

THE AMERICAN MAGAZINE for August, 1947 123

## Senator Charles Curtis, Leader of U. S. Senate, ever careful of his throat,

writes:

"Lucky Strikes do not affect the voice. I notice that most of my colleagues in the Senate now use them.

They do so, not only because they know that they are kind to the throat, but also because they give the greatest enjoyment."

*Charles Curtis*



Photo by Underhill & Downing

You, too, will find that Lucky Strikes are mild and mellow—the finest cigarettes you ever smoked, made of the finest Turkish and domestic tobaccos, properly aged and blended with great skill, and there is an extra process—"It's toasted"—no harshness, not a bit of bite.

### "It's toasted"

*Your Throat Protection*



When in New York you are cordially invited to see how Lucky Strikes are made at our exhibit, corner Broadway and 45th Street.

92 THE AMERICAN MAGAZINE for July, 1947

## Senator Watson, noted for his fine voice,



writes:  
"Smoking is a great pleasure and diversion to me. I get much enjoyment from Lucky Strikes because I know that I can smoke them at will with no fears of any ill effects upon my voice."  
*James E. Watson*

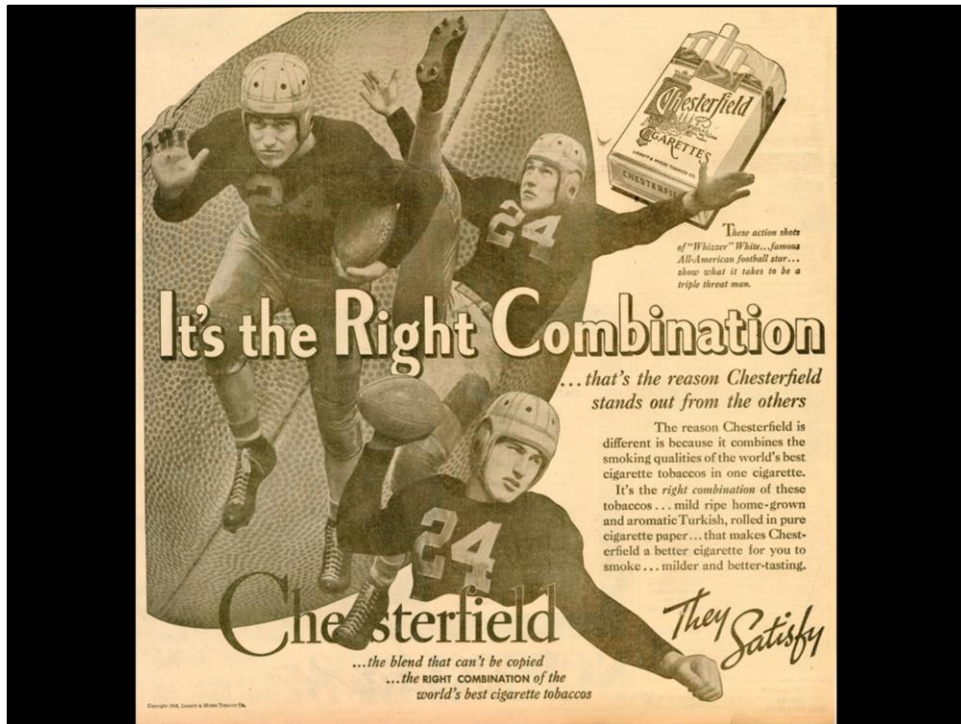
Photo by Underwood & Lothrop

James E. Watson, Republican Whip of the United States Senate, popular and powerful orator of Indiana, smokes Lucky Strikes. You, too, will find that Lucky Strikes are mild and mellow—the finest cigarettes you ever smoked, made of the finest Turkish and domestic tobaccos, properly aged and blended with great skill and there is an extra process—"It's toasted"—no harshness, not a bit of bite.



**"It's toasted"**  
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Byron White (aka Whizzer White) Supreme Court Judge 1962 - 1993  
June 8, 1917 – April 15, 2002

## U. S. Senator Hitchcock

says: "Luckies please both my taste  
and my throat"



In a recent independent survey, an overwhelming majority of lawyers, doctors, lecturers, scientists, etc., who said they smoked cigarettes, expressed their personal preference for a light smoke.

Senator Hitchcock's statement verifies the wisdom of this preference and so do leading actors of radio, stage, screen and opera, whose voices are their fortunes, and who choose Luckies, a light smoke. 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 your throat.

