



“It’s Toasted”

Slogan of the American Tobacco Co. for its Lucky Strike brand from 1917, referring to heat curing rather than sun drying of the leaf

Purported to “remove harmful corrosive acids (pungent irritants)” and to “sterilize” tobacco

In reality, their curing of tobacco did not differ from methods of other manufacturers

Do you like good toast?

YOU do. Fresh bread, over hot coals, made with a toasting fork; crisp, delicious, hot, plenty of butter. Sure you like good toast.

Did you ever smoke toasted tobacco? Try it! to-day, try Lucky Strike, the real Burley cigarette.

We discovered that toasting Burley holds the flavor, and helps it. Not only that—it keeps the flavor fresh, just right—the cigarette doesn't get dry.

LUCKY STRIKE the real Burley Cigarette

You'll be absolutely delighted with the Lucky Strike cigarette. Remember—it's toasted. Like hot buttered toast.

20 for 10c

If your dealer does not carry it, send for a copy of 10 packages to The American Tobacco Co., New York City

It's toasted

Our men will demonstrate to you how the tobacco is toasted—at many stores

LUCKY STRIKE CIGARETTES

Guaranteed By
The American Tobacco Co.

Manufactured by The American Tobacco Co., Inc., N.Y.

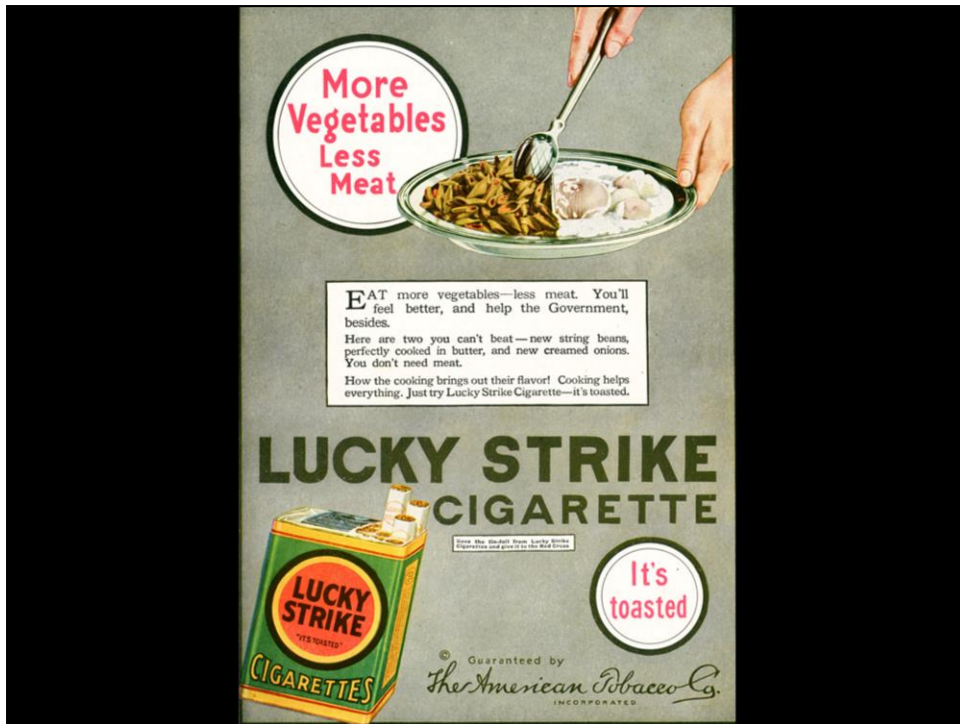


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Exp., 1935, The American Tobacco Co.

"LUCKIES? They are grand"

"THANK YOU, BETTY!"
Betty Compson had more space and
down than an elevator in the
Windsor Building. Betsey's
one of Hollywood's wealthiest
women! She made it herself the
latest RADIO PICTURE is "THE
GAY DIVORCEE." For five years
Betty has smoked LUCKIES, but
not one cent was paid for that
signed statement.

"Luckies! They are grand. All the time I've smoked them,
never once has my throat become irritated. And the new
Cellophane wrapper is grand. So easy to just pull the tab
and get to your Luckies."

Betty Compson

"It's toasted"

Your Throat Protection - against irritation - against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

"Cream of the Crop"

LUCKY STRIKE
IT'S TOASTED
CIGARETTES

"Luckies are certainly kind to my throat"

WHY TAMALE!
Lupe landed in Hollywood with one time dignity and no plan to give. ... But now she has nine for cash, 13 columns and the world's most famous singing potatoes. We hope you liked her in the MGM PICTURE, "THE CUBAN LOVE SONG," as much as we did. Lupe's been a LUCKY fan for two years. ... There was no ... what is properly called "throat irritation" for her statement. Grazie, Lupe!

