

Joan Crawford says

"I've made those mildness tests you've read about—my choice is Camels!"

*I wanted a cigarette with rich **flavor** that agreed with my throat. Camels have a wonderful **flavor** and the **mildness** I demand!*

Test Camels in your "T-Zone" 5 MIN. TEST!

The most for 50 cents and you'll know who's right! In 25 years, Camels' reputation grows!

MILLIONS MUST AGREE — BECAUSE CAMEL LEADS ALL OTHER BRANDS!

Smokers all over the country have made the sniff test, the puff test — and the thorough 30-day Camel test to find out the same on cigarette mildness.

Now, after all the mildness tests, the smoker has decided and Camel has its biggest lead in popularity in 25 years! The latest published figures show that Camel leads all

other brands by billions of cigarettes!

Joan Crawford made her own 30-day Camel test — and compared for mildness and flavor, so have many other smokers. Start your own sensible 30-day Camel test today. Enjoy Camel's rich, full flavor — a flavor no other cigarette has. And see just how mild a cigarette can be — pack after pack, week after week!

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

THAT'S WHAT NOTED THROAT SPECIALISTS REPORTED IN A COAST-TO-COAST TEST OF HUNDREDS OF PEOPLE WHO SMOKED ONLY CAMELS FOR 30 DAYS!

Joan Crawford died of pancreatic cancer May 10, 1977 aged 72. She employed smoking as a gesture of glamour. Reputed, Joan would never smoke a cigarette unless she opened the pack herself.



She's Put a *Million* Words

JOAN CRAWFORD, lovely M-G-M strain of her work has led her to s



1. "I RECENTLY FIGURED UP that I've spoken over 100 words in motion pictures," says Joan Crawford, "and in 'The Bride Wore Red' my new Metro-Goldwyn-Mayer production, I long had to let me tell you, and you'll see why I've liked Luckies for 8 years."



2. "IT WAS EVEN HARDER! One song, 'Who Wrote That Song?' lasts about 2 minutes in the picture, yet—singing, rehearsing, re-rehearsing, and so on—it takes me 4 full hours a day! But even under this, Luckies remained on the best terms with me through it all."

WITH MEN WHO KNOW TOBACCO BEST



SURELY, men who know tobacco are the best judges. And now, since independent tobacco companies are everywhere, this is the very best—most convenient, most of the time.

LURIE & THOMAS

They gave a *new* Thrill

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



LITTLE STORIES OF FAST SUCCESSES
NO. 2 JOAN CRAWFORD

Joan is America's "Dancing Daughter." She danced through school. She danced through college. She danced as an "extra"...and danced to stardom. All in a few brief years.

Just as another young star, OLD GOLD, waltzed through New England in barely two weeks. Skipped down the East Coast in a few brief months. Glided through the Middle-West before the end of the winter. Won the whole country in little more than a year.

How account for such success? Ask Mother Nature. For she produced the better tobaccos that gave OLD GOLD its new taste-thrill... gave OLD GOLD its famous throat-ease.

Joan Crawford and OLD GOLD are Nature's favorites... that's why they dance their way to the front.



"Give her a hand, nothing... buy her a ticket to New York." Joan was part of the center-churn in a Detroit night club. Then a Broadway producer found her. Next Hollywood heard of her—and you know the rest of the story.

Her recent picture, "Our Blushing Brides," is a nation-wide hit.

© P. L. Lippman Co.

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



**AMERICA'S NO. 1
TIPPED CIGARETTE**

is Now Better than Ever!

**THE NEW TIPPED
RALEIGH "903"**

"It's Moisturized"
TO STAY FRESH LONGER

**NEW Blend!
NEW Taste!
NEW Freshness!**

**For Better Than Any Cigarette
You've Ever Smoked Before!**

You! This new Raleigh "903" is
moisturized by the revolutionary
new "903" process! That fresh, clean
beautiful moisture penetrates every
leaf, every fiber of Raleigh's choice
tobacco—brings you new mellow
taste, new richness, new freshness!
Get the new Raleigh "903" today!