*"For close to fifty years I have been a regular smoker, so I think I know what constitutes a good cigarette. Luckies please me on two scores. I like their fine flavor. But even more important is the fact that they are a light smoke, easy on my throat. At any rate, it's results that count, and a light smoke pleases both my taste and my throat."*

*Hiram B. Hitchcock*  
HON. HIRAM B. HITCHCOCK  
U. S. SENATOR FROM UTAH



THE FINEST TOBACCO—  
"THE CREAM OF THE CROP"

### A Light Smoke

### "It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH

REG. U.S. PAT. & TM. OFF. © 1935 L. & W. TOBACCO CO. MADE IN U.S.A.

Ad No. 19-B-E  
THURS., APRIL 1

**U. S. Senator Gerald P. Nye says:**  
**"I enjoy the comfort a light smoke  
gives my throat"**



In a recent independent survey, an overwhelming majority of lawyers, doctors, lecturers, scientists, etc., who said they smoked cigarettes, expressed their personal preference for a light smoke.

Senator Nye's statement verifies the wisdom of this preference and so do leading artists of radio, stage, screen and opera, whose voices are their fortunes, and who choose Luckies, a light smoke. 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 your throat.

*Gerald P. Nye*  
SEN. GERALD P. NYE  
U. S. SENATOR FROM NORTH DAKOTA



THE FINEST TOBACCO—  
"THE CREAM OF THE CROP"

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

Big—Cigarette Box: 8 1/2" x 5 1/2" x 1 1/2" 100 Cigs  
 Tapering  
 PRINTED IN U.S.A. L & T-2-6401-10-PA-10

Ad No. 7-11  
 THURSDAY, 11:30, 19

## U. S. Senator Reynolds

says: "Luckies are considerate  
of my throat"



In a recent independent survey, an overwhelming majority of lawyers, doctors, lecturers, scientists, etc., who said they smoked cigarettes, expressed their personal preference for a light smoke.

Senator Reynolds' statement verifies the wisdom of this preference and so do leading artists of radio, stage, screen and opera, whose voices are their fortunes, and who choose Luckies, a light smoke. 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 your throat.

*"Two Southern traditions are precious—and good tobacco. Lucky Strike shows me how to indulge in both. For this light smoke satisfies pleasure without leaving my throat in condition. Last fall in North Carolina—when I made over 100 speeches—I visited the Lucky Strike factory. I believe I discovered, in the Lucky Strike "Toasting" process, the secret of what makes this cigarette so considerate of my throat. I have been more than ever an advocate of a light smoke since seeing the entire case and expense devoted to making Luckies easy on the throat."*

*Pat. R. Reynolds*  
SEN. REYNOLDS R. REYNOLDS  
U. S. REPRESENTATIVE NORTH CAROLINA



THE FINEST TOBACCO—  
"THE CREAM OF THE CROP"

### A Light Smoke

### "It's Toasted"—Your Throat Protection

AGAINST IRRITATION—AGAINST COUGH

100 Cigs. 20. 1000-100 4 100-100 100  
 1000-100 100-100 100-100 100-100

Ad No. 10-A  
 TYPE, MARCH 2

Were you to meet Senator Cameron  
and talk about smoking,  
he'd say to you:



"Public speaking taxes the voice. One must think of the throat. I find, in smoking, that Lucky Strikes not only give greater enjoyment, but protect the throat."

Васильев

You, too, will find that Lucky Strikes are mild and mellow—the finest cigarettes you ever smoked, made of the finest Turkish and domestic tobaccos, properly aged and blended with great skill, and there is an extra process—"It's toasted"—no harshness, not a bit of bite.

## "It's toasted"



Where in New York you are coming from, we are not here. Lucky for her, we were not available, except for Broadway and 42nd Street.

Hon. Ralph H. Cameron,  
U.S. Senator from Arizona,  
famous as a fine orator,

writes:

"Public speaking  
taxes the voice. One  
must think of the  
throat. I find, in  
smoking, that Lucky  
Strikes not only give  
greater enjoyment,  
but protect the

You, too, will find that Lucky  
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—no harshness, not a bit of bite.

**"It's toasted"**  
*Your Throat Protection*



© 1937 R. J. REYNOLDS TOBACCO CO. MADE IN U.S.A.



## 1 Senator (Possibly 10) Advertises a Cigarette

Special to THE NEW YORK TIMES.

WASHINGTON, Feb. 1.—Rumor flew around the Capitol today that ten Senators have been persuaded, for \$1,000 each, to give testimonials for a tobacco company of how little its cigarettes affected the throat membranes of great orators like themselves.

Only one Senator confirmed the rumor so far as he was concerned. Senator Reynolds of North Carolina said he had given a testimonial that he had noticed no ill effects to his throat from that cigarette brand (not the one made by the R. J. Reynolds Tobacco Company) and had received an honorarium of \$1,000. He added that he smoked other brands as well.

