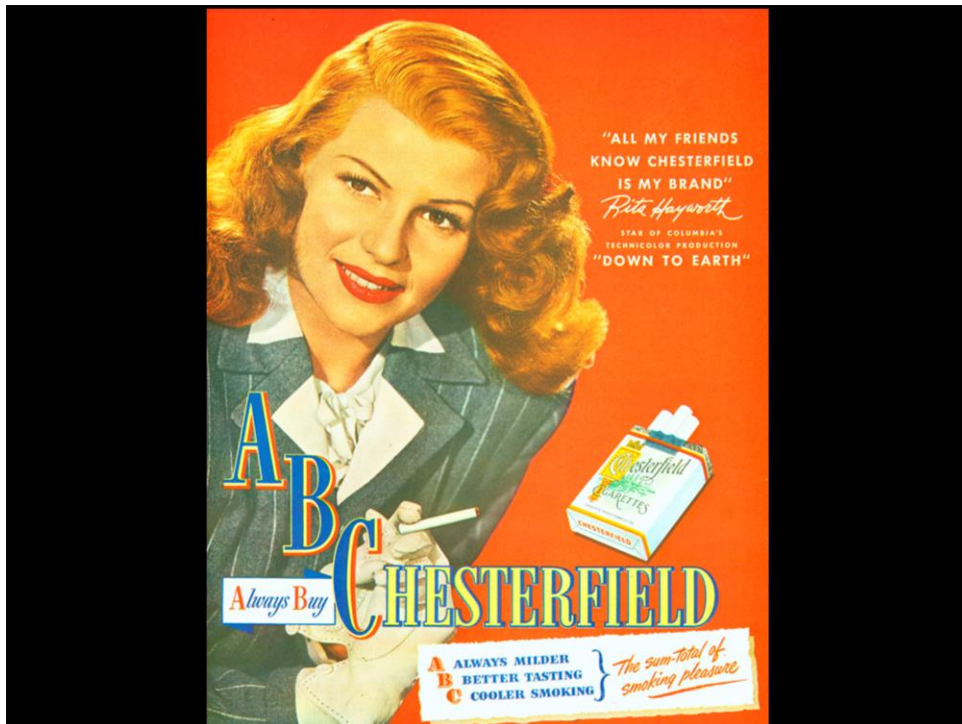






Lucille Ball died April 26, 1989 of a ruptured aortic aneurism at the age of 77. She was in 113 movies and famously starred, with her then husband Desi Arnaz in the TV show "I love Lucy" from 1951-1957.

Reputedly, she was such a fan of Chesterfield cigarettes that she placed them in her sponsor's box (Philip Morris) during filming.



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THE SATURDAY EVENING POST

Why did you change to Camels, MAUREEN O'HARA?

MAUREEN O'HARA,
lovely movie star

—I wanted to be sure
the brand I picked
agreed with my throat
and tasted good, too.
Camels have everything
I wanted... more
smoking pleasure than
any other brand!
Maureen O'Hara

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

— that's what nasal throat specialists reported in a
costly recent test of hundreds of people who
smoked only Camels for 30 days!

Make your own 30-day Camel test — the one sensible
test of cigarette mildness. Smoke only Camels for 30 days...
enjoy Camel's rich, full flavor... compare Camels
with any other cigarette you've ever smoked. You'll
discover how mild Camels are... how well they agree
with your throat, pack after pack and week after week.
Then you'll know why, after all the mildness tests....

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

Make your own
sensible 30-Day
Camel mildness test
in your "T-Zone"—
T for Throat,
T for Taste.

Maureen O'Hara, born in Ireland in 1920 and still alive in 2007. Reputedly, she is a life long non-smoker whose cigarette endorsement was arranged by her movie studio's PR department.

Quote from Larry King Live October 28, 2000. "I was a fine talent with a bull whip. I could take a cigarette out of your mouth and toss it in the air and catch it."

What does
MAUREEN O'HARA do
...when she's having her coffee?
...when she's finished a scene?
...when she studies a script?
...when she's entertaining?

*She lights up
a Camel!*



R. J. REYNOLDS TOBACCO CO.
MADE IN U.S.A.



Maureen O'Hara

Lovely red-haired actress, Maureen O'Hara, is one of many Hollywood stars who smoke Camels! Others are John Wayne, Alan Ladd, Tyrone Power, Jane Greer, Marge and Gower Champion, Charlton Heston.

"WHEN I CHANGED TO CAMELS, I FOUND I WAS ENJOYING SMOKING MORE THAN EVER! CAMELS HAVE A WONDERFUL FLAVOR...AND JUST THE RIGHT MILDNESS!"

for Mildness and Flavor

Camels agree with more people
than any other cigarette!



Make your own 30-day Camel test and see what you really think!

LATEST PUBLISHED FIGURES* SHOW
CAMELS FAR AHEAD OF EVERY OTHER BRAND!

	CAMEL	Other
1st	Camel's lead over Best Other Brand	100%
2nd	Camel's lead over 2nd Place Brand	50%
3rd	Camel's lead over 3rd Place Brand	30%
4th	Camel's lead over 4th Place Brand	10%

*Based on 1949-1950 U.S. Census

What does this mean to you?

It means that if so many more people find Camels suit them best, the chances are that Camels will suit you best, too.

Find out for yourself how enjoyable Camels are, how well they agree with you. Make your own 30-day Camel test—smoke only Camels for 30 days.

For years we've been asking folks to make this famous test. And every year, more and more smokers prefer Camels' rich flavor and cool mildness.

Start the 30-day Camel test today!

Maureen O'Hara, born in Ireland in 1920 and still alive in 2007. Reputedly, she is a life long non-smoker whose cigarette endorsement was arranged by her movie studio's PR department.

Quote from Larry King Live October 28, 2000. "I was a fine talent with a bull whip. I could take a cigarette out of your mouth and toss it in the air and catch it."



Why did you change to Camels, EVA GABOR?

"I had to be sure my cigarette agreed with my throat. So I tried many different brands. I chose Camels for their day-in, day-out mildness and flavor!"

Eva Gabor
Star of Television, Screen and Stage

NOTED THROAT SPECIALISTS REPORTED AFTER TESTS:

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

 This was the finding of noted throat specialists in a coast-to-coast test of hundreds of people with normal throats who smoked only Camels for 30 days. Find out about Camel mildness yourself—do it the sensible way, the thorough way. Smoke only Camels for 30 days and compare them with any cigarette you've smoked before. You'll see how flavorful Camels are, puff after puff... you'll see how mild Camels are, how well they agree with your throat in your steady smoke. Then you'll know why, after all the mildness tests...

 Make your own sensible 30-day Camel mildness test in your "3-2-1" — 3 for throat, 2 for taste.

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

© J. B. Ruppel, Inc. 1955

Eva Gabor, Hungarian born actress with no less than 5 husbands, died of respiratory failure July 4, 1995 at the age of 75.

As a singer, I welcome Camel mildness. **Camels** agree with my throat...and they taste so good!"

Nanette Fabray
STAR OF MUSICAL COMEDY

She acts...she sings...she dances...she headlines the Broadway stage with a gusto that has landed her the lead roles in nearly a dozen musicals. The punch with which pocket-sized Nanette puts over a song shows how surprisingly she uses her voice, day in and day out.

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

Not one single case of throat irritation due to smoking CAMELS

Make your own 30-Day Camel MILDNESS Test in your "T-ZONE" (T for Throat...T for Taste)!

ME: "OO, MISS FABRAY! I'M NO SINGER...BUT THROAT IRRITATION DOESN'T GO WITH ME EITHER. YOU BET I SMOKE CAMELS...THEY'RE MILD AND WHAT FLAVOR!"

Yes, these were the findings of noted throat specialists after a total of 2,670 weekly examinations of the throats of hundreds of men and women who smoked Camels - and only Camels - for 30 consecutive days.

© J. B. Roseberry Tobacco Co., Winston-Salem, N. C.

Nanette Fabray, movie actress, born October 27, 1920 is 86 in 2007.
"As a singer, I welcome Camel mildness. Camels agree with my throat .
. . And they taste so good!"



Jane Wyman, first wife of Ronald Reagan (1940 - 1948), is still alive in 2007 at the age of 93.



Betty Grable, famed pinup girl of WWII, died of lung cancer July 2, 1973 at age 56. She reputedly was a 3 pack a day smoker.

on the Beaches

It's Chesterfield

EVERYWHERE YOU GO They Satisfy

BETTY GRABLE
starring in
20th Century-Fox's hit
"HEART"
In Technicolor.