"No harsh irritants for Lupe, I'm a Lucky fan. There's no question about it—Luckies are certainly kind to my throat. And burrah for that improved Cellophane wrapper of yours—it really opens with-out a tug-o'-war—thanks to that tab."

"It's toasted"

Throat Throat Protection—against irritation—against cough
And Moisture-Proof Cellophane Range that "Toasted" Flavor **Good Taste**



"It's Toasted"

Slogan of the American Tobacco Co. for its Lucky Strike brand from 1917, referring to heat curing rather than sun drying of the leaf

Purported to "remove harmful corrosive acids (pungent irritants)" and to "sterilize" tobacco

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"Cream of the Crop"

LUCKY STRIKE
CIGARETTES

Sue Carol

"Now I use LUCKIES only"

POOR LITTLE RICH GIRL
Sue Carol's wealth was a hindrance rather than a help. Her mother thought she was lazy, but Sue soon proved she was a "mugger for good".... she made 14 pictures her very first year... her latest is UNIVERSAL'S "GRACE". She has reached for a LUCKY for two years. Not a farthing was paid for these kind words. That's white of you, Sue Carol.

I have had to smoke various brands of cigarettes in pictures, but it was not until I smoked Luckies that I discovered the only cigarettes that did not irritate my throat. Now I use Luckies only. The added convenience of your improved Cellophane wrapper that opens so easily is grand."

Sue Carol

"It's toasted"

Your Throat Protection—against irritation—against cough
And Moisture-Proof Cellophane Keeps that "Toasted" Flavor Ever Fresh

Copyright 1935 The American Tobacco Co.



Jean Harlow died of renal failure June 7, 1937 at the age of 26.











"The extra protection to my throat"

MIND IF I COLLYER "JUNE"?
June gave Patience something to
bust about... she's one of New
York's "40s." When June mis-
sioned to dress of night, her
went back into circulation. Did you
see her in WARREN'S "ALEXANDER
HAMILTON"? For 4 years she has
enjoyed SUCCESS. Her only com-
ment of hers was not given for
money. "Thanks, June Collyer!"

"It's toasted"

Your Throat Protection - against irritation - against rough
And Mouths Proud Enthusiasts Agree That "Toasted" Flavor Goes Smooth

Photo: 1935, The Associated Press Inc.



**"MAKING FRIENDS
AND
HOLDING THEM**
—is the secret of
success in business"
Says
**GEN. SAMUEL
McROBERTS**

Chairman of the Board, Chatham Phenix
National Bank and Trust Company
Director, American Tobacco Co., American Sugar Refining
Co., National Biscuit Co., United Fruit Company
Rothschild & Fildes, London, E. C. 1.

"Making friends and holding them, by
a friendly up-to-date usefulness, is the
secret of success in business. This action
has been the guiding force in the pro-
gress of the Chatham Phenix National
Bank and Trust Company. And it is
obviously the guiding force in your
business—as evidenced by your use of
the Ultra Violet Ray in the "Toasting"
of the LUCKY STRIKE tobaccos."

Samuel McRoberts

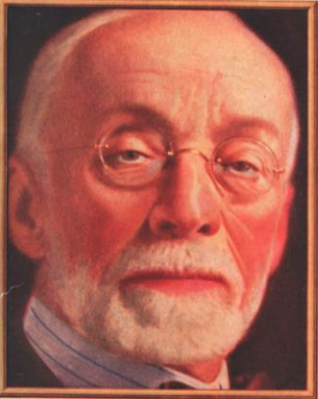
LUCKY STRIKE—the finest cigarette you ever
smoked, made of the finest tobaccos—the Cream
of the Crop—THEN—"**IT'S TOASTED**." Everyone
knows that heat purifies and so **TOASTING** re-
moves harmful irritants that cause throat irritation
and coughing. No wonder 20,679 physicians
have stated LUCKIES to be less irritating! Every-
one knows that sunshine mellows—that's why
TOASTING includes the use of the Ultra Violet Ray.

"It's toasted"
Your Throat Protection—against irritation—against cough

Consistent with its policy of being the facts before the public, The American Tobacco Company has invited General Samuel McRoberts to express the opinions
of the distinguished men who have awarded LUCKY STRIKE'S famous Toasting Process. The statement of General McRoberts appears on this page.



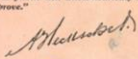
"A DISTINCT CONTRIBUTION"



Says
AUGUST HECKSCHER
Noted Philanthropist
Chairman of the Heckscher Foundation for Children; President Child Welfare Committee of America

Director:
Empire Trust Company
Crescent Trust Company

"The most laudable service that any industry can render is the attempt to benefit its patrons. That is the cardinal principle of philanthropy. And so, interested as I always am in modern developments, I consider that your use of the Ultra Violet Ray in your Toasting of LUCKY STRIKE is a distinct contribution of which the public will wholeheartedly approve."



