

Hollywood's Most Polished Voice

Easy on your throat - It's toasted.



1937

Luckies are Kind to Your Throat

"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 "Sergeant Quin" in "What Price Glory?" That mighty role made Eddie famous in filmland—and he's more than held his own in a long line of talkie triumphs. We hope you saw him in the "Spider." And be sure to see him in the Fox thriller, "The Cisco Kid."

"It's toasted"
Your Throat Protection—against irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

MOISTURE-PROOF CELLOPHANE Sealed Right Ever Right THE UNIQUE HUMIDOR PACKAGE Zip— and it's open!

LUCKY STRIKE
THE TOASTED
CIGARETTES

© 1931 R.J.R. - Lowe's Statement Paid For? You may be interested to know that this advertisement was paid for by the R.J.R. Co. and does not represent the views of any other person. It is the property of R.J.R. Co. and is not to be used in any other advertisement without the written consent of R.J.R. Co. The trademarks of R.J.R. Co. are used in this advertisement.

1931

I Protect My Voice With Luckies

Your Throat Protection - against irritation - against cough

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, for how many leading artists of radio, stage, screen and opera, prefer them. Naturally the voices of these artists 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

1937

"It's Toasted" - Your Throat Protection

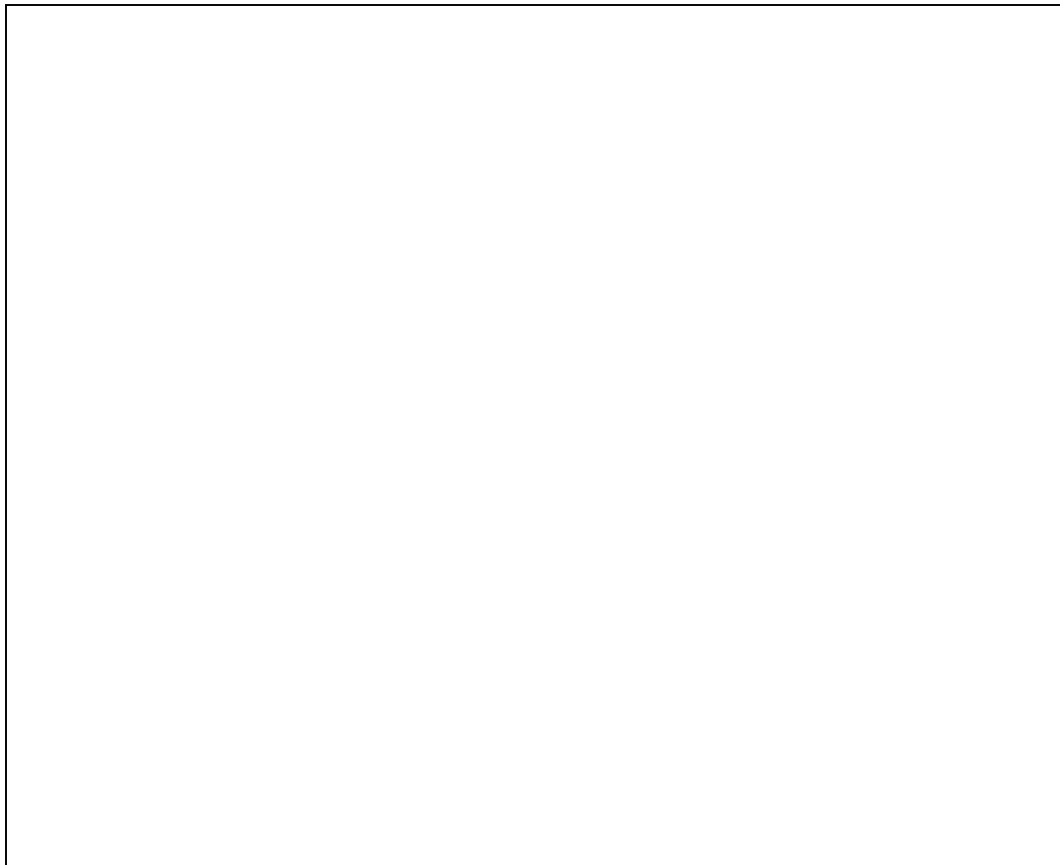
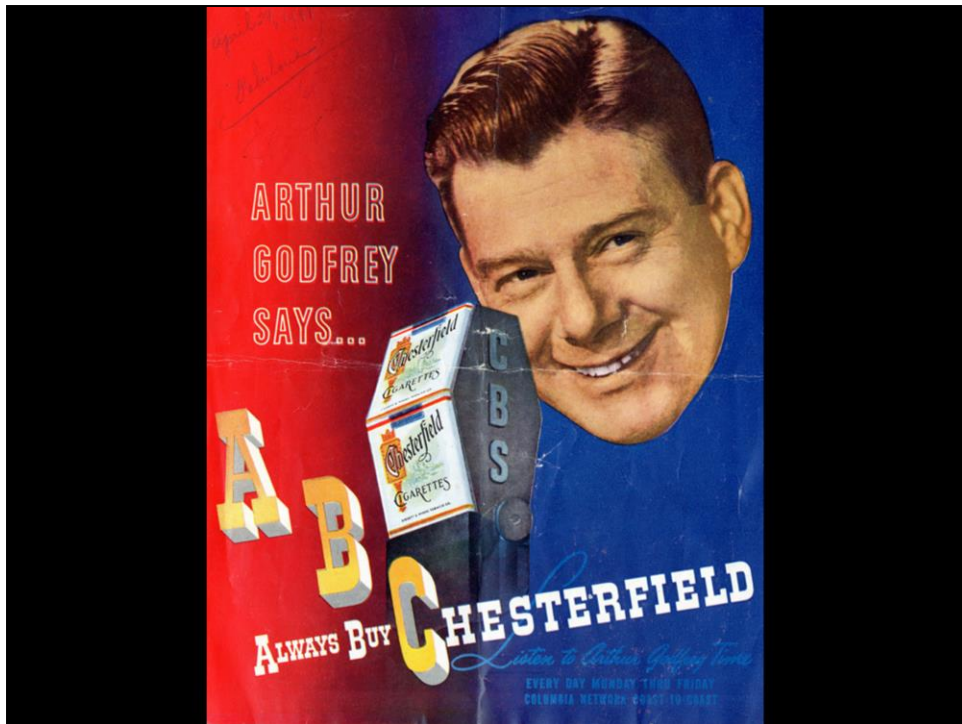
The top cigarette for an actor's throat.



