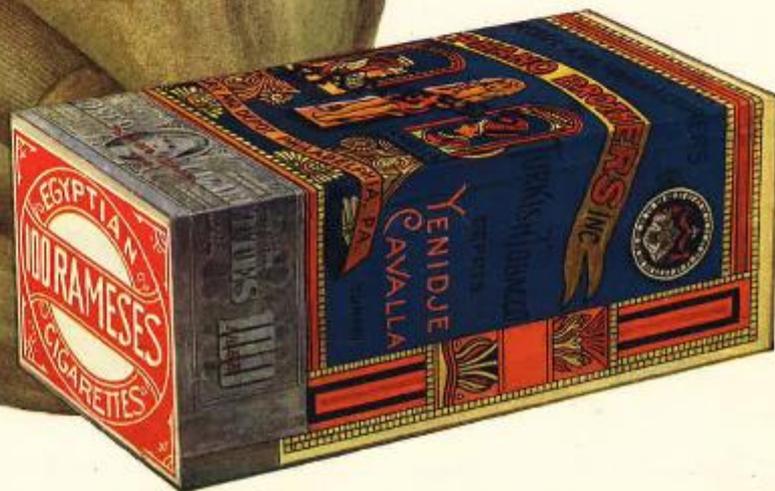
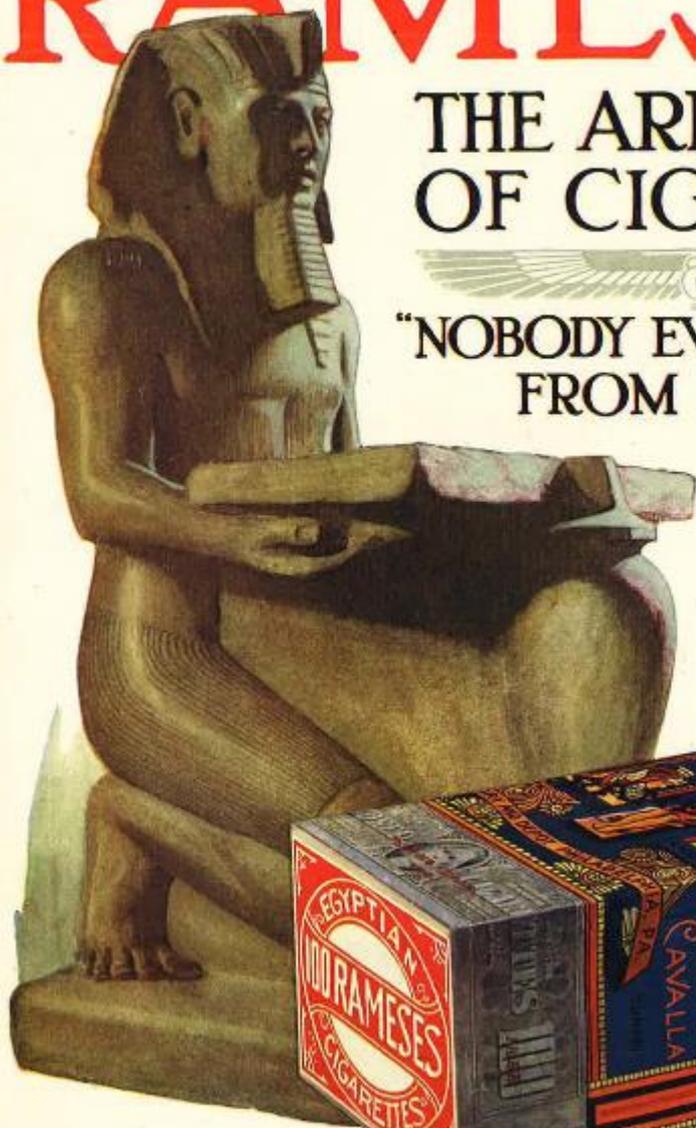
· LIFE ·

RAMESES

THE ARISTOCRAT
OF CIGARETTES

“NOBODY EVER CHANGES
FROM RAMESES”

IN TENS TWENTIES
AND WEEK-END TINS
RAMESES
LARGE SIZE FOR
PARTICULAR OCCASIONS

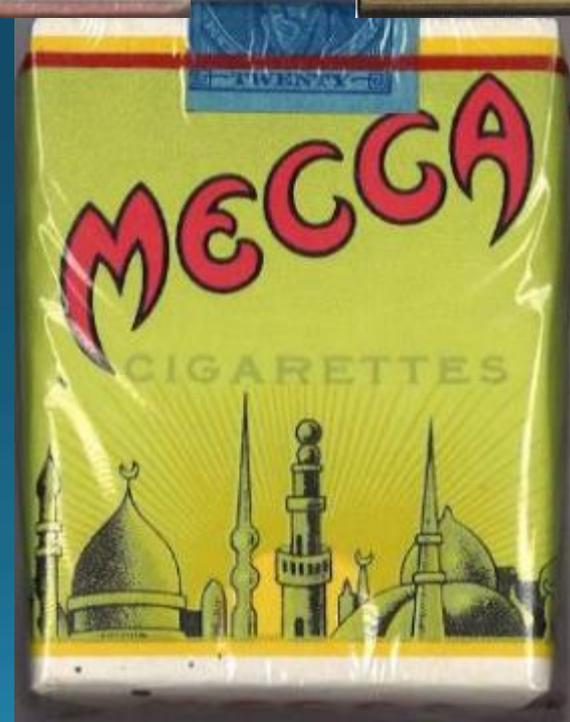
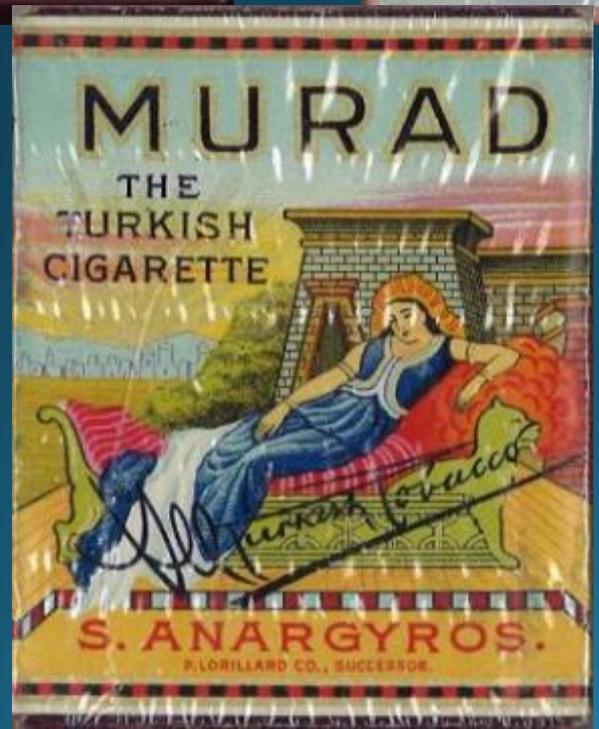
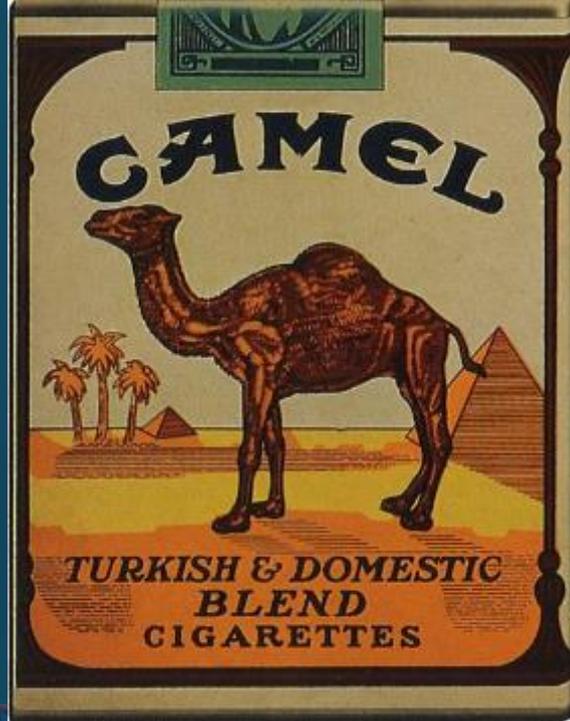
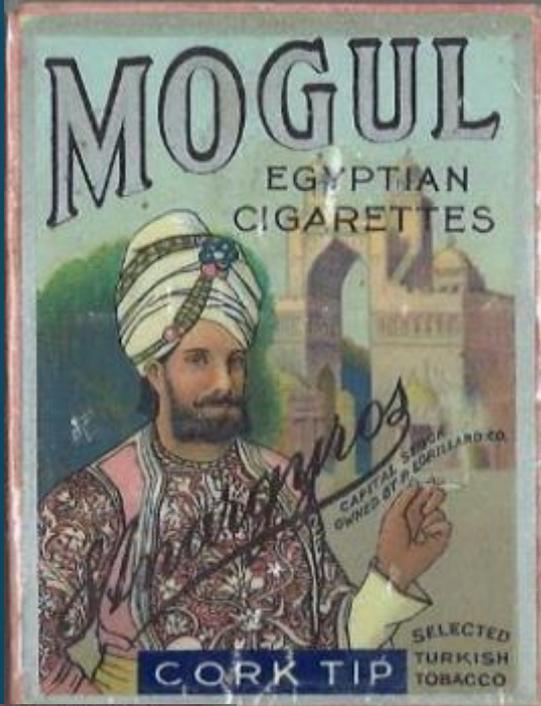
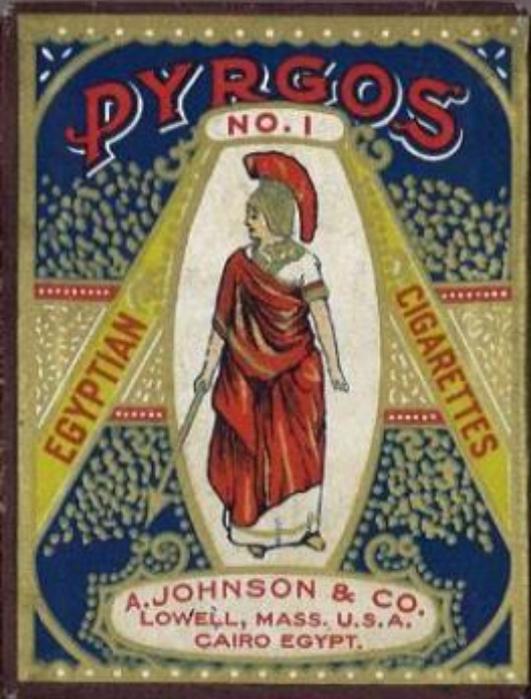


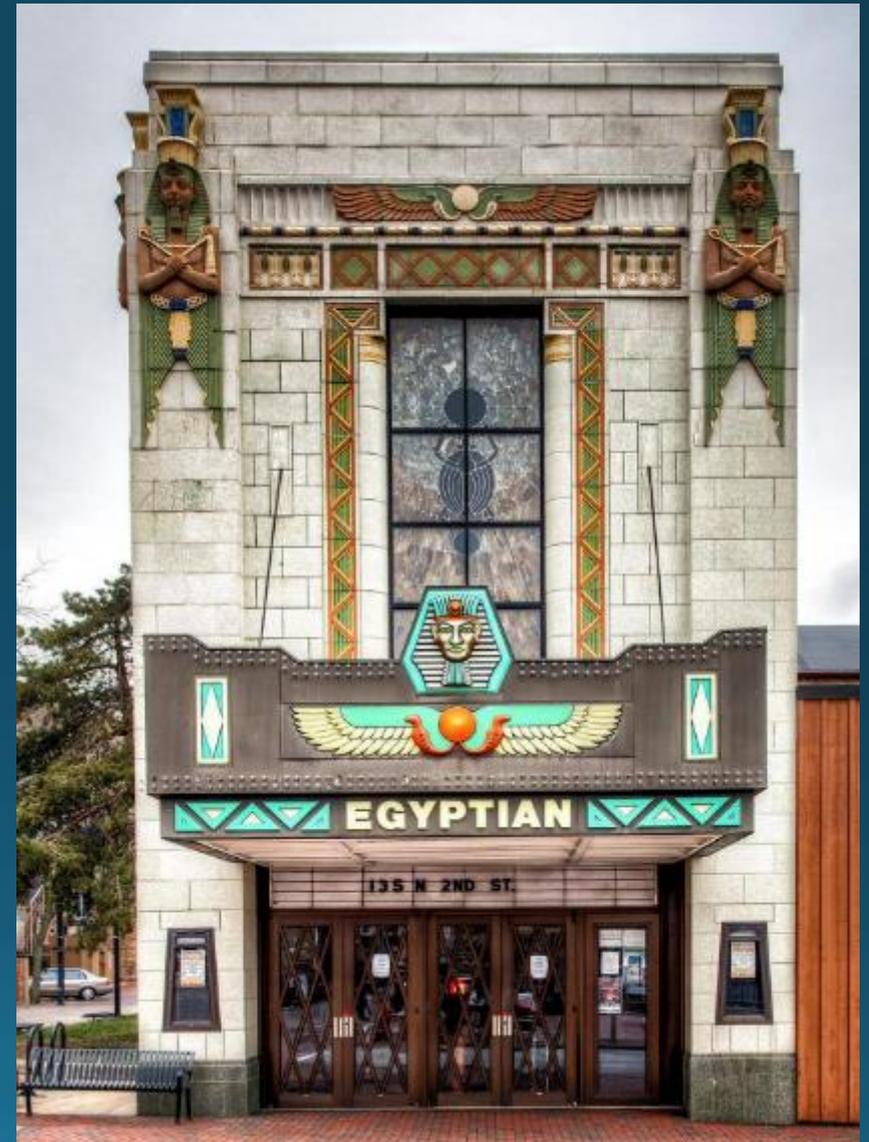




ZIRA

CIGARETTES





Egyptian Theatre in DeKalb, Illinois; opened in 1929



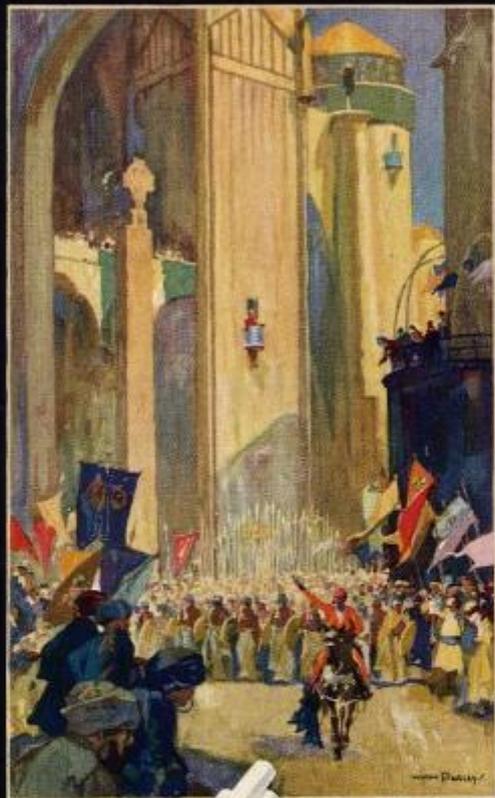
Grauman's Egyptian Theater in Hollywood; opened in 1922



Metropolitan Theatre in Houston, Texas; opened in 1926 and demolished in 1973



Auditorium of the Fox Theatre in Atlanta, Georgia; opened in 1929



DOUGLAS FAIRBANKS IN THE THIEF OF BAGDAD



SUCH POPULARITY MUST BE DESERVED
Mr. Fairbanks has won immense success in many roles, Chesterfield in but one. Yet the same simple maxim accounts for both—the surest way to win success is to deserve it.



