

Date: 1930

Brand: Lucky Strike

Manufacturer: American tobacco Company

Campaign: 20,679

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 20,679 Physicians Say Luckies are Less Irritating

Key Words: Doctor, survey, throat

Quote:

Comment: We have chosen this image of the smiling, benign, and all knowing physician who exudes reassurance to a public worried about the health consequences of smoking as the iconic image of our exhibit.



Date: 1930

Brand: Lucky Strike

Manufacturer: American tobacco Company

Campaign: 20,679 Physicians

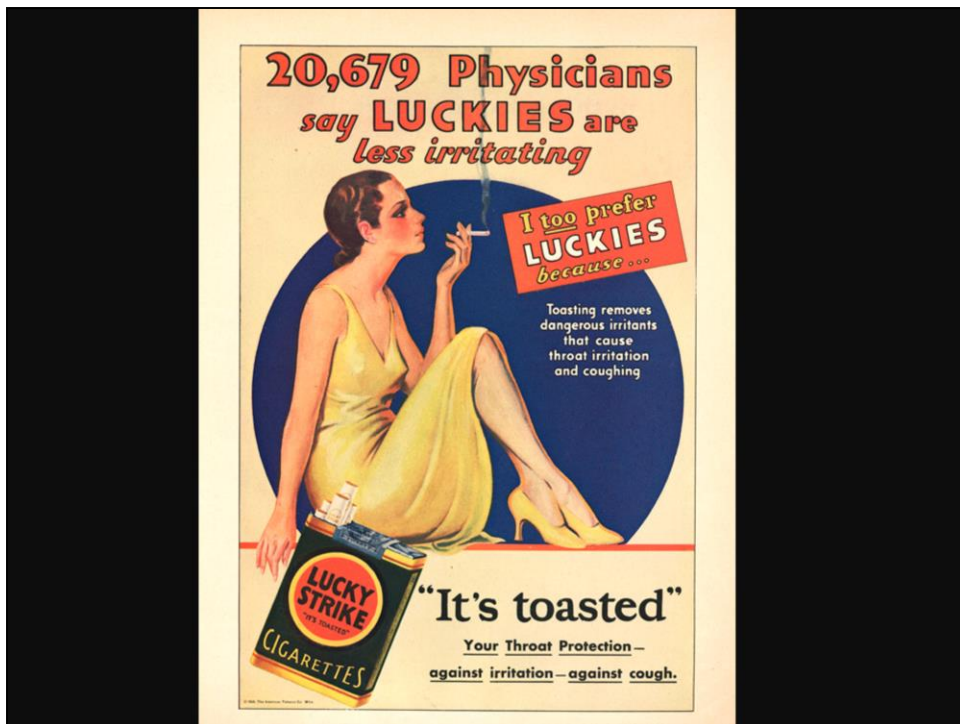
Theme: Doctors, dentists, & nurses smoking

Key Phrase: 20,679 Physicians Say Luckies are Less Irritating

Key Words: Doctor, survey, throat, It's toasted

Quote: "Your throat protection - against irritation - against cough"

Comment: Not the color coordination of this elegant woman's dress with the green Lucky pack.



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Theme: Doctors, dentists, & nurses smoking

Key Phrase: 20,679 Physicians Say Luckies are Less Irritating

Key Words: Doctor, survey, throat, It's toasted

Quote: "Your throat protection – against irritation – against cough"

Comment: In the late 1920's, the American Tobacco Company began an enormous campaign to lure potential women smokers

September, 1927

# 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,  
"Noad"  
French Orator,  
writes:  
"I have found your Lucky Strike Cigarettes very agreeable. They do not burn my throat in the least and are very soothing to my voice."

*J. Caillaux*

\*9651 DOCTORS CALLED BY MAIL TO ANSWER QUESTIONS CONCERNING LUCKY STRIKE CIGARETTES. THESE FIGURES ARE BASED ON THE ANSWERS OF 9651 DOCTORS WHOSE NAMES ARE LISTED IN THE LITTON, BROS. CO. & MONTGOMERY NEW YORK, NEW YORK, 1927.



Date: 1927

Brand: Lucky Strike

Manufacturer: American tobacco Company

Campaign: 9651 Doctors

Theme: Doctors, dentists, & nurses smoking

Key Phrase: Smoking and throat protection as viewed by 9651 doctors

Key Words: Doctor, survey, throat, It's toasted

Quote: ". . . represent the opinion and experience of doctors, those whose business it is to know"

Comment: Of course, few if any doctors surveyed had any expertise qualifying them to judge the effectiveness of a heat curing process in purportedly removing chemical irritants for cigarette smoke.

THE AMERICAN MAGAZINE for December, 1927 107



Alice Brady,  
Charming American Actress,  
advises:

"My work on the stage may appear easy to an audience but, as a matter of fact, it is very strenuous. Now and then I indulge in a cigarette for relaxation and pleasure. I use Lucky Strikes, as I find they not only protect my voice but afford me the greatest amount of genuine enjoyment."

*Alice Brady*

**Smooth, mellow, fragrant**  
And 11,105\* doctors say Lucky Strikes  
prevent throat irritation

WHAT is the quality that Antonio Scotti, Rosa Raisa, Lawrence Tibbett, Leon Rothier, Florence Macbeth, Holbrook Blinn, Alice Brady, and other famous singers, actors, broadcasters and public speakers have found that makes LUCKY STRIKES delightful and of no possible injury to their voices?

For the answer we turned to medical men and asked them this question:

*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.

