

Body of Work



*Print Adverts by Lucky Strike
(1910s to 1950s)*

Introduction

Lucky Strike is one of America's most iconic cigarette brands. Originally introduced in 1871 by the R.A. Patterson Tobacco Company as a cut-plug chewing tobacco, the name 'Lucky Strike' evoked the excitement of the California Gold Rush, a "lucky strike" of fortune. In 1905, the brand was acquired by the American Tobacco Company, which transformed it into a cigarette line in 1916, setting the stage for decades of influential marketing.

From the start, Lucky Strike distinguished itself through bold advertising. In 1917, the slogan "It's Toasted" was launched to emphasize a unique manufacturing process – the tobacco was toasted rather than sun-dried – promising a superior flavour. This simple phrase became one of the most enduring taglines in advertising history. During the 1920s, Lucky Strike pioneered campaigns that tapped into psychology and cultural trends. Under the guidance of Edward Bernays, the 'father of public relations,' Lucky Strike broke social taboos by linking smoking to women's liberation. Bernays' famous Torches of Freedom stunt during the 1929 Easter Parade positioned cigarettes as symbols of independence, opening a vast new market of women consumers ripe for the messages of advertising.

The 1930s and 1940s saw Lucky Strike embrace celebrity glamour, with endorsements from Hollywood stars like Jean Harlow and Joan Crawford. Ads promised sophistication and even health benefits, claiming cigarettes soothed throats and helped maintain slim figures with slogans like "Reach for a Lucky instead of a sweet." During World War II, patriotism became central to the brand's identity. The campaign 'Lucky Strike Green Has Gone to War' explained the switch from green to white packaging as a contribution to the war effort, reinforcing national pride while appealing to female consumers (believe it or not, a scientific study identified just this shade of green as having 'feminine appeal').

By the 1950s, Lucky Strike ads reflected postwar optimism and modernity, using sleek design and aspirational messaging to position smoking as a marker of success. Across these decades, Lucky Strike didn't just sell cigarettes. The brand sold ideas of health, beauty, freedom, and patriotism, making its campaigns a masterclass in how advertising adapts to cultural and social changes.

How to Study Lucky Strike Adverts

In this Body of Work you will find ads from some of Lucky Strike's major campaigns spanning the first decades of the twentieth century: Its Toasted, Cream of the Crop, Reach for a Lucky Instead, Be Happy-Go Lucky. The collection here only scratches the surface and there are many more iconic Lucky Strike ads for you to discover if you want to research further.

When studying this Body of work look out for the evolution of the messages and values contained in the advertising images and copy. In the early decades, health and wellness dominated the messaging and ads often claimed that Lucky Strike cigarettes were "less irritating" or even beneficial for digestion and throat comfort, using pseudo-scientific language and endorsements from doctors to create a sense of credibility.

By the 1920s and 1930s, the focus shifted toward gender and liberation. Edward Bernays' famous 'Torches of Freedom' campaign positioned smoking as a symbol of independence for women, linking cigarettes to sophistication and equality. This era also saw the rise of celebrity and glamour, with Lucky Strike associating itself with Hollywood stars and high society. Ads featured elegant clothing, luxurious settings, and aspirational imagery designed to make smoking synonymous with style and success.

During the 1940s, patriotism became a central theme. World War II campaigns such as 'Lucky Strike Green Has Gone to War' tied the brand to American pride and the war effort, using nationalistic imagery like flags and soldiers to reinforce solidarity. By the 1950s, Lucky Strike embraced modernity and achievement, presenting cigarettes as symbols of confidence and progress through sleek design and bold typography.

Spend some time browsing and annotating the images presented in this collection, then ask and answer the following questions:

- What desires or values do the ads appeal to?
- What techniques (both visual and verbal) make the ads effective?
- How do these ads reflect the historical and social context in terms of messages and values around e.g. gender roles, class and status, patriotism and so on?

"Light a Lucky and you'll never miss sweets that make you fat"

Constance Talmadge

Constance Talmadge,
Charming Motion
Picture Star

Instead of eating between meals... instead of fattening sweets... beautiful women keep youthful slenderness these days by smoking Luckies. The smartest and loveliest women of the modern stage take this means of keeping slender... when others nibble fattening sweets, they light a Lucky!

