

PURE
... from start to finish!

NOWADAYS, when so many people are talking about purity... pure food, pure milk, pure water... it's worth a minute to tell you about the purity of Chesterfield cigarettes.

The tobacco is pure—the right kinds, Domestic and Turkish both, mild, sweet, ripe. The paper is pure—clean, white, the best cigarette

paper that money can buy. There is purity in every ingredient and cleanliness in every operation.

You can know, when you light a Chesterfield, that it is as pure as science can make a cigarette. And your taste will tell you it's milder, it tastes better.

Every atom of this tobacco is aged and blended just right

Even the paper! Purest and whitest that can be brought

Care and cleanliness all through! The cleanest "bill of health" any cigarette could have

Chesterfield

© 1937, LAMAR & NICHOLS TOBACCO CO.

1937

CLEAN WHITE CIGARETTE
PAPER FOR CHESTERFIELDS...

"poured"
like milk
and just
as pure . .

To make
Chesterfield cigarette paper,
the linen pulp of the flax plant is washed over
and over again in water as pure as a moun-
tain stream.

So thin is this crisp white paper that an
18-inch reel contains enough for 55,000 Chest-
erfields—actually over 2 miles of paper.

Chesterfield paper must be pure
Chesterfield paper must burn right
It must have no taste or odor

Liquid paper in
"pouring" machines
of the Champion
Paper Co.

...the cigarette that's MILDER
...the cigarette that TASTES BETTER

© 1955, American & British Tobacco Co.



1959

Purest tobacco

Scientifically Purer..

*Something every smoker
wants to know!*

• Absolutely pure... that's what you expect in the things you eat and drink... and in the cigarettes you smoke.

"Chatterfields are as pure as the water you drink," a noted scientist writes. There's no way to make a purer cigarette.

Starting with tobacco... the ripest, finest, purest leaf that grows is selected for Chatterfields. Mild to start with... Cross-Blending makes it milder still. Then it's wrapped in paper that is so pure it burns without any taste or odor.

The phrase "Scientifically Purer" is entirely justified. By our use of a highly scientific process which was worked out by Dr. Paul Cross, the Head Chemist of our Research Department, Chatterfield reaches a state of purity unmatched, to our knowledge, by any other cigarette.

In addition, scientists check every ingredient, every method. Even the factory air is washed, and changed every 4½ minutes. More purity!

Notice, too, the clean, white, attractive package... moisture-proof. Chatterfields come to you as good and as pure as they're made. Good... they've got to be good! Change to Chatterfields and see.

•
A WONDERFUL NEW RADIO PROGRAM!
Tonight... at 10:30... Chatterfield's Radio Program. Listen to Chatterfield... listen back... and relax while Nat Shilkret's Orchestra and Alex Grey, soloist, charm every year's ears. It's on the entire Columbia Network... broadcast from coast to coast... every night except Sunday. And the hour's 10:30 E. S. T.



WRAPPED IN THE FINEST, SOO MOISTURE-PROOF Cellophane. THE BEST AND MOST EXPENSIVE THAT'S MADE



THEY'RE MILDER • • THEY'RE PURE • • THEY TASTE BETTER • • *They Satisfy*

*Pure food, pure milk, pure water—
in all the things you eat or drink,
you want absolute purity.*

Purity counts in cigarettes, too



Making cigarettes as pure as they can be made is our business. And it's *your* business, too—because you smoke them.

All the materials that go into the making of Chesterfield cigarettes are tested again and again by expert research chemists to see that they are absolutely clean and pure. Just like the things you eat or drink.

The smoke is pure. The right kind—mild, sweet and ripe! Handled throughout by the most modern machinery.

The paper is pure. Clean, white. The best cigarette paper that money can buy.

There is cleanliness in every step of Chesterfield's manufacture. Old-fashioned methods have been discarded, and Chesterfields are made and packed in modern sanitary factories where even the air is washed, and changed every four-and-one-half minutes.

Every day more men and women are changing to Chesterfields. And changing for good! Four big reasons clinch the choice: Milder—Taste Better—Pure—Satisfy.

WHILE IN CHICAGO USE OUR ADDRESS:
West Chesterfield Bldg., Michigan Boulevard
at Jackson. Everybody knows.

© 1934, LAMAR & WHITE CIGARETTE CO.