**in the clean white pack with the
COOLER, Milder, BETTER TASTE
liked by smokers everywhere**

Just as you know you'll always find it cooler at the beaches, smokers know they can always count on Chesterfield for a Cooler smoke that's refreshingly Milder and far Better-Tasting.

Everybody who smokes Chesterfields likes their right combination of the best tobaccos that grow in our own Southland and that we bring from far-off Turkey and Greece. **THEY SATISFY.**

Copyright 1939, Lorain & Sons Tobacco Co.



**Fannie Ward, Popular Actress
of the American Stage**
writes:



"Being looked upon as a sort of female Ponce de Leon, I have to guard not only my appearance against oncoming years, but all those other things that cruel Father Time preys upon—especially the voice. When women ask me which cigarette will not age the voice, or irritate the throat, I open my little cigarette case and show them the one I smoke—'The Lucky Strike.'"

Fannie Ward

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 assuredly treated to our best Lucky Strikes are made at our facilities, corner Broadway and 43rd Street.





Constance Bennett
says: "My throat
appreciates Luckies"

"When Americans gather in Paris, Cannes or Elstree, the first question is often: 'Who's got a Lucky?' Here and abroad I prefer Luckies because my work demands that my throat be in good condition, and a light smoke helps keep it up to par. I was 'converted' to Luckies five years ago by their flavor, but found that my throat appreciates a light smoke."
Constance Bennett

STARRING IN HAL ROACH-HIGH FEATURE COMEDY "TOPPER"

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. Their voices are their fortunes. Don't it follow that, if Luckies are gentle on their sensitive throats, they will be gentle on your throat, too? You will appreciate the throat protection of a light smoke free of certain irritants expelled by the exclusive "Toasting" Process.

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

LUCKY STRIKE
CIGARETTES

The Finest Tobacco—
"The Crown of the Crop"

"Cream of the Crop"

LUCKY STRIKE
CIGARETTES

Sue Carol

"Now I use LUCKIES only"

POOR LITTLE RICH GIRL
Sue Carol's wealth was a hindrance rather than a help. Her mother thought she was lazy, but Sue soon proved she was a "mugger for good".... she made 14 pictures her very first year... her latest is UNIVERSAL'S "GRACE". She has reached for a LUCKY for two years. Not a farthing was paid for these 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

Copyright 1935 The American Tobacco Co.

"The extra protection to my throat"

MIND IF I COLLYER "JUNE"?
June gave Patience something to
beast about... she's one of New
York's "40s." When June mis-
sioned to dress of night, her
went back into circulation. Did you
see her in WARREN'S "ALEXANDER
HAMILTON"? For 4 years she has
enjoyed SUCCESS. Her only com-
ment of hers was not given for
money. "Thanks, June Collyer!"

"It's toasted"

Your Throat Protection - against irritation - against rough
And Mouths Proud Enthusiasts Agree That "Toasted" Flavor Goes Smooth

Photo: 1935, The American Tobacco Co.

"I certainly agree with Nazimova"

Sold Conrado Flowerman to Frank DeWese as they read between swims at Rockland Beach.



Nazimova, brilliant actress, writes:

"The Russian lady—ah, how she delights in the puff of a fragrant cigarette! As a Russian I have tried them all—the cigarettes of Cairo, Paris, London, Madrid—but here in my adopted country, America, I have found my favorite cigarette 'The LuckyStrike.' In addition to its lovely fragrance and wonderful flavor it has no bad effect upon my voice—even when I go abroad I carry with me my little trunk of Luckies—and enjoy a puff from America."

Nazimova

"It's toasted"

No Throat Irritation - No Cough.





Jean Harlow died of renal failure June 7, 1937 at the age of 26.

"None so good as LUCKIES"

"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

Jean Harlow first set the screen ablaze in "Hell's Angels," the great air film, and she almost stole the show from a fleet of fifty planes. See her "Goldie," a Fox film, and Columbia's "Platinum Blonde."

"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!

LUCKY STRIKE CIGARETTES

It's Miss Harlow's Statement Paid For It! You may be interested in knowing that not one cigarette in the entire world is wrapped in cellophane. Miss Harlow has been a smoker of LUCKY STRIKE cigarettes for 5 years. We make the quality known to you by the "It's Toasted" brand. It's the only brand in the world that is so fresh and delicious. You can see, as her endorsement of LUCKY STRIKE cigarettes.

Jean Harlow died of renal failure June 7, 1937 at the age of 26.

"LAUGH, Miss LOY!"

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

A word about your throat--
"Laughing before the sound camera is hard on the throat," says Myrna Loy. "After scenes of this sort, it's clear that Luckies are the cigarette for anyone who wants a light smoke that's easy on the throat!" Here's the reason: in a nut-shell, the process "It's Toasted" takes out certain irritants that are found in all tobaccos!

A word about tobacco-- After men who spend their lives buying and selling tobacco the best judged tobacco quality? Then remember... recent records reveal that among independent tobacco experts Lucky Strike has rated as many exclusive smokers as all other brands combined. With men who know tobacco best--it's Luckies--2 to 1.

"STAR OF MGM PICTURE 'MAN-PROOF'"

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

LUCKY STRIKE
CIGARETTES
MYRNA LOY

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

Let your own TASTE and THROAT be the judge!

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

Because Lucky Strike Means Fine Tobacco!

Hedy Lamarr as Dullish in C. R. De Mille's Technicolor epic, "Samson and Delilah"—a Paramount picture.



HEDY LAMARR says: "A good cigarette is like a good movie—always enjoyable. That's why it's Luckies for me!"

You're right, Hedy... you can always count on Luckies to give you real smoothness, mildness and deep-down smoking enjoyment. And, smokers, you can depend on Luckies because Lucky

Strike means fine tobacco—fine, 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!

©1936, THE AMERICAN TOBACCO COMPANY

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



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

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

LILLI PALMER says:
"Luckies are really smooth!"

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





Miriam Hopkins
says: "Sensitive throats welcome Luckies"

"Luckies have been my favorite cigarette for about 5 years. They're a light smoke that soothes throat and eases. Of the many brands that sweep through Hollywood, one of the longest lasting has been the preference for Luckies. I once called a 'gipsy' man—who supplies cigarettes to the actors—what the favorite is. He opened a box containing cigarettes. They were all Luckies."

Miriam Hopkins

Having to hear Miriam's favorite, "Miriam's throat was" that, if Luckies are gentle on their sensitive throats, they will be gentle on your throat, too! You will appreciate the throat protection of a light smoke free of certain irritants expelled by the exclusive "Toasting" Process.

Nation has many professional men and women—lawyers, doctors, stenographers, etc., smoke Luckies. But how many leading actors of radio, stage, screen and opera prefer them. Their voices are their fortune. There's a follow-up.

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

AGAINST IRRITATION
AGAINST COUGH

The Finest Tobacco—
"The Cream of the Crop"

LUCKY STRIKE
CIGARETTES

	TONIGHT THE CAMEL PLEASURE HOUR brings you JEANETTE MACDONALD <i>Star of the Talkies</i>
This ALL-STAR Radio Revel also includes Reinald Werren- rath, Charles Previn and the Camel Orchestra, Mary McCoy, Billy Hughes, the Camel Glee Club and other favorites. ★ Every Wednesday Evening 9.30 to 10.30 Eastern standard time 8.30 to 9.30 Central standard time N. B. C. Network—WJZ and Associated Stations	

"Do women smokers realize what
Old Gold's throat-ease means?"
asks *Barbara Stanwyck*
[OLD GOLD SMOKER SINCE 1933]



Dear Miss Stanwyck:—
The fact that Old Gold is easy on the throat is important to every smoker, man or woman. It means that one may smoke Old Golds from sun-up to sundown, without throat discomfort.
But Old Gold's smoothness has an additional appeal to women. The absence of artificial flavoring in Old Gold not only makes it a smoother smoke . . . but a *cleaner* smoke . . . less apt to stain the teeth or to leave objectionable odor in the clothes or on the breath.
We do not say that Old Gold is the *only* good cigarette for the fastidious woman smoker. But we *do* say there is no purer or finer cigarette made.
Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1760
P. S.—The net of it is this, Miss Stanwyck: 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.

BARBARA STANWYCK HEADING IN WARNER BROS. FORTHCOMING PICTURE, "THE LOST LADY"

© P. Lorillard Co., Inc.

