



Well known early victims of oral cancer include Sigmund Freud who developed cancer of the palate after years of smoking 20 cigars a day and US Presidents Ulysses S. Grant and Grover Cleveland.

DENTISTS VOTE OLD GOLD FIRST FOR THROAT-EASE



BELIEVE IT OR NOT, this jury of dentists decided that OLD GOLD'S filling was perfect! They examined, smelled and smoked O. G. . . better and smoother tobaccos. And the three rival cigarette brands limped home a poor second, third and fourth. Dentists

see a lot of throats. Know what harsh tobacco does to teeth and gums. Know honey-smoothness when they meet it. Know clean, un-ripened, green-leaf tobacco when they taste it . . . masked or unmasked. Ask your dentist about OLD GOLD for throat-ease."

(Signed) ROBERT RIPLEY,
CREATOR OF "BELIEVE IT OR NOT"



CERTIFIED PROOF!

"I hereby certify that the following is the correct score of the cigarette test conducted by Robert Ripley, among Dentists. OLD GOLD 11; Brand X, 9; Brand Y, 4; Brand Z, 1."

(Signed) J. S. M. GOODLOR
Licensed Public Accountant
103 Broadway, New York

**Not a Cough in
a Carload**

Time in an OLD GOLD Character Readings . . . Tuesdays at 8:35 P. M., Thursdays at 9:15 P. M., Eastern Standard Time . . . Coast-to-Coast Columbia Network



38,381 DENTISTS SAY
"SMOKE VICEROYS!"

VICEROYS FILTER THE SMOKE!

THE NICOTINE
AND TARS TRAPPED*
BY THE **VICEROY** FILTER
**CAN NEVER
STAIN
YOUR TEETH!**



1. Each puff of smoke passes through scores of tiny passages of this absorbent filter paper.
2. The nicotine and tars thus trapped cannot stain your teeth—smoke is cooler, cleaner.
3. No tobacco crumbs can get in your mouth.
4. This filter is *exclusive* as is Viceroy's luxurious blend of fine domestic and imported tobaccos. Get Viceroy's at your dealer's. You'll be glad you did.


*No filter can remove all nicotine and tars, nor does Viceroy make this claim.

38.381 Dentists Say Smoke Viceroy's!

Can never stain your teeth!

**NO WONDER
6,520 DENTISTS
ADVISE:**


*Smoke
VICEROYS!*



**The Nicotine
and Tars Trapped*
by The Viceroy Filter
CAN NEVER STAIN
YOUR TEETH!**

*"Filter" advise 6,520 dentists, "Smoke Viceroy!" The nicotine and tars trapped by the Viceroy Filter can never stain your teeth. No smugly bits of tobacco can lodge between your teeth, cause more stains.

Smoke Viceroy! No other cigarette gives you such a blend of rich, mild, luxurious tobacco. No other gives you this exclusive Viceroy Filter.



Only Viceroy...
no other
cigarette...has
this exclusive
Viceroy Filter!



19,293 Dentists Say Smoke Viceroy!

Can never stain your teeth!

This ad obviously appeared before the one with 38,381 dentists surveyed. The Viceroy surveyors must have been very busy!

38,381 DENTISTS SAY

"SMOKE VICEROYS!"



VICEROYS FILTER THE SMOKE!



The Nicotine and Tars Trapped by the VICEROY Filter

CAN NEVER STAIN YOUR TEETH

1. Each puff of smoke passes through scores of tiny passages of this highly absorbent filter paper.
2. The nicotine and tars thus trapped cannot stain your teeth—and the smoke is cooler, cleaner.
3. No tobacco shreds or crumbs can get in your mouth.
4. This filter is exclusive as is Viceroy's famous blend of fine domestic and imported tobaccos.

Get Viceroy. You'll be glad you did.



VICEROY
THE NEW
CIGARETTE

*This filter can remove all nicotine and tar, and also it keeps the taste clean.

39,468 DENTISTS SAY

SMOKE VICEROY CIGARETTES!

