



Lucille Ball died April 26, 1989 of a ruptured aortic aneurism at the age of 77. She was in 113 movies and famously starred, with her then husband Desi Arnaz in the TV show "I love Lucy" from 1951-1957. Reputedly, she was such a fan of Chesterfield cigarettes that she placed them in her sponsor's box (Philip Morris) during filming.

Smoke for
Pleasure *today*—

"I LOVE LUCY"
smoking Lucille
Ball and Desi
Arnaz. Admire
Lucy's new gar-
ments. Watch
Desi smile. It
all starts in
the heart of
the nation.

No Cigarette
Hangover *tomorrow!*

Remember: PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you've ever wanted in a cigarette...tasty mildness, rich flavor, pleasant aroma... a clean, refreshing smoke... and NO CIGARETTE HANGOVER!

Try PHILIP MORRIS yourself. Your throat will note the difference!

Call for **PHILIP MORRIS**

You'll be glad tomorrow... you smoked PHILIP MORRIS today!

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

I LOVE LUCY
starring
LUCILLE BALL
and
DESI ARNAZ
(FIRST POPULAR PROGRAM ON TV WHICH FOR ITS RETURN - EARLY IN SEPTEMBER)

LUCY! I SHOULD NEVER HAVE MARRIED TOM!

THIS IS A FINE TIME TO DISCOVER IT, JANE, AFTER TWENTY YEARS OF MARRIAGE! WHAT DID TOM DO NOW!

TOM IS CROSS AS A BEAR EVERY MORNING. HE BARKS LIKE A DOG AT ME! I'M BEGINNING TO FEEL LIKE A WORN.

THAT'S QUITE A MENAGERIE! LISTEN, AS ONE NEIGHBOR TO ANOTHER, I THINK A CHANGE IN TOM'S CIGARETTE CAN MAKE A CHANGE IN HIS DISPOSITION...

SMOKE FOR PLEASURE *today* - NO CIGARETTE HANGOVER *tomorrow!*

Remember: PHILIP MORRIS is made differently from any other leading brand. And that difference is your guarantee of everything you've ever wanted in a cigarette...tasty mildness, rich flavor, pleasant aroma...a clean, refreshing smoke...and NO CIGARETTE HANGOVER!

CALL FOR PHILIP MORRIS

YOU KNOW, WHEN A MAN WAKES UP WITH THAT NASTY, "SMOKED-OUT" FEELING --- IT CAN MAKE HIM AWFULLY GROUCHY. GET TOM TO TRY MY BRAND --- PHILIP MORRIS. THEY'LL LEAVE HIS THROAT FEELING CLEAN AND COM-FORTABLE. JUST TELL HIM THESE FACTS ABOUT PHILIP MORRIS...

SOMETIME LATER... I'VE BEEN SMOOKIN' PHILIP MORRIS. JANE BOUGHT ME A CARTON. THEY'RE SWEET! THEY SURE GIVE ME LOTS MORE PLEASURE ALL DAY LONG.

YES, AND THERE'S NO CIGARETTE HANGOVER IN THE MORNING.

FOLKS, TAKE A TIP FROM LUCY! YOU'LL BE GLAD TOMORROW YOU SMOCKED PHILIP MORRIS TODAY!

THEY SAID IT COULDN'T BE DONE—*BUT HERE IT IS!*

PUFF BY
PUFF
TODAY'S L/M
GIVES YOU

Less tars & More taste

Improved filter! They said it couldn't be done... a cigarette with such an improved filter... with such exciting taste. But L/M did it! L/M's patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke... enabling today's L/M to give you—*puff by puff*—less tars in the smoke than ever before.

More taste! L/M gives you more of the clean rich taste of the Southland's finest tobaccos... best tasting smoke you'll ever find.

"Couldn't be done, couldn't be done!" Hollywood's biggest crowd had 50,000,000 people shout to give us enjoy a "Western" in their homes... on the same evening! But that's how many Americans watch "GUN-SMOKER" - It's most popular program... every Saturday on CBS-TV.