AMERICA'S *Smoothest* CIGARETTE



Tell me frankly: "Does Old Gold's throat-ease
make it a better cigarette for Women?"
asks **Carole Lombard**
[RECENT OLD GOLD CONVERT]

Dear Miss Lombard:—
You will agree that all smokers, both men
and women, prefer a cigarette that's easy on
the throat . . . rather than harsh and raspy.
But Old Gold's throat-ease has an additional
appeal. The absence of artificial flavoring
in Old Gold not only makes it a smoother
smoke . . . but a *cleaner* smoke . . . less apt
to stain the teeth or to leave objectionable
odor in the clothes or on the breath.

We do not say that Old Gold is the *only* good
cigarette for the fastidious woman smoker.
But we *do* say there is no purer or finer
cigarette made.

Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1700

P. S.—To put it in a nutshell, Miss Lombard:
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.

See CAROLE LOMBARD in "NOW AND FOREVER," her latest PARAMOUNT PICTURE.

THE *Throat-ease* CIGARETTE



"What is the secret of Old Gold's smoothness and throat-ease?"
asks *Helen Hayes* [A RECENT OLD GOLD CONVERT]



Dear Miss Hayes:—
There isn't any mystery about the exceptional smoothness of Old Golds. The whole credit belongs to Mother Nature, Father Time and his ally, Experience.
Old Gold tobacco is picked from the heart of the stalk, where Nature stores her richest tobacco fragrance and flavor. Then it is aged and mellowed at least thirty months. Then it is blended, for delightful mildness and taste appeal, by America's most experienced tobacconists (Est. 1760).
Such tobacco needs no artificial flavoring. And that's the FINAL reason why Old Golds are so easy on the throat; so cool and biteless.

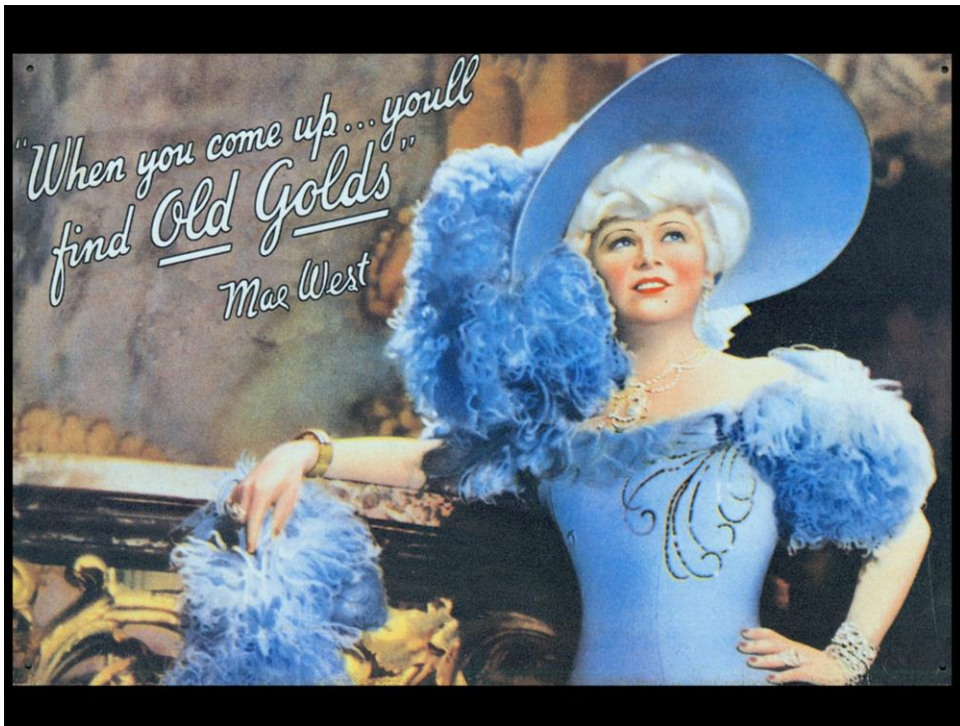
Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1760

P. S.—The net of it is this, Miss Hayes:
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.

HELEN HAYES... now appearing in "Mary of Scotland"

© P. Lorillard Co., Inc.

AMERICA'S *Smoothest* CIGARETTE



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 "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!



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

Rosalind Russell
Quoting in the 1945 picture "The Hot Spot"

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

Dr. F. R. Danks
 Director of Research

Extensive investigations of possible filter materials were initiated in our laboratory and up to the present time a strictly non-toxic material has been found that effectively filters the material in the cigarette and is a highly purified alpha cellulose. Pure white in color, and used in an impalpable form, it is entirely available to filter cigarette smoke. It removes over 90% of the smoke without imparting the slightest taste. The "L&M" filter removes the heavier particles from the smoke stream leaving a "light" smoke.

When you smoke "L&M" cigarettes, made and guaranteed by Liggett & Myers Tobacco Company, you draw into your mouth much less nicotine and tar than other cigarettes.

Liggett & Myers Tobacco Co.
 "U. S. Patent Pending"

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

- 1. Effective Filtration**—from a Strictly Non-Mineral Filter 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 90% of the smoke, leaving you all the satisfaction.
- 4. Much More Flavor and Aroma**. At last a filter tip cigarette with plenty of good taste. Reason—L&M Filter's premium quality tobacco, a blend which includes special aromatic types.

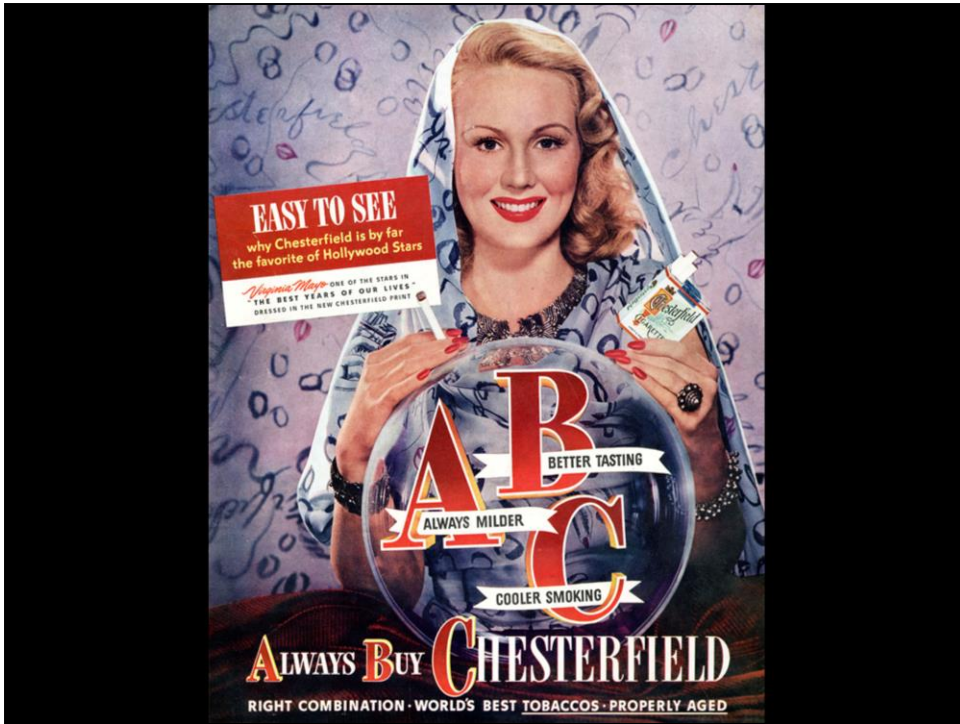
"U. S. Patent Pending"

L&M FILTER TIP Cigarettes

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE













ELLA RAINES
Starring in
A DANGEROUS PROFESSION
An RKO Radio Picture

E.R. loves ASR

"That light in my eyes," says Ella Raines, "is for the hand-
somest, most dependable darling I know. Soon as I saw the
new A-S-R 'Heritage', I knew it was the lighter of my life!"

- Lights automatically—easy as snapping a light switch!
- Refilling's easy as pouring coffee!
- You can pass the light without passing your thumb—no need to hold!
- Goes for weeks without a drink!
- Can be engaged!

HERITAGE TABLE LIGHTER New! Same
as sold with the unique lighter at hospitals.
Rich Rhodium finish, rotary switch. Can be
machine engraved. No Fed. Tax. \$12.95.

POCKET LIGHTER in Lucerne
Crystal finish. With all ASR's
exclusive features. No Fed. Tax.
\$8.95. (90 days to \$10.00)

ASR lighter

A-S-R Precision Products
A-S-R Company, Inc.
Beverly Hills, Calif.

