

COLLECTIONS IN THE CLASSROOM

Lucky Strike Advertisement, Gerald Leake, 1945



ERA

WWII

THEMES

Tobacco, Industry, Economics

CITATION INFORMATION

Lucky Strike Advertisement,
1945, Gerald Leake,
V.2021.18,
The Valentine.

ESSENTIAL QUESTIONS

1. How did tobacco influence Richmond's development?
2. How do advertisements persuade people?
3. Why do you think this work is often referred to as the "Tobacco Genie"? How would that influence people to buy Lucky Strike?

CONTEXT

In the 1940s, the Lucky Strike cigarette factory on Richmond's Tobacco Row had the capacity to make 100 million cigarettes per day. In 1945, the American Tobacco Company commissioned this painting for a Lucky Strike advertising campaign. Officially untitled, the work has been called the "Tobacco Genie," highlighting the idea of small tobacco farmers as the force behind Lucky Strike's internationally known cigarettes.

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