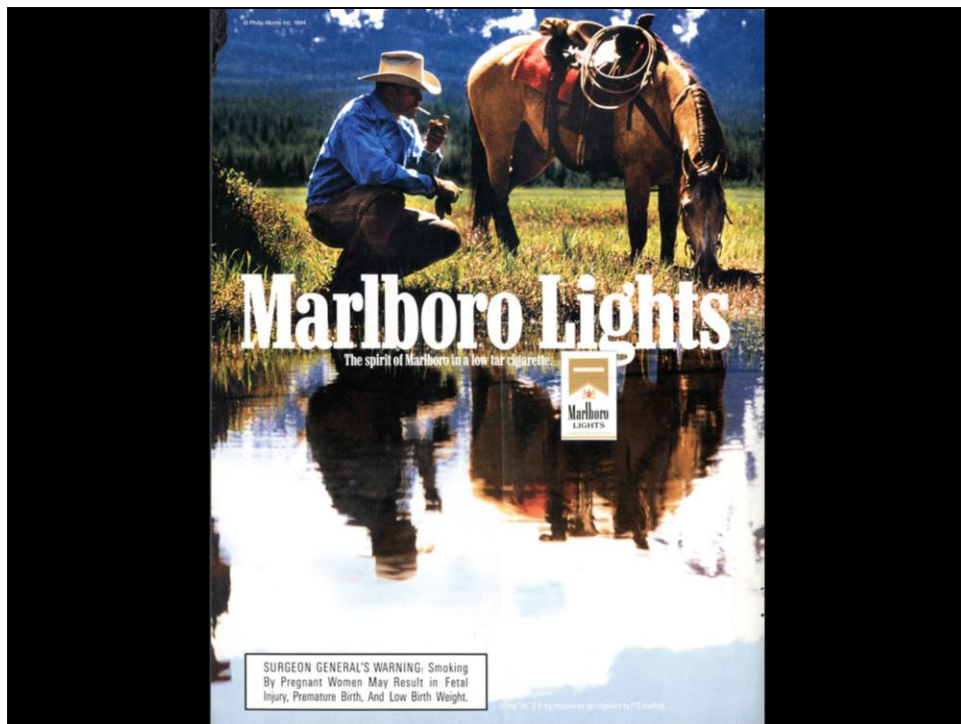
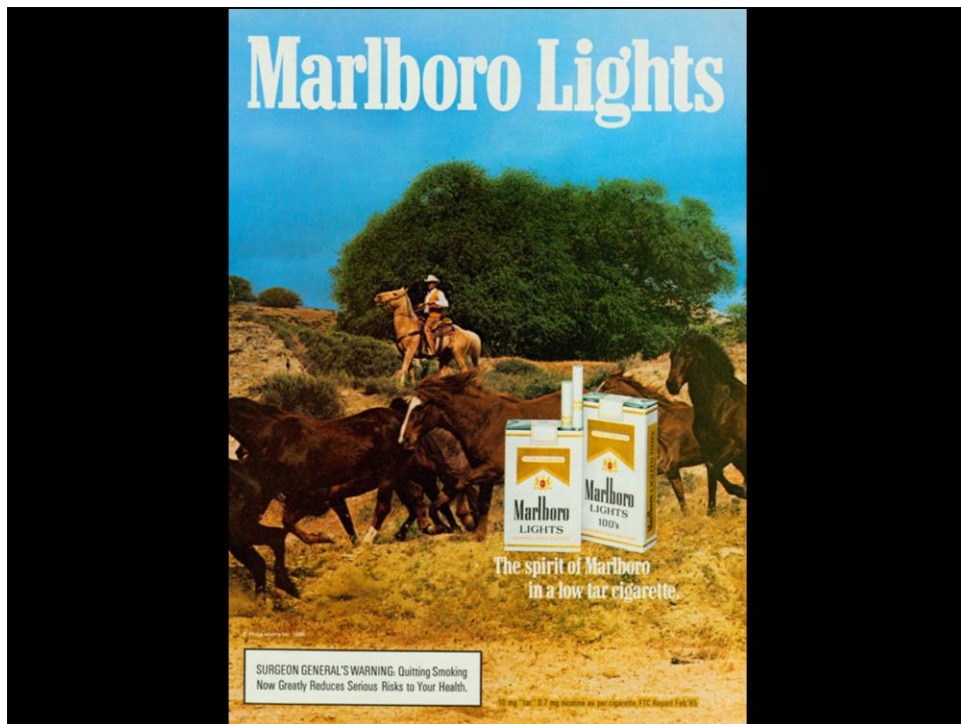
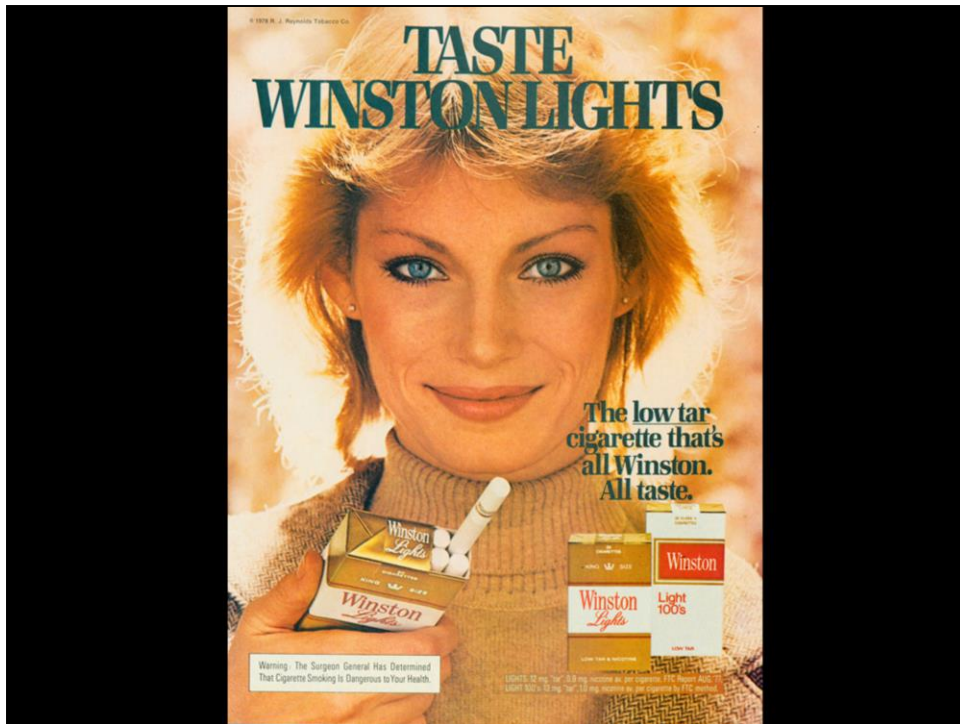
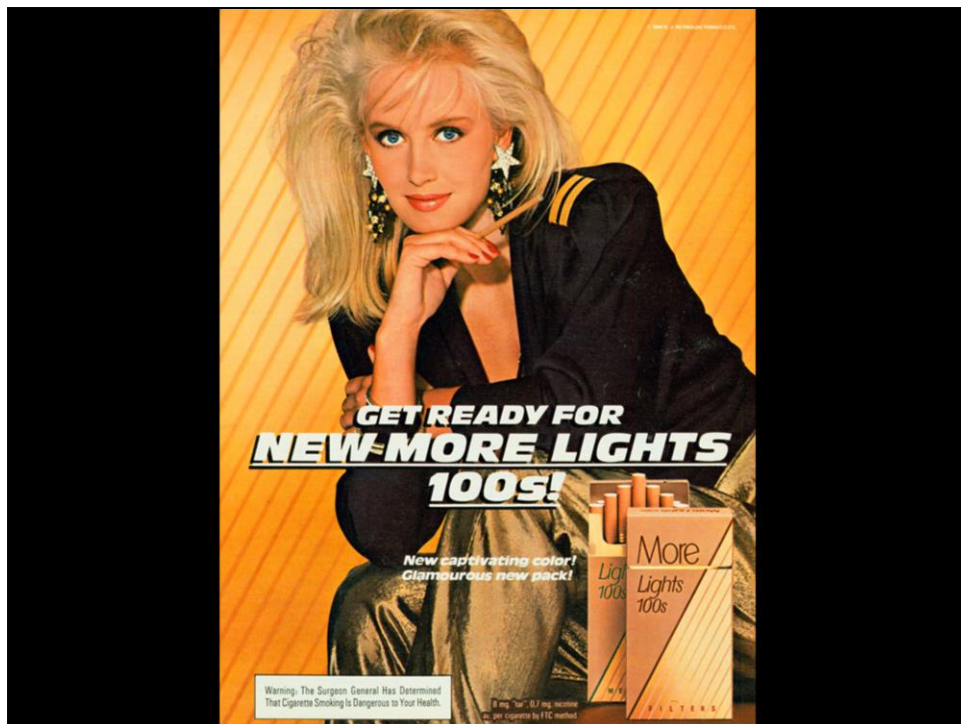