**RALEIGH TIPS
PROTECT YOUR LIPS!**
Only Raleigh—no other leading
cigarette—gives you your choice
of TIPPED or plain.

**Medical Science offers
PROOF POSITIVE**
No other leading cigarette gives you
**Less Nicotine
Less Throat Irritants**
Tests certified by a jury of
14 distinguished doctors

JOAN CRAWFORD
star of
"POSSESSED"
a Warner Bros. Picture
SAYS:



Joan Crawford smoked out the truth about cigarette **MILDNESS!**

* I WANTED TO FIND A CIGARETTE THAT HAD A RICH FLAVOR - AND THAT AGREED WITH MY THROAT. SO I TRIED MANY MILDNESS TESTS...

I TRIED THE TRICK TEST...

I TRIED THE QUICK TEST...

AND I TRIED THE 30-DAY CAMEL MILDNESS TEST!

BELIEVE ME, THE ONLY TEST THAT GAVE ME THE PROOF I WANTED WAS THE SENSIBLE 30-DAY TEST! I FOUND OUT THAT CAMELS SUIT MY THROAT AND TASTE TO A T!

Make your own 30-day Camel MILDNESS Test in your "T-Zone" (T for Throat, T for Taste) and see why...

After all the MILDNESS tests...
CAMEL LEADS ALL OTHER BRANDS BY BILLIONS!
(According to Latest Published Figures)

B. J. Reynolds Tobacco Company, Winston-Salem, North Carolina

AMERICA'S NO. 1 TIPPED CIGARETTE
is Now Better than Ever!

THE NEW TIPPED RALEIGH 903
It's Moisturized
TO STAY FRESH LONGER

NEW Blend!
NEW Taste!
NEW Freshness!

PROOF POSITIVE
The moistening cigarette gives you
Less Nicotine
Less Throat Irritants

I LIKE CHESTERFIELD'S
MILDER, BETTER TASTE.
IT'S MY CIGARETTE

Joan Crawford

FOUNDER OF
FLAMINGO ROAD
A MICHAEL CURTIZ PRODUCTION
RELEASED BY RKO RADIO

"I'm a 100% Chesterfield smoker. I've tried
other brands but always come back to Chesterfield.
They buy fine light tobaccos, ripe, sweet and mellow."

Al H. Thomas

A B C CHESTERFIELD
MAKE YOURS THE MILDER CIGARETTE...*Then Satisfy!*

Joan Crawford

"I've made these
mindless tests you've read
about - my choice is
Camels!"

