

MRS. HUMPHREY BOGART SAYS :
(*Lauren Bacall*)

"I love to see a man smoke a Cigarillo"



Lauren Bacall, speaking for style-wise women everywhere, endorses The New Idea in Smoking from the feminine point of view... As for men, they go in a big way for delicious smoking pleasure in a shape, trim and handy as a cigarette.... The perfect mild smoke.

Convenient size a cigarette...
For really knowing the smoker's type,
or even a beginner.

Robt. Burns Cigarillos 5[¢] EACH

"IN A CLASS BY ITSELF"

Humphrey Bogart and his wife, Lauren Bacall, on-screen of *Business Partners*, are both ardent, expert smokers.



Desi Arnaz, Cuban bandleader and co-star of the "I love Lucy" show, Died of Lung Cancer December 2, 1986.

For more information contact the Archives Center at archivescenter@si.edu or 202-633-3270



FOR YOU - **PROOF OF MILDNESS**
WITH NO UNPLEASANT AFTER-TASTE

DONNA REED and JOHN DEREK
are just like you and everybody else today.
They want the cigarette that gives them
the most for the money.

They make the Chesterfield Mildness Test
and always buy Chesterfield.
They agree: *They Satisfy*

See Donna Reed and John Derek
co-starring in "SATURDAY'S HERO"
A Sydney Buchman Production
A Columbia Picture

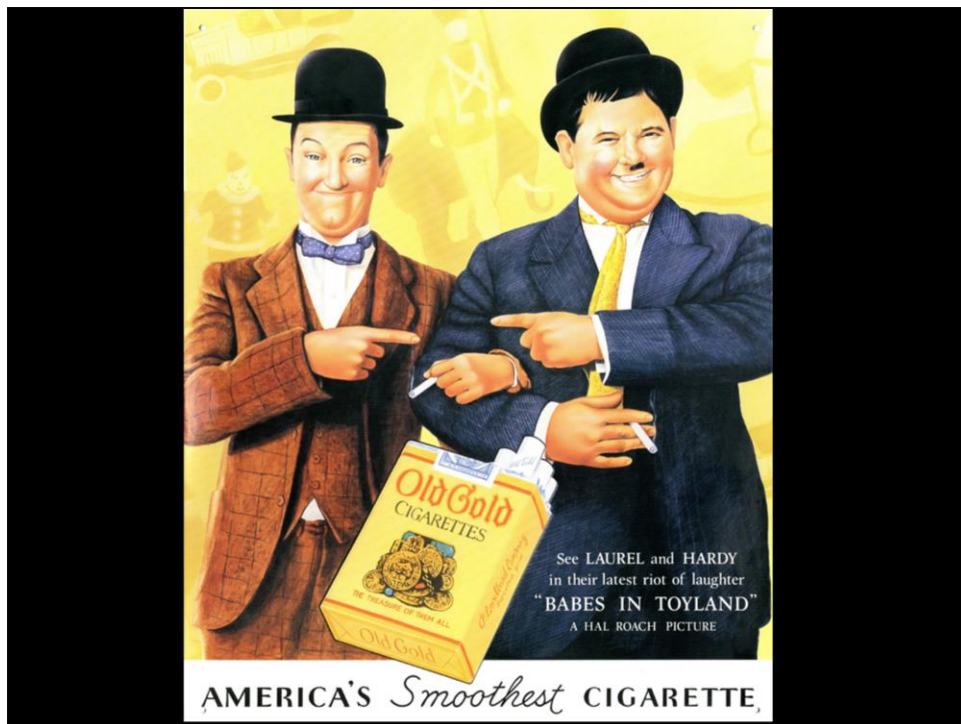


*Donna Reed and John Derek, SMOKERS! A CHESTERFIELD
WHILE STUDYING THEM (AND OUR STAGE DURING THE SCREEN-
ING OF COLUMBIA'S NEW PICTURE "SATURDAY'S HERO")*

Always Buy CHESTERFIELD

Copyright 1959, Revlon & Mott, New York, N.Y.





**"Listen, Stan...while I explain
what Old Gold's throat-ease means"**



"Now, you take this cigarette, see?"
"Who—me?"
"Certainly—you! Now, that's an Old Gold cigarette—understand?"
"Uh huh."
"Be quiet and listen, will you? Now, Old Golds are made from pure tobacco, see? Nothing but the choicest and mildest Turkish and domestic tobaccos, see? So naturally they not only taste better but they keep the throat free from irritation. Throat-ease is important to anybody!—especially to a celebrated screen actor such as . . ."
"Who—me?"
"Certainly not! But you will be a happier smoker when your throat gets the thrill of 'smooth as satin' Old Golds."
•
Mr. Hardy might have put it this way, Mr. Laurel: No better tobacco grows than is used in Old Gold. And it's pure. (No artificial flavoring.) That's why Old Golds are easy on THROAT and NERVES.