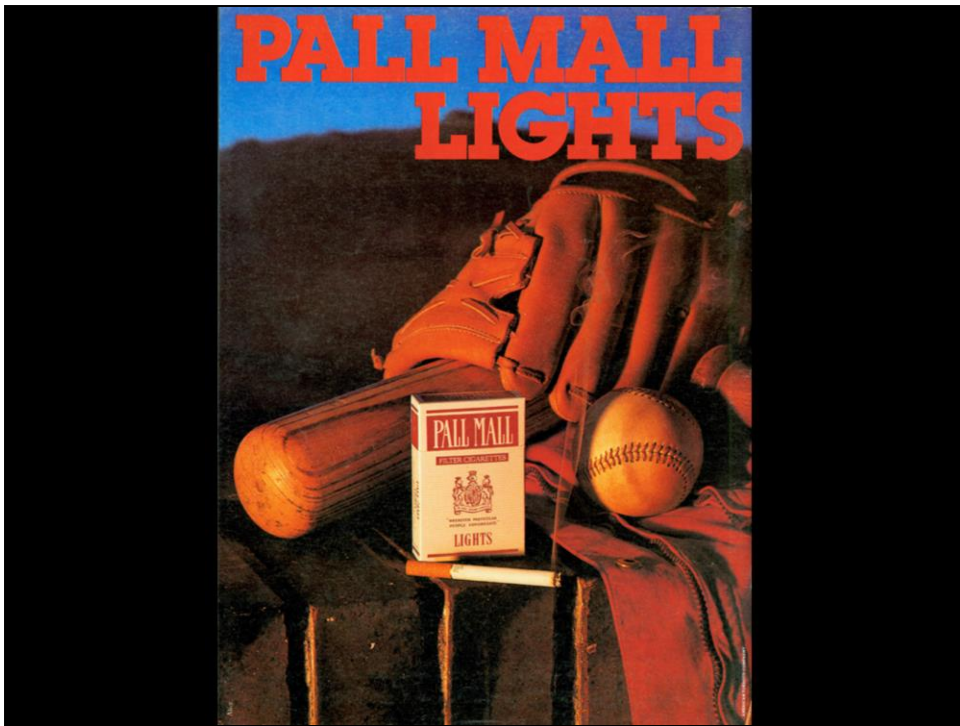












Leslie Howard
says Luckies are "tops" with his throat

"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, ministers, etc. smoke Luckies. See how many leading actors of radio, stage, screen and opera, prefer them. Naturally the voices of these actors are all important to them. That's why they want a light smoke. You can have this throat protection, too. The protection of a light smoke free of certain harsh irritants expelled by the exclusive "Toasting" process.

The Finest Tobaccos—
"The Cream of the Crop"

LUCKY STRIKE
CIGARETTES

A Light Smoke

"It's Toasted"—Your Throat Protection

AGAINST IRRITATION
AGAINST COUGH





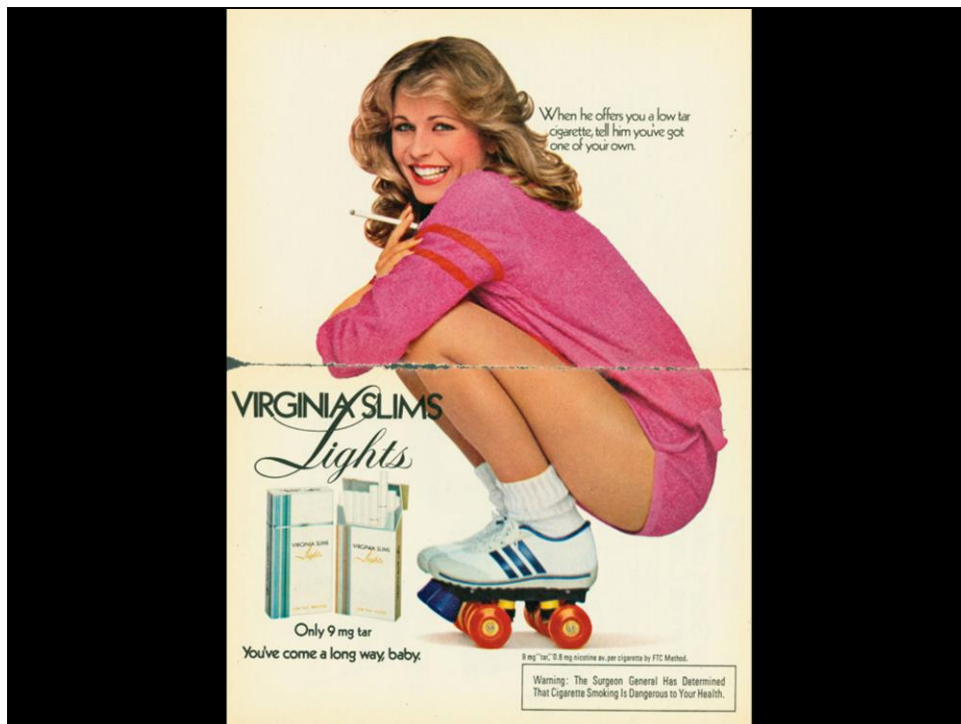
**"Us Tareyton smokers
would rather light
than fight!"**