Douglas Fairbanks, Sr. in "The Gaucho," 1927

for NOVEMBER, 1928 71

Lucky Strike
CIGARETTES
"IT'S TOASTED"

Douglas Fairbanks

American Motion Picture Favorites, as he will appear in his forthcoming production "The Iron Mask," says—

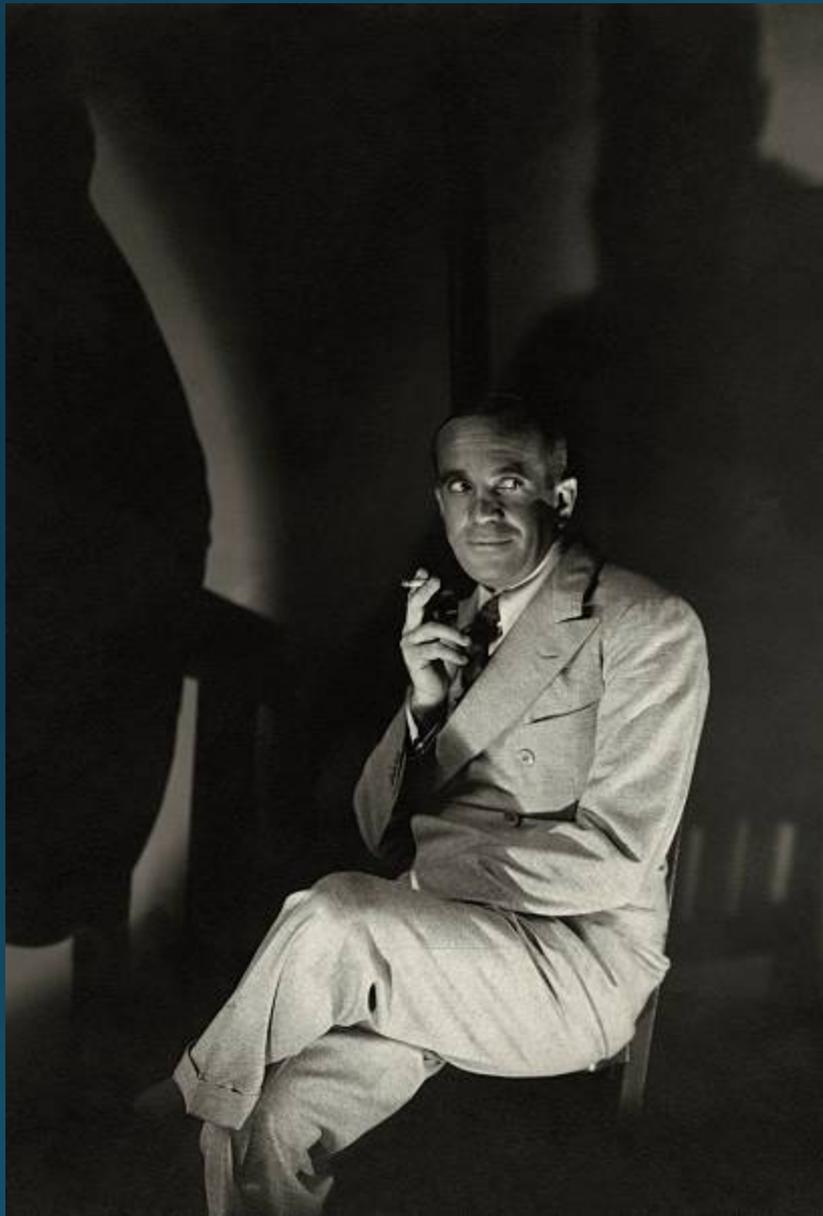
"I get more kick from the Lucky Strike flavor than from any other cigarette. They are easier on my throat and wind. That's why I smoke nothing but Luckies. Toasting really means a lot to me. My own experience has proven that toasting not only takes out the bad things but doubles the flavor."

Douglas Fairbanks

© 1928 The American Cigarette Co., Manufacturer







Brutal Sales Policies

Brutal and dangerous sales policies of competitors, working an inhuman hardship on the sorely tried tobacco trade, cannot halt the success of Lucky Strike. Lucky Strike, the choice of experts, is now the favorite of millions. Public testimony of those whose voices are precious, of those who keep trim, of those who prize the slender figure of fashion, and 20,679* physicians substantiate the benefits of the secret toasting process. The quality of Lucky Strike merits public approval as it won expert commendation.

*The figures quoted here have checked and verified by LUDWIG, BIRD, BAIN, AND ROYFENGORST, Accountants and Auditors.

(100022)

George B. Hill
President

The American Tobacco Company, Incorporated

"It's toasted"

No Throat Irritation—

No Cough.

The Lucky Strike Dance Orchestra will continue every Saturday night in a coast to coast radio hookup over the N. B. C. network.

To maintain a slender figure, no one can deny the truth of the advice:

"REACH FOR A
LUCKY INSTEAD
OF A SWEET."



©1935
The American
Tobacco Co.,
Manufacturers

Al Jolson
Star of Grand and Broadway



© Getty Images | Published in AvaxNews.com

He coughed ..the Villain!

and the love scene
to be taken all over!



MADGE BELLAMY . . . Beautiful Fox star in her latest release, "Mother Knows Best."

Madge Bellamy explains the growing popularity of Old Golds in Hollywood

"The hero' in a movie may easily become the 'villain' if he coughs at the wrong time. A cough isn't ever nice, but when it interrupts the taking of a movie scene, it's a calamity!

"The high tension of movie work makes smoking a vital relaxation. But we relax with OLD GOLDS.

They're as smooth as the polished manner of Adolphe Menjou, who himself is an OLD GOLD fan.

"While they're the most enjoyable of cigarettes, OLD GOLDS mean absolute 'fade-out' for throat-scratch and smoker's cough."

Madge Bellamy

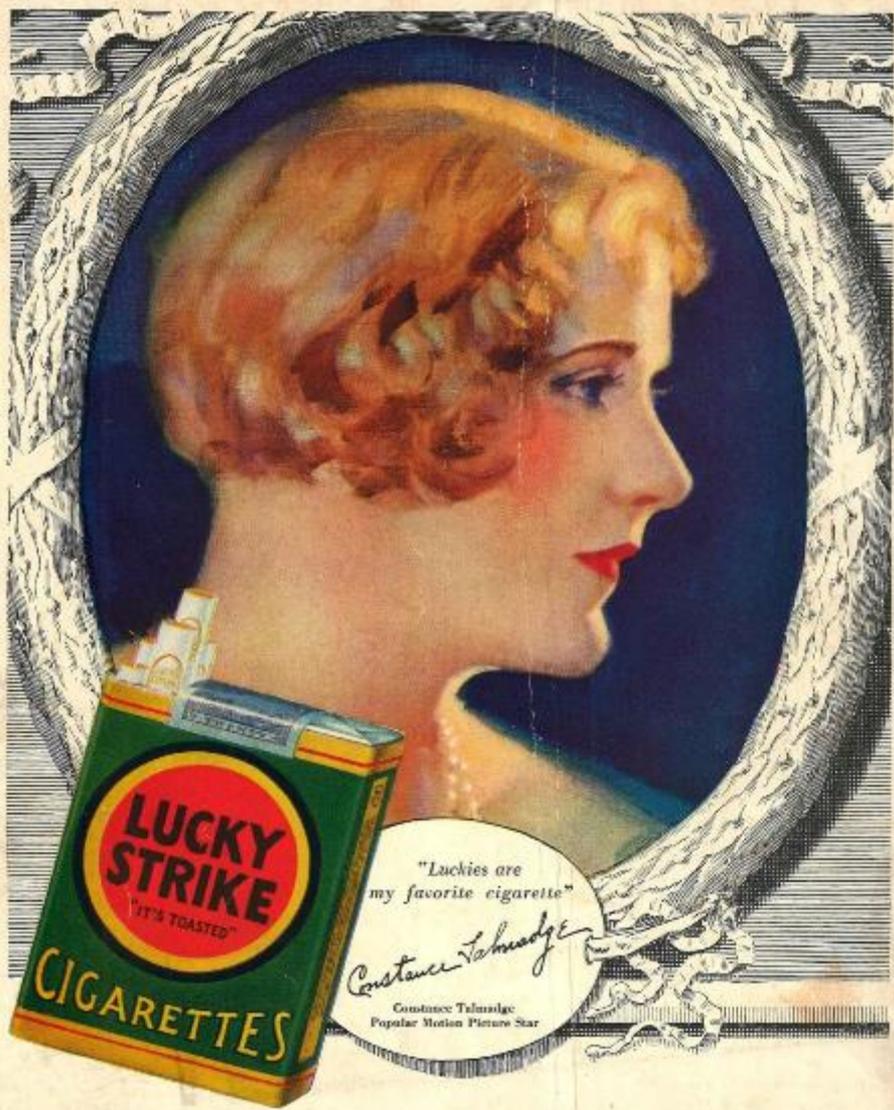
Why not a cough in a carload...?

OLD GOLD cigarettes are blended from HEART-LINEY tobaccos, the finest Nature grows . . . Selected for silkiness and ripeness from the heart of the tobacco plant . . . Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

ON YOUR RADIO . . . OLD GOLD PAUL WHITEMAN HOUR . . . Paul Whiteman, King of Jazz, with his complete orchestra, broadcasts the OLD GOLD hour every Thursday from 9 to 10 P. M., Eastern Standard Time, over the radio network of the Columbia Broadcasting System.



eat a chocolate, light an Old Gold, and enjoy both!



"Lucky's are
my favorite cigarette"

Constance Talmadge

Constance Talmadge
Popular Motion Picture Star

For a slender figure—
"Reach for a Lucky instead of a sweet"
"It's toasted" No Throat Irritation—No Cough.
© 1929, The American Tobacco Co., Manufacturers

1929

THE FORUM

VOL. XXVI



©1931, 1932, The American Tobacco Co.

"Now I use LUCKIES only"

POOR LITTLE RICH GIRL
 Sue Carol's wealth was a hindrance rather than a help. Hollywood thought she was flaky. But Sue soon proved she was a "regular gal"... she made 16 pictures for very little pay... her latest is UNIVERSAL'S "GRATT." She has reached for a LUCKY for five years. Not a fortune was paid for those kind words. That's white of you, Sue Carol.

"I have had to smoke various brands of cigarettes in pictures, but it was not until I smoked LUCKIES that I discovered the only cigarettes that did not irritate my throat. Now I use LUCKIES only. The added convenience of your improved Cellophane wrapper that opens so easily is grand."

Sue Carol

"It's toasted"

Your Throat Protection - against irritation - against cough
 And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

MAY 1932



Copyright, 1932, The American Tobacco Co.

"LUCKIES? They are grand"

"THANK YOU, BETTY!"
 Betty Compson's face was spread
 down there on a screen in the
 Westworth Building, Broadway's
 one of Hollywood's wealthiest
 hotels. She made it herself. Her
 latest RADIO PICTURE is "THE
 GAY DIPLOMAT." For five years
 Betty has smoked LUCKIES, but
 not the one you paid for her
 signal statement.

"Luckies! They are grand. All the time I've smoked them,
 never once has my throat become irritated. And the new
 Cellophane wrapper is grand. So easy to just pull the tab
 and get to your Luckies!"

Betty Compson

"It's toasted"

Your Throat Protection—against irritation—against cough
 And Moisture-Proof Cellulose Keeps that "Toasted" Flavor CLEAR AND



713-78

Betty Compson in "The Docks of New York," 1928



Copyright, 1933, The American Tobacco Co.

"The extra protection to my throat"

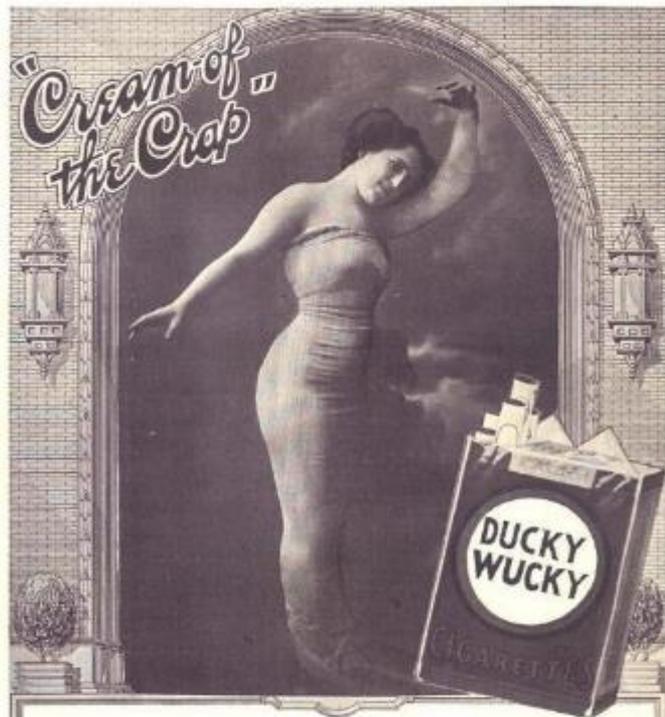
MIND IF I COLLECT "JUNE'S" June gave Paul Astor a good thing to boast about... she's one of New York's "300" who June would admit it, dozens of eligible bachelors wait back into collection. Did you see her in WEEDON'S "MILWAUKEE SOCIETY-TON" for 4 years she has smoked LUCKIES. That she would of been was not given for money. "Think, June Collyer."

