

*Consider your Adam's Apple!!**

Don't Rasp Your Throat With Harsh Irritants

"Reach for a LUCKY instead"

What effect have harsh irritants present in all raw tobacco upon the throat? A famous authority, retained by us to study throat irritation says:

"The tissues above and below the vocal chords and the vocal chords themselves may become acutely or chronically congested as a result of the inhalation of irritating fumes in the case of chemists for example."

LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobacco. We sell these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. So *Consider your Adam's Apple*—that is your larynx—your voice box—it contains your vocal chords. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Reach for a LUCKY instead.

LUCKIES are always kind to your throat

Heigl Befinger
NEW YORK, N. Y.

"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifies

Your Throat Protection—against irritation—against cough

LUCKY STRIKE CIGARETTES

THE LUCKY STRIKE CIGARETTE COMPANY
NEW YORK, N. Y.

1931

Don't Rasp Your Throat With Harsh Irritants

Your throat protection - against irritation - against cough.

*Consider your Adam's Apple!!**

Don't Rasp Your Throat With Harsh Irritants

**"Reach for a
LUCKY instead"**

Place your finger on your Adam's Apple. You are actually touching your larynx — this is your voice box — it contains your vocal chords. When you consider your Adam's Apple, you are considering your throat — your vocal chords.

What is the effect of modern Ultra Violet Rays upon tobacco? Dr. E. E. Free, one of America's well-known scientists, who was retained by us to study Lucky Strike's manufacturing process, addressing the Illuminating Engineering Society, said:

"The essential effect of the Ultra Violet is the production of better tobacco and of cigarettes regarded by virtually all smokers who have tasted them as milder and with a lower tendency to cause throat irritation."

Here in America LUCKY STRIKE is the only cigarette that employs Ultra Violet Rays in connection with its exclusive "TOASTING" Process — the only cigarette that brings you the benefits of the exclusive "TOASTING" Process which expels certain harsh irritants present in all raw tobacco.



"It's toasted"
Including the use of Ultra Violet Rays
Sunshine Mellowers — Heat Purifies

Your Throat Protection — against irritation — against cough

LUCKIES are always kind to your throat

Estelle Skinner
NEW YORK, N. Y.

*Consider your Adam's Apple!!**



**Don't Rasp
Your Throat
With Harsh
Irritants**

*"Reach for a
LUCKY instead"*

Eve started it and the daughters of Eve inherited it. Eve gave Adam the apple, and it seems that Adam must have passed it on. For every man and every woman has an Adam's Apple. It is your larynx - your voice box - containing your vocal chords - Don't rasp your throat with harsh irritants - Reach for a LUCKY instead - Be careful in your choice of cigarettes.

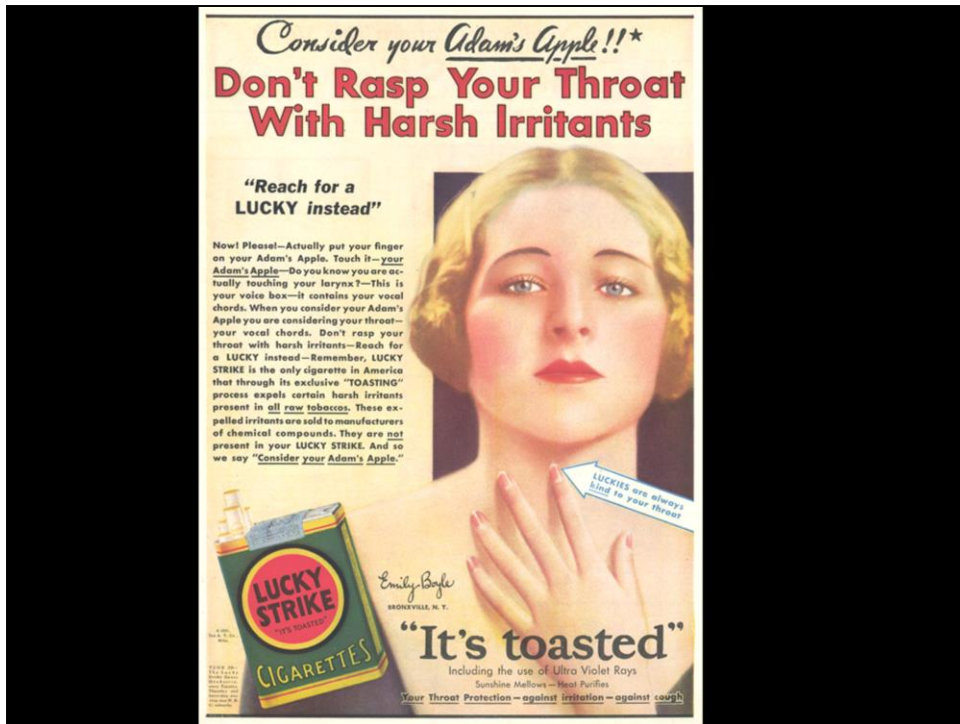
Remember, LUCKY STRIKE is the only cigarette in America that through its exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say "Consider your Adam's Apple."

