

LUCKY STRIKE NEWSPAPER CAMPAIGN

1930  
January-March

SHADOW CAMPAIGN

(Coming events cast their shadows before them)

Avoid that future shadow-  
By refraining from over indulgence  
\* --When tempted to do yourself too  
well "reach for a LUCKY instead".

1930  
May- July  
SECOND SHADOW CAMPAIGN

When tempted to over-indulge, reach for a  
LUCKY instead.

Before It's Too Late	Pretty Curves Win
Start To-Day.	Cherish Those Lovely Arms
Beef to the Ankles	It's a Pity to be Fat

You can't hide fat clumsy ankles  
Fit to fight or fit to flop  
Is this you five years from now ?

(Coming events cast their shadows before them).

1929  
~~1930~~  
September-October-November

An Ancient Prejudice Has Been Removed  
(Illustrated by Winsor McCay)

Gone is the ancient prejudice against cigarettes  
"Toasting Did It".  
The old sock is out of date.....  
Suntan is the fashion.....  
Hair rats are gone.....  
The brutal overseer roasts in hades....  
Paper money has value.....  
No more "iron maidens".....  
Prejudice thrives where ignorance hives.....

1 9 3 1  
January-March  
SUNSHINE CAMPAIGN

Sunshine Mellows, Heat Purifies  
LUCKIES are always kind to your throat  
The advice of your physician is --(moderation).

1 9 3 1  
April-July  
CONSIDER YOUR ADAM'S APPLE

Reach for a Lucky instead  
LUCKIES are always kind to your throat.

1 9 3 1  
September-October  
OH! YOU LUCKY TAB!

Zip - and it's open  
Moisture proof cellophane  
Sealed tight - ever right  
The unique humidor package

1 9 3 1  
September-December

TESTIMONIAL SERIES

LUCKY Tab!	Is _____'s statement paid for?		
Jack Holt	5 years	Helen Twelvetrees	2 years
Dorothy Mackaill	6 "	Maureen O'Sullivan	1½ "
Jean Harlow	2 "	Ina Claire	5 "
Sidney Fox	3 "	Joan Blondell	5 "
Lupe Valez	2 "	Edmund Lowe	6 "
Sue Carol	2 "	June Collyer	4 "
Loretta Young	4 "	Mary Astor	over a year
D. Fairbanks, Jr.	4 "	Lola Lane	2 years
Sally Eilers	2½ "	Kay Francis	5 "
Betty Compson	5 "	Genevieve Tobin	1 "
Wm. Haines	8 "	Robert Montgomery	6-7 "
Laura LaPlant	4 "	Lilyan Tashman	2 "
		William Boyd	14 "

1 9 3 2  
November-December  
NEW YORK TIMES ONLY

Illustrator

No more need be said	-	Haydn Haydn
Of Thee I Sing	-	John Lagotta
I Approve	-	Haydn Haydn
Forever and Ever	-	H. C. Christy

1 9 3 3  
February-April

LUCKIES PLEASE!

In every corner of the world.

1 9 3 3  
May-August

Reach for a LUCKY ---  
for always LUCKIES please!

It's a man's cigarette but women like it  
(Series of illustrations of women smoking)

1 9 3 4  
March-June

ONLY THE CENTER LEAVES

LUCKIES are all-ways kind to your throat

Round, firm, fully packed

Height of good taste

LUCKIES do not dry out.

1 9 3 4  
July-September

HOW REFRESHING

LUCKIES - They Taste Better

Only the cream of the crop

Clean center leaves.

1 9 3 4  
October-November

GOOD TASTE!

1 9 3 4  
January-March

ONLY THE CENTER LEAVES

LUCKIES reach you fully packed - no loose ends

Good Taste  
(Metropolitan Opera Company broadcast).

1 9 3 5

I'm your best friend  
I am your LUCKY STRIKE!  
I never let you down, etc.

1 9 3 6

September 8 to November 6

LUCKY FOR YOU

It's a light smoke

For your throat's sake - a light smoke  
For steady smoking - " " "  
Fresh air, exercise, sunshine and a light smoke  
A light smoke leaves a clean taste  
Take a hint from those who inhale  
For "over-timers" a light smoke  
Ask those whose voices are their fortune  
For big moments - a light smoke  
- when thrilling events lead to constant smoking  
Avoid over-indulgence, choose a light smoke  
For you who like the better things of life  
A great feature - a throat protection  
Keep your throat clear for action  
For night and day smokers - a light smoke  
Even after midnight - a clean taste.

Week September 29 over 6,500,000 sweepstake entries  
in one week.

1 9 3 7

January 27 to April 6

PRECIOUS VOICE CAMPAIGN

1 9 3 7

June 15 to October 21

TESTIMONIAL STRIP CAMPAIGN

1 9 3 8

January 4 to February 10

TOBACCO EXPERT AND VOICE CAMPAIGN



1 9 3 9

March 14 to May 18

2 / 2 = 4 CAMPAIGN  
(New York City)

1 9 4 0

May 23 to July 9

NICOTINE CAMPAIGN  
(New York City)

1 9 4 1

September 23 to November 27

WIREPHOTO CAMPAIGN  
(New York City)

1 9 4 3

February 10, 11, 12

CARNEGIE HALL ANNOUNCEMENTS

1 9 4 3

October 5 to October 22

L.S./M.F.T. CAMPAIGN

1 9 4 4

May 23 to June 9

L.S./M.F.T. CAMPAIGN