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

June Collyer

"It's toasted"

Your Throat Protection—against irritation—against cough
And Mouth-Peak Cellulose Wraps and "Toasted" Flavor Give Peace



"I always duck Duckles"

"I can't afford to take chances with my voice. That's why I duck Duckies. In fact, I don't smoke at all, but what the hell, a lady must live!"

Sophie White

OH, WHAT A PAL WAS SOPHIE!

Ask the 7th Regiment! Have you ever been in her new Minkie business, Trade Classics from "Wholesale"? And say she's not paid for her statement. That's why she's saying so.

"It's Boasted"

Boasting is a secret advertising process which keeps you thinking Ducky Wuckies are the nuts. It's our protection against that harsh irritant, falling sales.

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QUEEN CHRISTINA

SHOTS FROM FAMOUS FILMS

SERIES OF 48. No. 19

"QUEEN CHRISTINA"
A Metro-Goldwyn-Mayer Picture
Greta Garbo is here seen in the climax scene of "Queen Christina" after she has forsaken her throne and is sailing away with her dead lover. In this chronicle of the Swedish Queen, Greta Garbo gives one of the greatest performances of her career, in a story and settings which are sombre and admirably suited to her strong dramatic powers.

ISSUED BY
GALLAHER LTD
VIRGINIA HOUSE, LONDON & BELFAST



100% PURE

SHOTS FROM FAMOUS FILMS

SERIES OF 48. No. 27

"100% PURE"
A Metro-Goldwyn-Mayer Picture
A scene from "100% Pure," showing Jean Harlow and Franchot Tone; Jean Harlow as a night-club girl with social aspirations, and Franchot Tone a prominent lawyer's son. This is an original comedy by John Emerson and Anita Loos, and contains a good plot and exceptionally bright dialogue, in which Jean Harlow's acting abilities are shown to good advantage.

ISSUED BY
GALLAHER LTD
VIRGINIA HOUSE, LONDON & BELFAST



"DOCTOR'S ORDERS"

SHOTS FROM FAMOUS FILMS

SERIES OF 48. No. 37

"DOCTOR'S ORDERS"
A British International Picture
Leslie Fuller with Mary Jerrold in a scene from "Doctor's Orders." This picture shows the well-known British comedian as a quack doctor, who wants to educate his son as a real doctor and to conceal his own profession. This is a departure from the usual style of comedy associated with Leslie Fuller, and contains pathos as well as broad humour.

ISSUED BY
GALLAHER LTD
VIRGINIA HOUSE, LONDON & BELFAST

"Cream of the Crop"

"There's none so good as LUCKIES"

SHE'S MISCHIEVOUS, RESTLESS, AND 20, WEIGHS 112 POUNDS. Miss Harlow has smoked Luckies for two years... not one cent was paid for her signed statement. See her new COLUMBIA PICTURE, "THREE WISE GIRLS." We appreciate all she writes of Luckies and so we say, "Thanks, Jean Harlow."

"I've tried all cigarettes and there's none so good as LUCKIES. And incidentally I'm careful in my choice of cigarettes. I have to be because of my throat. Put me down as one who always reaches for a LUCKY. It's a real delight to find a Cellophane wrapper that opens without an ice pick." *Jean Harlow*

"It's toasted"

Your Throat Protection against Irritation-against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

Copyright, 1931, The American Tobacco Co.



Jean Harlow and Clark Gable in "Red Dust," 1932

**"I have to be
kind to
my throat"**

"I've tried several brands of cigarettes but I prefer Luckies. I smoke them regularly as I have to be kind to my throat. I learned this from my previous stage experience. Your improved Cellophane wrapper is splendid. A flip of the tab and it's open."

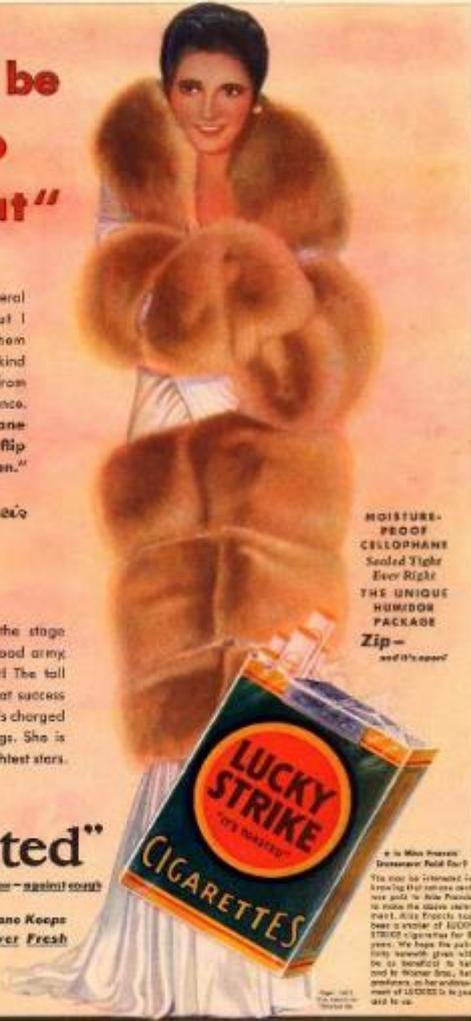
Kay Francis

When Kay Francis left the stage and enlisted in the Hollywood army, pictures got a great recruit! The tall brunette beauty was a great success on her film debut, and she's charged along to even bigger things. She is one of Warner Bros.' brightest stars.

"It's toasted"

Your Throat Protection - against irritation - against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh



MOISTURE-
PROOF
CELLOPHANE
Sealed Tight
Ever Right
THE UNIQUE
HUMIDOR
PACKAGE
Zip—
and it's open!

It is Miss Francis' **Democracy Paid For?**
You can be interested in knowing that someone had seen and to Kay Francis to make the above statement. Miss Francis has been a member of LUCKY STRIKE Cigarettes for 8 years. We hope the publicity herewith given will be as beneficial to her and to Warner Bros. as our advertisement in her endorsement of LUCKY STRIKE is to her and to us.



Kay Francis

MF-524

Kay Francis in "Stranded," 1935

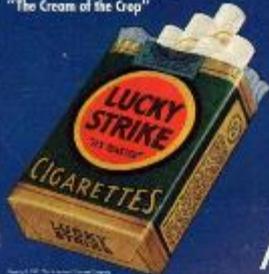
Leslie Howard says Luckies are "tops" with his throat

"Years ago, as an ambitious young actor, I was impressed how well my throat liked Luckies and how well they suited my idea of a perfect cigarette. That impression still stands. In my recent tour of 'Hamlet', with its many performances each week and the attendant tax on my throat, I have been convinced anew that this light smoke is both delightful to my taste and the 'top' cigarette for an actor's throat."

Leslie Howard

Notice how many professional men and women—lawyers, doctors, statesmen, etc., smoke Luckies. See how many leading artists of radio, stage, screen and opera, prefer them. Naturally the voices of these artists are all in position to claim. That's why they smoke a Lucky. You can have that throat power, too. The pleasure of a light smoke: free of irritating and irritating expelled by the exclusive "Toasting" process.

The Finest Tobaccos—
"The Cream of the Crop"



A Light Smoke

"It's Toasted"—Your Throat Protection

AGAINST IRRITATION
AGAINST COUGH



Leslie Howard in "Pimpernel' Smith," 1941



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



©1941 Wm. W. Brown Co., Inc.

“When you come up,
you’ll find Old Golds.”

1945 MAE WEST



IT SEEMS to me that the occasional smoker is a lesser judge of a cigarette than the constant smoker. At least, he's more critical.

“Of the screen I never smoke. On the screen, I smoke when the plot demands it. And I want a cigarette that is non-irritating, mild and easy on the throat.”

“After trying many brands I settled upon Old Gold as my ‘picture smoke.’ It’s delightfully smooth—and free of bite—and doesn’t give the least discomfort to the throat.”

(Signed) MAE WEST

The rest of it is this, Miss West: No better tobacco grows than is used in Old Gold. And it’s pure. That’s why Old Golds are easy on the THROAT and NERVES.

AMERICA’S Smoothest CIGARETTE



MAE WEST
in
“BILL OF THE ANGELES”
A Paramount Picture
Directed by Leo McCarey





Bette Davis, Joan Blondell, and Ann Dvorak in "Three on a Match," 1932



James Cagney in "The Public Enemy," 1931



Arthur Robison, Lily Damita, André Burgères, Mona Goya, Françoise Rosay, André Berley, André Luguet, Georges Davis, Georgette Rhodes and Adolphe Menjou on the set of "When We are Beautiful," directed by Arthur Robison, USA, 1931



W.C. Fields in "The Bank Dick," 1940



Stan Laurel and Oliver Hardy in "The Finishing Touch," 1928



Bette Davis in "Dark Victory," 1939

Her Singing Coach Advised A Light Smoke

CAROLE LOMBARD PREFERS LUCKIES BECAUSE THEY'RE EASIER ON HER THROAT

"When I had to sing in a recent picture," says Carole Lombard, "I considered giving up smoking. But my voice teacher said I needn't if I'd select a light smoke—Luckies.

"I soon found that even when singing and acting 12 hours a day, I can smoke as many Luckies as I like . . . without the slightest throat irritation."

The reason Luckies are easy on Miss Lombard's throat is because the process "It's Toasted" takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the honest judgment of those who spend their lives buying, selling and handling tobacco . . . with men who know tobacco best . . . it's Luckies—2 to 1.

Show of the new Paramount production "True Confession"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"



WITH TOBACCO EXPERTS...
WITH MEN WHO KNOW TOBACCO BEST

It's Luckies 2 to 1



CAROLE LOMBARD
in Paramount Pictures



Marlene Dietrich in "Angel," 1937

Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests, confirmed by independent consulting laboratory, prove Lucky Strike mildest of 6 major brands tested!

MARLENE DIETRICH says:
"I smoke a smooth cigarette—Lucky Strike!"



Let your own taste and throat be the judge! For the rich taste of fine tobacco — for smoothness and mildness . . .

THERE'S NEVER A ROUGH PUFF IN A LUCKY!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed—so free and easy on the draw



**Her Throat Insured
For \$50,000.**

DOLORES DEL RIO* tells why it's good business for her to smoke Luckies...

"That \$50,000 insurance is a studio precaution against my holding up a picture," says Miss Del Rio. "So I take no chances on an irritated throat. No matter how much I use my voice in acting, I always find Luckies gentle."

They will be gentle on your throat, too. Here's why... Luckies' exclusive "Toasting" process expels certain harsh irritants found in all tobacco. This makes Luckies' fine tobacco even finer... a *light* smoke.

Sworn records show that among independent tobacco experts—men who know tobacco and its qualities—Luckies have twice as many exclusive smokers as all other cigarettes combined.

**WITH MEN WHO KNOW TOBACCO BEST
IT'S LUCKIES—2 TO 1.**

© 1934 R. J. REYNOLDS TOBACCO CO.

*DOLORES DEL RIO
STARRING IN THE 20th CENTURY-FOX
PICTURE, "SHANGHAI DELICIOUS"



"LAUGH, Miss LOY!"

Even after "turning on a laugh" 100 times a day,
Myrna Loy—*1934 star*—finds Luckies easy on her throat..

A word about your throat—
 "Laughing leaves the throat corners
 it laid on the throat," says Myrna
 Loy. "After scores of this sort, it's
 best that Luckies are the cigarettes
 for anyone who wants a light smoke
 that's easy on the throat." Her own
 reason is a marvel: the process
 "It's Toasted" takes out certain irri-
 tants that are found in all tobacco.

A word about tobacco— Aren't
 you who spend their lives buying
 and selling tobacco the best judges
 of tobacco quality? Then remember
 ... *every* smoke is good that an
 independent tobacco expert, Lucky
 Strike has, has in smoke exclusive
 smokers as all other brands com-
 pared. With men who know to-
 bacco best—It's Luckies—2 to 1.

***STAR OF MGM PICTURE "MAN-PROOF"**

Luckies—A Light Smoke
 Easy on your throat—"It's Toasted".

**WITH MEN WHO
 KNOW TOBACCO BEST
 It's Luckies 2 to 1**

Myrna Loy in "The Mask of Fu Manchu," 1932



JOAN BENNETT is her
American Woman's Victory
Herbicide emblem
Appearing in John Ford's United Artists
Production "Dodge City"

*His Cigarette
and Mine*

It's CHESTERFIELD

Yours too for a full share of Mildness
Better Taste and Cooler Smoking...that's what you
and all other cigarette smokers are looking for...
and you get it in Chesterfield's Right Combination
of the world's best cigarette tobacco.

*Make your next pack Chesterfields... regardless
of price there is no better cigarette made today.*

EVERYWHERE YOU GO

They Satisfy

200 201
Chesterfield

© 1946 W. T. Newman & Sons, Inc.

ROSALIND RUSSELL now starring in the new Columbia picture "MY SISTER ELEANOR"



With Air Warfare
HOMERUN RUSSELL on
duty it's no feeling...
Right and small you know

All Clear
THAT'S THE SMOKER'S SIGNAL
FOR A MILD COOL CIGARETTE

And CHESTERFIELD smokers really know what that means...Milder when a smoke is what counts most...Easier when you want to relax, and with a far Better Taste to complete your smoking pleasure... **LIGHT UP A CHESTERFIELD**

They Treat You Right

Copyright © 1943 L & M, Inc. New York, N.Y.

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. Durkin, Director of Liggett & Myers Research, and changed immediately to L&M Filters. I recommended them to you."

Rosalind Russell
(Smoking the 600 price "The Last Word")

Liggett & Myers Tobacco Co.
510 FIFTH AVENUE
NEW YORK, N.Y.
Division of America

Extensive investigations of cigarette filter tip materials have shown that the L&M Filter Tip is the most effective in removing tar and nicotine from the smoke. The L&M Filter Tip is made of a special material which is highly resistant to the action of moisture and which, in addition, is highly resistant to the action of heat. This makes it possible to use the L&M Filter Tip in a wide variety of climates and in a wide variety of smoking conditions. The L&M Filter Tip is the only filter tip which has been shown to be effective in removing tar and nicotine from the smoke. The L&M Filter Tip is the only filter tip which has been shown to be effective in removing tar and nicotine from the smoke. The L&M Filter Tip is the only filter tip which has been shown to be effective in removing tar and nicotine from the smoke.