"It's toasted"
Including the use of Ultra Violet Rays

Sunshine Maltins - Heat Purifiers

Your Throat Protection - against irritation - against cough

7-10-10-11-12-13-14-15-16-17-18-19-20-21-22-23-24-25-26-27-28-29-30-31-32-33-34-35-36-37-38-39-40-41-42-43-44-45-46-47-48-49-50-51-52-53-54-55-56-57-58-59-60-61-62-63-64-65-66-67-68-69-70-71-72-73-74-75-76-77-78-79-80-81-82-83-84-85-86-87-88-89-90-91-92-93-94-95-96-97-98-99-100-101-102-103-104-105-106-107-108-109-110-111-112-113-114-115-116-117-118-119-120-121-122-123-124-125-126-127-128-129-130-131-132-133-134-135-136-137-138-139-140-141-142-143-144-145-146-147-148-149-150-151-152-153-154-155-156-157-158-159-160-161-162-163-164-165-166-167-168-169-170-171-172-173-174-175-176-177-178-179-180-181-182-183-184-185-186-187-188-189-190-191-192-193-194-195-196-197-198-199-200-201-202-203-204-205-206-207-208-209-210-211-212-213-214-215-216-217-218-219-220-221-222-223-224-225-226-227-228-229-230-231-232-233-234-235-236-237-238-239-240-241-242-243-244-245-246-247-248-249-250-251-252-253-254-255-256-257-258-259-260-261-262-263-264-265-266-267-268-269-270-271-272-273-274-275-276-277-278-279-280-281-282-283-284-285-286-287-288-289-290-291-292-293-294-295-296-297-298-299-300-301-302-303-304-305-306-307-308-309-310-311-312-313-314-315-316-317-318-319-320-321-322-323-324-325-326-327-328-329-330-331-332-333-334-335-336-337-338-339-340-341-342-343-344-345-346-347-348-349-350-351-352-353-354-355-356-357-358-359-360-361-362-363-364-365-366-367-368-369-370-371-372-373-374-375-376-377-378-379-380-381-382-383-384-385-386-387-388-389-390-391-392-393-394-395-396-397-398-399-400-401-402-403-404-405-406-407-408-409-410-411-412-413-414-415-416-417-418-419-420-421-422-423-424-425-426-427-428-429-430-431-432-433-434-435-436-437-438-439-440-441-442-443-444-445-446-447-448-449-450-451-452-453-454-455-456-457-458-459-460-461-462-463-464-465-466-467-468-469-470-471-472-473-474-475-476-477-478-479-480-481-482-483-484-485-486-487-488-489-490-491-492-493-494-495-496-497-498-499-500-501-502-503-504-505-506-507-508-509-510-511-512-513-514-515-516-517-518-519-520-521-522-523-524-525-526-527-528-529-530-531-532-533-534-535-536-537-538-539-540-541-542-543-544-545-546-547-548-549-550-551-552-553-554-555-556-557-558-559-560-561-562-563-564-565-566-567-568-569-570-571-572-573-574-575-576-577-578-579-580-581-582-583-584-585-586-587-588-589-590-591-592-593-594-595-596-597-598-599-600-601-602-603-604-605-606-607-608-609-610-611-612-613-614-615-616-617-618-619-620-621-622-623-624-625-626-627-628-629-630-631-632-633-634-635-636-637-638-639-640-641-642-643-644-645-646-647-648-649-650-651-652-653-654-655-656-657-658-659-660-661-662-663-664-665-666-667-668-669-670-671-672-673-674-675-676-677-678-679-680-681-682-683-684-685-686-687-688-689-690-691-692-693-694-695-696-697-698-699-700-701-702-703-704-705-706-707-708-709-710-711-712-713-714-715-716-717-718-719-720-721-722-723-724-725-726-727-728-729-730-731-732-733-734-735-736-737-738-739-740-741-742-743-744-745-746-747-748-749-750-751-752-753-754-755-756-757-758-759-760-761-762-763-764-765-766-767-768-769-770-771-772-773-774-775-776-777-778-779-780-781-782-783-784-785-786-787-788-789-790-791-792-793-794-795-796-797-798-799-800-801-802-803-804-805-806-807-808-809-810-811-812-813-814-815-816-817-818-819-820-821-822-823-824-825-826-827-828-829-830-831-832-833-834-835-836-837-838-839-840-841-842-843-844-845-846-847-848-849-850-851-852-853-854-855-856-857-858-859-860-861-862-863-864-865-866-867-868-869-870-871-872-873-874-875-876-877-878-879-880-881-882-883-884-885-886-887-888-889-890-891-892-893-894-895-896-897-898-899-900-901-902-903-904-905-906-907-908-909-910-911-912-913-914-915-916-917-918-919-920-921-922-923-924-925-926-927-928-929-930-931-932-933-934-935-936-937-938-939-940-941-942-943-944-945-946-947-948-949-950-951-952-953-954-955-956-957-958-959-960-961-962-963-964-965-966-967-968-969-970-971-972-973-974-975-976-977-978-979-980-981-982-983-984-985-986-987-988-989-990-991-992-993-994-995-996-997-998-999-1000