Not one single case of throat irritation. **CAMELS!**

They gave a new Thrill
THAT'S WHY THEY GIVE THEM...SO QUICKLY

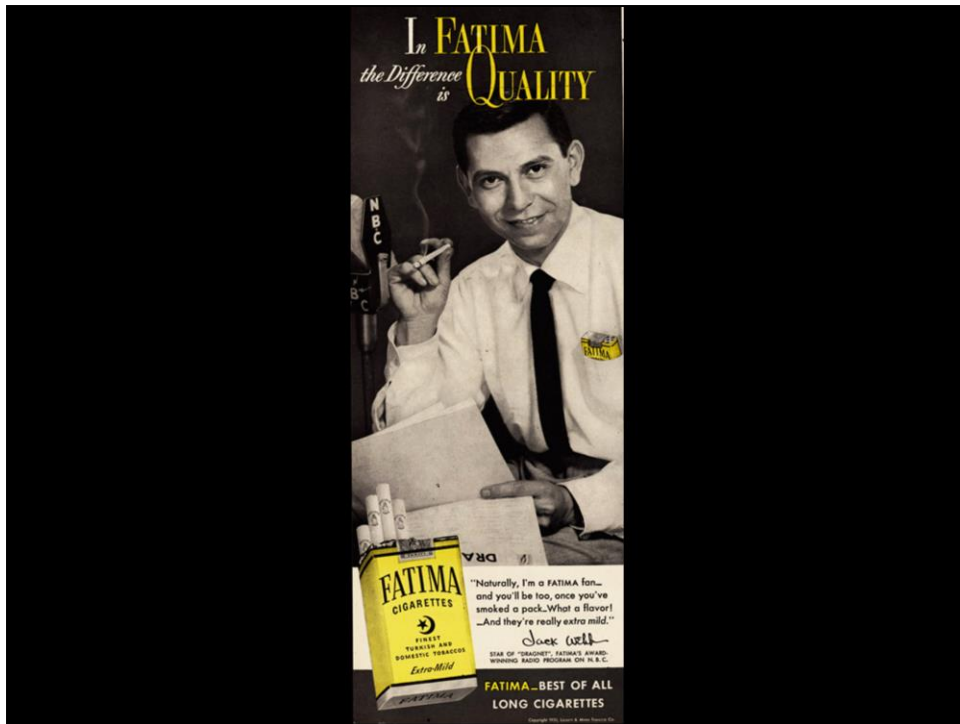
OLD GOLD
CIGARETTES

ENTER THROUGH...NOT A CIGAR



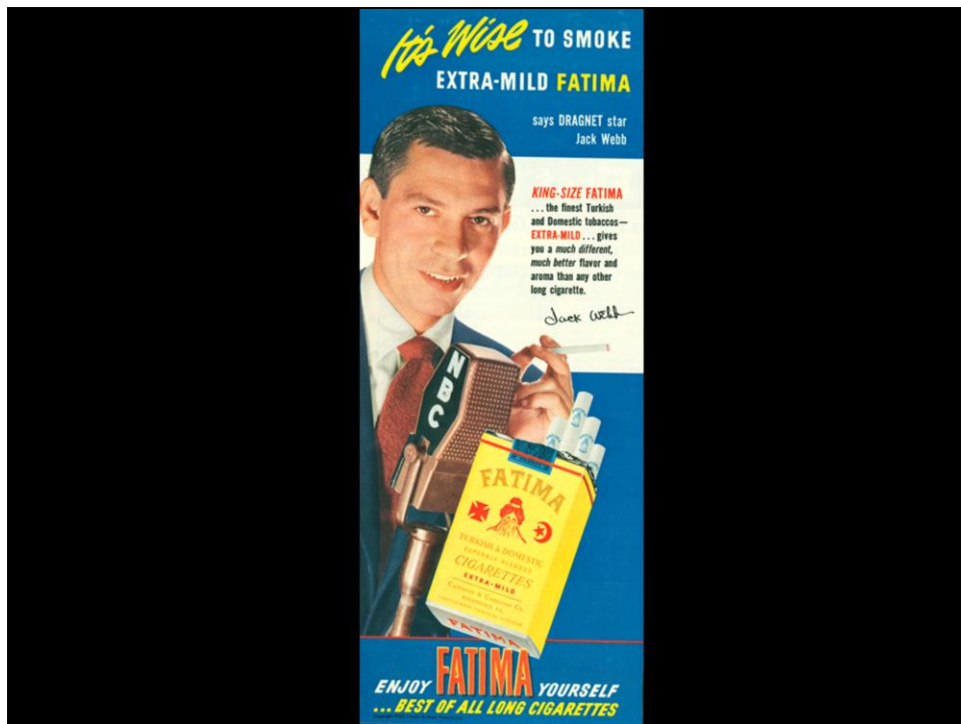
Jack Webb Died of a heart attack at age 62 December 23, 1982. He starred form many years, between 1951 - 1970, in various iterations of the TV show Dragnet. He was a 3 pack a day smoker.

Here he endorsed L&M as the “Best tastin’ smoke you’ll ever find.”



Jack Webb Died of a heart attack at age 62 December 23, 1982. He starred form many years, between 1951 - 1970, in various iterations of the TV show Dragnet. He was a 3 pack a day smoker.

Here he endorses "Fatima as the best of all long cigarettes." Later, he would endorse L&M as the "Best tastin' smoke you'll ever find."





"Just as I've told you on our Dragnet shows, I smoke two packs of Chesterfields every day . . . much milder Chesterfield is best for me."

Jack Webb

Chesterfield is Best for YOU!

CHESTERFIELD contains tobaccos of better quality and higher price than any other king-size cigarette . . . the same as regular Chesterfield.

WHEN you are asked to try a cigarette you want to know, and you ought to know, what that cigarette has meant to people who smoke it all the time.