1936

“My Throat Decided On Luckies”

Luckies are easy and smooth and don't catch your throat.



November 7, 1937 THIS WEEK Magazine Series 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 job I've handled in my new Metro-Columbia picture, *Red-Headed Boy*—making the same scenes over and over for two days. Well, you know—"

2. "THE MATTER HOW TOUGH a man is, he gets to his feet and says, 'That's that!'—brings me to the subject of Luckies." Luckies, because the medicine "Lucky" gives me health, when throat troubles find in all tobacco?"

3. "I'VE BEEN SMOKING LUCKIES for over ten years now. I rate them one of my real pleasures. Yes, the flavor of Luckies suits my taste to a 'T'—but all the same time, my throat thanks for producing them to...my throat!"

4. "I'VE MADE NO PICTURES—about a million feet of film...but no matter how hard my throat works, it always produces a Lucky. They stand up to the M-G-M test, the *Super* test and *John Crawford*, say the same."

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

STRELLER men who spend their time being, selling and handling tobacco are the best judges of tobacco quality. And since every smoker available for your information about that, among independent tobacco experts, Lucky Strike has more on every tobacco standard to beat all the other cigarettes combined! This is the verdict of tobacco manufacturers, buyers, merchants, etc.,—our connection with any cigarette manufacturer. In the honest judgment of the men who know tobacco best...IT'S Lucky Strike—2 to 1.

H. WASHINGTON TOBACCO 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.

Barbara Stanwyck
seen to appear in Samuel Goldwyn's
production of "TRILLA DALLAT"

*She spends 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 Holly-
wood," says Barbara Stanwyck, "my
previous stage experience in Broad-
way gave me my chance in pictures.
"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"

1937 Nov 7

Luckies Gentlest on Her Throat

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

Janet Gaynor says:
"Leading artists of the screen prefer Luckies"



"I live at the beach most of the year and there is hardly a weekend that a number of friends don't drop in. Naturally, I keep several brands of cigarettes on hand, but the Luckies are always the first to disappear. I suppose it's just natural that Luckies would be the favorite brand because picture work certainly places a severe tax on the throat. Leading artists of the screen prefer Luckies because they are a light smoke that sympathizes with tender throats."

Janet Gaynor
PRINCIPAL STAR OF DAVID O. SELZNICK'S
TECHNICOLOR PRODUCTION OF "A STAR IS BORN"

The Finest Tobacco—
"The Cream of the Crop"



An independent survey was made recently among professional men and women—lawyers, doctors, scientists, etc. Of those who said they smoke cigarettes, over 87% stated they personally prefer a light smoke. Miss Gaynor 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

Your Throat Protection Against Irritation and Cough

Their voices are their fortunes. That's why so many of them smoke Luckies.