The New York Times

Published: February 2, 1937

Copyright © The New York Times

Luckies were the first to use testimonials, but the others followed suit. Most testimonials are silly, and apparently an amazing number of them come from people who never smoke at all. But Luckies got perhaps the biggest bag when they signed up ten Senators. You've seen photographs of Senator Reynolds of North Carolina and others boasting that Luckies are good for their throats. The Lucky Strike people paid \$1,000 apiece for these boosts from Senators. For movie stars they pay six times as much, \$5,000 to the actor and \$1,000 to the studio.

"Public speaking taxes the voice. One must think of the throat. I find, in smoking, that lucky Strikes not only give greater enjoyment, but protect the throat."

(Signed) *Ralph H. Reynolds*

Permission is given to the American Tobacco Company to reproduce my photograph, signature and endorsement in connection with the advertising campaign on Lucky Strike cigarettes.

(Signed) *Ralph H. Reynolds*

Lucky Strikes do not affect the voice. I notice that most of my colleagues in the Senate now use them.

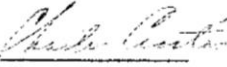
They do so, not only because they know that they are kind to the throat, but also because they give the greatest enjoyment.

Signed



Permission is given to the American Tobacco Company, to use my photograph, name and testimonial in connection with the advertising on Lucky Strike Cigarettes.

Signed





*—so far as we know tobacco was  
first used about 400 years ago*

*—throughout the years what one thing has  
given so much pleasure..so much satisfaction*



*It was a matter of pride with  
a host in Colonial days that  
his guests should smoke tobacco  
grown on his own plantation.*

*Today the Governor of North Carolina  
says to the Governor of South Carolina—  
“Have a cigarette”*

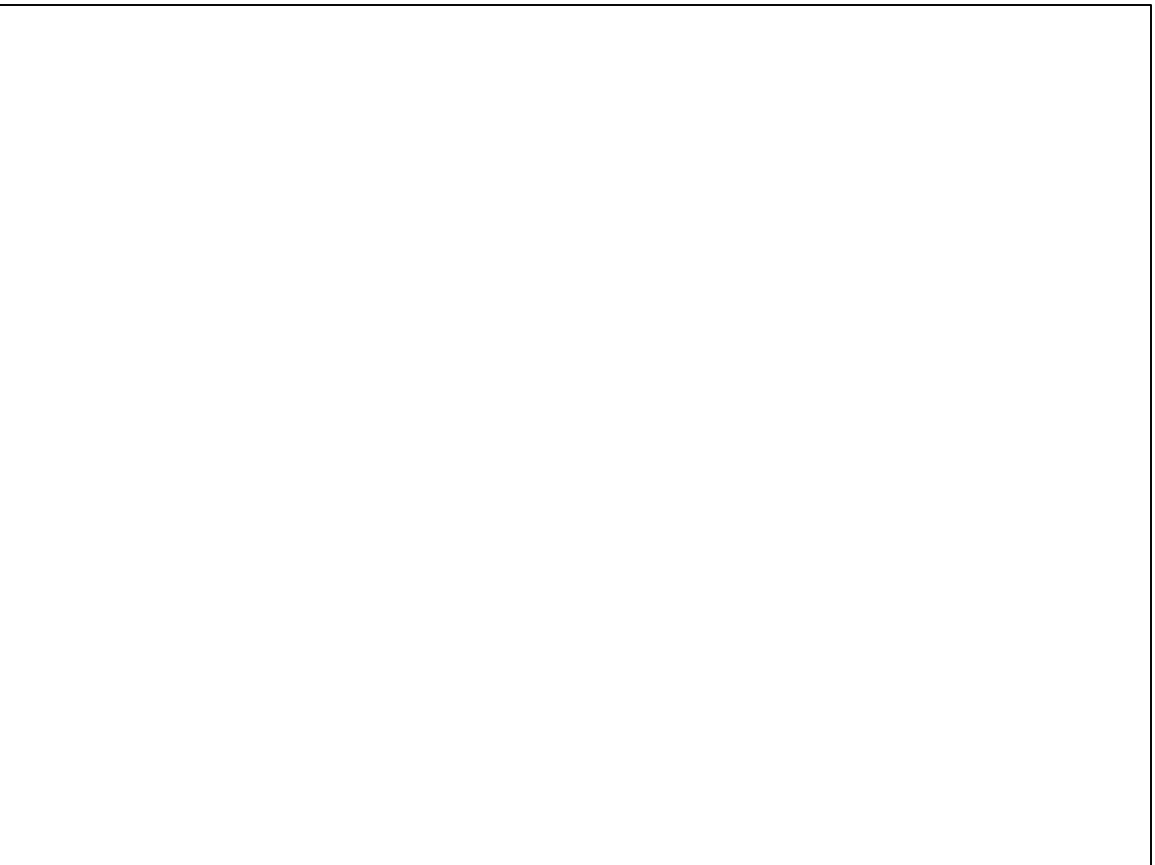
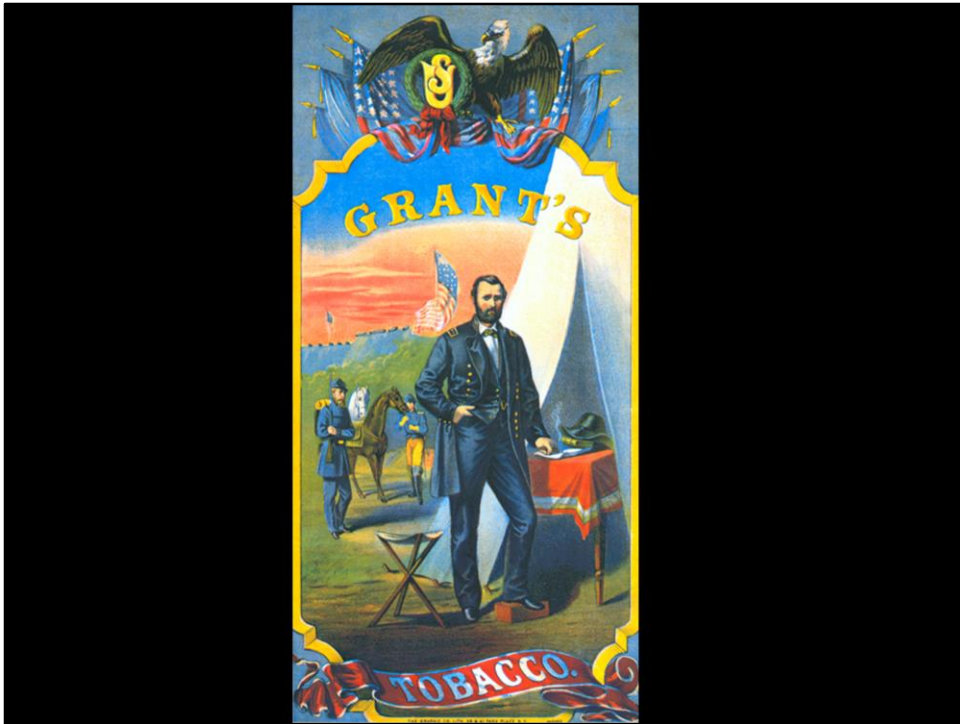
TODAY people all over the world use tobacco in one form or another. They chew it, they smoke it in pipes, they smoke cigars and cigarettes, and here is what an eminent physician said about cigarettes:

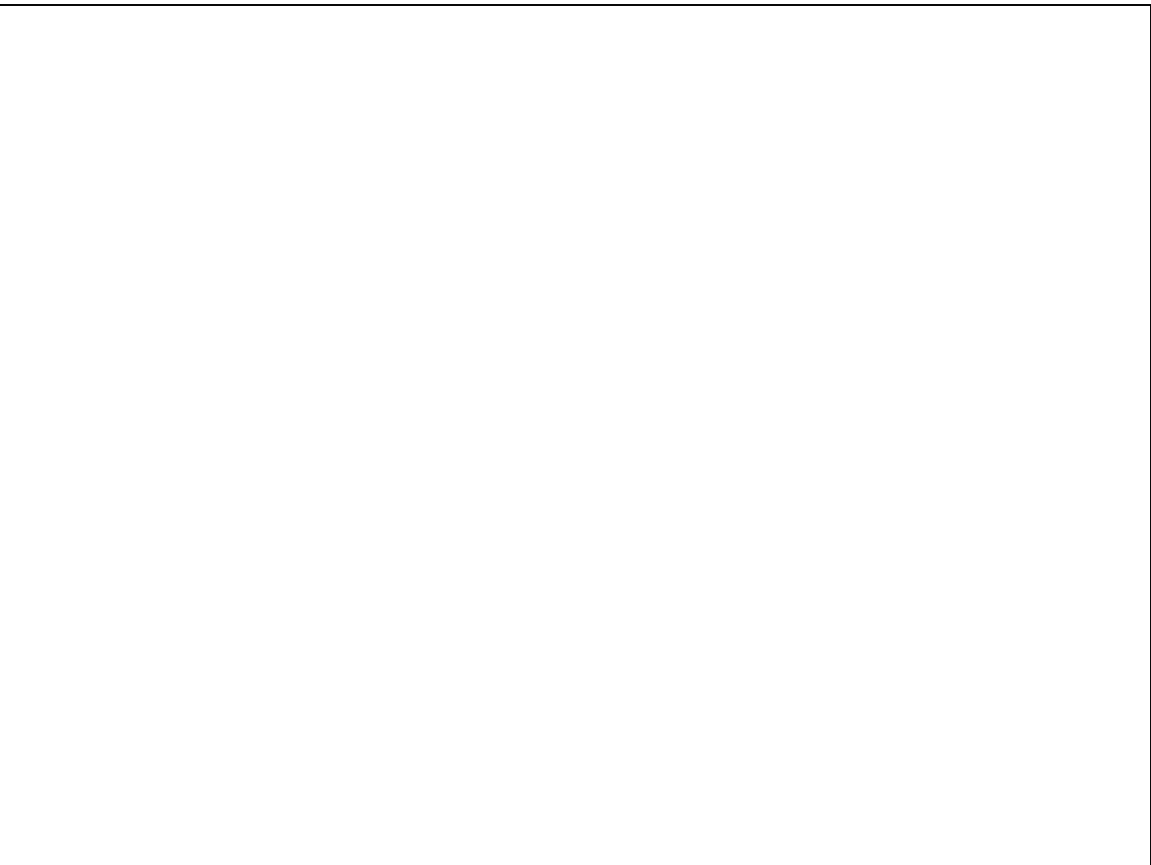
*“I have been something of a student of cigarettes, and it is my belief that they offer the mildest and purest form in which tobacco is used.”*