Everyone knows that sunshine melts — that's why TOASTING includes the use of the Ultra Violet Ray. LUCKY STRIKE — the finest cigarette you ever smoked, made of the finest tobaccos — the Cream of the Crop — ~~THEM~~ — **"IT'S TOASTED."** Everyone knows that heat purifies and so TOASTING removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

"It's toasted"
Your Throat Protection — against irritation — against cough

Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. August Heckscher to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Heckscher appears on this page.

"CLEAR EVIDENCE"

Says
L. J. HOROWITZ
Chairman of the Board
Thompson-Starrett Co., Inc.

Builders of the new Waldorf-Astoria Hotel, the Waldorf-Astoria Building, the Parkman Building, the Equitable Building, New York; the General Motors Building in Detroit; the Palmer House in Chicago.

"When modern enterprise joins hands with sure-footed experience, success becomes a certainty. The fusion of these two important factors has given Thompson-Starrett over a billion dollars worth of activity in thirty years. It is interesting to note the application of this same principle in your business. Its clear evidence is your use of the Ultra Violet Ray in the 'Toasting' of the LUCKY STRIKE tobaccos."

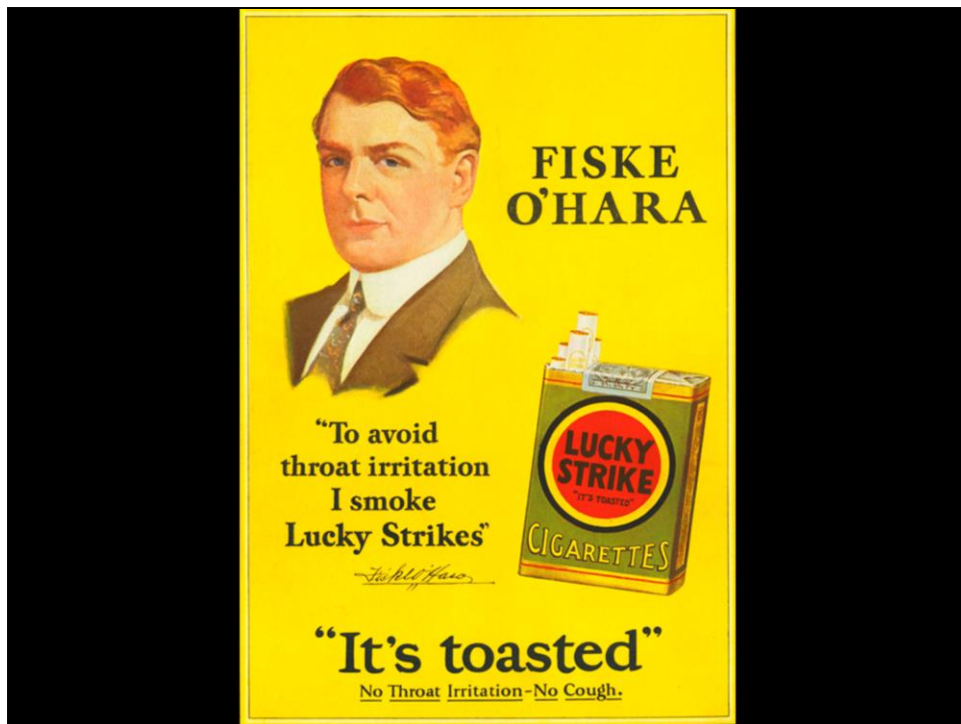
L. J. Horowitz

Everyone knows that sunshine mellows — that's why TOASTING includes the use of the Ultra Violet Ray. LUCKY STRIKE — the finest cigarette you ever smoked, made of the finest tobaccos — the Cream of the Crop — THEN — "IT'S TOASTED." Everyone knows that heat purifies and so TOASTING removes harmful irritants that cause throat irritation and coughing. No wonder 20,679 physicians have stated LUCKIES to be less irritating!

"It's toasted"
Your Throat Protection — against irritation — against cough



Consistent with its policy of laying the facts before the public, The American Tobacco Company has invited Mr. L. J. Horowitz to review the reports of the distinguished men who have witnessed LUCKY STRIKE'S famous Toasting Process. The statement of Mr. Horowitz appears on this page.



**"I got the idea from
Florenz Ziegfeld"**

Said Gladys, Glad to Be Kennedy
behind the scenes on The Ziegfeld
Theater between acts of The Follies.



Florenz Ziegfeld,
famous theatrical producer, writes:

"As the producer of 'The Ziegfeld Follies' I know full well
how important it is for my stars to have clear voices at
all times. Several years ago, when I first began to smoke
Lucky Strikes, I noticed that my voice remained un-
dermined after a most strenuous time directing rehearsals.
I passed this information on to my stars and now we are
all agreed: Lucky Strike is a delightful smoke and most
amazingly protects the voice, eliminating any coughing,
which often interrupts a perfect performance."

Florenz Ziegfeld

"It's toasted"

No Throat Irritation - No Cough.

