Lucky Strike Cigarettes
Print Advertising Campaign
(1920s – 1950s)

Body of Work

(Can be used for Independent Oral Presentation or HL Essay)
Contextual Information / Timeline

- **Lucky Strike** is an American brand of cigarettes owned by the **British American Tobacco** group.

- In 1917, the brand debuted the slogan "It's Toasted" to infer the manufacturing method of toasting (rather than sun-drying) the tobacco - a process they claimed improved the flavour of the product.

- In the late 1920s, the brand was sold as a route to thinness for women by the "Reach for a Lucky instead of a sweet" campaign. Sales of Lucky Strikes increased by more than 300% during the first year of the advertising campaign, growing from 14 billion cigarettes in 1925 to 40 billion in 1930, making Lucky Strike the leading brand nationwide.

- In the early 1930s, **Al Jolson**, (an actor who starred in the first ever ‘talkie’, The Jazz Singer, in 1927) was also paid to endorse the brand; he called Lucky Strike "the cigarette of the acting profession.” from 14 billion cigarettes in 1925 to 40 billion in 1930, making Lucky Strike the leading brand nationwide.

- Lucky Strike's association with radio music programs began during the 1920s on NBC. By 1928, the bandleader and producer **B. A. Rolfe** was performing on radio as "B.A. Rolfe and his Lucky Strike Orchestra". The radio catapulted the brand's success for the next 25 years. Many shows ended with the signature phrase "Sold, American".

- In 1934, **Edward Bernays** (sometimes called the ‘father of advertising’) was asked to deal with women's apparent reluctance to buy Lucky Strikes because their green and red package clashed with standard fashion trends. Bernays suggested changing the package to a neutral colour, and decided on simple green. He organised the Green Ball, a social event hosted at the Waldorf Astoria in New York. Celebrity and society women would attend wearing green dresses. Manufacturers and retailers of clothing and accessories
were advised of the excitement growing around the colour green. Academics even gave talks on the ‘theme of green.’ Green was back in fashion!

- In 1937-38, American Tobacco paid the equivalent of $3.8 million in 2019 USD to 16 Hollywood actors and actresses for their endorsement of Lucky Strike, the highest paid being Joan Crawford and Gary Cooper, who were each paid $10,000. "Luckies" were the cigarette of choice for Bette Davis, a singer and actress, who smoked them until the final years of her life.

- In 1942 Famed industrial designer Raymond Loewy was challenged to improve the existing green package. Loewy changed the background from green to white, making it more attractive to women, as well as cutting printing costs by eliminating the need for green dye. He also placed the Lucky Strike target logo on both sides of the package, a move that increased both visibility and sales. The war effort became a way to make the product more marketable while appearing patriotic at the same time.

- The message "L.S./M.F.T." ("Lucky Strike means fine tobacco") was introduced on the package in 1944.

- Lucky Strike was one of the brands included in the rations provided to US combat troops during the Second World War because at the time, military leaders thought that tobacco was essential to the morale of soldiers fighting on the front lines. The practice of including cigarettes in field rations continued during the Korean and Vietnam Wars, ending in 1976.

- In the 1960s, filtered styles were launched in addition to a mentholated version called "Lucky Strike Green". This time "Green" was referring to menthol and not to the overall package colour.
• In 2007, a new packaging of Lucky Strikes was released, with a two-way opening which split seven cigarettes from the rest. In the same year, the company used the world's smallest man, He Pingping, in their ad campaigns.

• In 2009, Lucky Strike Silver (the brand marketed as lighter) changed their UK packs from the quintessential red design to blue, albeit with a red ‘jacket’ covering the packet.

• In 2012 consumption of Lucky Strikes stood at 33 billion packets, up from 23 billion in 2007. The television series Mad Men, which featured Lucky Strike as a major client of the advertising firm Sterling Cooper and the cigarette of choice of Don Draper, was credited with inspiring the massive jump in sales.
"Light a Lucky
and you'll never miss sweets
that make you fat"

Instead of eating between meals... instead of fattening sweets... beautiful women keep youthful slender-ness 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.
For a slender figure—
"Reach for a Lucky instead of a sweet"

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

© 1928, The American Tobacco Co., Manufacturers
AN ANCIENT PREJUDICE HAS BEEN REMOVED

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 tobacco 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.”

Lucky Strike
“IT’S TOASTED”

Cigarettes

*We hereby certify that we have answered Question One, answering Questions One and Two, and that our answers are true. We certify that the answers to the preceding questions are correct and true.