Your present filter is only doing half the job, because it doesn't have Tareyton's activated charcoal filtration. There is no substitute for Tareyton lights.



Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

Tareyton lights, 8 mg. "tar", 0.7 mg. nicotine. Tareyton long lights, 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.





VIRGINIA SLIMS
Lights

You've come a long way, baby.

In the crush-proof
purse pack.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

8 mg "tar," 0.8 mg nicotine av.
per cigarette by FTC Method.







Cary Grant says:
"a light smoke rates aces high
with my throat"



"Luckies have been my cigarette for five years now. I rate them a 4 star cigarette. They're always good to the throat, and taste so much better than other cigarettes that it seems to me this 'Toasting' process is a swell idea. Yes, a light smoke like Luckies rates aces high with both my throat and taste."

Cary Grant
APPEARING IN THE NEW
COLUMBIA PICTURE, "WHEN YOU'RE IN LOVE"

An independent survey was made recently among professional men and women—lawyers, doctors, lecturers, scientists, etc. Of those who said they smoke cigarettes, more than 87% stated they personally prefer a light smoke.

Mr. Grant 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. You, 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.



THE FINEST TOBACCOS—
"THE CREAM OF THE CROP"

A Light Smoke
"It's Toasted"—Your Throat Protection
AGAINST IRRITATION—AGAINST COUGH

Copyright 1935 The American Tobacco Company

**A Year's Work
to Make 10
Hours of Film**

ROBERT TAYLOR*
tells how his throat picked
Luckies, a light smoke

"M.P. PICTURES this year," says Robert Taylor, "run about 10 hours on the screen. But that meant over 2,000 hours of work for me... During all this acting I found Luckies gentle on my throat. I started smoking them 7 years ago."

Luckies are easy on your throat because the "Toasting" process takes out certain harsh throat irritants found in all tobaccos—even the finest. And Luckies do use the finest tobacco. Science records show that among independent tobacco experts Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the important, honest judgment of the experts...the men who know tobacco best...it's Luckies—2 to 1.

Luckies—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!

LUCKY STRIKE
CIGARETTES
TOASTED

Robert Taylor died of lung cancer (he was a chain smoker) June 8, 1969 at the age of 57. Ronald Reagan gave his eulogy.



"30-Day Mildness Test?
That proves what I've known
about Camels for years! They
are mild—and taste great"...
COLE PORTER

PATRICIA MORISON, singing star of musical comedy and motion pictures, Tolsoned Porter, an ardent Cole Porter fan, at right as he sang "So in Love" on "Kiss Me, Kiss." After making the 30-day test, Miss Morison says: "I've changed to Camels for keeps!"

COLE PORTER, world famous song writer, father of such immortal hits as "Begin the Beguine," "Night and Day" and "My Heart Belongs to Daddy." The prolific Porter (over 30 musical comedies) scores with another Broadway hit, "Kiss Me, Kiss."

SMOKERS' REPORT

GENE SCHERIDAN, actor, comedian, "Camel Club" star. "I smoke Camels every day. I like them because they are mild and taste great."

GLADYS FITZGERALD, Broadway star. "I smoke Camels every day. I like them because they are mild and taste great."

J. EDGAR HOOVER, director, Federal Bureau of Investigation. "I smoke Camels every day. I like them because they are mild and taste great."

GENE SCHERIDAN, actor, comedian, "Camel Club" star. "I smoke Camels every day. I like them because they are mild and taste great."

STEVE RANDALL, actor, comedian, "Camel Club" star. "I smoke Camels every day. I like them because they are mild and taste great."

"BUZZY" CARPIELLA, big stage star, "Camel Club" star. "I smoke Camels every day. I like them because they are mild and taste great."

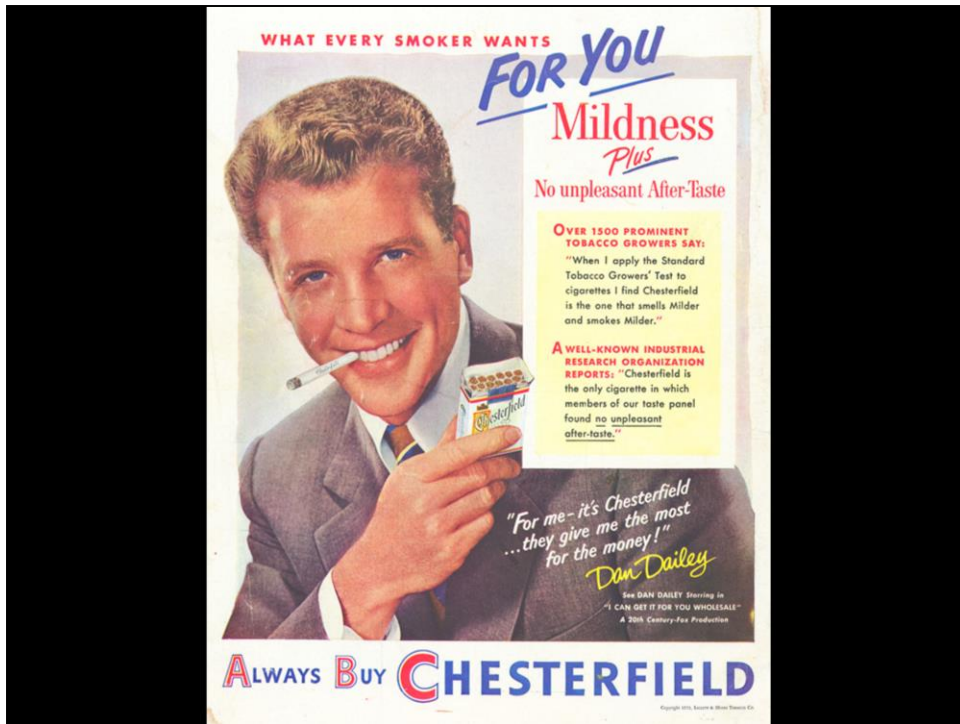
DOCTORS' REPORT

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**

A. J. Brown, Tobacco Company, Winston-Salem, N. C.





Let your own TASTE and THROAT be the judge!