Yes, nowadays the cigarette is the most popular form in which tobacco is used. A good cigarette certainly gives men and women a lot of pleasure.

Have a Chesterfield—  
*For one thing—they’re milder.  
For another thing—they taste better.*

© 1915, LAMSON & WHITE Tobacco Co.





... and at all 6 stands  
in the Capitol building

*A fact:*  
The 6 tobacco stands in the Capitol building at Washington are patronized mainly by the big business and professional men from all sections of the United States who are constantly coming into and passing out of Washington.

At each one of these stands more Fatimas are sold every day than any other cigarette, regardless of price—which seems to show that the preference for Fatima is really nation-wide.

LEGGETT & STEER TOBACCO CO.

## FATIMA

*A Sensible Cigarette*

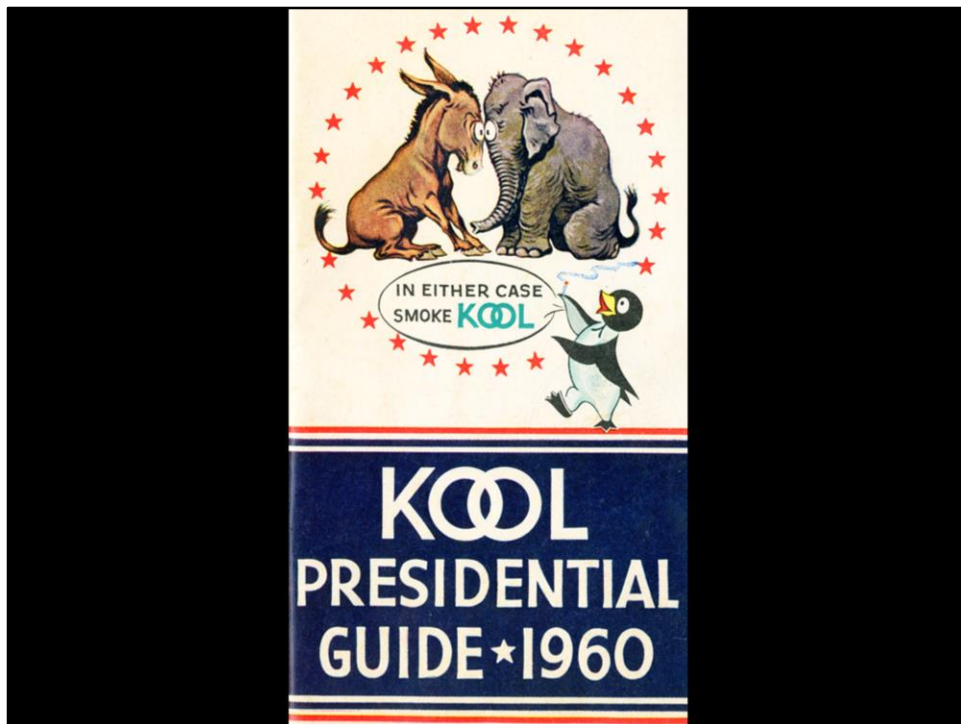
Men who think straight and decide quickly like a cigarette that, besides pleasing their taste, leaves them feeling fit throughout the day.