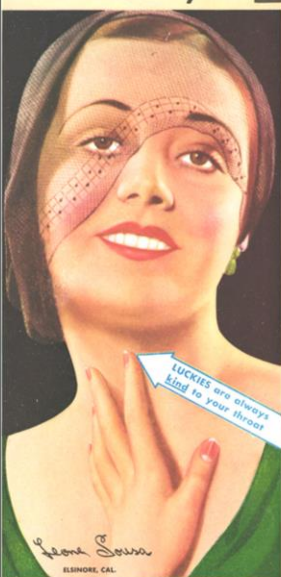


1931

Don't Rasp Your Throat With Harsh Irritants

Your throat protection - against irritation - against cough.

*Consider your Adam's Apple!!**



**Don't Rasp
Your Throat
With Harsh
Irritants**

"Reach for a LUCKY instead"

The great Lord Tennyson in a beautiful poem refers to a woman's Adam's Apple as "The warm white apple of her throat." Consider your Adam's Apple. Touch it—your Adam's Apple—that is your larynx—your voice box—it contains your vocal chords. When you consider your Adam's Apple you are considering your throat—your vocal chords. Protect the delicate tissues within your throat. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants! Reach for a LUCKY instead. Here in America LUCKY STRIKE is the only cigarette which brings you the added benefit of the exclusive "TOASTING" Process, which includes the use of modern Ultra Violet Rays. It is this exclusive process that expels certain harsh irritants present in all raw tobaccos. These expelled irritants are sold to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. And so we say "Consider your Adam's Apple."