**There's never a rough puff
in a Lucky**

Because Lucky Strike Means Fine Tobacco!

Ray Bolger, famous star of stage and screen, as he dances to his Broadway smash hit, "What's Your Name?"



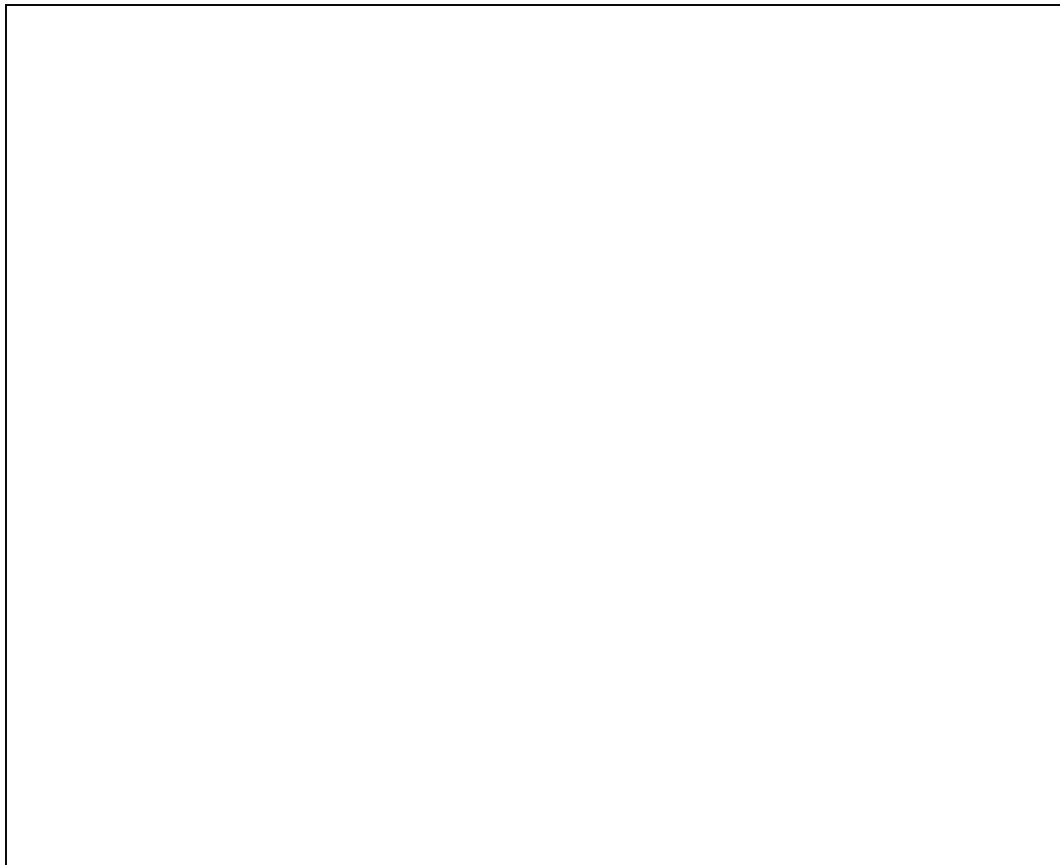
RAY BOLGER says:
"Cigarettes, like dancing, must be smooth to be really enjoyable. I go for Luckies' fine tobacco!"

Right, Ray... you can always count on Luckies to give you the real smoothness and deep-down smoking enjoyment you want. And, smokers, you can depend on Luckies because Lucky Strike means fine tobacco—ripe, light, naturally mild tobacco that's always smooth. Yes, let your own taste and throat be the judge. Find out for yourself—get a carton of Luckies today!

Lucky Strike...so round, so firm, so fully packed—so free and easy on the draw











**If your low tar had
Tareyton's filter, you'd
be smoking a better
cigarette.**

Your present filter is
only doing half the job.
There is no substitute
for charcoal filtration.
There is no substitute
for Tareyton lights.

Kings 8mg. tar .7mg. nic.
100's 9mg. tar .8mg. nic.

8mg. 9mg.

Tareyton lights

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Tareyton lights: 8 mg. "tar", 0.7 mg. nicotine. Tareyton long lights: 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

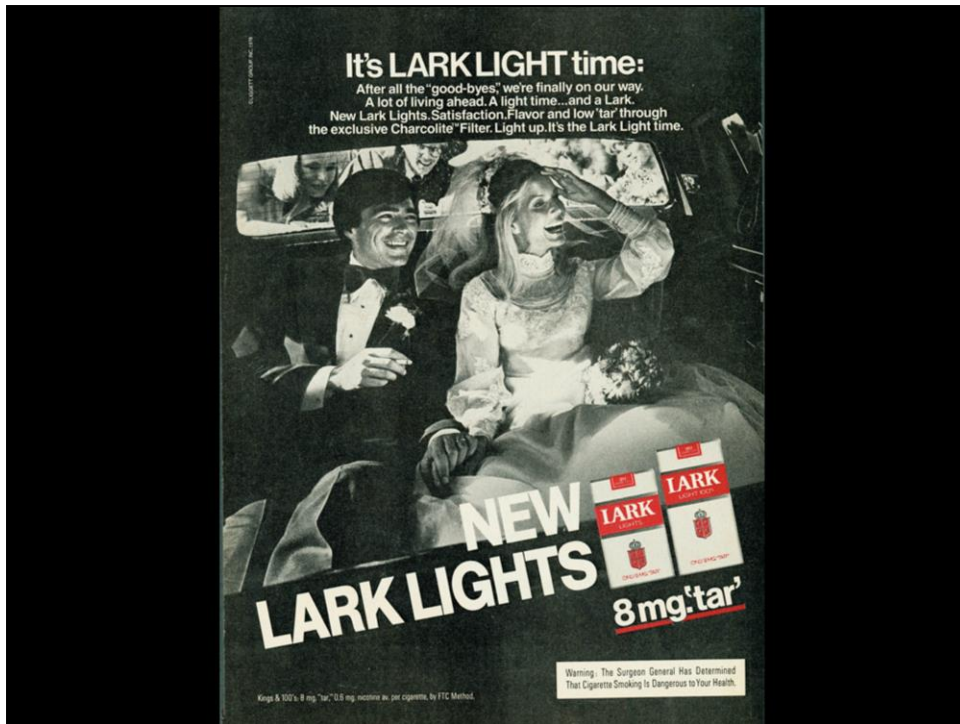
It's LARK LIGHT time:
That first new car. Pride. Ownership. The open road.
Feelings shared. A light time...and a Lark.
New Lark Lights. Satisfaction. Flavor and low tar through
the exclusive Charcolite® Filter.
Light up. It's the Lark Light time.