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

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

1. **Effective Cheaper**...the L&M Filter Tip removes more of the smoke, leaves you all the satisfaction.
2. **More Than Flavor and Aroma**...the L&M Filter Tip is made of a special material which is highly resistant to the action of moisture and which, in addition, is highly resistant to the action of heat. This makes it possible to use the L&M Filter Tip in a wide variety of climates and in a wide variety of smoking conditions.
3. **Relieves Nicotine**...the L&M Filter Tip is made of a special material which is highly resistant to the action of moisture and which, in addition, is highly resistant to the action of heat. This makes it possible to use the L&M Filter Tip in a wide variety of climates and in a wide variety of smoking conditions.
4. **More Than Flavor and Aroma**...the L&M Filter Tip is made of a special material which is highly resistant to the action of moisture and which, in addition, is highly resistant to the action of heat. This makes it possible to use the L&M Filter Tip in a wide variety of climates and in a wide variety of smoking conditions.



FILTER TIP
Cigarettes



AMERICA NEEDS NURSES---ENLIST NOW

CLAUDETTE GODDARD
 MARILYN MONROE
 VERONICA LAKE
 "SO PRECIOUS WE HIRE"
 JULY 25, 1945

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.





Melvyn Douglas and Greta Garbo in "As You Desire Me," 1932



Dick Powell and Claire Trevor in "Murder, My Sweet," 1944

P-0160

CAROLE LANDIS STARRING IN THE COLUMBIA PICTURE "BY SECRET COMMAND"

*What your boy
wants most...*

Letters from home
Cigarettes that
SATISFY

Carole Landis

Back from the war zone, Carole also says...
"I saw thousands of cartons of cigarettes given
to our boys overseas and can say without reser-
vation Chesterfield is always a favorite."

Discover for yourself the meaning of Chesterfield's
5 Key-words to more Smoking Pleasure . . . RIGHT
COMBINATION WORLD'S BEST TOBACCOS.

IT'S CHESTERFIELD FOR MILDNESS
and
BETTER TASTE

Copyright 1945, American Match Corporation



P. 2714 - 35

BETTY GRABLE
STARRING IN THE FORTHCOMING
20th CENTURY-FOX PICTURE
"PIN-UP GIRL"

WITH THE BOYS...It's
CHESTERFIELD

You see Chesterfields everywhere these days—and why? Because they give smokers what they want in a cigarette. Chesterfields are milder and better-tasting and no wonder...they're made of the best tobaccos that grow. And that's not all—it's the blend—the Right Combination of these tobaccos that makes Chesterfield the cigarette that *Satisfies*

Chesterfield
100
Chesterfield





John Garfield and Lana Turner in "The Postman Always Rings Twice," 1946



Basil Rathbone in "Obsession," 1944



SMOKE MEANS TROUBLE

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 you to the oil that prevents needless wear. Change you 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 you to Insulated Havoline.

1936-37: All star radio program every Wednesday night, Columbia Broadcasting System, 9:00 P. M. - 9:40 P. M. T. 8:40 P. M. S. T. 8:00 C. D. T., 7:00 C. S. T., 6:00 M. S. T., 5:00 P. S. T.









POP CORN *Dr Pepper* CANDY

Thursday
the
**TALL
TEXAN**
20¢

POP CORN

PARTY BOX
Fresh POP CORN
in a Government Spillproof
Enough for the Entire Party
Great for Theatre Going or to
Take Home
25

FIRST EDITION
Your All Time Hit Parade
FANCY
1939-1941
EVER BEFORE
in all movie houses
the excitement of
the picture and
the music
of the
hit parade
is yours
to enjoy
in a
new
way
with
this
new
edition
of
the
hit
parade
in
a
new
way
with
this
new
edition
of
the
hit
parade

HOT NUTS

Buttercup
Popcorn

HOT POP CORN

Pepper

HOT POP CORN

Pepper

Dr Pepper

EASY TO SEE
why Chesterfield is by far
the favorite of Hollywood Stars

Virginia Mayo - ONE OF THE STARS IN
"THE BEST YEARS OF OUR LIVES"
CHOOSE IN THE NEW CHESTERFIELD PRINT

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

ALWAYS BUY CHESTERFIELD
RIGHT COMBINATION · WORLD'S BEST TOBACCOS · PROPERLY AGED

© 1954 R.J.R. Tobacco Co.



WITH THE TOP
STARS OF HOLLYWOOD
CHESTERFIELD IS
BY FAR THE
FAVORITE
CIGARETTE

A
ALWAYS MILD

B
BETTER TASTING

C
COOLER SMOKING

Ann Sheridan
Starring in Warner Bros. Production
"KISS OF DEATH"

ALWAYS BUY CHESTERFIELD

ALL OVER AMERICA - CHESTERFIELD IS TOPS!

Copyright © 1944 R.J.R. Tobacco Co.





Rita Hayworth in "Gilda," 1946

SACRED HEART JOURNAL

Circle, 1947

"ALL MY FRIENDS
KNOW CHESTERFIELD
IS MY BRAND"
Rita Hayworth
STAR OF COLUMBIA'S
TECHNICOLOR PRODUCTION
"DOWN TO EARTH"

A
B
C

Always Buy **CHESTERFIELD**

A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING

*The sum-total of
smoking pleasure*

A vintage advertisement for Chesterfield cigarettes. The background is a solid red color. In the center, a woman with voluminous, wavy red hair is smiling and looking towards the camera. She is wearing a dark blue pinstriped suit jacket over a white blouse with a ruffled collar. She is holding a lit cigarette in her right hand. To her right, there is a pack of Chesterfield cigarettes. The pack is white with gold and blue accents and features the Chesterfield logo. The text "Always Buy CHESTERFIELD" is written in large, stylized letters across the middle. Above the woman, there is a quote from Rita Hayworth: "ALL MY FRIENDS KNOW CHESTERFIELD IS MY BRAND" followed by her signature "Rita Hayworth". Below the quote, it says "STAR OF COLUMBIA'S TECHNICOLOR PRODUCTION 'DOWN TO EARTH'". At the bottom, there is a list of three points: "A ALWAYS Milder", "B BETTER TASTING", and "C COOLER SMOKING". To the right of this list, there is a handwritten-style phrase: "The sum-total of smoking pleasure".

CHESTERFIELD IS MY FAVORITE
CIGARETTE AND ALWAYS TOPS
WITH MY GUESTS
Dorothy Lamour
STAR OF PARAMOUNT'S GREAT PICTURE
"WILD HARVEST"

A B C

ALWAYS Milder
BETTER TASTING
COOLER SMOKING
*The Same Total of
Smoking Pleasures*

ALWAYS BUY CHESTERFIELD
RIGHT COMBINATION - WORLD'S BEST TOBACCO





Loretta Young in "Born to Be Bad," 1934

A color advertisement for Chesterfield cigarettes. The background is a vibrant red. Loretta Young is the central figure, wearing a blue dress and a large, fluffy blue hat. She is smiling and holding a lit cigarette. In her other hand, she holds a pack of Chesterfield cigarettes. The text on the advertisement includes:

"You can count on Chesterfield's ABC's to give you a grand smoke"
Loretta Young

LORETTA YOUNG
STARRING IN SAMUEL GOLDWIN'S
NEW PICTURE
"THE BISHOP'S WIFE"

SATISFY YOURSELF
...like Loretta Young, that Chesterfields
are
A ALWAYS MILDER
B BETTER TASTING
C COOLER SMOKING

*The Right Combination...
World's Best Tobaccos*

ALWAYS BUY CHESTERFIELD
They Satisfy

PRICE 10 CENTS PER PACK
SOME 5 CIGARETTES
MADE IN U.S.A.



Susan Hayward in "They Won't Believe Me," 1947

A color advertisement for ABC Chesterfield cigarettes. At the top, the text reads "ALWAYS BUY ABC CHESTERFIELD" in large, stylized letters, with "ALWAYS Milder BETTER TASTING COOLER SMOKING" underneath. The central image shows Susan Hayward in a vibrant red dress and matching lace headscarf, smiling and holding a pack of Chesterfield cigarettes. To her left, text reads: "Of course I smoke Chesterfields because they're Milder" followed by her signature "Susan Hayward". Below that, it says "CO-STARRING IN WALTER HANSEN'S 'TAP ROOTS' STORY BY TECHNICOLOR A BRITISH-AMERICAN PRODUCTION". In the bottom right, there is a small inset photo of a man in a hat smoking a cigarette, with a text box that says: "WHY... I smoke Chesterfield (FROM A SERIES OF STATEMENTS BY FAMOUS-TOPIC 'TODAY'S HEROES') 'Lippitt & Myers buy as fine tobacco as there is grown. They buy only mild, sweet cigarette tobaccos.' 'I smoke only Chesterfield cigarettes and I have smoked them right from the start.'" The signature "P.V. Hardy" and "TOBACCO TRAFFIC, PHILADELPHIA, U.S.A." are at the bottom.



"I enjoy Chesterfields because they're really Milder"

Jane Wyman

STARRING IN
"JOHNNY BELINDA"
A WARNER BROS. PRODUCTION

WHY... I smoke Chesterfield
(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

I have done business with Liggett & Myers for over 49 years. They buy the best crops in the home of the world's finest tobacco.
I am exclusively a Chesterfield smoker. I think they are the best cigarette made.

Collin McDowell
TOBACCO FARMER, MICHIGANVILLE, MI.

COOLER SMOKING

BETTER TASTING

ALWAYS MILDER

Always Buy CHESTERFIELD

RIGHT COMBINATION * WORLD'S BEST TOBACCO

"I like a Milder cigarette
that's why I smoke Chesterfield"

Celente Holm



WHY... I smoke Chesterfield

(FROM A SERIES OF STATEMENTS BY PROMINENT TOBACCO FARMERS)

"I'm a confirmed Chesterfield smoker because...
as the most skeptical will agree once they try a pack
... THEY SATISFY."

"Liggett & Myers are always the first in there to
buy good tobacco and invariably pay the highest prices."

A. P. Jones

TOBACCO FARMER - WT. STERLING, KY.

*See Celente Holm in
"THE SNAKE PIT"
a 20th Century Fox Production*

ALWAYS BUY ABCHESTERFIELD

ALWAYS MILDER BETTER TASTING COOLER SMOKING

RIGHT COMBINATION WORLD'S BEST TOBACCOS

"If you want a Milder
cigarette it's Chesterfield -
that's why it's My cigarette"

Anne Baxter

STARRING IN
"YOU'RE MY EVERYTHING"
A 20th CENTURY-FOX TECHNICOLOR
PRODUCTION



Prominent Tobacco Farmers
smoke Chesterfield

SAM McLAUGHLIN, Githco, S.C.
signs

"I've smoked Chesterfields
steady for 30 years. They're MILDER
and they're made of the best tobacco
because Chesterfield buys the highest
quality, mild, ripe leaf."



Always Buy **CHESTERFIELD**

THE BEST CIGARETTE FOR YOU TO SMOKE - MILDER - *much* MILDER



“Chesterfields are completely satisfying
They're Milder - much Milder
It's **MY** cigarette”

Lucille Ball
Smoking in "INTERFERENCE"
Her Show N.K.K.B. Returns

**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
KINGSTON, N. C.

Always Buy CHESTERFIELD
... the Best Cigarette for YOU to smoke



Lucille Ball in “Dance, Girl, Dance,” 1940

"To my friends and fans I recommend Chesterfields. It's MY cigarette."

Barbara Stanwyck



...and I recommend them too—
Because they're really Milder. For over 30 years I've
seen Chesterfield buy the Best Mild ripe tobacco grown."

Claud Pope
PREMIER TOBACCO GARDEN SEED, RICHMOND, VA.

Always Buy CHESTERFIELD
THE BEST CIGARETTE FOR YOU TO SMOKE



THIS IS IT!

L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED

I smoked filter tip cigarettes for years before I tried L&M's. They have a far better flavor than any other brand of filter I have ever smoked. Read the facts below and try L&M's yourself. You'll like the new one.

Barbara Stanwyck

THIS YOU GET...

1. **Maximum Flavor**—from the classic medium—Alpha Cellulose—the special material for making cigarette ends and centers in L&M Filters.
2. **Selective Flavoring**—the L&M Filter selects and retains the lower portions, leaving the upper end mild and smooth.
3. **Much less Nicotine**—the L&M Filter removes one-third of the nicotine, leaves you all the satisfaction.
4. **More Mouth Feel and Aroma**—the right length—the right size—the right blend of premium quality tobacco to give you plenty of good taste.

H. S. Evans Duffley

Light and Mild
MUCH MORE FLAVOR
MUCH LESS
NICOTINE

L&M FILTER TIP CIGARETTES



Barbara Stanwyck in "Sorry, Wrong Number," 1948

"Smoke my cigarette, Chesterfield,
they're Milder... *much Milder*"
Rhonda Fleming

"...THAT'S RIGHT. CHESTERFIELDS ARE Milder. I know
that for a fact, because raising tobacco is my business, and
Chesterfield buys the best mild, ripe tobacco I grow. Besides
that, Chesterfield has been my steady smoke for 18 years!"
C.J. Gholeon FARMINGTON TOBACCO FARMER
WHEELERSBURG, VA.

Always Buy CHESTERFIELD
The Best Cigarette for You to Smoke





Joan Fontaine in "This Above All," 1942

Vol. 145, No. 16 37

For you - **PROOF of MILDNESS**
with no unpleasant after-taste

JOAN FONTAINE is just like you and everybody else, today. She wants the cigarette that gives her the most for the money. She makes the Chesterfield Mildness Test and Always Buys Chesterfields

They Satisfy

"I proved
 Chesterfields are Milder
 They're MY cigarette"
Joan Fontaine
 Starring in "SOMETHING TO LIVE FOR"
 A Paramount Picture

* Hollywood's favorite photographer, Paul Hesse, and Jean Pauline enjoy a Chesterfield while he shows her his new Stereo Realist camera.

Always Buy **CHESTERFIELD**

Copyright 1942, Lorain & Howland Co.

FROM
HOLLYWOOD
TO
BROADWAY
smokers
by the thousands
now changing to
Chesterfield

...enjoying the one cigarette that's
highest in quality, low in nicotine

And remember, only Chesterfield has this
proven record with smokers. No adverse
effects to the nose, throat and sinuses from
smoking Chesterfield. Both these statements
are a matter of record.