Look ASR! Lighter looks better. Please—no hold on there!

FOR MORE PURE PLEASURE

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

*No other cigarette has ever
been able to equal the pure
pleasure in Camel's exclusive
blend of costly tobaccos!*

TODAY, with over fifty brands to choose from,
more smokers get more pure pleasure from
Camels than from any other cigarette!
For only in Camels can you find such genuine
mildness combined with fuller, richer flavor!
You owe it to yourself to try Camel's
famous blend of costly tobaccos!

Make your own 30-day Camel Mildness Test
Smoke only Camels for 30 days! You'll agree — no other
cigarette is so rich-tasting, yet so mild as Camel!

FOR ME, CAMELS
HAVE IT ALL OVER
OTHER CIGARETTES
— BOTH FOR
MILDNESS AND
GOOD FLAVOR! ♪

Teresa Wright
LOVELY HOLLYWOOD ♪

1954







**WHY NOTED OPERA STAR
NADINE CONNER
CHANGED TO CAMELS...**

**"WHEN I SMOKE, I HAVE TO THINK OF
MY VOICE. I MADE THE CAMEL 30-DAY
MILDNESS TEST. IT PROVED TO ME
THAT CAMELS AGREE WITH MY THROAT.
THEY'RE MILD—THEY TASTE FINE!"**

● 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

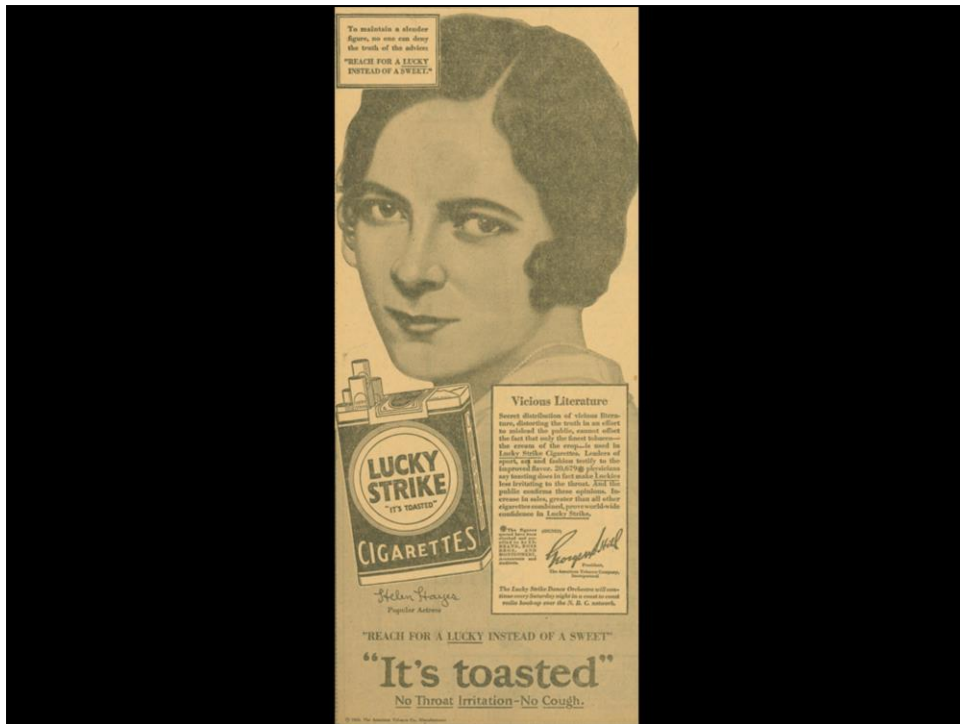
**Not one single case of throat
irritation due to smoking CAMELS**











**"Light a Lucky
and you'll never miss sweets
that make you fat"** *Constance Talmadge*

Constance Talmadge,
Charming Screen Person Too

Instead of eating between meals . . . instead of fattening sweets . . . beautiful women keep youthful slenderness these days by smoking Lucky. The smartest and loveliest women of the modern stage take this means of keeping slender . . . when others nibble fattening sweets, they light a Lucky!

Lucky Strike is a delightful blend of the world's finest tobaccos. These tobaccos are treated—a costly extra process which develops and improves the flavor. That's why Lucky are a delightful alternative for fattening sweets. That's why there's real health in Lucky Strike. That's why folks say: "It's good to smoke Lucky."

For years this has been no secret to those men who keep fit and trim. They know that Lucky steady their nerves and do not harm their physical condition. They know that Lucky Strike is the favorite cigarette of many prominent athletes, who must keep in good shape. They respect the opinion of 23,679 physicians who maintain that Lucky are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

**"REACH FOR A LUCKY
INSTEAD OF A SWEET."**

"It's toasted"
No Throat Irritation—No Cough.

**LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES**

Constance Talmadge,
Charming Screen Person Too

Reach for a Lucky
instead of a sweet.

© 1935 The American Tobacco Co., Washington

There is most easily kept up when smokers light through the National Broadcasting Company's account. The Lucky Strike Cigarette Company is "The Toast that makes Goodness Good."

To maintain a slender figure, no one can deny the truth of the advice: "REACH FOR A LUCKY INSTEAD OF A SWEET."

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

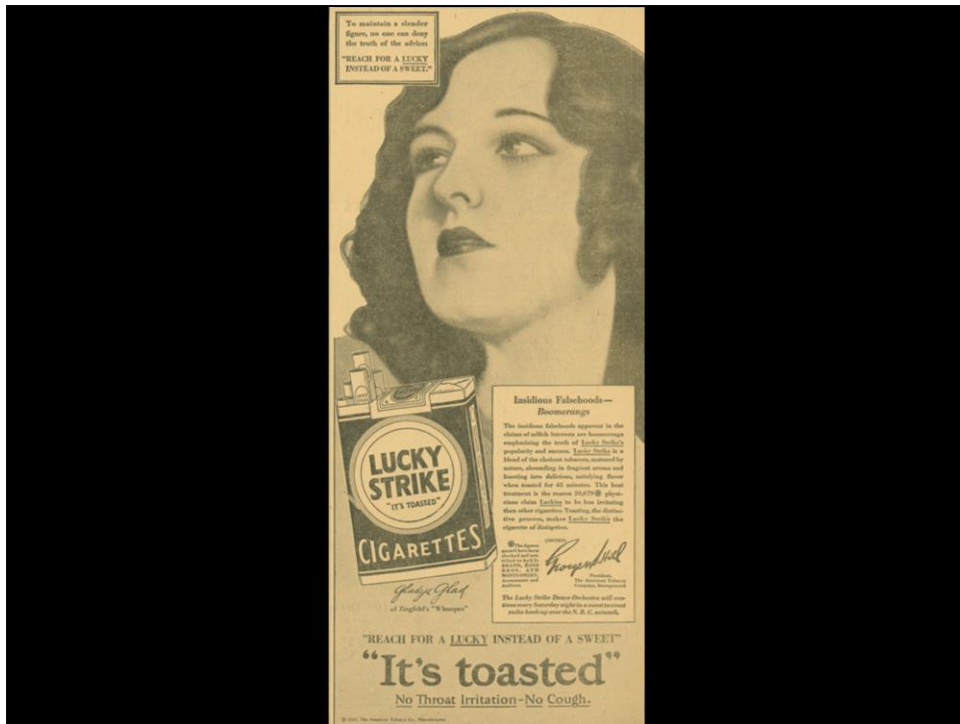
Betty Compson
Motion Picture Star

"REACH FOR A LUCKY INSTEAD OF A SWEET"

"It's toasted"
No Throat Irritation-No Cough.

Malicious Propaganda
No amount of malicious propaganda, no insinuation to public imagination and good faith, can sway public belief in this fact: Lucky Strike is a brand of choice tobacco whose toasted flavor shatters the haze whose smoldering process effluviae impurities, such, as SHAGGY physicians dread, makes Lucky's less irritating. Toasting converts Lucky Strike to a plane of quality which no other cigarette can approach. The constant care of experts assures the quality of Lucky. Its choice by millions proves its popularity and is the truthful answer to selfish claims.

At the request of the U.S. Government, the following information is being furnished to the public for their information. The Lucky Strike brand cigarettes will not be sold in any quantity less than 100 cigarettes per pack. The U.S. Government is not responsible for the content of this advertisement.



To maintain a slender figure, no one can deny the truth of the advice:
"REACH FOR A LUCKY INSTEAD OF A SWEET."



LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Tom Brown
Musical Comedy Star

Frankie Campaigns . . .
In advertising about cigarettes for Lucky Strike, folk largely because Lucky Strike represents an equally distinguished itself. Lucky Strike represents a tobacco in the progress of cigarette manufacture. The smoking process makes Lucky Strike the brand of distinction, and, in the opinion of 204,779 physicians, is the reason Lucky Strike has been so successful. No other cigarette enjoys this sweet heat treatment which removes impurities and irritants, produces a flavor beyond comparison and secures the smoker the maximum of delightful smoking pleasure and comfort.

Frankie
The American Cigarette Company, Inc.
Frankie, N.Y.

The Lucky Strike Cigarette Company will continue every possible effort to make it most satisfying to the N.Y.C. market.

"REACH FOR A LUCKY INSTEAD OF A SWEET"
"It's toasted"
No Throat Irritation—No Cough.

"I know an easy way to keep from getting fat Light a Lucky instead of eating sweets."

Nayimova
Nayimova
Endorse Lucky Strike

THE modern way to diet. Light a Lucky when fattening sweets tempt you. That's what thousands of lovely women are doing—successfully. The delicately toasted flavor of Luckies makes them a delightful alternative for fattening sweets. Toasting does it. Toasting removes the impurities and improves the flavor of the finest tobacco. That's why ladies say "It's good to smoke Luckies."

Men who pride themselves on keeping fit discovered this long ago. They know that Luckies steady their nerves and do not impair their physical condition—many prominent athletes have testified to this fact. They discovered, too, that Luckies don't irritate the throat—a fact subscribed to by 20,679 physicians.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

"REACH FOR A LUCKY" INSTEAD OF A SWEET.

Reach for a Lucky instead of a sweet.

"It's toasted"
No Throat Irritation—No Cough.

Check to see your pack has many hundreds right through the National Advertising Agency's guarantee. The Lucky Strike Agency, Cincinnati, Ohio.

© 1935 The American Tobacco Co., Winston-Salem, N.C.

**"We know our Luckies
That's how we stay slender"**

EVERY woman who fears overweight feels keen interest in new-day and common-sense ways to keep a slender, fashionable figure. Overweight must be avoided. "Better to light a Lucky whenever you crave fattening events."

Toasting does it. Toasting develops and improves the flavor of the world's finest tobaccos. Lucky Strike satisfies the longing for things that make you fat, without interfering with a normal appetite for healthful foods. That's why Lucky are good to smoke. Toasting makes Lucky Strike the healthy cigarette for you to smoke.

Many men who carefully watch their health discover this advantage. They know that Lucky already their nerves and do not slow up their physical vigor—sportsmen athletes have gone on record that this is so. They know that Lucky physicians have found that Lucky are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overbalancing that too many fattening events are harmful and that too many such are eaten by the American people. So, for moderation's sake we say—

**"REACH FOR A LUCKY
INSTEAD OF A SWEET."**

The Misses Catherine Martin, Mavis Darcy,
Mavis Fenty, now appearing in
"Laugh-In" "Whisper"

Reach for
a Lucky
instead of
a sweet.

"It's toasted"
No Throat Irritation—No Cough.

Count on your radio to keep up every Saturday night through the National Broadcasting Company's program, "The Lucky Strike Family Orchestra." "We'll have that radio broadcast, too!"

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

The American Tobacco Company, Winston-Salem, N.C.

"I Swore Off Harsh Irritants"

"Certainly I am on the Lucky list. Last summer, while camping in the high Sierras, I hiked six miles to get my supply of LUCKY STRIKES. I swore off harsh irritants when the tipples first started—and I've smoked LUCKY STRIKES ever since. And that Improved Cellophane wrapper of yours—with the little tab for easy opening—is a gem."

Helen Twelvemore



It's Helen Twelvemore's Statement That For 1 Year she has been smoking LUCKY STRIKE cigarettes for 2 years. She found the cigarette wrapper of yours—with the little tab for easy opening—is a gem. She has been smoking LUCKY STRIKE cigarettes for 2 years. She found the cigarette wrapper of yours—with the little tab for easy opening—is a gem. She has been smoking LUCKY STRIKE cigarettes for 2 years. She found the cigarette wrapper of yours—with the little tab for easy opening—is a gem.



Sweet-faced little Helen Twelvemore is another stage youngster who radiates in Hollywood glory in a picture or two. If that girl's disposition could be photographed it would be a picture in charms. At RKO-Pathe she, Helen, will soon appear in "Push-Over."

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 not—in they can't be in!" No wonder LUCKIES are always kind to your throat.

"It's toasted"

True 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 Handier Package ZIP—And it's open!

See the new nuthatch tab on the top of the package. Hold down one half with your thumb. Tear off the other half. Simple. Quick. Zip! That's all. Unique! Wrapped in dust-proof, moisture-proof, germ-proof Cellophane. Clean, protected, neat, FRESH—what could be more modern than LUCKY'S Improved Handier package—so easy to open! Laid off—the LUCKY TAB is—your finger nail protection.

© 1934 R. B. C. Service

TUNE IN—The Lucky Strike Dance Hour, every Tuesday, Thursday and Saturday evening over R. B. C. service.

"Toasting is certainly a great protection"

"Luckies for me every time. They don't leave an aftertaste, they don't cause harkness, they don't make me cough. Toasting is certainly a great protection. And that improved Cellophane wrapper of yours—it's great—I can actually open it without a knife."

Rayette Tashman

 **Ms. Daigold once glorified Ulysses Tashman in the "Teller" series—her husband made her internationally famous. She's a prime Hollywood social leader, and one of the best dressed women on the scene. Did not her hair in Paramount's "Girls About Town."**

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 not in the way they can't be in!* No wonder LUCKIES are always kind to your throat.

"It's toasted"

True Taster Protection—cigarette protection—cigarette package

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

TOBACCO IS AN EXCISE TAXED PRODUCT. BY MAKING SMOKELESS TOBACCO, THE MANUFACTURER OF THIS PRODUCT, HEAVYWEIGHT CIGARETTES, HAS TAKEN THE BURDEN OF THE EXCISE TAX OFF THE SHOULDERS OF THE CONSUMER. HEAVYWEIGHT CIGARETTES ARE THE ONLY CIGARETTES IN THE WORLD THAT ARE EXCISE TAXED.

5% Miss Tashman's Statement Paid For!