An eminent scientist writes the head
chemist in our Research Department:

**"Chesterfield Cigarettes are
just as pure as the water you drink"**

THE WATER YOU DRINK is tested from time to time by expert chemists to make sure that it is free from all injurious substances—that it is pure.

So it is in the manufacture of **CHESTERFIELD** cigarettes. Expert chemists test all the materials that are used in any way in **CHESTERFIELD**'s manufacture, to make sure that everything that goes into **CHESTERFIELD** is just right.

THE LEAF TOBACCO IS PURE. Long steel stems—drying machines of the most modern type—scientifically "dry" and clean and purify the natural tobacco leaves by exact high-temperature treatment.

Then the shreds of cut tobacco, as you see them in your **CHESTERFIELD**, are again heated, cleaned and purified. From these pure tobacco the cigarettes are made, and only the purest paper—the best that can be made—is used for **CHESTERFIELD**.

Cigarettes used to be made in an old-fashioned way, by hand. Now, no hand but yours touches **CHESTERFIELD**—another purity safeguard.

CHESTERFIELD are made and packed in clean, sanitary factories where even the air is changed every four and one-half minutes—purity again.

ALL THIS CARE is taken to give you **CHESTERFIELD** as nearly perfect as cigarettes can be made. Delivered in a moisture-proof, sealed package, they reach you just as good, just as pure as when they leave the factory. Good... they've got to be good—they're just as pure as the water you drink!



© 1935, Liberty & Niles Tobacco Co.



Chesterfield Wins

... the cigarette paper is as pure as the food you eat

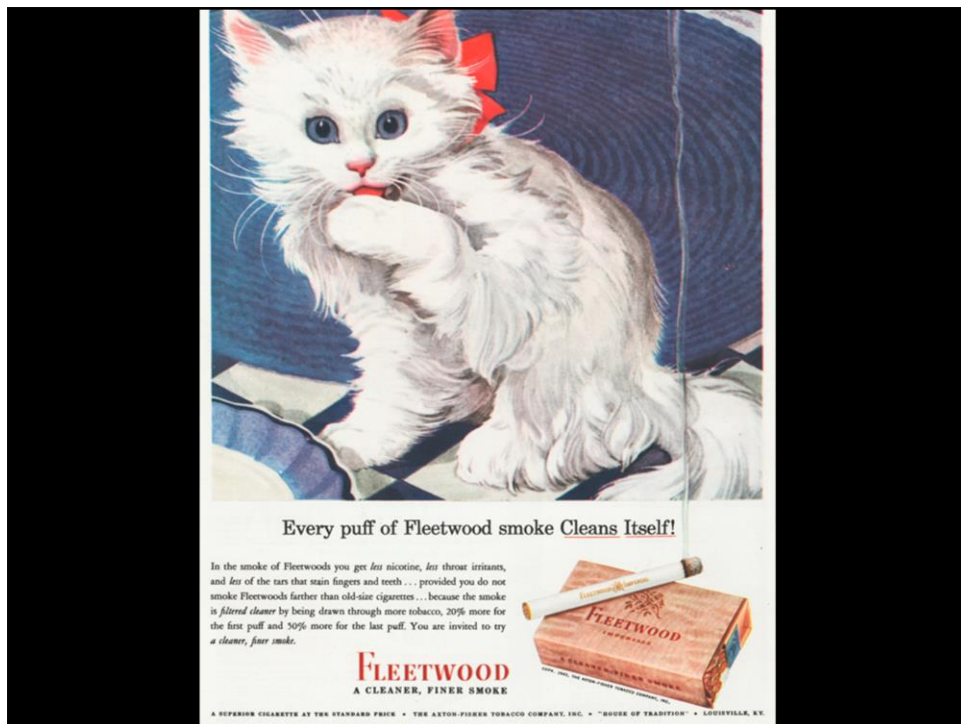
If you could see the Chesterfield paper when it's being made you'd know why it's pure and clean. It looks just about like rich cream.

When Chesterfield paper comes off the rolls it is tested again and again to make sure it will burn without taste or odor.

We know from experience that good cigarette paper helps make a good cigarette—we know it's one reason why Chesterfield wins.

Twice a Week
45-Piece Dance Orchestra
RADIO SYMPHONY—CONDUCTOR
WITH BOB THOMPSON AND BOB WESTERSON
AND THE BOYTON SINGERS
WEL, P. A. C. S. I. J.—WEL, P. A. C. S. I. J.
COLUMBIA NETWORK

© 1935, Looney & Mott Tobacco Co.



