

## ADVERTISING CAMPAIGNS

1927

"Precious Voice" - "It's [unclear]" - Testimonials  
(Speakers, Opera Stars, Broadway Stars, Radio Stars, etc.)

1928

"Cure of the Croup" - "It's Toasted" - [unclear]  
(Prominent Personalities, Sport Stars, Broadway Stars, etc.)

"I Smoke BROWN instead of eating sweets." - Testimonials  
(Prominent Personalities)

1929

"Reach for the [unclear] a sweet." - [unclear]  
"It's [unclear] to [unclear]." - Testimonials  
"20,679 [unclear]" - [unclear] of [unclear]  
"An ancient prejudice has been removed." - "toasting"

1930

"[unclear] [unclear] [unclear]" - [unclear]  
"The [unclear] [unclear] [unclear]" - [unclear]  
Distribution of [unclear] [unclear] [unclear]

1931

"[unclear] [unclear] [unclear]" - "Easy on Your Throat"  
"Consider Your Aunt's [unclear]" - [unclear]  
"The [unclear] [unclear]" - [unclear]  
[unclear] [unclear] [unclear] - [unclear]

1932

Movie [unclear] [unclear] - "Easy on my Throat"  
"Do [unclear]" - Great Protection  
"[unclear] is Seldom Mild" - "It's [unclear]"

1933

"LUCKY'S Pleasure" - "Wildness" - "It's a Lot to Ask"

"Reach for a Lucky - for always: "Lucky" - "Please!"

"Center Leaves" - "Green of the Crop"

1934

"LUCKIES are always Mi" - "Center Leaves"

"How Refreshing" - "Lucky, Lucky, Lucky."

1935

"I'm your best friend" - "I am your LUCKY STRIKE" -

"Try me - I'll never let you down."

1936

"A Light Smoke" - "LUCKIES - 100% acid"

"LUCKY For you - It's a Li" - "Lucky"

1937

"Precious Voices" - "A Light Smoke - Your Hardest Protection"

(Testimonials - Opera Stars, Actors, Actresses)

1938

Tobacco - "It's Lucky to be Lucky"

(Testimonials)

1939

Government - "Lucky of crops" - "Lucky in ever tobacco crops  
plus tobacco - "Lucky better" - "Lucky"

"Have you tried Lucky lately" - "Lucky Agents"

1940

"Have you tried a LUCKY Strike?" - "Crop improver?"

"It's the finest tobacco in the world" - "nicotine" - "tobacco experts"

1941

"Tobacco Experts" - Testimonials - "2 to 1"

"LOOKING Day 425 More" - "It's LOOKING 2 to 1"

1942

"It's the tobacco that counts" - "tobacco experts"

"LUCKY STRIKE means fine tobacco" - "tobacco experts"

1943

"LUCKY STRIKE means fine tobacco" - "So Round, so Firm"

1944

"LUCKY STRIKE means fine tobacco" - "LS MFT"

1945

LS MFT - "LUCKY STRIKE means fine tobacco"

1946

LS MFT - "LUCKY STRIKE means fine tobacco"

1947

"Fine tobacco that counts in a cigarette and LS MFT"

"tobacco experts"

"LS MFT presents the man who knows" - LS MFT

1948

LS MFT presents the man "Who Knows"

"Indulge in tobacco experts again name LUCKY STRIKE first choice"

"First choice tobacco men" - LS MFT

1949

"Smoke a LUCKY to feel your Level Best" - LS/MFT

"LUCKIES Pay More to give you a finer cigarette" - Experts

"Research Laboratory" - "Pay More"

1950

"There's never a rough puff in a LUCKY"

"Let your own taste and throat be the judge"

"Scientific tests prove LUCKY STRIKES milder than any other principal brand"

"BE HAPPY - GO LUCKY" (Jingles)

1951

"BE HAPPY - GO LUCKY" (Jingles)  
(Enjoy your cigarette)

"BE HAPPY - GO LUCKY" (Jingles)  
(LUCKIES Taste Better Than Any Other Cigarette)

1952

"BE HAPPY - GO LUCKY"

"Here's Why LUCKIES Taste Better"

"Quality Comparison - 5 Principal Brands"

"In a cigarette, taste makes the difference - and LUCKIES taste better!"

"Now see for yourself why LUCKIES Taste Better" (tear and compare)

"See why LUCKIES taste better! (So clean and fresh and mild)

1953

Nothing - No, Nothing - Beats Better Taste! and LUCKIES Taste Better! Cleaner, Fresher, Smoother! You can even see why LUCKIES taste better - cleaner, Fresher, Smoother. Be Happy - Go LUCKY!

Smoking enjoyment is all a matter of taste - and LUCKIES Taste Better! Cleaner, Fresher, Smoother!

Give cartons of LUCKIES this Christmas! LUCKIES Taste better .... cleaner, fresher, smoother!

Better Taste Begins on the Farm.  
Yes, better taste begins with fine tobacco and LUCKIES  
Taste Better! Cleaner, Fresher.....Smoother!

1954

It's all a Matter of Taste

LUCKIES Taste Better - Cleaner, Fresher, Smoother

What Makes a LUCKY taste better?

"It's Toaster" to taste better!

This Christmas give LUCKY STRIKE "It's toasted" to taste better

Better Taste Begins On the Farm  
Yes, better taste begins with fine tobacco and LUCKIES Taste  
Better! Cleaner, Fresher, Smoother

1955

"It's Toasted" to taste better!