**Viceroy's
Filter
the
Smoke!**

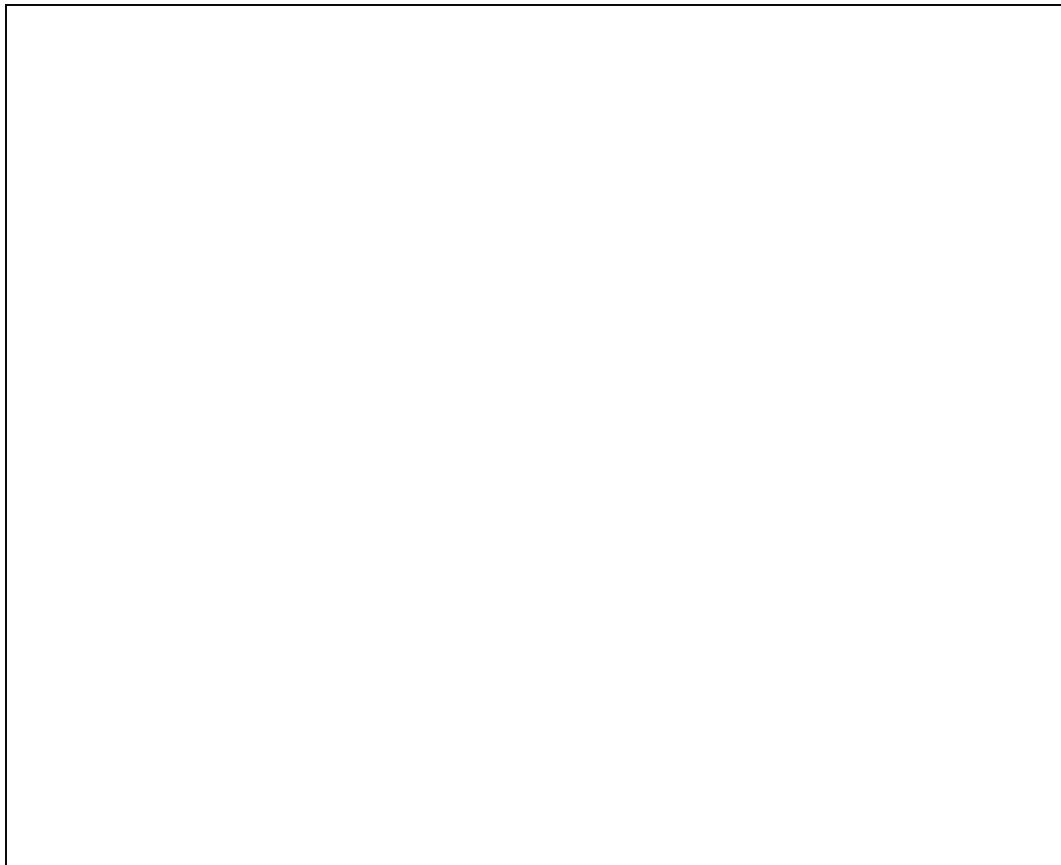
THIS IS THE TIP THAT DOES THE TRICK! ONLY VICEROY HAS IT!

THE NICOTINE AND TARS TRAPPED* BY THE VICEROY FILTER CANNOT REACH YOUR TEETH OR MOUTH

Yet Viceroy, with its exclusive filter, costs for less than any other filter-tip cigarette made.

*No other one removes all nicotine and tar.


See also Viceroy made this claim.



39,468 DENTISTS SAY


SMOKE VICEROY CIGARETTES!

VICEROYS FILTER THE SMOKE!