For a full year now, a medical specialist has given a group of Chesterfield smokers thorough examinations every two months. He reports:

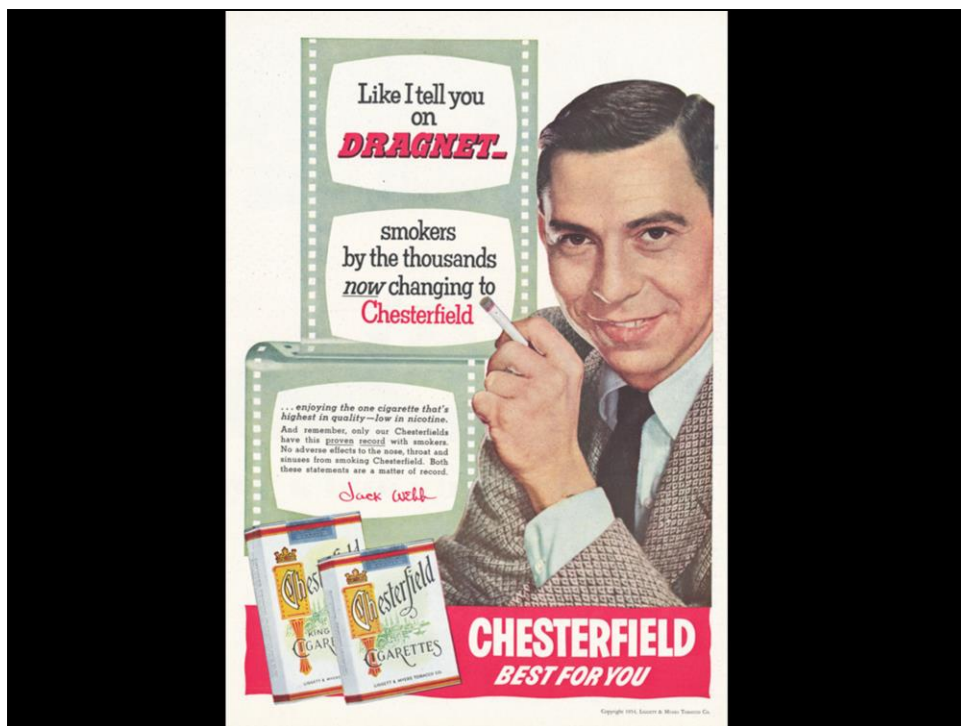
no adverse effects to their nose, throat or sinuses from smoking Chesterfields.

More and more men and women all over the country are finding out every day that Chesterfield is best for them.

Enjoy your Smoking!

Try Much Milder Chesterfield with its extraordinarily good taste.

CHESTERFIELD—FIRST CIGARETTE TO OFFER SMOKERS PREMIUM QUALITY IN BOTH REGULAR AND KING-SIZE



JACK WEBB & BEN ALEXANDER
You know them best as Sgt. Joe Friday and Officer Frank Smith—stars of Chesterfield's award winning "Dragnet" on TV and radio. They're now starred in the movies too, in Warner Bros. great new picture "Dragnet".

WHAT A PAIR!

WHAT A BUY! Chesterfield King Size at the New Low Price and Chesterfield Regular

You'll like Chesterfield regular — as Jack Webb does — or King size, like Ben Alexander. Either way, you get the same satisfying mildness, the same wonderful taste, the same refreshing smoke every time. And you get the cigarette proved highest in quality — low in nicotine.

So change to Chesterfield. Enjoy America's favorite two-way cigarette. They satisfy millions — they'll satisfy you.

CHESTERFIELD
BEST FOR YOU

TODAY'S CHESTERFIELD IS THE BEST CIGARETTE EVER MADE

Here he endorsed L&M as the "Best tastin' smoke you'll ever find."



Barbara Stanwyck
seen to appear in Samuel Goldwyn's
production of "DILLA DALLA"

*She spends $\frac{1}{3}$ of her life
before the sound truck*

BARBARA STANWYCK TELLS HOW SHE FOUND
LUCKIES GENTLEST ON HER THROAT

"WHEN THE 'TALKIES' came to Hollywood," says Barbara Stanwyck, "my previous stage experience as Broadway gave me my chance to picture. Taking care of my voice became serious business with me. I decided I had to treat my throat well, so I changed to Luckies, a light smoke. They made a big hit not only with my throat, but with my taste as well."

Consider what Miss Stanwyck says. Then ask yourself "Shouldn't Luckies be best for my throat, too?" Your answer would be "Yes!" If you could see with your own eyes how the exclusive "Toasting" process takes out certain harsh throat irritants found in even the finest tobacco!