BEHIND THE SCENES AT Eddie Cantor's RADIO SHOW!

THEY SIDESTEP NERVE STRAIN —
 THEY LET UP AND LIGHT UP A CAMEL!

HELLO EVERYBODY!

WHAT'S THAT BIG STEEL PLAST OVER THERE?
 THAT'S THE NEW TRANSMITTER OF THE 8th RADIO STATION WHERE EDDIE CANTOR'S PROGRAM IS PUT ON THE AIR. LET'S GO IN AND LOOK AROUND.

A COUPLE TOURING IN CALIFORNIA DECIDE TO VISIT THE COLUMBIA BROADCASTING SYSTEMS MOST MODERN STATION — AND WHERE THE HOLLYWOOD STARS BROADCAST.

ON THE 8TH FLOOR OF THE BROADCASTING STUDIO BUILDING, WHERE THE SHOWS ARE PERFORMED.

ON GEORGE OUR FAVORITE RADIO PROGRAM IS ON TONIGHT. HOW DO YOU FEEL ABOUT IT?
 WELL, BE DELIGHTED TO HAVE YOU ATTEND THIS CONCERT. BUT FIRST LET'S LOOK AROUND THE STUDIO.

STATION 1, 2, AND 3 ARE HERE AHEAD OF THE KNOX BROADCASTS.

STATION A BEHIND THE HOLLYWOOD STARS ARE BROADCAST.

THE SOUND EFFECTS MANAGER CAN HEAR ANY SOUND FROM THE TITTLE OF A BIRD'S WING TO THE THUNDER OF AN AIRPLANE.

THE MASTER CONTROL MAN FEELS THE PROGRAM TO THE ENTIRE NATION. THE OPERATOR HAS THE MOST INTERESTING JOB OF ALL.

ALL YOU FELLOW HERE TO WORK HARD TO SHOW ABOUT LETTING UP AND LIGHTING A CAMEL BEFORE THE CANTOR SHOW STARTS.

GOOD IDEA. HAVE ONE OF THESE.

AT THE MAIN STUDIO WHERE EDDIE CANTOR'S CAMEL CARAVAN ABOUT TO BROADCAST FROM COAST TO COAST.

THE BIG SHOW IS ON — EDDIE AND HIS CAST DO THEIR STUFF FOR MILLIONS AND MILLIONS OF LISTENERS.

ANYBODY WANT ANOTHER CAMEL FOR ANOTHER CAMEL?

LET'S BRING AND ONE OF HIS INVARIABLE SONGS.

Copyright, 1939, E. J. Reynolds Tobacco Company

AND REMEMBER, DON'T LET NERVE TENSION GET YOUR NERVE ENDINGS. LET UP AND LIGHT UP A CAMEL. SMOKERS SAY THAT CAMEL CIGARETTES ARE SOOTHING TO THE NERVES.

WHEN YOU HEAR ARE ON IN THE AIR, LET UP AND LIGHT UP A CAMEL — YOU CAN BE SURE I FOLLOW THAT ADVICE MYSELF. IN MY INDEX I JUST CAN'T AFFORD TO HAVE BANGED A NERVE. SO LET UP AND LIGHT UP A CAMEL AS OFTEN AS I CAN. THERE'S A WISE BE CAMEL IN A WILD GOING THE CAMEL.

WATER KING — HOST OF THE CAMEL CIGARETTE SHOW

Wally King

EVERY MONDAY NIGHT
 LISTEN IN TO
EDDIE CANTOR'S CAMEL CARAVAN
 8:00 PM EST - 8:30 PM CST
 8:00 PM MST - 7:30 PM PST
 COLUMBIA NETWORK

EVERY TUESDAY NIGHT
BENNY GOODMAN KING OF SWING
 8:30 PM EST - 8:50 PM CST
 8:30 PM MST - 8:00 PM PST
 COLUMBIA NETWORK

DO "JITTERY" NERVES GET YOU DOWN?
 IT'S SO EASY TO REST THEM

Watch a dog — you'll learn a valuable lesson. See how hard he can play. Yet when he's had enough he stops — he stretches, he rests his nerves! The human nervous system reacts in exactly the same way. When you get a "jittery" feeling, just give your nerves a rest — LET UP — LIGHT UP A CAMEL!

SMOKE 6 PACKS OF CAMELS AND FIND OUT WHY THEY ARE THE LARGEST-SELLING CIGARETTE IN AMERICA

CAMELS ARE A HANDSOME BLEND OF FINEST, MORE EXPENSIVE TOBACCO — TURKISH AND DOMESTIC

PREPARED BY E. J. REYNOLDS TOBACCO COMPANY
 WASHINGTON, D. C.