Every puff of Fleetwood smoke Cleans Itself!

In the smoke of Fleetwoods you get *less* nicotine, *less* throat irritants, and *less* of the tars that stain fingers and teeth . . . provided you do not smoke Fleetwoods farther than old-size cigarettes . . . because the smoke is *filtered cleaner* by being drawn through more tobacco, 20% more for the first puff and 50% more for the last puff. You are invited to try a cleaner, finer smoke.

FLEETWOOD
A CLEANER, FINER SMOKE

A SUPERIOR CIGARETTE AT THE STANDARD PRICE • THE ARTHUR-PUFFER TOBACCO COMPANY, INC. • "HOUSE OF TRADITION" • SPOFFORD, VT.

The simple facts about
a cleaner, finer smoke!

1. THE TOBACCO. It's selected by hand from the best cigarette tobacco, grown in the best tobacco country in the world, and is the only tobacco that is grown in the United States. It's the only tobacco that is grown in the United States. It's the only tobacco that is grown in the United States.

2. THE BLENDING. It's blended by hand from the best cigarette tobacco, grown in the best tobacco country in the world, and is the only tobacco that is grown in the United States. It's the only tobacco that is grown in the United States. It's the only tobacco that is grown in the United States.

3. THE FLAVOR. It's a perfect blend of the best cigarette tobacco, grown in the best tobacco country in the world, and is the only tobacco that is grown in the United States. It's the only tobacco that is grown in the United States. It's the only tobacco that is grown in the United States.

4. THE MOST DELICIOUS AGENT. Acting on the science of flavoring and blending, we selected the new Fleetwood the most delicious agent used in any cigarette, and we selected it for the reason that it is the only agent that is used in any cigarette, and we selected it for the reason that it is the only agent that is used in any cigarette.

5. THE SMOKE CLEANING. The special size of Fleetwood gives the cigarette a special cleaning action, and it is the only cigarette that is used in any cigarette, and we selected it for the reason that it is the only agent that is used in any cigarette.

6. THE PACKAGE. Fleetwood is packed in a special package, and it is the only cigarette that is used in any cigarette, and we selected it for the reason that it is the only agent that is used in any cigarette.

7. EVIDENCE OF TRUTH. The smoke of Fleetwood and that of the largest tobacco brand which were also included in the famous "Smoking Test" were found to be the same. This is the only cigarette that is used in any cigarette, and we selected it for the reason that it is the only agent that is used in any cigarette.

Brand	Per cigarette	Per pack of 10
Fleetwood	2.2	22.0
A	2.2	22.0
B	2.2	22.0
C	2.2	22.0
D	2.2	22.0

8 SUPERIOR CIGARETTES AT THE STANDARD PRICE - THE AMERICAN TOBACCO COMPANY, INC. - "HOUSE OF TRADITION" - BOWLING GREEN, KY.



LESS NICOTINE? — ●

Certainly! Fleetwood's Imperial length means it, provided you smoke a Fleetwood no longer than an old-time cigarette. The resulting finger and gives extra smoke. Nicotine, reduces nicotine content!



LESS TAR STAIN? — ●

Of Course! The same 20% to 30% extra tobacco through which Fleetwood's smoke is filtered, not only reduces the nicotine in the smoke, but also reduces in the smoke those tar that stain fingers and teeth!



LESS THROAT IRRITANTS? — ●

Surely! Along with selected milder tobaccos, and greater length, Fleetwood uses a modern moisture-resisting agent which does not produce acids, an irritating gas usually present in cigarette smoke!

Here's the cigarette the Reader's Digest didn't know about

Early last summer, when the famous Reader's Digest tested old-line cigarettes, Fleetwoods had not yet appeared. Specially planned, with the advice of chemists and physicians, to give the modern smoking safety pointed up by Reader's Digest . . . this new cigarette was also aimed at something new in flavor-goodness!

The development of Fleetwood required a year of work and an investment of several millions in fine vintage leaf tobaccos. The new blend was developed with the guidance of professional tasters of fine wines, teas and coffees. And their sensitive tastes pronounced the final Fleetwood blend both milder and better-tasting than any of the six largest-selling cigarette brands! In confidence that you will find it a finer, better-tasting smoke, we take pride in offering you Fleetwood.