Joe Lyman, Rose E. Dick, & Montgomery

Lyer, Rose Dick & Montgomery

New York, July 25, 1927.
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. Inc.
"Luckies are certainly kind to my throat"

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

"It's toasted"

Your Throat Protection—against irritation—against cough

And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh
“Cream of the Crop”

“LUCKIES are my standby”

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.

“It’s toasted”

You’re a stick, Doug.

Tune in LUCKY STRIKE—60 minutes with the world’s finest dance orchestra and Victor Young, 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—the moderate is all things, even in smoking. Avoid that future shadow by avoiding overindulgence, if you would maintain that innocent, 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 toasting process. Everyone knows that heat purifies and so 29,679 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 half. 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."

(Henry Wadsworth, 1843-1847)

AVOID THAT FUTURE SHADOW

by refraining from over-indulgence, if you would maintain the modern figure of fashion.

We do not represent that smoking Lucky Strike Cigarettes will bring modern figures or cause the reduction of flesh.

We do declare that when tempted 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, maintain a modern, graceful form.

When Tempted, Reach for a LUCKY instead

"It's toasted"

Lucky Strike - It's toasted Cigarettes

Your throat protection - against irritation - against mouth.
FACE THE FACTS!

When tempted to over-indulge

"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 Lucky’s 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—and Lucky’s light smoke is that the "Twisting" process takes out certain throat irritants found in all tobacco—even the finest.

And Lucky’s do use the finest tobacco. Seven records show that among independent tobacco experts—aukicernes, buyers, marksmen, 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 Lucky’s 2 to 1.

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

A Light Smoke
EASY ON YOUR THROAT—"IT'S TOASTED!"

WITH MEN WHO KNOW TOBACCO BEST
It’s Lucky’s 2 to 1
"A DISTINCT CONTRIBUTION"

Says

AUGUST HECKSCHER

Noted Philanthropist

Chairman of the Heckscher Foundation for Children; President Child Welfare Committee of America

"The most laudable service that any industry can render is the attempt to benefit its patrons. That is the fundamental principle of philanthropy.

And so, interested as I always am in modern developments, I consider that your use of the Ultra Violet Ray in your Toasting of LUCKY STRIKE is a distinct contribution of which the public will wholeheartedly approve."

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 30,679 physicians have stated LUCKIES to be less irritating!

"It's toasted"

Your Throat Protection—against irritation—against cough
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"

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 tobacco even finer... a light smoke.

Some 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

Lucky Strike Cigarettes
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, mellower, more enjoyable taste of a Lucky—and for two important reasons.

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.

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.

© JanWilliamson.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

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

Esq., The American Tobacco Company
Be Happy—Go Lucky!

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 enjoy 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 do right off the highest jump.
And never take a sniff.
But I prefer a Lucky Strike
To really get a thrill!

I think my stuff up a stage
And thousands praise my name
But praise for Lucky Strike, I say,
Put all my praise to shame!
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!)

LUCKIES TASTE BETTER THAN ANY OTHER CIGARETTE because...

L.S./M.F.T.—Lucky Strike Means Fine Tobacco
**Appendix 1: Sample Extended Essay**

*NB – this EE was written by a student and is by no means perfect. However, the piece contains many strengths and was awarded an A grade. As always when reading any source, be critical and selective about what you read, and respect the hard work that was put into this piece.*

**To what extent have producers of cigarette advertising in the past relied on the ignorance of the receivers when designing their advertisements?**

**Context**

Cigarettes are considered to be a major factor and reason for cancer and other diseases. For example in 2013/14 England alone recorded over 1.6 million admissions for adults 35 and over, with a primary diagnosis of a disease that can be caused by smoking (NHS Digital May 29th 2015). They still plague the world today and are smoked throughout many different cultures. An example of a smoking culture would be China, of which is the largest consumer of tobacco, China supplies 42% of the world’s cigarettes. In order to understand where and how people came to enjoy and support the spread of smoking cigarettes, advertisements from decades where cigarettes were at their most popular will have to be analysed. This will determine how cigarette companies attracted people to their brand and why it has been a sustained habit for many people of the present day.

