



*"Nature in the Raw  
is seldom MILD"*

THE PILLAGE OF PARIS  
"Nature in the Raw"—after  
the great French artist Lami-  
nisme is depicted in the savage  
barbarism of untamed Nature  
in the ruthless capture of  
Paris—(B4) A. D. "Nature in  
the Raw is Seldom Mild"—  
and raw tobacco have no  
place in cigarettes.



No raw tobaccos in Luckies  
—that's why they're so mild

WE buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so these fine tobaccos, after proper aging and mellow-

ing, are then given the benefit of that Lucky Strike purifying process, described by the words —"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

**"It's toasted"**  
That package of mild Luckies



**"Nature in the Raw is seldom MILD"**

**THE RAID ON THE SARDINE WOMEN**  
"Nature in the Raw"—as personified by Lord Copper—inspired by the story of the Roman warrior's valiant capture of the sardine village for the capture instead of carrying off its women.  
—LAW & CO.

**—and raw tobaccos have no place in cigarettes**

They are not present in Luckies  
... the mildest cigarettes  
you ever smoked

**WE** buy the finest, the very finest tobacco in all the world—  
but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that  
"Nature in the Raw is Seldom Mild"—so these fine tobaccos, after proper aging and mellowing, are then given the benefit of that Lucky Strike purifying process, described by the words—"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

**"It's toasted"**  
That package of mild Luckies

"If a man with a better look, proud a better person, or with a better meaning than I'll explain, he is built to live in the world, he will not make a better job in the end." —RALPH WALDO EMERSON. Don't see that explains the worldwide acceptance and approval of Lucky Strike?

© 1935 Winston-Salem, N.C. by the advertisement board every time!

*"Nature in the Raw" is seldom MILD*

THE FORT DEARBORN MANAGER  
"Nature in the Raw"—as portrayed by the artist, N. C. Wyeth... is contrasted by the American smokers with a brand of choice Mildest Indians, who announced the virtues with tobacco from 1917... August 15, 1915.

—and raw tobaccos have no place in cigarettes

They are not present in Luckies... the mildest cigarette you ever smoked

WE buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is

Seldom Mild"—so these fine tobaccos, after proper aging and mellowing, are then given the benefit of that Lucky Strike purifying process, described by the words—"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

**"It's toasted"**  
That package of mild Luckies

"If a man with a horse head, preach a finer sermon, or make a finer marriage than his neighbor, the he build his home in the woods, the world will make a horse head in his door."—RALPH WALDO EMERSON. Does not this explain the world-wide acceptance and approval of Lucky Strike?

### "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

*"Nature in the Raw  
is seldom MILD"*

**ERIC THE RED**  
*"Nature in the Raw"—as portrayed by Harland Frost—is inspired by those magnificent Viking adventures which have inspired mankind since "Lure of the North" (1917). Eric's "Nature in the Raw" is the Luckiest Mild—and now tobacco has been so close to cigarettes.*

No raw tobaccos in Luckies—that's why they're so mild

We buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so these fine tobaccos, after proper aging and mellowing, are then given the benefit of that Lucky Strike purifying process, described by the words—"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

**"It's toasted"**  
*That package of mild Luckies*

Lucky Strike Cigarettes

*"Nature in the Raw  
is seldom MILD"*

**LUCKY STRIKE**  
IT'S TOASTED  
CIGARETTES

**No raw tobaccos in Luckies  
—that's why they're so mild**

WE buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so these fine tobaccos, after proper aging and

melting, are then given the benefit of that Lucky Strike purifying process, described by the words—"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

**"It's toasted"**  
That package of mild Luckies

**CUSTER'S LAST STAND**  
"Nature in the Raw"—as mentioned by the great historian of the American Indians, N. C. Wyeth—inspired by the magazine of Custer's last stand at Little Big Horn, Montana, the cigarette brand is named. June 25, 1876. "Nature in the Raw is Seldom Mild"—and that's why there are places in cigarettes.



**"Nature in the Raw"  
is seldom MILD"**

THE DARK AND  
BLENDY GROUND  
"Nature in the Raw"—as por-  
trayed by H. C. Walth, noted  
painter of the American  
Indian... is inspired by the  
fierce rivalry of the cigarette  
which burns and somewhere  
toward the rear of the Pioneer  
Wagon is written in blood.

**—and raw tobaccos  
have no place in cigarettes**

They are not present in Luckies  
... the mildest cigarette  
you ever smoked

**W**e buy the finest, the very  
finest tobaccos in all the  
world—but that does not explain  
why folks everywhere regard Lucky  
Strikes as the mildest cigarette. The  
fact is, we never overlook the  
truth that "Nature in the Raw is

Seldom Mild"—so these fine tobac-  
cos, after proper aging and moul-  
dowing, are then given the benefit  
of that Lucky Strike purifying pro-  
cess, described by the words—"It's  
toasted". That's why folks in every  
city, town and hamlet say that  
Luckies are such mild cigarettes.

**"It's toasted"**  
That package of mild Luckies

**LUCKY  
STRIKE  
"IT'S TOASTED"  
CIGARETTES**

© 1935, 1936,  
The American  
Tobacco Co.

"If a man writes a letter back, sends a letter across, or makes a letter something than his neighbor, the he  
build the time in the world, the world will make a letter back in his due."—ANONYMOUS WISDOM  
Does not this explain the world-wide acceptance and approval of Lucky Strike?

**"Nature in the Raw" is seldom MILD**

THE KING OF BEASTS  
 "Nature in the Raw"—inspired by the  
 brute force and savage roaring which  
 has made the lion ruler of the African  
 jungle—"Nature in the Raw is seldom  
 Mild"—and raw tobaccos have no place  
 in cigarettes.

**No raw tobaccos in Luckies  
 —that's why they're so mild**

**LUCKY STRIKE**  
 IT'S TOASTED  
 CIGARETTES

**WE** buy the finest, the very finest tobaccos in all the world—but that does not explain why folks everywhere regard Lucky Strike as the mild-est cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"—so there fine tobaccos, after proper aging and mellow-

ing, are then given the benefit of that Lucky Strike purifying process, described by the words —"It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

**"It's toasted"**  
 That package of mild Luckies