Lucky Strike is a delightful blend of the world's finest tobaccos. These tobaccos are toasted—a costly extra process which develops and improves the flavor. That's why Luckies are a delightful alternative for fattening sweets. That's why there's real health in Lucky Strike. That's why folks say: "It's good to smoke Luckies."

For years this has been no secret to those men who keep fit and trim. They know that Luckies do not cut their wind nor harm their physical condition. They know that Lucky Strike is the favorite cigarette of many prominent athletes, who must keep in good shape. They respect the opinions of 20,679 physicians who maintain that Luckies are less irritating to the throat than other cigarettes.

A reasonable proportion of sugar in the diet is recommended, but the authorities are overwhelming that too many fattening sweets are harmful and that too many such are eaten by the American people. So, for moderation's sake we say:—

"REACH FOR A LUCKY
INSTEAD OF A SWEET."

"It's toasted"

No Throat Irritation—No Cough.

© 1923, The American Tobacco Co., Manufacturers



Reach for a
Lucky instead
of a sweet.



AN ANCIENT PREJUDICE HAS BEEN REMOVED



The illustration depicts a large, muscular hand breaking through a heavy metal chain. The hand is wearing a dark sleeve with a white star and the words "AMERICAN INTELLIGENCE" in white capital letters. The background is split: the left side shows a miser hoarding gold in a dark, cluttered room, while the right side shows a bright, modern interior with people in 1920s attire.

Hoarding gold with the fanatical zeal of the miser has vanished. AMERICAN INTELLIGENCE sponsors thousands of banking institutions to which the individual safely entrusts his wealth.

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"TOASTING DID IT"—
Gone is that ancient prejudice against cigarettes—Progress has been made. We removed the prejudice against cigarettes when we removed from the tobacco harmful corrosive ACRIDS (pungent irritants) present in cigarettes manufactured in the old-fashioned way. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

"It's toasted"
No Throat Irritation—No Cough.

Smoking and Throat Protection

As viewed by 9651* Doctors

WHAT is the quality that so many of those whose voices are precious have found that makes LUCKY STRIKE cigarettes delightful and of no possible injury to those voices?

For the answer, a number of physicians, many of them leading physicians, in various parts of the United States were recently asked these two questions:

Q1—In your judgment is the heat treatment or toasting process applied to tobaccos previously aged and cured, likely to free the cigarette from irritation to the throat?

9651 doctors answered this question "YES."

Q2—Do you think from your experience with LUCKY STRIKE cigarettes that they are less irritating to sensitive or tender throats than other cigarettes, whatever the reason?

11,105 doctors answered this question "YES."

Consider what these figures mean; consider that they represent the opinion and experience of doctors, those whose business it is to know.

"It's toasted"
No Throat Irritation—No Cough.



Joseph Caillaux,
Noted
French Orator,
writes:

"I have found your Lucky Strike Cigarettes very agreeable. They do not hurt my throat in the least and are very soothing to my voice."

J. Caillaux



*SEE HIGHEST CERTIFICATION: We have examined signed cards answering Questions One and Two and that they are the authentic answers to Question One and to Question Two. LYNARD, BOSS DORR & MONTGOMERY Accountants and Auditors New York, July 25, 1927.



* The figures quoted have been checked and certified to by LYBRAND, ROSS BROS AND MONTGOMERY, Accountants and Auditors.

20,679* Physicians
say “**LUCKIES**
are *less irritating*”