LET UP... LIGHT UP A CAMEL
 SMOKERS' FIND CAMEL'S COSTLY TOBACCO ARE SOOTHING TO THE NERVES





**Her Voice Makes
70,000 Feet of Film a Year**

MADELINE CARROLL tells how the throat-strain
of all this acting led her to a light smoke—Luckies..

*"In Hollywood, I found a much greater rush
about things than in English studios. The harder
work not only meant added strain on my throat,
but also caused me to smoke more cigarettes. At
this time, my throat strained and what a difference there
is in a light smoke. I've found that even though I
smoke as many Luckies as I wish, my throat re-
mains in top form."*
Madeleine Carroll

Walter Wanger star in David O. Selznick's new picture "THE PRISONER OF ZENDA"

Luckies—A Light Smoke
Easy on your throat—It's Toasted"

**LUCKY
STRIKE**
CIGARETTES

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

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 in his Broadway smash hit, "Where's Charley?"



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

There's Never a Rough Puff

Roy Bolger played the scare crow in the classic 1939 movie, the Wizard of Oz.

In this movie, he was deadly afraid of fire.

Let your own TASTE and THROAT be the judge!

**There's never a rough puff
in a Lucky**

Because Lucky Strike Means Fine Tobacco!

Hedy Lamarr as Dullish in C. B. De Mille's Technicolor epic, "Samson and Delilah"—a Paramount picture.



HEDY LAMARR says: "A good cigarette is like a good movie—always enjoyable. That's why it's Luckies for me!"

You're right, Hedy... you can always count on Luckies to give you real smoothness, mildness and deep-down smoking enjoyment. And, smokers, you can depend on Luckies because Lucky Strike means fine tobacco—fine, 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

There's Never a Rough Puff

Let your taste and throat be the judge

Let your own TASTE and THROAT be the judge!

**There's never a rough puff
in a Lucky**

Because Lucky Strike Means Fine Tobacco!



MAURICE EVANS says:
"I always count on Luckies
for a perfect performance!"

Correct, Mr. Evans . . . you can always count on Luckies to give you the real smoothness, mildness and deep-down smoking enjoyment you want. And, smokers, you can depend on Luckies because Lucky Strike means fine tobacco—fine, 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!

Distinguished actor Maurice Evans playing Handel—one of his greatest stage roles.

Lucky Strike . . . so round, so firm, so fully packed—so free and easy on the draw

There's Never a Rough Puff

Let your taste and throat be the judge

Why did you change to Camels, LINDA DARNELL?

"After smoking Camels for 30 days, I found they get along wonderfully with my throat. I especially appreciate Camels' mildness when I'm making a picture!"

Linda Darnell

Make your own 30-day Camel Test...see for yourself how well


CAMELS AGREE WITH YOUR THROAT!

THE THOROUGH TEST of any cigarette is steady smoking. Smoke only Camels for the next thirty days. Enjoy the rich, full flavor—a flavor that doesn't tire your taste. And see how mild Camels are; stick after pack...how well they agree with your throat as your steady smoke. See if you don't find Camels more enjoyable than any other cigarette you've ever smoked!

Start your own 30-day Camel test now. You'll soon see why more people smoke Camels than any other cigarette, why...

Let your T-zone decide T for Throat T for Taste

Camel is America's most popular Cigarette...by billions!



I have found your Lucky Strike Cigarettes very agreeable. They do not hurt my throat in the least and are very soothing to my voice.

J. Caillaux

When Caillaux Speaks, the World Listens

His clear voice is inspiring, his throat ever in perfect condition


As one of the outstanding public men in France, Joseph Caillaux depends upon the power of oratory in advocating his ideas and in swaying his colleagues. To safeguard his voice is his constant aim. His favorite among cigarettes is Lucky Strikes, both for finer flavor and throat protection.

Lucky Strikes have become the favorites of men whose priceless voices thrill their audiences, as they have with the millions because, first, they afford greater enjoyment, and, second, they are certain not to irritate even the most sensitive throat.

The world's finest Turkish and domestic tobaccos, properly aged, perfectly blended, give them their richer flavor.

