

**"I got the idea from
Florenz Ziegfeld"**

Said Gladys Glad to Flo Kennedy
behind the scenes at The Ziegfeld
Theater before one of The Follies.



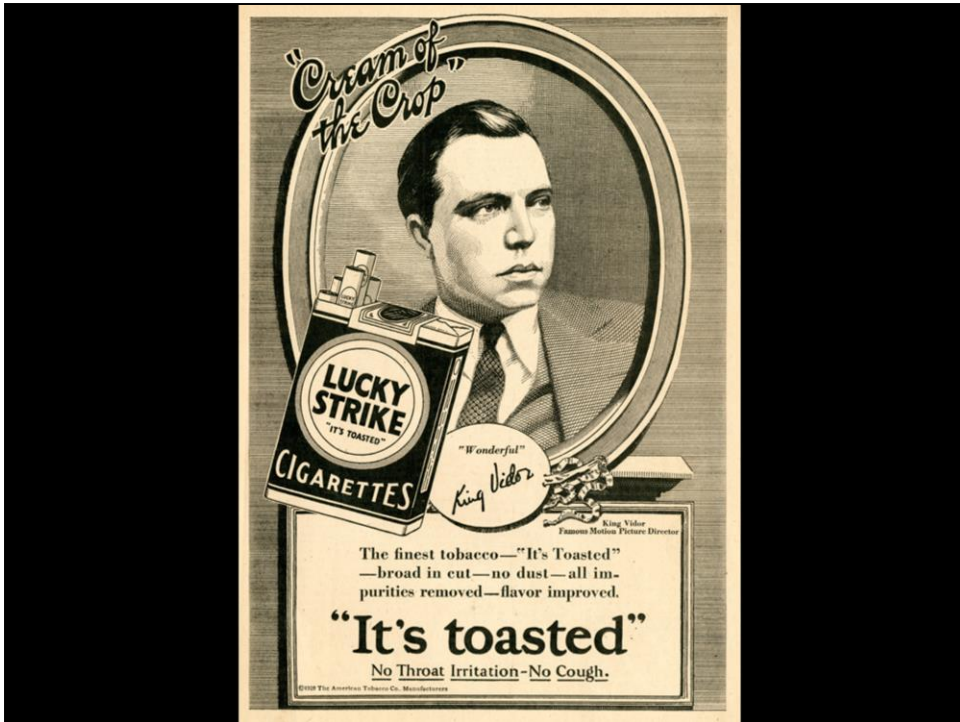
Florenz Ziegfeld,
famous theatrical producer, writes:

"As the producer of 'The Ziegfeld Follies' I know full well how important it is for my stars to have clear voices at all times. Several years ago, when I first began to smoke Lucky Strikes, I noticed that my voice remained untroubled after a most strenuous time directing rehearsals. I passed this information on to my stars and now we are all agreed: Lucky Strike is a delightful smoke and most unusually protects the voice, eliminating any coughing, which often interrupts a perfect performance."

Florenz Ziegfeld

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

LUCKY STRIKE
CIGARETTES



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 as Old Gold" in my language."

PARAMOUNT STUDIOS MEMO

Dear Old Gold Fans:

A year ago my government suggested I turn in the piece 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 CIGARETTES

"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
savor 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 Study 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 abstaining in a
reasonable 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 Cough