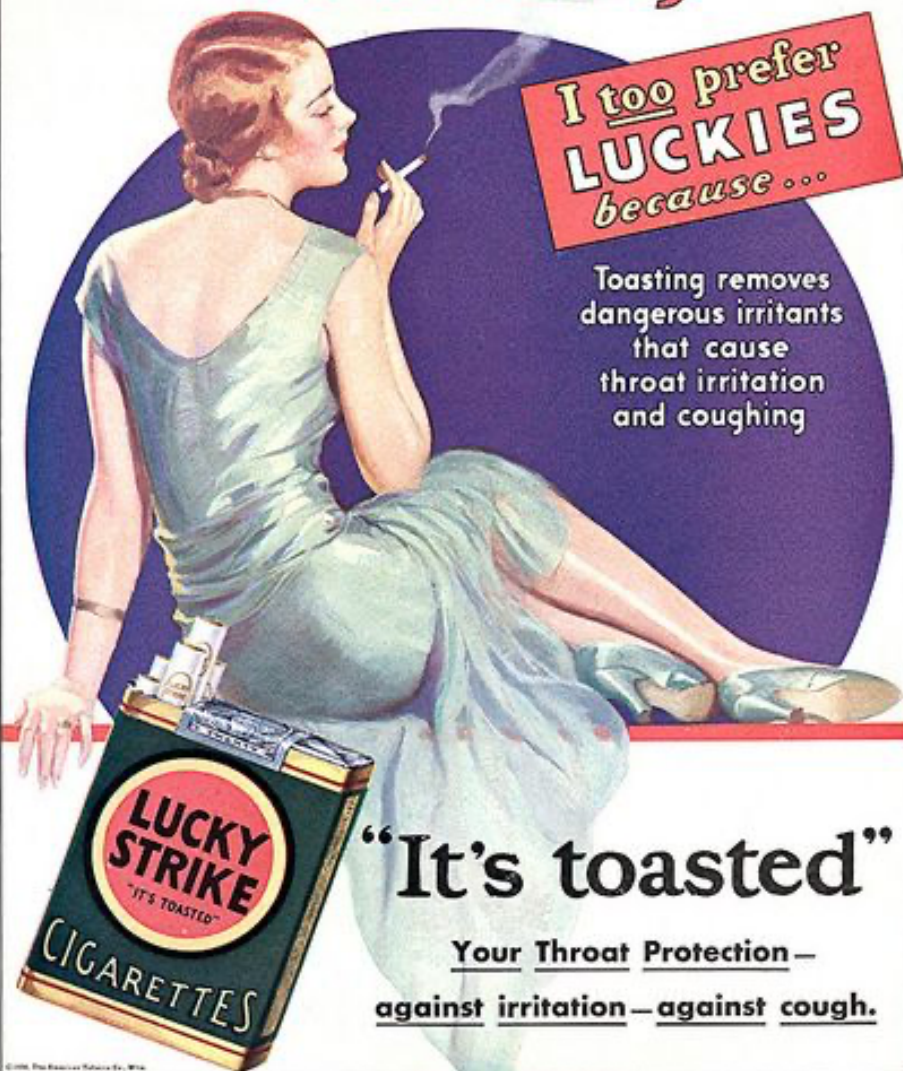
“It’s toasted”

Your Throat Protection against irritation against cough

20,679 Physicians
say **LUCKIES** are
less irritating

I too prefer
LUCKIES
because ...

Toasting removes
dangerous irritants
that cause
throat irritation
and coughing



"It's toasted"

Your Throat Protection —
against irritation — against cough.

© 1936 The American Tobacco Co., N.Y.

☛ Before substituting, buy the advertised brand every time!



Copyright, 1932, The American Tobacco Co.

"Luckies are certainly kind to my throat"

HOT TAMALE!

Lupe landed in Hollywood with one lone dollar and no part to play... But now she has nine fur coats, 15 canaries and the world's loudest lounging pajamas. We hope you liked her in the M-G-M PICTURE, "THE CUBAN LOVE SONG," as much as we did. Lupe's been a LUCKY fan for two years... There was no—what is politely called "financial consideration" for her statement. Gracias, Lupe!

"No harsh irritants for Lupe. I'm a Lucky fan. There's no question about it—Luckies are certainly kind to my throat. And hurrah for that improved Cellophane wrapper of yours—it really opens without a tug-o'-war—thanks to that tab."

Lupe Vélez
"It's toasted"

Your Throat Protection—against irritation—against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

"Cream of the Crop"

Copyright, 1933, The American Tobacco Co.

"LUCKIES are my standby"

CHIP OFF THE OLD BLOCK
 Cash in on Pappe's famous name! Not Douglas Fairbanks, Jr. For months he labored as a five-dollar-a-day "extra." Then he crashed in to a part like a brick through a plate-glass window. Doug boxes like a pro, and we don't mean a palooka... he has muscles like a wrestler. When undressing, he hangs his clothes on the chandelier. The box offices like his latest FIRST NATIONAL PICTURE, "UNION DEPOT." Doug has stuck to LUCKIES four years, but didn't stick the makers of LUCKIES anything for his kind words. "You're a brick, Doug."