CHESTERFIELD - A ♦♦♦♦ SMOKE

*"In movies—on the stage—wherever I am
—you'll see me enjoying my Chesterfields
—best for me, best for you."*

Deborah Kerr
Starring in the Broadway Hit
"See Me Tonight"

CHESTERFIELD
BEST FOR YOU

Chesterfield
CIGARETTES

Chesterfield
KING-SIZE
CIGARETTES



Deborah Kerr in "Dream Wife," 1953



A-0770

"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 **C**HESTERFIELD

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

1/3/48

A color advertisement for Chesterfield cigarettes. At the top left, the number "A-0770" is printed. The central image shows Gary Cooper in a brown leather jacket with fringes, holding a lit cigarette. To his right, a quote in red and black text reads: "THERE'S ONE THING I CAN ALWAYS COUNT ON WITH CHESTERFIELDS ... THEY SATISFY" followed by his signature "Gary Cooper" in red. Below the signature, it says "STARRING IN PARAMOUNT'S GREAT TECHNICOLOR PICTURE 'UNCONQUERED'". A red banner across the bottom features the text "ALWAYS BUY" in white, a large yellow "C" with "HESTERFIELD" in white, and a pack of Chesterfield cigarettes. Below the banner, a white box contains the slogan "A ALWAYS Milder B BETTER TASTING C COOLER SMOKING ABC" and "RIGHT COMBINATION • WORLD'S BEST TOBACCOS". The date "1/3/48" is printed in the bottom right corner.

"I like Chesterfields
—they're my brand
because they're MILD"

Alan Ladd
STARRING IN
"SAIGON"
A PARAMOUNT PICTURE

WHY I smoke Chesterfield
FROM A TEST BY MARCHANDS OF MICHIGAN TOBACCO COMPANY:

"I think Chesterfield is a good-smoking cigarette and I like them. They have a good, ripe-tobacco taste and they're mild."

"I don't mean a higher price to get good-smoking tobacco than Chesterfield. They are my usual, ripe tobacco. Looks like a good dollar in the bank."

Leavitt Roberts
FARMINGTON, CT.

ALWAYS BUY ABC CHESTERFIELD
Always milder Better tasting Cooler smoking

Copyright J.M. Lamm & Sons, Toronto, Can.



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

*see Bob Hope's
new picture*
"MY FAVORITE BRUNETTE"
*with Dorothy
DOROTHY LAMOUR*

A B C
Always Buy CHESTERFIELD

A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING

*The sum-total of
smoking pleasure*



"Chesterfields make a hit with me because they're Milder"

William Bendix

Starring in *BABE RUTH* in
THE BABE RUTH STORY
A RAY CO. GUMMERS PRODUCTION
ALL RIGHTS RESERVED

WHY... I smoke Chesterfield
(FROM A SERIES OF TESTIMONIALS BY PROMINENT-THEATRE MEN)

Fans of the exercise enjoy practically every day and Lippitt & Moore buy the best cigarette tobacco grown in this section.

I am a Chesterfield smoker. So put me down for that. It's a good cigarette and I like it.

B.T. McLaughlin
FAMILY PHOTOGRAPHY, INC.

Always Buy CHESTERFIELD
ALWAYS Milder BETTER TASTING COOLER SMOKING



William Bendix and Alan Ladd in "China," 1943

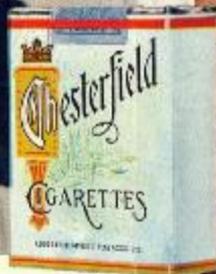
ALL THESE STARS APPEAR
IN DAVID O. SELZNICK'S PRODUCTION
"THE PARADINE CASE"
DIRECTED BY ALFRED HITCHCOCK

CHARLES
COBURN

ANN
TODD

STHEL
BARRYMORE

GOODY
HOLMES

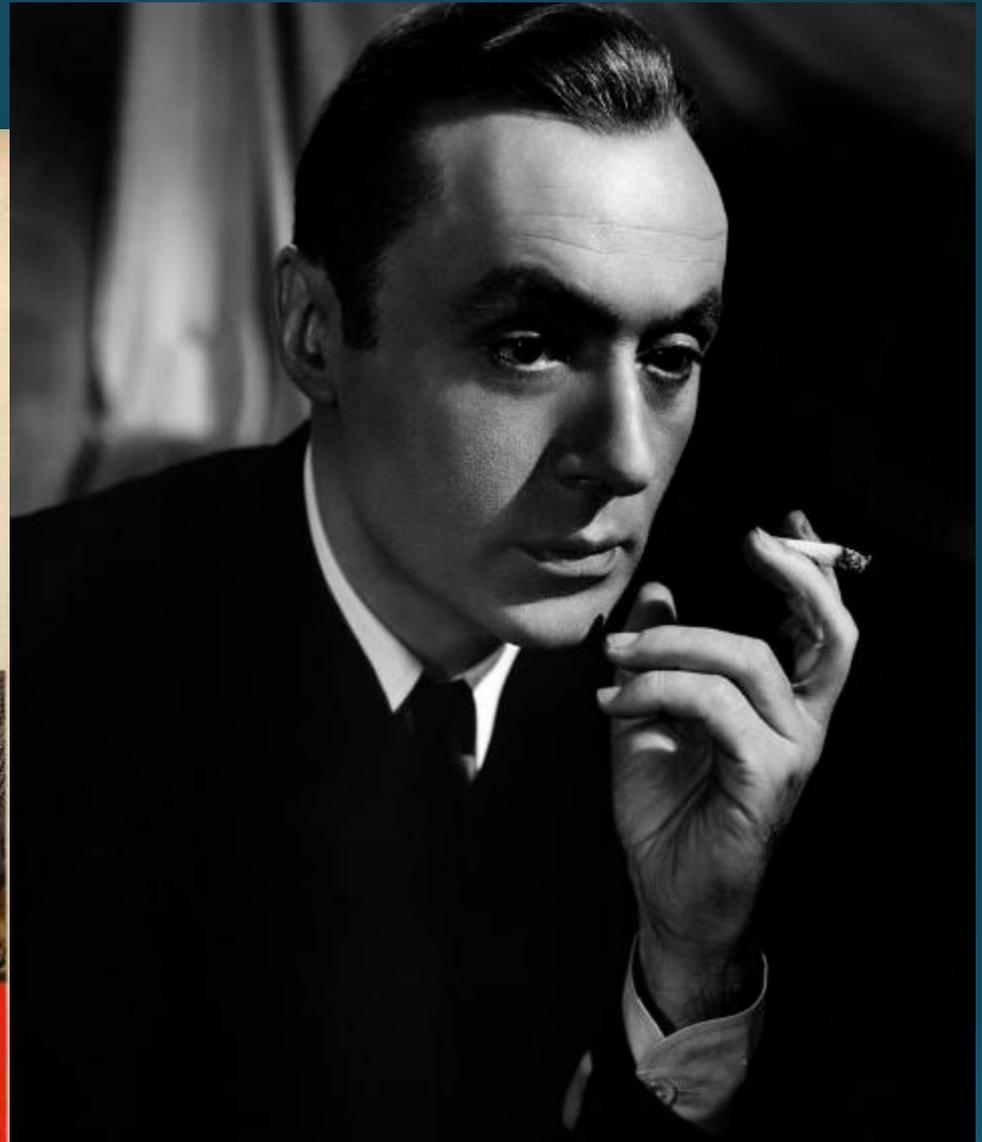
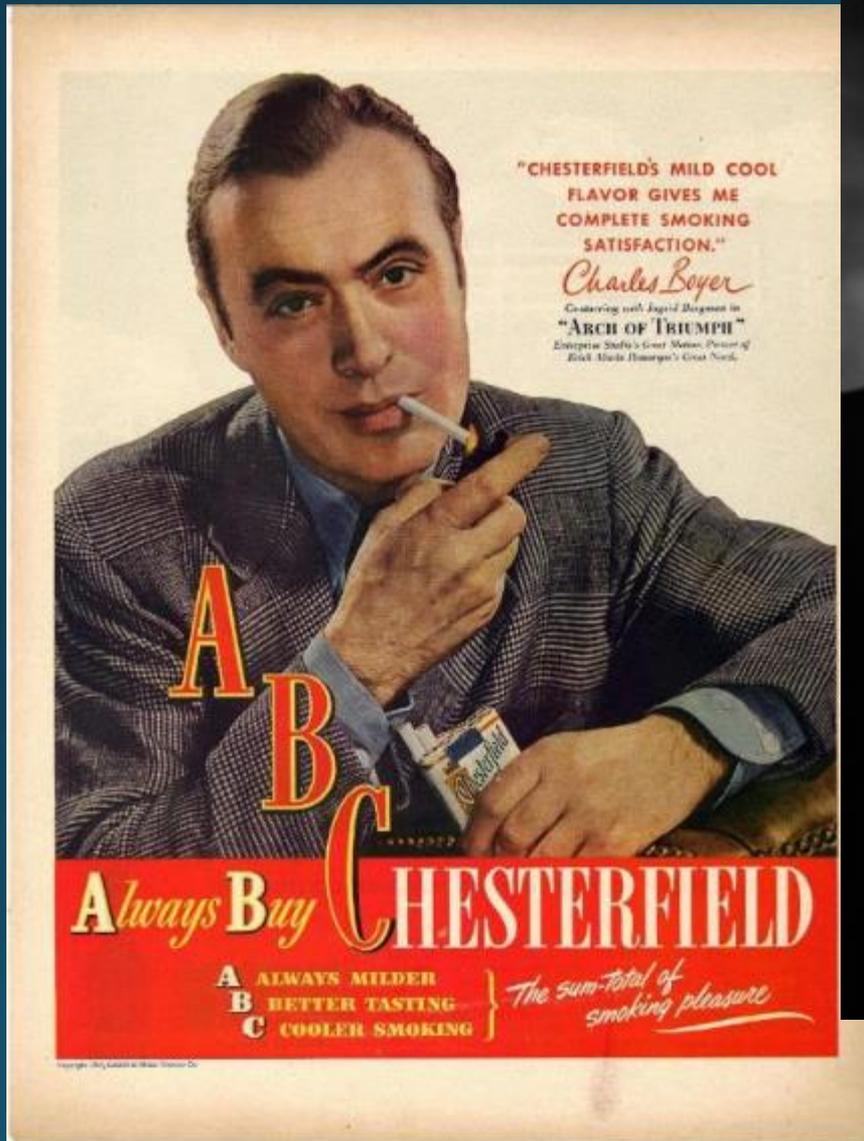


WITH THE STARS
IT'S CHESTERFIELD
BECAUSE **A** ALWAYS MILDER
B BETTER TASTING
C COOLER SMOKING
THE RIGHT COMBINATION...
WORLD'S BEST TOBACCOS

GREGORY
PECK

WALL

ALWAYS BUY **C** CHESTERFIELD



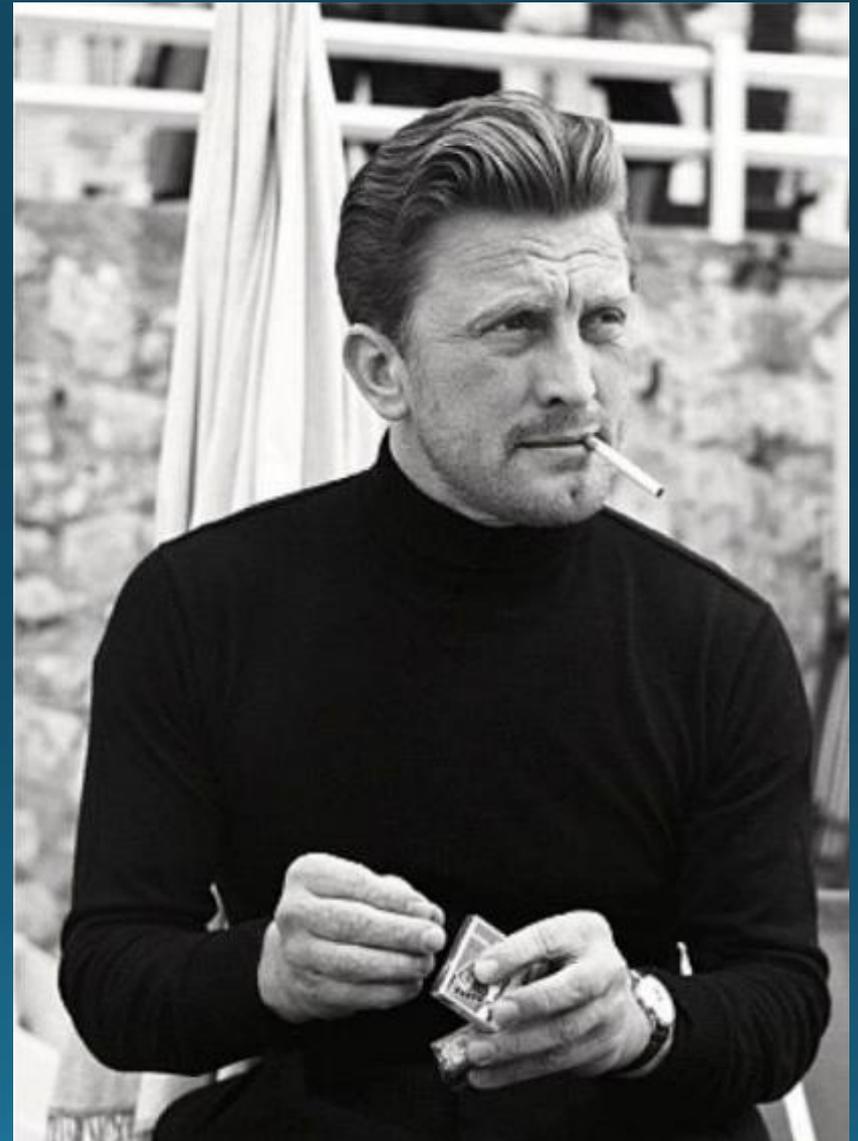
Charles Boyer in "Archi of Triumph," 1948

"Chesterfields are so Mild they leave a clean, fresh taste in my mouth."
Kirk Douglas
Starring in
"YOUNG MAN WITH A HORN"
A Warner Bros. Production

... and Jesse L. Tripp
PROMINENT TOBACCO FARMER
says - "Chesterfield always buys the ripest and best tobacco I sell. They have what I like in a cigarette. They taste better and smoke cooler."
Jesse L. Tripp
AYDEN, N. C.

Always Buy CHESTERFIELD
... the Best cigarette for YOU to Smoke

Copyright © 1953 by R.J.R. Tobacco Co.



