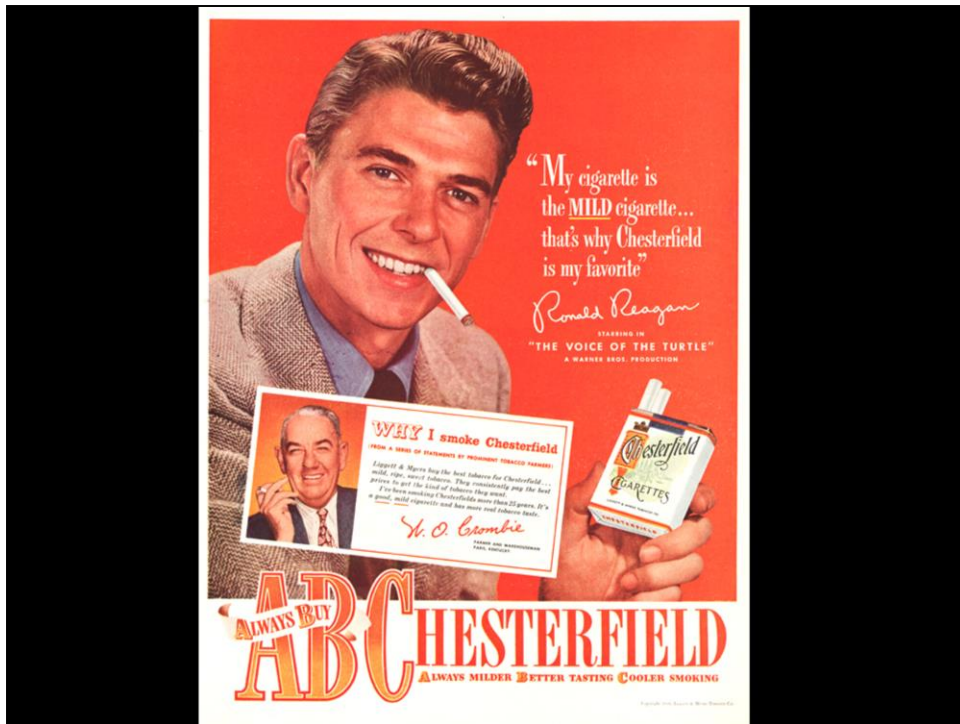




Ronald Reagan, 40'th President of the United States served two terms in office: 1981 - 1989.

The movie mentioned in this advertisement, Hong Kong, was made in 1952. Reagan also served as Governor of the State of California for two terms: 1967-1975. Aside from his prolific movies career with 76 films to his credit, he served as President of the Screen Actors Guild. President Reagan died at age 93 June 5, 2004 of complications of Alzheimer's disease. Reagan quit smoking after his brother developed cancer of the larynx.



Ronald Reagan, 40th President of the United States served two terms in office: 1981 - 1989.

The movie mentioned in this advertisement, *The Voice of the Turtle*, was made in 1947. Reagan also served as Governor of the State of California for two terms: 1967-1975. Aside from his prolific movies career with 76 films to his credit, he served as President of the Screen Actors Guild. President Reagan died at age 93 June 5, 2004 of complications of Alzheimer's disease. Reagan quit smoking after his brother developed cancer of the larynx.



Ronald Reagan, 40'th President of the United States served two terms in office: 1981 - 1989.

The movie mentioned in this advertisement, *Bedtime for Bonzo*, was made in 1951. In it, Reagan's character Professor Peter Boyd tries to teach human morals to a chimp. Reagan also served as Governor of the State of California for two terms: 1967-1975. Aside from his prolific movies career with 76 films to his credit, he served as President of the Screen Actors Guild. President Reagan died at age 93 June 5, 2004 of complications of Alzheimer's disease. Reagan quit smoking after his brother developed cancer of the larynx.



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How MILD can a Cigarette be?
MAKE THE 30-DAY CAMEL MILDNESS TEST—SEE WHY...

**MORE PEOPLE SMOKE CAMELS
than any other cigarette!**

"The roles I play in movies are far from easy on my voice—I can't risk throat irritation. So I smoke Camels—they're mild"

John Wayne
POPULAR, HANDSOME
HOLLYWOOD STAR

"I've been around movie sets long enough to know how important cigarette mildness is to an actor. So when it came to deciding what cigarette was just right for my throat—I was very particular. I made a sensible test—my own 30-Day Camel Mildness Test!"

"I gave Camels a real tryout for 30 days. The most pleasure I ever had from smoking. My own 'T-Test' told me just how mild and good tasting a cigarette can be! I found out for myself why more people smoke Camels than any other cigarette!"

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

(If You Throat, 8 Day Test)

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

You, there were the feelings of several dozen specialists after a total of 2,670 weekly exposures of the throat of thousands of men and women who smoked Camels—and only Camels—for 30 consecutive days.

John Wayne, died of gastric cancer June 11, 1979 at the age of 72. After being diagnosed with lung cancer (controlled by surgery), he made a series of noteworthy anti-smoking TV advertisements..

John Wayne...a Camel fan goin' on 24 years!



...in all that time, a man learns how to enjoy smoking—for mildness, for flavor, for pure pleasure. It's kind of gratifying to see that my cigarette is America's choice, too.
John Wayne

TALK to Camel smokers like John Wayne, popular Hollywood star, and you'll quickly see why Camels keep increasing their lead over the next brand—in latest published reports by a record of 50 8/10 percent!*

Clearly, nothing matches Camel's blend of costly tobaccos for genuine mildness and specially-rich flavor! If you smoke for the pure pleasure of smoking, try Camels for 30 days. See what you've been missing!

Make your own 30-Day Camel Mildness Test... see why more people find more pure pleasure in Camels, year after year!

Camels First in Sales!
Lead second brand by record

50^{8/10}%

for Mildness . . . for Flavor

CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!

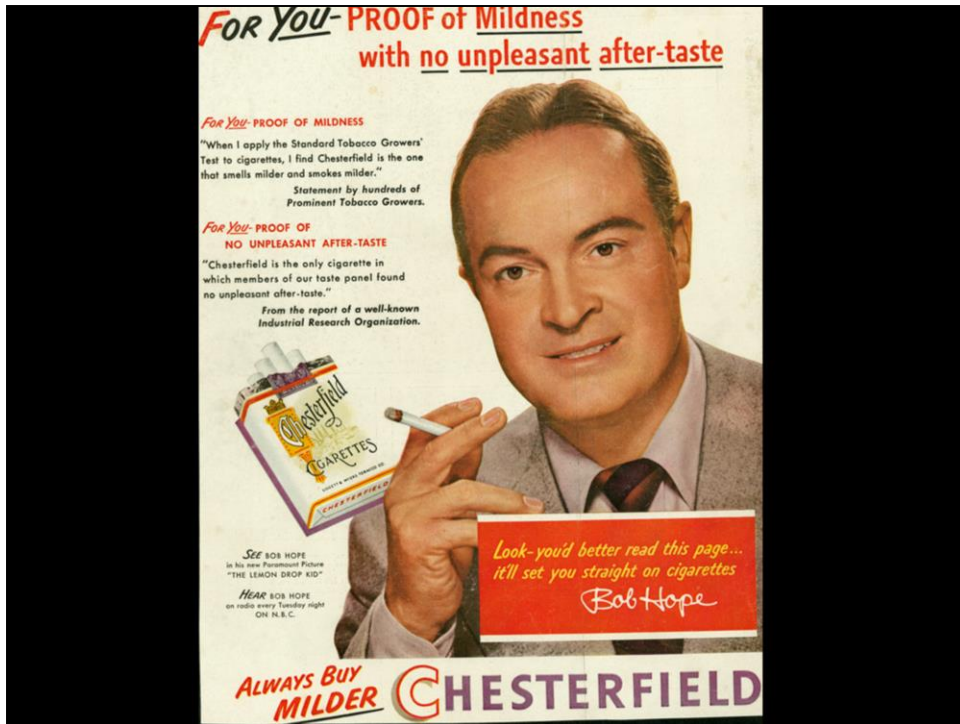


A Camel Fan Going' on 24 Years!

John Wayne, died of gastric cancer June 11, 1979 at the age of 72. After being diagnosed with lung cancer (controlled by surgery), he made a series of noteworthy anti-smoking TV advertisements..



Despite Years of Smoking Comedian Bob Hope died at the ripe old age of 100 on July 27, 2003.



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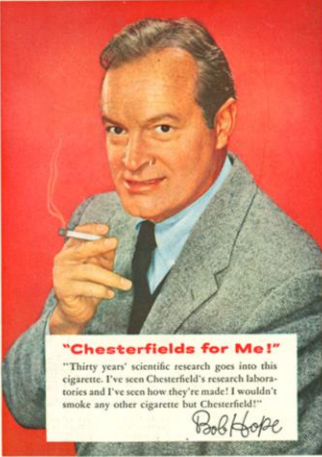
Today's CHESTERFIELD is the Best Cigarette Ever Made!



"Chesterfields for Me!"
Audrey Dalton
The cigarette that gives you proof of highest quality—low nicotine...the taste you want—the mildness you want.



"Chesterfields for Me!"
Marla English
The cigarette with a proven good record with smokers. Here it is. Bi-monthly examinations of a group of smokers show no adverse effects to nose, throat and sinuses from smoking Chesterfield.



"Chesterfields for Me!"
"Thirty years' scientific research goes into this cigarette. I've seen Chesterfield's research laboratories and I've seen how they're made! I wouldn't smoke any other cigarette but Chesterfield!"
Bob Hope

See Paramount's Technicolor hit "CASANOVA'S BIG NIGHT" starring BOB HOPE, with Audrey Dalton and Marla English—all Chesterfield smokers.

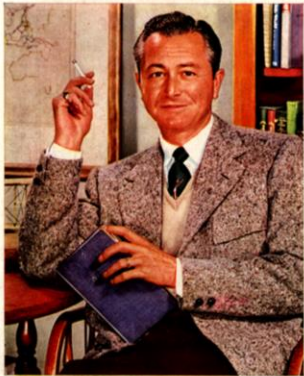


Enjoy the **TASTE** and **MILDNESS** you want

CHESTERFIELD
BEST FOR YOU

Copyright 1955, R.J.R. & Wm. Reemtsma Co.

Why did you change to Camels, **ROBERT YOUNG**?



"My voice and throat were important factors—I found that Camels suit my throat..."



"As for taste, Camels give me more smoking pleasure than any other brand!"



ROBERT YOUNG
HARVARD AND RADIO STAR

SMOKE CAMELS FOR 30 DAYS...SEE FOR YOURSELF HOW WELL

Camels agree with your throat

THE PROOF of a cigarette is in the smoking. Do as Robert Young did. Try Camels as your steady smoke. Smoke only Camels for the next 30 days and see how rich and flavorful Camels are. See how mild Camels are... how well they agree with your throat—pack after pack, week after week!

Among the millions of Camel smokers are many, many doctors. When tens of thousands of doctors—in every branch of medicine and from coast to coast—were asked what cigarette they smoked, the brand named most was Camel. Yes, according to this and other surveys...

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!



Make your own sensible 30-day Camel mildness test in your I-Love-I for Throat, I for Taste



© 1969 Camel Cigarette Co., Winston-Salem, N.C.

Robert Young Played the Physician, Marcus Welby, MD, on ABC TV 1969 - 1976.



ROBERT YOUNG,
Center of
LOVE IS BIG BUSINESS,
an RKO Radio Picture

R.Y. loves ASR

"A-S-R stole my heart away!" says Robert Young. "Such beauty! Such grace! And that air of belonging! I sure love that A-S-R Lighter!"

- Light automatically comes on engaging a light switch!
- Holding's sure as pressing coffee!
- You can pass the light without passing your thumb - more lit without holding!
- Goes for miles without a draw!

ASR lighter

At jewelry and department stores

Modeler: A. F. B. Quality Products - Lighter Division, a G. H. Corporation, Brooklyn 1, N. Y.

Robert Young Played the Physician, Marcus Welby, MD, on ABC TV 1969 - 1976.



Why did you change to Camels, HENRY FONDA?

"My voice is important in my career. I smoke Camels because they're mild and have such rich flavor!"

Henry Fonda
One of Broadway's stage stars.
"Point of No Return"

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

Make your own remarkable 30-day Camel mildness test in your "I Love You" - 1 for throat, 1 for taste.

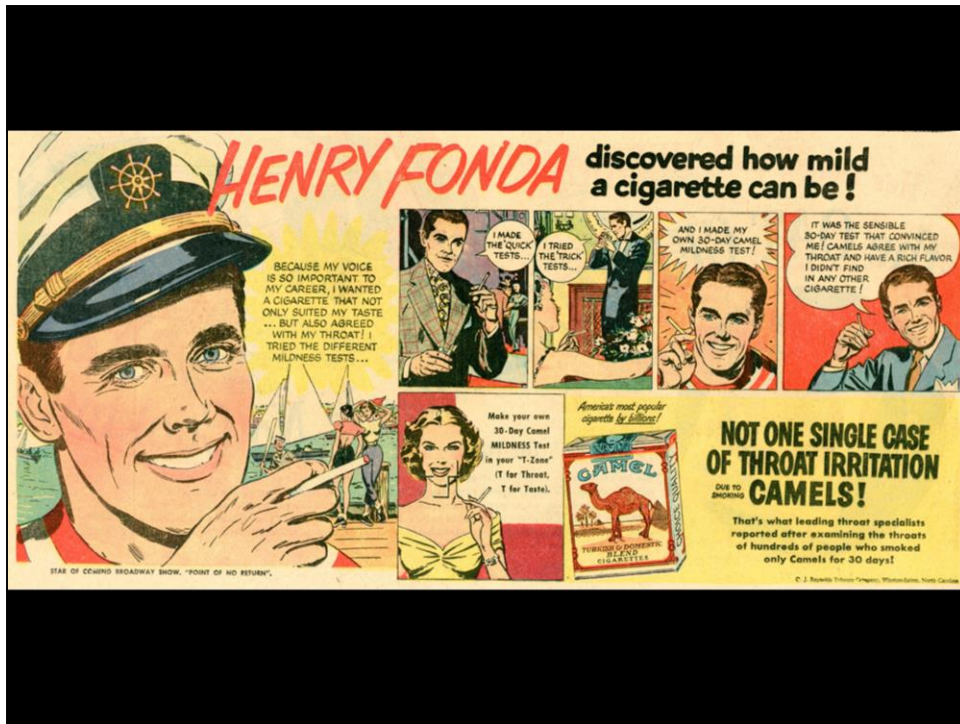
—that's what noted throat specialists reported in a continuous test of hundreds of people who smoked only Camels for thirty days!

Make your own thirty-day Camel test, the one sensible, thorough test of cigarette mildness. Enjoy Camel's rich, full flavor, a flavor no other cigarette has. See if you don't agree with Henry Fonda when he says, "The cigarette that suits my throat best is Camel!"