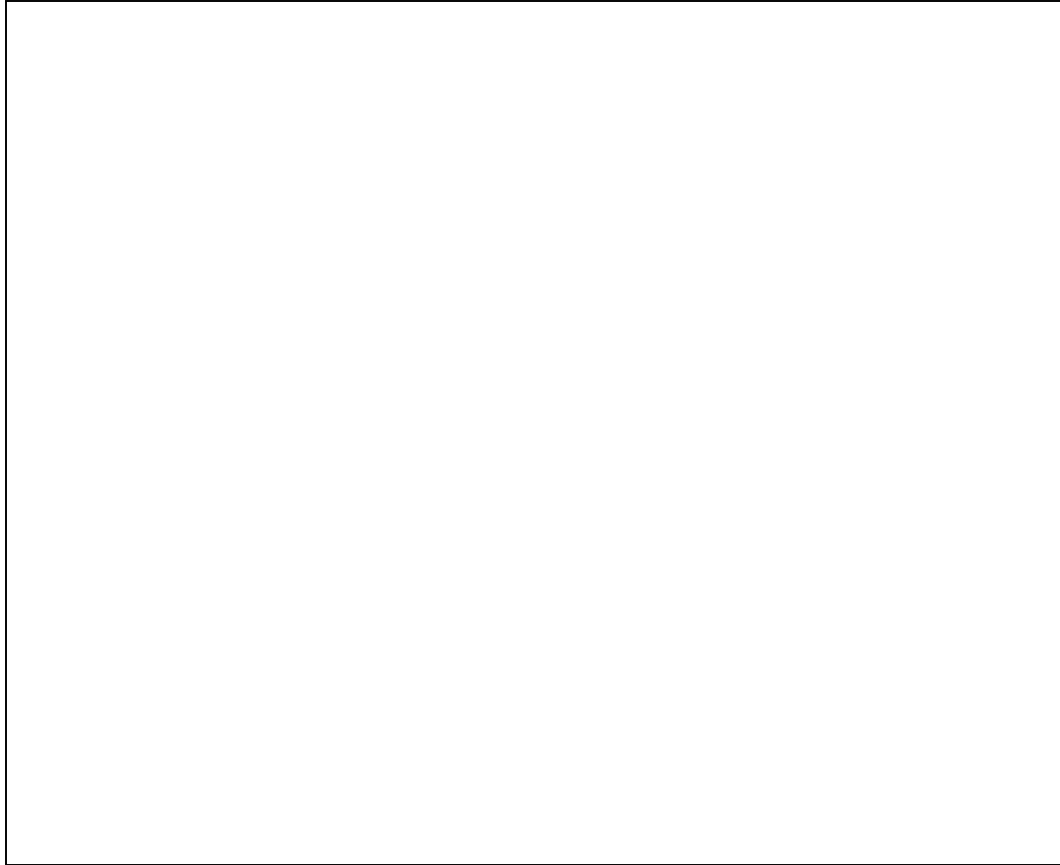
The Nicotine and Tars Trapped* by the VICEROY Filter Cannot reach your mouth

1. Each puff of smoke passes through scores of fine passages of this highly absorbent filter paper. Only Viceroy filters the smoke this exclusive way!
2. The nicotine and tars that trapped cannot reach your mouth—and the smoke is cleaner, cooler.
3. No tobacco strands or crumbs can get to your mouth.
4. This filter is exclusive, as is Viceroy's tastiest blend of fine domestic and imported tobaccos. Get Viceroy. You'll be glad you did.



*This filter can remove all nicotine and tar, and also it removes much of the smoke.

<p>NO WONDER 6,520 DENTISTS ADVISE:</p> <p><i>Smoke VICEROYS!</i></p>  <p>The Nicotine and Tars Trapped* by The Viceroy Filter CAN NEVER STAIN YOUR TEETH!</p> <p>YES! advise 6,520 dentists. "Smoke Viceroy!" The nicotine and tars trapped by the Viceroy Filter can never stain your teeth. No smugly bits of tobacco can lodge between your teeth, cause more stains.</p> <p>Smoke Viceroy! No other cigarette gives you such a blend of rich, mild, luxurious tobacco. No other gives you this exclusive Viceroy Filter.</p> <p><small>*No other cigarette will trap the nicotine and tars that the Viceroy filter traps.</small></p>  <p>Only Viceroy... no other cigarette... has this exclusive Viceroy Filter!</p>	<p>19,293 DENTISTS ADVISE</p> <p><i>Smoke VICEROYS!</i></p>  <p>The Nicotine and Tars Trapped* by The VICEROY Filter CAN NEVER STAIN YOUR TEETH!</p> <p>YES! advise 19,293 dentists. "Smoke Viceroy!" The nicotine and tars trapped by the Viceroy Filter can never stain your teeth. No smugly bits of tobacco can lodge between your teeth, cause more stains.</p> <p>Smoke Viceroy! No other cigarette gives you such a blend of rich, mild, luxurious tobacco. No other gives you this exclusive Viceroy Filter.</p> <p><small>*No other cigarette will trap the nicotine and tars that the Viceroy filter traps.</small></p>  <p>Only Viceroy... no other cigarette... has this exclusive Viceroy Filter!</p>	<p>38,381 DENTISTS SAY</p> <p><i>"SMOKE VICEROYS!"</i></p> <p>VICEROYS FILTER THE SMOKE!</p>  <p>The Nicotine and Tars Trapped* by the VICEROY Filter CAN NEVER STAIN YOUR TEETH</p> <ol style="list-style-type: none"> 1. Each puff of smoke passes through scores of tiny passages of this highly absorbent filter paper. 2. The nicotine and tars that trapped cannot stain your teeth—and the smoke is cooler, cleaner. 3. No tobacco shreds or crumbs can get in your mouth. 4. This filter is exclusive as is Viceroy's luxurious blend of fine domestic and imported tobaccos. <p>Get Viceroy. You'll be glad you did.</p>  <p>Get Viceroy, with its exclusive filter, costs far less than any other filter-tip cigarette made.</p> <p><small>*No other cigarette will trap the nicotine and tars that the Viceroy filter traps.</small></p>	<p>39,468 DENTISTS SAY</p> <p><i>SMOKE VICEROY CIGARETTES!</i></p> <p>Viceroy's Filter the Smoke!</p>  <p>THIS IS THE TIP THAT DOES THE TRICK! ONLY VICEROY HAS IT!</p> <p>THE NICOTINE AND TAR TRAPPED* BY THE VICEROY FILTER CANNOT REACH YOUR TEETH OR MOUTH</p>  <p>Get Viceroy, with its exclusive filter, costs far less than any other filter-tip cigarette made.</p> <p><small>*No other cigarette will trap the nicotine and tars that the Viceroy filter traps.</small></p>
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DENTIST