MORE SMOKING PLEASURE





FLEETWOOD
A cleaner, finer smoke

A SUPERIOR CIGARETTE AT THE STANDARD PRICE • THE AMERICAN TOBACCO CO., INC. • "HOUSE OF TRADITION" • LOUISVILLE, KY.



1960

If You Like Things Neat and Clean You'll Like Parliament.

The long white ash...

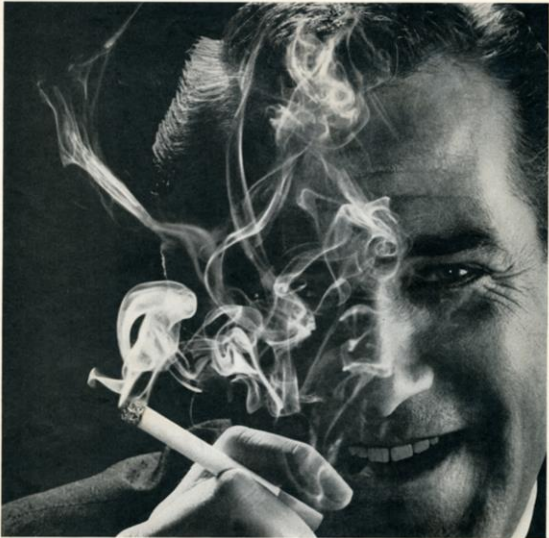
Luckies' sign
of fine tobacco
Quality

Everyone knows that a long, firm, white ash results from perfect burning of fine tobaccos. Notice the ash on Lucky Strike. See how even, how firm, how white. That long, white ash is the unmistakable sign of Lucky Strike's fine tobacco quality, fully packed—and no loose ends.

Copyright, 1935, The American Tobacco Company

ALWAYS the finest tobaccos
ALWAYS the finest workmanship
ALWAYS Luckies please!

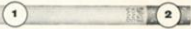
"it's toasted"
FOR THROAT PROTECTION—FOR BETTER TASTE



King Sano... the cigarette made to live with

King Sano...America's purest tobacco taste

Purest...because only King Sano protects your taste both ways:



1. Filters the tobacco before you smoke it.
The exclusive King Sano reduction process first filters harshness out of the leaf before the cigarette is ever made.

2. Filters the smoke before you taste it.
The unique King Sano filter further refines the smoke so you enjoy the purest tobacco flavor of any filter cigarette.



AMERICAN TOBACCO COMPANY, NEW YORK, N.Y.

"Smoke's my business...O.G.'s my smoke!"



When the cough and the choke
Of the fire and the smoke
Have been left in the distance behind,
You can bet that I'm sold
On a shift to OLD GOLD
For the smoke that I'm eager to find.

It's the one cigarette
That I'm thankful to get
When I'm resting a bit from a fight;
Its tobacco is ripe
And the smooth, mellow type,
It's a comfort and pleasure to light.

When we're weary and fagged,
And our nerves have been ragged,
And our spirits are sluggish and cold,
There's a package of pep
That gets into our step
With the first honest puff
of OLD GOLD.

PURE TOBACCO . . . NO ARTIFICIAL FLAVORS
That's why O. Gs. do not scratch the throat or taint the breath . . . [Cellophane-trapped, of course]

© F. Lorillard Co., Inc.

Lines to a lovely Lady of the screen

as suggested by
WALLACE BEERY
for 4 years an OLD GOLD smoker

You . . . in the wrong cig'rette ad!
Was I SHOCKED!
You came right out in headlines bold
And praised a fag that's not OLD GOLD!
Was I ROCKED!

•

Nearly every seasoned star
Smokes O. Gs.
They're free from artificial flavor
That hands your throat a
rasp and quaver
Cough and wheeze.

•

The "mike" picks up those funny noises
Smoke O. Gs.
Your throat, your taste, your teeth
will bless you
And all of Hollywood will "yes" you
Won't you try 'em? . . . PLEASE!



See WALLACE BEERY'S
newest Metro-Goldwyn-Mayer picture
"HEAL DIVERS"

© P. Lorillard Co., Inc.

SMOKE PURE-TOBACCO OLD GOLDS

[No "artificial flavors" to scratch the throat or taint the breath . . . Not a cough in a carload!]