"LUCKIES are my standby. I buy them exclusively. I've tried practically all brands but LUCKY STRIKES are kind to my throat. And that new improved Cellophane wrapper that opens with a flip of the finger is a ten strike."

Douglas Fairbanks, Jr.

"It's toasted"

Your Throat Protection—against irritation—against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

TUNE IN LUCKY STRIKE—60 minutes with the world's finest dance orchestras and Walter Winchell, every Tuesday, Thursday and Saturday evening over N.B.C. network.

IS THIS YOU FIVE YEARS FROM NOW?

When tempted to over-indulge

"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding over-indulgence, if you would maintain that modern, ever youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." **Lucky Strike** has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that **Luckies** are less irritating to your throat.

"It's toasted"

Your Throat Protection—against irritation—against cough.

*We do not say smoking **Luckies** reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

"FIRST A SHADOW *then a sorrow*"

| Henry Wadsworth Longfellow, 1807-1882 |

"COMING EVENTS CAST
THEIR SHADOWS BEFORE"
(Thomas Campbell, 1777-1841)

AVOID THAT FUTURE SHADOW

by refraining from over-
indulgence, if you would
maintain the modern fig-
ure of fashion

We do not represent that
smoking **Lucky Strike** Ciga-
rettes will bring modern figures
or cause the reduction of flesh.
We do declare that when tempt-
ed to do yourself too well, if
you will "Reach for a **Lucky**"
instead, you will thus avoid
over-indulgence in things that
cause excess weight and, by
avoiding over-indulgence, main-
tain a modern, graceful form.



When Tempted
**Reach
for a
LUCKY**
instead

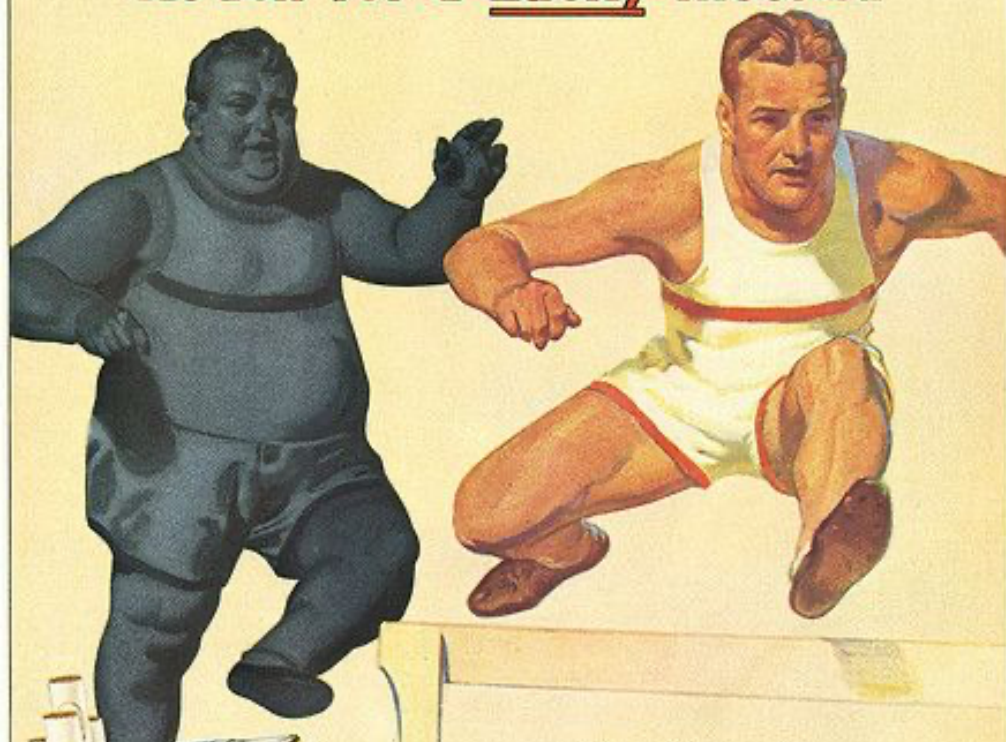
"It's toasted"

Your Throat Protection—against irritation—against cough.

©1936 The American Tobacco Co., Manufacturers

FACE THE FACTS!