In order for cigarettes to sell and increase in popularity, cigarette companies had to exploit the ignorance of their customers. They had to use tactics that diverted receiver’s attention from the harmful affects, in order to start a successful industry. They were able to manipulate consumers by taking advantage of the social standards and the current events and therefore I wanted to research the extent to which cigarette advertisements relied on the ignorance of the consumer. The two campaigns researched, was ‘reach for a lucky instead’ campaign and ‘Be Happy – Go Lucky’ campaign. The primary focus for these campaigns was the ability to manipulate their audience into believing the health benefits they had. The ‘reach for a lucky instead’ campaign was promoted before the World War and therefore compared to the ‘Be Happy – Go Lucky’ campaign was very different in style and approach, but ultimately achieved the same goal and aim.

After this era of cigarette advertisements and domination, scientists and political bodies started to realise the true affects cigarettes had on a person. In the late months of 2002 and early months of 2003 a ban on tobacco advertisement was registered, it was an international wide ban that aimed
to prevent young children from being enticed by cigarettes and for adults to quit smoking. Figures in England show that 5% of children aged 11-15 are regular smokers (politics.co.uk – Tobacco advertising)

The ban has since become even more restrictive, stating that stores must hide cigarettes and tobacco products from customers, so they cannot be seen and essentially advertised. Furthermore pictures of tobacco consumption illnesses and consequences must be printed on the front of every packet to raise awareness of the affects it may have on a person’s health. This restriction led to the stopping of an era where cigarette advertisements were considered natural and normal. The ending of this era was solely credited to the scientific research conducted on people who smoked, and the cigarettes themselves.

Campaign 1: ‘Reach for a lucky instead’

This campaign from the early 1930’s was a dominating campaign in the Lucky Strike lifeline. George Washington Hill the head of the American Tobacco company forwarded the idea of this
campaign, after witnessing two women at a bus stop, one of them being overweight chewing gum, and the other skinny and smoking a cigarette.

It focused predominately on the slimming affects smoking cigarettes would give a person. Hence the slogan ‘reach for a lucky instead’ which implies that smoking a Lucky Strike Cigarette is better and healthier for you than eating sweets and fats. Throughout this campaign ignorance is being spread in the form of beauty advice and the criticism of being overweight instead of slim. This campaign has a main focus on the health affects of smoking particularly the social standards for women and their insecurities about their figures. One of the techniques actually forms the headline of some of these advertisements and the image that is in the centre of it.

The shadow of the future self in the advertisement is a representation of what these people would look like in the future. Their body parts are enlarged and therefore have become aesthetically unpleasing to the audience. In the 30’s it was obviously maintained that the thinner a man and women are the more appealing they become. Therefore using these social norms Lucky Strike offer a solution to the weight gain problem. They suggest that smoking their brand is the best way to prevent this from happening. Lucky Strike does this by isolating the shadow or essentially the fat version of the customers and warns the non-lucky strike customers about its inevitability. The headline even singles it out as ‘the shadow that pursues us all’ and ‘the heartless shadow that threatens the modern figure.’ Doing this Lucky Strike emphasises its impending doom. They are also able to personify the shadow and by making it life like they create fear and worry amongst the public, influencing them to buy the cigarettes in an attempt to avoid this future figure of themselves.

Lucky Strike employs the strategy of idealising slim figures making them something to value, ‘cherish those lovely arms’ is just one example of how they emphasis the importance of a
slender figure for people who lived in 1920 – 1930’s society. By using this they unlocked the insecurity in many men and women to suggest that you are only beautiful when skinny.

Secondly not only is the importance of a skinny figure delivered through the centre image but it is printed in word all over the advertisements. Throughout the advertisement it is hinting and warning the customers that without regular smoking of Lucky Strike cigarettes the inevitable losing of ‘the modern figure’ will happen.

In bold the campaign slogan, ‘reach for a lucky instead’ already demonstrates the ability Lucky Strike cigarettes have when a person is trying to avoid different temptations like fats and sweets. When putting a verb at the front of a sentence the company takes control of the situation. From this slogan it is seen that lucky Strike takes a commanding stance on the behaviour of its customers, the word ‘reach’ is a commanding term that this advertisement uses to try and resume control over the actions and behaviours of the public, influencing and even forcing their decision to buy lucky strikes, this is known as the imperative tense and is a common tool across all type of advertisement. Famous examples would include the coca cola advertisements ‘share a coke’ using the verb ‘share’ as a commanding term.

