

**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 tobaccos. 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. This is the impartial judgment of experts not connected with any manufacturer.

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

LUCKY STRIKE
CIGARETTES

"DOLORES DEL RIO
STARRING IN THE NEW COLUMBIA
PICTURE, "ROMANSCHE DELICIOUS"

Her Throat Insured for \$50,000

No matter how much I use my voice in acting, I always find Luckies gentle. I take no chances on an irritated throat.

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 twelve 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 “Toasting” process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among 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.

* Star of the new Paramount production “Face Confidential”

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



1936

HOW MILD CAN A CIGARETTE BE ?

"Singing is my living. I smoke the mild cigarette that agrees with my throat—CAMELS!"

STAR OF OPERA AND TELEVISION

Marguerite Piazza

MARGUERITE PIAZZA
praised for the brilliant vocal and acting talents, she still finds time for cigarette smoking.

"Because my voice is so important to my career, I had to be sure my cigarette was right for my throat. And, thanks to a very sensible test, I now know what cigarette mildness means. I made the 30-day Camel mildness test!"

"Smoking Camels regularly for 30 days gave me a chance to discover how Camels agreed with my throat. I didn't have to decide on just one puff or one whiff...one inhale and one exhale. My own 'T-Zone' gave me the answer. Like millions of others—it's cool, mild Camels for me!"

More People smoke Camels than any other cigarette!

Make your own Camel 30-Day MILDNESS Test in your T-ZONE

*T for Throat
T for Taste*

"For another big show date...



...remember me and ABC!"

ABC is my TV network on Friday nights—and
ABC is my story... **Always Buy Chesterfield!**
When you've earned a smoke, nothing satisfies
like the big clean taste of top-tobacco.



CHESTERFIELD KING and REGULAR

© Liggett & Myers Tobacco Company

ON THE SET WITH **SINATRA**



"Like your pleasure big? Come on in and find yourself a mate."

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

"We've got music, drama, loads of stars!"

"It all adds up to big, big pleasure . . . like you get in Chesterfield."

"You can tell with one drag . . . You're smoking smooth—smoking close!"

Chesterfield presents Frank Sinatra, ABC-TV Friday nights—Live Premiere October 18 Full Hour



CHESTERFIELD
CIGARETTES
KING and REGULAR

"This is satisfaction—man-size satisfaction! Chesterfield!"

"Ready to roll? Hold on. How can I do the show when this pack's empty?"



Helen Jepson
tells why she chooses a light smoke

"A season of opera and concert means my voice and throat must be consistently in perfect condition. Therefore, although most of my smoking is done while I am on vacation, it is all important to me that I be careful in choosing my cigarette. I smoke Luckies because I enjoy their taste and, because I feel it is wiser for me to choose a light smoke for my voice."

Helen Jepson
LOVELY PRIMA DONNA OF THE METROPOLITAN OPERA

The Finest Tobaccoes—
"The Cream of the Crop"

LUCKY STRIKE
CIGARETTES
"IT'S TOASTED"

As an independent survey was made recently among professional men and women—lawyers, doctors, scientists, etc. Of those who said they smoke cigarettes, over 87% stated they personally prefer a light smoke. Miss Jepson verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. Yes, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.

a light smoke

"IT'S TOASTED"—YOUR THROAT PROTECTION
AGAINST IRRITATION
AGAINST COUGH

1937

"It's Toasted" - Your Throat Protection

The top cigarette for an actor's throat.

They said it couldn't
be done...
They said nobody
could do it...
but —

**L&M is
Low
in tar**
with
**More
taste to it**

Don't settle for one without the other!

"L&M is kindest to your taste." adds Jim Arness. Both Jims agree, there are two good reasons why you'll like L&M's. They are truly low in tar, with more exciting taste than you'll find in any other cigarette.

LOW IN TAR: L&M's patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke... makes L&M truly low in tar.

MORE TASTE: L&M's rich mixture of slow burning tobacco brings you more exciting taste than any other cigarette. **LIVE MODERN...CHANGE TO MODERN L&M**

JIMMIE RODGERS, popular recording star, with his wife, Colleen, starred in the original L&M TV series, with his own show on NBC Tuesday nights.

© 1966 L&M Tobacco Co.

1916

Gladys Swarthout
 One of America's most popular singers...singer for many years of the Metropolitan Opera, motion pictures, concert, radio and recordings.