The only one threatened in smoking that we are sure will make the most of the tobacco to make the above claim. And, Miss Tashman, you have a creator of LUCKY STRIKE cigarettes. No. 21. No. 22. No. 23. No. 24. No. 25. No. 26. No. 27. No. 28. No. 29. No. 30. No. 31. No. 32. No. 33. No. 34. No. 35. No. 36. No. 37. No. 38. No. 39. No. 40. No. 41. No. 42. No. 43. No. 44. No. 45. No. 46. No. 47. No. 48. No. 49. No. 50. No. 51. No. 52. No. 53. No. 54. No. 55. No. 56. No. 57. No. 58. No. 59. No. 60. No. 61. No. 62. No. 63. No. 64. No. 65. No. 66. No. 67. No. 68. No. 69. No. 70. No. 71. No. 72. No. 73. No. 74. No. 75. No. 76. No. 77. No. 78. No. 79. No. 80. No. 81. No. 82. No. 83. No. 84. No. 85. No. 86. No. 87. No. 88. No. 89. No. 90. No. 91. No. 92. No. 93. No. 94. No. 95. No. 96. No. 97. No. 98. No. 99. No. 100. No. 101. No. 102. No. 103. No. 104. No. 105. No. 106. No. 107. No. 108. No. 109. No. 110. No. 111. No. 112. No. 113. No. 114. No. 115. No. 116. No. 117. No. 118. No. 119. No. 120. No. 121. No. 122. No. 123. No. 124. No. 125. No. 126. No. 127. No. 128. No. 129. No. 130. No. 131. No. 132. No. 133. No. 134. No. 135. No. 136. No. 137. No. 138. No. 139. No. 140. No. 141. No. 142. No. 143. No. 144. No. 145. No. 146. No. 147. No. 148. No. 149. No. 150. No. 151. No. 152. No. 153. No. 154. No. 155. No. 156. No. 157. No. 158. No. 159. No. 160. No. 161. No. 162. No. 163. No. 164. No. 165. No. 166. No. 167. No. 168. No. 169. No. 170. No. 171. No. 172. No. 173. No. 174. No. 175. No. 176. No. 177. No. 178. No. 179. No. 180. No. 181. No. 182. No. 183. No. 184. No. 185. No. 186. No. 187. No. 188. No. 189. No. 190. No. 191. No. 192. No. 193. No. 194. No. 195. No. 196. No. 197. No. 198. No. 199. No. 200. No. 201. No. 202. No. 203. No. 204. No. 205. No. 206. No. 207. No. 208. No. 209. No. 210. No. 211. No. 212. No. 213. No. 214. No. 215. No. 216. No. 217. No. 218. No. 219. No. 220. No. 221. No. 222. No. 223. No. 224. No. 225. No. 226. No. 227. No. 228. No. 229. No. 230. No. 231. No. 232. No. 233. No. 234. No. 235. No. 236. No. 237. No. 238. No. 239. No. 240. No. 241. No. 242. No. 243. No. 244. No. 245. No. 246. No. 247. No. 248. No. 249. No. 250. No. 251. No. 252. No. 253. No. 254. No. 255. No. 256. No. 257. No. 258. No. 259. No. 260. No. 261. No. 262. No. 263. No. 264. No. 265. No. 266. No. 267. No. 268. No. 269. No. 270. No. 271. No. 272. No. 273. No. 274. No. 275. No. 276. No. 277. No. 278. No. 279. No. 280. No. 281. No. 282. No. 283. No. 284. No. 285. No. 286. No. 287. No. 288. No. 289. No. 290. No. 291. No. 292. No. 293. No. 294. No. 295. No. 296. No. 297. No. 298. No. 299. No. 300. No. 301. No. 302. No. 303. No. 304. No. 305. No. 306. No. 307. No. 308. No. 309. No. 310. No. 311. No. 312. No. 313. No. 314. No. 315. No. 316. No. 317. No. 318. No. 319. No. 320. No. 321. No. 322. No. 323. No. 324. No. 325. No. 326. No. 327. No. 328. No. 329. No. 330. No. 331. No. 332. No. 333. No. 334. No. 335. No. 336. No. 337. No. 338. No. 339. No. 340. No. 341. No. 342. No. 343. No. 344. No. 345. No. 346. No. 347. No. 348. No. 349. No. 350. No. 351. No. 352. No. 353. No. 354. No. 355. No. 356. No. 357. No. 358. No. 359. No. 360. No. 361. No. 362. No. 363. No. 364. No. 365. No. 366. No. 367. No. 368. No. 369. No. 370. No. 371. No. 372. No. 373. No. 374. No. 375. No. 376. No. 377. No. 378. No. 379. No. 380. No. 381. No. 382. No. 383. No. 384. No. 385. No. 386. No. 387. No. 388. No. 389. No. 390. No. 391. No. 392. No. 393. No. 394. No. 395. No. 396. No. 397. No. 398. No. 399. No. 400. No. 401. No. 402. No. 403. No. 404. No. 405. No. 406. No. 407. No. 408. No. 409. No. 410. No. 411. No. 412. No. 413. No. 414. No. 415. No. 416. No. 417. No. 418. No. 419. No. 420. No. 421. No. 422. No. 423. No. 424. No. 425. No. 426. No. 427. No. 428. No. 429. No. 430. No. 431. No. 432. No. 433. No. 434. No. 435. No. 436. No. 437. No. 438. No. 439. No. 440. No. 441. No. 442. No. 443. No. 444. No. 445. No. 446. No. 447. No. 448. No. 449. No. 450. No. 451. No. 452. No. 453. No. 454. No. 455. No. 456. No. 457. No. 458. No. 459. No. 460. No. 461. No. 462. No. 463. No. 464. No. 465. No. 466. No. 467. No. 468. No. 469. No. 470. No. 471. No. 472. No. 473. No. 474. No. 475. No. 476. No. 477. No. 478. No. 479. No. 480. No. 481. No. 482. No. 483. No. 484. No. 485. No. 486. No. 487. No. 488. No. 489. No. 490. No. 491. No. 492. No. 493. No. 494. No. 495. No. 496. No. 497. No. 498. No. 499. No. 500. No. 501. No. 502. No. 503. No. 504. No. 505. No. 506. No. 507. No. 508. No. 509. No. 510. No. 511. No. 512. No. 513. No. 514. No. 515. No. 516. No. 517. No. 518. No. 519. No. 520. No. 521. No. 522. No. 523. No. 524. No. 525. No. 526. No. 527. No. 528. No. 529. No. 530. No. 531. No. 532. No. 533. No. 534. No. 535. No. 536. No. 537. No. 538. No. 539. No



Margaret Sullavan
says Luckies are the answer for
her throat



"I am not sure which is more critical—a Broadway audience or the movie microphones. At any rate, whether in Hollywood or New York, an actress has to be certain that her performances are always up to the peak. And that means being careful of the voice and throat. That's why, though I enjoy smoking thoroughly, I try to use judgment in the cigarette I choose. When I first began smoking, Luckies were my choice, because I found this light smoke advisable for my throat. And that's as true today as ever. Luckies are still my standby."

Margaret Sullavan



THE FINEST TOBACCOS—
"THE CREAM OF THE CROP"

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.

Miss Sullavan 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.

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

Copyright 1935, The American Tobacco Company

CREAM OF THE CROP

LUCKY STRIKE CIGARETTES
IT'S TOASTED

Laurie Chubb

"My reason for smoking LUCKIES"

THE GIRL OF COLORED
Reverend indeed—the Girl of Colored
Reverend indeed—a witness witness to
the reason that great men have
be "long of my heart." And when
described that reason of truth,
well, the reason indeed is a well
—and her heart was full of every
Pain, sorrow, there's not for lack
of it. It's a true story, one that
is told in the "The Girl of Colored."
It didn't take her long to find LUCKIES,
and she's been smoking them a year
and a half. The only reason for her
choice was her friends' "Tip of
the morning, however!"

"My reason for smoking LUCKIES is that they are so
mild and cause no irritation to my throat. Your new Cel-
lophane wrapper is marvelous. Just a pull of the tab and
there are the LUCKIES."

Laurie Chubb

"It's toasted"

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

TUNE IN ON LUCKY STRIKE—60 modern minutes with the world's finest dance orchestra and Walter Winchell, whose group
of soloists includes the voices of tomorrow, every Tuesday, Thursday and Saturday evening over 75 B.C. networks.





"Cream of the Crop"

Luce Parol

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"Now I use LUCKIES only"

POOR LITTLE BOY GAIL
Poor Gail's mother was a fine
dancer rather than a help. Really,
wouldn't you say this, but
Gail once pointed this out a "tiger
her girl" — she was 14 years
old — but she — but she
is UNIVERSAL'S "GAIL" — the
one named for a GIGGY for her
name. But a fortune was paid
for these kind words. That's
what of you, Gail Gail.

Luce Parol

"It's toasted"
Your Throat Protection — against irritation — against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

TUNE IN ON LUCKY STRIKE — 45 modern minutes with the world's finest dance orchestras and Walter Winchell, whose group
of ladies features the most of funtimes, every Tuesday, Thursday and Saturday evening over N. B. C. network.



Adrienne Ames
AWARDED FILM STAR

"I wish I had found Old Gold's throat-ease sooner! It would have saved me lots of throat irritation. But, 'better late than never'! Old Golds have taught me how very mild and delightful a cigarette can be."

(SIGNED) ADRIENNE AMES

AMERICA'S *Smoothest* CIGARETTE



"Cream of the Crop"

Dorothy Mackaill

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"Give me Lucky Strike every time"

THEY'RE RIGHT ABOUT DOROTHY
Dorothy Mackaill's greatest love,
being married, was Eddie Burns, the
famous Scotch poet and she's as
passionate a "Lucky Strike" fan as
Scotch liquor. Her favorite bit is a
Lucky Strike. You see the mark
on the new LUCKY STRIKE PACK.

"SAFE IN WELL." Dorothy has
produced LUCKY for 10 years, and
it's still the best for her stomach, so
she's making a smoking her and
trying. "Thanks, Dorothy Mackaill."

"It's toasted"

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

Reed, Hill, The American Tobacco Co.

CHARLES RUGGLES MARY BOLAND GARY COOPER

"As easy on the throat as a velvet collar."

"No, you're wrong . . . as easy on the throat as a pearl necklace!"

"Old Golds are as 'biteless' as a newborn baby, smooth as honey."

"What the stars told me about Old Gold's Throat-ease"

BING CROSBY CAROLE LOWBARD CLAUDETTE COLBERT

"I can't afford 'throat irritation.' I can't afford to be without Old Golds."

"Old Golds give my throat a 'kick-me-away' without a 'let-downs'."

"'Biteless' throat ease' means 'Light on Old Gold' in my language."