Kirk Douglas at the Cannes Film Festival, 1953

ALWAYS BUY **CHESTERFIELD**
 ALWAYS MILDER BETTER TASTING COOLER SMOKE

"They're Milder - that's why I always smoke Chesterfields"
Tyrone Power
CHARACTER IN "THE LUCK OF THE IRISH"




AND TO KEEP PACE WITH THE EVER-INCREASING DEMAND Chesterfield is building another factory
 —It's large — it's modern and in the very heart of Tinseltown where the Chesterfield Factory group and makers spring many houses one already "A city within a city."

SO MILD they Satisfy Millions — SO MILD they'll Satisfy You

IT'S A PSYCHOLOGICAL FACT. PLEASURE HELPS YOUR DISPOSITION!

How's your disposition today?

EVER FEEL LIKE SQUAWKING?
 It's only human to be irked by little annoyances. But — it's a psychological fact that pleasure helps your disposition! So, if you're a smoker, there's more pure pleasure in Camels!



For more pure pleasure — have a **CAMEL**

"I've tried 'em all — once a Camel smoker, always a Camel smoker!"
Tyrone Power

No other cigarette is so rich-tasting, yet so mild!

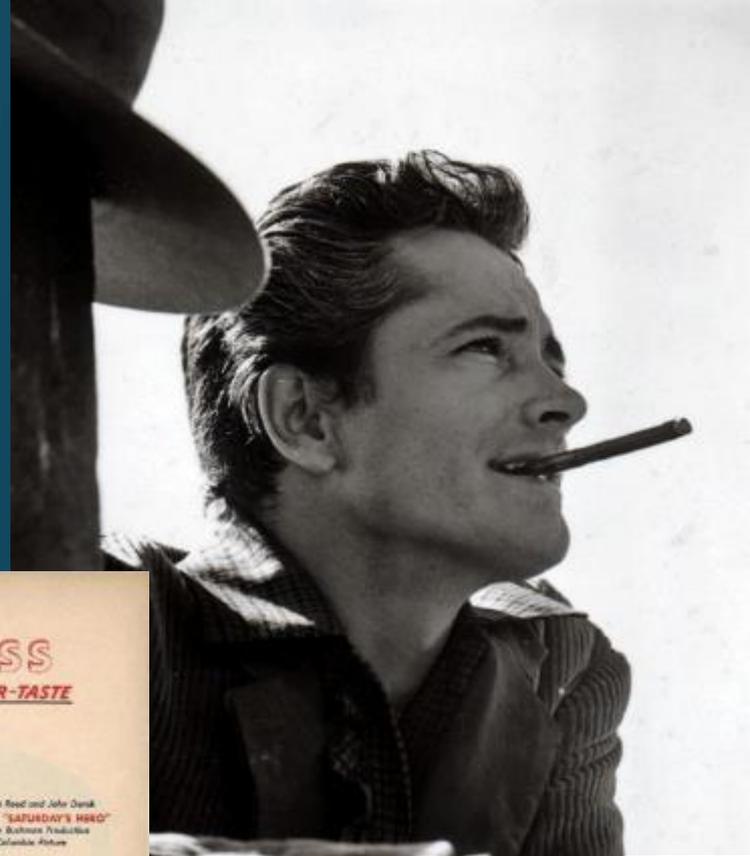


© J. Horowitz Inc., Co. Western Union, N. Y.

Cigarettes JANUARY 1954



Donna Reed in "From Here to Eternity," 1953



John Derek in "Frontier Circus," 1961

FOR YOU - **PROOF OF MILDNESS**
WITH NO UNPLEASANT AFTER-TASTE

DONNA REED and JOHN DEREK
are just like you and everybody else today.
They want the cigarette that gives them
the most for the money.

They make the Chesterfield Mildness Test
and always buy Chesterfield.
They agree: *They Satisfy*

See Donna Reed and John Derek
co-starring in "SATURDAY'S HERO"
A Sydney Ruskoff Production
A Columbia Picture

Always Buy CHESTERFIELD



"SMOKE MY CIGARETTE -
MILDER CHESTERFIELD"

Bing Crosby
See Bing in his latest Picture
"RIDING HIGH"
A Frank Capra Production Released through
Paramount Pictures

... and Don Watson
Prominent Tobacco Farmer
says - "Chesterfield is my brand
because I know what goes into them. Year
after year they pay top prices to get the
best mild, ripe tobaccos."
Don Watson
GREEN SEA, S. C.

Always Buy CHESTERFIELD
The Best Cigarette for You to Smoke

Copyright 1955 Philip Morris Inc. Hear The Great New BING CROSBY SHOW Every Wednesday over the entire CBS Network—9:30 P.M. EST.

WITH THE TOP
HOLLYWOOD STARS
CHESTERFIELD
IS THE BIG
FAVORITE

Gregory Peck

STARRING IN
DAVID O. SELZNICK'S
"DUBL IN THE SUN"

A
B
C
Always Buy **CHESTERFIELD**

A-ALWAYS MILD
B-BETTER TASTING
C-COOLER SMOKING



...The sum-total of smoking pleasure



Ava Gardner and Gregory Peck in "The Snows of Kilimanjaro," 1952

ALWAYS BUY **ABC** CHESTERFIELD

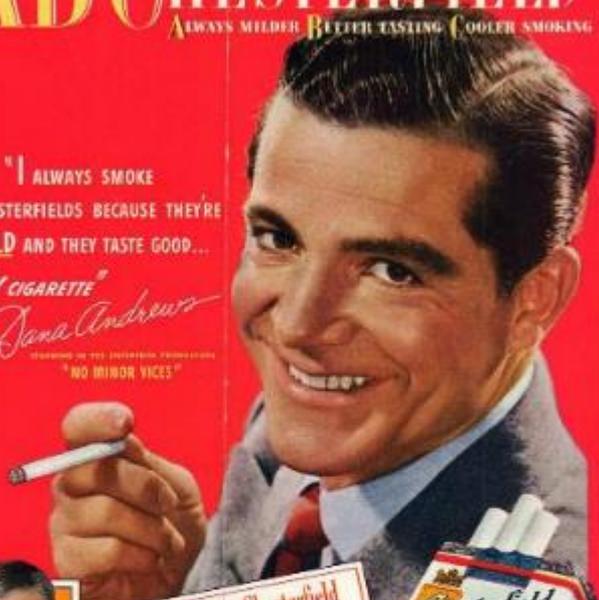
ALWAYS MILDER BETTER TASTING COOLER SMOKING

"I ALWAYS SMOKE
CHESTERFIELDS BECAUSE THEY'RE
MILD AND THEY TASTE GOOD..."

IT'S *MY* CIGARETTE"

Dana Andrews

QUOTED IN THE CHESTERFIELD PROMOTIONAL
"NO MINOR VICES"



WHY... I smoke Chesterfield
BECAUSE A SERIES OF SURVEYS BY REPUTED TOBACCO EXPERTS
SHOW CHESTERFIELD TO BE THE MILDEST AND BEST TASTING
CIGARETTE IN THE WORLD.
"Liquor & Mugs has made of my best tobacco than
anybody else. They're always good tip joints."
"I've been smoking Chesterfields ever since they
went to put them up in cardboard but I never found
any other cigarette to take Chesterfield's place."
C.D. Allen
SMOKE CHESTERFIELD CIGARETTES



MAKE YOURS THE **MILDER** CIGARETTE... *They Satisfy*





Richard Widmark in "Night and the City," 1950



Humphrey Bogart in "The Big Sleep," 1946

Imagine a Pen
 not much longer than your cigarette!

KIMBERLY JOHNSON, designed by
 WET LAMBSON, a Division of
 Eversharp

Everharp Report says, "It stays up Kimberly with me all the time. You can't lose it for forget, forget, trouble-free writing."

...yet it opens up to a full size pen!

This Kimberly Pockette is a new *Everharp* writing wonder! When closed—it's little longer than a cigarette. Drop it in any pocket, in vest, coat, trousers. It won't leak—it can't. When opened it's a full size pen—with **full ink supply**. It rolls ink on dry . . . writes as good as and as well as without refilling. Its retractorsmooth point is as precision-finished that you can write at any angle!

You'll want this Kimberly Pockette by *Everharp* no matter how many pens you own! It's so convenient, so amazingly smooth writing. Handlessly styled in your choice of human solid colors.

With 14-K gold-filled barrel, only \$1.50 . . . (tax included). With Chrome barrel, only \$1.05 (no tax). Buy your Kimberly Pockette by *EVERSHARP* now.

Kimberly
 POCKETTE
 by **EVERSHARP**

P. S. Buy one for your wife . . . in feminine high fashion colors.

©1946, Everharp, Inc.



Humphrey Bogart and Lauren Bacall in "To Have and Have Not," 1944

GOOD ..they've got to be good!



Fred and Adele Arrive 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"



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 **MITA 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



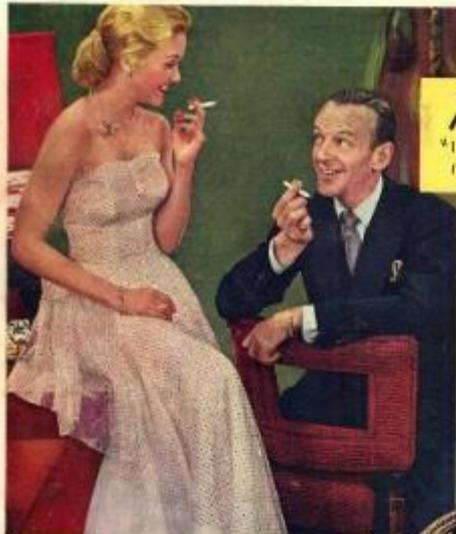
Like millions who have read it, Chesterfield believes you too will enjoy **TOBACCOLAND, U. S. A. . . .** the only complete picture story telling you all about the making of a great cigarette.

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*

NOTED THROAT SPECIALISTS REPORT on 30-Day Test of Camel smokers...

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



Yet, those 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.

FRED ASTAIRE reports:
 "I MADE MY OWN 30-DAY MILDNESS TEST. IT'S CAMELS FOR ME FROM NOW ON!"

Start your own
 30-Day
 Camel
 MILDNESS
 Test Today!



The illustrious Fred Astaire has been King of the Dance for as long as men have given the reputation. Fred calls now for a Camel as he works out a new ballroom routine at the famed Fred Astaire Dance Studio.

© 1954 Camel Cigarettes, Inc. New York, N.Y.

"Camels agree with my throat!"



SAM HOGGART, actor, says: "The more I smoke Camels, the more I like them. They agree with my throat!"



TOMMIE HUNTER, actor, says: "I smoke Camels and my throat feels better. I like them. They agree with my throat!"



SAM COSLOW, actor, says: "I smoke Camels and my throat feels better. I like them. They agree with my throat!"



BOBBIE LEWIS, actress, says: "I smoke Camels and my throat feels better. I like them. They agree with my throat!"



PAULINE GODDARD, actress, says: "I smoke Camels and my throat feels better. I like them. They agree with my throat!"



BOBBIE LEWIS, actress, says: "I smoke Camels and my throat feels better. I like them. They agree with my throat!"





Paul Lukas and Carole Lombard in "No One Man," 1932

THE SATURDAY EVENING POST

After all the Mildness Tests,
**CAMEL'S LEAD
 IN POPULARITY
 GREATEST IN 25 YEARS!**

Latest Published Figures Show
 Camels by ...

**Why did
you change
 to Camels,
 PAUL LUKAS?**

WITH CAMELS—
 EVERY PUFF'S A PLEASURE! CAMELS
 HAVE A RICH FLAVOR THAT PLEASES
 MY TASTE—AND A MILDNESS THAT
 AGREES WITH MY THROAT!

WIMBLY ACTOR Paul Lukas has ordered himself an addition to the stage...
 in smoking... an cigarette. "There's no more for these friends in their
 habitus," says Mr. Lukas. "I smoke Camels—they agree with my throat!"

The smokers of America have made many tests for cigarette mildness. The quick ones. The trick ones. And the thorough Camel 30-Day Test. After all the testing, Camel has its biggest lead in 25 years! Discover why so many smokers are saying, "Once a Camel smoker, always a Camel smoker" by making your own 30-Day Camel Mildness Test.

Prove to yourself, in your own "T-Zone", that Camels have a full, rich flavor—and a mildness that agrees with your throat. Through steady smoking, you'll discover why more people smoke Camels than any other cigarette!

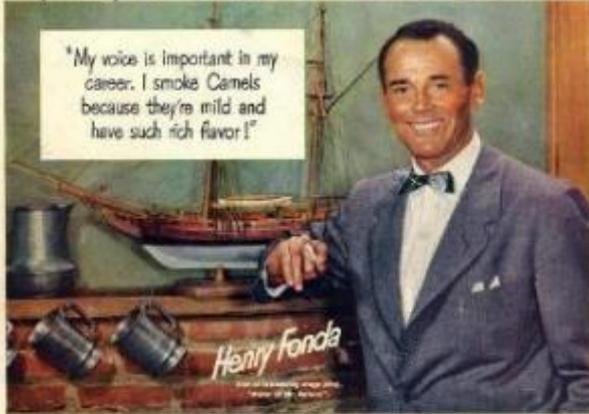
**Not one single case
 of throat irritation
 due to smoking
 CAMELS!**

Noted throat specialists report on 30-day Mildness Test:

Make your own 30-Day Camel Mildness Test and see why!

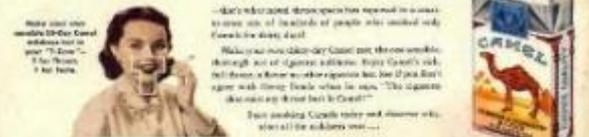
Yes, One With the Confidence of your throat has after a test of 30 weekly cigarettes of the finest of brands of one and more who have used Camels—and only Camels—for 25 years or more.

Why did you change to Camels, HENRY FONDA ?



"My voice is important in my career. I smoke Camels because they're mild and have such rich flavor!"

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



CAMEL LEADS ALL OTHER BRANDS - BY BILLIONS!



Henry Fonda in "Spawn of the North," 1938

HENRY FONDA discovered how mild a cigarette can be!

BECAUSE MY VOICE IS SO IMPORTANT TO MY CAREER, I WANTED A CIGARETTE THAT NOT ONLY SAVED MY THROAT... BUT ALSO ADDED WITH MY THROAT I TRIED THE DIFFERENT MILDNESS TESTS.