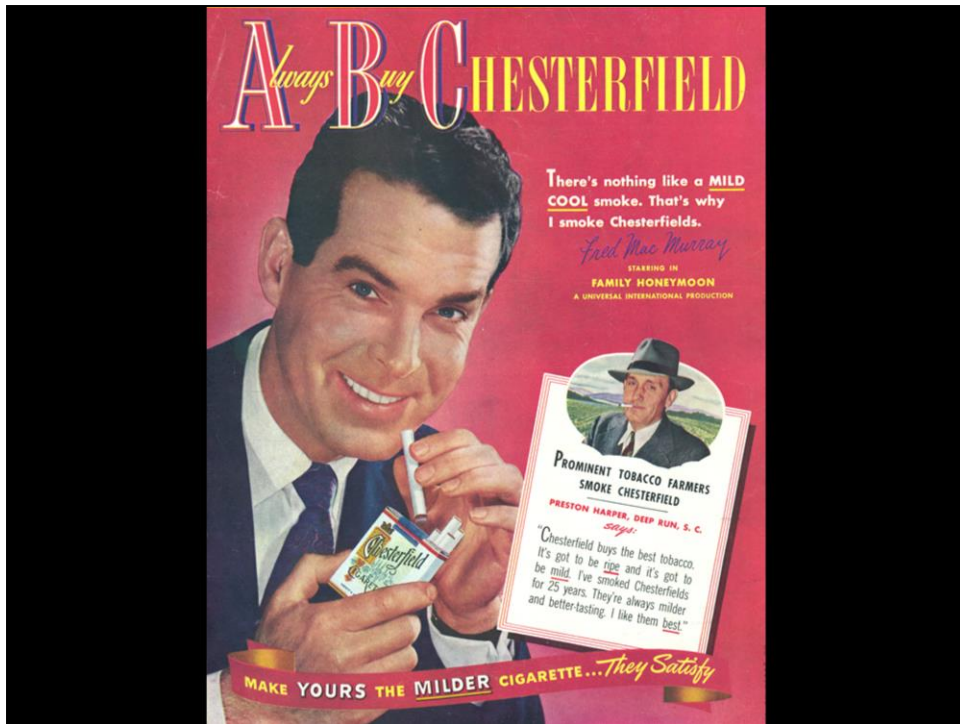
Start smoking Camels today and discover why, after all the mildness tests...

CAMEL LEADS ALL OTHER BRANDS—BY BILLIONS!

Henry Fonda, prolific actor and father of Jane and Peter Fonda, died of heart failure August 12, 1982 at age 77. He is reported to have said: I've been close to Bette Davis for thirty-eight years - and I have the cigarette burns to prove it.



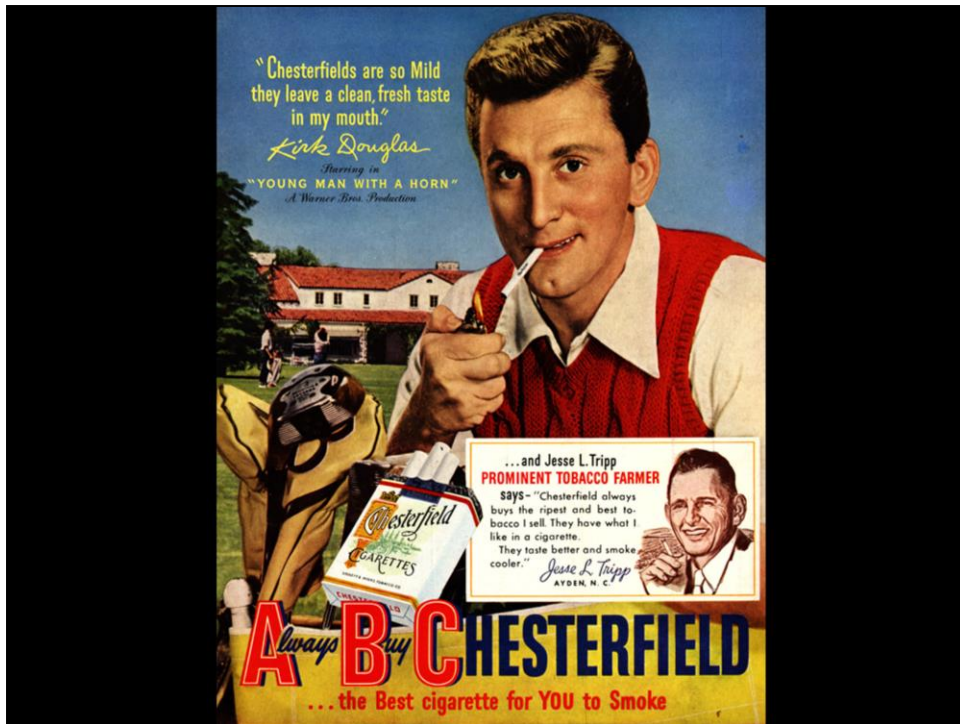
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Fred Mac Murray.

He played a pipe smoking father in the TV series My Three Sons (1960 - 1971)

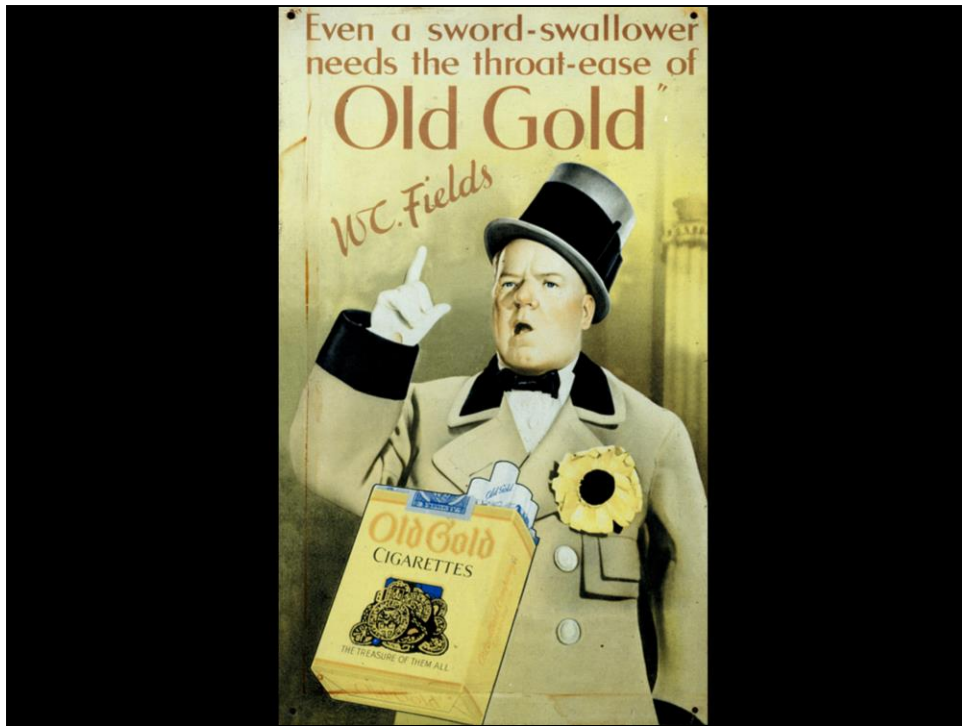
The movie mentioned in this ad, Family Honeymoon, was filmed in 1949.



The movie depicted in this Chesterfield ad, "Young Man with a Horn" was filmed in 1950. Kirk Douglas is reputed to have quit smoking in 1950 when he looked at the picture of his dead father. "I thought of him on his death bed. I held up the cigarette and studied it. Who is stronger - you or me?" I asked. "I never smoked again." In 1996, Douglas suffered a debilitating stroke which impaired his ability to speak.

(source of smoking cessation story:

<http://www.contactmusic.com/new/xmlfeed.nsf/mndwebpages/kirk%20douglas.%20smoking%20lesson>)



WC Fields, the famed vaudevillian, died of intestinal bleeding in 1946 at the age of 66.



"If the cougher in the 4th row will come to the stage door . . . there's a carton of Old Golds waiting for him!"



"Of course, I've never said the above! But how I've been tempted to, when a heavy bass whoop or a shrill soprano bark has drowned out my best wise-crack."

"But it isn't good cricket to publicly embarrass a cougher. He isn't barking on purpose. He needs quiet, friendly counsel. He should, in confidence, be told to smoke OLD GOLDS."

"You'll enjoy the show better . . . and so will I . . . if we can just get this tip over to him. For, from my own experience with this smooth and throat-easy cigarette, I don't believe there's a cough in a capacity house-ful of them."

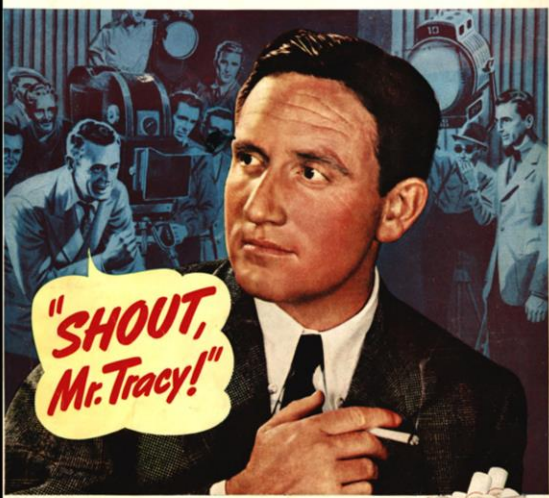
(SIGNED) *W. C. Fields*

Why not a cough in a carload?

OLD GOLD Cigarettes are blended from HEART-LEAF tobacco, the finest Nature grows. . . Selected for richness and ripeness from the heart of the tobacco plant . . . Aged and mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

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

On Your Radio . . . OLD GOLD FELD WHITEHEAD SON . . . Paul Whitehead, King of Japs, and his complete orchestra will broadcast the first cigar hour every Tuesday, starting February 24th, from 7 to 8 P. M., Eastern Standard Time and within network of Columbia Broadcasting System.



"SHOUT, Mr. Tracy!"

Even after throat-taxing scenes, Spencer Tracy* finds Luckies easy on his throat! And so will you!

"SHOUTING" for hours is tough on throats. You try it and see. Yet Mr. Tracy says: "Even when my throat is completely tired out from acting, Luckies still get along with it fine!"

You try Luckies, too, and see. We think you'll agree with Mr. Tracy, because the exclusive "Toning" process takes out certain irritants found in all tobacco. This makes Luckies a light smoke.

We think you'll agree with the tobacco experts, also. Among independent buyers, auctioneers and warehousemen—not connected with any manufacturer—Luckies have twice as many exclusive smokers as have all other cigarettes combined!

*SPENCER TRACY, COSTARRING IN M.G.M. PRODUCTION, "TEST PILOT"

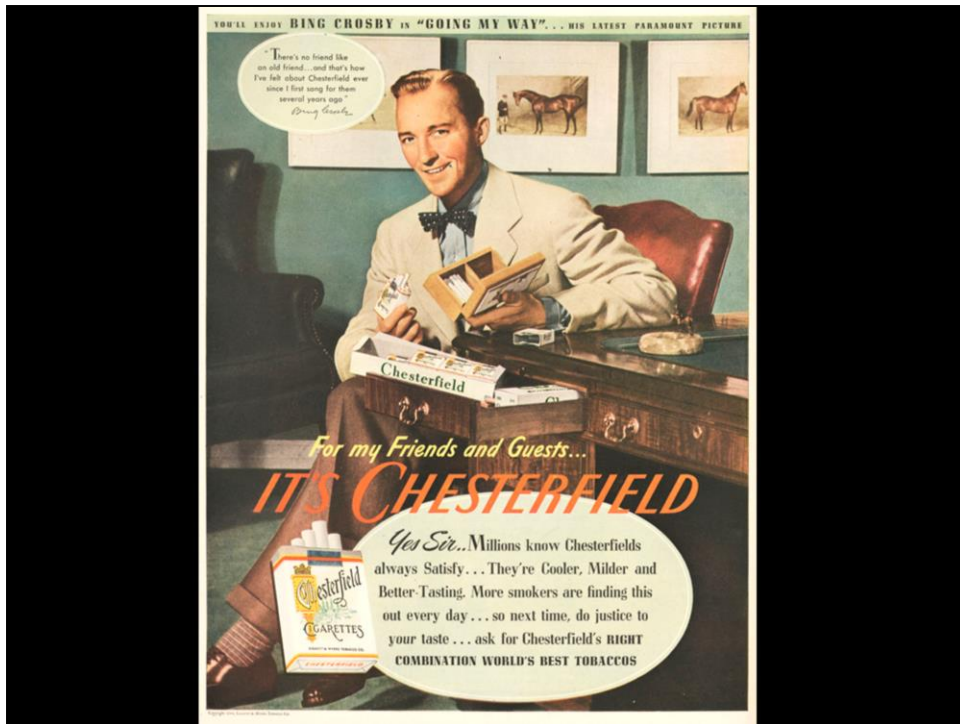
Sworn Records Show That—
With Independent Experts—WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1



Spencer Tracy, star of numerous films, most notably with Katherine Hepburn, died of a heart attack at Age 67 June 10, 1967.



Steve McQueen Died of Lung Cancer November, 7, 1980.



Bing Crosby, crooner par excellence, died of a heart attack October 14, 1977 at age 74. In the early 1950s the Bing Crosby show on CBS radio was sponsored by Chesterfield.

"Is it my imagination?"
asks Bing Crosby
"or are Old Golds really cooler and easier on the throat?"

Dear Mr. Crosby:—
When you changed to Old Gold cigarettes a few months ago, it was *fact*, not *fancy*, that gave your throat a thrill!

Many tests have established Old Gold's superior smoothness. A group of New York throat specialists, for instance, tested several brands and found Old Golds appreciably cooler and easier on the throat tissue.

"No artificial flavoring" . . . that's one reason. But the *character* of the tobacco . . . that's the BIG reason. It's picked from the heart of the stalk, where Nature grows her mildest and coolest-burning leaf.

That's why you can smoke Old Golds freely, without the *slightest* throat irritation.

Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1768

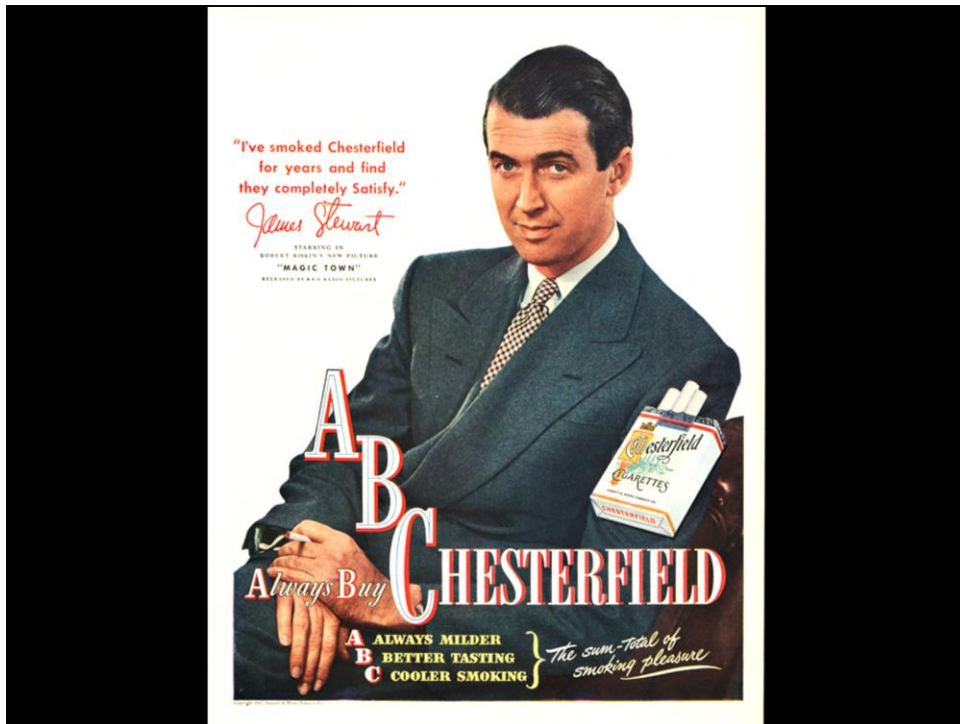
P. S.:—To sum it all up, Mr. Crosby:
No better tobacco grows than is used in Old Gold. And it's pure. That's why Old Golds are easy on the THROAT and NERVES.