\*We hereby certify that we have examined 11,105 signed cards confirming the above statement. LYBRAND, with name of physician, Accountant and Auditor New York, July 30, 1927.

Date: 1927

Brand: Lucky Strike

Manufacturer: American tobacco Company

Campaign: 11,105 Doctors

Theme: Doctors, dentists, & nurses smoking

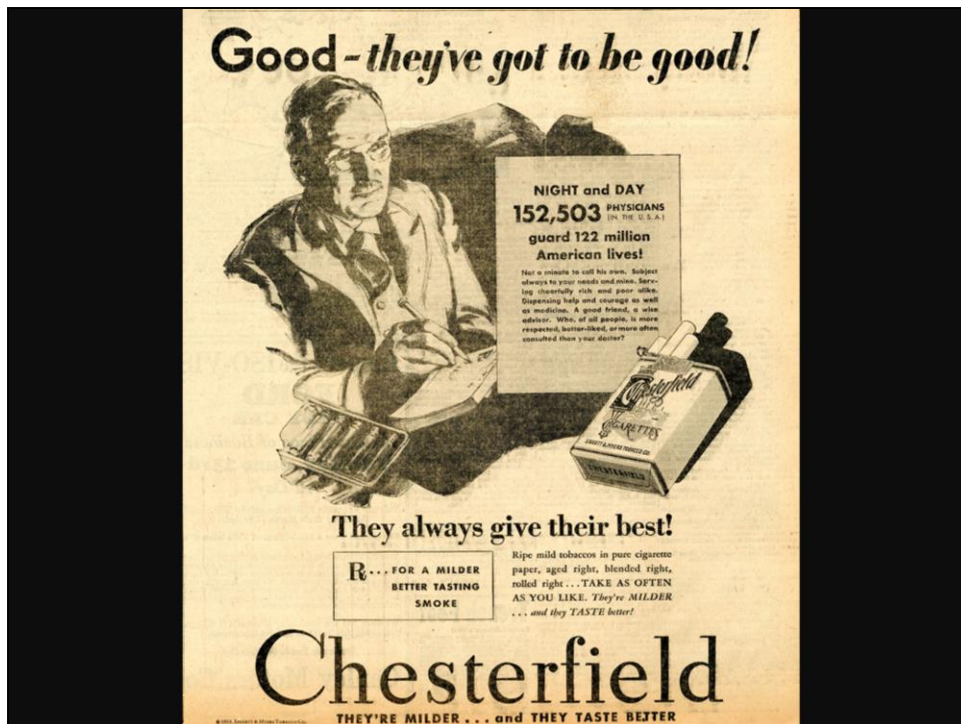
Key Phrase: Smooth, mellow, fragrant. And 11,105 doctors say Lucky Strikes prevent throat irritation

Key Words: Doctor, survey, throat, It's toasted

Quote: "We certify that we have examined 11,105 signed cards confirming the above statement. Lybrand et al, Accountant and Auditors."

Comment: The doctor cigarette in hand, looks like he is dressed for the late nineteenth century. Pre-filled out signature cards with marketing department authored testimonial copy,, presumably exchanged for a gift such as a free carton of cigarettes. This dd represents a transition from testimonials to the doctor campaign. Companies often combined old copy with new copy during transition between campaigns.





Date: 1931

Brand: Chesterfield

Manufacturer: Liggett & Myers Tobacco Company

Campaign: Good – they’ve got to be good.

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 152,503 Physicians guard 122 million American lives

Key Words: Doctor, survey

Quote: *“They always give their best” “Not a minute to call his own. Subject always to your needs and mine. Serving cheerfully rich and poor alike. Dispensing help and courage as well as medicine. A good friend, a wise advisor.*

Comment: Speckled physician writes a prescription. The subliminal message is that he is prescribing Chesterfields. In the late 1940s, Philip Morris used a similar motif, but the their brand name actually appeared on the prescription pad (see targeting doctors).



Date: 1931

Brand: Chesterfield

Manufacturer: Liggett & Myers Tobacco Company

Campaign: Good – they've got to be good.

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 110,108 Druggists and pharmacists

Key Words: Pharmacist, survey, pure

Quote: "What a bother life would be without the corner druggist."

Comment: Today most leading drug store chains prominently sell cigarettes. Often, hundreds of packs visually striking are artistically arranged on the wall behind the check out counter



Date: 1928

Brand: Lucky Strike

Manufacturer: American tobacco Company

Campaign: Cream of the Crop

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 20,679 doctors

Key Words: Doctor, survey, throat, Compson, It's toasted

Quote: "20,679 doctors in 1928, 10,264 in 1927"

Comment: This celebrated motion picture star can maintain her acting voice smoking Luckies





Date: 1928

Brand: Lucky Strike

Manufacturer: American tobacco Company

Campaign: Cream of the Crop

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 20,679 doctors

Key Words: Doctor, survey, throat, It's toasted

Quote: *"No wonder more and more doctors - 20,679 to be exact—approve the toasting practice"*

Comment: This celebrated master of ceremonies can maintain his public speaking despite smoking Luckies



Date: 1928

Brand: Lucky Strike

Manufacturer: American tobacco Company

Campaign: Cream of the Crop

Theme: Doctors, dentists, & nurses smoking

Key Phrase: 20,679 doctors

Key Words: Doctor, survey, throat, It's toasted

Quote: "20,679 doctors state that Lucky strike is free from all throat irritants."

Comment: This celebrated international comedian can maintain his humorous voice despite smoking Luckies