Enjoy the finer taste of Center-Leaf Tobaccos
—"The Cream of the Crop"

A light smoke—easy on your throat—"It's Toasted"

Luckies Gentlest on Her Throat

I had to treat my throat well, so I changed to Luckies.

Barbara Stanwyck says:
"Luckies make a hit with
my throat"




"When selling pictures arrived, my stage experience on Broadway gave me my chance on the screen. Taking care of my throat became serious business with me, so I changed to Luckies—a light smoke. Of course I smoke other cigarettes now and then but none as late I come back to Luckies. They make a hit with my throat and also with my taste."

Barbara Stanwyck
KID BAKER PICTURE BY DEAN
NOW APPEARING IN
"THE LUCKY AND THE DEAD"

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 Stanwyck 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. Yes, 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 LUCKY TOBACCO—
"THE CREAM OF THE CROP"

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

© 1934 Cigarette Co. 1934 Made in U.S.A. W.L.W. PHOTODUPLICATION
Printed in U.S.A. 1-813-3437-40 End

Ad No. 6-A
TUES., FEB. 16

"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

Barbara Stanwyck says:
**"Luckies make a hit with
my throat"**



"When talking pictures arrived, my stage experience on Broadway gave me my chance on the screen. Taking care of my throat became serious business with me, so I changed to Luckies—a light smoke. Of course I smoke other cigarettes now and then but sooner or later I come back to Luckies. They make a hit with my throat and also with my taste."

Barbara Stanwyck
BRO RADIO PICTURE STAR NOW APPEARING IN
"THE PLOWG AND THE STARS"



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 Stanwyck 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

24

Time, March 4, 1981

SCIENCE

Minerals, Metals, Metals

Last week the William Lawrence Smith gold medal for distinguished service in mineralogy was awarded to James H. Heaney, a geologist and mineralogist at the University of Illinois at Urbana-Champaign, by President Cardinal Francis Cardinal Cullen. Heaney is the general director of the American Institute of Mining and Metallurgical Engineers, awarded in recognition of his career in mineralogy and metallurgy.

Mr. Heaney's achievement was to mine a grade of iron ore into a massive iron-ore deposit in North America, the largest iron-ore deposit in the world. Heaney's discovery of iron ore in the Lake Superior region, which was then a barren land, was the first step in the development of the iron-ore industry in the Lake Superior region.

Heaney is a member of the American Institute of Mining and Metallurgical Engineers, awarded in recognition of his career in mineralogy and metallurgy.

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The Congressional Mine is the only mine in the world that is a member of the American Institute of Mining and Metallurgical Engineers, awarded in recognition of his career in mineralogy and metallurgy.

Today Michigan's Copper Country, an iron-ore deposit, has been awarded the Congressional Mine award in recognition of its career in mineralogy and metallurgy.

Heaney is a member of the American Institute of Mining and Metallurgical Engineers, awarded in recognition of his career in mineralogy and metallurgy.

from the earth's surface. Agriculture is the mainstay of the mining industry in the United States. However, the mining industry is the mainstay of the mining industry in the United States. However, the mining industry is the mainstay of the mining industry in the United States.

Copper and Nickel are the mainstay of the mining industry in the United States. However, the mining industry is the mainstay of the mining industry in the United States. However, the mining industry is the mainstay of the mining industry in the United States.

With Kind
Copper and Nickel (Heaney)

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"My throat and I are pals, since I changed to Old Golds" in Barbara Stangor

© 1981 Old Gold, Inc.

AMERICAN SMOOTHER CIGARETTE

www.1000.com

THIS IS IT!

L&M FILTERS ARE JUST WHAT THE DOCTOR ORDERED

I smoked filter tip cigarettes for years before I tried L&M's. They have a far better flavor than any other brand of filters I have ever smoked. Read the facts below and try L&M's yourself. You'll like them too.

Barbara Stanwyck

THIS YOU GET...

1. **Effective Filtration**, from the **Miracle Product—Alpha Cellulose**—the purest material for filtering cigarette smoke and exclusive to L&M Filters.
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, leaves you all the satisfaction.
4. **Much More Flavor and Aroma**—the right length—the right filter—the right blend of premium quality tobacco to give you plenty of good taste.