This slogan is also boosted with importance by the way it is the largest writing on the advertisement. This means that this will be the first piece of text and the first part of the adverts that both customers and non-customers will read, instantly making an impact and influence on them. By first judgement, the public will believe that these cigarettes have the ability to take away the temptation of ‘reaching’ for unhealthy items and will therefore lower the possibility of making them overweight.

This type of advertisement happened throughout the cigarette industry and the spread of ignorance went further than bold eye catching slogans. Camel (another brand of cigarette producers) used false information about the medical industry to promote their cigarette, ‘more doctors smoke Camels than any other cigarette.’ Using doctors and the language of health, instantly makes a positive impact on the public, making an impression that cigarettes do more good than harm for a persons body.
Throughout the campaign a common theme has been represented through the physical appearance of both the men and the women. Clearly Lucky Strike has exploited the beauty standards of the 1930’s and placed them on the front of their campaign. The women are represented as pale, slender, rosy cheeked, short haired, red lipped and the men as pale, dark slicked back hair, and athletic. This technique aims to make the public jealous or wanting of the appearance represented on these adverts. Women and men are expected to want this figure and appearance. Because of the advert they will associate this figure and appearance with smoking Lucky Strikes, which is the aim of the company. They will then buy the product purely off the basis that beautiful women and handsome men also smoke the product and also because of the theory that smoking will maintain their appearance.

Not only do the physical features of the women appeal to the public but the facial expressions. The women are represented as calm and soothed, implying that a Lucky Strike cigarette was able to make them comfortable and was soothing to smoke. They often advertise this as ‘against irritation’ because it comforts the public to know that there are no health risks. This is evidence of spreading ignorance because it is known that cigarettes are one of the biggest causes of ‘irritation’ and ‘cough.’ (treato.com – ‘smoking and throat irritation’ and healthline.com). Yet Lucky Strike continued to place this on their advertisement.

The men however are advertised differently; instead of being calm and soothed many of the men on the adverts were featured partaking in an activity of some kind (running, jumping). As men were imaged as more athletic and sporty, it was important that advertisements touched upon this concern and suggested that it could make them even more athletic. Therefore on the advertisement they inferred that when smoking cigarettes a person becomes leaner and muscular, with the ability of bettering their sporting ability. Even though cigarettes cause
breathing issues, which lead to a decrease in physical ability, they continued to promote this positive affect. They even quoted in 1929 that ‘Many prominent athletes smoke Luckies all day long with not harmful affects.’ This therefore demonstrates a perfect example of the spread of ignorance among the public, from secondary sources like (healthline.com and NHS Digital) the consequences of smoking cigarettes are clearly identified and correlate with heart, lung and cancerous diseases. Which indicates falseness in this statement.

In this campaign when Lucky Strike advertise to women they focus on the importance of a slim and slender body, but for the men they adjust this to focus on their health, especially the way it affects their voice. By emphasising ‘it’s toasted’ on an advert directed towards men rather than directed to women, implies that men care more about having a voice over women and are considered in control.

‘It’s toasted’ is a statement that serves the purpose of letting customers and the public know that it tastes better than other cigarettes from other cigarette companies. Even though all companies toasted their tobacco it didn’t faze Lucky Strike one bit, and they continually put this on their packets and advertisements.

The reason this is controversial is due to the boldness and emphasis on this statement when they are advertising to men instead of women. Also underneath this in larger font is ‘Your throat protection – against irritation – against cough’ this infers that it is more important that men acknowledge these statements more than women.

In the early 1930’s women were considered weaker than men and weren’t acknowledged, as successful members of society compared to men, therefore didn’t get much of a voice.
Table 1: Language of ignorance used in a range of adverts.
(Check appendix II)

<table>
<thead>
<tr>
<th>Language used</th>
<th>How many times</th>
<th>Example</th>
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<tbody>
<tr>
<td>Protection</td>
<td>4</td>
<td>‘your throat protection’</td>
</tr>
<tr>
<td>Against irritation</td>
<td>6</td>
<td>‘no throat irritation’</td>
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<tr>
<td></td>
<td></td>
<td>‘against irritation’</td>
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<td></td>
<td></td>
<td>‘doctors state…’</td>
</tr>
<tr>
<td>Against cough</td>
<td>6</td>
<td>‘No cough’</td>
</tr>
<tr>
<td></td>
<td></td>
<td>‘against cough’</td>
</tr>
<tr>
<td>Its toasted</td>
<td>7</td>
<td>‘its toasted’</td>
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In the late 1920’s and early 1930’s a mans value for health and taste a long with a woman’s desire for a slender figure was able to project Lucky Strike into market leadership with over 40 billion sales. This was considered one of the most successful campaigns for the cigarette industry and even other businesses. It can be credited to the link and attack Lucky Strike made on the social norms in their advertisements.
This campaign was first proposed and released the following years after the war. These adverts focused predominately on the happiness of the customers; this could be seen as an attempt to exploit both the tragedy of the war and the joyousness of winning it. Of course there are varying adverts, which target the men and women of the era, but both sets have a occurring theme of happiness and female or male models ‘having the time of their life.’