"I certainly agree with Nazimova"

Sold Conrado Flowerman to Frank DeWitt as they read between swims at Rockland Beach.



Nazimova, brilliant actress, writes:

"The Russian lady—ah, how she delights in the puff of a fragrant cigarette! As a Russian I have tried them all—the cigarettes of Cairo, Paris, London, Madrid—but here in my adopted country, America, I have found my favorite cigarette 'The LuckyStrike.' In addition to its lovely fragrance and wonderful flavor it has no bad effect upon my voice—even when I go abroad I carry with me my little trunk of Luckies—and enjoy a puff from America."

Nazimova

"It's toasted"

No Throat Irritation - No Cough.



**"It's good business
for me to prefer
LUCKIES"**

"It's good business
to guard my throat, so it's
good business for me to
prefer Luckies. I'm certainly
for the throat protection
which 'Toasting' gives me.
And I'm certainly for
your new improved
Cellophane wrapper
that really opens with-
out a search warrant!"

Jack Holt

Here's to Jack Holt—the star who
never lets us down! Whether in out-of-
door pictures or dinner-jacket dramas,
Jack always delivers an able and
vigorous job of high-powered acting.
A mighty, mighty trouper to have
around. "A Dangerous Affair," a
Columbia, is his next film.

"It's toasted"

Your Throat Protection—against irritation—against cough

**And Moisture-Proof Cellophane Keeps
that "Toasted" Flavor Ever Fresh**



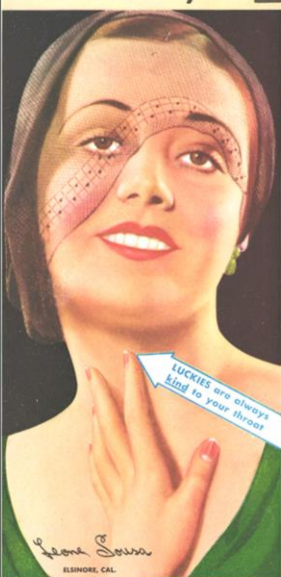
MOISTURE-
PROOF
CELLOPHANE
Sealed Tight
Ever Right
THE UNIQUE
HUMIDOR
PACKAGE
Zip—
and it's open!

**LUCKY
STRIKE**
IT'S TOASTED
CIGARETTES

© 1936, Wm. Wm. &
Statement Paid For
You may be interested in
knowing that not one cent
was paid to Mr. Holt to
write this advertisement.
Mr. Holt has been a smoker
and LUCKY STRIKE cigarette
for 3 years. We hope the
entirely new "zip" pack
will be as beneficial to
him and to Columbia, his
production. We his ardent
want of LUCKIES to be your
and he is.



*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~~ tobacco. 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 Mellowers—Heat Purifies
Your Throat Protection—against irritation—against cough

Leon Seiner
ELIZABETH, CAL.

LUCKY STRIKE
CIGARETTES

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New York, N.Y.
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L. & W. Co., Inc. is a subsidiary of R.J.R. Co., Inc.

1101 1937 PICTORIAL REVIEW 113

Marjorie Moss & Georges Fontana

Famous International Dancers write:

"As can readily be realized, wind and physical condition are of the utmost importance to ballroom dancers. Our work is hard and taxes the wind to the utmost. We both have smoked Lucky Strikes for a number of years and can safely say that these cigarettes in addition to furnishing us much pleasure in our hours of relaxation, have never affected our wind or physical fitness in any way."

*Marjorie Moss
Georges Fontana*



The Cream of the Tobacco Crop

"I am a son of the tobacco industry. It is a great pleasure to me to buy good tobacco. Therefore it is my pleasant duty to see that Lucky Strikes are made of the best tobacco that grows. I buy the 'Cream of the Crop' those ripe chestnut brown tobaccos that smoke rich, yet mild."

John T. Hager Jr.
Tobacco Buyer

"It's toasted"

No Throat Irritation - No Cough.

©1937, The American Tobacco Co., Inc.

THE AMERICAN MAGAZINE for May, 1928 301

Paul Whiteman Likes the Toasted Flavor of Luckies —His Favorite Brand

"It was but recently, when I started to act as master of ceremonies with my band at the Paramount Theatre, that I realized how vital perfect voice condition was to a performer. I have always been a consistent smoker and fortunately, Lucky Strikes were my favorite brand. I like their toasted flavor and, best of all, I can smoke as often as I like, without fear of irritating my voice, which is becoming a great asset in my work."

Paul Whiteman



The Cream of
the Tobacco Crop

"Discriminating smokers know the excellence of Lucky Strike Cigarettes by their distinctive taste, flavor and lack of bad after-effects. We buyers know why Lucky Strikes possess these superlative qualities; because we buy the 'Cream of the Crop' for their manufacture."

J. C. Satchel
Tobacco Buyer

"It's toasted"

©1928, The American Tobacco Co., Inc.

No Throat Irritation—No Cough.