Light into that Live Modern flavor change to modern L/M

AMANDA BLAKE AND JIM HANSEN TAKE AN L/M BREAK ON GUNSMOKER SET, HOLLYWOOD

©1968 LORILL & BOND TOBACCO COMPANY

JAMES ARNESS—STAR OF GUNSMOKE®

*"Puff by puff...
Less tars... More taste...
—that's today's L&M"*

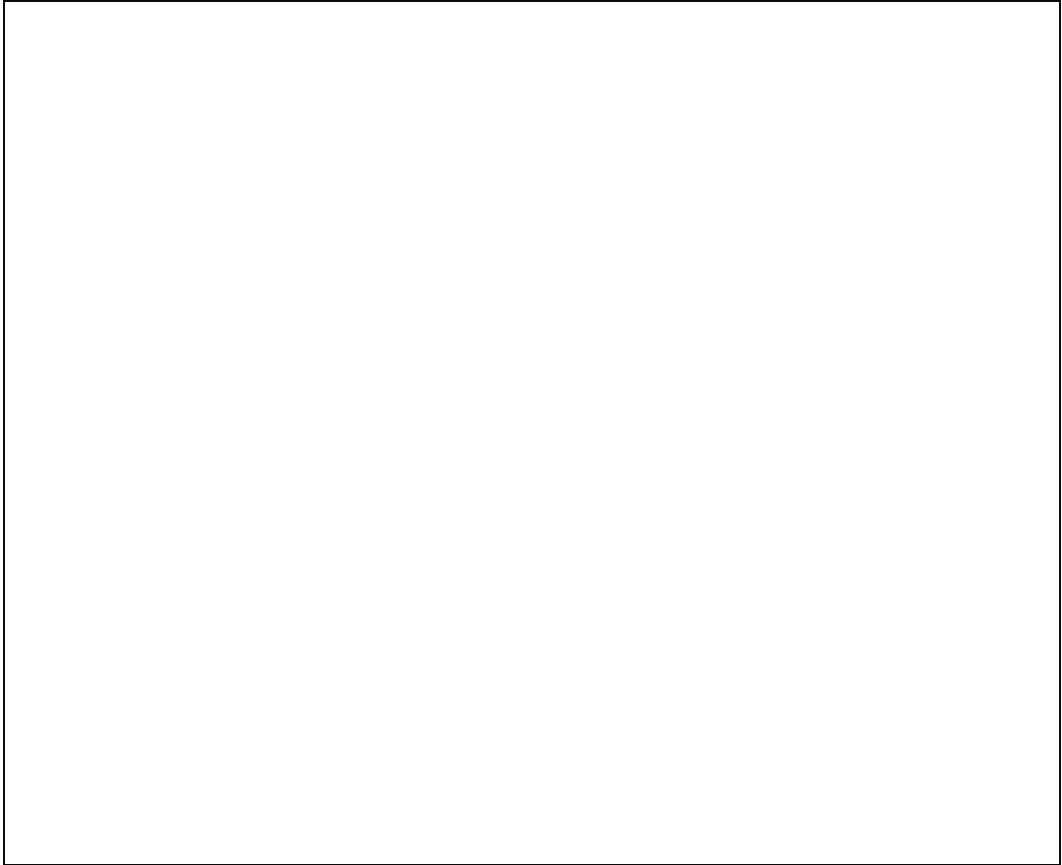


Yes, today's L&M gives you... **Less tars & More taste**

**Live Modern...
change to
modern L&M**

They said it couldn't be done... a cigarette with such an improved filter... with such exciting taste. But L&M did it! L&M's patented filtering process electrostatically places extra filtering fibers crosswise to the stream of smoke... enabling today's L&M to give you — puff by puff — less tars in the smoke than ever before. Yet L&M draws easy... delivering you the clean rich taste of the Southland's finest cigarette tobacco. The best tasting smoke you'll ever find!

© 1958 L&M T Co. All rights reserved. — 40 mg. "tar," 1.1 mg. nicotine av. per cigarette by FTC method.



They said it couldn't
be done...
They said nobody
could do it...but —

L.M. is
Low
in tar
with
More
taste to it

Don't settle for one without the other

"L.M. is kindest to your taste." says James Arness. "There are two good reasons why I know you'll like 'em. They're truly low in tar, with more exciting taste than you'll find in any other cigarette."

LOW TAR: L.M.'s patented filtering process adds extra filter fibers electrostatically, crosswise to the stream of smoke... makes L.M. truly low in tar.

