

Here's the most exciting
advertising campaign
in Lucky Strike history!

It's different from anything that has ever appeared
for LUCKY STRIKE—or any other cigarette!



The theme of our great, new campaign is . . .

Be Happy-Go Lucky!

IT'S A NATURAL!

It's . . . • **ARRESTING • DRAMATIC • MEMORABLE**
• **YOUNG • QUOTABLE • EXCITING • INVITING**

AND IT'S REALLY HARD-SELLING!

There's a good "reason why" smokers will BE HAPPY when they GO LUCKY! Surveys show smokers want two things in a cigarette —taste and mildness—and . . .

**TRULY FINE TOBACCO—LUCKY STRIKE TOBACCO—
GIVES YOU BOTH PERFECT MILDNESS AND RICH TASTE!**

Yes, in Luckies you get both—and here's the proof:

- ① **Lucky Strike Mildness Is Proved by Science.** Scientific tests . . . confirmed by independent laboratories . . . prove Lucky Strike mildest of six major brands tested.
- ② **The Proof of Lucky Strike's Full, Rich Taste Is in the Smoking.** Millions of smokers prefer the taste of Luckies' fine tobacco.

WHEN AND WHERE DOES IT START?

**This exciting, new advertising campaign breaks soon—
in all types of media—all over the country!**

RADIO

The SING-iest, SWING-iest commercials that ever sold cigarettes, starting on:



YOUR HIT PARADE August 26
GUY LOMBARDI TIME August 27
THE JACK BENNY PROGRAM September 10

TELEVISION

Super-selling, musical-comedy commercials, starting on:



THIS IS SHOW BUSINESS August 27
YOUR LUCKY STRIKE THEATRE September 11
THE ROLLER DERBY* September 12

*Tuesdays from 10:30 to 11:30 P.M.—in New York, Philadelphia, Washington, Chicago and Detroit areas.

MAGAZINES

45,945,000 impressions in September alone—in eight national magazines:



• **LIFE • TIME • COLLIER'S • LADIES' HOME JOURNAL**
• **LOOK • NEWSWEEK • SATURDAY EVENING POST**
• **BETTER HOMES & GARDENS**

(The sample proof of a magazine ad enclosed is typical of all ads, displays, etc.)

SUNDAY SUPPLEMENTS

79,487,349 full-color impressions in September alone—in the nation's leading newspapers:

- **THE AMERICAN WEEKLY** (22 papers) ● **THIS WEEK** (28 papers)
- **PARADE** (32 papers) ● **FIRST THREE MARKETS GROUP**
(New York News, Chicago Tribune, Philadelphia Inquirer)
- **PLUS** 12 Independent Sunday Magazine Sections

NEGRO PRESS

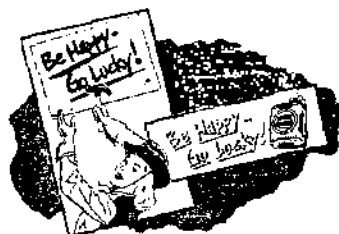
4,085,828 impressions in a popular Negro magazine, EBONY, and in leading Negro newspapers in 22 cities!

COLLEGE PAPERS

A special, student-participation campaign in 267 college newspapers!