See Bing Crosby in "SHE LOVES ME NOT," his latest Paramount Picture

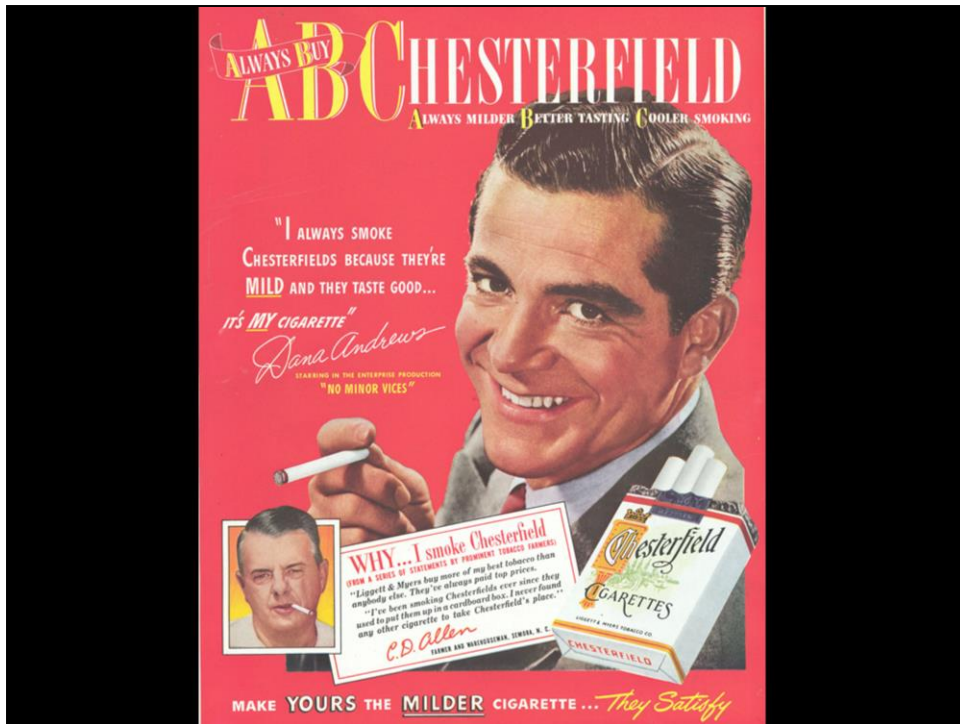
AMERICA'S *Smoothest* CIGARETTE

© P. Lorillard Co., Inc.





Jimmy Stewart died July 2, 1997 following a long illness from respiratory problems at the age of 89.





Basil Rathbone, famous English actor who portrayed Sherlock Holmes, died of a heart attack July 21, 1967 at age 75. Mr Holmes characteristically smoked a meerschaum pipe.

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* & PICTURES this year,"
found in all tobaccos—even the finest.
And Luckies do use the finest to-
bacco. Science records show that
among independent tobacco experts
Lucky Strike has twice as many ex-
clusive 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.

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And Luckies do use the finest to-
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clusive smokers as have all other
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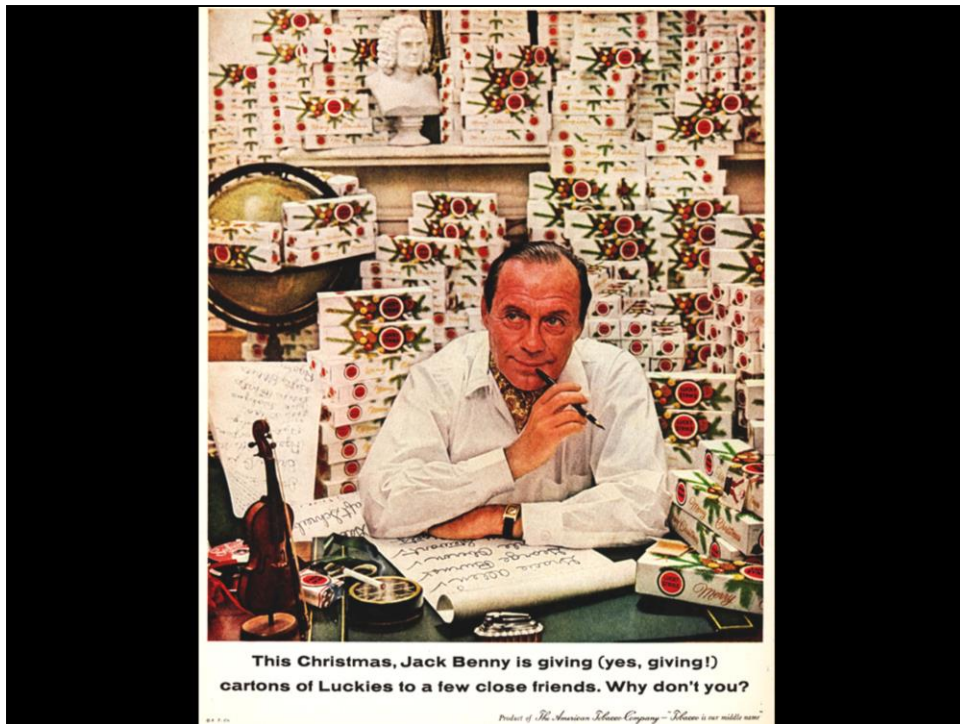
Luckies—A Light Smoke
Easy on your throat—"It's Toasted"

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

**LUCKY
STRIKE
CIGARETTES**

*DECEASED 1969. The American Cigarette Company.

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



This Christmas, Jack Benny is giving (yes, giving!) cartons of Luckies to a few close friends. Why don't you?

Product of The American Tobacco Company - "Luckies is our middle name"

Jack Benny, died of lung and pancreatic cancer on December 26, 1974 at the age of 80.

Why did you change to Camels, WILLIAM HOLDEN?



"With so many people smoking Camels, I figured they must be good! So I tried them... found their cool mildness and swell flavor suit my taste to a T! You ought to try Camels yourself!"

WILLIAM HOLDEN, as seen in "Letter From an Unknown Woman", is another on the list of Hollywood movie actors who prefer America's most popular cigarette, Camel. Some others are John Wayne, Lauren Bacall, Montgomery Clift, Ann Lee, Marlene Dietrich.

*Good Smoking
William Holden*

for Mildness and Flavor

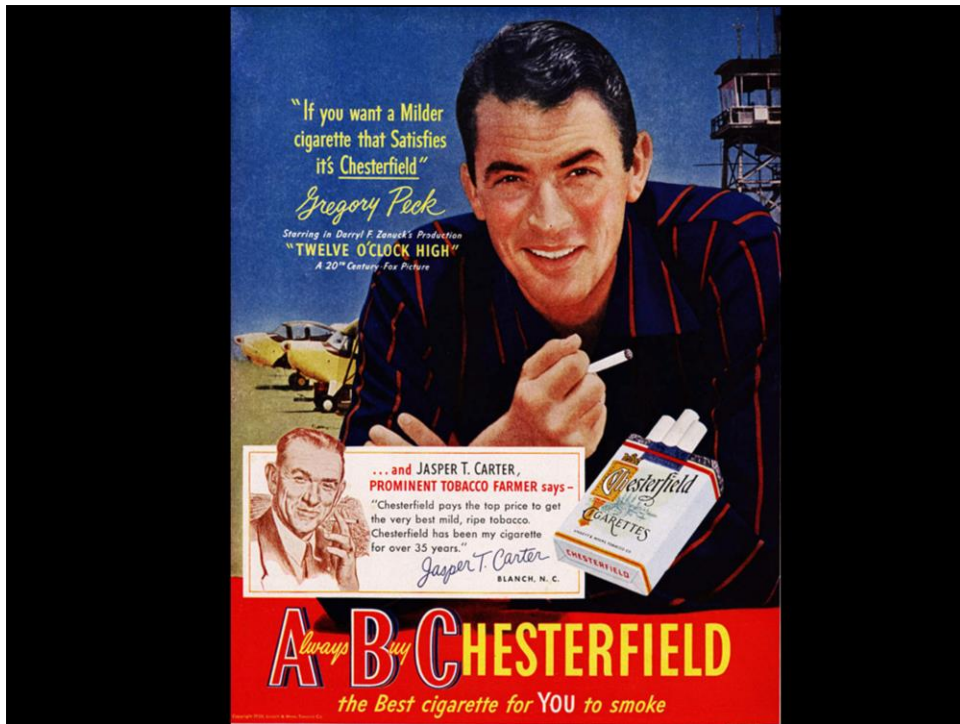
CAMELS AGREE WITH MORE PEOPLE
than any other cigarette!

Make your own 30-day Camel mildness test — you'll see how well Camels' mildness and flavor suit you.



YOU, TOO, rate the cigarette that rates *best* with the most smokers! After all, Camels' costly tobaccos assure you a cool, cool mildness, a rich, exclusive flavor that other brands can't match! So try Camels — today. Smoke only Camels for 30 days. Let your own sense of good taste tell you why Camels' flavor and mildness agree with more people than any other cigarette!

William Holden died of an intoxicated fall November 12, 1981 at the age of 63.



Gregory Peck died of bronchial pneumonia June 12, 2003 at the age of 87.

The movie mentioned in this advertisement, Twelve O'Clock High, was filmed in 1949.



**"Find your
personal
pipe tobacco in
Kentucky Club's
fine blends..."**

I did"

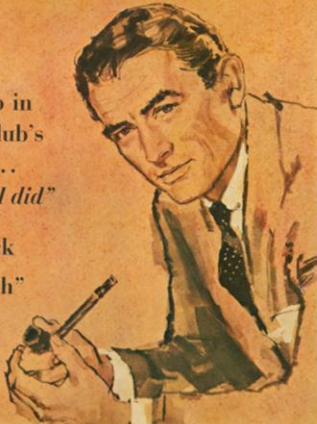
SAYS

Gregory Peck

WHO TO BE SEEN IN

"On the Beach"

A STANLEY KRAIER PRODUCTION
RELEASED THRU UNITED ARTISTS



**Which Kentucky Club blend
did Gregory Peck select?**

Actually, the more important question is which blend best suits *YOUR* personal taste. Read the descriptions below—then start with the blends which sound best. All packaged in moisture-proof Kernal Pouch. Keeps tobacco fresh, mellow and cool-smoking. Kentucky Club, Whiting, West Va.



AROMATIC KENTUCKY CLUB MIXTURE—Blended for modern tastes from six choice imported and domestic tobaccos. Cool-burning, mild, refreshingly aromatic.

CONQUER DUCK—A superb blend of five world-famous tobaccos make this time-honored mixture a connoisseur's delight.

FOOTBALL—Especially popular with active men and those who like aromatic mixtures. Blended from six different imported and domestic tobaccos. Easy to pack in pipe.

WILLOWHART TATION—Famous for mellow, delightful fragrance. Blend for cool, even burning.

BRUSH CREEK—About the most expensive tobacco on the market—and worth it. Top-quality leaves of finest imported and domestic tobaccos magnificently blended.

DOWNPOUR—A mixture on the English side, blended from five great tobaccos, cut five different ways. Smooth and cool-burning, with a distinctive and delightful aroma.

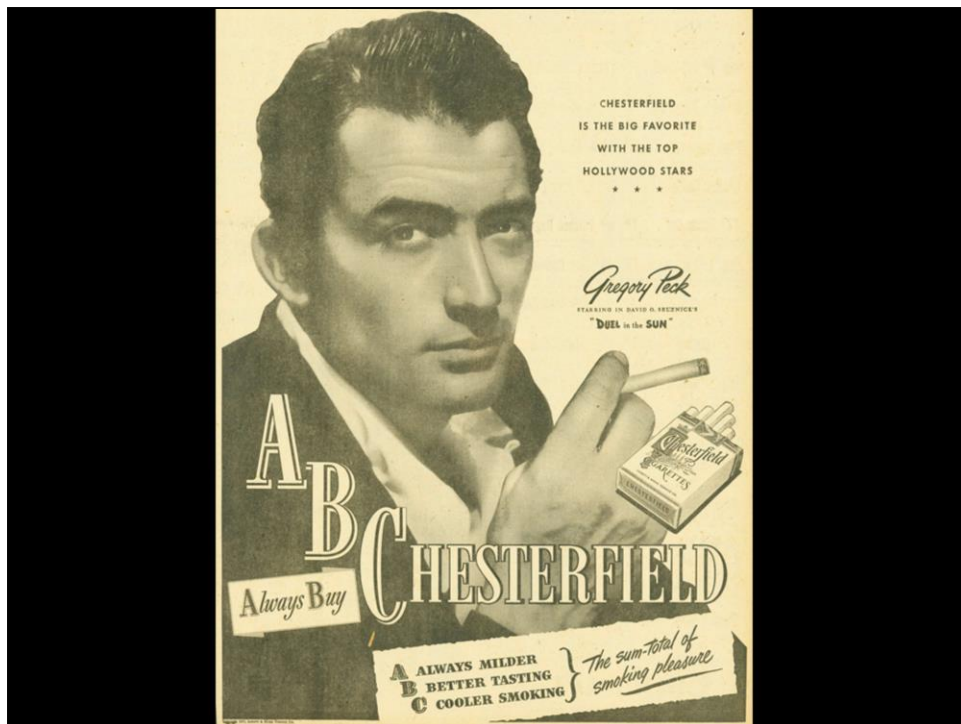
PEPPER'S POUCH MIXTURE—Mildly aromatic and smooth on the tongue. A little Latakia and a little Perique skillfully blended with 3 top-quality domestic tobaccos.

CASPER SUGAR—A mixture of 100% domestic tobaccos expertly blended for smokers who like a natural taste and aroma, without any trace of imported tobaccos.

KENTUCKY CLUB WHITE BURLAP—An honest blend of choice leaves. Famous for its smooth, mild flavor and great aroma. Never tires taste.



CHOOSE FROM THE TOBACCO BAR





Gary Cooper died of lung cancer May 13, 1961 at the age of 60.





"I've often wondered"
says *Gary Cooper*
[AN OLD GOLD SMOKER SINCE 1932]

"is Old Gold's throat-ease due to 'no artificial flavoring'?"

Dear Mr. Cooper:—

The point you raise is important. Tampering with the natural flavor of tobacco never improves its smoking qualities. If the tobacco is *right*, it needs no artificial flavoring.

But Old Gold's freedom from artificial flavoring is by no means the *chief* reason for its famous throat-ease.

The *big* reason, Mr. Cooper, is simply this:—Old Gold uses only queen-leaf types of Turkish and domestic tobaccos—varieties notably free from bite. Aged at least 30 months, this tobacco reaches you as smooth and mellow as rare old wine.

That's why you can smoke Old Golds, day in and day out... without the slightest throat irritation.