August, 1921 PICTORIAL REVIEW 89

**If you talked with Alice Brady,
and asked about throat protection,
she'd say to you:**



Alice Brady, the delightful actress and star of the stage.

**You, too, will find that Lucky
Strikes are mild and mellow—the
finest cigarettes you ever smoked,
made of the finest Turkish and do-
mestic tobaccos, properly aged and
blended with great skill, and there
is an extra process—"It's toasted"
—no harshness, not a bit of bite.**

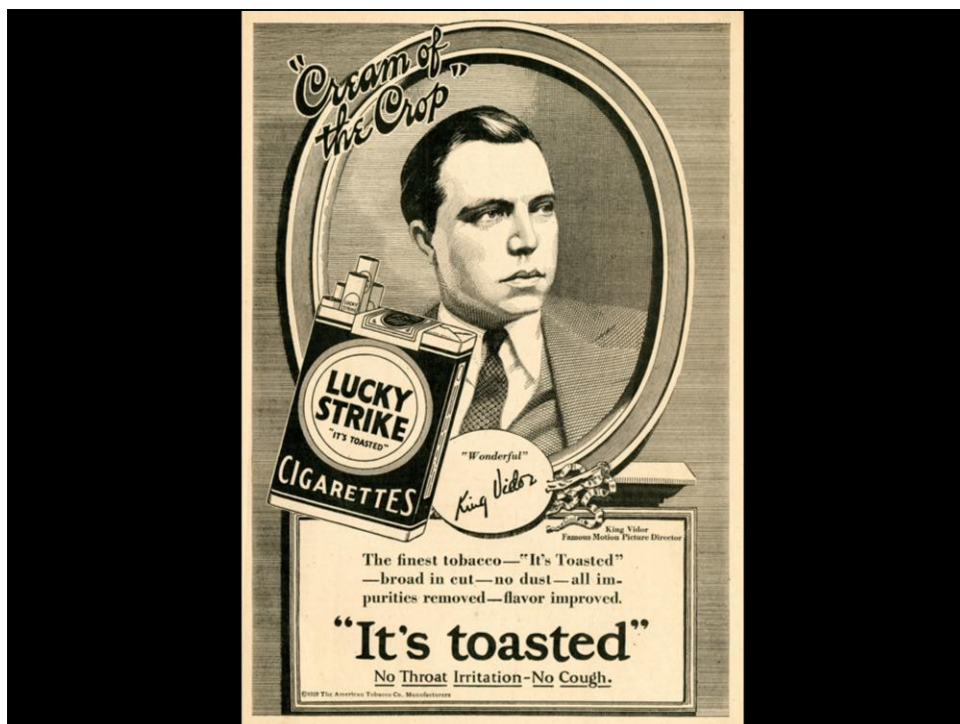
"It's toasted"
Your Throat Protection

"My work on the stage may appear easy to an audience but, as a matter of fact, it is very strenuous. Now and then I indulge in a cigarette for relaxation and pleasure. I use Lucky Strikes, as I find they not only protect my voice but afford me the greatest amount of genuine enjoyment."
Alice Brady



When in New York you are unable to locate the nearest Lucky Strike dealer, write to Joe L. Brady, General Distributor and 416 Times.









"...and that's how 'Toasting' works!"

YOU MAY BE as familiar with the phrase "It's Toasted" as you are with your own name. But do you know how "Toasting" gives you a better cigarette?

First, it uses higher heat treatments to take out certain harsh throat irritants found in all tobacco...making Luckies easy on your throat.

Second, it uses the concentrated sunshine of ultra-violet rays to add extra mildness

to the fine tobacco in Luckies.

No other cigarette gives you the Cream of the finest crops on record—plus the throat protection of "It's Toasted."

Try Luckies for a week. You'll see why with independent tobacco experts—buyers, warehousemen, auctioneers—

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 5 TO 1

HAVE YOU TRIED A *LUCKY* LATELY ?

LUCKY STRIKE
CIGARETTES

What makes
a Lucky
taste better?

“IT’S TOASTED” to taste better!

“I give other brands a whirl now and then,” says cartoonist Jimmy Hatlo, “but I’ll do it every time—come back to Luckies because they taste better.” It’s no accident that Luckies taste better. As everybody knows, Lucky Strike means fine tobacco. And that tobacco is *toasted* to taste better. **It’s Toasted**—the famous Lucky Strike process—brings Luckies’ fine tobacco to its peak of flavor . . . tones up this light, mild, good-tasting tobacco to make it taste even better—cleaner, fresher, smoother. That’s our story pure and simple: a Lucky tastes better because it’s the cigarette of fine tobacco . . . and **It’s Toasted** to taste better. So enjoy the better-tasting cigarette—Lucky Strike.

LUCKIES TASTE BETTER **CLEANER,
FRESHER,
SMOOTHER**

© 1954 R.J. REYNOLDS TOBACCO CO. MADE IN U.S.A.