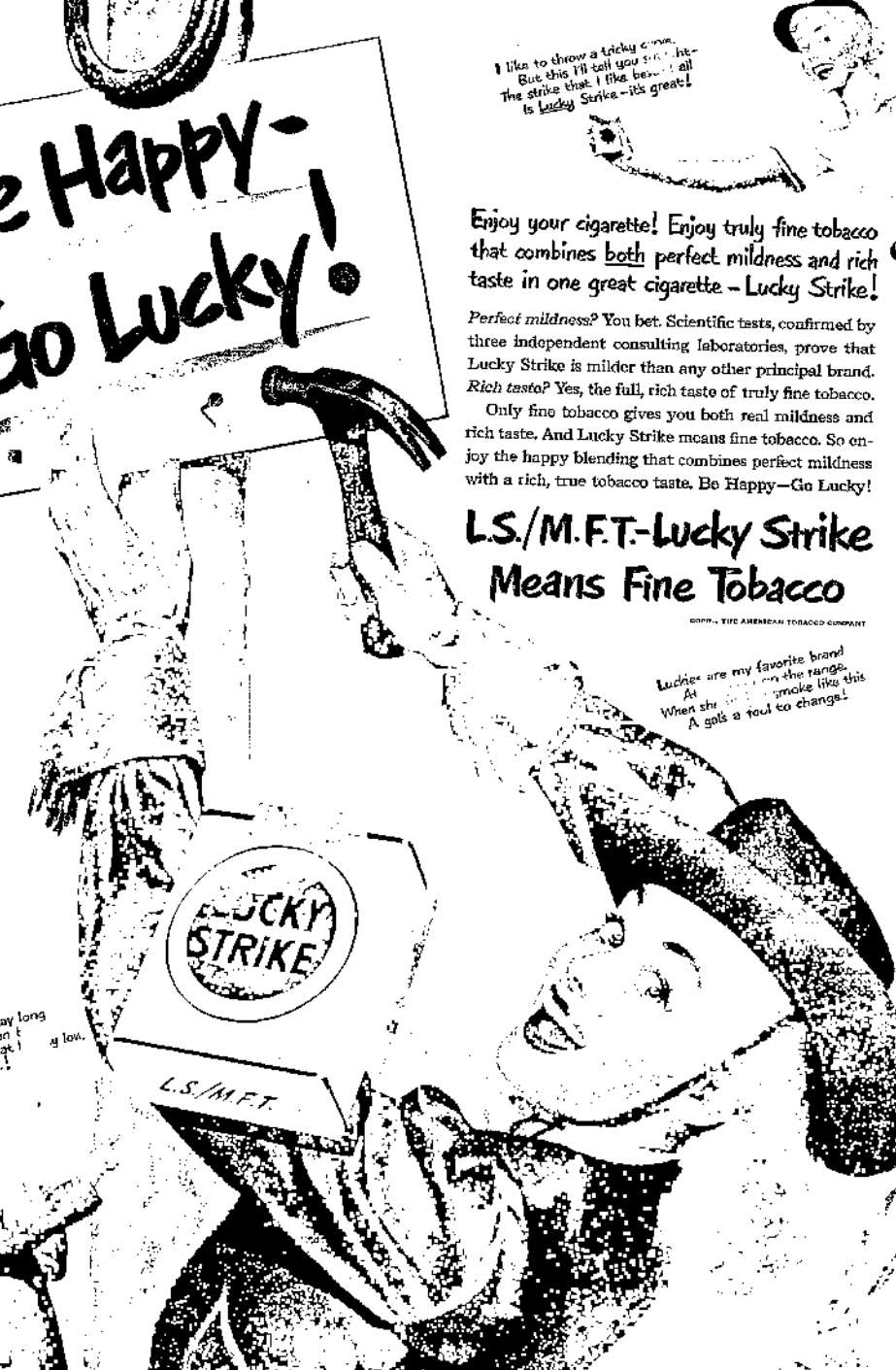
Students will be paid \$25.00 for every "Happy-Go-Lucky" jingle used in a college ad. This student-participation campaign is sure to create excitement and favorable talk about Lucky Strike on college campuses all over the country.

SPECIAL NEW YORK CAMPAIGN



Car cards and three-sheet posters will be used in New York City and vicinity to give additional impact in this important market.

We sincerely believe this exciting, new "Be Happy-Go-Lucky" campaign—supported by this great advertising program—will make advertising history!



Be Happy-
Go Lucky!

I like to throw a tricky curve.
But this I'll tell you sure is hit-
The strike that I like best of all
Is Lucky Strike - it's great!

Enjoy your cigarette! Enjoy truly fine tobacco
that combines both perfect mildness and rich
taste in one great cigarette - Lucky Strike!

Perfect mildness? You bet. Scientific tests, confirmed by
three independent consulting laboratories, prove that
Lucky Strike is milder than any other principal brand.

Rich taste? Yes, the full, rich taste of truly fine tobacco.

Only fine tobacco gives you both real mildness and
rich taste. And Lucky Strike means fine tobacco. So en-
joy the happy blending that combines perfect mildness
with a rich, true tobacco taste. Be Happy—Go Lucky!

**LS./M.F.T.-Lucky Strike
Means Fine Tobacco**

©1934, THE AMERICAN TOBACCO COMPANY

Luckies are my favorite brand!
As long as I can smoke on the range.
When she says I smoke like this
A girl's a fool to change!

I carry letters all day long
As happy as can be
But the letters that I
Are LS./M.F.T.!

LS./M.F.T.