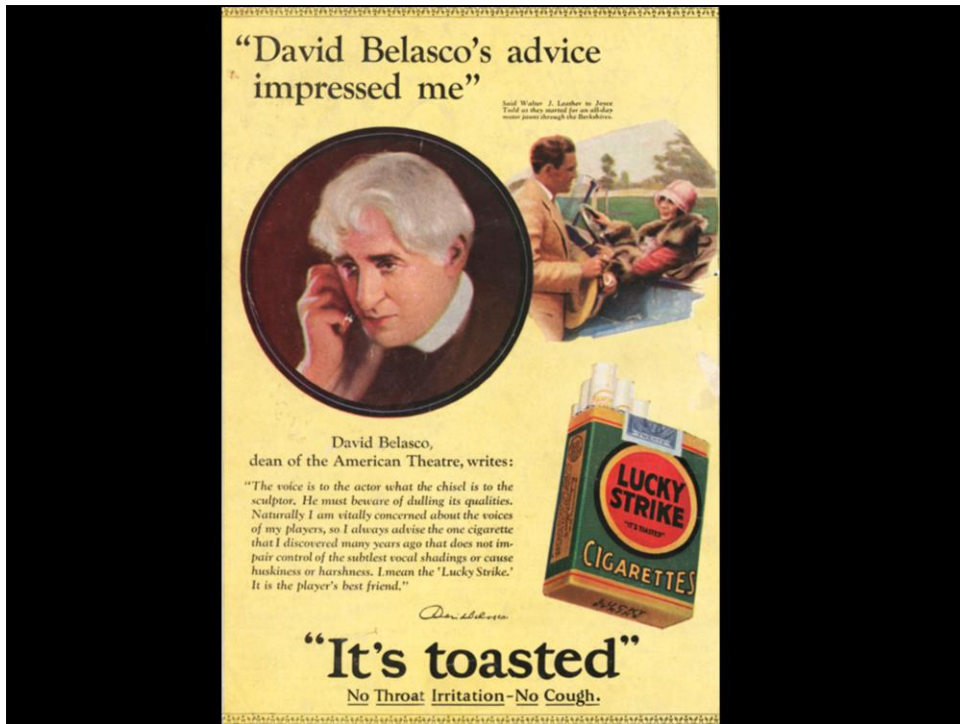
Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1760

P. S.—The fact is, Mr. Cooper:
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 GARY COOPER in
"NOW AND FOREVER" ... a Paramount picture

Old Gold CIGARETTES
THE MEASURE OF THEM ALL

AMERICA'S Smoothest CIGARETTE



David Belasco, American playwright, died May 14, 1931 at age 78 of uncertain cause.

ON THE SET WITH **SINATRA**



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

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

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

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

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

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



CHESTERFIELD
CIGARETTES
KING and REGULAR

"There are times when I don't dare to cough . . . so I smoke Old Golds"



"Besides the fact that a cough, when the camera is clicking, would spoil the scene and cause expensive re-takes; besides the fact that it just isn't done on a movie set, there are times when coughing would just about mean 'curtain' for me.

"So I smoke OLD GOLDS because they don't bring on that throat tickle and irritation that causes coughing. Smooth and easy, OLD GOLDS are, on my throat. So I smoke O. Gs, myself, and recommend them to everyone who works with me."

(SIGNED) *Charlie Chaplin*

Why not a cough in a carload?

OLD GOLDS are blended from heart-leaf tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Mellowed extra long in a temperature of mid-July sunshine to insure that honey-like smoothness.

CHARLIE CHAPLIN
World's greatest comedian and premier artist of the screen, in an uproarious scene from "The Circus," United Artists Production.

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

© F. Lorillard Co., Inc. 1935

Presenting...

CHARLIE CHAPLIN

in the *blindfold* cigarette test

Famous star selects

OLD GOLD

"One cigarette of the four I smoked in the blindfold test was like shooting a score successfully after a whole series of failures. It just 'clicked' and I named it as my choice. It was Old Gold. Which clears up a mystery, for the supply of

Old Golds in my Beverly Hills home is constantly being depleted. It seems that Strongheart and Rintinle are the only motion picture actor stars who don't smoke them."

Charlie Chaplin



CHARLIE CHAPLIN... named favorite the world over, the star of the best-loved pictures... "The Circus."



Old Gold CIGARETTES

Made from the finest leaves of the tobacco plant

How does OLD GOLD do it?

What's the secret of Old Gold's winning charm? The answer is very simple. These types of leaves grow on the tobacco plant... even, heavy ripeness, bringing to the throat... and a grand taste, without taste or aroma... and

the smoothness, rich flavor and fragrant smoking qualities. These golden-ripe leaves give Old Golds their dependable smoothness. That's why so many famous people choose them. And that's why you too can pick them... even in the dark.

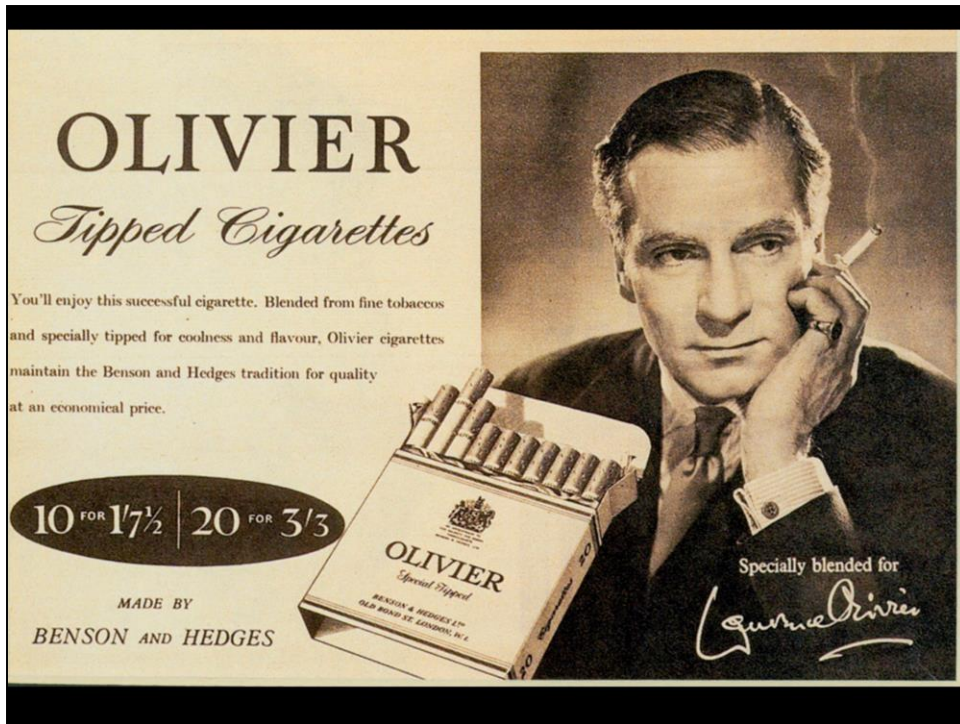
SMOOTHER AND BETTER—"NOT A COUGH IN A CARLOAD"



John Wayne, died of gastric cancer June 11, 1979 at the age of 72. After being diagnosed with lung cancer (controlled by surgery), he made a series of noteworthy anti-smoking TV advertisements..







OLIVIER
Tipped Cigarettes

You'll enjoy this successful cigarette. Blended from fine tobaccos and specially tipped for coolness and flavour, Olivier cigarettes maintain the Benson and Hedges tradition for quality at an economical price.

10 FOR 1 7/2 | 20 FOR 3 1/3

MADE BY
BENSON AND HEDGES

OLIVIER
Special Tipped
BENSON & HEDGES LTD.
OLD BRIDGE ST. LONDON, W.C.1

Specially blended for
Quintus Oliver



Mark Twain, humorist and writer, died of heart failure April 21, 1910 at the age of 74.

Famous quote:

Mark Twain Giving up **smoking** is the easiest thing in the world. I know because I've done it thousands of times

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

Enrico Caruso

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

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

Tuxedo
The Perfect Tobacco for Pipe and Cigarette.

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

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

YOU CAN BUY TUXEDO EVERYWHERE
Convenient, glassine wrapped, moisture-proof pouches — **5c** Famous Green Tin with gold lettering, secured to its pouch — **10c**
In Tin Handles 40c and 80c In Glass Handles 50c and 90c

THE AMERICAN TOBACCO COMPANY

**"Throat-Ease?..you said
a Mouthful!" says Al Jolson**

"That's why I prefer Old Golds"



"EDDIE CANTOR said, 'You can't fool my eyes. I can see the better tobacco in Old Golds!'

"The great Schnozzola said, 'You can't fool my nose. I can sniff the better quality in Old Golds!'

"Now I'll admit that the Cantor eyes and the Schnozzola nose are pretty keen. But so is my large size 'taster', and it sure gets a thrill out of Old Gold's mellow smoothness.

"In other words, you can SEE it —you can SNIFF it—and Man!—how you can TASTE it! . . . that finer tobacco quality in throat-easy Old Golds."

(Signed) AL JOLSON

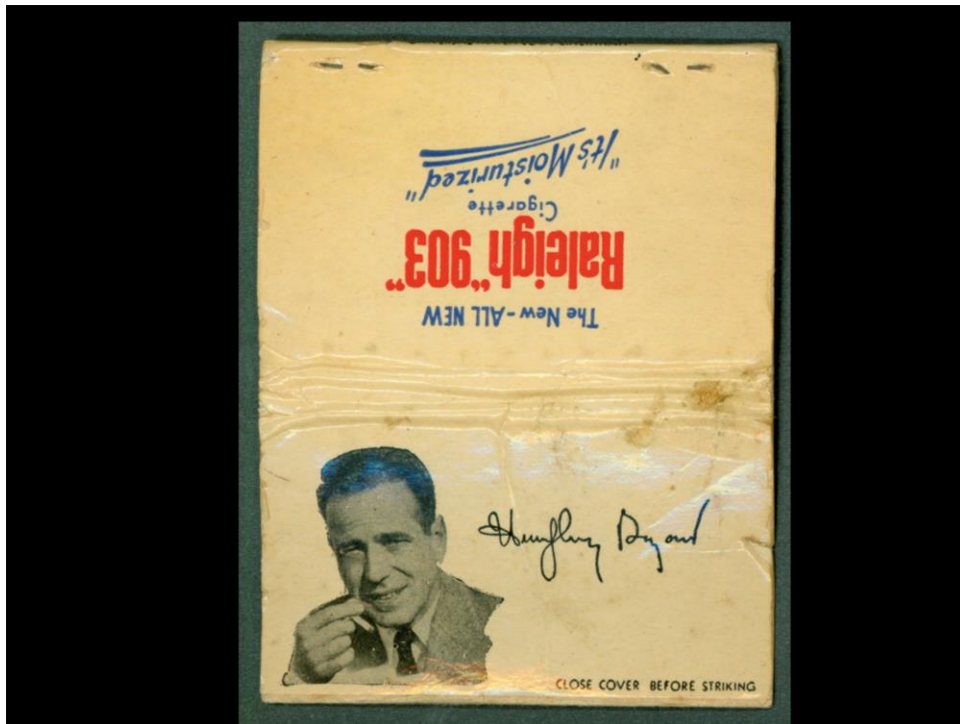
It boils down to this, Al:—
No better tobacco grows than is used in Old Gold. And it's pure. That's why Old Golds are easy on the THROAT and NERVES.

THE THROAT-EASE CIGARETTE

Al Jolson... the man who made "Mammy" famous on stage and screen

AMERICA'S Smoothest CIGARETTE

© P. Lorillard Co., Inc.



Humphrey Bogart
starring in "Kings on a Hot Date,"
A Warner Production
A Columbia Picture

H.B. loves ASR

"I'm a tough guy to please," says Humphrey Bogart, "but I can't
fell for AS-R! What lines! What proportions! What response!
Just a flick and AS-R comes! Man-how I go for that lighter!"

Click! On, goes the light! That's
the AS-R exclusive light action -
action! Since this one can give the light
without passing your thumb!

Click! Light after light! Come for
weeks without a flick - and nothing's
strange or getting better! Each hand-
some AS-R lighter is guaranteed.

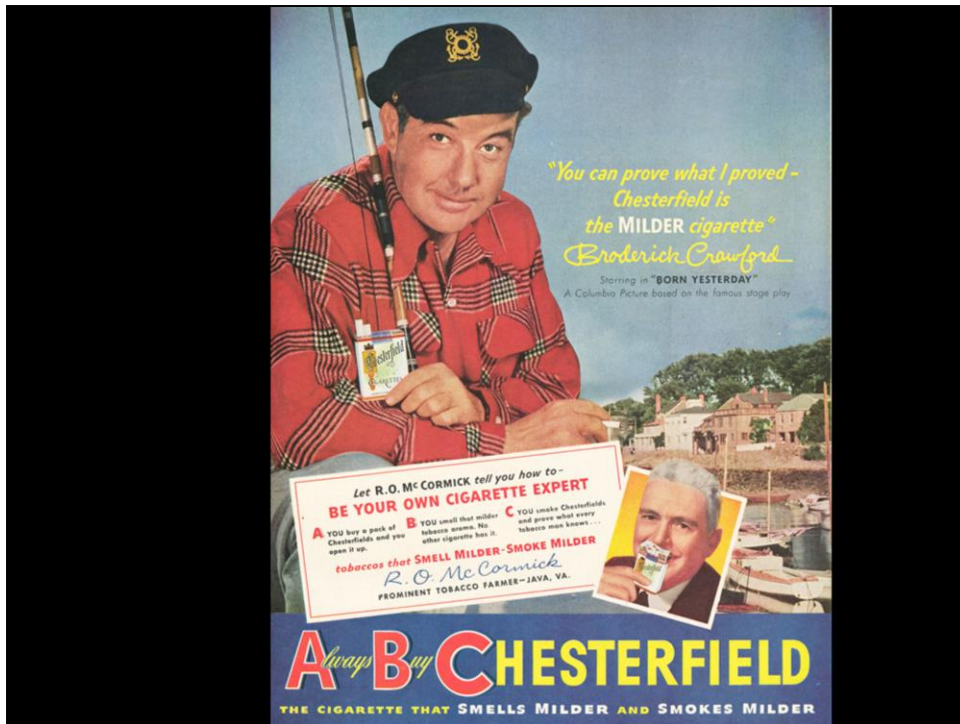
Classic: Right idea for
Mother's Day! Smart Table Lighter in
Rhodium finish, mirror finish, or in
machine engraved. \$12.50. No Frills, Yes.

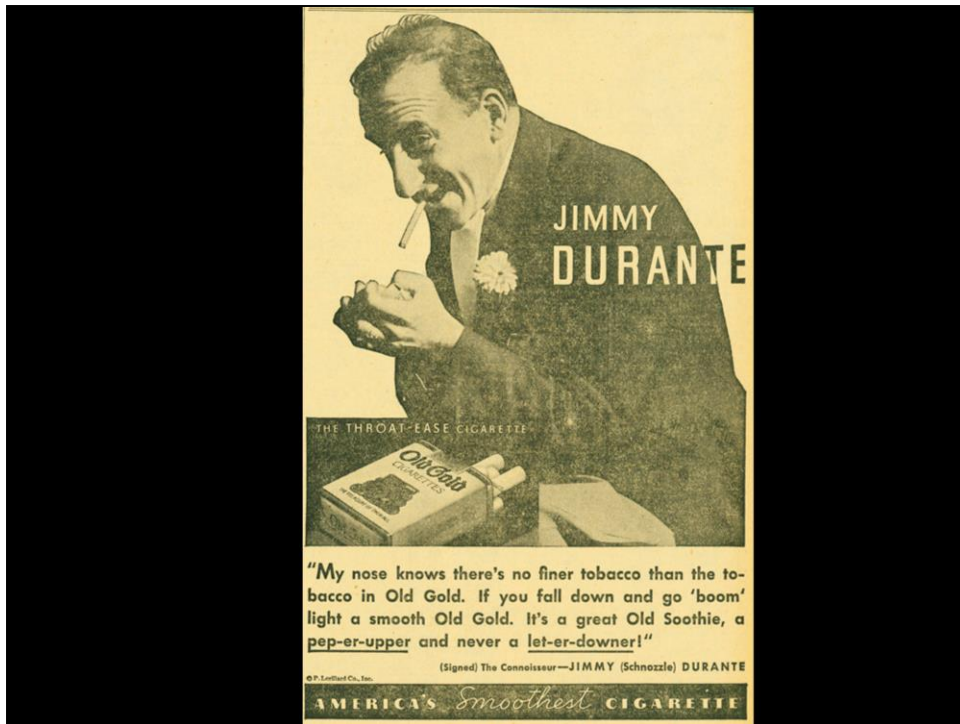
Rich: Rhodium finish. Pocket
Lighter. Mirror or Standard. \$7.50.
Oversize in Leather, Mother of Pearl,
Shooting and Gold, \$9. to \$20.