When tempted to over-indulge
"Reach for a Lucky instead"



Be moderate—be moderate in all things, even in smoking. Avoid that future shadow* by avoiding overindulgence, if you would maintain that modern, ever-youthful figure. "Reach for a Lucky instead."

Lucky Strike, the finest Cigarette you ever smoked, made of the finest tobacco—The Cream of the Crop—"IT'S TOASTED." Lucky Strike has an extra, secret heating process. Everyone knows that heat purifies and so 20,679 physicians say that Luckies are less irritating to your throat.

"It's toasted"

Your Throat Protection — against irritation — against cough.

*We do not say smoking Luckies reduces flesh. We do say when tempted to over-indulge, "Reach for a Lucky instead."

Hollywood's Most Polished Voice

HERBERT MARSHALL* TELLS HOW THE THROAT-STRAIN OF ACTING CALLS FOR A LIGHT SMOKE

"In a recent scene," says Herbert Marshall, "I talk two minutes on the telephone. This scene took half a day to 'shoot'—four hours of painstaking voice shading. But even after scenes like this, I find that Luckies are always gentle on my throat. It's only common sense for an actor—or anyone else, for that matter—to want a light smoke."

The reason that Mr. Marshall—and you—find Luckies a light smoke is that the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the impartial, honest judgment of those who spend their lives buying, selling and handling tobacco... who know tobacco best... it's Luckies—2 to 1.

*Co-starring with Barbara Stanwyck
in RKO's "A Love Like That"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"



WITH MEN WHO
KNOW TOBACCO BEST

*It's Luckies
2 to 1*

"A DISTINCT CONTRIBUTION"



Says

**AUGUST
HECKSCHER**

Natal Philanthropist

Chairman of the Hecksher Foundation
for Children, President Child
Welfare Committee of America

Director
Empire Trust Company
Credit Trust Company

"The most laudable service that any industry can render is the attempt to benefit its patrons. That is the cardinal principle of philanthropy. And so, interested as I always am in modern developments, I consider that our use of the Ultra Violet Ray in our Toasting of LUCKY STRIKE is a distinct contribution of which the public will wholeheartedly approve."

A. Heckscher

Everyone knows that sunshine mellows — that's why TOASTING includes the use of the Ultra Violet Ray. LUCKY STRIKE — the finest cigarette you ever smoked, made of the finest tobaccos — the Cream of the Crop — THEN — "IT'S TOASTED." Everyone knows that heat purifies and so TOASTING removes harmful irritants that cause throat irritation and coughing. No wonder 10,679 physicians have stated LUCKIES to be less irritating!



"It's toasted"

Your Throat Protection — against irritation — against cough

Illustrated with the story of how the facts before the public, the American Tobacco Company has found the August Heckscher to make the report of the distinguished man who has advised LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Heckscher appears on this page.

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DO YOU INHALE?



A frank discussion at last

on a subject that has long been "taboo"

"LET sleeping dogs lie!" So said the cigarette trade when first we raised the subject of inhaling. But dodging an important issue is not Lucky Strike's policy!

Do you inhale? That question is vitally important... for every smoker inhales—knowingly or unknowingly. Every smoker breathes in some part of the smoke he or she draws out of a cigarette! And the delicate membranes of your throat demand that your smoke be pure, clean—free of certain impurities!

No wonder Lucky Strike dares to raise this vital question! For Luckies bring you the protection you want... because Luckies' famous purifying process removes certain impurities concealed in every tobacco leaf. Luckies created that process. Only Luckies have it!

So, whether you inhale knowingly or unknowingly, safeguard those delicate membranes!

"It's toasted"

Your Protection—against irritation—against cough

O. K. AMERICA

TUNE IN ON LUCKY STRIKE—60 modern minutes with the world's finest dance orchestra, and famous Lucky Strike features, every Tuesday, Thursday and Saturday evening over N. B. C. networks.

Her Singing Coach Advised A Light Smoke

**CAROLE LOMBARD® PREFERS LUCKIES
BECAUSE THEY'RE EASIER ON HER THROAT**

"WHEN I had to sing in a recent picture," says Carole Lombard, "I considered giving up smoking. But my voice teacher said I needn't if I'd select a light smoke—Luckies.

"I soon found that even when singing and acting twelve hours a day, I can smoke as many Luckies as I like without the slightest throat irritation."