NEW LARK LIGHTS

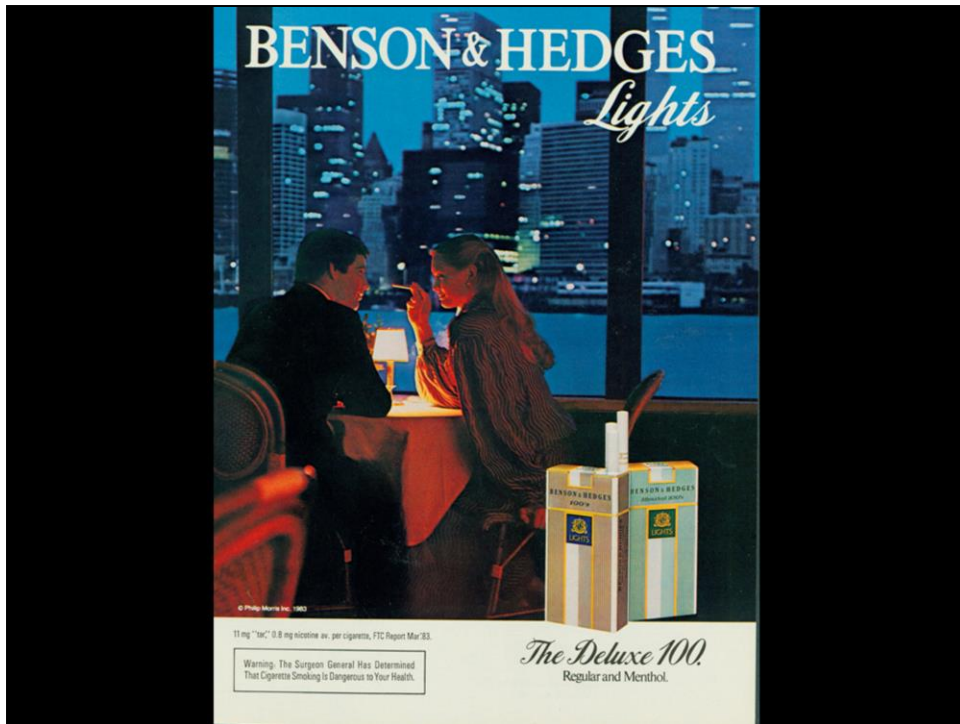
LARK LIGHTS
8 mg. 'tar'

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

Kings & 100's, 8 mg. "tar," 0.6 mg. nicotine av. per cigarette, by FTC Method.



