

RECEIVED IN
STRIKE ADVANCE

1917

(a) Toast on a fork

Lucky Strike - the real Burley cigarette - "It's Toasted."

(b) Guaranteed by The American Tobacco Company

(c) Others

"You like your meat cooked, don't you? Have you joined the Lucky Strike smoke circle?"

"95% of your foods are cooked."

"Why we toast the tobacco."

"Open your package this way."

1918

(a) Food conservation series - sample

"Eat more corn bread"

(b) It's Toasted

"You cook your food - why not your tobacco?"
fried eggs - roast corn, etc.

1919

(a) It's Toasted

"Between lunch and golf" (smoke Luckies)

"Off to the theater"

"Back to the desk after lunch"

1920

- (a) A new size package - 10 for 10¢
- (b) Samples: (It's Toasted)
 - (Fisherman) - "When he gets this big one in the net it's a Lucky Strike."
 - (Golfer) - "One of those 20 foot putts - a down in four - a lucky strike all right."
- (c) You know it's toasted, but do you know why?

1921

- (a) The discovery of the toasting process was a lucky strike for us.
- (b) Yes - "It's Toasted" of course, to seal in the flavor.

1922

- (a) It's Toasted - This one extra process gives a delightful quality that cannot be duplicated.
- (b) New Package - 12 for 8¢

1923

- (a) Samples:
 - "If the new Easter hat gets there in time that's a lucky strike that counts."
 - "When the first automobile wobbled down the street people didn't believe it was a lucky strike. But now!
- (b) Change to the brand that never changes
 - "You know what Napoleon said about the last quarter of an hour"
 - "Overtime in making reduces overtime in selling."
 - "All successful men use the toasting process in their business"
 - (they call it efficiency)

"Reach for a LUCKY Instead of a Sweet"

Newspapers - first used October 16, 1929 and continued to use this phrase until June 27, 1929.

Billposting- first used January 1929 to August 1929.

Magazines - used from January 1929 to September 1929.

Radio - used October 20, 1928 to May 4, 1929.

- "Sunshine Mellowa" -

Newspapers - beginning January 13, 1931 to March 21, 1931.

Magazines - used from February 1931 to November 1931.

Radio - used from September 18, 1930 to January 28, 1932.

First Screen Star Testimonial

Newspapers - appeared sometime during the month of November 1927 and continued on and off until February 23, 1932.

Magazines - was used in January 1929 - the last in August 1932.

Radio - from September 22, 1928 to April 6, 1929.

Opera Star Testimonial

Newspapers - first used January 3, 1927 and continued on and off until February 23, 1932.

Billposting- used August to September 1927.

Magazines - used from November 1928 to April 1932.

Radio - used September 22, 1928 (once) and then from December 24, 1931 to January 30, 1932.

"Do you Inhale"

Newspapers - New York City beginning April 19, 1932 and continued through to June 6, 1932.
National list from May 3, 1932 to July 7, 1932.

Magazines - appeared June 1932 to October 1932.

Radio - used from April 19, 1932 to June 18, 1932.

"Nature in the Ray"

Newspapers - appeared N.Y.C. beginning August 9, 1932 and continued through to November 10, 1932. National list from August 13, 1932 to November 23, 1932.

Magazines - used from October 1932 to January 1933.

Radio - from August 2, 1932 to November 24, 1932.

"No Throat Irritation - No Cough"

Newspapers - used beginning July 25, 1927 to November 19, 1929.

Billposting - from September 1927 to August 1929.

Magazines - from February 1928 to January 1930.

Radio - from July 27, 1929 to October 26, 1929.

"Your Throat Protection Against Irritation - Against Cough"

Newspapers - January 23, 1930 and continued until July 7, 1932.

Magazines - used from October 1929 to October 1932.

Radio - from November 2, 1929 to January 30, 1932.

Reference to 20,679 Physicians

Newspapers - first time in our copy June 13, 1928 used on an off until June 23, 1931.

Billposting - June 1930.

Magazines - used from September 1930 to February 1931.