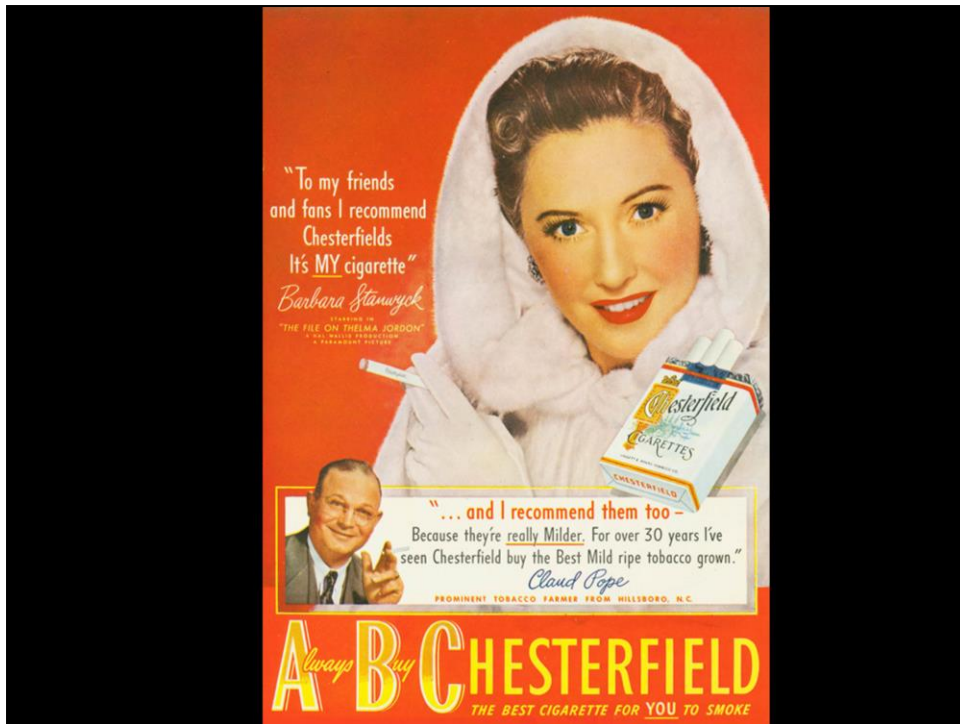
*U. S. Patent Pending

Light and Mild
MUCH MORE FLAVOR
MUCH LESS NICOTINE

L&M FILTER TIP CIGARETTES

L&M FILTERS
ROBERT & MYERS TOBACCO CO.

Just what the doctor ordered.







Claudette Colbert died of a stroke on July 30, 1996 at the age of 92.

Claudette Colbert says:

"My throat is safest with a light smoke"



"An actress' throat is naturally very important to her. After experimenting, I'm convinced my throat is safest with a light smoke and that's why you'll find Luckies always on hand both in my home and in my dressing room. I like the flavor of other cigarettes also, but frankly, Luckies appeal most to my taste."

Claudette Colbert

STAR OF PARAMOUNT'S FORSLYING
"MADONNA OF THE MOUNTAINS"
DIRECTED BY FRANK LLOYD



THE FINEST TOBACCO—
"THE CREAM OF THE CROP"

A Light Smoke

"It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH

Ad No. 23
FEB 2 1937

Ad No. 23
FEB 2 1937



CHARLES HUGGLES 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'."

"'Bottle-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





AMERICA NEEDS NURSES... ENLIST NOW

CLAUDETTE COBURN
PAULETTE GODDARD
VERONICA LAKE
PROTAGONISTS OF THE ACTUAL
STORY OF AMERICA'S NEW NURSES
"SO PROUDLY WE HAIL"
AND ONE OF THE NURSES
ON BOARD

AT HOME and OVER THERE **It's CHESTERFIELD**

GOOD TOBACCO. Yes... the
right combination of the WORLD'S
BEST CIGARETTE TOBACCOS...

It isn't enough to buy the best cigarette tobacco,
it's Chesterfield's right combination, or blend, of
these tobaccos that makes them so much milder,
cooler and better-tasting.

Good Tobacco, yes... but the Blend—the Right
Combination—that's the thing.