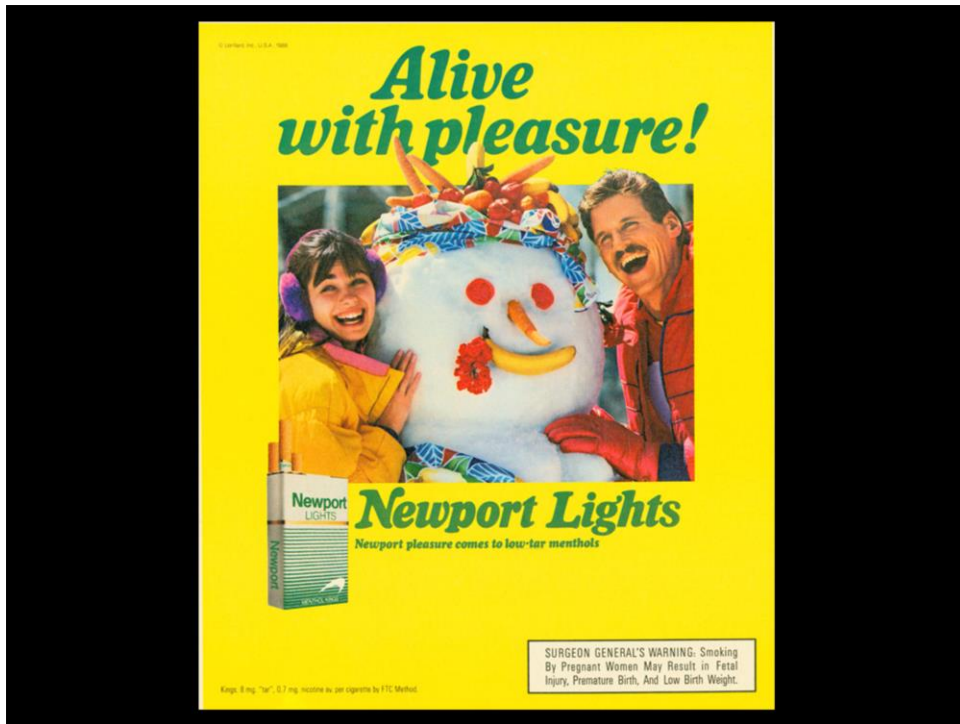


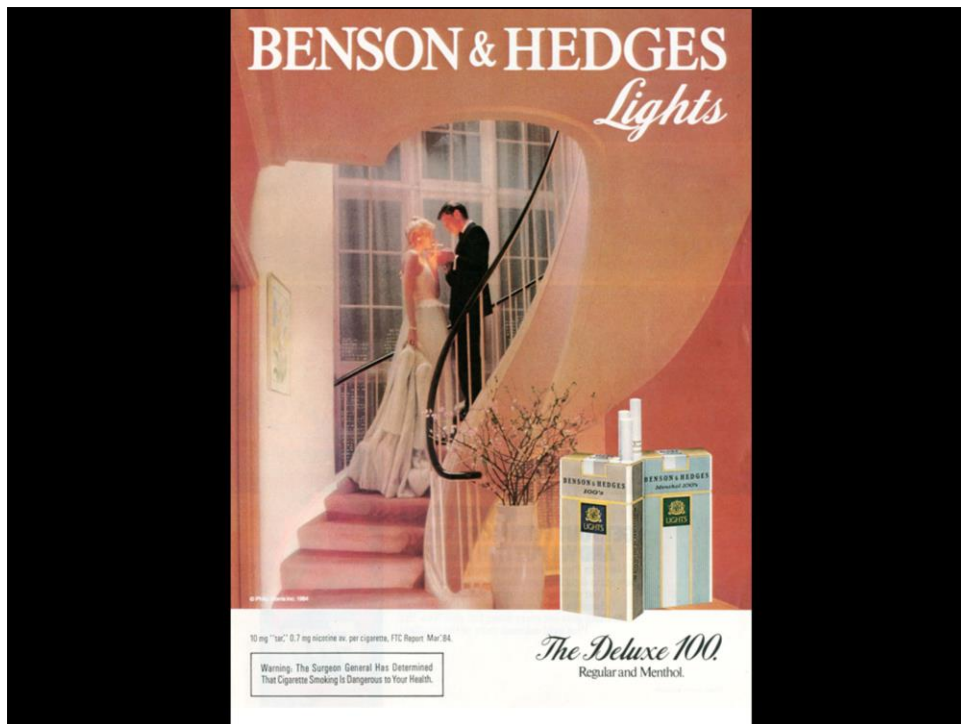














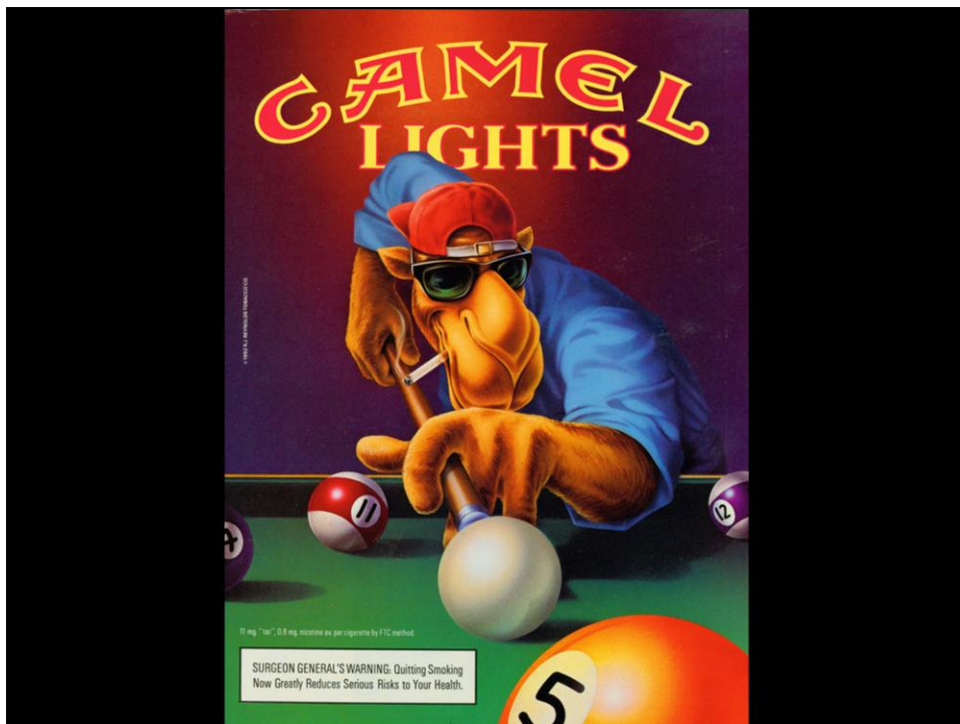


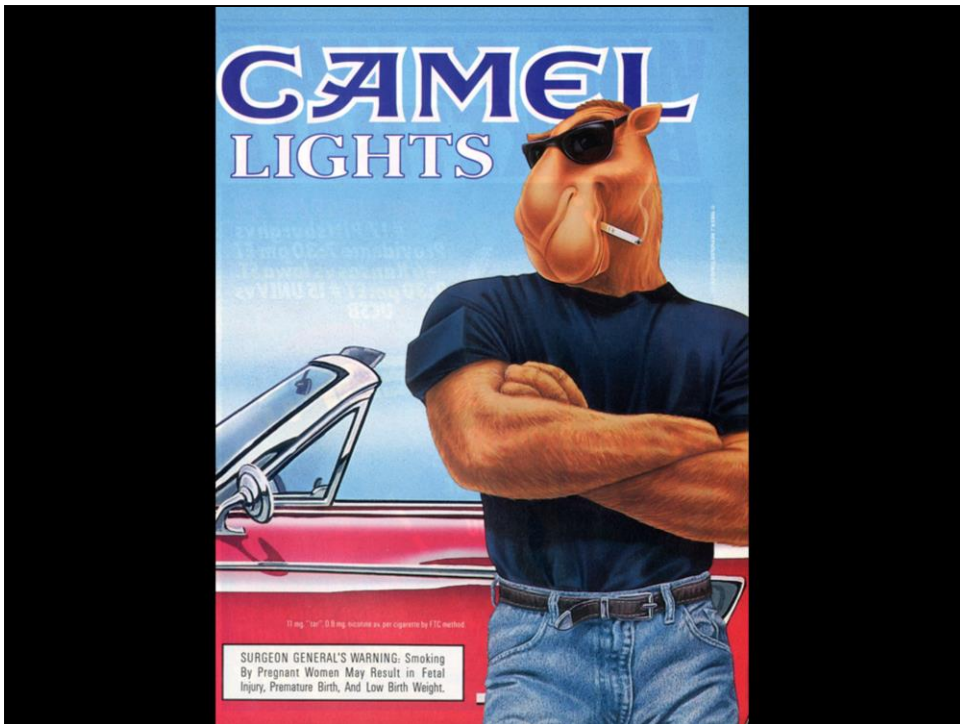
The advertisement features a man and a woman sitting on a white sofa in a modern, brightly lit room with large windows overlooking a beach. In the foreground, a pack of du MAURIER LIGHT cigarettes and a single cigarette are displayed. The pack is red and white, with the brand name 'du MAURIER LIGHT' clearly visible. The cigarette is white with a red filter.