MORE TASTE: L.M.'s rich mixture of slow burning tobaccos brings you more exciting taste than any other cigarette. **LIVE MODERN — CHANGE TO MODERN L.M.**



Chesterfield is Best for YOU!

"Chesterfield is the only cigarette I can speak for, because it's the only one I smoke. I've smoked Chesterfield for 22 years and I recommend you try 'em—They Satisfy—and how!"
Ed Sullivan

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—And First to Present this Scientific Evidence on Effects of Smoking

A MEDICAL SPECIALIST is making regular bi-monthly examinations of a group of people from various walks of life. 45 percent of this group have smoked Chesterfield for an average of over ten years.

After eight months, the medical specialist reports that he observed . . .

no adverse effects on the nose, throat and sinuses of the group from smoking Chesterfield.

CHESTERFIELD—FIRST and only premium quality cigarette available in both regular and king-size.



CONTAINS TOBACCOS OF BETTER QUALITY AND HIGHER PRICE THAN ANY OTHER KING-SIZE CIGARETTE

Buy CHESTERFIELD *Much Milder*

Why did you change to Camels, **ROBERT YOUNG?**



"My voice and throat were important factors—I found that Camels suit my throat..."

"As for taste, Camels give me more smoking pleasure than any other brand!"

ROBERT YOUNG
HUSBAND AND RADIO STAR

SMOKE CAMELS FOR 30 DAYS...SEE FOR YOURSELF HOW WELL

Camels agree with your throat

THE PROOF of a cigarette is in the smoking. Do as Robert Young did. Try Camels as your steady smoke. Smoke only Camels for the next 30 days and see how rich and flavorful Camels are. See how mild Camels are... how well they agree with your throat—pack after pack, week after week!

Among the millions of Camel smokers are many, many doctors. When tens of thousands of doctors—in every branch of medicine and from coast to coast—were asked what cigarette they smoked, the brand named most was Camel. Yes, according to this and other surveys...

MORE DOCTORS SMOKE CAMELS THAN ANY OTHER CIGARETTE!



Make your own sensible 30-day Camel mildness test in your "I Zone"

—T for Throat,
T for Taste

© R. Barnhill Winston Co., Winston-Salem, N.C.

Robert Young Played the Physician, Marcus Welby, MD, on ABC TV 1969 - 1976.

“For another big show date...



...remember me and ABC!”


ABC is my TV network on Friday nights—and
ABC is my story... **Always Buy Chesterfield!**
When you've earned a smoke, nothing satisfies
like the big clean taste of top-tobacco.



CHESTERFIELD KING and REGULAR

© Liggett & Myers Tobacco Company

ON THE SET WITH **SINATRA**



"Like your pleasure big! Come on in and find yourself a real."

"We're on for Chesterfield every Friday night, ABC-TV."

"We've got music, drama, loads of stars!"


"It all adds up to big, big pleasure . . . like you get in Chesterfield."

"You can tell with one drag . . . You're smoking smooth—smoking clean!"

"This is satisfaction—man-of-the-moment satisfaction! Chesterfield!"

"Ready to roll? Hold on. How can I do the show when this pack's empty?"

Chesterfield presents Frank Sinatra, ABC-TV Friday nights—Live Premiere October 18 Full Hour



CHESTERFIELD
CIGARETTES
KING and REGULAR





it's radio!
it's theatre!
it's screen!
it's television!

And Loretta A. Brophy,
one of television's leading program directors,
will tell you that with her
Camels are always in the picture



It's a long and short time she's relaxing here. Tomorrow it may be waiting for a new program to grand again. But in Director Loretta Brophy's life, there's always a Camel. It's all "T-Zone" living, here!




"This is a nod!" From her control room, Director Brophy (in left) gives the signal that telecasts the scene to you. And when she calls "Cut," that means she's done to see... But Camels are still in action (see right).

"The grand flavor and mildness of the tobaccos in Camels suit my T-Zone to a T"

WHEREVER you go these days, you'll find Camels more and more in the picture. And if you're a Camel smoker you'll appreciate the words of Director Loretta Brophy when she tells of her experience during the late cigarette shortage.