LUCKIES are always kind to your throat



"It's toasted"
Including the use of Ultra Violet Rays
Sunshine Mellow—Heat Purifies
Your Throat Protection—against irritation—against cough

Leon Seiner
ELIZABETH, CAL.

Oct 1931

*Consider your Adam's Apple!!**
**Don't Rasp Your Throat
With Harsh Irritants**

*"Reach for a
LUCKY instead"*

Everyone has an Adam's Apple—
every man—every woman has one.
Touch your Adam's Apple with your
finger. You are actually touching your
larynx—this is your voice box—it
contains your vocal chords. When
you consider your Adam's Apple, you
are considering your throat—your
vocal chords.

*LUCKIES are always
kind to your throat*

*"TOASTING" equals certain harsh
irritants present in all raw tobacco.
These expelled irritants are still
present in your LUCKY STRIKE—The
modern cigarette. We call these ex-
pelled irritants to manufacturers of
chemical compounds. Everyone knows
that smoking mellowers—that's why
the "TOASTING" Process includes the
use of Ultra Violet Rays. LUCKY STRIKE
—made of the finest tobacco—the
Grown of the Crop—THE "IT'S
TOASTED"—an extra, smart and ex-
clusive heating process. It is this pro-
cess that expels these harsh irritants.
No wonder 20,679 American physi-
cians have stated LUCKIES to be less
irritating. No wonder LUCKIES are
always kind to your throat. And so we
say "Consider your Adam's Apple."
Be careful in your choice of cigarette.*

It's toasted

Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifies
Your Throat Protection—against irritation—against cough

*LUCKY STRIKE
CIGARETTES*

Bobo Sherbo
SAN JOSE, PORTO RICO

TOBACCO IN-
cludes nicotine
tar and other
chemicals known
to cause cancer
and lung disease
when inhaled.
© 1971 R.J.R.T.C.

*Consider your Adam's Apple!!**

**Don't Rasp Your Throat
With Harsh Irritants**

"Reach for a LUCKY instead"

What is the effect of irritation upon the throat? Here are the exact words of a noted authority retained by us to study this question. He writes—

"First, the vocal chords, on account of their delicacy of structure, would be the first tissues to give indication of irritation, evidenced by the hoarseness of the smoker's voice, the result of relaxed tension and slower vibration of the vocal chords. The next site of irritation would be the tissues adjacent to the vocal chords comprising the larynx, therefore the general focal point of the irritation would be in the voice box represented externally by the Adam's Apple."

So—Consider your Adam's Apple. Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.



LUCKIES are always kind to your throat

Joseph Street Caring
BALTIMORE, MD.

"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifiers

Your Throat Protection—against irritation—against cough

*Consider your Adam's Apple!!**

Don't Rasp Your Throat With Harsh Irritants



**"Reach for a
LUCKY instead"**

Touch your Adam's Apple with your finger. You are actually touching your throat—this is your voice box—so remember your mouth—your throat—your Adam's Apple, you are now clearing your throat—your vocal chords. When a throat makes a statement before a jury in battle it is up with sound evidence and facts. Here are the facts: Cough harsh irritants, present in **OLD TOBACCO**—which are supplied by LUCKY STRIKE'S exclusive "TOASTED" Process—available to its manufacturers of chemical compounds, in other words, the absence of these irritants in the manufacture of LUCKY STRIKE is not a mere laboratory procedure for the purpose of getting an advertising phrase—it is a scientific and strictly legal process in rendering LUCKY STRIKE Cigarettes less irritating than other cigarettes. Remember—LUCKY STRIKE comes to you after certain healthful methods present in all our tobacco have been supplied through the exclusive "TOASTED" Process. Remember LUCKIES are always kind to your throat. Be careful in your choice of cigarettes.



"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifies

Your Throat Protection—against irritation—against cough

TOBACCO
Manufactured
and
Packaged
by
L. & J. REYNOLDS
INC., RICHMOND, VA.