AND I MADE MY OWN 30-DAY CAMEL MILDNESS TEST!

IT WAS THE BENEFICIAL 30-DAY TEST THAT CONVINCED ME! CAMELS ADD A RICH FLAVOR I DON'T FIND IN ANY OTHER CIGARETTE!

Make your own 30-Day Camel MILDNESS Test in your "I-Sure" (I for Throat, T for Taste).

NOT ONE SINGLE CASE OF THROAT IRRITATION CAMELS!

That's what leading throat specialists reported after examining the throats of hundreds of people who smoked only Camels for 30 days!

© 1954 Camel Cigarette Company, Philadelphia, Pennsylvania

You need not inhale



RONALD REAGAN
PRESIDENT OF THE UNITED STATES

The soothing smoke from a friendly cigar brings you your pleasure in the form of satisfying happiness and delightful aroma. That's why you need not inhale...

to enjoy a cigar



REGISTERED BY CHESTERFIELD

BRING AUDIENCE CLOSER TO SCENE



In a special series of spots, President John F. Kennedy and the author get an intimate view of life at the Kennedy White House in both black and white and color. The author's book, "The Kennedy White House," is available at major bookstores.

KEEP THE PACE FAST



The movie was named by Time Magazine the best movie of the country of the month. Under that the book club of an unusual film experience. The book is available at major bookstores. The price is \$1.95 and from your local book store.



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

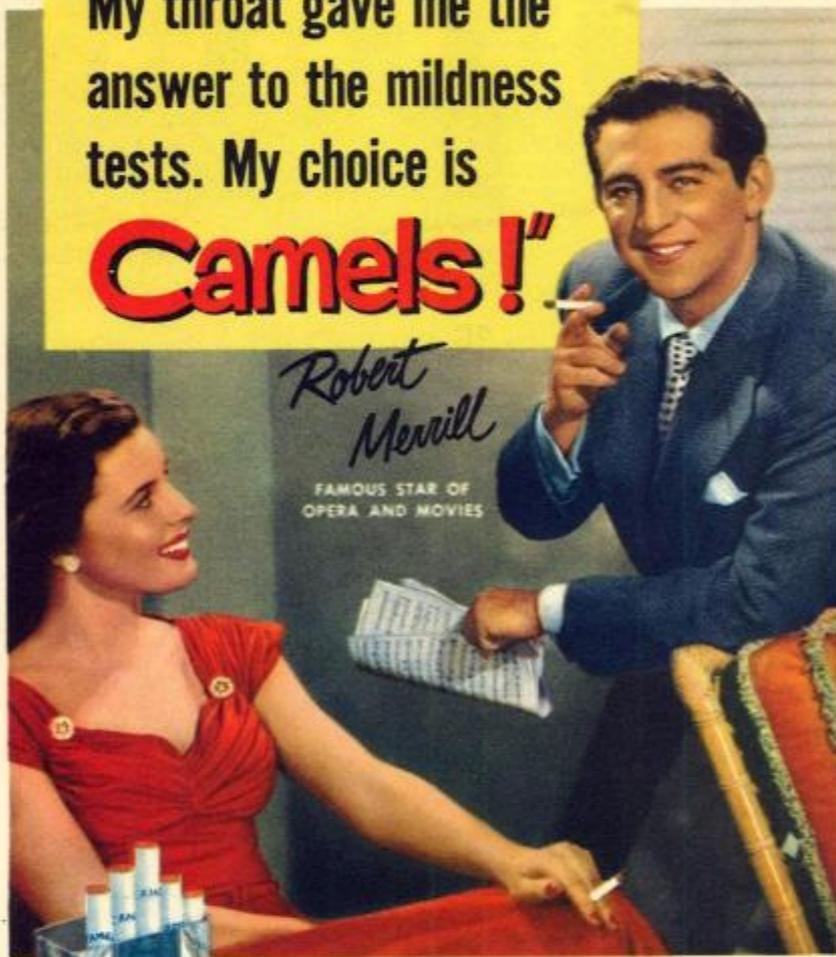
Ronald Reagan



CHESTERFIELD Buy the beautiful Christmas-card carton

"My throat gave me the
answer to the mildness
tests. My choice is

Camels!"



*Robert
Merrill*

FAMOUS STAR OF
OPERA AND MOVIES



NOTED THROAT SPECIALISTS REPORT ON 30-DAY TEST
OF CAMEL SMOKERS—

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

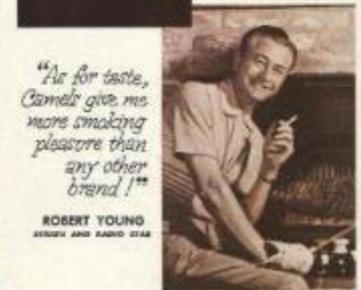


Robert Young in "Relentless," 1948

Why did you change to Camels, **ROBERT YOUNG?**



"My voice and throat were important factors — I found that Camels suit my throat..."



"As for taste, Camels give me more smoking pleasure than any other brand!"

ROBERT YOUNG
SINGER AND RADIO STAR

SMOKE CAMELS FOR 30 DAYS...SEE FOR YOURSELF HOW WELL

Camels agree with your throat

THE PROOF of a cigarette is in the smoking. Do as Robert Young did. Try Camels as you *usually* smoke. Smoke only Camels for the next 30 days and see how rich and flavorful Camels are. See how *wild* Camels are... Low well they agree with *your* throat—pack after pack, week after week!

Among the millions of Camel smokers are many, many doctors. When tens of thousands of doctors—in every branch of medicine and from coast to coast—were asked what cigarette they smoked, the brand named most was Camel. Yes, according to this and other surveys...

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!



Make your own sensible 30-day Camel melange test in your T-lone!

**T for Throat,
T for Taste**

© R. R. R. Co., Inc., New York, N. Y.



Fredric March and Cary Grant in "The Eagle and the Hawk," 1933

Fredric March says... **THIS IS IT**
 "L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"

When I read Dr. Darkie's letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

Fredric March

Liggett & Myers Tobacco Co.
 415 Park Avenue
 New York 17, N.Y.

Dr. F. K. Darkie
 Director of Analysis

Extensive investigations of possible factors which were conducted in my laboratory last by clinical studies in strictly non-animal material. It is the material used in "L&M" Filter Tip Cigarettes. Pure white in color, and used as an additive in certain cases. It is entirely available in Filter cigarettes made. It is known for its purifying taste. The "L&M" Filter Tip Cigarette is especially designed to remove the harsh, irritating taste of the smoke stream leaving a steady light smoke.

When you smoke "L&M" Filtered, taste and enjoyment by Liggett & Myers Tobacco Co. are not only your own but also those of the millions of other cigarette consumers.

Liggett & Myers Tobacco Co.
 "L. 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 Shifty Non-Microporous Fiber 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, leaving you all the satisfaction.
- 4. Much More Flavor and Aroma**. As last a filter tip cigarette with plenty of good smoke. Because L&M Filters' position quality tobaccos, a blend which contains special aromatic types.

*L.S. Patent Pending

L&M FILTERS
 FILTER TIP Cigarettes

Liggett & Myers Tobacco Co.

There must be a reason why

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

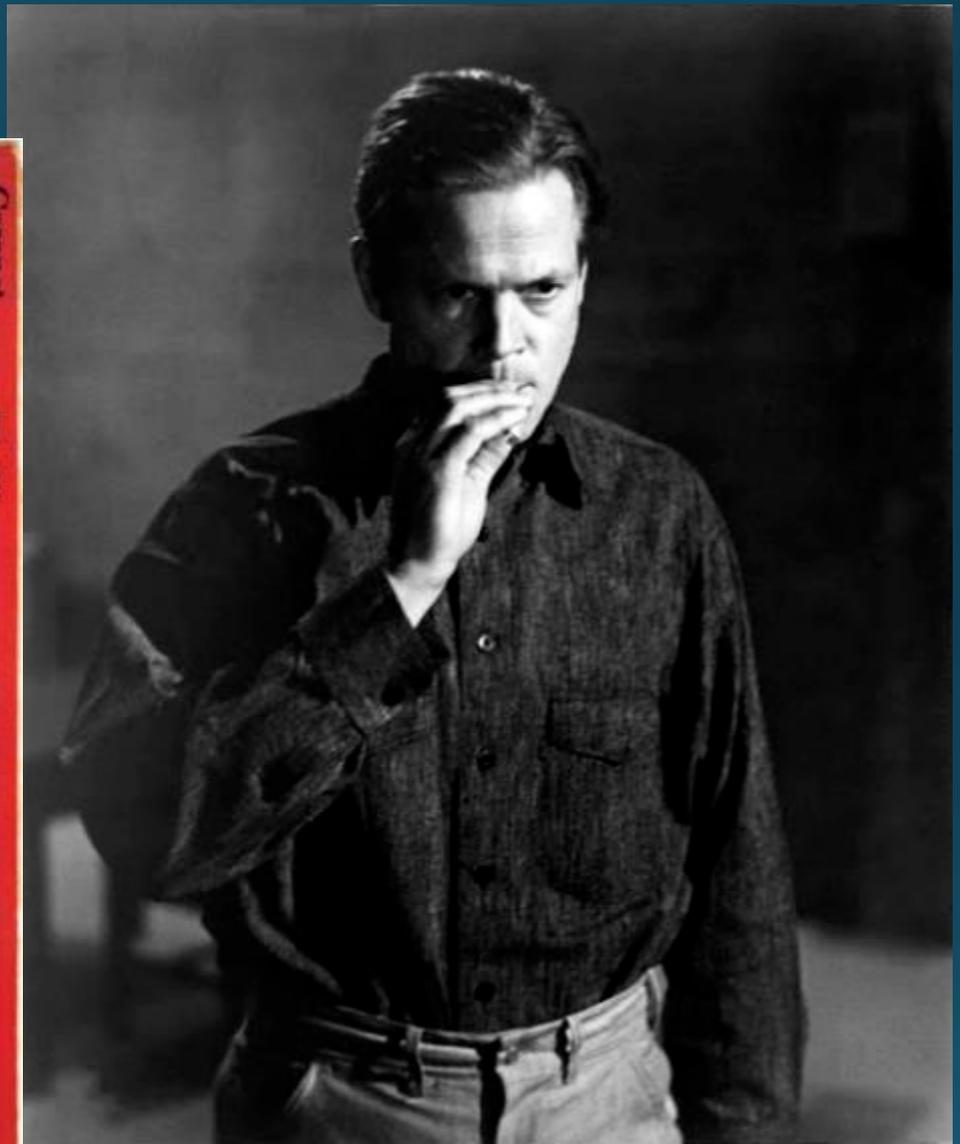


*Why did you change to Camels,
DAN DURYEA?*

I FOUND
THAT, PACK AFTER
PACK, CAMEL'S
MILDNESS AND
FLAVOR GIVE ME
MORE PLEASURE
THAN ANY OTHER
CIGARETTE!

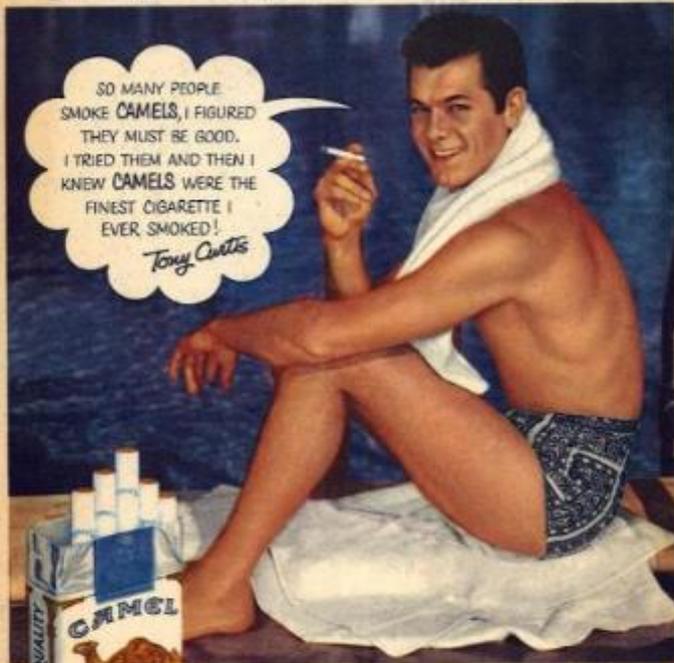
DAN DURYEA
Movie Star

Coronet
JULY 1953



Dan Duryea in "Johnny Stool Pigeon," 1949

Why did you change to Camels, TONY CURTIS?



SO MANY PEOPLE
SMOKE CAMELS, I FIGURED
THEY MUST BE GOOD.
I TRIED THEM AND THEN I
KNEW CAMELS WERE THE
FINEST CIGARETTE I
EVER SMOKED!

Tony Curtis

TONY CURTIS, star of U-I's "Forbidden", is one of many film stars who smoke America's favorite cigarette, Camels!

For **Mildness** and **Flavor**

CAMELS AGREE WITH MORE PEOPLE
than any other cigarette

Coronet

OCTOBER 1953



More people smoke **CAMELS** than any other cigarette!



CHARLTON HESTON'S WESTERN
SERIES "PONY EXPRESS"



He is one of Hollywood's
most exciting stars.



Like so many stars, Charlton
Heston is a Camel smoker.