"When I couldn't get Camels, I smoked anything I could get... most different brands than I can remember," Miss Brophy says. "That's when I learned really to appreciate Camels—there's nothing like a Camel."

You there's simply no substitute for smaller tobaccos, properly aged and blended in the time-honored Camel way. Rich, full flavored, and so mild! And now that Camels are again easier to get, more people want Camels than ever before! Ask for them every time you buy.

S. L. Brown-Brother & Co. Inc. - New York, N. Y.

Costlier tobaccos



Camels

THE "T-ZONE" TEST
WILL TELL YOU

The "T-Zone" is the zone that's for throat — to give you tobacco's best smoking pleasure. So use cigarettes that only your throat and your throat can decide which cigarette suits you to see... and how it affects your throat. The old test of the experience of many, many millions of smokers, we believe Camels will win your "T-ZONE" as a "T."

JOHN CAMERON SWAYZE REPORTS
AMERICA'S CHOICE IN CIGARETTES

I'VE STUDIED THE FIGURES. THEY SHOW THE DECISION IS AGAIN FOR CAMELS...MORE THAN EVER THE FIRST CHOICE OF AMERICA'S SMOKERS!

JOHN CAMERON SWAYZE '23
MAY 14, 1914 - 1988

NEWEST PUBLISHED FIGURES*
by Harry M. Woodten, the leading industry analyst.

CAMELS' lead over 2nd brand now increased to **50⁸/₁₀%**

CAMEL Mildness, Camel Flavor win all-time record choice over other cigarettes

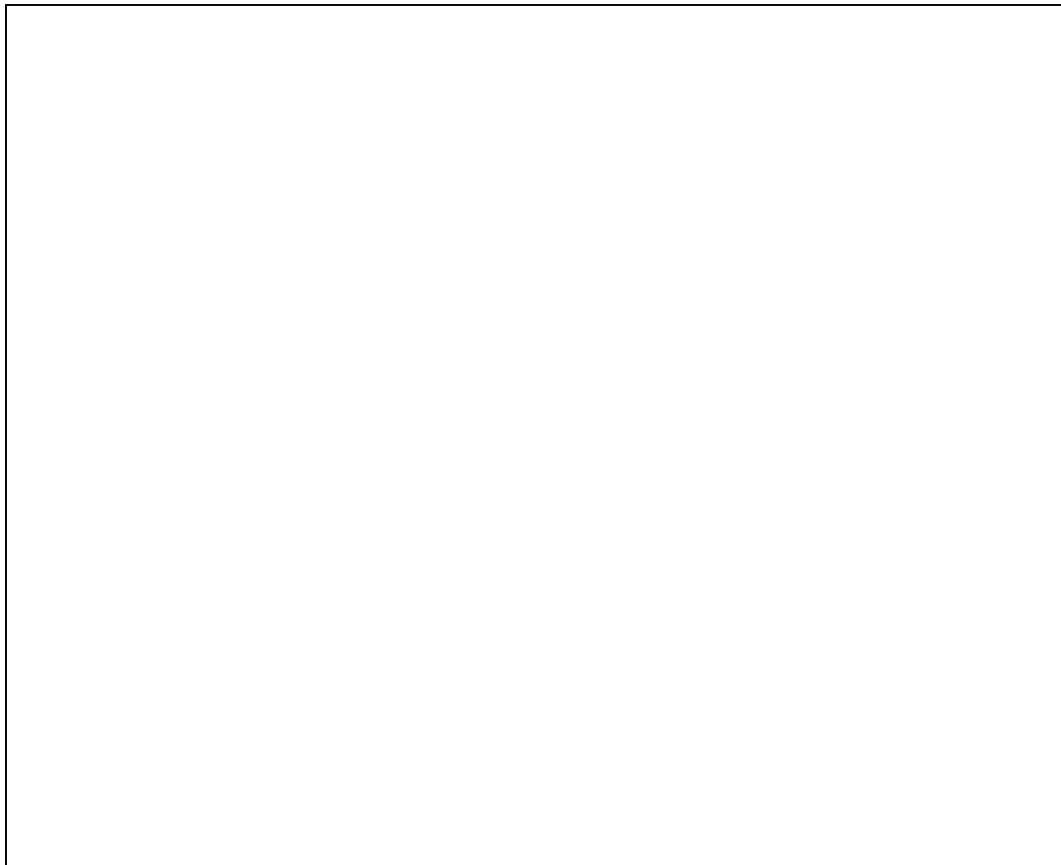
AGAIN, America's smokers have spoken! Again, America's confidence in Camels grows! And you deserve to know why. There's nothing like Camels' unique combination of genuine mildness and rich, full flavor — thanks to Camels' exclusive blend of costly tobaccos! You try Camels — and you'll know why more people find more pure pleasure in every pack, year after year!