Radio - used from May 4, 1929 to January 1, 1932.

Athlete's

Newspapers - featured athletes in a series starting October 17, 1927 - last athlete to appear in newspapers June 1929.

Billposting - April 1928 to July 1929.

Magazines - featured from July 1927 to June 1929.

Radio - from September 22, 1928 to January 7, 1932.

"LUCKIES"

Newspapers - word "LUCKIES" first used during the month of April 1928.

Billposting- August 1927.

Magazines - word "LUCKIES" has been used from April 1928 to present time.

Radio - used regularly.

The first newspaper campaign on LUCKY STRIKE Cigarettes began January 8, 1917.

LUCKY STRIKE NEWSPAPER CAMPAIGN

1 9 3 0
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".

1 9 3 0
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).

~~1930~~
~~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 Puriftes
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

WIREFOTO 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

PHRASES USED IN
LUCKY STRIKE ADVERTISING

1917 - IT'S TOASTED

1923 - CHANGE TO THE BRAND THAT NEVER CHANGES

TO KNOW HOW GOOD A CIGARETTE REALLY CAN BE MADE YOU MUST
TRY A LUCKY STRIKE

ONE LUCKY STRIKE LEADS TO ANOTHER

1924 - BECAUSE IT'S TOASTED

1927 - NO THROAT IRRITATION - NO COUGH

THE CREAM OF THE TOBACCO CROP

YOUR THROAT PROTECTION

1928 - THE CREAM OF THE CROP - THE FINEST FLAVOR - THE GREATEST ENJOYMENT

"CREAM OF THE CROP"

REACH FOR A LUCKY INSTEAD OF A SWEET

1929 - IT'S GOOD TO SMOKE LUCKIES

1930 - YOUR THROAT PROTECTION - AGAINST IRRITATION - AGAINST COUGH

LUCKIES ARE ALWAYS KIND TO YOUR THROAT

1932 - NATURE IN THE RAW IS SELDOM MILD

DO YOU INHALE?

LUCKIES WOULD HAVE SAVED HIM (Cough Carton Series)

1933 - LUCKIES PLEASE!

REACH FOR A LUCKY - FOR ALWAYS LUCKIES PLEASE

ALWAYS THE FINEST TOBACCOS
ALWAYS THE FINEST WORKMANSHIP
ALWAYS LUCKIES PLEASE

ONLY THE CENTER LEAVES ARE USED

YOU CAN'T TELL ONE LUCKY FROM ANOTHER

WE DISCARD 86% OF THE TOBACCO PLANT

THE LONG, WHITE ASH

SO ROUND AND PURE AND FULLY PACKED

SO ROUND AND FIRM - SO FULLY PACKED - NO LOOSE ENDS

1933 - THE HEART OF A LUCKY STRIKE (Cream of the Crop)

(Contd.)

FOR THROAT PROTECTION - FOR BETTER TASTE

SMOKE A LUCKY - A FULLY PACKED CIGARETTE

THE CREAM OF THE CROP - ITS CROWNING GLORY

LONG, GOLDEN STRANDS

SO ROUND, SO FIRM, SO FULLY PACKED

THE BIGGEST USER OF FINE TURKISH TOBACCOS

1934 - THE HEIGHT OF GOOD TASTE

ALWAYS THE FINEST TOBACCO AND ONLY THE CENTER LEAVES (Sandy)

LUCKIES ARE ALL-WAYS KIND TO YOUR THROAT

ONLY THE CENTER LEAVES - THESE ARE THE MILDEST LEAVES -
THEY TASTE BETTER

HOW REFRESHING!

GOOD TASTE!

1935 - I'M YOUR BEST FRIEND - I AM YOUR LUCKY STRIKE

I'LL NEVER LET YOU DOWN

IT'S THE TOBACCO THAT COUNTS

THERE ARE NO FINER TOBACCOS THAN THOSE USED IN LUCKIES

1936 - A LIGHT SMOKE

LUCKIES ARE LESS ACID

LUCKY FOR YOU - IT'S A LIGHT SMOKE

1937 - TOBACCO EXPERTS SMOKE LUCKIES 2 TO 1

EASY ON YOUR THROAT

WITH MEN WHO KNOW TOBACCO BEST - IT'S LUCKIES 2 TO 1

1939 - HAVE YOU TRIED A LUCKY LATELY?