To anxiety...I bring relief
I'm your best friend
I am your *Lucky Strike*



*Try me
I'll never
let you
down*

Radio Flash Luckies are
on the Hit Parade
THE HIT PARADE
Copyright 1935
The American Tobacco Company

I am made only of the choice center leaves. The top leaves are bitter, biting. The bottom leaves are gritty, tough and unpalatable. My fragrant, expensive center leaves—so mellow and rich—give you the mildest, best-tasting smoke. I do not irritate your throat. To anxiety I bring relief. I'm your best friend.



Should a gentleman offer a Tiparillo to a dental hygienist?

"The doctor is a little late, sir. Will you have a seat?"

She's the best thing to hit dentistry since novocaine. "Hey Dummy," your mind says to you, "why didn't you have this toothache sooner?"

Maybe if...well, you could offer her a

Tiparillo®. Or a Tiparillo M with menthol. An elegant, tipped cigar. Slim. And your offer would be cleverly psychological. [If she's a bit of a kook, she'll take it. If not, she'll be flattered that you *thought* she was a bit of a kook.] And who knows? Your next visit might be a house call.



Yes, this is a toothpaste rather than a tobacco ad, but we found it hard to pass up.

We suppose those who gave it the “brush off” with Listerine Toothpaste smoked brands other than Viceroy.

The Literary Digest for November 27, 1920 39



Tobacco Teeth

See the change in ten days

Smokers' teeth discolor more than others, usually. But the stains lie in a film, and removing that film removes them.

There is now a way to combat this film. Millions of people employ it. Leading dentists everywhere advise it. See how teeth whiten when you use it a few days.

Film ruins teeth

That film on teeth which makes them dingy causes most tooth troubles. It is viscous—you can feel it. It clings to teeth, enters crevices and stays.

The old ways of brushing did not end it, no millions found that well-brushed teeth discolored and decayed.

It is the film-coat that discolors, not the teeth. Film is the basis of tartar.

See and feel it act

Pepsodent brings the desired effects, cleans and polishes, all the while. A very short test will prove a revelation.

One application is proper. Another multiplies the starch digestion in the saliva, so digest starch deposits that cling. It also multiplies the alkalinity of the saliva, so neutralizes the acids which cause tooth decay.

Tooth factors directly attack the film.

One of them keeps the teeth so highly polished that film cannot easily adhere. With every application it combats the tooth's greatest enemy as nothing else has done.

Send the coupon for a 10-Day Tube. They have shown the teeth feel after using. Mark the absence of the viscous film. See how teeth whiten, as the film-coat disappears. Let this test show you, for your own sake, what these teeth really mean.

Pepsodent
The New-Day Dentifrice

A scientific film combatsant combined with two other modern requisites. Now advised by leading dentists everywhere and supplied by all druggists in large tubes.

10-Day Tube Free

THE PEPSODENT COMPANY,
Dept. 19, 1218 N. Wabash Ave.,
Chicago, Ill.

Mail 10-Day Tube of Pepsodent to _____

Only use twice on a family

Yes, this is a toothpaste rather than a tobacco ad, but we found it hard to pass up.

We suppose those who needed Pepsodent smoked brands other than Viceroy.