Make Camels' Famed 30-Day Mildness Test. See what you've been missing — see how Camels agree with you!

FOR MILDNESS— FOR FLAVOR— CAMELS AGREE WITH MORE PEOPLE THAN ANY OTHER CIGARETTE!



The advertisement features a central illustration of John Cameron Swayze, a man in a suit and tie, sitting at a desk and writing. To his right is a framed bar chart titled 'NEWEST PUBLISHED FIGURES*' by Harry M. Woodten. The chart shows two bars: a tall blue bar for 'CAMELS' labeled '1st' and a shorter grey bar for another brand labeled '2nd'. The text next to the bars states 'CAMELS' lead over 2nd brand now increased to 50⁸/₁₀%'. Below the chart is a pack of Camel cigarettes. To the left of the chart is a speech bubble with text. Below the main illustration is a paragraph of text and a small inset photo of a woman smoking a cigarette. At the bottom, there is a large headline.



On listen to

ARTHUR GODFREY TIME
Starring **ARTHUR GODFREY**

Arthur "Boy" Godfrey and all "The Little Godfreys"—Janette Davis, The Mariners, Archie Bleyer and the Orchestra—plus Arthur's special guests—surprise almost everyone—including themselves—with their hilarious antics on radio's most unpredictable daytime show.

JANETTE DAVIS
THE MARINERS
ARCHIE BLEYER'S ORCHESTRA

MAKE YOURS THE MILDER CIGARETTE

Chesterfield

Chesterfield
CIGARETTES
R.J.R.T.C. & W.D. & H.O. WILLS

Chesterfield
SUPPER CLUB

Starring

PERRY COMO
JO STAFFORD
PEGGY LEE



PERRY COMO
Monday, Wednesday, Friday
From New York

Chesterfield
SUPPER CLUB
MON. WED. FR. 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!

PEGGY LEE
Every Thursday
From Hollywood

JO STAFFORD
Every Tuesday
From Hollywood

ALWAYS BUY ABC 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** See Football broadcast Every Friday
and **GUEST STARS** from **STAGE · SCREEN · RADIO**







BACK WITH A BOOM!

America's Great Comic Personality

EDDIE CANTOR

TONIGHT!

AND EACH MONDAY NIGHT
OVER THE COLUMBIA NETWORK

7:30 p m E. S. T. 8:30 p m M. S. T.
9:30 p m C. S. T. 7:30 p m P. S. T

**FIRST GUEST STAR—
FANNIE BRICE**



PRESENTED FOR YOUR ENJOYMENT BY

CAMEL CIGARETTES

SGT. BILKO
protects his investment

WATCH THIS SILVER AS SGT. BILKO ON "THE PHIL SILVERS SHOW" CBS-TV

... AND THE ENEMY HAD US SURROUNDED! I LIT A CAMEL, PICKED UP MY RIFLE, AND WALKED SMILING INTO THE JUNGLE. NEXT THING YA KNOW, I WAS....

HEY, CURLY-PIPE DOWN! WE CAN'T HEAR THE JUKE BOX!

WAS THAT GUY TALKIN' TO ME? DID HE CALL ME CURLY?

HE SURE WAS, SARGE - AND HE SURE DID!

NO, ROCCO, YOU STAY HERE WITH THE GIRLS. I CAN HANDLE HIM ALONE!

HOW D'YA LIKE THAT? THEY'RE SHAKIN' HANDS!

GOOD THING FOR BILKO! LOOK AT THE SIZE OF THAT SOLDIER!

AM-M-M! I AM LOOKING!

LATER, BILKO TELLS ALL...

SO THAT GUY WAS "KILLER CONWAY, HUH, SARGE?

HE'S FIGHTIN' NEXT WEEK FOR THE POST HEAVYWEIGHT TITLE!