At jewelry and department stores

ASR lighter

See ASR Products - Lighter Inc. - ASR Corp. - Chicago - U.S.A.





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

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 genial Porter (over 50 musical comedies scored with another Broadway hit, "Kiss Me, Kate".)

ONE SMOKER'S REPORT

 GENE HARRISON , actor, "The Great Waltz": "I've smoked Camels for 30 days. Camels are just better than any other!"	 ELVIRA EBERSTADT , pianist: "I've smoked Camels for 30 days. Camels are just better than any other!"	 JEANNE WILSON , actress: "I've smoked Camels for 30 days. Camels are just better than any other!"
 GENE KRUPA , bandleader: "I've smoked Camels for 30 days. Camels are just better than any other!"	 EVELYN MAXWELL , actress: "I've smoked Camels for 30 days. Camels are just better than any other!"	 "BETTY" CAMPBELL , actress: "I've smoked Camels for 30 days. Camels are just better than any other!"

PATRICIA MORISON, one of our most popular and most graceful actresses. Patricia, an ardent Cole Porter fan, is right at home singing "So In Love" in "Kiss Me, Kate". After making the 30-day test, Miss Morison says: "I've changed to Camels for keeps!"





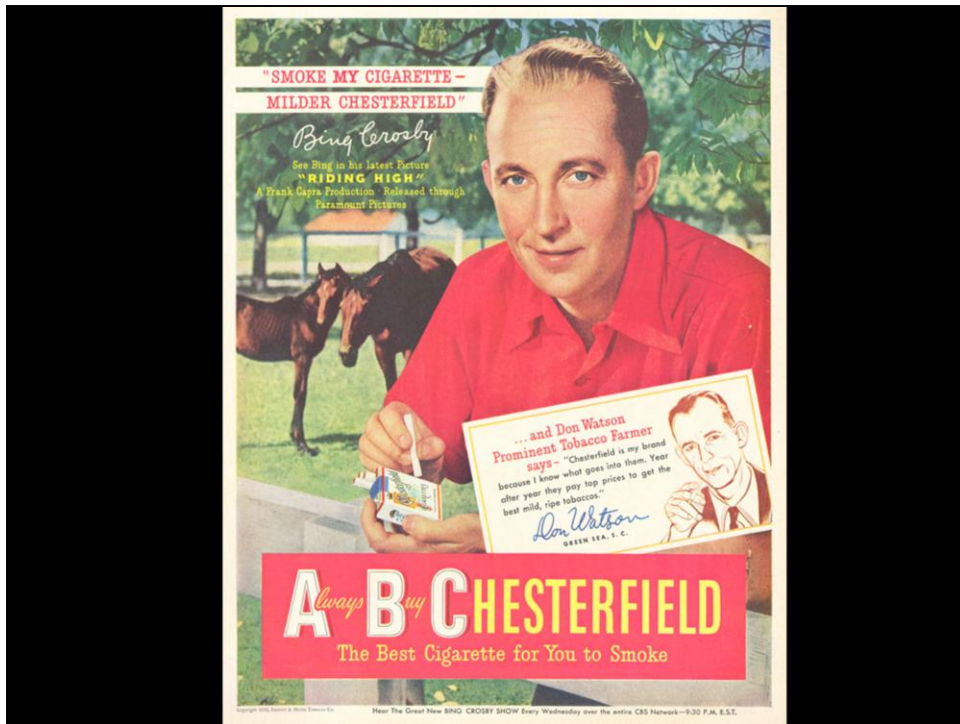
DOCTORS' REPORT

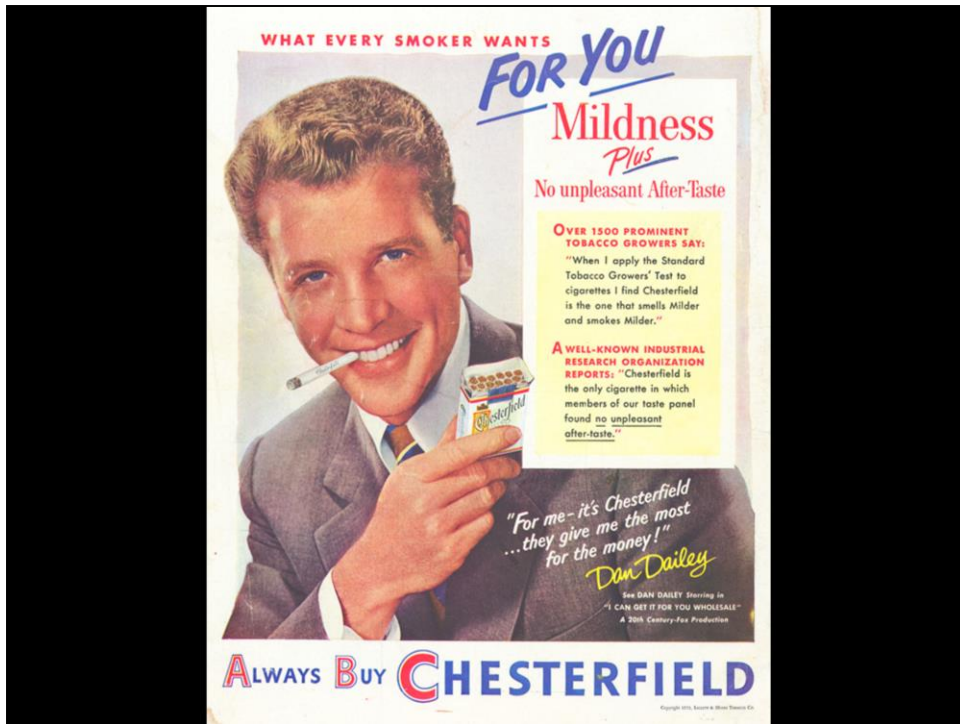
In a recent test of hundreds of people who smoked only Camels for 30 days, noted throat specialists, making weekly examinations, reported

NOT ONE SINGLE CASE OF THROAT IRRITATION

due to smoking **CAMELS**

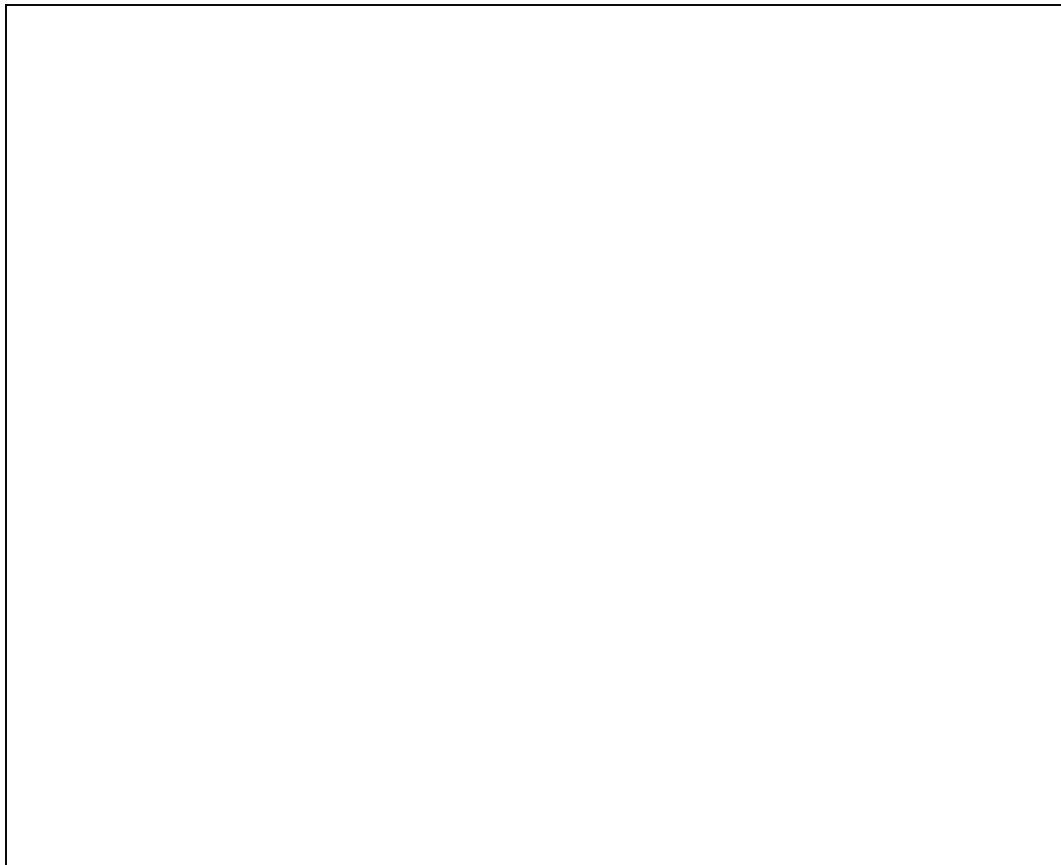












Leslie Howard
says Luckies are "tops" with his throat

"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

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

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

REX HARRISON says:
"I smoke Luckies—they're mild and smooth."

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



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 New?"



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



November 7, 1937 THIS WEEK Magazine Section 3

His Voice has Made a Million Feet of Film!

Wallace Beery
M-G-M star, tells how the throat strain of "tough" roles has led him to smoke Luckies for 10 years...



1. "STOPPING GUN-PLAY just for my voice," says Wallace Beery, "is a real job. I've landed in my new Metro-Columbia picture, *The Man from Arizona*. Making this movie meant I was missing for two days. Well, you know...

2. "THAT MATTER HOW TOUGH a man is, he's got to look like a tough guy. And that brings me to the subject of Luckies." Luckies, because the exclusive "Toasted" process makes certain throat irritants found in all tobaccos?

3. "I'VE BEEN SMOOKING LUCKIES for over ten years now. I like them one of my real pleasures. Yes, the flavor of Luckies suits my taste. It's just as the name says, my throat loves for grinding them in...my throat!

4. "I'VE MADE NO PICTURES—about a million feet of film... But no matter how hard my throat works, it always relaxes in Luckies. There aren't any like Luckies in the picture 'ring and Joan Crawford, say the same."

WITH NEW WHO KNOW TOBACCO BEST
No Luckies 2 to 1!

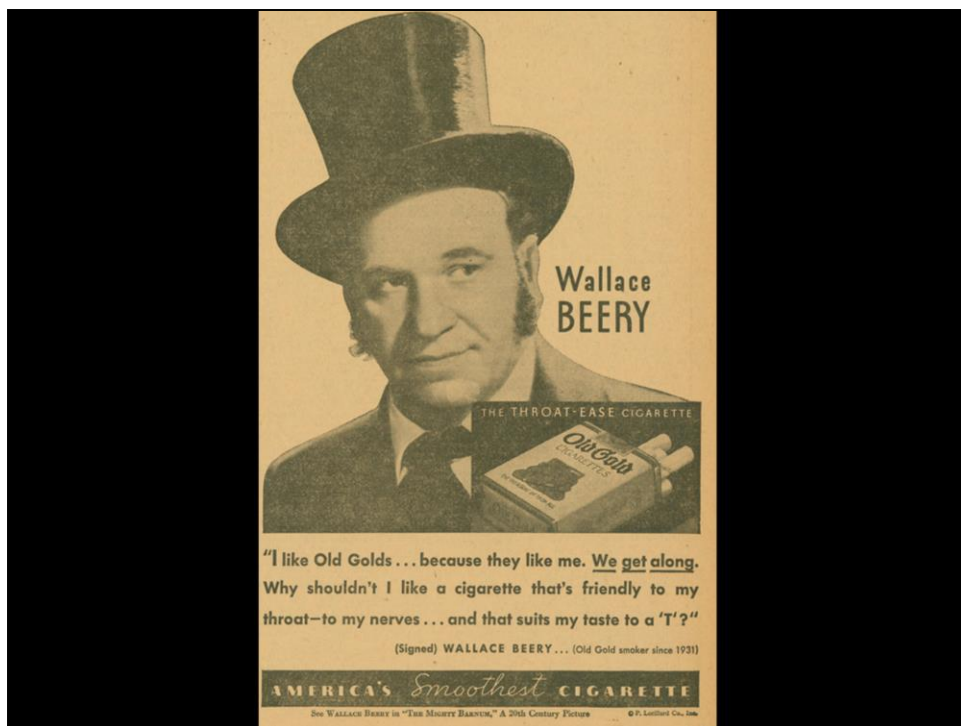
STRELL, E. men who spend their time having, selling and handling tobacco are the best judges of tobacco quality. And now, every movie available for your inspection shows that, among independent tobacco experts, Luckies strike the nerve in every tobacco smoker's heart. All the other cigarettes combined! This is the verdict of tobacco connoisseurs. Experts, manufacturers, etc., are connected with any cigarette manufacturer. In the honest judgment of the men who know tobacco best... (P.M. Luckies—2 to 1)

H. Lawrence Brown Co.

LUCKIES are a light smoke...easy on your throat...*"It's Toasted"*

Throat Strain of Tough Roles Led Him to Smoke Luckies

No matter how tough a man is, he's got to think of his throat.



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!]

Fredric March says... **THIS IS IT**

"L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED!"

When I read Dr. Duckin's letter I tried L&M Filters. I'm really enthusiastic about them. They're a wonderful smoke—with a filter that really does the job. I'm sure you'll like them as much as I do.

Fredric March

LIGGETT & MERRILL TOBACCO CO.
410 FIFTH AVENUE
NEW YORK 17, N.Y.

Dr. F. R. Duckin
Director of Research

Extensive investigations of possible filter media were initiated in our laboratory and by limited until a strictly non-chemical material was found that effectively filtered the smoke. This is the material used in "L&M" filter tip cigarettes and is a highly purified alpha cellulose. Pure white in color, and used in an additive in certain forms, it is naturally available to filter cigarette smoke. It removes over one-third of the smoke "tar" and impurities, the nicotine, the "L&M" signs to remove the heavier particles from the smoke stream leaving a truly light smoke.

When you smoke "L&M" cigarettes, made and guaranteed by Liggett & Merrill Tobacco Company, you draw into your mouth much less smoke with much less nicotine and other nitrogenous constituents.

Liggett & Merrill Tobacco Co.

