

It's Fun to be Fooled

This campaign is opposition to Lucky Strikes "It's Toasted" campaign. Camels are moist due to their cellophane wrap ("humidor"), Luckies are "Dried – out." The message is don't be fooled by our competitor's tricks.

Marilyn E. Jackler Memorial Collection of Tobacco Advertisements AC1224



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1933_Jun
No Tricks - Compare with Others - for Throat-ease.



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1933_May 27

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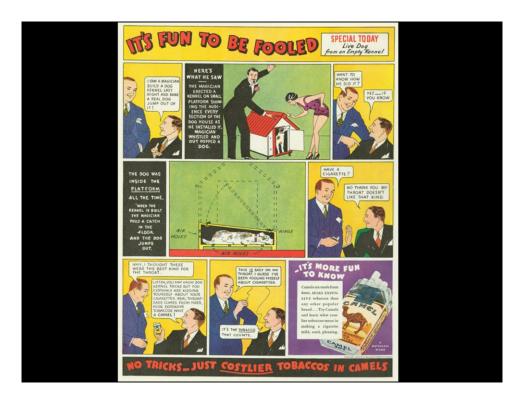
1933_Apr 1st



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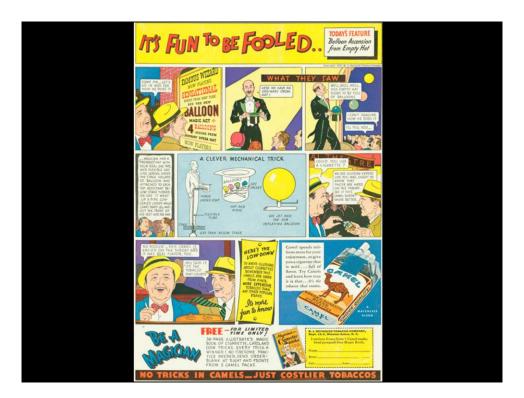
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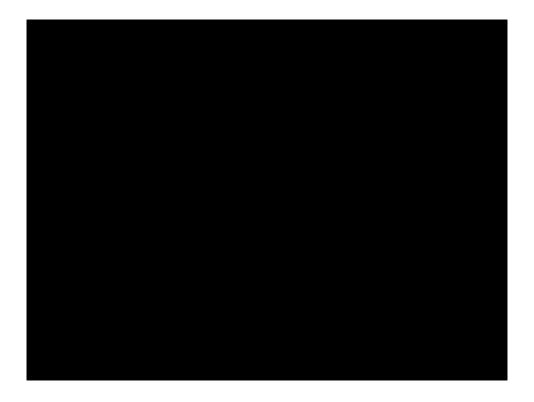
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