*Consider your Adam's Apple!!**

Don't Rasp Your Throat With Harsh Irritants

**"Reach for a
LUCKY instead"**

What effect have harsh irritants present in all raw tobacco upon the throat? A recent authority, retained by us to study throat irritation, says:

"The tissues above and below the vocal chords and the vocal chords themselves may become sorely or chemically congested as a result of the inhalation of irritating fumes, in the case of cigarettes for example."

LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobacco. We add these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. So "Consider your Adam's Apple"—that is your throat—your voice box—its location your vocal chords. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Reach for a LUCKY instead.

LUCKY'S are always kind to your throat



"It's toasted"
Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifies
Your Throat Protection—against irritation—against cough

TOASTING IS—
The most modern
method of
curing tobacco
leaves—without
the use of
any chemicals
except heat
and light.

*Consider your Adam's Apple!!**

Don't Rasp Your Throat With Harsh Irritants

"Reach for a LUCKY instead"

Please your finger on your Adam's Apple. You are actually touching your larynx—this is your voice box—it controls your vocal chords. When you consider your Adam's Apple you are considering your throat—your vocal chords.

What is the effect of modern Ultra Violet Rays upon tobacco? Dr. E. E. Free, one of America's well-known scientists, who was retained by us to study Lucky Strike's manufacturing process, addressing the Illuminating Engineering Society, said:

"The essential effect of the Ultra Violet rays produced by lamps used in the processing of tobaccos and of cigarettes regarded by virtually all smokers who have tested them as similar and with a lesser tendency to cause throat irritation."

Here in America LUCKY STRIKE is the only cigarette that employs Ultra Violet Rays in connection with its exclusive "TOASTING" Process—the only cigarette that brings you the benefits of the exclusive "TOAST-ING" Process which expels certain harsh irritants present in all raw tobaccos.

LUCKIES are always kind to your throat

Lie Shuman
NEW YORK, N. Y.

"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifiers

Your Throat Protection—against irritation—against cough

TUNE IN—
Radio Station
New York
Please Listen
Daily Broadcast
at 7:00 AM
and 6:00 PM
on WABC

*Consider your Adam's Apple!!**

Don't Rasp Your Throat With Harsh Irritants

"Reach for a
LUCKY instead"

Touch your Adam's Apple with your finger. You are actually touching your larynx, which is your voice box—it contains your vocal chords. When you consider your Adam's Apple, you are considering your throat—your vocal chords.

Profit by the statements of 20,479 American physicians that LUCKIES are less irritating than other cigarettes. Don't overlook that periodic health examination they recommend.

LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobaccos. That is your throat protection—against irritation—against cough. And so we say "Consider your Adam's Apple". Be careful in your choice of cigarettes. Don't rasp your throat with harsh irritants. Reach for a LUCKY instead.



"It's toasted"

Including the use of Ultra Violet Rays
Sunshine Mellowers—Heat Purifies

Your Throat Protection—against irritation—against cough

TOBACCO
Lucky Strike
Cigarettes
© 1934
Lucky Strike
Cigarettes
Lucky Strike
Cigarettes

*Consider your Knee Cap!!!**

**Don't Rasp Your Wife's Throat
With Harsh Irritants**



**"Reach for a
Hatchet instead"**

Now! Pull ease! Actually! Oh, come on now! Put your finger on your knee cap—Touch it—actually touch it! Try it on the lady next door—Does it tickle? If it tickles you are smoking the wrong cigarettes! Reach for a DUCKY instead—Now! Pull—ease! Remember—DUCKY WUCKY is the only cigarette in America that does not tickle your knee cap! And so we say, "consider your knee cap." Yes, we'll even say it again!

*DUCKIES ARE ALWAYS
HAND TO YOUR MOTHER*



Listen to the DUCKY WUCKY Orchestra over Station Q & B. Try and dance to it!

Lizzie Zilch
Tombon, N.Y.

"THEY'RE HASH BROWNED"
Purified by Hot Air and Advertising Rays

Contemporaneous spoof ad