Virginia Mac Walters
 She has scored brilliant success with the New York City Opera Company, at Carnegie Garden in London, and in concert.

The famous mezzo-soprano and opera's brilliant, new coloratura agree...

Camels for Mildness!

In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS!

MILKINS of people who have smoked Camels for years already know about Camel's cool, and mildness. If you're not among those Camel smokers... if you've never given Camels a real, day-to-day trial... start your own 30-day test of Camel mildness today!

Try the mildness and rich, full flavor of Camels in your own "T-Zone" (that's T for Taste and T for Throat)—your pressing ground for cigarette mildness... for smoking enjoyment. Put Camels in the box—could there hold a cigarette can be!

Heavy-Bodied Camels!

Try Camels and see them at "top center stage." In an important test now conducted Camels are the mildest cigarette ever smoked, scores the package with the gold and Camel and the soft, white air in the inner box. (Signed) R. J. Reardon, Tobacco Company, New York City, N. Y.

I AGREE, MISS SWARTHOUT—EVER SINCE I MADE THAT 30-DAY MILDNESS TEST, IT'S BEEN CAMELS WITH ME!

AND WHEN YOU'VE SMOKED CAMELS AS LONG AS I HAVE, VIRGINIA, YOU'LL APPRECIATE THAT MILDNESS AND FLAVOR EVEN MORE!

According to a Nationwide survey:
MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE

Doctors smoke for pleasure, too! And when their busy, independent research organization has tested 10,000 doctors who cigarette they smoked, the brand named most was Camels!

"SING, YOU SON-OF-A-GUN"
-and Dick Powell did - 47 times

1. "THE TITLE OF THE SONG is 'Sing, You Son-of-a-Gun'," says Dick Powell, "and that's certainly what I did in filming my new Warner Bros. picture 'Hollywood Hotel'. I sang it at home, sang it in my dressing room, sang it on the set—47 times in all, I figured. I had many other..."

2. "HARD SCENES. I sang 4 songs—on top of all the dramatic scenes. During this hard work I smoked pack after pack of Luckies, but not once did they bother my throat. This is also true..."

3. "REHEARSING FOR 'Your Hollywood Parade', my new program. Luckies are the gentlest cigarette on my throat." (The "Toasting" process takes out certain irritants found in all tobacco.)

4. "THAT AUCTIONEER on our program reminds me that, among tobacco experts, Luckies have a 2 to 1 lead over all other brands. I think Luckies have a 2 to 1 lead also among actors in Hollywood."

5. THE CHANT of the tobacco auctioneer is the weirdest sound in business. In "slow motion" it would sound like this: "39 dollars bid...39...9...and a 40...40 bid...etc."...Concluding...

6. "SOLD AMERICAN", as the choice center-leaf tobacco is marked for Lucky Strike. Men who earn their living from tobacco, know that Lucky Strike buys the finest grades. These men are the...

7. INDEPENDENT Buyers, Auctioneers and Warehousemen. Sworn records show that, among these experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes put together.

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

LUCKY STRIKE CIGARETTES

HAVE YOU HEARD THE CHANT OF THE TOBACCO AUCTIONEER?
"YOUR HOLLYWOOD PARADE", Wednesday, 9 P. M., NBC
"YOUR HOT PARADE", Saturday, 9 P. M., CBS
"YOUR NEWS PARADE", Monday thru Friday, 11:02 A. M., CBS
©1935 CIGARETTE TRADE

1916

Because your voice is precious, too, it pays to guard your throat against irritation and cough. Reach for a light smoke—a Lucky.

For a Clear Throat
...a light smoke

The charm of a clear, mellow voice is something really precious. That is why to both men and women a *light smoke* means so much. It is only a *light smoke* that offers them the throat protection of the famous "Toasting" process. So for the sake of your precious voice... Lucky for you—it's a light smoke.

-a light smoke

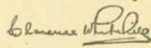
OF RICH, RIPE-BODIED TOBACCO — "IT'S TOASTED"

Clarence Whitehill, Celebrated Baritone
A Star of the Metropolitan Opera Company



writes:

"Lucky Strikes offer me not only real delight, but the ever-present assurance that they are a throat protection. I smoke all I choose now, with never a worry."



© 1916, R.T.

You, too, will find that Lucky Strikes are mild and mellow—the finest cigarettes you ever smoked, made of the finest Turkish and domestic tobaccos, properly aged and blended with great skill, and there is an extra process—"It's toasted"—no harshness, not a bit of bite.