SURE, AND I GOT 25 BUCKS ON HIM! DIDNT WANTA HURT MY OWN BOY! BESIDES, HE OFFERED ME A CAMEL. CANT FIGHT A GUY LIKE THAT!

HAVE A REAL CIGARETTE
...have a Camel!

Discover the difference between "just smoking" and Camels!

Taste Camel's good, rich flavor... feel the agreeable smoothness of Camels... and enjoy the most popular cigarette in America today!

W. J. BRONKHORST, INC. CHICAGO, ILL. MADE IN U.S.A.

SGT. BILKO
serves his men

WATCH PHIL SILVERS AS SGT. BILKO ON "THE PHIL SILVERS SHOW" CBS-TV

CORPORAL, YOU ARE LOVELY! OH, IF ONLY I HAD THE COURAGE...

WHAT DO YOU MEAN, SERGEANT BILKO?

I DON'T ASK FOR MYSELF — JUST FOR MY MEN! WOULD YOU BE THEIR GUEST OF HONOR AT THE DANCE?

WHY, I'LL BE DELIGHTED!

THAT NIGHT... CAMEL, HENSHAW? THE SARGE MUSTA OFFERED HER A CARTON!

HE TOLD US WE WOULDN'T HAFTA WIRE A WAITRESS!

MAY I HAVE THIS DANCE, CORPORAL?

I'D LOVE TO, COLONEL HALL — BUT SERGEANT BILKO ORDERED ME TO STAY HERE AND SERVE THE PUNCH!

HE DID, DID HE? BILKO!!! YOU SERVE THE PUNCH!

AWRIGHT, AWRIGHT, YOU GUYS! GIMME TIME FOR A LITTLE PLEASURE, WILL YA? M-M-M-M! LOVE THAT CAMEL!

HAVE A CAMEL! IT'S A PLEASURE!

Only **CAMELS** taste so rich yet smoke so mild!

For more pure pleasure, have a Camel! See for yourself why Camels give more pleasure — to more smokers today — than any other brand!

© 1954 American Tobacco Company, Winston-Salem, North Carolina

SGT. BILKO
tries bird-watching

WATCH PHIL SILVERS AS SGT. BILKO ON "THE PHIL SILVERS SHOW" CBS-TV

I DON'T GET THIS BIRD-WATCHIN'. IT'S JUST NOT NATURAL FOR THE SARGE TO GO FOR THAT NATURE STUFF!

HE'S BEEN OUT WITH THOSE BINOCULARS EVERY DAY FOR A WEEK. YESTERDAY HE EVEN MISSED CHOW!

HE'S FUPPIN' HIS LID! C'MON, WE BETTER FOLLOW HIM!

OKAY, BUT LET'S TAKE THESE CAMELS ALONG. WE CAN PRETEND THAT'S WHY WE TRAILED HIM!

FORGOT YOUR CAMELS, SARGE! WHADDAYA UP TO?

REMEMBER HOW COMPANY 'A' TRICKED US TO WIN LAST YEAR'S BALL GAME? WELL, TOMORROW WE'RE GETTIN' EVEN! TAKE A LOOK!

YA GOT THE NEW SIGNALS THEY BEEN KEEPIN' SECRET!

I KNOW WHEN THEY'RE GONNA SNEEZE! TELL OUR GUYS TO MAKE ALL THE BETS THEY CAN. WE GOTTA SURE THING!

DO YA KNOW ALL THEIR SIG'S, SARGE?

NEXT DAY—AFTER BILKO'S TEAM HAS WON

SO THE SARGE TAKES THE \$143 WE WON AND BLOWS IT ALL ON NEW EQUIPMENT FOR BOTH TEAMS!

WHEN I ASKED HIM WHY BILKO JUST LIT A CAMEL AND SAID, "IT'S A PLEASURE!"

HAVE A CAMEL—THE BEST-LIKED SMOKE TODAY!

Only CAMELS
taste so rich...
yet smoke so mild!

Camels give more pure pleasure to more smokers today than any other cigarette. Try 'em — you'll see why!

© R. J. REYNOLDS TOBACCO CO., WASHINGTON, D. C.

