

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

*One Lucky Leads  
to Another*

1933 - ALWAYS THE FINEST TOBACCO  
(contd.) 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  
THE HEART OF A LUCKY STRIKE (Cream of the Crop)  
FOR THROAT PROTECTION - FOR BETTER TASTE  
SMOKE A LUCKY - A FULLY PACKED CIGARETTE  
THE CREAM OF THE CROP - ITS CROWNING GLOW  
LONG, GOLDEN STRANDS  
SO ROUND, SO FIRM, SO FULLY PACKED  
THE BIGGEST USER OF FINE TURKISH TOBACCO

1934 - THE HEIGHT OF GOOD TASTE  
ALWAYS THE FINEST TOBACCO AND ONLY THE CENTER LEAVES  
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 TOBACCO MEAN LESS NICOTINE
- 1943 - YES! LUCKY STRIKE MEANS FINE TOBACCO
- 1944 - L.S./M.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 to give you a finer cigarette

LUCKIES PAY MORE FOR FINE TOBACCO

LUCKIES PAY MORE FOR CIGARETTE RESEARCH (Lab. exp.)

America's Finest cigarette leaf

There's no finer cig. in the world today than L.S.  
Years of research pioneering guarantee L.S. a F. cig.

Lucky Strike Means Fine tobacco.

1953-

Light up a Lucky 96 Light up your day