"It's toasted"
Your Throat Protection

When in New York you are confidently invited to see how Lucky Strikes are made at our exhibit, corner Broadway and 45th Street.

1916

Florence Easton,
Metropolitan prima donna,
ever cautious of her lovely voice,



writes:

"Singers must be cautious regarding their throats. Like other singers, I prefer Lucky Strikes because they are never irritating and because of their finer flavor."

Florence Easton

You, too, will find that Lucky Strikes are mild and mellow—the finest cigarettes you ever smoked, made of the finest Turkish and domestic tobaccos, properly aged and blended with great skill, and there is an extra process—"It's toasted"—no harshness, not a bit of bite.

"It's toasted"
Your Throat Protection



When in New York you are carefully inspected by our Lucky Strike inspectors and made to our exclusive, secret formula and 45¢ 10.

July 1927

CARUSO
World-famous Tenor, says:
"Tuxedo completely satisfies my tobacco taste. It is mild and has a delicious flavor. Most important of all, from a singer's standpoint, Tuxedo does not irritate my throat."

Enrico Caruso

"Tuxedo Does Not Irritate My Throat"
The non-irritating quality of Tuxedo which Caruso praises is due to the original "Tuxedo Process" by which the tobacco is treated. This process refines the tobacco and absolutely removes all bite and sting.

Many thousands of men think they cannot smoke a pipe, for fear the tobacco might burn or parch their mouths. Tuxedo has done away with any such possibility. You can smoke Tuxedo all day long, without any irritation whatsoever—indeed, with increasing pleasure.

Tuxedo
The Perfect Tobacco for Pipe and Cigarette

is made from rich, mild, fragrant Kentucky Burley—acknowledged to be the finest pipe-tobacco in the world—aged until it is pipe-perfect and smokes coolly and slowly.

You cut off an inch of inspiration and real joy every hour you stay away from Tuxedo. Because it's so good, so true, so delicious, so fragrant, its memory lingers every time your smoke-appetite gets tuned up.

YOU CAN BUY TUXEDO EVERYWHERE

Convenient, glassine wrapped, moisture-proof pouches . . . **5c** Famous Green Tin with gold lettering, covered in its pouch **10c**

In Tin Holders 40c and 80c In Glass Holders 50c and 90c

THE AMERICAN TOBACCO COMPANY

PATTERSON'S Tuxedo TOBACCO
SPECIALLY PREPARED FOR PIPE & CIGARETTE

April 1st 1915

They gave a *new* Thrill

THAT'S WHY THEY GOT THERE . . . SO QUICKLY

LITTLE STORIES OF FAST SUCCESSES
Number 1. RUDY VALLÉE

From a singer in a little cafe, to a ten-thousand-dollar-a-week radio headliner . . . That's how fast Rudy climbed!

Because this youngster just naturally delivered something the public wants!

Just so OLD GOLD cigarettes have grown from a baby brand to a giant brand in record time . . . they delivered a new enjoyment . . . with a cigarette that thrilled the taste and comforted the most sensitive throat.



On May 18, 1926 the first pack of Old Golds was sold at retail in Boston . . . ninety days later Old Gold had become one of the four best sellers throughout New England.

Two years ago RUDY VALLÉE was a singer in a small cafe . . . But the boy didn't stay there long . . . (He comes today . . . over \$10,000 a week)

BETTER TOBACCOS . . . "NOT A COUGH IN A CARLOAD"

"No Harsh Irritants for Lupe"

I'm a LUCKY fan"

"No harsh irritants for Lupe. I'm a Lucky fan. There's no question about it—Luckies are certainly kind to my throat. And hurray for that improved Cellophane wrapper of yours—it really opens without a tug-o-war—thanks to that tab."

Lupe Vélez



What a grand addition to Hollywood and the screen is Lupe Vélez, the wildest and sweetest little Mexican beauty who won the Rio Grande. Hollywood adores her. She will cement for us here in *Radio-Reliance-Rays* the new picture, "The Cuban Love Song."

Made of the finest tobaccos—The Cream of many Crops—LUCKY STRIKE alone offers the throat protection of the exclusive "TOASTING" Process which includes the use of modern Ultra Violet Rays—the process that expels certain harsh, biting irritants naturally present in every tobacco leaf. These expelled irritants are not present in your LUCKY STRIKE. *They're out—so they can't be in!* No wonder LUCKIES are always kind to your throat.