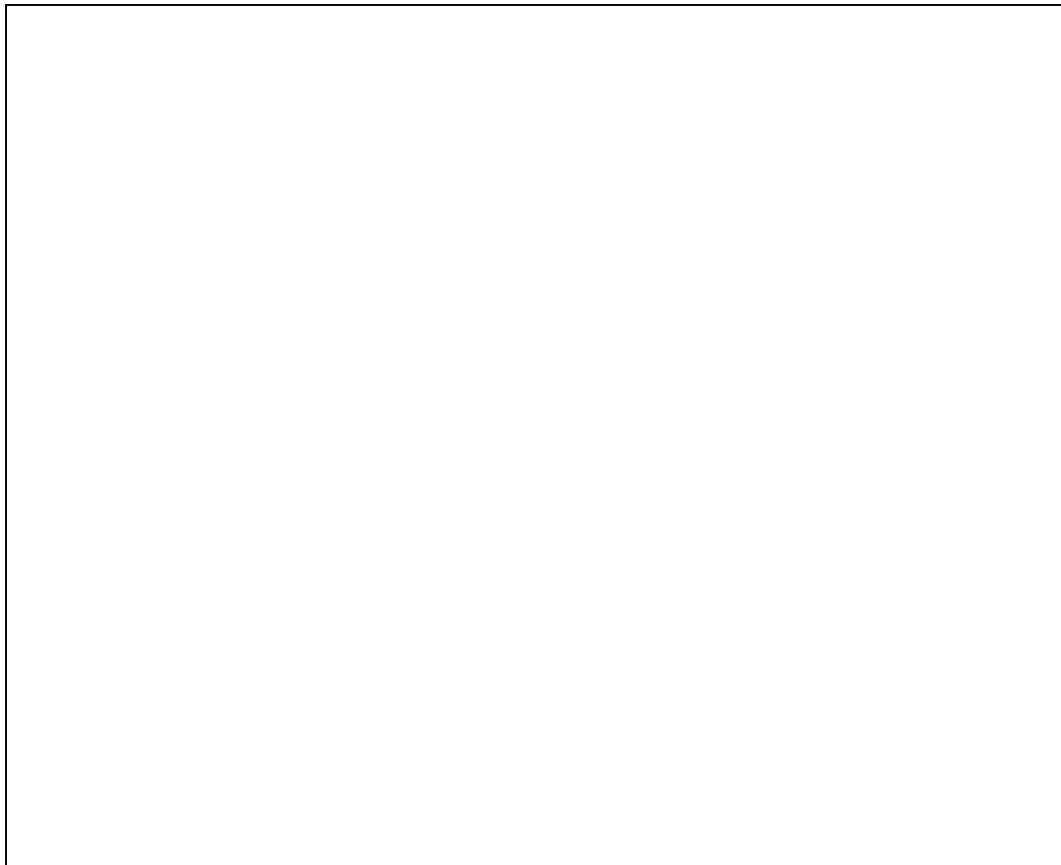
But in addition, a costly extra process—toasting for 45 minutes—develops the hidden flavors of the choicest tobaccos and at the same time removes all "bite" and harshness.

Smoke Lucky Strikes. They give added pleasure—you'll like them.



"It's toasted"
Your Throat Protection

1927



AMERICA'S No. 1 TRUMPETER

HARRY JAMES AND HIS
CHESTERFIELD MUSIC MAKERS

AND HIS

AND IN ITS 4th YEAR — "PLEASURE TIME"

WITH **FRED WARING**
AND HIS 55 PENNSYLVANIANS

FOR LISTENING AND SMOKING PLEASURE DIAL CHESTERFIELD

The whole country is talking about Harry James, the new official champion of dance music. Three nights a week, on the full Columbia network, he trumpets forth at the head of his 27 sensational Chesterfield Music Makers—a quarter-hour of sweet and swing melody played to all America's taste. Helen Forrest, just voted "most popular girl singer" is the favorite of the Army and Navy men and Johnny Macalfee's romantic baritone is tops from coast to coast. Remember, there's a Columbia station near you.


Every Tuesday, Wednesday and Thursday Night at 7:35 . . . rebroadcast at 11:35 . . . N. Y. Time All C. B. S. Stations Coast to Coast

Chosen for four years as the best 15 minute program on the air, Fred Waring continues with his band, glee club and soloists five nights a week over the full N.E.C. network. To listeners all over America, Waring means the best in musical entertainment. His amazing "gang" brings enjoyment to over 20,000,000 people a week. Now in its 4th year, Chesterfield Pleasure Time presents "Victory Tunes," songs selected by the popular vote of the men in all branches of the service.

7 P. M. . . rebroadcast at 11 P. M. . . N. Y. Time Every week Monday through Friday All N. B. C. Stations Coast to Coast



HELEN FORREST
JOHNNY MACALFEE



FRED WARING