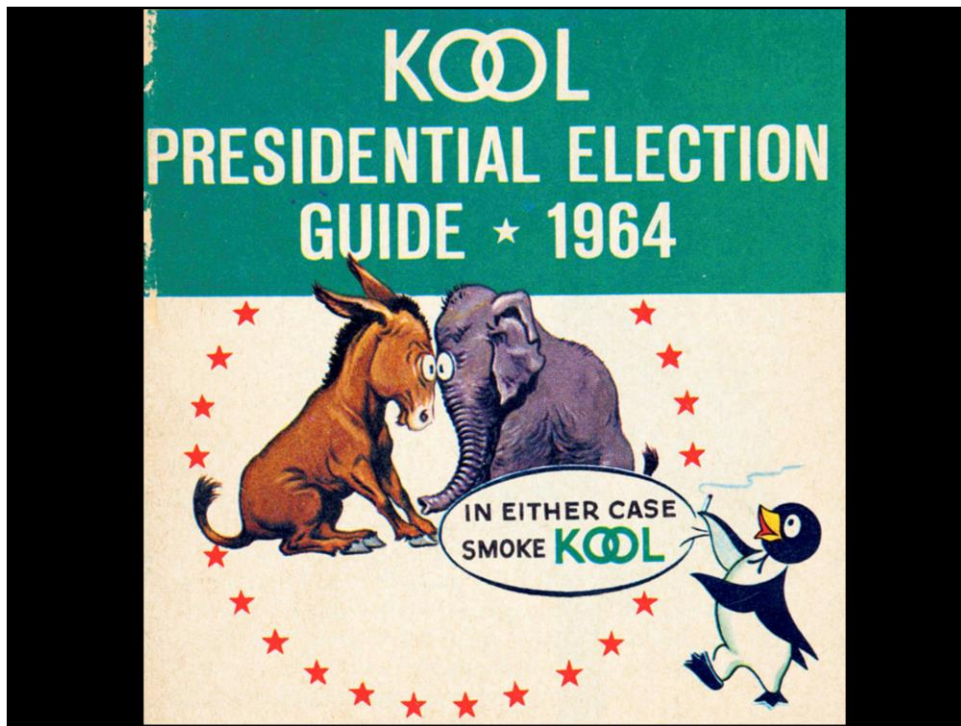
A black and white illustration of the U.S. Capitol building in Washington, D.C. The building is shown from a low angle, emphasizing its grandeur. In the foreground, a large crowd of people, mostly men in suits and hats, are walking across the plaza. The illustration is done in a classic, detailed style typical of early 20th-century advertisements.

















The American-Born Duchess of Windsor greets oldies in person at the United Services Canteen in the beautiful old Ballroom Club in Nassau. She takes an active part in making her services guests feel at home—serves eggs and bacon, carries trays and hands out cigarettes.

IN NASSAU  
AT THE *Duchess of Windsor's*  
UNITED SERVICES CANTEEN WHERE OUR SOLDIERS  
AND OUR ALLIES MEET

**Chesterfield**  
is the Smoker's Choice

Yes, and it's Chesterfield at canteens, ship stores, post exchanges and every where that smokers want a milder, better-tasting smoke.

The basic difference between Chesterfield and other cigarettes is in the tobaccos we use and the way they are blended in the right combination to give you what you want in a smoke. They really SATISFY.

Copyright 1945, R.J.R. & Wm. Benson Co.

LETTERS & NEWS, Nassau, B.W. I.  
June 17, 1945

Dear Sirs:  
Remember your loyalty as to what cigarettes we smoke at the canteen. I can tell you that we prefer the lasting American brand.

Of course, most of the service men who come to the canteen are brilliant and American, but there are a few of our old allies from Britain.

It goes without saying that Chesterfield is the only cigarette that Chesterfield, our old ally, likes to smoke.

Sincerely,  
*Wallis Windsor*

## Chesterfield, the Smoker's Choice

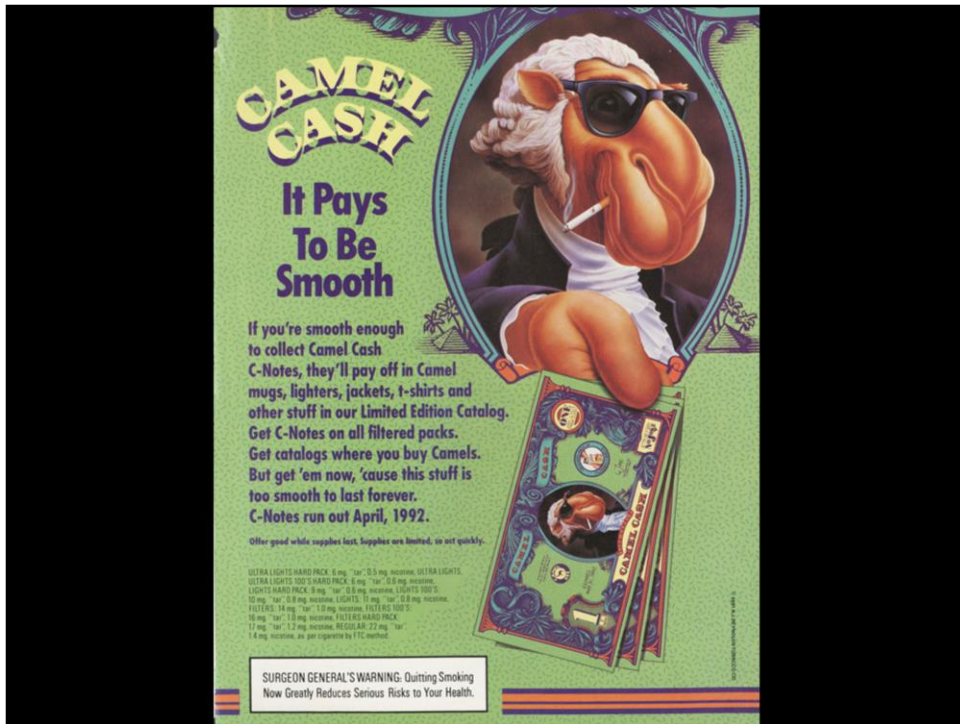
Wallis Simpson, twice divorced American married Edward VIII in 1937 leading to his forced abdication from the throne of England.