"U. S. Patent Pending"

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

- 1. Effective Filtration**—from a Strictly Non-Chemical 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 one-third of the smoke, leaving you all the satisfaction.
- 4. Much More Flavor and Aroma**. As last a filter tip cigarette with plenty of good taste. Because—L&M Filter—premium quality tobacco, a blend which includes special aromatic types.

"U. S. Patent Pending"

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

L&M FILTER TIP Cigarettes

LIGGETT & MERRILL TOBACCO CO.

Charlie Daniels
Recording Artist



Something for nothing.

If the best things in life are free, this is one of them. Just fill out the coupon below, send it in and we'll send you a free tin of Happy Days moist smokeless tobacco. Just a pinch between your cheek and gum will give you real tobacco pleasure without lighting up. Go Smokeless. It's the only way to go.

A pinch is all it takes!

FOR YOUR FREE TIN OF HAPPY DAYS FILL OUT AND SEND TO:
"Smokeless Tobacco", P.O. Box 2800, Greenwich, CT 06830
I certify that I am at least 18 years of age:

Name _____
Address _____
City _____
State _____ Zip _____



©1989 U.S. Tobacco Company. 00-00
76 L. ROLLING STONE, June 27, 1989

George Brent
ONE OF THE STARS IN
"Tomorrow is Forever"
An International Picture
Joyce MacKenzie, also in "Tomorrow is Forever," smokes with a light

[OVERHEARD AFTER THE MOVIE]

Q: What did George Brent remind you of in the picture "Tomorrow is Forever"?

A: That the right time to enjoy a Blackstone Cigar is today, tomorrow ... and forever!

Q: You men certainly are wedded to your favorite cigar!

A: Why not? Blackstone always gives complete enjoyment, and its quality never changes. Today as always, it is filled 100% with the finest long leaf Havana tobacco.

Superior, too. Blackstone Cigars are made to order and are a night, day, modern. Every under the same quality conditions. No matter how long as "the choice of successful men." World & Bond, Inc., Chicago & New York.

Blackstone Cigar
the choice of successful men

THE FAVORITE CIGAR: PROGRESS BAY, CROCKET EXTRA, BOND, PRINCE OF LIPS, BAYTON

Why did you change to CAMELS?

Frank Sinatra says: "CAMELS HAVE JUST THE MILDNESS I WANT, PACK AFTER PACK."

Audrey Hepburn says: "CAMELS SUIT ME TO A T. THEY TASTE (GIRL)!"

Cary Grant says: "I FOUND FOR STEADY SMOOKING YOU CAN'T BEAT CAMELS."

Marilyn Monroe says: "CAMELS GIVE ME PRETTY PLEASURE EVERY TIME I LIGHT UP!"

Elizabeth Taylor says: "I HAVEN'T FOUND CAMELS' FLAVOR IN ANY OTHER CIGARETTE!"

John Wayne says: "I CAN COUNT ON CAMELS FOR MILDNESS AND FLAVOR!"

Smokers have been changing to Camels and staying with Camels for years. So much so that today Camel is far ahead of all other brands, leading by many billions of cigarettes per year! Camel's mildness and flavor agree with more smokers than any other cigarette... so it makes sense for you to try Camels, too.

Try Camels for 10 days—and see how you keep on enjoying their rich flavor and cool mildness, pack after pack, week after week!

There must be a reason why **MORE PEOPLE SMOKE CAMELS** THAN ANY OTHER CIGARETTE

The 60 seconds that made TONY CURTIS

TONY CURTIS' FIRST HOLLYWOOD BRIDGE, NETTED HIM \$1504

HEY TONY, CALL THE STUDIO / THERE'S A PART FOR YOU!

IT'S ABOUT TIME, BUT PROBABLY IT'S JUST A WALK-ON

TONY WAS ON THE SCREEN FOR ONE MINUTE—DANCING WITH THE STARS

HOW DID IT GO?

LIKE I SAID—JUST A BIT, PROBABLY ON THE CUTTING ROOM FLOOR!

THE SCENE STARTED IN—AND THOUGH TONY'S NAME WASN'T MENTIONED IN THE CAST—

SON, WE HAVE LETTERS FROM ALL OVER; FOLKS WANT TO KNOW WHO WAS THE CUTIE FELLOW WHO DANCED WITH THE STARS. WE HAVE PLANS FOR YOU!

TONY GOT ONE GOOD PART AFTER ANOTHER! HE ROSE TO THE TOP **FAST!**

TONY, THERE'S A MORAL IN THIS. IF YOU'VE GOT WHAT PEOPLE WANT, YOU'LL RISE TO THE TOP. YOU'VE GOT IT, SON, YOU'RE A **STAR!** (ING STAR NOW!)

A CIGARETTE, TOO, SHOULD GIVE PEOPLE WHAT THEY WANT. THAT'S WHY **CAMEL** IS AT THE TOP!

SO MANY PEOPLE LIKE **CAMELS** BEST I DECIDED TO TRY THEM. I FOUND **CAMELS** THE FINEST CIGARETTES I EVER SMOKED—SO MILD AND FLAVORFUL!

LOOK AT THE FACTS!
LATEST PUBLISHED FIGURES* SHOW CAMELS FAR AHEAD OF EVERY OTHER BRAND!

PLACE	BRAND	SALES
CAMEL	Camel's lead over 2nd Place Brand	43%
2nd	Camel's lead over 3rd Place Brand	34%
3rd	Camel's lead over 4th Place Brand	144%
4th		

For Mildness and Flavor
CAMELS AGREE WITH MORE PEOPLE
than any other cigarette







“Why are Old Golds so easy on the throat...so cool and biteless?”
asks *Adolphe Menjou* [OLD GOLD SMOKER SINCE 1928]



Dear Mr. Menjou:—
As you know, there are many interesting arguments in the cigarette advertisements. But, after all, the proof of a cigarette, like a pudding, is in how it tastes.
We could tell you that Old Gold tobacco is picked from the heart of the stalk (and we *did* tell you that years ago). We could tell you that it's picked sun-ripened . . . and then aged to mellow perfection. So rich in natural flavor it needs no artificial flavoring.
But are WORDS important, when Old Gold gives you everything you like in a cigarette, including exceptional throat-ease?
Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1760
P. S.—The net of it, Mr. Menjou, is simply this: No better tobacco grows than is used in Old Gold. And it's pure . . . (No artificial flavoring).

© P. Lorillard Co., Inc.

AMERICA'S Smoothest CIGARETTE

"Cream of the Crop"

"LUCKIES are my standby"

CHIP OFF THE OLD BLOCK
Cash in on Poppy's famous name! Meet Doug's Fairbanks, Jr. For months he's been in a "Famous" way "bath." Then he crashed in the "Famous" bath through a plate-glass window. See him in his latest PICTURE, "IT'S TOUGH TO BE FANCY." Doug has stuck to LUCKIES four years, but didn't click the makers of LUCKIES anything for his kind words. "You're a brick, Doug."

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

DOUGLAS FAIRBANKS, JR.
Famous Actor and Producer, says:

NOW!
MEDICAL SCIENCE OFFERS
**PROOF
POSITIVE!**
NO OTHER LEADING
CIGARETTE
IS SAFER TO SMORE!

Raleigh Fairbanks, Jr.,
Raleigh Cigarettes are Right!
"Famous day's in," says Mr. Fairbanks, "and I'm sure the cigarette that's leading towards Medical Science when proved positive as other leading cigarettes give you less nicotine, less throat irritants, is the one to smoke—don't you know, especially before having a smoke?"

**NO OTHER GIVES YOU
Less Nicotine
Less Throat Irritants**
than the **NEW**, Smoother, Better Tasting
Raleigh

Can't stand
any longer says
"I wanted proof so I studied the reports, mailed to doctors. And it's true! Raleigh's Science has proved no other leading cigarette gives you less nicotine, less throat irritants... it's actually safer to smoke—than the new, smoother, better tasting Raleigh! All no leading brands were tested!"

YES! Tests based on a method used by the U. S. Coast Guard Government—verified by a jury of 14 distinguished doctors, including eminent chemists—now offer you **proof positive!** No other leading cigarette gives you less nicotine, less throat irritants... it's actually safer to smoke—than the new, smoother, better tasting Raleigh! All no leading brands were tested!

Be a Raleigh! Enjoy the rich, clean tobacco that makes Raleighs so smooth, so mild, yet so fully flavored they're the favorite of millions! Raleighs are right—right for tests, right for flavor!

© 1944
R. J. REYNOLDS
DURHAM, N. C.

Tests Based on a Method Used by the U. S. Government

"Lucky is a marvelous pal
the toasted flavor overcomes a craving
for foods which add weight."

George M. Cohan
George M. Cohan,
America's Stage Favorite

NO longer need a trim, slender figure
be your envy. No longer need you
face the rigid requirements of harsh diet-
ing methods. Overweight is banished
when you breathe fattening sweet and
eat between meals and light a Lucky.
"Reach for a Lucky instead of a sweet."

20,679 physicians have confirmed the
fact that Lucky Strike is less irritating to
the throat than other cigarettes. These
professional men realize the value of toast-
ing, the secret process that eliminates
impurities and irritants. Lucky Strike
is a delightful blend of the world's finest
tobacco. And toasting develops a flavor
which is a delightful alternative for fat-
tening sweets.

Many prominent athletes testify that
Lucky smoothes their nerves and do not
harm their physical condition. Men have
long known this and practiced it success-
fully. These are the men who watch their
health, who keep trim and fit, realizing the
dangers of overweight. And now,
women may enjoy a companionable
smoke with their husbands and brothers
—at the same time eliminating in a
sensible manner. That's why folks say
"It's good to smoke Luckies."

A reasonable proportion of sugar in the
diet is recommended, but the authorities
are over-balancing that too many fat-
tening sweets are harmful and that too many
sweets 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 Coughs

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Reach for a
Lucky
instead of a
sweet.

George M. Cohan,
America's Stage
Favorite

Count to count calls back up every Saturday night through the National
Breakfasting Company's network. The Lucky Strike Family Network
is "The Great War Story Network." (Copyright)

"Folks, how can I make Whoopee up here . . . when down in front the 'coughers' are whooping?"

"Maybe the audience would be grateful if I stepped to the footlights some night and voiced the above protest about the 'coughing chorus' down in front.

"But that wouldn't be kind and it wouldn't be just. The cougher doesn't cough in public on purpose. He can't help it. It embarrasses him as much as it annoys his neighbors.

"What he needs, to avoid that throat tickle, is an introduction to OLD GOLD."

(SIGNED)

Eddie Cantor



Eddie Cantor
Premier American
comedian-singer
in the glorious
new production,
"Whoopie."

Why
not a cough
in a carload?

OLD GOLD Cigarettes are blended from
HEART-LEAF tobacco, the Sweet Nature
grows. Selected for silkiness and elegance
from the heart of the tobacco plant. Aged
and mellowed extra long in a temperature
of mild-july sunshine to insure that honey-
like smoothness.

On your Radio...OLD GOLD PAUL WHITE-
MAN HOUR . . . Paul Whiteman, King of
Jazz, and his complete orchestra, broadcast
the OLD GOLD hour every Tuesday, from 9 to
10 P. M., Eastern Standard Time, over entire
network of Columbia Broadcasting System.

© P. Lorillard Co.,
N. Y. 1935

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

BACK WITH A BOOM!

America's Great Comic Personality

EDDIE CANTOR

TONIGHT!

AND EACH MONDAY NIGHT
OVER THE COLUMBIA NETWORK

7:30 pm E. S. T. 8:30 pm M. S. T.
9:30 pm C. S. T. 7:30 pm P. S. T.

**FIRST GUEST STAR—
FANNIE BRICE**



PRESENTED FOR YOUR ENJOYMENT BY

CAMEL CIGARETTES

"YOU SHOULD SEE WHAT I SAW WHERE CAMELS ARE MADE" BY *Eddie Cantor*



AMERICA'S LAUGH KING, Eddie Cantor, has his serious moments too. His uproarious "Cantor's Camel Caravan" broadcasts (every Monday night—Columbia Network) command respect because of his sincerity in his work. And Eddie's truly sincere in his self-termed job of "Camel Radio Salesman." Says salesman Cantor, "Everything isn't too much to know about a cigarette like Camel." Eddie took a trip to Winston-Salem, home of Camel cigarettes. Here is what he saw—

"HELLO EVERYBODY!
Here I am in Camel town. Am I impressed? Everybody looks so happy—so enthusiastic! You'd think each one of the 13,000 Reynolds workers owned the plant. And say, thousands of them are owners—they've got Camel stock! And they really get fun out of making Camels. Maybe that's a reason people get so much fun out of smoking Camels. Wouldn't you like to work here? Nobody's been laid off by Camels in 12 years. When that old whistle blows, all the officials in this place are right on the job too. And they have only one job—making

Camels so good that more people smoke them than any other cigarette. Yes—that's everybody's job at Camels. Imagine a place like this Camel plant. They had social security here years ago. When you're sick, you get a nice healthy check each week. If you die, your family is protected

Have a Camel! See for yourself why there's more real pleasure—more out-and-out enjoyment—in Camel's matchless blend of finer, more expensive tobaccos—Turkish and Domestic.

See why tobacco planters, men who grow and *know* tobacco, make Camel *their* cigarette. You'll say, as millions of smokers do, "Camels agree with me." Camel is America's largest-selling cigarette!



Copyright, 1938, R. J. REYNOLDS TOBACCO CO., Winston-Salem, N. C.

Don't miss Cantor's Camel Caravan Monday nights! See radio listing in your local paper for time.

by insurance. When you reach retirement under the Reynolds plan, the company sends you a check each month for the rest of your life. It's certainly grand to be a Camel worker! COSTLIER TOBACCOES? Has Camel got costlier tobaccoes? Listen—I'm looking at it, folks, in the picture above. And there's a hundred million dollars' worth of it right here at Winston-Salem. That tobacco looks

so good, smells so good. If you're smoking a Camel, you're smoking some of those finer, costlier tobaccos right now. How do they keep this tobacco "just right," the way you like it? They make the workroom "weather" themselves with a wonderful air-conditioning plant. And, besides, they actually wash the air every few minutes. Do the Camel folks like to work in that plant! In the last pic-

ture, I'm watching those costlier Camel tobaccoes going into finished cigarettes—millions and billions of them. There's a lot of pleasure coming out of those machines! I said to my guide, "IN FACT, YOU CAMEL PEOPLE AND I ARE REALLY IN THE SAME BUSINESS—MAKING MORE PLEASURE FOR MORE PEOPLE!"

"There's nothing tough about my throat..that's why I smoke Old Golds"
says James Cagney
[AN OLD GOLD SMOKER SINCE 1932]



IF AN ACTOR plays a few two-fisted characters on the screen, some people get the idea he's hard as nails all through.

"But that's not always true. Take my throat, for instance. I have to watch it like every other movie star who works in front of the 'mike.'

"That's why I'm for Old Golds—they never rasp the throat. And what's more, your taste tells you that they're pure tobacco—plenty aged—and not 'fancied-up' with artificial flavors.

"An irritated throat is one 'tough break' that I won't risk. So I'll keep right on sailing smoothly with Old Golds."

(Signed)
JAMES CAGNEY

We'd like to emphasize this point, Mr. Cagney:—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 NECK.

THE THROAT-EASE CIGARETTE

See JAMES CAGNEY in Warner Bros. Picture, "HERE COMES THE NAVY"

AMERICA'S Smoothest CIGARETTE

© P. Lorillard Co., Inc.

CHARLES BOYLES: "As easy on the throat as a velvet collar."