What makes a Lucky taste better?

"IT'S TOASTED" to taste better!

"I always stick to Luckies," says golf champion Sam Snead. "To a light smoker like me, taste is the big thing. And Luckies taste better." There are good reasons why Luckies taste better. As you know, Lucky Strike means fine tobacco. Then that tobacco is toasted to taste better. **"It's Toasted"**—the famous Lucky Strike process—brings Luckies' fine tobacco to its peak of flavor . . . tones up this light, mild, good-tasting tobacco to make it taste even better—cleaner, fresher, smoother. That's our story, pure and simple: a Lucky tastes better because it's the cigarette of fine tobacco . . . and **"It's Toasted"** to taste better. So, enjoy better taste—get Luckies.

LUCKIES TASTE BETTER Cleaner, Fresher, Smoother!

© 1957 L.T. COMPANY, THE AMERICAN TOBACCO COMPANY, LONDON'S LEADING MANUFACTURERS OF CIGARETTES



Gary Cooper
SAYS:
"It's common sense
for me to prefer
Luckies"

The Finest Tobaccoes—
"The Cream of the Crop"

LUCKY STRIKE
CIGARETTES
MEXICO

"A little over a year ago I changed to Luckies because I enjoy their flavor. Your line, my throat has been in fine shape. As my throat means so much to me in my business, it's plain common sense for me to prefer this light smoke. So I'm strong for Luckies!"

Gary Cooper
Star of the Paramount Picture "GOALS AT SEA"

We recently told a smoker what Gary Cooper says about Luckies. The smoker replied: "Then they ought to be my own cigarettes, too!" We told him how other leading artists of the screen, stage, radio and opera—altogether with professional people such as doctors, lawyers and lecturers—also prefer Luckies. We explained that Luckies are a light smoke because the process "It's Toasted" removes certain throat irritants naturally present in all tobacco. The smoker said: "That sounds sensible. I'll try Luckies!" ...Why don't you try them, too?

A Light Smoke
"It's Toasted—Your Throat Protection"
AGAINST IRRITATION—AGAINST COUGH

"I am
fond of
your
Lucky
Strike"

"IT'S TOASTED" to taste better!

"I am fond of your Lucky Strike," says
Jasmin, the brilliant international star
of motion pictures, musical comedy and
ballet. "Lucky taste different . . . better . . .
as I prefer them." Lucky taste better, first
of all, because Lucky Strike means fine
tobacco . . . and then, this fine tobacco is
toasted to taste better.

LUCKIES TASTE BETTER

W.A.T. Co.

"It's Toasted"—the famous Lucky Strike
process—brings Luckies' fine tobacco to its
peak of flavor . . . tones up this light, mild,
good-tasting tobacco to make it taste even
better—cleaner, fresher, smoother. No won-
der Luckies taste better to Jasmin and
many millions of others. So, for greater
smoking enjoyment, Be Happy—Go Lucky.

Cleaner, Fresher, Smoother!

Product of R.J. American Tobacco Company
AMERICAN TOBACCO COMPANY'S REGISTRATION OF CIGARETTES

His Voice has Made a Million Feet of Film!

Wallace Beery
M-G-M star, tells how the throat strain of 'tough' roles has led him to smoke Luckies for 10 years...



1. "STUPID! STUPID!" Just for my voice," says Wallace Beery, "is not job I've handled in my own Motion Picture Magazine picture, 'The Man of the Moment', making this movie meant I was smoking for two days. Well, you know..."

2. "Two months after I came back in, he got to think of his throat, and that brings me to the subject of Luckies." (Luckies, because the exclusive "Toasting" process, keeps certain throat irritants found in all tobaccos!)

3. "I'VE BEEN SMOKING LUCKIES for over ten years now. I rate them one of my real pleasures. Yes, the flavor of Luckies suits my taste to a 'T'. But at the same time, my throat means for performing them is...my throat!"

4. "I'VE MADE 100 PICTURES—about a million feet of film... But no matter how hard my throat works, it always welcomes a Lucky. Many people on the M-G-M lot, like Spencer Tracy and Joan Crawford, say the same."

WITH NEW WHO KNOW TOBACCO BEST No Luckies 2 to 1

LUCKY STRIKE CIGARETTES

SURELY, now who spend their lives trying, selling and handling tobacco are the best judges of tobacco quality. And now, sworn records available for your inspection show that, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all the other cigarette companies combined! This is the verdict of tobacco men—customers, buyers, wholesalers, etc.—not connected with any cigarette manufacturer. In the honest judgment of the men who know tobacco best...it's Luckies—2 to 1!

The American Tobacco Co.