"It's toasted"

Your Throat Protection—against Irritation—against cough

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

TUNE IN—The Lucky Strike Dance Orchestra, every Tuesday, Thursday and Saturday evening over WABC, nationally.



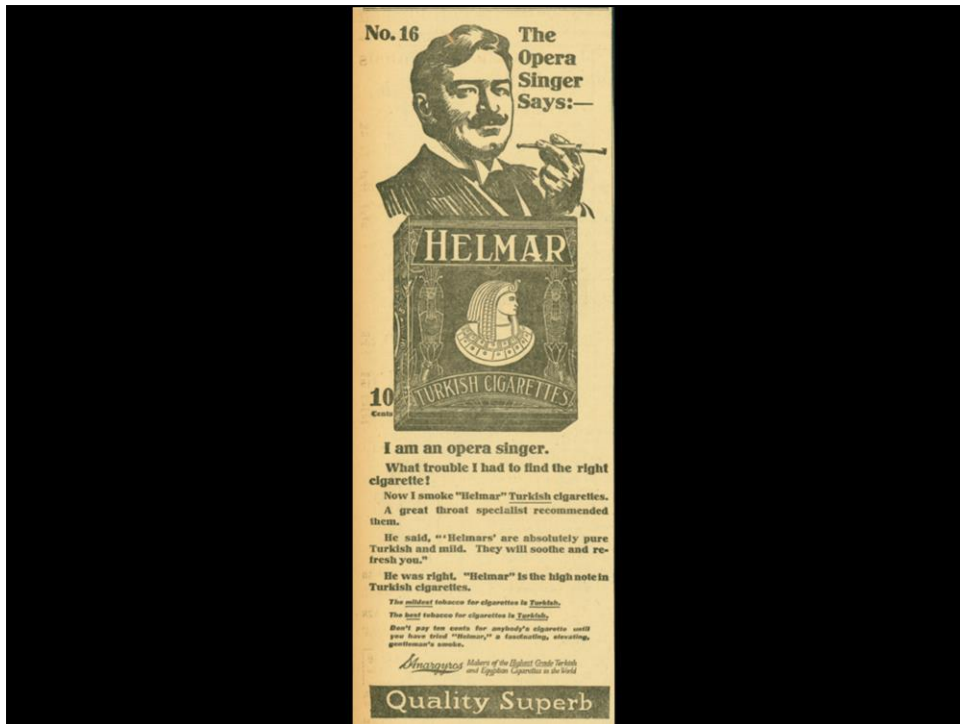
Is Miss Vélez's Statement Paid For?

You may be interested in knowing that before Lupe Vélez made the above statement, Miss Vélez has been a smoker of LUCKY STRIKE cigarettes for 2 years. She says she probably wouldn't give up her smoking habit but would be extremely glad to see the introduction of LUCKIES to the world.



MOISTURE-PROOF CELLOPHANE
Keeps Tight—Ever Tight
 The Unique Humidor Package
Zip—And It's open!

See the new notched tab on the top of the package. Hold down new built-in "zip" thumb. Tear off the other half. Simple. Quick. Zip! That's all. Unique. Wrapped in deep-proof, moisture-proof, germ-proof Cellophane. Clean, protected, new, **FRESH**—what could be more modern than LUCKY'S improved Humidor package—in easy to read **Ladies—the LUCKY TAB** is—your finger nail protection.



1916



Out of the Sky!

ON WEDNESDAY AND SATURDAY NIGHTS...

Music in the air... bewitching music. "Blues" or ballads... sad songs, glad songs... old favorites or latest hits... Chesterfield's Girl of Song sings them all. Hear

RUTH ETTING

in Chesterfield's Radio Program, "Music that Satisfies," every Wednesday and Saturday night—Columbia coast-to-coast Network.

