

BETTY GRABLE
STARRING IN THE FORTHCOMING
20th CENTURY-FOX PICTURE
"PIN-UP GIRL"

Yes, you've seen Chesterfields everywhere these days—and why? Because they give smokers what they want in a cigarette. Chesterfields are milder and better-tasting and no wonder...they're made of the best tobacco that grew. And that's not all—it's the blend—the Right Combination of these tobaccos that makes Chesterfield the cigarette that *Satisfies*.

WITH THE BOYS... It's CHESTERFIELD

They Satisfy

... she knows I'm choosy

... and so are all Chesterfield smokers. They've caught on to the Milder, Better-Tasting cigarette that really Satisfies... and nothing else will do. They expect more smoking pleasure, and Chesterfield gives it to them every time... yes, every time, with the Right Combination of the world's best cigarette tobaccos.

CHESTERFIELD
They Satisfy

ERNE PYLE
WORLD-FAMOUS WAS CHESTERFIELD

IT'S CHESTERFIELD

A FIRSTHAND REPORT FROM A FIRST-CLASS REPORTER...

ON EVERY FRONT I'VE COVERED... WITH OUR BOYS AND OUR ALLIES, CHESTERFIELD IS ALWAYS A FAVORITE.

Chesterfields are milder and better-tasting for the best of reasons... they're made of the world's best cigarette tobaccos—but what's more... Chesterfield combines these choice tobaccos in a can't-be-copied blend that gives smokers what they want. That's why your Chesterfields really Satisfy. They're the favorite of millions.

THE LAST TIME YOU HAD A COLD, ORDINARY CIGARETTES SET YOUR THROAT ON FIRE.

Till someone rescued you with a pack of KOOLs.

Well... if KOOLs were so soothing even to a raw throat.

Why not switch from "Hots" to KOOLs—*for good!*

LUCKY STRIKE MEANS FINE TOBACCO!
"Tobacco Expert" Patted him real life in the tobacco country by Joe Jones.

...YES, LUCKY STRIKE MEANS FINE TOBACCO!

...YES, LUCKY STRIKE MEANS FINE TOBACCO!
So Firm, So Fine, So Fully Packed—So Free and Easy On The Draw

"Man, that's fine tobacco"

...that's **LUCKY STRIKE** tobacco!

yes, LUCKY STRIKE means fine tobacco

L.S./M.F.T.

HERE'S HOW TO KEEP A CREW HAPPY!


A Real Sea-Going Cigarette

MARVELS
CIGARETTES
IN THE COMBAT PACK

CALL FOR PHILIP MORRIS!
America's FINEST Cigarette

Better-tasting— and less irritating to the nose and throat!

Recognized
by Medical Authorities



PHILIP MORRIS—proved far
less irritating to nose and throat

* **Apple "Honey"**
GUARDS NATURAL MOISTURE... PROTECTS
FRESHNESS!



Old Gold
CIGARETTES

BACK THE ATTACK WITH WAR BONDS!

* **Apple "Honey"**
protects the freshness that
protects your enjoyment

Here's what Apple "Honey" does for you!

Apple "Honey" sets to give you the pleasure that only properly conditioned tobacco can provide. Try Old Gold and see if this great blend of imported domestic tobacco, including Louisiana's "your" cigarette, isn't your cigarette.

Old Gold
CIGARETTES

10% LOWER
10% LOWER

Back the Attack—with War Bonds!

Old Gold
CIGARETTES

Back the Attack—with War Bonds!

LISTEN TO: **Sammy Kay's Band and Boon, Wednesday Pop, CBS Network**
Bob Crosby and His Orchestra, Sunday Evening, NBC Network

America goes for **Apple "Honey"**
and the freshness it gives **Old Gold**

3 years ago—Old Gold was a popular cigarette
That was back when our Army was just starting to grow in a big way. But at that time Old Gold was determined to be even more popular by making an even better cigarette.

2 years ago—"Something new has been added"
At this time Old Gold was selling smokers about the addition of Louisiana, a fine imported tobacco with a rich flavor. The improved taste won many new friends.

1 year ago—Apple "Honey" for freshness!
This was sprayed on the tobacco to help retain moisture. It was developed by the U. S. Department of Agriculture. We called it Apple "Honey." This, too, won friends.

Today—Over a million more friends than it had 3 years ago!
Buy more War Bonds than you think you can afford!

How Old Gold
Was a Million
New Friends

1941... Old Gold was a popular cigarette...
That was back when you could get all the things you wanted. The Old Gold was determined to be even more popular by making an even better cigarette.

1942... "Something new has been added"
At this time Old Gold was selling smokers about the addition of Louisiana, a fine imported tobacco with a rich flavor. The improved taste won many new friends.

1943... Apple "Honey" for freshness!
This was sprayed on the tobacco to help retain moisture. It was developed by the U. S. Department of Agriculture. We called it Apple "Honey." This, too, won friends.

Today... the fastest-growing major cigarette.
Buy more War Bonds than you think you can afford!

More and more
Smokers
go for **Apple "Honey"**

1941... Old Gold was a popular cigarette.
That was back when you could get all the things you wanted. The Old Gold was determined to be even more popular by making an even better cigarette.

1942... "Something new has been added!"
At this time Old Gold was selling smokers about the addition of Louisiana, a fine imported tobacco with a rich flavor. The improved taste won many new friends.

1943... Apple "Honey" for freshness!
This was sprayed on the tobacco to help retain moisture. It was developed by the U. S. Department of Agriculture. We called it Apple "Honey." This, too, won friends.

Today... 3 times as many friends as it had 3 years ago!
Buy more War Bonds than you think you can afford!

LISTEN TO: **Sammy Kay's Band and Boon, Wednesday Pop, CBS Network**
Bob Crosby and His Orchestra, Sunday Evening, NBC Network

Are your eyes
wide open?

If they are, then take a look at the center of the tobacco in Raleigh Cigarettes. Compare it with the center of tobacco in other popular-priced brands. No, your eyes don't deceive you—there's real, rich tobacco leaves in Raleigh are more golden. That's why Raleigh are a milder, better-tasting smoke. Try a pack today!

Raleigh
CIGARETTES

Here's something new
(if you like 'em fresh!)

Make a fresh start in smoking. Compare the tobacco in Raleigh with any other popular-priced brand. You'll see at a glance that Raleigh are more golden. At the great tobacco sales, the ripe and mellow golden leaves always bring top prices. It's the correct way to get a milder, better-tasting smoke. So try Raleigh today, and save that coupon on the back! Coupons are good for War Stamps and Bonds.

SAVE YOUR RALEIGH COUPONS FOR WAR STAMPS AND BONDS