du MAURIER LIGHT 

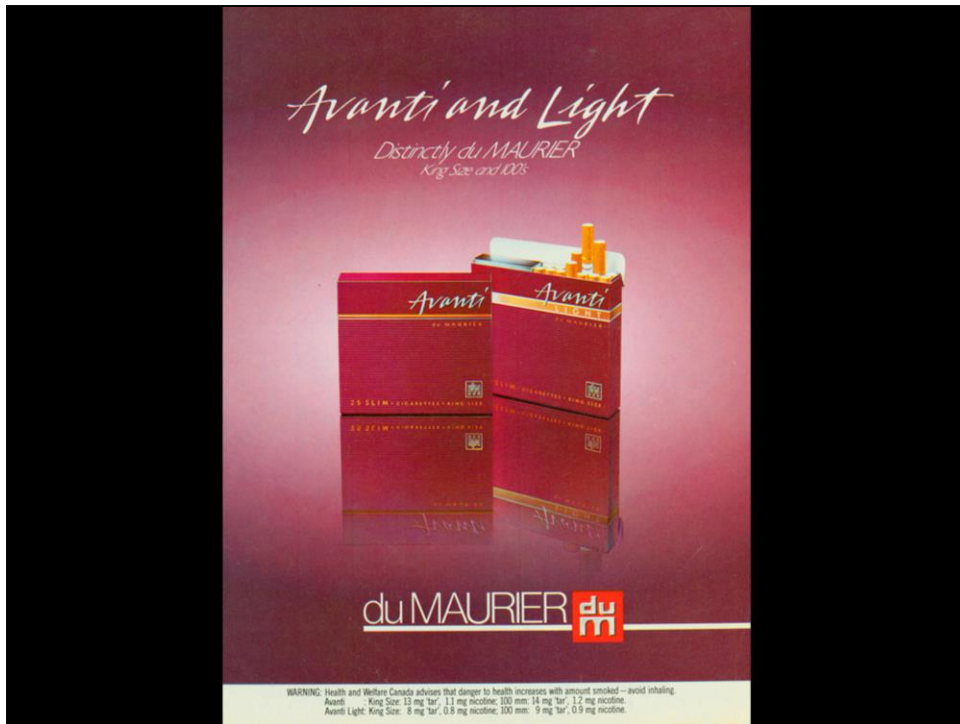
For people with a taste for something better.

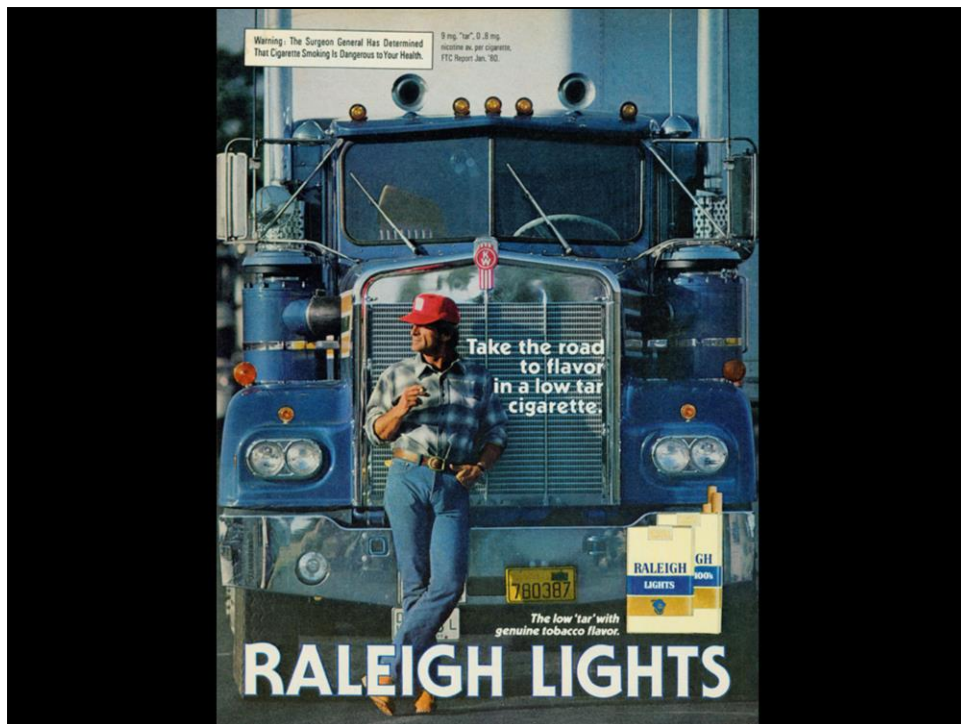
WARNING: Health and Welfare Canada advises that danger to health increases with amount smoked -- avoid inhaling.
Av. per cigarette: duMaurier Light: Reg.: 10 mg "tar", 0.9 mg nicotine; King Size: 11 mg "tar", 1.0 mg nicotine.



















The advertisement features a dark background with a row of six cigarettes at the top. From left to right, they are labeled: KENTS, MERITS, MARLBORO LIGHTS, WINSTON LIGHTS, VANTAGE, and BENSON & HEDGES LIGHTS. Each label is followed by the phrase "DON'T HAVE IT!". Below this row, the text "Only Tareyton has the best filter!" is written in large, bold, yellow letters. Underneath, it says "For a taste too good to be 5." in white. To the left of the cigarette pack, there is a small photo of a man and a woman smiling, with the caption "Would rather light than fight!". To the right is a pack of Tareyton Lights cigarettes, with a large yellow "5" indicating 5 mg tar and 0.4 mg. nic. per cigarette. A small text box at the bottom left contains a warning: "Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health." At the very bottom, in small white text, it says "5 mg. 'tar', 0.4 mg. nicotine av. per cigarette by FTC method."

KENTS
DON'T
HAVE IT!

MERITS
DON'T
HAVE IT!

MARLBORO
LIGHTS
DON'T
HAVE IT!

WINSTON
LIGHTS
DON'T
HAVE IT!

VANTAGE
DOESN'T
HAVE
IT!

BENSON & HEDGES LIGHTS
DON'T
HAVE IT!

**Only Tareyton has
the best filter!**

For a taste too good to be 5.

Why the best?
Because Tareyton's
unique charcoal filter
means taste that's
smooth. It means
flavor that's distinctive.
It means that no other
cigarette is quite like
Tareyton.

Would rather light than fight!

TAREYTON LIGHTS

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

5 mg. "tar", 0.4 mg. nicotine av. per cigarette by FTC method.

5
mg. tar
0.4 mg. nic.



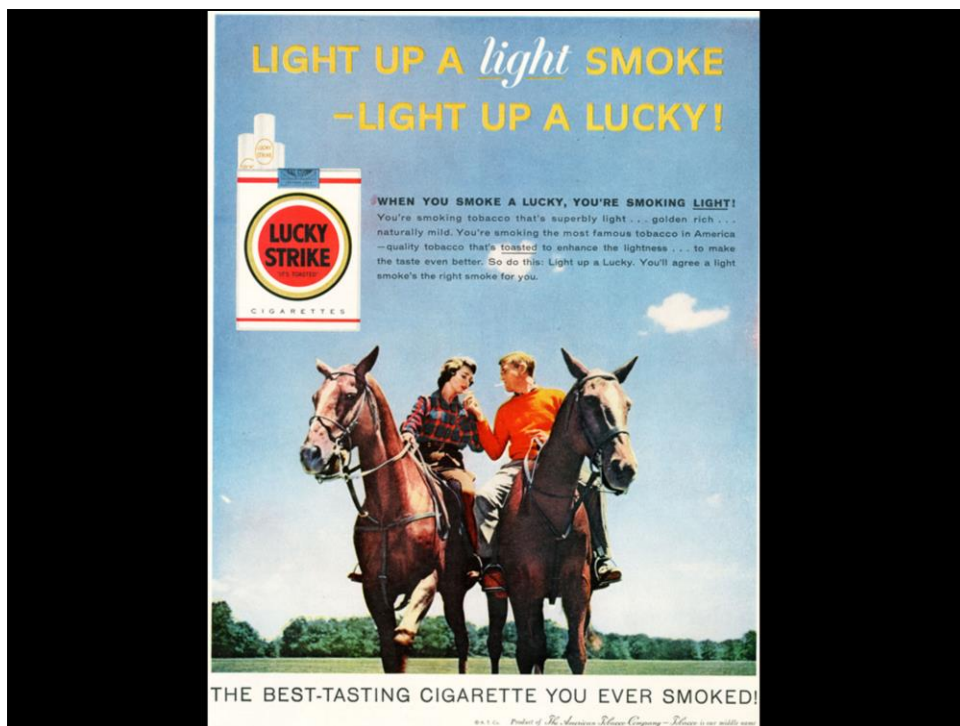
**"Us Tareyton smokers
would rather *light*
than fight!"**