They're a Light Smoke, Kind to Your Throat

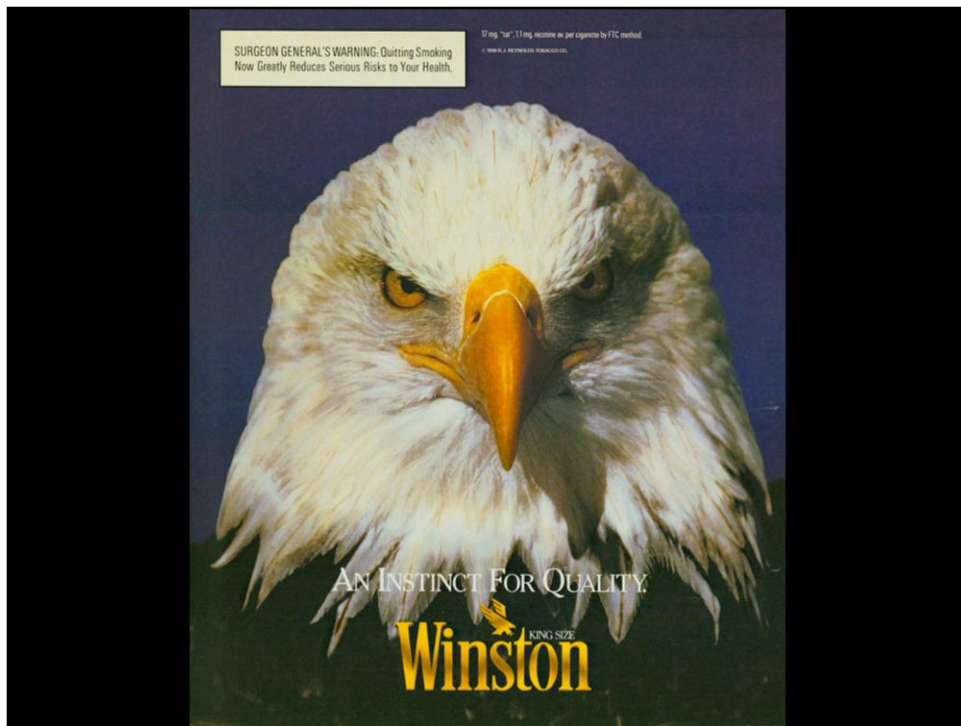
"President Roosevelt's favorite cigarette is camel and he smokes about a package a day, in addition to several cigars and a pipe."  
Walter Annenberg

