



1951

Cheerleader: Be Happy - Go Lucky



1951



1951

THE SATURDAY EVENING POST

A smoke at breakfast time tastes swell,
Especially camping out,
And Luckies taste the best of all—
Of that, friend, there's no doubt!
(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. So, for the
best-tasting cigarette you ever smoked, Be
Happy—Go Lucky! Get a carton today.

We welcome all new girl marines
who come to Quantico.
Just the most men out here, I go
For Lucky Strike you know!
(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

LUCKY STRIKE
CIGARETTES
L.S./M.F.T.

**BUY
U.S. DEFENSE
BONDS**

1951 Sep 15



1951



1951 Jan_20



1951



1950 Oct



1951



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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, mellow, more enjoyable taste of a Lucky... and for two important reasons.

First, L.E.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 these 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!

Buy the Lucky carton—today!

PRODUCT OF The American Tobacco Company
AMERICA'S LEADING MANUFACTURER OF CIGARETTES

1952Jun

Cheerleader: Be Happy - Go Lucky

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!

Brand	Rank
Camel	C
Winston	D
Parliament	B
555	A
Lucky Strike	1

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!

PRODUCT OF The American Tobacco Company
AMERICAN LEADING MANUFACTURER OF CIGARETTES



1952

The this young college student has PA (Pipe Appeal) in the eyes of the admiring young coed.

Be Happy-GO LUCKY!

**Here's why
Luckies taste better!**



You get better taste from fine tobacco, and L.S./M.F.T.—Lucky Strike means fine tobacco... fine, mild, good-tasting tobacco. There's no substitute for fine tobacco—and don't let anybody tell you different!



NO LOOSE ENDS

ALWAYS ROUND AND FIRM

FULLY PACKED FOR SMOOTH, SILENT SMOKING

What's more, Luckies are made better—no mold, no dirt, so fully packed—so free and easy on the draw. Always, in all ways, you can depend on Luckies for better quality! These are facts—verified and documented.

QUALITY COMPARISON—5 PRINCIPAL BRANDS
Based on tests certified to be impartial, fair and identical.
Verified by leading laboratory consultants.



LUCKY STRIKE

CIGARETTES

L.S./M.F.T.

"In our judgment the above bar graph accurately and reliably depicts the relative quality of these brands. It is our conclusion that Lucky Strike is the best-made of these five major brands."
(Signed) Frouling and Robertson, Inc., Richmond, Va.

"We confirm that in our opinion the properties measured are all important factors affecting the taste of cigarette smoke. We do verify that the above chart correctly shows that Lucky Strike ranks first in quality."
(Signed) Frank D. Smith, Inc., New York, N. Y.

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1952 Aug30

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1952 Jul26

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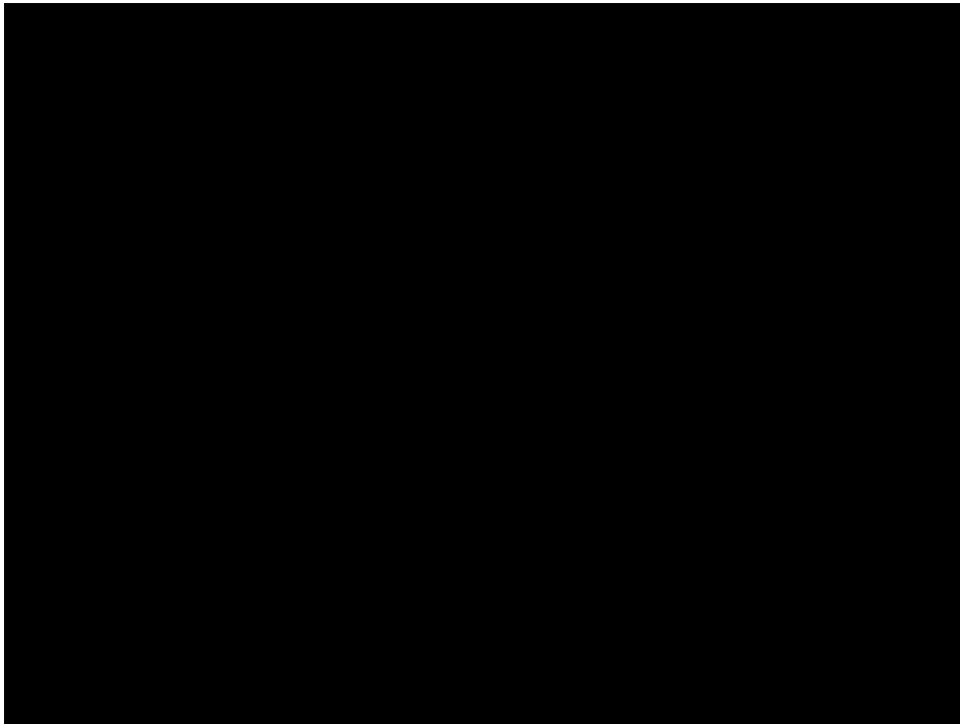


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