Your present filter is only doing
half the job, because it doesn't
have Tareyton's activated
charcoal filtration.
There is no substitute for
Tareyton lights flavor.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

8mg. tar **9mg. tar**

Tareyton lights: 8 mg. "tar", 0.7 mg. nicotine; Tareyton long lights: 9 mg. "tar", 0.8 mg. nicotine av. per cigarette by FTC method.

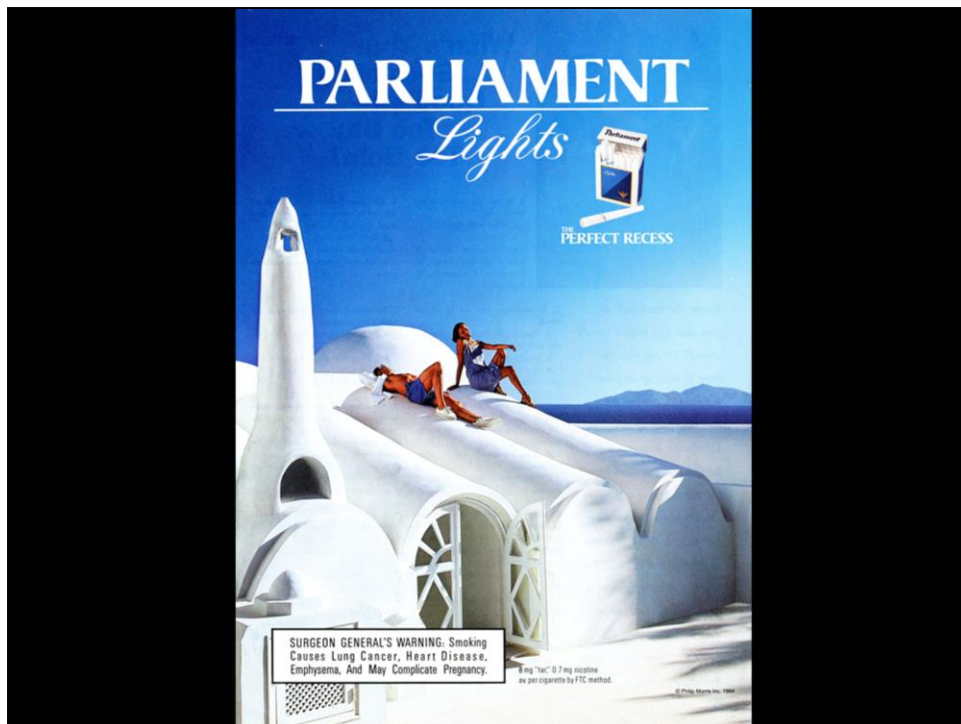


















Eve
LIGHTS

Also available in menthol.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

© 1982 Liggett & Myers Tobacco Company, Inc.

THE
FIRST THING
YOU NOTICE
IS TASTE.

120's: 14 mg. "tar," 1.1 mg. nicotine av. per cigarette.
FTC Report (Dec. 81). 100's: 13 mg. "tar," 1.0 mg.
nicotine av. per cigarette by FTC Method.









Each Puff
Less Acid

Each Puff Less Acid
A LIGHT SMOKE
OF RICH, RIPE-BODIED TOBACCO

Over a period of years, certain basic advances have been made in the selection and treatment of cigarette tobacco for Lucky Strike Cigarettes.

They include preliminary analysis of the tobacco selected; use of center leaves; the higher heat treatment of tobacco ("Toasting").

consideration of acid-alkaline balance, with consequent definite improvement in flavor; and controlled uniformity in the finished product.

All these combine to produce a superior cigarette—a modern cigarette, a cigarette made of rich, ripe-bodied tobacco—A Light Smoke.

Luckies are less acid

Recent chemical tests show that other cigarette brands have an average of acidity over Lucky Strike of from 100 to 150%.

Brand	Acidity (Average)
Lucky Strike	100
Other Brands	100 to 150

Luckies - "IT'S TOASTED"

Lucky for You

-It's a Light Smoke!

Guard that throat!

Block that cough... that raw irritation... reach for a light smoke... a Luckies! Whether you're shouting and cheering the team, or just talking and singing and laughing at home, there's a tax on your throat you can hardly ignore. So when choosing your smoke, it pays to think twice. Reach for a light smoke... a Luckies... and get the welcome throat protection that only Luckies offer—the exclusive protection of the process, "It's Toasted." Next time you go places, take plenty of Luckies. They not only taste good, but keep eating good all day long... for Luckies are a light smoke—and a light smoke leaves a clear throat—a clean taste.

★ ★ **NEWS FLASH!** ★ ★

"I have only missed sending in my entry 3 times"—Sailor

Uncle Sam's sailors find time to try their skill in Your Lucky Strike "Swapsman" feature. Sponsorship of the U. S. S. *Mississippi*, an authentic "Swapsman" has, within "The only annual sending in my entry three times—I send them in whenever the ship is in American waters."

Have you entered yet? Have you won Your Delicious Lucky Strike? Tune in "Your Hit Parade" Wednesday and Saturday evenings. Listen, judge, and compare the same—then try Your Lucky Strike "Swapsman."

And if you're not already smoking Luckies, let a pack today and try them. Maybe you've been missing something.

NO PENALTIES FOR THROATS!
—It's a light smoke
If you're heavier of the game, it won't be from smoking... if you're it a light smoke—a Luckies. When the man with the heaviest yolk "Cigarette" arrives, you'll back for a light smoke... you "Luckies!"

Luckies—a light smoke

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