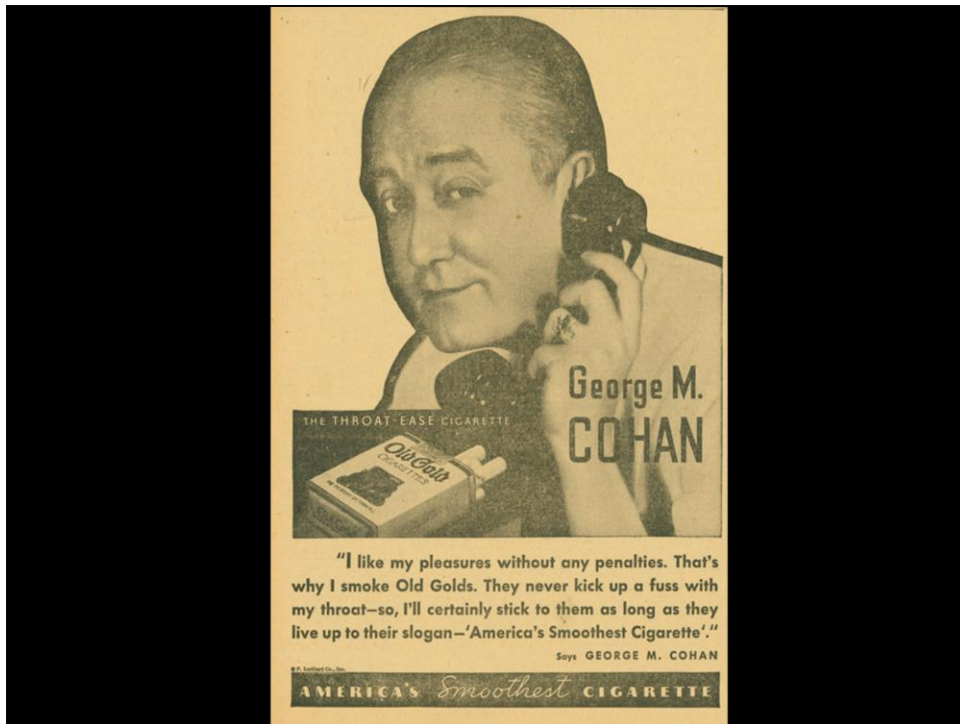
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Reach for a
Lucky
instead of a
sweet.

George M. Cohan,
America's Stage
Favorite

© 1941 The American Tobacco Co., Washington

Quoted in recent radio broadcast every Saturday night through the National Broadcasting Company's network. The Lucky Strike Cigarette Company
© The United States Tobacco Company





Camels' cool Mildness and richer Flavor agree with far more smokers than any other brand!



This year-after-year record is your reassurance that Camels' pure pleasure will agree best with you, too!

At a time when smokers are choosing their brands more carefully than ever, Camels win the greatest vote of confidence in history! Clearly, Camels' exclusive blend of coolly tobacco agrees with smokers best... for genuine mildness, rich flavor, pure smoking pleasure! You try Camels—then make your own impartial judgment.

"Camels sure agree best with me!" says Douglas Leigh

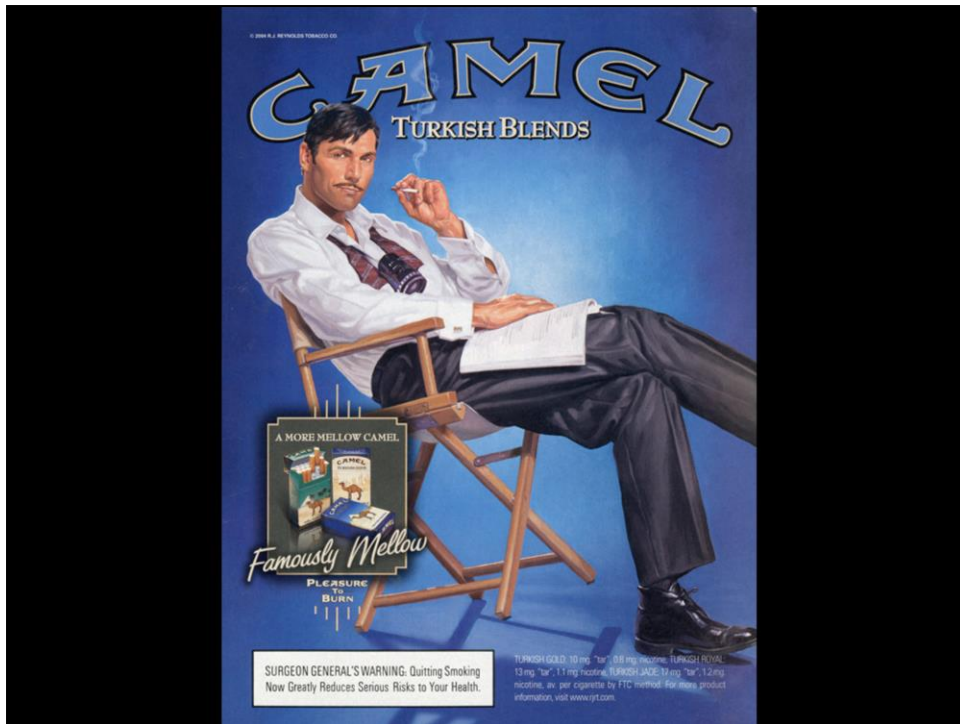
Douglas Leigh, owner of Broadway's great speakeasies, left their smoldering signs, litting cigarettes on tables in the city.