U.S. Smokers
Please Buy
CAMELS
CIGARETTES

*There must be a reason why Camel is by far
America's most popular cigarette. And that reason can be only
one thing: greater smoking enjoyment!*

*What better evidence could there be that you'll like Camels best,
too? Try Camels this sensible way: smoke only Camels
for 30 days and see how Camel's mildness and flavor please you —
pack after pack, week after week!*

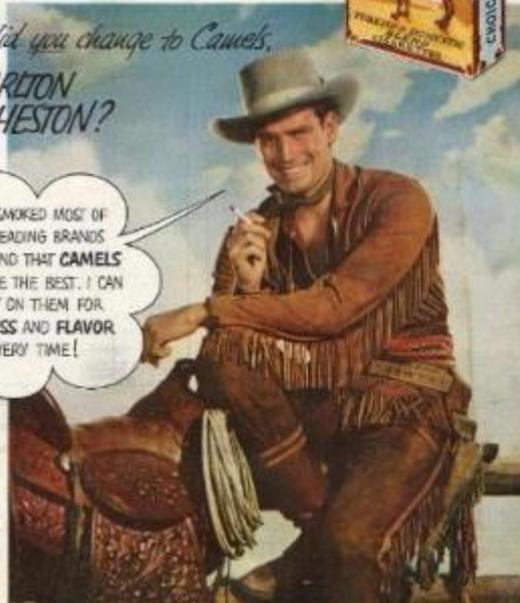
*Yes, try Camels as your steady smoke — and you'll know why
more people smoke Camels than any other cigarette!*



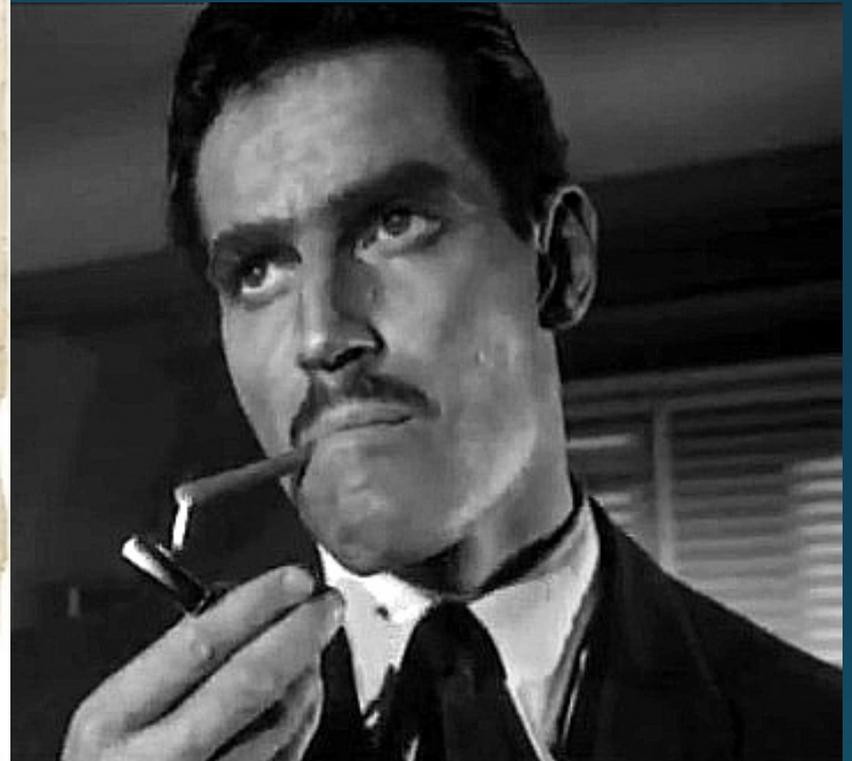
Why did you change to Camels?

**CHARLTON
HESTON?**

I'VE SMOKED MOST OF
THE LEADING BRANDS
AND FOUND THAT **CAMELS**
SUIT ME THE BEST. I CAN
COUNT ON THEM FOR
MILDNESS AND FLAVOR
EVERY TIME!



Start your own 30-day Camel Mildness Test today!



Charlton Heston in "Touch of Evil," 1958



Gloria Grahame and Glenn Ford in "Human Desire," 1954



Why did you change to Camels,
WILLIAM HOLDEN? (STAR OF
"FOREVER FEMALE")

"With so many people smoking Camels, I figured they must be good! So I tried them... found their cool mildness and swell flavor suit my taste to a T! You ought to try Camels yourself!"

*"Good Smoking"
William Holden*



for Mildness and Flavor...
**CAMELS AGREE
WITH MORE PEOPLE
THAN ANY OTHER CIGARETTE!**

Coronet April 1954

Jennifer Jones and William Holden in "Love Is a Many-Splendored Thing," 1955



Ann Sothern in "Smartest Girl in Town," 1936





James Dean and Natalie Wood in "Rebel Without a Cause," 1955



This Christmas, Jack Benny is giving (yes, giving!) cartons of Luckies to a few close friends. Why don't you?

Product of The American Tobacco Company - "There's no middle name"



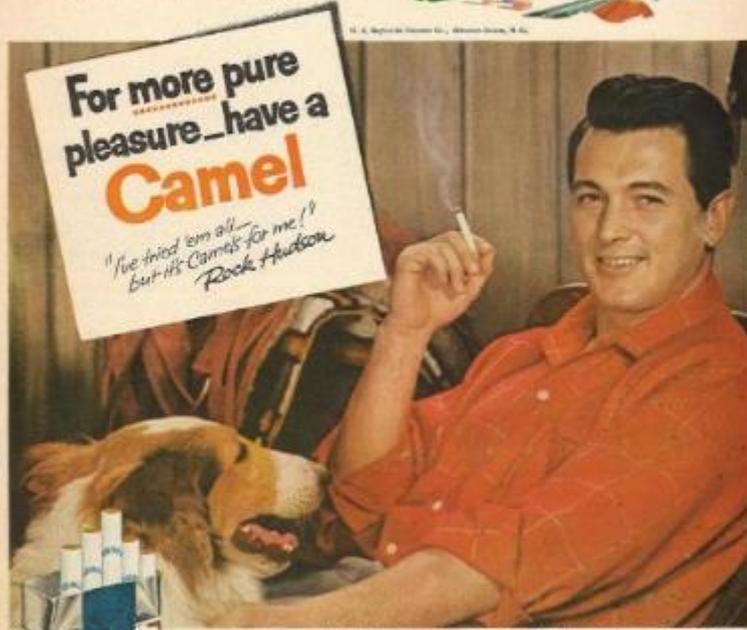
IT'S A PSYCHOLOGICAL FACT: PLEASURE HELPS YOUR DISPOSITION

How's your disposition today?

EVER YIP LIKE A TERRIER when things go wrong? That's only natural. Bel — it's a psychological fact that pleasure helps your disposition! That's why everyday pleasures — like smoking, for instance — mean so much. So if you're a smoker, it's important to smoke the most pleasure-giving cigarette — Camel.



© C. Meyer & Son Inc., Atlantic City, N.J.



YOU CAN SEE RUGGED ROCK HUDSON STARRING IN 1955 "NEVER SAY GOODBYE"



No other cigarette is so rich-tasting yet so mild!

ROCK HUDSON AGREES with Camel smokers everywhere: there is more pure pleasure in Camels! More flavor, genuine mildness! Good reasons why today more people smoke Camels than any other cigarette. Remember this: pleasure helps your disposition. And for more pure pleasure — have a Camel!

When a great cat does a little bit



1955-74

Rock Hudson in "Strange Bedfellows," 1965

LIKE YOUR PLEASURE BIG?

TAKI THE BIG PLEASURE
GIVE TEST AND SEE

1. Take a walk to relax in the park.

2. Sit on a porch and enjoy the view.

3. Enjoy a dance with a girl.

4. Relax in a chair and read a book.

5. Enjoy a meal with a friend.

6. Sit on a beach and watch the waves.

7. Relax in a chair and read a book.

8. Enjoy a meal with a friend.

NO MATTER WHAT YOU DO... IF YOU WANT BIG, BIG PLEASURE... REAL SATISFACTION... UNUSUAL EXPERIENCES...
SMOKE FOR REAL... SMOKE CHESTERFIELD



ON THE SET WITH SINATRA

"Like your pleasure big? Come on to set with Sinatra!"

"We're on for Chesterfield every Friday night. ABC-TV."

"We've got money, honey. Lots of it."

"It all adds up to big pleasure..."

"So you get to Chesterfield."

"Yes, you get to see Frank Sinatra smoking around here."

"This is satisfaction... it's the satisfaction of Chesterfield!"

"Ready to roll? Well, now you can roll the slow when the pack's empty!"

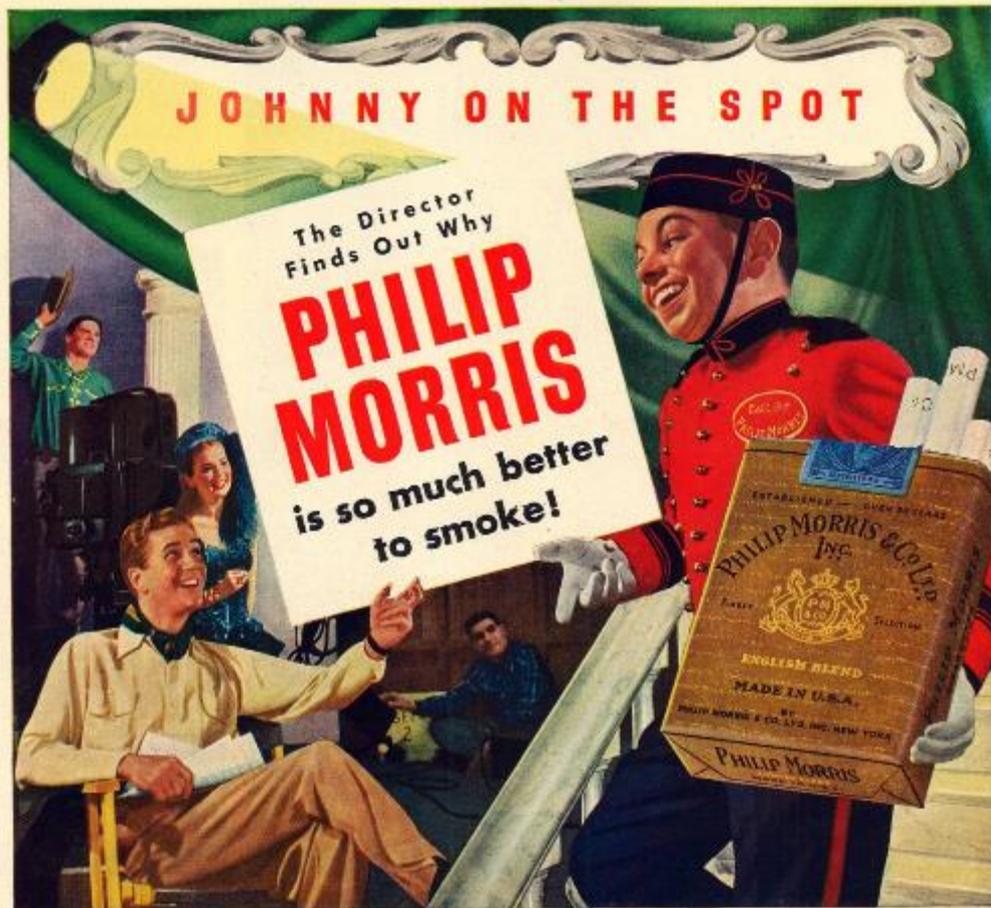
CLEAN, SMOOTH, FRESH SMOKING...

CHESTERFIELD

KING and REGULAR

© 1954 R. J. REYNOLDS TOBACCO COMPANY

Frank Sinatra in "Young at Heart," 1954



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.

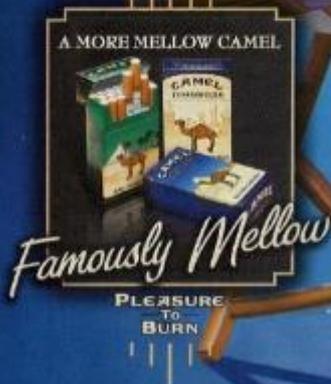
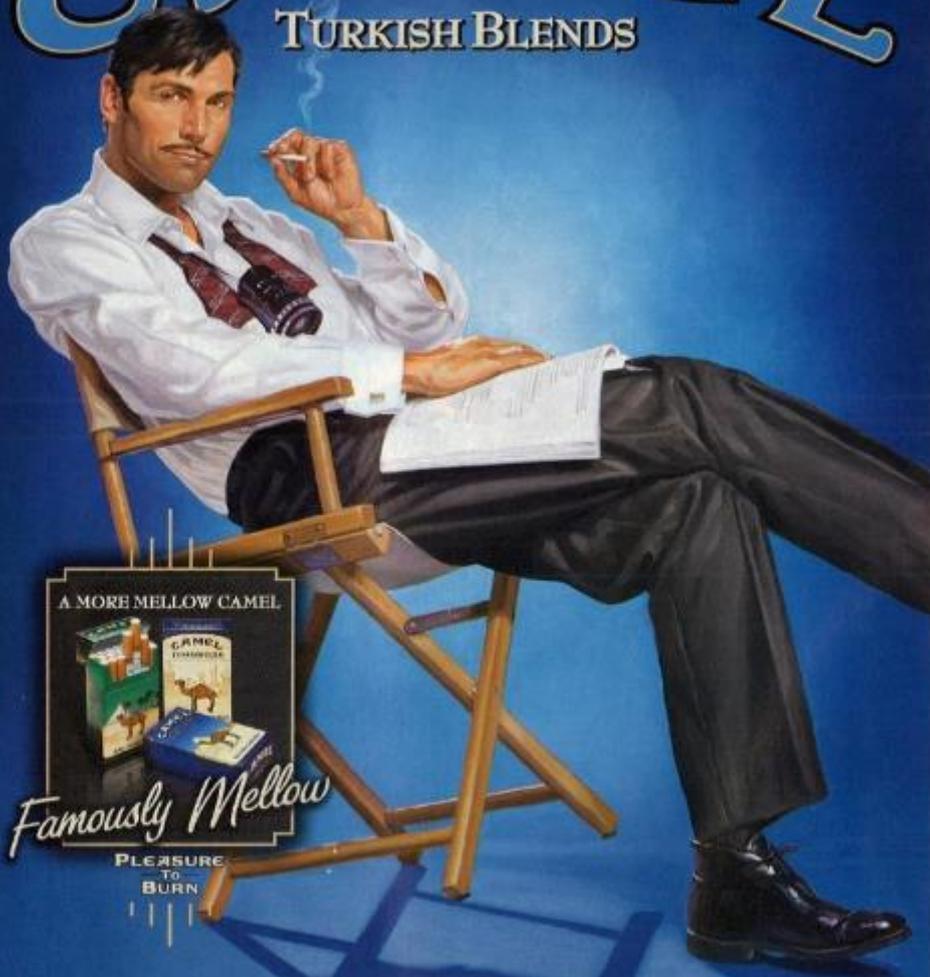
TRY A PACK TODAY!

CALL FOR **PHILIP MORRIS**

© 2004 R.J. REYNOLDS TOBACCO CO.

CAMEL

TURKISH BLENDS



**SURGEON GENERAL'S WARNING: Quitting Smoking
Now Greatly Reduces Serious Risks to Your Health.**

TURKISH GOLD: 10 mg "tar", 0.8 mg nicotine; TURKISH ROYAL: 13 mg "tar",
1.1 mg nicotine; TURKISH JADE: 17 mg "tar", 1.2 mg nicotine av. per
cigarette by FTC method. For more product information, visit www.rj.com.