* * *

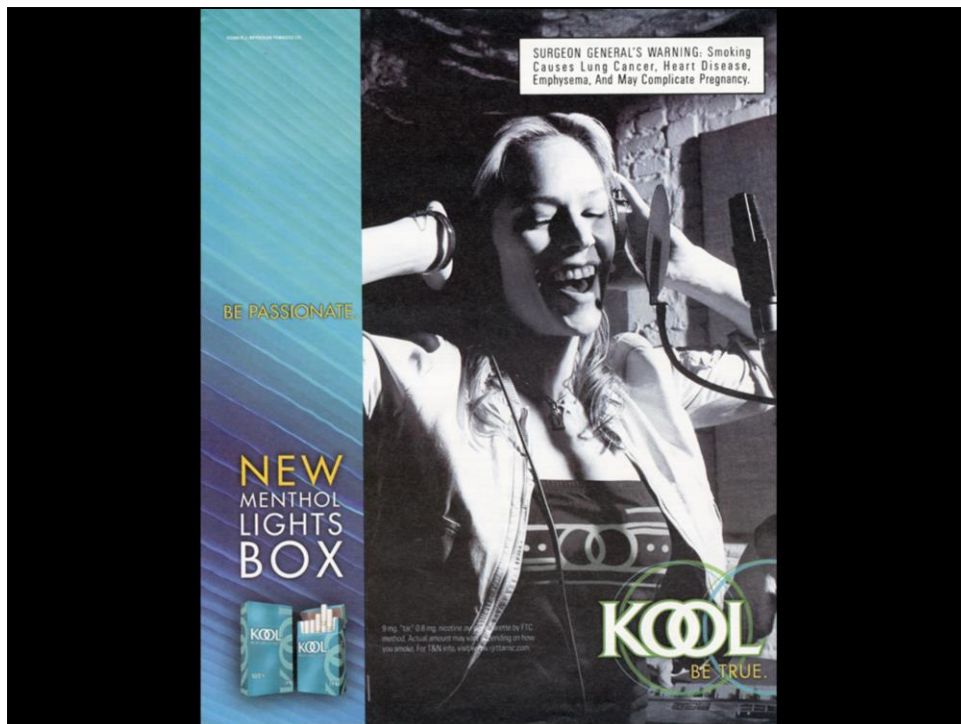
Chesterfield Radio Program—Every night except Sunday, Columbia coast-to-coast Network.

FLORENZ ZIEGFELD said... "I consider Ruth Etting the greatest singer of songs that I have managed in my forty years in the theater."

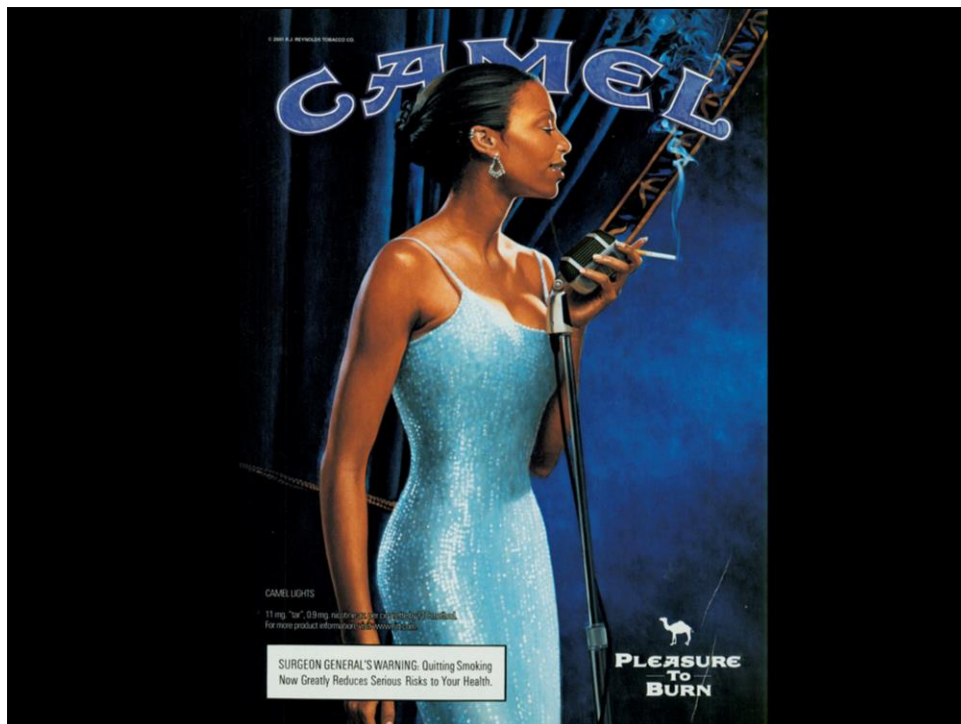
Chesterfield
—THE CIGARETTE THAT'S *Milder*
THE CIGARETTE THAT *Tastes Better*