1940 - SMOKE THE SMOKE TOBACCO EXPERTS SMOKE

LUCKIES' FINER TOBACCOS MEAN LESS NICOTINE

1943 - YES! LUCKY STRIKE MEANS FINE TOBACCO

1944 - L.S./A.F.T.

1946 - SO ROUND, SO FIRM, SO FULLY PACKED - SO FREE AND EASY ON THE DRAW

QUALITY OF PRODUCT IS ESSENTIAL TO CONTINUING SUCCESS

SO SMOKE THAT SMOKE OF FINE TOBACCO

SO FOR YOUR OWN REAL DEEP-DOWN SMOKING ENJOYMENT, SMOKE THAT
SMOKE OF FINE TOBACCO

1947 - FINE TOBACCO IS WHAT COUNTS IN A CIGARETTE

LUCKY STRIKE PRESENTS THE MAN WHO KNOWS

1948 - FIRST AGAIN WITH TOBACCO MEN

MORE INDEPENDENT EXPERTS SMOKE LUCKY STRIKE REGULARLY THAN
THE NEXT TWO LEADING BRANDS COMBINED

SO, FOR YOUR OWN REAL DEEP-DOWN SMOKING ENJOYMENT, SMOKE
THE SMOKE TOBACCO EXPERTS SMOKE

1949 - SMOKE A LUCKY TO FEEL YOUR LEVEL BEST

LUCKIES PAY MORE

LUCKIES PAY MORE FOR FINE TOBACCO

LUCKIES PAY MORE FOR CIGARETTE RESEARCH (Lab. ads)

1950 - THERE'S NEVER A ROUGH PUFF IN A LUCKY

LET YOUR OWN TASTE AND THROAT BE THE JUDGE

SCIENTIFIC TESTS PROVE L.S. Milder THAN ANY OTHER PRINCIPAL BRAND

BE HAPPY - GO LUCKY

1951 - BE HAPPY - GO LUCKY

ENJOY YOUR CIGARETTE

BE HAPPY - GO LUCKY

LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE

1952 - BE HAPPY - GO LUCKY

SEE WHY LUCKIES TASTE BETTER

FOR A CLEANER, FRESHER, SMOOTHER SMOKE...

1953 - BE HAPPY - GO LUCKY

NOTHING - NO, NOTHING - BEATS BETTER TASTE

LUCKIES TASTE BETTER!

YOU CAN EVEN SEE WHY LUCKIES TASTE BETTER - CLEANER, FRESHER, SMOOTHER

(cont'd)

1953 - SMOKING ENJOYMENT IS ALL A MATTER OF TASTE
BETTER TASTE BEGINS ON THE FARM
YES, BETTER TASTE BEGINS WITH FINE TOBACCO

1954 - IT'S ALL A MATTER OF TASTE
LUCKIES TASTE BETTER - CLEANER, SMOOTHER, FRESHER
IT'S TOASTED TO TASTE BETTER
WHAT MAKES A LUCKY TASTE BETTER ?
NOTHING, NO NOTHING - BEATS BETTER TASTE
BE HAPPY - GO LUCKY
AMERICA'S THREE LEADING BRANDS
IN TOP POSITION IN SALES
AMERICA'S BIG 3 LEAD THE FIELD
QUALITY

SMOKING ENJOYMENT IS ALL A MATTER OF TASTE
1955 - BETTER TASTE LUCKIES...LUCKIES TASTE BETTER...CLEANER,
FRESHER, SMOOTHER !
LIGHT UP A LUCKY...IT'S LIGHT-UP TIME !
"IT'S TOASTED" TO TASTE BETTER !
LUCKIES TASTE BETTER - CLEANER, FRESHER, SMOOTHER !
THE BEST-TASTING CIGARETTES YOU EVER SMOKED !
HAPPY JOE LUCKY
QUALITY
AMERICA'S QUALITY BRANDS LEAD THE REST !
AMERICA'S TOP BRANDS SELL THE MOST !
AMERICA'S TOP BRANDS LEAD IN SALES
AMERICA'S TOP BRANDS ARE THE TOP SELLERS
AMERICA'S BIG 4 LEAD IN SALES