The focal points of the ‘Be Happy – Go Lucky’ advertisements are the young, attractive, fun models placed centrally on the adverts. During the war women were required to ‘fill a man’s shoes’ and essentially work in place of men. This is because men of all ages were sent into war and women were then required to take over their jobs at factories or on farms for example. Jobs that were usually attributed to men had to be done by women and therefore after the war there was a huge push on equality among genders (Historyandpolicy.org – ‘Unequal Britain’). Women now expected to be treated equally both
socially and in the work place to men. That is why advertisements in the early 1950’s like the Lucky Strike advertisements were female orientated and focused on more active and young female models.

In the adverts of this campaign the women are seen being active, either skiing, dancing, going to the beach, fishing and others. This can be analysed as a link to the capability of women as they demonstrated when working when and where men couldn’t. If compared to adverts from the ‘reach for a lucky instead’ campaign before the war, instead of the models being calm, comfortable and middle aged they have become young and active, once again showing the change of social norms in society, and how companies have changed their advertising strategies in order to appeal and attract women toward their brand of cigarette. Women were so important to the cigarette industry that the *United States Tobacco Industry* concluded that ‘A massive potential market still exists among women, cigarette industry leaders agreed, acknowledging that recruitment of these millions of prospective smokers comprises the major objective for the immediate future and on a long term basis as well’

Table 2: Language and diagrams used to represent activeness, happiness and equality amongst men and women. (See appendix I)

<table>
<thead>
<tr>
<th>Language or diagrams used</th>
<th>How many times</th>
<th>Example</th>
</tr>
</thead>
</table>
| Happy                    | 10             | ‘Be happy’  
‘if you’re not happy...’ |
| Enjoy                    | 6              | ‘Enjoy your cigarette’ |
| Perfect                  | 6              | ‘Perfect blend’ |
| Diagrams showing activeness | 4            | ‘Woman fishing’  
‘Woman skating’  
‘Women dancing’s |
| Diagrams showing cooperation between men and women | 2 | ‘Cooking together’  
‘Helping each other to light a cigarette |
Women were such an important audience that even when Lucky Strike advertisements included men they were always modelled and pictured next to women. Once again emphasising the social importance of women and how they shouldn’t be thought of differently or separate to men. What can also be identified in these advertisements is the co-operation between the men and women. Most of the adverts throughout this campaign that feature both men and women as the focal points demonstrate different degrees of teamwork and co-operation. This can be attributed to the significant effort of both the men and the women during WWII. American corporations actually used this technique during and after the war, where they would boast and demonstrate their success and positivity during and after the war. These types of ads would be considered as ‘brag ads.’ These were adverts where the main intent focused on promoting the merits of a corporation, the product or service than on encouraging patriotism or support of the war effort. Advertisements like this would often play of superficial patriotism or even blatant false claims about their contribution towards the war. Lucky Strike uses this technique and type of advertisement to demonstrate what they delivered to society after the war, which is co-operation and in some cases equality between men and women. This is just another example of the spread of ignorance in cigarette companies.