LUCKIES are a light smoke...easy on your throat...It's Toasted

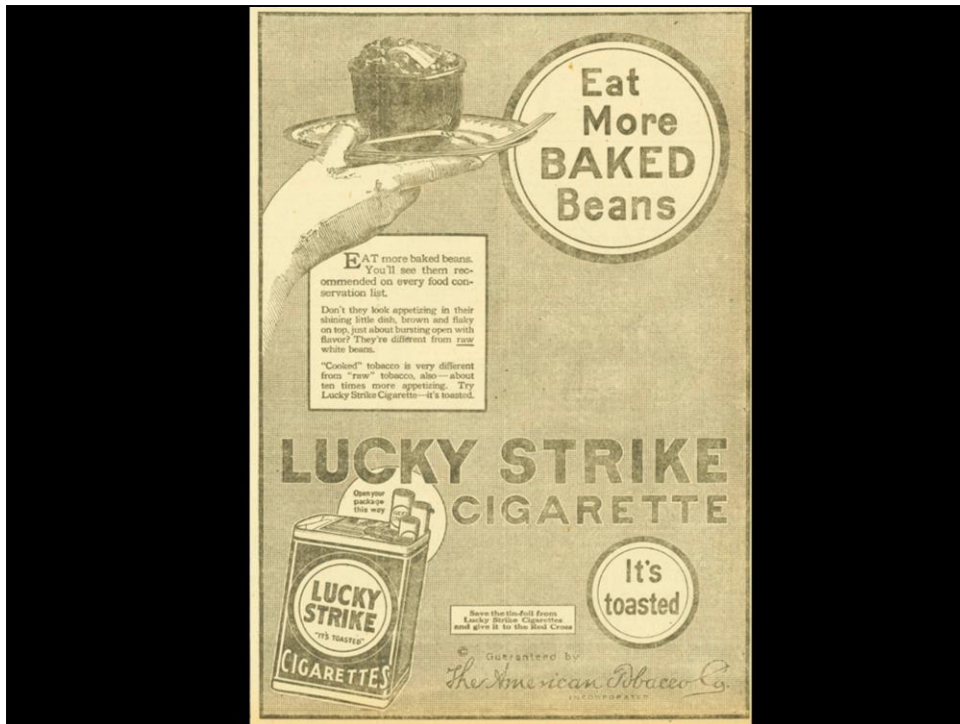


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Slogan of the American Tobacco Co. for its Lucky Strike brand from 1917, referring to heat curing rather than sun drying of the leaf

Purported to “remove harmful corrosive acrids (pungent irritants)” and to “sterilize” tobacco

In reality, their curing of tobacco did not differ from methods of other manufacturers





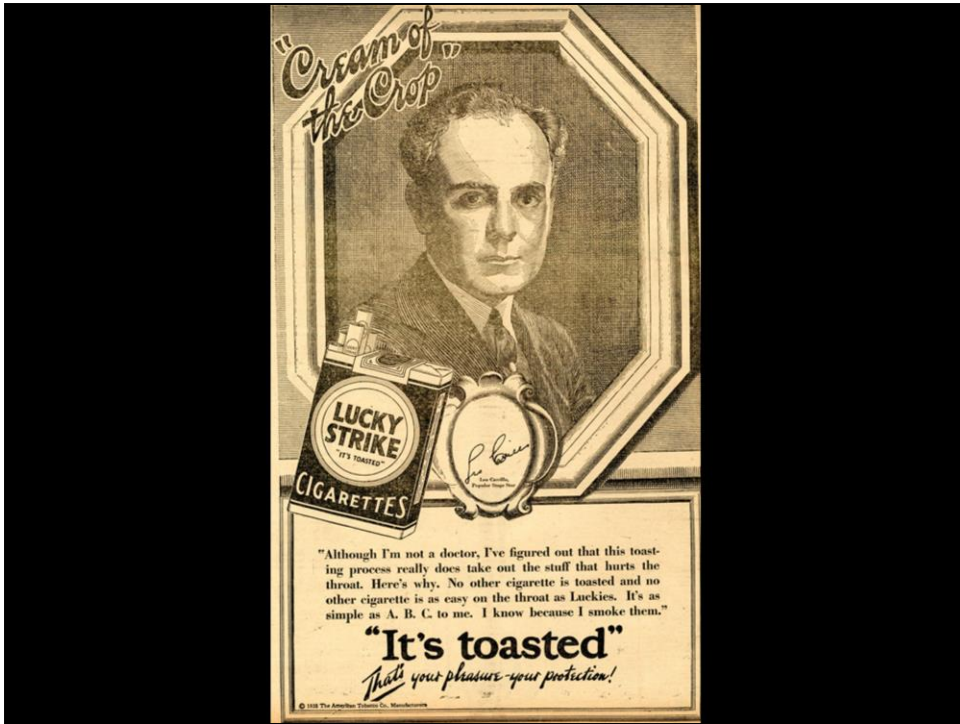


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1928



1930 Jul 16

Today still! Spit is a horrid word,
but it's worse if on the
end of your cigar

... the war against Spitting is a
crusade of decency... join it.
smoke **CERTIFIED CREMO!**



One of many actual
photographs of "spit-
tipping" cigar makers.
The above picture was
taken in New York City,
March 22, 1930. An ef-
fect from the photogra-
pher is on file, showing
that this workman put
a cigar in his mouth and
let off edge of tobacco.