PARAMOUNT STUDIOS
MEMO
Dear Old Gold Fans:
A year ago my government suggested I turn in the pieces of old gold I had carried in my pocket for years. But I breathed a sigh of relief when my Old Gold Cigarettes were not disturbed. Other Old Gold smokers around this studio match my enthusiasm with some really glowing praise:
Cecil B. de Mille

CECIL B. DE MILLE

—America's Premier Motion Picture Director. Mr. de Mille is now directing "The Crusades," the most spectacular drama ever filmed. Watch for it!

Old Gold CIGARETTES

AMERICA'S Smoothest CIGARETTE

"What is the secret of Old Gold's smoothness and throat-ease?"
asks *Helen Hayes* [A RECENT OLD GOLD CONVERT]



Dear Miss Hayes:—
There isn't any mystery about the exceptional smoothness of Old Golds. The whole credit belongs to Mother Nature, Father Time and his ally, Experience.
Old Gold tobacco is picked from the heart of the stalk, where Nature stores her richest tobacco fragrance and flavor. Then it is aged and mellowed at least thirty months. Then it is blended, for delightful mildness and taste appeal, by America's most experienced tobacconists (Est. 1760).
Such tobacco needs no artificial flavoring. And that's the FINAL reason why Old Golds are so easy on the throat; so cool and biteless.

Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1760

P. S.—The net of it is this, Miss Hayes:
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.

HELEN HAYES . . . now appearing in "Mary of Scotland"

© P. Lorillard Co., Inc.

AMERICA'S *Smoothest* CIGARETTE

**"Why are Old Golds so uniformly good,
so unvarying in throat-ease and flavor?"**
asks *Joan Blondell*



Dear Miss Blondell:—
We are told that you know how to make a wonderful chocolate cake.
You may not use scientific methods. But we'll wager you measure out each ingredient with unflinching accuracy.
That's how carefully we blend Old Gold tobaccos. In a hundred Old Golds, the proportion of the various kinds of Turkish and domestic tobacco does not vary a fraction of a gram. And every type of tobacco used is of true queen-leaf quality, rich in natural flavor.
The same care goes into our manufacturing and packaging, too. For Old Gold must reach you well filled, full weight, and truly factory-fresh.

Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1700

P. S.—Remember this especially, Miss Blondell:
No better tobacco grows than is used in Old Gold.
And it's pure. Easy on the THROAT and NERVES.

See Joan Blondell in Warner Bros. Picture, "SMARTY"

AMERICA'S *Smoothest* CIGARETTE

**"You who are studying for Radio or Opera
should choose a throat-ease
cigarette" says... *Lily Pons***
NOTED METROPOLITAN OPERA STAR



OLD GOLD
CIGARETTES
10 CIGARETTES

THE THROAT-EASE CIGARETTE

LILY PONS... famous as a star of opera, radio, and the concert stage

AMERICA'S Smoothest CIGARETTE

© 1937 Lorillard Co., Inc.

"I'M OFTEN ASKED about cigarettes by those who have vocal ambitions. I always say:—'Smoke if you like—but choose a cigarette that's mild and smooth.'

"Many of my associates at the Metropolitan agree with me that Old Gold is a true throat-ease cigarette, without any harshness or rasp.

"There are many fine cigarettes. But I feel that Old Golds are especially fine . . . because they are so very smooth."

(Signed) LILY PONS

Thank you, Mlle. Pons.
And may we add this brief summary:—
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.

**"For 6 years of Throat-ease
my thanks to Old Golds"**
says **LUCREZIA BORI**
NOTED METROPOLITAN OPERA STAR



"**"YOU'RE SMOKING!"** exclaimed a friend in shocked surprise. 'And before a concert, too! Aren't you afraid of what that cigarette may do to your voice?'"

"**"Afraid? Not of this cigarette!"** I replied. 'This is an Old Gold.'"

"I meant that seriously. Six years ago in a blindfold cigarette test I selected Old Gold. I chose it for its smoothness ... because it seemed so friendly to the throat. And I have smoked it freely ever since, without throat irritation."

(Signed) LUCREZIA BORI

Our thanks to you, Miss Bori.
And may we add this:—
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.

THE THROAT-EASE CIGARETTE

AMERICA'S Smoothest CIGARETTE

© P. Lorillard Co., Inc.

**"Why are Old Golds so throat-easy,
yet so delightful to the taste?"**
asks Margaret Sullivan
[RECENT OLD GOLD CONVERT]



Dear Miss Sullivan:—

To be easy on the throat, a cigarette must be made of mild, slow-burning tobaccos. But some people make the mistake of confusing *mildness* with *flatness*.

As a matter of fact, the smoothest and mildest tobaccos are also the best tasting—the most enjoyable to smoke. The same sun-ripening and aging that help to develop smoothness impart flavor and character, too.

So it's not strange, after all, that Old Golds possess both taste appeal and throat-ease to such a marked degree. For in the choicest tobaccos these two virtues just naturally go hand in hand.

Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1769

P. S.—To put it briefly, Miss Sullivan: 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.

THE THROAT-EASE CIGARETTE

See Margaret Sullivan in Universal's new picture, "Little Man, What Now?"

AMERICA'S Smoothest CIGARETTE



© P. Lorillard Co., Inc.



Merle Oberon

THE THROAT-EASE CIGARETTE

Old Gold Cigarettes

"Since I discovered Old Golds, they have been a daily enjoyment. They are so unique in their smooth and restful quality—so kind and gentle to my throat."
says MERLE OBERON

FASHION NOTE . . . Miss Oberon's hat is the "Old Smoothie" (caption, named by her in compliment to Old Gold. Ensemble by Sewell-Teller in collaboration with Merle Oberon.

AMERICA'S Smoothest CIGARETTE

MARLE OBERON, lovely star of "FOLIES BERGUES"—A 20th Century Picture. © P. Lorillard Co., Inc.





"It's a Truly Modern Cigarette"

"I'm certainly grateful for lucky Strike. It's a truly modern cigarette for it gives me modern throat protection. And your improved Cellophane wrapper is wonderfully modern, too. It opens without any coaxing—a flip of the little tab and there are my Luckies."

Loretta Young

A famous and beloved picture star while still a teen-ager—married with two children—Loretta Young—could have been kinder to Lucky Strike? She's the very incarnation of young Luckies. If you have not seen her in First National's "Killing Time," do so.

That LUCKY tab! Moisture-Proof Cellophane. Sealed 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 one half with your thumb. Tear off the other half. Simple. Quick. Zip! That's all. Unique! Wrapped in dust-proof, moisture-proof, punctured Cellophane. Clean, protected, neat, FRESH!—what could be more modern than LUCKIES' improved Humidor package—no easy to open! Ladies—the LUCKY TAB is—your finger nail protection.

"It's toasted"

Your Throat Protection—against irritation—against cough

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

YOUNG ID—The Lucky Strike Dealer Here, every Dealer. Thursday and Saturday evening only. N. E. C. 1234567.

Miss Young's Statement Paid For?

The way she intended to know that Lucky Strike was the only cigarette that could give her the throat protection she needed was to ask Miss Young. She has been a smoker of LUCKY STRIKE cigarettes for years. She knows the quality, the taste, the protection, the ease with which it opens. She has used it for years and is the most satisfied of smokers. LUCKY STRIKE is the only cigarette that can give her the throat protection she needs.

One of the finest tobaccos—the Green 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 germs, bacteria, killing bacteria instantly present in every tobacco leaf. These expelled bacteria are not present in your LUCKY STRIKE. That's why—on the way to the tip—your Luckies are always clean in your throat.

"Of course I smoke Luckies

—they're kind to my throat"

"Of course I smoke Luckies—I thought everybody did. They're kind to my throat—you don't hear them in the microphone. And that's a very neat little handle on your new Cellophane wrapper."

Ina Claire

Ina Claire won't contest with being an international star of the American stage—now she's exploring Hollywood, too! Here she is in one of those amazing Cinesound creations she wrote in Samuel Goldwyn's production, "The Great Hat Afloat Per Se," a United Artists picture. Don't miss that picture.

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

THEY'RE ON LUCKY STRIKE—millionaires with the world's four most exclusive and valuable products, whose quality of taste became the name of tomorrow, since "Toasted" cigarettes are famous among people of all continents.

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

See the new retorted tab on the top of the package. Hold down one half with your thumb. Tear off the other half. Simple. Gold. That's all. Unique! Wrapped in dust-proof, moisture-proof, germ-proof Cellophane. Guaranteed, moist, FRESH!—what could be more modern than LUCKY'S improved humidor package—so every girl and lady—the LUCKY TAB is—your finger nail protection.