Another aspect of this campaign and the adverts within it is the difference in colour between the two different campaigns. When they used life like drawing and cartoons on their advertisements the colours are brighter and create scenery and backgrounds for the image. Colour is used to attract and capture the attention of its audience and the target customers. Colour can often be attributed to emotion and in this case it shows happiness, which seems to be the common theme throughout this advert (theblurgroup.com – ‘impact of colour in advertisement and marketing’). The slogan, the description, the colour and the women in the adverts all promote the concept of being happy. First of all the slogan ‘Be Happy – Go Lucky’ has the word ‘be happy’ but what’s especially interesting about this slogan is the idea that in order to be happy you should smoke a Lucky Strike cigarette. This is a similarity that can be seen between this advert and the ‘reach for a lucky instead’ advert. Both campaigns suggest that Lucky Strike Cigarettes are able to achieve certain goals, like being slender or being happy. A long the different campaigns Lucky Strike has utilised this strategy which aims to allude their customers with different affects smoking will have on them, without actually claiming the health benefits outright.
In the ‘Be Happy – Go Lucky’ campaign Lucky Strike targeted the younger, teen market. Where they featured colourful, youthful, predominately female models having the time of their lives. This change in target audience could be due to the health benefit issues that arose through further studies of smoking cigarettes. Younger and more active models created an image that they made a person healthier than ever, and could lead people to thinking that they make a person healthier and maybe even look younger in the process. Utilising young and active images of females and even men, lead to the dismissal of the new facts that presented themselves about the unhealthy affects of smoking. Not only this but most of the imagery has shown both the women and men performing various sports, which again demonstrates the magical benefits of smoking and how they enhance a persons sporting ability. Lucky Strike are intelligent for using this strategy because they can include whatever details they wish on their advertisements, even if this information and the details are false they can include them as long as they do not claim this information outright. This is a blatant way Lucky Strike and many corporations have spread ignorance amongst the public. That is why presently when companies advertise products such as medicine; they must declare all the side affects in order to remain legal and therefore making it difficult for customers to sue the company for false information.

The tactic of using younger models could also be because Lucky Strike realised them as the future target audience and after the war they were the most populous age of people. Advertising to them would allow sales to continue long term because they would be smoking the cigarettes for a longer period of time. What could also be taken from this is that Lucky Strike saw it as an opportunity to further promote a cigarettes health benefits instead of relying on claims that ‘20,679 doctors’ said it was healthy, which could be easily identified as false.

The reason for the change from blatant to subtle false information was because of different claims and evidence that showed an increase cancer in 1962, which correlated with cigarette advertisement and therefore smoking. ‘Cigarette advertisements and cancer deaths had both increased in 1962 and this showed the lack of response by the industry to a major national problem.’

Even though Lucky Strike didn’t employ this as one of their major advertising techniques, they were still apart of the industry that first started using specific race advertising. Lucky Strike in both campaigns advertised heavily to a Caucasian audience, which can demonstrate what type
of society people lived in and created in the 1950’s but nearly the end of this decade cigarette companies started targeting specific races as they grew in population in what would be considered as Caucasian areas. Lucky Strike used African American women as focal points in some of their ‘Be Happy – Go Lucky’ adverts but some campaigns were more blatant about their aims, some companies would make it the sole focus of their campaigns. A report written around the 1960’s by Arthur Little shows that the industry was targeting consumers by race. The report states ‘there must be a racial slant in the marketing efforts...Spanish and Negro groups like to purchase only the best of everything – they are not looking for bargains.

Conclusion

To conclude the campaign ‘reach for a lucky instead’ and adverts that were produced before the war were focused on the health aspect of smoking a cigarette, women were advertised too by encouraging them to smoke for a slender figure. Men were advertised too by showing them the quality in taste of the cigarette and how it benefitted their throat and voice instead of weakening and irritating their throat. In relation to the research question there were clear signs of ignorance being spread. In these adverts it was through false information and inferring to the magical health benefits cigarettes. The advertisements would infer that cigarettes were able to keep women away from being overweight; they were able to do this by showing them an image of a ‘heartless shadow’ behind a slim woman. They also used techniques like including doctor notes and statistics like ‘20,679 doctors’ confirmed the healthy aspect of cigarettes.

Whereas the advertisements in the campaign ‘Be Happy – Go Lucky’ focused on triggering emotions through smoking cigarettes, predominately happiness. It also focused on a younger more active audience rather than a calm, older audience. It does this by centralising a young and sporty model on the advert, this is done because Lucky Strike realised this generation as their long-term audience because they will be smoking their cigarettes for a longer period of time and because they are the most populous generation of people after the war. Not only this, but the campaign supports and stars women as the focal point for many of the advertisements. After the war the skill and importance of a woman working in different industries was noticed because they had to do it during the war as the men were sent to the front lines. Therefore Lucky Strike capitalised on the appreciation women would have for being centralised in a major industries campaign and advertisements.
But once again this campaign also shows subtle signs of spreading ignorance. Yet again they played upon the magical affects cigarettes would have on a persons health and this time it included the ability to make a person happy. The campaign also inferred that cigarettes were able to make a person more active, which is indicated by the models partaking in different sports.