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

GARY COOPER: "Old Golds are as 'biteless' as a newborn baby's mouth as honey."

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

BING CROSBY: "Less 'tuffed' throat irritation." I can't afford to be without Old Golds."

CAROLE LOMBARD: "Old Golds give my throat a 'pick-me-up' without a 'let-down'."

CLAUDETTE COLBERT: "Register throat-ease" means "Light on Old Gold" in my language."

CECIL B. DE MILLE

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

Old Gold CIGARETTES

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

AMERICA'S Smoothest CIGARETTES

You can't fool these eyes!



EDDIE CANTOR ... America's premier comedian. Star of the radio and screen.

Old Gold
CIGARETTES
THE TREASURE OF NEW AGE
© F. Lorillard Co., Inc.

Not a cough in a CIGARETTE

"'W'HATCHA doin', Eddie?'" asked the girl who's always curious. 'Judging a tobacco Beauty Contest?'"

"'You said it, Sister,' I replied. 'I'm getting the inside facts about the leading cigarette brands.'"

"Take a look at those long, silky strands of tobacco in Old Gold, and their clear, rich, golden color. I haven't played one-night stands in the South without learning

things. This Old Gold leaf is extra-choice.

"Jimmy Schnozzola may think that *his nose knows all*—but with me, 'the eyes have it.' I can see the finer quality in Old Gold, can't you?"

(Signed) EDDIE CANTOR

No better tobacco grows than is used in Old Golds. And they are pure. (No artificial flavoring.)

AMERICA'S Smoothest CIGARETTE

Put it on Tin Pan-Alm's sensational Hollywood Orchestra. Wednesday night—Columbia Club



IT'S A PSYCHOLOGICAL FACT: **PLEASURE HELPS YOUR DISPOSITION**

How's your disposition today?

EVER TIP LIKE A TERRIER when the store sends you the wrong package? That's only natural when little annoyances like this occur. But — it's a psychological fact that pleasure helps your disposition! That's why everyday pleasures — like smoking, for instance — mean so much. So if you're a smoker, it's important to smoke the most pleasure-giving cigarette — Camel.



For more pure pleasure... have a Camel

*"I've tried 'em all — but it's Camels for me!"
Rock Hudson*



YOU CAN SEE RUGGED ROCK HUDSON STARRING IN U-F's "NEVER SAY GOODBYE"

No other cigarette is so rich-tasting yet so mild!



ROCK HUDSON AGREES with Camel smokers everywhere: there is more pure pleasure in Camels! More flavor, genuine mildness! Good reason why today more people smoke Camels than any other cigarette. Remember this: pleasure helps your disposition. And for more pure pleasure — have a Camel!

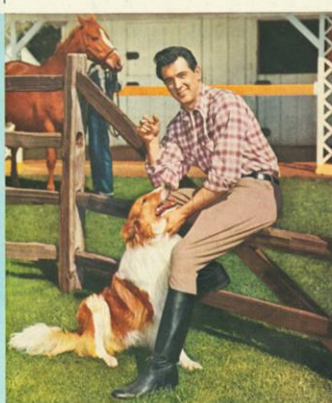
Can smokers
really tell the
difference between
cigarettes?



Rock Hudson
knows the answer—

"You miss something
in other brands after you know
Camels! It's a special mildness
that's so agreeable—
along with good, rich flavor!
You ought to try Camels—
they're a real smoke!"

**FIND OUT THE ANSWER
FOR YOURSELF**
**Make the
30-Day Camel
Mildness Test**
Smoke only Camels for
30 days. Then you, too, will
know why Camels are
America's first choice for
mildness and flavor!



AMERICA ANSWERS: YES!
**Camels' friendly Mildness and
richer Flavor agree with more
people than any other brand!**

ROCK HUDSON—STARRING IN U.F.'S "MAGNIFICENT OBSESSION"

MORE PURE PLEASURE is right there waiting for you in every
pack of Camels! Light up a Camel and see for yourself how good and mild
a cigarette can be. See how Camels' fine, rich flavor makes smoking so
much more enjoyable. The exclusive Camel blend of costly
tobacco just can't be matched for pure pleasure. Try Camels
yourself! You'll soon see why—for friendly mildness and richer flavor—
Camels agree with more people than any other brand!

B. & W. Research Company Co., Winston-Salem, N.C.

Why did you
change to
CAMELS,
TYRONE POWER?



Do what Tyrone Power did -- make your own 30-day Camel mildness test. You'll see the reason why Camel is by far America's most popular cigarette!

Here's all you do: smoke only Camels for 30 days. See how much you enjoy the rich, full flavor and the cool mildness of Camel's exclusive blend. See how much more pleasure you get from Camels -- pack after pack -- than you've ever had from any other cigarette!

AND CAMEL'S RICH FLAVOR BRINGS ME PLEASURE, PACK AFTER PACK!

Test Camels for 30 days!

MORE PEOPLE SMOKE CAMELS THAN ANY OTHER CIGARETTE

There must be a reason why

TYRONE POWER, Star of "Mississippi Gambler", photographed on the set

I TRIED CAMELS FOR 30 DAYS...

THEY HAVE JUST THE MILDNESS I WANT...

Do what Tyrone Power did -- make your own 30-day Camel mildness test. You'll see the reason why Camel is by far America's most popular cigarette!

Here's all you do: smoke only Camels for 30 days. See how much you enjoy the rich, full flavor and the cool mildness of Camel's exclusive blend. See how much more pleasure you get from Camels -- pack after pack -- than you've ever had from any other cigarette!

AND CAMEL'S RICH FLAVOR BRINGS ME PLEASURE, PACK AFTER PACK!

Test Camels for 30 days!

MORE PEOPLE SMOKE CAMELS THAN ANY OTHER CIGARETTE

There must be a reason why



More people smoke
CAMELS than any other cigarette!

There must be a reason why Camel is America's most popular cigarette. That reason can be only one thing: greater smoking enjoyment! What better evidence could there be that you'll like Camels best, too? Try Camels this sensible way: smoke them for 30 days and see how Camel's mildness and flavor please you pack after pack!

CHARLTON HESTON's newest movie is "PONY EXPRESS"

Why did you change to Camels, CHARLTON HESTON?

He is one of Hollywood's newest exciting stars.

Like so many stars, Charlton Heston is a Camel smoker.

I'VE SMOKED MOST OF THE LEADING BRANDS AND FOUND THAT CAMELS SUIT ME THE BEST. I CAN COUNT ON THEM FOR MILDNESS AND FLAVOR EVERY TIME!

Start your own 30-day Camel Mildness Test today!

B. J. BARNETT Tobacco Co., Winston-Salem, N. C.

The Literary Digest for December 22, 1928 41

**"I light a Lucky and go
light on the sweets**
*That's how I keep in good
shape and always feel peppy."*

Al Johnson
Al Johnson,
Tampa cigarette
and one of ours



Al Johnson
is the reason in
Tampa they
are so peppy.

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

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

SOMETHING sensible:
"Better to light a Lucky
—however you enjoy fattening
events." It brings to men the
health and vigor that comes
with avoiding overweight. To
women it offers a slender, fash-
ionable figure. And all it means
is a few puffs of a Lucky Strike
when you crave fattening events.

20,679 physicians have stated
that Lucky Strike is less irritat-
ing to the throat than other
cigarettes. Very likely this is
due to toasting which removes
impurities. This same process,
toasting, improves and develops
the flavor of the world's finest
tobacco. This means that there
is a flavor in Lucky which is
a delightful alternative for the
dips that make you fat. That's
why "It's Toasted" is your
assurance that there's real
health in Lucky—they're good
for you!

Keep fit—reach for a Lucky
instead of a sweet. That's what
many men have been doing for
years. They know the evidence
of prominent athletes whose
favorite cigarette is Lucky Strike
and who say Lucky do not
harm the wind nor impair the
physical condition.

A reasonable proportion of
sugar in the diet is recommend-
ed, but the authorities are over-
whelming that too many fat-
tening 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."**

© 1928 The American Tobacco Co., Manufacturers

THE LITERARY DIGEST OCTOBER 25, 1930

They gave a *new* Thrill

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



LAWRENCE TIBBETT

Programs rustle. "Who is Tibbett?" There comes a voice of molten gold, clear, pulsing, tender, stirring. "The Diamond Horseshoe" cheers like hoppers. Encore. Encore. Flowers. Speeches. A quick triumph for Lawrence Tibbett? Not at all! Nature gave him that glorious voice.

That's why OLD GOLD makes no claims... of factory skill... or secret processes. For Nature alone deserves the credit for the goodness of OLD GOLD. The sun, the rain, the fertile soil simply produced better tobaccos. That's why OLD GOLDs thrill your taste. That's why OLD GOLDs give you throat-razes. From an "off-stage voice" to a star in the opera, the concert, the "talkies"... that's what Nature did for Tibbett. From a tyro to a great success... that's what Nature did for OLD GOLD.



The payroll read "L. Tibbett, off-stage voice, \$75 a week."... But his chance came in the opera "Palmer". In 15 minutes he sang his way to fame. Today, he's the hero of countless thousands who thrill to his voice in the "talkies."

Old Gold CIGARETTES

THE TREASURE OF NEW GOLD

OLD GOLDs first appeared on Hollywood "sets" November 9, 1926. In just 96 days it was one of the four most popular brands among the celebrities of the screen.

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





"I've never found a cigarette I've enjoyed more"

You get the best of everything with Albany—the flavour of sun-sweetened pure Virginia tobacco makes each single cigarette in turn the finest of the day. You draw the cool, clean, smoke so easily, so contentedly, through the wonder Aylon filter.

Make **ALBANY** filter
your choice too!



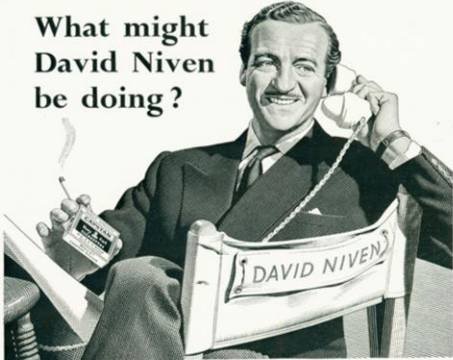
There is no other filter cigarette of such outstanding quality

F. L. SMITH LIMITED • BURLINGTON GARDENS • OLD BOND STREET • LONDON • W1

Rex Harrison

3/4 for 20

What might
David Niven
be doing?



At the moment . . .
he's in the studio, making a phone call—or,
more accurately, making a phone call the excuse
to sit down for a moment and enjoy a much
needed cigarette.

What he *might* be doing is another story. The fact is, he
does so many things, there's no knowing what he might be
doing if you met him off parade (as they used to say when he
was a regular officer in a Highland regiment).

But whatever he's doing—water ski-ing or spear-fishing
off the Californian coast, playing golf at St. Andrews or
painting pictures in Oxfordshire—you can be sure of one
thing. There'd be a packet of Capstan in the picture.

"Well, naturally," he says. "Whatever I do, I must have a
cigarette. Won't you?"

Have a CAPSTAN
—they're made to make friends

★David Niven stars with Yvonne de
Carlo and Barry Fitzgerald in Mario
Zampi's gay Associated British Tech-
nicolor comedy—"O'Lady Night".

W.D. & H.O. Wills, Branch of The Imperial Tobacco Co. (of Great Britain & Ireland), Ltd.

CC3371

"I have always used LUCKIES"

"I have always used Luckies—as far as I am concerned there are no better cigarettes—congratulations also on your improved Cellophane wrapper with that little tab that opens your package so easily."

Robert Montgomery

In one blinding year Robert Montgomery seemed like a star—then the answer to many a film fan's prayer, confirmed for his smart acting and husky charm. The stage's lion was Hollywood's golden star. But will soon be seen in "Private Lives" for Metro-Goldwyn-Mayer.

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 there even!" No wonder LUCKIES are always kind to your throat.

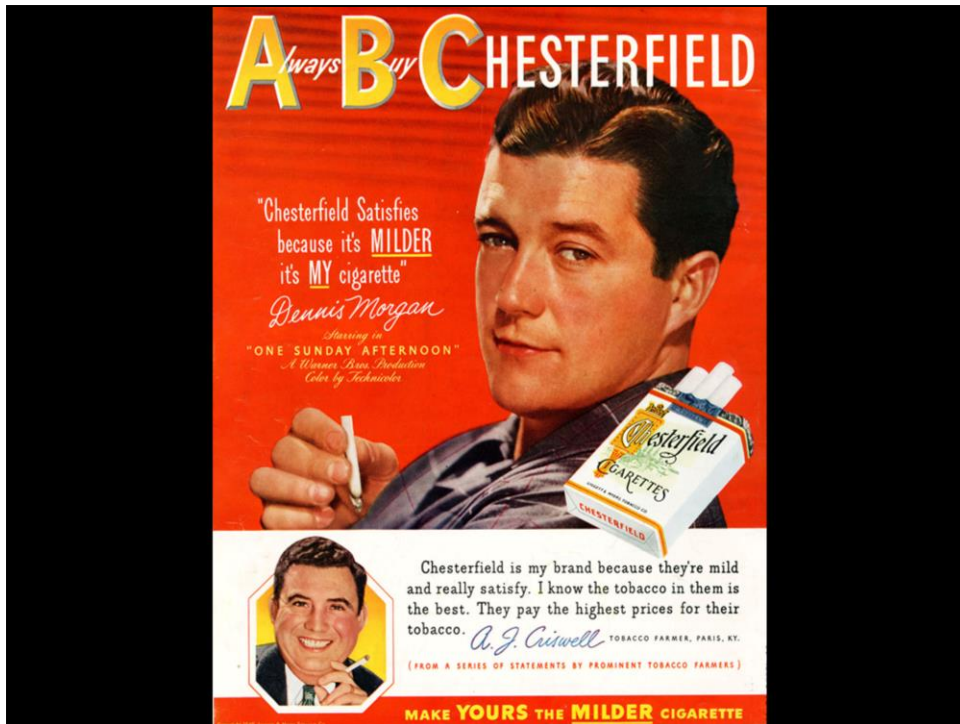
"It's toasted"

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

NOTE ON OUR LUCKY STRIKE: all smokers agree with the world's smartest smokers and Walter Winchell, whose words of praise have made the name of Lucky Strike famous, that the LUCKY TAB is your finger and protection.

It's the Montgomery's
Bismarck Field Staff
You may be interested in knowing that our new moisture-proof cellophane wrapper is made the same way as the one that keeps your Luckies fresh. The new cellophane wrapper has a center of LUCKY STRIKE cigarettes for a 2 x 2 pack. The new cellophane wrapper is made the same way as the one that keeps your Luckies fresh. The new cellophane wrapper has a center of LUCKY STRIKE cigarettes for a 2 x 2 pack. The new cellophane wrapper is made the same way as the one that keeps your Luckies fresh.

MOISTURE-PROOF CELLOPHANE
Protects Your Luckies from the heat of the weather—keeps them fresh and moist. The cellophane wrapper is made the same way as the one that keeps your Luckies fresh. The new cellophane wrapper has a center of LUCKY STRIKE cigarettes for a 2 x 2 pack. The new cellophane wrapper is made the same way as the one that keeps your Luckies fresh.