SGT. BILKO
gets a shock

WATCH PHIL SILVERS AS SGT. BILKO ON "THE PHIL SILVERS SHOW" CBS-TV

ADVERTISMENT

WHAT KEPT YA, SARGE? WE BEEN WAITIN' 45 MINUTES!

GOT INTO A FRIENDLY LITTLE GAME OF CHANCE, MEN! BE RIGHT WITH YA!

BATH HOUSE

BOINGGG!

I'M GONNA PITCH MY TENT RIGHT HERE! YOU GUYS GO HUNT SEA-SHELLS OR SOMETHIN'

HAVE A CAMEL, GINA? OR IS IT MARILYN?

THE NAME IS NANCY, AND I'D LOVE A CAMEL!

A LITTLE LATER (BILKO WORKS FAST!)

MEET YOU HERE IN 10 MINUTES! I'LL HAVE LUNCH BEFORE YOU HAFTA LEAVE

FINE, ERNIE, BE WITH YOU AS SOON AS I CHANGE

BATH HOUSE

MAJOR?! WHY DIDN'T YOU TELL ME?

SERGEANT?! YOU TALKED LIKE A CHAIRMAN OF THE BOARD!

THAT NIGHT IN THE BARRACKS...

SO THE DOLL'S A WAC MAJOR, HUH?

AND WAS BILKO SURPRISED... FOR ONCE HE STOPPED TALKING!

LIKE THE SARGE SAYS, FELLAS—STICK WITH CAMELS. THEY'RE ALWAYS A PLEASURE, IN UNIFORM OR OUT!

HAVE A CAMEL—IT'S A PLEASURE!

Only CAMELS
taste so rich
yet smoke so mild!

The exclusive Camel blend of quality tobacco brings you the best-tasted taste in smoking. Try Camels—the most popular cigarette today!

© 1954 R. R. R. Co., Inc., Winston-Salem, N.C.

HAPPY-JOE-LUCKY
goes to the ball game with JACK BENNY

HI, JOE! PULL UP A BOX AND BE SEATED
THERE ARE YOUR BOX SEATERS! NO, THANKS! I'M GOING AWAY!

THIS IS ONE FOR THE BOOK— JACK BENNY TREATING TO BOX SEATERS!

HI, JOE! PULL UP A BOX AND BE SEATED
THERE ARE YOUR BOX SEATERS! NO, THANKS! I'M GOING AWAY!

REALITY? EASY! SEE THAT SOAP? I'LL WASH ALL SOMEBODY'S FACE ONE AND—
FROM BEHIND BEHIND! TICKET! WASH SOAP! FREE!

OW! CRACK! WOW! THERE'S ONE NOW! GAHAWNY!

I GOT IT! OOPS! SCREEH!

HMMMM!

PHOOEY! THERE GOES MY CHANCE TO SEE THE GAME!

PARDON ME, YOUNG MAN, HAVE YOU A LIGHT?

SURE THING, MAMMA! I SEE YOU'RE A LUCKY. TASTEBALLS! THEY TASTE SIMPLY WONDERFUL!

YOU SAID IT, MAMMA! WELL, I GOTTA GO HAVE FOR ANOTHER BALL!

WONDERFUL! I HAVE TWO TICKETS—GOTTA BE MY SHARE!

CIMON, DUKE, GIVE IT A RIDE!

IT SURE PAYS TO BE A LUCKY SMOCKER! —SAY, I WONDER WHAT HAPPENED TO JACK?

I'M RIGHT HERE! SURE DO! JOE, DO YOU BY ANY CHANCE KNOW THE LUCKYEST PASTE BETTER?

SURE DO! JACK! BY ANY CHANCE KNOW THE LUCKYEST PASTE BETTER?

"IT'S TOASTED" TO TASTE BETTER!
Light up a Lucky— it's light-up time!

GRANDSTAND PLAY. Fans give Luckies a big play 'cause Luckies taste better. Their fine tobacco is TOASTED to taste better. It's the best-tasting cigarette you ever smoked!

WHICH JACK BENNY ON CBS-TV EVERY OTHER SUNDAY?

LUCKY STRIKE
CIGARETTES

COPIED BY THE AMERICAN TOBACCO COMPANY

LUCKIES TASTE BETTER - Cleaner, Fresher, Smoother!