THE THROAT-EASE CIGARETTE

OLLIE HARDY **STAN LAUREL**

See Laurel and Hardy in their latest riot of laughter, "BABES IN TOYLAND," a Hal Roach Feature Production

**"Listen, Stan... while I explain what
Old Gold's throat-ease means"
says Ollie Hardy to Stan Laurel**



"Now, you take this cigarette, see?"
"Who—me?"
"Certainly—you! Now, that's an Old Gold cigarette—understand?"
"Uh huh."
"Be quiet and listen, will you? Now, Old Golds are made from pure tobacco, see? So naturally they not only taste better but they keep the throat free from irritation. Throat-ease is important to any body!—especially to a celebrated screen artist such as . . . or . . ."
"Who—me?"
"Certainly not! But you will be a happier smoker when your throat gets the thrill of 'smooth as satin' Old Golds."
•
Mr. Hardy might have put it this way, Mr. Laurel:—No better tobacco grows than is used in Old Gold. And it's pure. (No artificial flavoring.) That's why Old Golds are easy on THROAT and NERVES.

THE THROAT-EASE CIGARETTE

See Laurel and Hardy in their latest riot of laughter,
"BARKS IN TOWN," a Hal Roach Feature Production

© P. Lorillard Co., Inc. AMERICA'S Smoothest CIGARETTE





THE THROAT-EASE CIGARETTE

Old Gold CIGARETTES

Old Gold

VICTOR McLAGLEN and EDMUND LOWE
have battled each other around the globe—and
through thousands of miles of film. But there's one
thing they never quarrel about—cigarettes. Both
smoke Old Golds. It was throat-ease that won them.

AMERICA'S *Smoothest* CIGARETTE

VICTOR McLAGLEN and EDMUND LOWE, stars of "THE GREAT HOTEL MURDER"—a Fox Picture



Don Ameche STARRING IN
"GUEST WIFE"
A Jack Skirball Production
RELEASED THROUGH
UNITED ARTISTS



[OVERHEARS AFTER THE MOVIE]

ME: It's very relaxing to see a Don Ameche picture. He's so winning!

ME: I know another way to relax . . . light up a Blackstone Cigar.

ME: That's an advantage you men have over us.

ME: True! You know, in all my life, I've never found a cigar so mild, smooth and full-flavored as a Blackstone.

ME: You certainly are loyal!

ME: Why wouldn't I be? In all the years I've smoked Blackstone Cigars, quality has never been surpassed. Today, as always, they are filled 100% with the finest long-leaf Havana tobacco that Cuba can produce.

Another thing: Blackstone Cigars are made by skilled craftsmen in a light, airy, smoke-making style in strictest quality standards. The master Blackstone is known as "the master of successful men." Ward & Bond, Inc., Newark 2, N. J.



Blackstone Cigar
the choice of successful men

PLUS FAVORITE CIGAR: PRIMOITO DETHA, CARROT DETHA, KING, PROTECTOR DE LEEB, BANGKOK



PERRY COMO
Monday, Wednesday, Friday
From New York

Chesterfield
SUPPER CLUB
MON. THUR. FRI. on all stations

Perry Como, Chesterfield's radio, recording, and motion picture star, teams up with lovely Jo Stafford and their new partner, pretty Peggy Lee, to make the Chesterfield Supper Club radio's outstanding nighttime show!

JO STAFFORD
Every Tuesday
From Hollywood

PEGGY LEE
Every Thursday
From Hollywood

ABC *ALWAYS BUY* **CHESTERFIELD**
MAKE YOURS THE **MILDER** CIGARETTE... *They Satisfy*

THREE GREAT ORCHESTRAS
MITCHELL AYRES conducting for Perry Como
PAUL WESTON conducting for Jo Stafford
DAVE BARBOUR conducting for Peggy Lee

Plus **EDDIE DOOLEY** As *Franklin D. Roosevelt* Every Friday
and **GUEST STARS** from **STAGE · SCREEN · RADIO**

Eternally Yours for **Real Mildness**
and Better Taste

CHESTERFIELD'S RIGHT COMBINATION
of the world's best cigarette tobaccos

You'll enjoy every Chesterfield you smoke because you'll find them cooler, you'll like the taste, and Chesterfields are definitely milder. *There's a big preference for the cigarette that really satisfies.*

Chesterfield's **RIGHT COMBINATION** of the world's best cigarette tobaccos is the perfect blend to give you more smoking pleasure. Make your next pack Chesterfield...*you can't buy a better cigarette.*

In this scene from Walter Winchell's newest hit **ETERNALLY YOURS**, David Niven, as the magician, has put into the glass globe the right combination of ingredients to produce the beautiful cigarette... Just as the right combination of ingredients (the world's best cigarette tobaccos) are put together in Chesterfield to give you Real Mildness and Better Taste.

Copyright 1935, American Tobacco Company

Chesterfield
For your pleasure...
The Right Combination
of the world's best cigarette tobaccos