The reason Luckies are easy on Miss Lombard's throat is because the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the honest judgment of those who spend their lives buying, selling and handling tobacco . . . with men who know tobacco best . . . it's Luckies—2 to 1.

*Star of the new Paramount production "True Confession"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"



WITH TOBACCO EXPERTS...
WITH MEN WHO KNOW TOBACCO BEST

It's Luckies 2 to 1



Her Throat Insured For \$50,000.

DOLORES DEL RIO* tells why it's good business for her to smoke Luckies...

"That \$50,000 insurance is a studio precaution against my holding up a picture," says Miss Del Rio. "So I take no chances on an irritated throat. No matter how much I use my voice in acting, I always find Luckies gentle."

They will be gentle on your throat, too. Here's why... Luckies' exclusive "Toasting" process expels certain harsh irritants found in all tobacco. This makes Luckies' fine tobaccos even finer... a *light* smoke.

Sworn records show that among independent tobacco experts—men who know tobacco and its qualities—Luckies have twice as many exclusive smokers as all other cigarettes combined.

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



*DOLORES DEL RIO
STARRING IN THE UFAA CENTURY-FOX
PICTURE, "THE SIGN OF THE CROSS"

Be Happy-**GO LUCKY!**



**In a cigarette, taste makes the difference—
and Luckies taste better!**

The difference between "just smoking" and really *enjoying* your smoke is the *taste* of a cigarette.

You can *taste* the difference in the smoother, mellowest, more enjoyable taste of a Lucky...and for two important reasons.



Second, Luckies are *made to taste better*. A month-after-month cigarette comparison, measuring those important factors of workmanship that affect the taste of cigarettes, proves *Lucky Strike is the best-made of all five principal brands!*

That's a *fact*—established in The Research Laboratory of The American Tobacco Company—and verified by leading independent laboratory consultants.

So reach for a Lucky. Enjoy the better taste of truly fine tobacco in a great cigarette—Lucky Strike! Be Happy—Go Lucky!



First, L.S./M.F.T.—Lucky Strike means fine tobacco...fine, mild tobacco that tastes better. *There's no substitute for fine tobacco, and don't let anybody tell you different.*



© Jon Williamson.com

Be Happy-Go Lucky!

Our wagon really has been fixed,
But we're not mad a bit.
The sign is cute, and true, to boot:
Like Luckies — it's a hit!



LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE!

Fine tobacco—and only fine tobacco—can give you a better-tasting cigarette. And L.S./M.F.T. — Lucky Strike means fine tobacco. So, for the best-tasting cigarette you ever smoked, Be Happy—Go Lucky! Get a carton today.

**L.S./M.F.T. — Lucky Strike
Means Fine Tobacco**

© 1941, THE AMERICAN TOBACCO COMPANY



Now here's a sign I like real fine;
It really does make sense.
For U.S. Bonds, like Lucky Strike,
Deserve your confidence!

**A LUCKY STRIKE
FOR ALL AMERICA!**

**BUY
U.S. DEFENSE
BONDS**



Be Happy- Go Lucky!

Come join me at the Mardi Gras
In dear old New Orleans,
Where Kings who know tobacco best
Give Luckies to their Queen!

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!

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

I slid right off the highest jumps.
And never take a spill.
But I prefer a Lucky Strike
To really get a thrill!

I strut my stuff upon a stage
And thousands praise my name.
But praise for Lucky Strike, I fear,
Puts all my praise to shame!



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A time-out with a cooling drink,
A shady place to rest,
At times like these a smoke goes good -
And Luckies taste the best!
(Luckies taste better than any other cigarette!)

Be Happy - Go Lucky!

LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE !

Fine tobacco—and only fine tobacco—can give you a better-tasting cigarette. And L.S./M.F.T.—Lucky Strike means fine tobacco. That's why you'll find that Luckies taste better than any other cigarette. So, Be Happy—Go Lucky! Get a carton today.

Now here's a tip from me to you,
It's one you ought to try—
Support our boys, buy U.S. Bonds;
Like Luckies, they're a buy!
(Luckies taste better than any other cigarette!)

A LUCKY STRIKE
FOR ALL AMERICA!
BUY
U.S. DEFENSE
BONDS

sallyedelsteincollage.com

LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE because...

L.S./M.F.T.- Lucky Strike Means Fine Tobacco

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