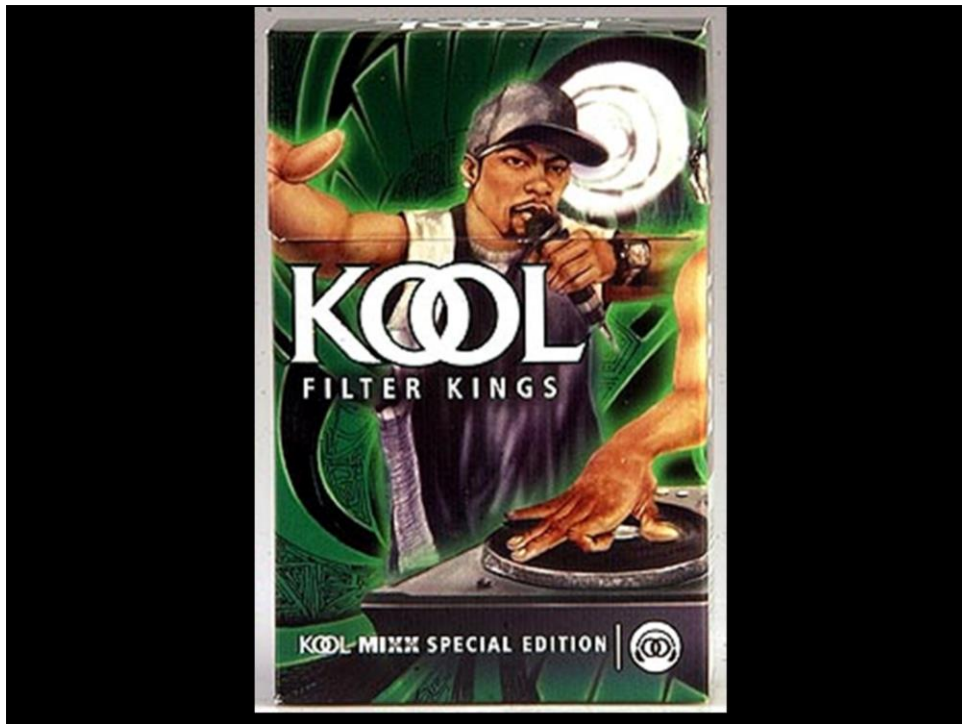
© 1935, LOUWY & NEWMAN TOBACCO CO.

1916



Salem 2000





FROM PIANO MOVER TO HOLLYWOOD STAR ...

MARIO LANZA

ENDING TO HIMSELF AS HE MOVED A PIANO ONTO A CONCERT HALL STAGE, MARIO LANZA WAS OVERHEARD BY A NOTED CONDUCTOR. THE MAESTRO, REALIZING HE HAD A FIND, TOLD MARIO TO DROP THE PIANO AND TAKE UP A NEW CAREER.

HANDSOME, SIX-FOOT MARIO DEVELOPED HIS IMPOSING PHYSIQUE AS A YOUNG WEIGHT LIFTER. HE ALSO STARRED AS A HIGH SCHOOL ATHLETE.

ARMY VET BARREL-CHESTED* MARIO LANZA'S GOAL IS OPERA. MEANWHILE, HE'S SUND AND ACTED HIS WAY TO STARDOM IN THE MOVIE CAPITAL. LIKE MILLIONS OF HIS ADMIRERS, MARIO SMOKE CAMELS. SAYS THEY'RE A GREAT-TASTING, MILD CIGARETTE.

* Mario Lanza is one of the few tenors who has sung D-flat over high C in a public performance!

I CAN'T AFFORD TO TAKE CHANCES WITH MY VOICE. I SMOKE CAMELS! THEY SUIT MY THROAT AND TASTE TO A T!

In a coast-to-coast test of hundreds of men and women who smoked Camels--and only Camels--for 30 days, noted throat specialists, making weekly examinations, reported:

NOT ONE SINGLE CASE OF THROAT IRRITATION DUE TO SMOKING CAMELS!