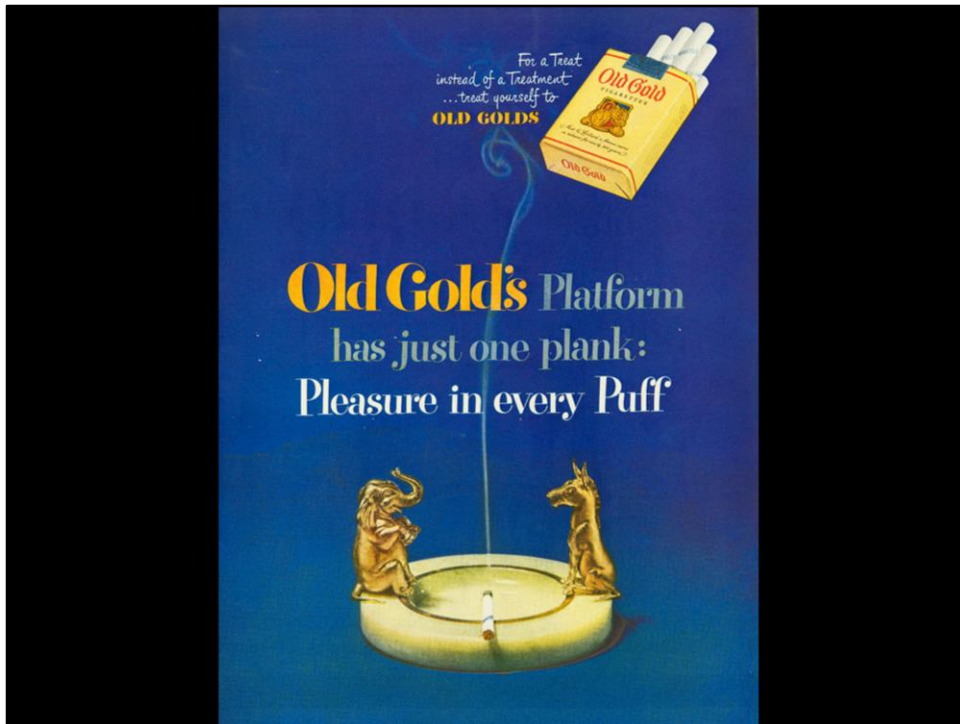


It Pays To Be Smooth

George Washington smoked here.









**New Jersey  
talks it over with Nebraska**

"HAIL, Western Friend, and welcome to the East. Light up this mutual friend of ours, this Owl Cigar, in honor of your wealth of cattle and grain—and your growing industries."

And Nebraska puffed away and made reply:

"All's well in the West, my friend. But you, New Jersey, it's true you are small in size, but you're big in manufacturing and real accomplishment. Your phonographs have spread your fame around the world."

And the Nebraska boys of the A. E. F. say that nothing ever looked so fine as the docks of Hoboken."

At first it may surprise you that these two dependable cigars, Owl and White Owl, should be good friends to all the States. But try them. The dependability of their mellow fragrance will give you the mighty pleasant reason why. For their always-the-same goodness thank the great resources of the General Cigar Co., Inc., and the \$2,000,000 Owl leaf reserve.

**DEALERS:**  
If your distributor does not sell these dependable cigars, write us, Atlantic Cigar Co., Inc., 125 West 44th Street, New York City.

**TWO DEPENDABLE CIGARS**

**OWL 7c** | **white OWL 8c**

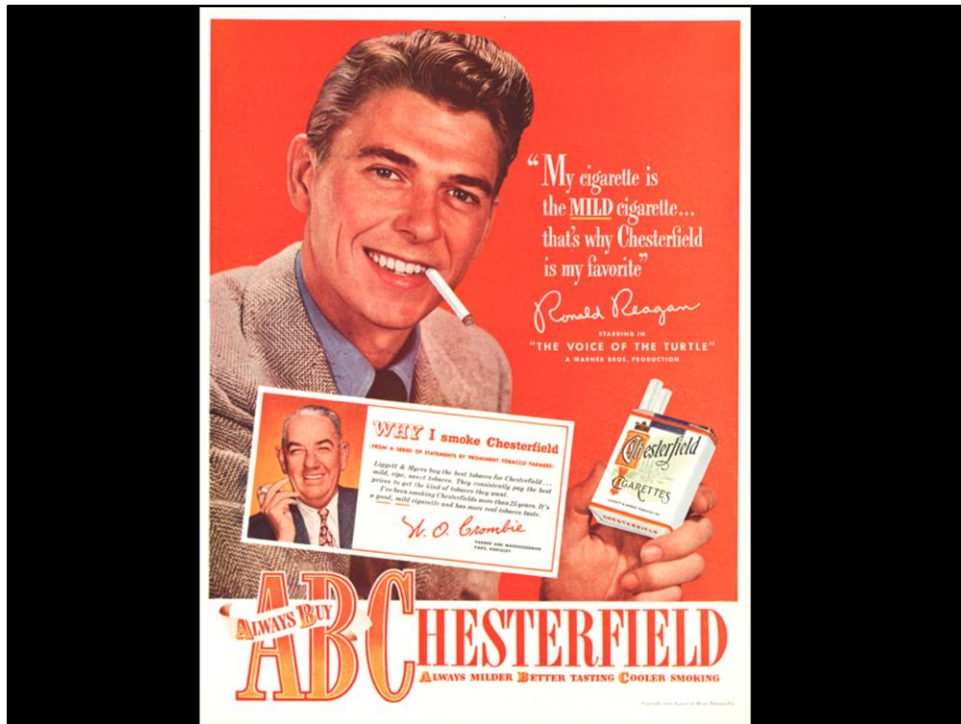
OWL 7c  
3 for 20c

white OWL  
8c — 2 for 15c



Ronald Reagan, 40<sup>th</sup> 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.



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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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