(c) Other samples

- "One Lucky Strike leads to another"
- "A cigarette that involves 45 minutes delay" (toasting"
- "A 45 minute process that takes one minute to prove"
- "Toasting seals the flavor - smoking reveals it!"
- "The advertising sensation of 1923 - sky writing - have you seen it?"
- "The process of toasting stands the process of time"
- "You make a lucky strike when you smoke one"
- "Toasting the tobacco for Lucky Strike costs a fortune but it saves the flavor."

1924

- (a) To win ^{more} new friends - 100 Lucky Strikes tax free
- (b) It's Toasted - Toasting brings out the hidden flavor of the world's finest tobaccos - a combination millions can't resist.
- (c) One cigarette out of over 200 because it's toasted.

A reason millions can't resist the only cigarette - because it's toasted.

(d) "Because it's toasted"

- "A reason millions can't resist."
- "Because it's toasted, and it's toasted because"
- "One unique cigarette"
- "Uncommon flavor" "Irresistible"
- "A final refinement" "Different" "Aristocratic flavor"
- "Recommended gladly" "More enjoyment"
- etc.

1925

"That's why Luckies" taste so good - because it's toasted.

"I prefer Lucky Strike"

1926

- (a) Three Extras
- 1 - Finest flavor
 - 2 - Smoothness
 - 3 - Freshness

using this title - "That final touch"
"Enjoy extra goodness"
"Made differently"
"All you expect"
"What they get"
"Hidden flavors"
"More than the finest tobaccos"
"Not a mere slogan"

- (b) "Because it's toasted" - "That's why Luckies taste so good"

catch words - "Appetizing"
"Refreshing"
"Destiny"
"A cheering companion"
"Found! you'll say"
"His first choice"
"Captivating"
"Always alluring"
"Supreme enjoyment"
"Here's the cigarette"
"Always fresh and mellow"
"For particular people"
"Favorites everywhere"
"Men are partial"

1927

- (a) Testimonials

"I certainly agree with ____"
"____'s advice impressed me"
"What doctors say about smoking and throat protection"
"Note the verdict of 11,105 doctors"
"Folks are writing us these days"
"Luckies first for flavor and goodness"

- (b) "No throat irritation - no cough"
"The Cream of the tobacco crop"
"It's Toasted - your throat protection"

"The finest flavor - the greatest enjoyment"

1928

(a) Sweets series - "Reach for a Lucky instead of a sweet"

"Pass me a Lucky - I pass up the sweets"
"When a sweet tempts me I light a Lucky Strike"
"I can't afford to get fat"
"I know an easy way to keep from getting fat"
"We know our Luckies - that's how we stay slender"
"I light on a Lucky and go light on the sweets"

1929

(a) An ancient prejudice has been removed - toasting did it

followed by: "Sun tan is the fashion"
"Women are free"
"No subsidized press" etc.

(b) It's good to smoke Luckies (with testimonials)

(c) No whispering campaign (can withstand the truth of the facts about Luckies)

(d) Regardless of price (quality despite price)
Luckies a milestone in progress of cigarette manufacture
Nut sweet flavor

(e) Brutal Sales Policies (cannot halt success of Luckies)
Frantic campaigns
Underhand tactics
Malicious propaganda
Distorted evidence
Vicious literature
Insidious falsehoods - boomerangs

(f) Shadow series

"With moderation the grim spectre of that future shadow may be avoided"
"Avoid that future shadow"
"Coming events cast their shadows before"
"Nature never hints in vain"
"Shadows huger than the shapes that cast them" (quotation)
"Moderation - the friend that prolongs your youth"
"The shadow which pursues us all"