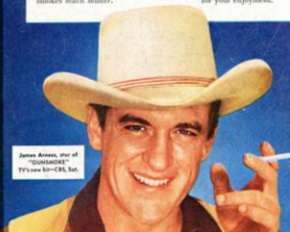
Let the Miracle of *AccuRay*
Put a **SMILE** in your Smoking!
It's as simple as **A B C**



A **WAYS Milder** because AccuRay "sees" into the heart of your Chesterfield while it is being made, perfecting the even distribution of its fine tobacco. So your Chesterfield burns more evenly, smokes much milder.

B **ETTER TASTING** because AccuRay electronically scans the entire length of every Chesterfield to insure an open, easy draw that lets all the wonderful flavor of the world's best tobacco come through for your enjoyment.

C **OOLES SMOKING** because Chesterfields are 14% more perfectly packed than cigarettes made without AccuRay. No hot spots. No hard draws. Just cooler, fresher smoking pleasure from first puff to last. Enjoy Chesterfield — today!

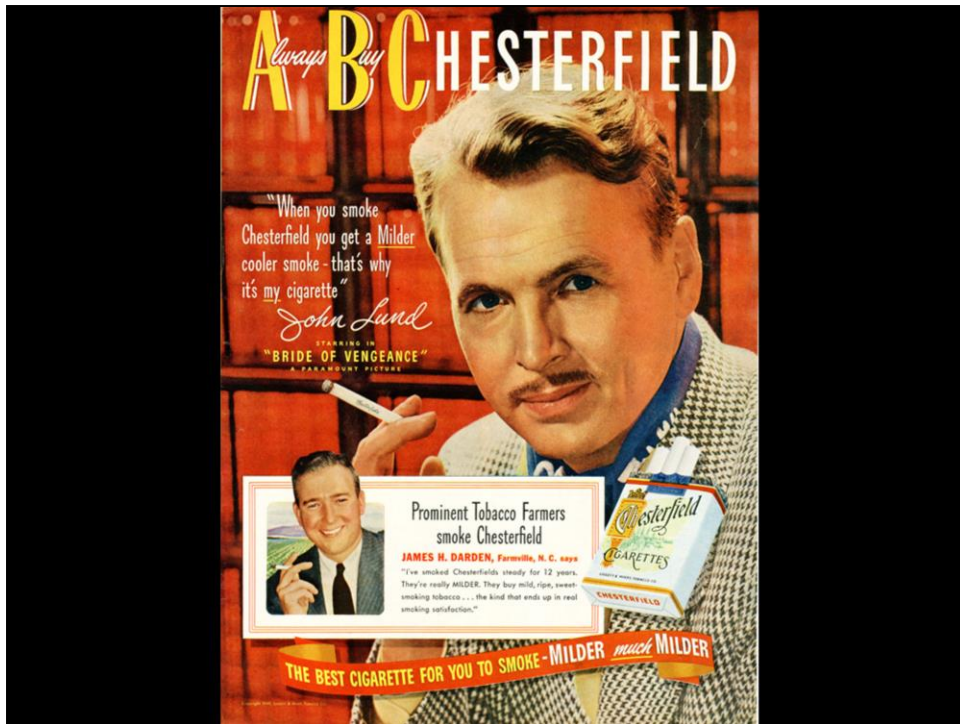


James Aronson, star of "Gunsmoke"
TV's one for 100, too.

They Satisfy



Chesterfield
MADE WITH *AccuRay*





"Will the gentleman who just coughed, step to the box office . . . for a package of Old Golds?"

"Of course, I have never said those words from the stage — but in all kindness I have often wanted to offer this friendly help to some poor fellow whose cough was spoiling the enjoyment of those around him.

"A year or so ago, when the makers of OLD GOLD ran some ads on the effect of coughing in theatres, I was grateful. I am more grateful now that OLD GOLD has invited stage folk to help them bring 'firstaid' information to our unhappy friends the 'coughers.'

"My advice is that prevention is the best aid. Smoke OLD GOLDS. They soothe the throat and prevent the 'cough-tickle.'"

SIGNED *Amibo Marx*

Why not a cough in a carload?

OLD GOLDS are blended from HEART-LEAF tobacco, the finest Nature grows. Selected for silkiness and ripeness from the heart of the tobacco plant. Aged and mellowed extra long in a temperature of mid-July sunshine to insure honey-like smoothness.



On your Radio . . . OLD GOLD PAUL WHITEMAN HOUR . . . Paul Whiteman, King of Jazz, and his complete orchestra, broadcasts the OLD GOLD hour every Tuesday, from 9 to 10 P. M., Eastern Standard Time, over entire network of Columbia Broadcasting System.

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

© F. Lorillard Co., Inc. 1938

"I protect my voice with LUCKIES"

"It's that delightful taste after a cup of coffee that makes Luckies a hit with me. And naturally I protect my voice with Luckies. No harsh irritants for me... I reach for a Lucky instead. Congratulations on your Improved Cellophane wrapper. I can open it."

Edmund Lowe

Who can forget Edmund Lowe as "The Great Gatsby" in "After Nine Years"? That mighty role made Eddie famous in Hollywood—and here's more than half his own in a long line of Lullaby Melodies. We hope you've been in "The Golden Rule" but we want to see him in the Fox Halls! "The Class Girl."

Made of the finest tobacco—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 which 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

10 LBS. OF LUCKY STRIKE, 50-10000 cigarettes with the world's finest tobacco, exclusive and Water-Resistant, moisture-proof and oxygen-resistant wrapper, made by R. J. REYNOLDS.

is Mr. Lowe's Statement Paid For! You may be interested to know that Edmund Lowe was paid for his statement. Mr. Lowe has been a smoker of LUCKY STRIKE cigarettes for many years. He likes the purified "Toasted" process used in the production of Luckies and is, he believes, the only person in the world who can open a pack of Luckies with his finger nail.

MOISTURE-PROOF CELLOPHANE
Sealed Moisture-Proof
The Unique Humidor Package
Zip—And It's Open!

See the new notched tabs 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, moist, FRESH!—what could be more modern than LUCKIES! Improved Humidor package is your Zip and Luckies—the LUCKY TAB is—your finger nail protection.

Copyright 1935
R. J. REYNOLDS

Philip Merivale says:
"My throat's grateful for Luckies
—a light smoke"



"In one of the first important parts I did in America, the play called for a long and very trying individual performance. In every scene for five full acts I was on stage talking almost continuously. The strain made it imperative that I safeguard my throat and voice. After trying different brands of cigarettes, I came across Luckies. They stood the test and for many years now I've enjoyed them. I like the taste of Luckies and my throat is grateful for a light smoke."

Philip Merivale



THE FINEST TOBACCOES—
"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.

Mr. Merivale 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

**"Throat-Ease?...you said
a Mouthful!" says Al Jolson**

"That's why I prefer Old Golds"



“EDDIE CANTOR said, ‘You can’t fool my eyes. I can see the better tobacco in Old Golds!’

“The great Schmozzola said, ‘You can’t fool my nose. I can sniff the better quality in Old Golds!’

“Now I’ll admit that the Cantor eyes and the Schmozzola nose are pretty keen. But so is my large size ‘taster’, and it sure gets a thrill out of Old Gold’s mellow smoothness.

“In other words, you can SEE it —you can SNIFF it—and Man!—how you can TASTE it! . . . that finer tobacco quality in throat-easy Old Golds.”

(Signed) AL JOLSON

**It boils down to this, Al—
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

AL JOLSON...the man who made "Mammy" famous on stage and screen

AMERICA'S Smoothest CIGARETTE

© 1937 Lorillard Co., Inc.



"Is it my imagination?"
asks Bing Crosby
"or are Old Golds really cooler and easier on the throat?"

Dear Mr. Crosby:—
When you changed to Old Gold cigarettes a few months ago, it was *fact*, not *fancy*, that gave your throat a thrill!

Many tests have established Old Gold's superior smoothness. A group of New York throat specialists, for instance, tested several brands and found Old Golds appreciably cooler and easier on the throat tissue.

"No artificial flavoring" . . . that's one reason. But the *character* of the tobacco . . . that's the BIG reason. It's picked from the heart of the stalk, where Nature grows her mildest and coolest-burning leaf.

That's why you can smoke Old Golds freely, without the *slightest* throat irritation.

Sincerely,
P. LORILLARD COMPANY, INC.
ESTABLISHED 1700

P. S.—To sum it all up, Mr. Crosby:
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 Bing Crosby in "SHE LOVES ME NOT," his latest Paramount Picture

AMERICA'S Smoothest CIGARETTE



© P. Lorillard Co., Inc.

They gave a *new* Thrill

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



RUDY VALLEE

Two years ago he stepped into the spotlight on a little cafe floor and created a song called "Deep Night." Today deep night on Broadway sees his name in electric signs.

It wasn't the cut of his clothes... or the break of his luck. This youngster just naturally delivered something that the public wants!

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

Better tobaccos... that's why they win.

"Do you're a microphone player, old? Well... make me sing!"

"Do your stuff," and the sidewalk hordes. Rudy did! And here sat him with open arms. The whole public surrounded, in two short years.

On May 5, 1927, OLD GOLD cigarettes were first introduced in Britain. Today, the city of Chicago alone smokes nearly 5,000,000 daily.

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

© 1928 R.J.R. Co.

They gave a *new* Thrill

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

LITTLE STORIES OF FAST SUCCESSES
Nester L. RUDY VALLÉE

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

Because this youngster just naturally delivered something the public wants!

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



On May 19, 1926 the first pack of OLD GOLD was sold at retail in Boston . . . ninety days later OLD GOLD had become one of the four best sellers throughout New England.

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

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

Fred Astaire Says:
"I Agree-
EDGEWORTH
is
America's
Finest!"

Los Angeles
California

Edgeworth,
Richmond, Virginia

Gentlemen:
I have a theory that pipe smokers smoke
the best dancers -- because they've already
learned how to relax.
As an Edgeworth smoker from way back, I am
not suggesting that my pupils go through
a rumble with pipes in their mouths.
But I do think that a quiet pipeful of your
smooth-smoking Edgeworth -- before and
after dancing -- is an excellent way to
relieve nervous tension.
Incidentally, I certainly agree that
Edgeworth is "America's Finest."
Sincerely yours,
Fred Astaire

RELAX
...with EDGEWORTH READY-RUBBED
...after dancing, smoking Edgeworth back
smoothly -- never gets in a pinch!
...with EDGEWORTH SLICES
...available in your preferred
tobacco shop

Edgeworth
READY-RUBBED
America's Finest
Pipe Tobacco

LEARN TO DANCE AT THE FRED ASTAIRE DANCE STUDIO IN YOUR CITY

**Check your choice with
Crosby...Zorina...Astaire!**



CROSBY You and Bing take the same lesson if you go for useful, yet unusual things. There's only one reason for my choice for Regent's unusual box, which Bing says is "like a certain taste cigarette case... keeps cigarettes in perfect smoking condition". Always firm and fresh!



ZORINA You're your partner in taste if you appreciate true elegance in a smoke. This famous dancer, who used her own cigarette to buy a better cigarette for her doll, says "Regents are delightfully soft" Regent... always as good to your throat!



ASTAIRE First, a certain perfection, before giving the audience the most for their money, also like giving the most for his. If you do, you'll find Regent's King size cigarettes for the doll, says "Regent's King size cigarettes and more to come! It's never too late... a cigarette that's over 20% longer."





ALL THREE AGREE... that Regents are better tasting! Because "They're made only with choice Egyptian and Turkish tobaccos, specially selected for their flavor. Next time, try Regent... there's no self, no guess to your choice. Regent cost no more than other leading brands."

*Quality tobaccos... Multiple Blended
make **REGENT**
The milder, better-tasting
cigarette!*

The BULL'S EYE
Published every *Nine* and *Then*
Register Mr. Rogers Chronicle Mr. W. Rogers Editor Will Rogers

Another "Bull" Durham advertisement by Will Rogers, English Editor and cartoonist, and leading American humorist. More amusing. Watch for them.

The Hero of the War

EVER since the War was over Nations have been arguing over "Who won it." And if the discussion is not stopped we may have to have another War just to decide who won the last one. If we ever do go into another War, have it understood there is to be a Referee, and at the finish he is to announce "Who Won and how much." In the last War we paid Transportation both ways, and rental on the grounds, and now all England and France say is, "We didn't get there soon enough." Germany don't seem to ever have uttered any complaint on the lateness of our arrival, so that just shows you, you cant please everybody, even for Humanity's sake. I must bring the word "Bull" Durham in this even if I have to drag it in by the horns. It just struck me, and after careful examination of complaints and statistics, I find that "Bull" Durham was the only thing connected with America during the War



that France and England haven't been able to criticize. It must be good.

Will Rogers

P.S. There will be another prize here ten weeks from now. Look for it.

SIXTY-FIVE YEARS AGO!
In 1866 a kind of tobacco was known as "Bull" Durham. Its quality alone it has won recognition wherever tobacco is known. It still offers the public thousands of hours, more enjoyment and a lot more money left at the end of a week's smoking.

TWO BAGS for 15 cents





"BULL" DURHAM
Guaranteed by The American Tobacco Co.



**LISTEN
TONIGHT!**

**BENNY
GOODMAN**

**EMPEROR
OF SWING**

**BENNY GOODMAN'S
"SWING SCHOOL"**

Every Tuesday night at 8:30 pm
E. S. T. (9:30 pm E. D. S. T.),
7:30 pm C. S. T., 6:30 pm M. S. T.,
5:30 pm P. S. T., over WABC-
Columbia Network.

**GET A LIFT
WITH A CAMEL**

**COLUMBIA
COAST-TO-COAST**

Copyright, 1937, E. J. Reynolds Tobacco Co.
Winston-Salem, N. C.



AN ADVERTISEMENT OF R. J. REYNOLDS TOBACCO CO.

WHEN THEY PUT THE POW IN POWELL

DICK POWELL DID NOT GET HIS START IN "TOUGH-GUY" ROLES...

HIS CLEAR, CLEAN TENOR FIRST RANG OUT IN CHORAL GROUPS AT LITTLE ROCK COLLEGE, ARK.

HE DID VOCALS AND ENCEED FOR DANCE BANDS ALL OVER THE MID-WEST...

HOLLYWOOD DISCOVERED HIM...PUT HIM IN 40 MUSICALS...HOPELESSLY TRYING HIM AS A "CROONER"...

"SAILING... SAILING..."

"FUNNY THING HAPPENED ON MY WAY HERE TONIGHT..."

FINALLY, PROVING HIS TALENT WASN'T ALL IN HIS VOCAL CHORDS, DICK POWELL WAS CAST AS A "PRIVATE EYE"...

TODAY THE "NEW" DICK POWELL IS A HUGE SUCCESS AS ACTOR, DIRECTOR, PRODUCER, AS WELL AS SINGER IN MOVIES, RADIO AND TELEVISION!

IT PAID HIM TO SET HIS SIGHTS HIGH ON CIGARETTES, TOO--AND STICK WITH IT!

I PICKED CAMELS AS BEST 18 YEARS AGO AND WE'VE BEEN THE BEST OF FRIENDS EVER SINCE! CAMELS' FRIENDLY FLAVORS AND MILDNESS HAVE ALWAYS AGREED WITH ME!

YOU TRY CAMELS! SEE HOW THEIR MILDNESS AND FLAVOR AGREE WITH YOU!

For Mildness and Flavor- CAMELS AGREE WITH MORE PEOPLE than any other cigarette!

CAMELS LEAD BY RECORD 50%!
Newest published figures* show Camels now lead second-place brand by the biggest margin in history--a record vote of confidence!

Camels' lead over 2nd brand now increased to 50%!

*By the National Marketing Research Council, Inc. (1954)