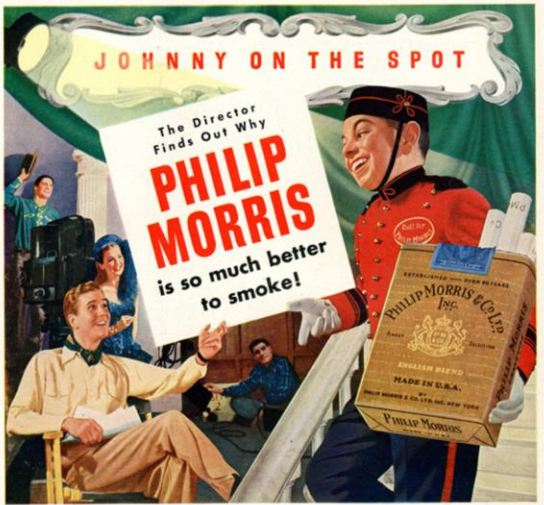
"I started smoking in college. For 17 years now, I've enjoyed the smooth mildness and good, rich taste of Camels. To me, there's just no other brand for mild, flavorful smoking. You ought to try Camels!"



Prove it to yourself... make the 30-Day Camel Mildness Test

Smoke only Camels for 30 days. See how mild, how rich-tasting a cigarette can be.





JOHNNY ON THE SPOT

The Director Finds Out Why
PHILIP MORRIS
is so much better
to smoke!

The Director thought he had Johnny on the Spot. "Why," he asked, "is PHILIP MORRIS so much better to smoke?"

"Because PHILIP MORRIS is the ONLY leading cigarette scientifically proved far less irritating to the nose and throat," Johnny replied. "Less irritation means more enjoyment. That's why

the PHILIP MORRIS smoker really gets what other smokers only hope to get . . . better taste, finer flavor, perfect smoking pleasure!"

Yes, it's true . . . if every smoker knew what PHILIP MORRIS smokers know—they'd all change to PHILIP MORRIS, America's finest cigarette.

TRY A PACK TODAY!

CALL FOR PHILIP MORRIS

WINSTON
TASTES GOOD!

LIKE A
CIGARETTE
SHOULD!

"Bright, clean flavor...pure,
snow-white filter...that's **WINSTON**"

SAYS *Bob Cummings* "When it comes to my
Winstons, I go right along with the majority," says the famous
'photographer' star of The Bob Cummings Show on NBC. "It's
America's favorite filter cigarette—and mine!" To a rich, bright
blend of prized tobaccos, Winston adds its own specially designed,
pure white filter. The result is an unusually clean, fresh taste—
the Winston taste! You'll like it, too!

© 1954 WINSTON TOBACCO CO., WASHINGTON, D. C.

Smoke **WINSTON** America's best-selling, best-tasting filter cigarette!

WINSTON
KING & 100'S
FINEST FILTER
FOR FINEST FLAVOR

WINSTON
KING & 100'S
FINEST FILTER
FOR FINEST FLAVOR

Try **WINSTON** America's favorite filter smoke!"
SAYS BOB CUMMINGS



WINSTON TASTES GOOD!
LIKE A CIGARETTE SHOULD!

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

■ "Take it from me," says "photographer" Bob Cummings, star of *The Bob Cummings Show* on CBS-TV, "this filter cigarette really tastes like a cigarette!" The exclusive Winston filter lets the flavor come through to you, smooth and rich-tasting. Make your next pack Winston, and enjoy filter smoking!

Switch to **WINSTON** America's best-selling, best-tasting filter cigarette!