Over 7,500 cigar factories are registered by the U. S. Government. Over 7,400
of these hand-roll cigars, producing 50 percent of the output. Every hand-
rolled cigar—made by American Cigar Co. or anyone else—is subject to the
possible danger of "spit-tipping." Certified Cremo is absolutely free from
spit-tipping—No Cremo is made by hand.

Certified Cremo is a really
wonderful smoke—mild—mel-
low—nut-sweet! Every leaf
entering the clean, sunny Cremo
factories is scientifically treated
by methods recommended

by the United States Depart-
ment of Agriculture and its
purity is safeguarded along
every step of the way by
amazing inventions that bind,
roll, wrap and tip the cigars!

Certified
Cremo
THE GOOD 5¢ CIGAR
... THAT AMERICA NEEDED

© 1930 American Cigar Co.

1930 Jul 30

Regardless of Price

Government figures show the gain of Lucky Strike to be greater than the combined increase of all other cigarettes. The public will be served and this is proof, indeed, that regardless of price, you actually get more in Lucky Strike than any other cigarette can offer. Its perfect blend of fine tobacco gives pure smoking delight. Its exclusive, secret toasting process guarantees the tobacco free from irritants and impurities and, in the opinion 20,679* physicians, makes Lucky Strike less irritating than other cigarettes.

*The figures stated here have obtained the backing of the U. S. Food and Drug Administration, U. S. Department of Health, Education and Welfare.

(SIGNED) *George S. Hill*
President, The American Tobacco Company, Incorporated

"It's toasted"
No Throat Irritation -
No Cough.

The Lucky Strike Taste Orchestra will continue every Sunday night in a concert to raise radio funds for the U. S. R. C. network.

To maintain a slender figure, no one can deny the truth of the advice:
"REACH FOR A LUCKY INSTEAD OF A SWEET."

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

John S. Hill
Chairman, Surgeon General



"By Joe! it's good to smoke Luckies."

Felix Count Luckner

"*Lucky Strike!* By Joe, yes. Let me tell you, I was cruising in my raider in the South Pacific. It had been damp, rainy weather and every bit of tobacco we had on the ship was mouldy and could not be smoked. We began to be desperate. The men were—what you call—grouchy. Along came an American ship. We captured her and after taking the captain, officers and crew aboard my raider and finding comfortable places for them to stay, I and my officers went over to the captured ship to see if there was anything about her that we wanted. We searched her. And what do you think? Under the cushions of a seat in the captain's cabin we found 500 packages of *Lucky Strike!* I tore off the end of one and lit it and filled my lungs with it, and By Joe, I was a man again. We had enough for all the crew and we were all cheered up and we all became friends once more. By Joe, I was sorry to sink that American ship that had brought us those smokes. *Lucky Strike!* they are wonderful, and my Command, of course, wishes a faithful, slender figure. She smokes *Lucky Strike!* when she is offered fattening treats. And my life has always been an active one and I must be trim and fit. I love to feel what you Americans call 'peppy.' So no more for me. Give me a *Lucky Strike* instead. By Joe, it's good for us to smoke *Luckies*."

COUNT FELIX VON LUCKNER

"It's toasted"
No Throat Irritation—No Cough.

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LUCKY STRIKE
CIGARETTES
"IT'S TOASTED"

Reach for a Lucky instead of a smoke.

"The Sea Devil"
Countess von Luckner is the only woman in the world who has been in the World War.

Countess von Luckner is the only woman in the world who has been in the World War.

Could no more make his up every Saturday night through the National Broadcasting Company's "The Lucky Strike Dinner Orchestra in 'The Voice that made Broadway, Smokes'?"

No "Whispering Campaign"....

can withstand the light of this truth: Lucky Strikes are made from the finest of fine tobaccos—the cream of the crop. Lucky Strikes alone are toasted because toasting is a secret process. 20,679 physicians definitely state that toasting removes impurities. Then, too, it adds to the flavor and prevents throat irritation. Therefore, without fear of contradiction, we can say truthfully:

"No cigarette, regardless of price, is as good as Luckies whether manufactured by The American Tobacco Company or by any other company."

(SIGNED) *Harold Lloyd*
President,
The American Tobacco Company, Incorporated

"It's toasted"

No Throat Irritation—
No Cough.

The Lucky Strike Flavor Distillate will maintain every cigarette's taste in a moist or even water-soaked state for the N.E.C. tobacco.

To maintain a slender figure, no one can deny the truth of the advice:
"REACH FOR A LUCKY INSTEAD OF A SWEET."

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

Harold Lloyd, Director
International Jeunesse