Darling, do you know what 500 women said they like a man to do?

WE MADE THIS RESEARCH, DARLING... that's what you call it in business, at home I call it being nosy!

We wrote to 500 newspaperwomen about men who smoke pipes and would you believe it, 80% agreed they like a man to smoke a pipe. *Imagine getting 80% of women to agree on anything!*

We did this for Masterpiece Pipe Tobacco to get the woman's point of view. And I can tell you now, darling, if a woman doesn't like a man's tobacco, she puts him out. But if he smokes Masterpiece, she will ask him in.

One newspaperwoman said, "When a man smokes



EVA GABOR

a pipe he looks younger." (When women hear this, they will all smoke pipes!)

Another editor said, "Pipe smokers have a distinguished and noble air." Masterpiece is for men who are distinguished, but I think a man who is too noble can be a bore.

If you are a man who likes to smoke a pipe, would you like to know the other intimate things we found out about you? Well, it's a secret. But then I'm a woman. So write to me, c/o Masterpiece, P. O. Box 21, Murray Hill Station, New York, N.Y. 10016.



Handsome packaged in a Royal Blue roll-up Polyrama® pouch imported from Denmark on the new Twin Seal Humidor.

Discover Masterpiece Pipe Tobacco. The five great pipe tobaccos of the world in one master blend — Latakia, Perique, Virginia, Burley and Turkish.

He coughed
...the Villain!

and the love scene had
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 nice at any time, but when it interrupts the taking of a movie scene, it's a calamity! He takes are cough!"

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

On your Radio
OLD GOLD PAUL WHITEMAN HOUR
Paul Whiteman, King of Jazz, and his orchestra
entertainers will broadcast the OLD GOLD PAUL WHITEMAN HOUR
Twelve times a week on the following stations:
Twentieth Century Fox, over entire network of
Columbia Broadcasting System.

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

"While they're the most enjoyable
of cigarettes, OLD GOLD means ab-
solute 'take-out' for throat-irritation
and smoker's cough."

Discovery *Madge Bellamy*

Why not a cough in a carload?

OLD GOLD Cigarettes are blended
from the finest tobacco, the finest
Nature grows . . . Selected for silk-
iness and ripeness from the heart of
the tobacco plant . . . Aged and
mellowed even long in a tempera-
ture of mid-July sunshine to insure
that honey-like smoothness.



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

"I play safe by sticking to LUCKIES"

"I can't afford to take chances with my voice. So I play safe by sticking to Luckies—they're always kind to my throat. And I'm doubly grateful for your Improved Cellophane wrapper which opens so easily with that clever little tab."

Mary Astor

Lovely woman and richly endowed actress, Mary Astor has come into her own as one of Hollywood's truly great. Forgiven the role that was hers in silent days—now she's doing big things grandly! "Smart Women," a Radio Picture, is her latest.

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

TUNGSTON CIGARETTE CO. (INCORPORATED) is the world's foremost manufacturer of Quality Cigarettes, whose group of fully featured, the most of American-made Cigarettes, Thanks and tobacco products from N. B. Co. America.

Miss Astor's Statement Paid For?

The story has interested in knowing that our own was paid by the Astor Co. for the above advertisement. And that the Astor Co. has been a member of LUNGSTON CIGARETTE CO. for some time. The Astor Co. has been a member of LUNGSTON CIGARETTE CO. for some time. The Astor Co. has been a member of LUNGSTON CIGARETTE CO. for some time.

MOISTURE-PROOF CELLOPHANE Sealed Tight—Ever Fresh The Unique Humidor Package Zip—And it's open!

See the new notched tab on the top of the package, fold down over half with your thumb. Tear all the other half. Simple. Quick. Zip! That's all. Unleash! Wrapped in dust-proof, moisture-proof, germ-proof Cellophane, Clean, protected, moist, FRESH—what could be more modern than LUNGSTON Improved Humidor package—so easy to open! Ladies—the LUCKY TAB is—your finger nail protection.



BETTE DAVIS
WARNER BROS. CO.

FOR A
Perfect Performance
IN SMOKING PLEASURE

Before and after seeing BETTE DAVIS in "DARK VICTORY" ... setting down the
enjoy Chesterfield's Happy Combination
of the world's best cigarette tobaccos

Thanks to their can't-be-copied blend Chesterfields are refresh-
ingly milder, taste better and have a more pleasing aroma.
Chesterfield gives you just what you want in a cigarette.

*When you try them you will know why Chest-
erfields give millions of men and women more
smoking pleasure ... why THEY SATISFY*

Chesterfield

The RIGHT COMBINATION of the world's best cigarette tobaccos, They're Milder .. They Taste Better

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**THEY GAVE A
new Thrill**

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

JUST A FEW YEARS AGO
SHE WAS POUNDING A STUDIO TYPE-
WRITER. TODAY SHE THRILLS
MILLIONS WHEN SHE STARS
IN A PICTURE.



**FAST SUCCESS STORY NO. 8
ALICE WHITE**

A keen-eyed director spotted Alice pound-
ing the keys of a studio typewriter. In a
few short years a new White star rose in
Hollywood's heavens. Alice White was
endowed by Nature with a special charm
to thrill the millions.

OLD GOLD, too, is one of Nature's favor-
ites. Endowed with sweeter, smoother
tobacco. It gave to millions a brand new
taste-thrill, without a trace of throat-
irritation. That's why OLD GOLD broke
into the "Big 4" in less than a year;
that's why today it's the country's fast-
est growing cigarette from coast to coast.

BETTER TOBACCOES
"NOT A CIGAR IN A GARLAD"

They gave a new Thrill

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



**LITTLE STORIES OF
FAST SUCCESSES**

NO. 4. DOROTHY MACKAILL
Newsstand girl in Hull, England,
"glorified girl" in Ziegfeld's Follies,
now the idol of screen-struck
fans. All in four brief years.

A fast shot of the quick success of
Dorothy Mackaill. Success . . .
because she gave a new thrill.
Quick . . . because of nature-born
charm.

That goes, too, for another young
star, OLD GOLD. Three years
ago, unknown. Now, America's
fastest growing cigarette.

"O. G." gave a new taste-thrill . . .
through smoother tobacco, free
from irritants. When a girl, or a
cigarette, is blessed by nature, a
new star rises . . . and fast.



OLD GOLD was first introduced at Atlantic City,
June 1916, 1917. In 1918 it had become one of
the 4 best sellers in Atlantic Coast cigarette brands.

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

THEY GAVE A new Thrill

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



FAST SUCCESS STORY NO. 6
MARILYN MILLER

From her grandmother's cellar... to Ziegfeld's Roof... in just the twinkling of a toe. She really won the "Bally" — of the alley called Broadway.

How explain the miracle of Marilyn's success? ... Nature simply blessed her with a charm all her own.

And that's the only answer to another young star's rise. OLD GOLD made its bow just 4 years ago. In a month it was popular. In a year a headliner. Today it's America's fastest growing cigarette. Nature again! Sun-drenched heart-leaves from better tobacco. A new taste: thrill for jaded palates. A new throat: ease and freedom from coughs.

BETTER TOBACCO
"NOT A COUGH IN A CARLOAD"





Lovely Patricia Ellis protects the freshness that first won her a successful screen test. She's 5 feet 5; weighs 115; loves to swim and ride horseback. (See her in Republic's "Romance On The Run.")

Freshness wins Fans

for young star...and Old Gold



STARS have risen, gleamed brilliantly for a time—and faded out of popular sight. *Why?* Their talent was no less. Their looks were not lost. Yet something was lacking; something that makes the difference between greatness and mediocrity. *Freshness.* In a star or a cigarette, freshness gives you an *extra* thrill that no other quality provides!

Old Gold spends a fortune to bring you the flavor-thrill of prize crop tobaccos *at the peak* of ap-

pealing freshness; each pack protected against dampness, dryness, dust, by *two* jackets of moisture-proof Cellophane—double assurance of the utmost pleasure and satisfaction a cigarette can give.

TRY a pack of Double-Mellow Old Golds! Discover what *real freshness* means—in richer flavor, smoother throat-ease!

• • •

TUNE IN on Old Gold's Hollywood Screen-scoops, Tuesday and Thursday nights, Columbia Network, Coast-to-Coast.

← Every pack wrapped in 2 jackets of Cellophane; the *OUTER* jacket opens from the *BOTTOM*.

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