Smoke Chesterfields and find out how really
good a cigarette can be

Chesterfield
CIGARETTES

Copyright 1945, Lorain & White Tobacco Co.



CLAUDETTE COLBERT is doing a grand job in the Volunteer Army Canteen Service (VACS to the boys)
☆ You should see her starring in the new Paramount Picture "ITALIA BEACH STORY" ☆



KEEP 'EM SATISFIED WITH *Chesterfield*

Milder... Cooler... Better-Tasting Cigarettes
... that's what smokers ask for... and that's
CHESTERFIELD. *Milder* when you smoke a lot...
Cooler when the going's hot... and *Better-Tasting*
all the time! Buy CHESTERFIELDS by the carton
and treat the boys and yourself to more smoking
pleasure than you've ever known...

They Satisfy



Copyright 1945, American Tobacco Company



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





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!

Carole Lombard says:
"Advised by my singing coach,
I changed to Luckies"



"In my new picture 'Singing High, Singing Low' I sing a song for the first time since I have been on the screen. To do this, I spent months taking singing lessons. And with this added strain, my throat was not in good shape. My singing coach suggested that when choosing cigarettes, I select a light smoke. And so I changed to Luckies. Since then I've found that a light smoke and my throat get along together just fine."

Carole Lombard

CURRENTLY STARING IN PARAMOUNT PICTURE
"SINGING HIGH, SINGING LOW"

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 Lombard 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 TOBACCO—
THE CREAM OF THE CROP"

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

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 Registered
 Printed in U.S.A.—L. T. 11287-1 © 1936

Ad No. 11-A
THURSDAY, MARCH 4

She often acts 12 hours a day

Carole Lombard tells
singing teacher urged her to
a light smoke—Lucky Strike



1. "IN MAKING 'SWING HIGH, SWING LOW', my recent Paramount picture," says Carole Lombard, "there was an unusual strain on my throat. This was serious business for me as my career hinges on my voice. Here's how it happened..."

2. "WE WANT YOU" director told me my breath was sure. In this scene alone singing! So...

3. "I TOOK SINGING LESSONS," Miss Lombard continues. "Under this added strain my throat was not in good shape and my teacher urged that I take care of it. He suggested I select a light smoke. So I tried Luckies and soon found that..."

4. "BETWEEN SCENES I could smoke Luckies all day without the slightest throat irritation. Most actors on the set also prefer them." (Luckies are easy on your throat because the "Floating" Process takes out certain throat irritants found in all tobacco.)

Smoking Luckies is one way to keep your voice in top form. There's nothing else out there like it.

A light smoke—easy on your throat—"It's



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



A vintage cigarette advertisement featuring a portrait of actor Gary Cooper. He is wearing a dark cap and a light-colored jacket, holding a lit cigarette in his right hand. The background is a solid red color. A speech bubble on the left contains the text: "Gary Cooper SAYS: 'It's common sense for me to prefer Luckies'". Below this, a pack of Lucky Strike cigarettes is shown with the text "The Finest Tobaccoes -- 'The Cream of the Crop'". On the right, a white rectangular box contains a testimonial from Gary Cooper, his signature, and the product name "A Light Smoke".

Gary Cooper
SAYS:
"It's common sense
for me to prefer
Luckies"

The Finest Tobaccoes --
"The Cream of the Crop"

LUCKY STRIKE
CIGARETTES

"A little over a year ago I changed to Luckies because I enjoy their flavor. Ever since, my throat has been in fine shape. As my throat means so much to me in my business, it's plain common sense for me to prefer this light smoke. So I'm strong for Luckies!"

Gary Cooper
Star of the Paramount Picture "BOSS AT SEA"

We recently told a smoker what Gary Cooper says about Luckies. The smoker replied: "Then they ought to be easy on my throat, too!" We told him how other leading artists of the screen, stage, radio and opera -- together with professional people such as doctors, lawyers and lecturers -- also prefer Luckies. We explained that Luckies are a light smoke because the process "It's Toasted" removes certain throat irritants naturally present in all tobacco. The smoker said: "That sounds sensible. I'll try Luckies!" ...Why don't you try them, too?

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

"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 50 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

Old Gold

AMERICA'S Smoothest CIGARETTE