Better taste LUCKIES.....LUCKIES Taste Better.....Cleaner,  
Fresher, Smoother!

"Take it from me - LUCKIES taste better!"

Better taste LUCKIES.....LUCKIES Taste Better  
Cleaner, Fresher, Smoother!

Light up a LUCKY.....it's light-up time!

The Best-Tasting Cigarette You ever Smoked!

This Christmas give cartons of LUCKIES  
LUCKIES Taste Better

1956

Light up a LUCKY it's light-up time!

LUCKIES Taste Better Cleaner, Fresher, Smoother!

"It's Toasted" to taste better!

This Christmas buy cartons of LUCKIES  
So Nice to give...to get...to serve...to enjoy!

1957

Make this your LUCKY year - LUCKIES Taste Better Cleaner, Fresher,  
Smoother!

A LUCKY is all cigarette. Bet you'll say it's the best-tasting  
Cigarette you ever smoked!

Light up a LUCKY - it's light-up time!

LUCKIES taste better "It's toasted" to taste better...cleaner, fresher, smoother

Try'em all for taste. You'll say a LUCKY is the best-tasting cigarette you ever smoked!

Right now! Enjoy the best-tasting cigarette you ever smoked!

Why settle for less than a LUCKY? You'll say it's the best-tasting cigarette you ever smoked!

"BE HAPPY - GO LUCKY" You'll say it's the...best-tasting cigarette you ever smoked!

Time out for a LUCKY. You'll say it's the best-tasting cigarette you ever smoked!

Try LUCKIES. You'll rate them the best-tasting cigarette you ever smoked.

See for yourself. A LUCKY is the best-tasting cigarette you ever smoked!

This is it! A LUCKY is all cigarette...all fine, mild, naturally good-tasting tobacco that's toasted to taste even better. It's the best-tasting cigarette you ever smoked!

LUCKY STRIKE Means Fine Tobacco...and Fine tobacco alone tastes right!

Light up a light smoke - Light up a LUCKY!

The best-tasting Cigarette you ever smoked!  
When you smoke a LUCKY, your smoking light!

This Christmas buy cartons of LUCKIES!  
Give LUCKIES...Serve LUCKIES...Enjoy LUCKIES!

#### 1958

Make this your LUCKY years!  
Light up a light smoke - light up a LUCKY!

The best-tasting cigarette you ever smoked!  
LUCKY for you - it's a light smoke!

Get the genuine article, get the honest taste of a  
LUCKY STRIKE

This Christmas, Jack Benny is giving (yes, giving) cartons of  
LUCKIES to a few close friends. Why don't you?

#### 1959-1960

Get the genuine article...get the honest taste of a LUCKY STRIKE  
Play it smart: Get the Honest Taste of a LUCKY STRIKE

Remember How Great Cigarettes used to taste? LUCKIES Still do?  
Tobacco and taste too fine to filter.

LUCKY STRIKE - The tobacco is unbeatable  
The quality is unmistakable  
And the taste is unforgettable

## 1961

Remember How great cigarettes used to taste. - LUCKIES still do.  
Change to LUCKIES and get some taste for a change.  
Remember LUCKY STRIKE Means fine tobacco. (Frank Gifford)  
Remember How Great Promotion - Album No. 1.  
Get the greatest taste in smoking in the handsomest Holiday Carton.

## 1962

Remember How great cigarettes used to taste? - LUCKIES still do.  
Change to LUCKIES and get some taste for a change!  
Get LUCKY - the taste to start with...the taste to stay with  
(Don Schwall, Buster Shaver)  
Get the fine tobacco taste of LUCKY STRIKE.  
Remember How great Promotion - Album No. 2

## 1963

Get LUCKY  
The taste to start with - the taste to stay with.  
The taste of a LUCKY spoils you for other cigarettes.  
This famous taste is the best reason to start with LUCKIES  
...the big reasons why LUCKY smokers stay LUCKY smokers.  
How about you? Get the taste you'll stay with. Get the  
fine-tobacco taste of LUCKY STRIKE  
LUCKY STRIKE separates the men from the boys...but not from  
the girls.  
Smoking is a pleasure meant for adults. And LUCKY STRIKE'S  
fine tobaccos are blended for adult tastes. If you're an  
adult smoker, remember LS/MFT - LUCKY STRIKE means fine  
tobacco. Get all the taste you could ask for. Ask for  
LUCKY STRIKE.

## 1964

### TASTE FINE TOBACCO AT IT'S BEST SMOKE A LUCKY STRIKE

When match meets cigarette taste is the big thing.  
So LUCKIES are made for taste and taste alone.  
The tobaccos are selected for taste, aged for taste,  
blended for taste.  
It's hardly surprising, then, that millions of smokers  
swear by LUCKY STRIKE because of that taste.  
Here's where a cigarette wins friends...or loses them.

It all comes down to taste.  
The tobaccos in LUCKY STRIKE are selected for taste, aged  
for taste, blended for taste and taste alone. Is that the  
way to make a cigarette? Millions of LUCKY smokers seem  
to think so. See if you don't agree.

Great taste was born the day they made this famous LUCKY  
blend.  
And it's a fact each LUCKY'S packed with fine tobacco end to  
end.