

CHOOSE YOUR LUCK

1. Read this 1929 advertisement for cigarettes, from the 100 Greatest Advertisements 1852-1958, by Julian Lewis.

**"Light a Lucky
and you'll never miss sweets
that make you fat"**

Constance Talmadge

Constance Talmadge,
Charming Motion
Picture Star

Instead of eating between meals... instead of fattening sweets... beautiful women keep youthful slenderness 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 flavour. That's why LUCKIES are a delightful alternative for fattening sweets. That's why there's a 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 steady their nerves and do not harm their physical condition. They know that LUCKY STRIKE is the favourite cigarette of man 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.

© 1929, The American Tobacco Co. Manufacturer

Constance Talmadge radio hash-up every Saturday night through the National Broadcasting Company's network.
The Lucky Strike Dance Orchestra in "The Tonic that made Broadway, Broadway."



Write T (true) or F (false).

- The ad claims that cigarettes are bad for your health
- The ad links smoking with staying thin
- The ad states that their cigarettes are sweet
- The ad is addressed to men
- The ad is addressed to women
- The ad is addressed to athletes

What stereotypical idea does the ad use to target women?

- That all women would like to be athletes
- That all women would like to be thin
- That both women and men should eat healthy
- That all women like sweet cigarettes

Do you think they would have used the same tactic to target men? What would they have used?

What do you think about the ad?

Nowadays cigarette advertising is banned on television for health reasons. Do you think it is a good idea? Why?

Are there any other products that you think should not be advertised on television? Which? Why?

2. After reading the advertisement for cigarettes and thinking about what you know about the effects of smoking, how would you turn the ad into a useful prevention campaign?

"Light a Lucky and you will never

As soon as you light a lucky you

Light a Lucky and by the time you're 40 you will



When you light a Lucky

Light a Lucky and, instead of

you'll

ARE YOU REALLY

LUCKY?