See for yourself why
MORE PEOPLE SMOKE CAMELS
than any other cigarette

Make your own
Camel 30-DAY TEST
IN YOUR "T-ZONE"
(T for Throat ...
T for Taste)

© J. Reynolds Tobacco Company, Winston-Salem, North Carolina



Backstage at the Opera

Glamorous GLADYS SWARTHOUT takes a "busman's holiday" to hear part coloratura VIRGINIA MacWATTERS triumph in Richard Strauss' opera, "Aradna and Noxon," with the New York City Opera Company.

"WHAT AN OVATION FOR MISS Mac WATTERS!"

"SHE CERTAINLY DESERVED IT! THAT'S ONE OF THE MOST DIFFICULT ARIAS IN ALL OPERA...AND SHE DID IT MAGNIFICENTLY!"

"I'D LIKE TO SEE MISS Mac WATTERS! CAN YOU SHOW ME TO HER DRESSING ROOM?"

"MISS SWARTHOUT! I KNOW MISS MacWATTERS WOULD BE DELIGHTED!"

"CONGRATULATIONS! THAT WAS SOME OF THE MOST BRILLIANT SINGING I'VE EVER HEARD!"

"WHY, THANK YOU, MISS SWARTHOUT! WON'T YOU HAVE A CAMEL?"

"YES, MISS SWARTHOUT! EVER SINCE I MADE THAT 30-DAY MILDNESS TEST, IT'S BEEN CAMELS FOR ME!"

"—AND WHEN YOU'VE SMOCKED CAMELS AS LONG AS I HAVE, VIRGINIA, YOU'LL APPRECIATE THEIR MILDNESS AND FLAVOR, EVEN MORE!"

In a recent test of hundreds of men and women who smoked only CAMELS for thirty days, noted throat specialists, making weekly examinations, reported:

NOT ONE SINGLE CASE OF THROAT IRRITATION due to smoking CAMELS!

The famous mezzo-soprano GLADYS SWARTHOUT and opera's brilliant new coloratura VIRGINIA MacWATTERS agree...it's

Camels for Mildness

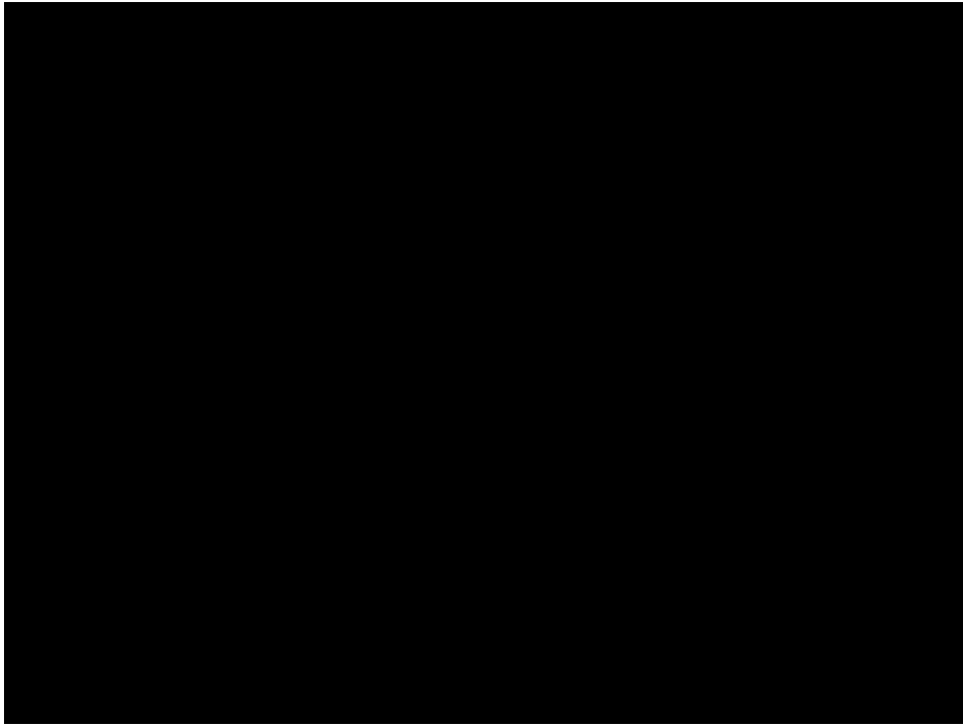
Money-Back Guarantee!

Try Camels and use them in your "T-Zone" (T for Taste and T for Throat). If at any time, you are not convinced that Camels are the mildest cigarette you ever smoked, return the package with the unused Camels and we will refund its full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, North Carolina.





1916



1916