

**"TOASTING" expels
SHEEP-DIP BASE *naturally*
(Black, biting, harsh irritant chemicals)
present in every tobacco leaf**

**"They're out—
so they can't
be in!"**

Every LUCKY STRIKE is made of the finest tobacco leaves the world can offer—the finest from Turkey—the finest from Kentucky, Tennessee, Virginia, Georgia and the Carolinas—the Crown of many Crops throughout the world. But all tobacco leaves, regardless of price and kind, in nature produce them, contain harsh irritants. LUCKY STRIKE's exclusive "TOASTING" Process—process that mellow, that purifies, that includes the use of the modern Ultra Violet Ray—expels certain harsh irritants *naturally* present in every tobacco leaf. We sell these expelled irritants to manufacturers of chemical compounds, who use them as a base in making sheep-dip, as well as a powerful spraying solution for trees, flowers and shrubs—enough to permit the daily dipping of over 50,000 sheep or the daily spraying of many thousands of trees. Then, you are not these irritants, naturally present in all tobacco leaves, are not in your LUCKY STRIKE. "They're out—so they can't be in!"

No wonder LUCKIES are always kind to your throat.

*U. S. Dept. of Agriculture, Bureau of Animal Industry, Order No. 210

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

The finest tobacco quality plus throat protection.

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

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**"TOASTING" expels
SHEEP-DIP BASE *naturally*
(Stink, biting, harsh irritant chemicals)
present in every tobacco leaf**



**"They're ~~out~~—
so they can't
be in!"**

The finest tobacco quality plus throat protection.



Every LUCKY STRIKE is made of the finest tobacco leaves the world can offer—the finest from Turkey—the finest from Kentucky, Tennessee, Virginia, Georgia and the Carolinas—the Cream of many Crops throughout the world. But all tobacco leaves, regardless of price and kind, as nature produces them, contain harsh irritants. LUCKY STRIKE'S exclusive "TOASTING" Process—a process that mellows, that purifies, that includes the use of the modern Ultra Violet Ray—expels certain harsh irritants naturally present in every tobacco leaf. We sell these expelled irritants to manufacturers of chemical compounds, who use them as a base in making sheep-dip*, as well as a powerful spraying solution for trees, flowers and shrubs—enough to permit the daily dipping of over 50,000 sheep or the daily spraying of many thousands of trees. Thus, you are sure these irritants, naturally present in all tobacco leaves, are not in your LUCKY STRIKE. "They're ~~out~~—so they can't be in!" No wonder LUCKIES are always kind to your throat.

*U. S. Dept. of Agriculture, Bureau of Animal Industry, Order No. 210

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

**"TOASTING" expels
SHEEP-DIP BASE naturally
(Bitch, brags, bawls, brags, brags)
present in every tobacco leaf**



**"They're out -
so they can't
be in!"**

The finest to-
bacco quality
plus throat
protection.



Every LUCKY STRIKE is made of the finest tobacco leaves the world can offer—the finest from Turkey—the finest from Kentucky, Tennessee, Virginia, Georgia and the Carolinas—the Crown of many Crops throughout the world. But all tobacco leaves, regardless of price and kind, as nature produces them, contain harsh irritants. LUCKY STRIKE'S exclusive "TOASTING" Process—a process that softens, that purifies, that includes the use of the modern Ultra Violet Ray—expels certain harsh irritants naturally present in every tobacco leaf. We will then expel irritants to manufacturers of chemical compounds, who use them as a base in making sheep-dip*, as well as a powerful spraying solution for trees, flowers and shrubs—enough to permit the daily dipping of over 50,000 sheep or the daily spraying of many thousands of trees. Thus, you are sure these irritants, naturally present in all tobacco leaves, are not in your LUCKY STRIKE. "They're out—so they can't be in!"

No wonder LUCKIES are always kind to your throat.

*U.S. Dept. of Agriculture, Bureau of Animal Industry, Order No. 210

"It's toasted"
Including the use of Ultra Violet Rays
Sometimes called "ultra Purifies"
Your Throat Protection—against irritation—against cough

**"TOASTING" expels
SHEEP-DIP BASE *naturally*
(black, biting, harsh irritant chemicals)
present in every tobacco leaf**

**"They're *out*—
so they can't
be in!"**

The finest tobacco quality plus throat protection.

Every LUCKY STRIKE is made of the finest tobacco leaves the world can offer—the finest from Turkey—the finest from Kentucky, Tennessee, Virginia, Georgia, and the Carolinas—the Cream of many Crops throughout the world. But all tobacco leaves, regardless of price and kind, or nature produce them, contain harsh irritants. LUCKY STRIKE's exclusive "TOASTING" Process—a process that mellows, that purifies, that includes the use of the modern Ultra Violet Ray—expels certain harsh irritants *naturally* present in every tobacco leaf. We sell these expelled irritants to manufacturers of chemical compounds, who use them as a base in making sheep-dip*, as well as a powerful spraying solution for fruits, flowers and shrubs—enough to permit the daily spraying of over 50,000 sheep or the daily spraying of many thousands of trees. Then, you see your throat irritants, naturally present in all tobacco leaves, are not in your LUCKY STRIKE. "They're out—so they can't be in." No wonder LUCKY STRIKE always kind to your throat.

*U.S. Dept. of Agriculture, Bureau of Animal Industry, Order No. 210

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

Your Throat Protection—against irritation—against cough
Soothing Relief—Violet Rays

LUCKY STRIKE CIGARETTES

**"TOASTING" expels
SHEEP-DIP BASE *naturally***
(Black, biting, harsh irritant chemicals)
present in every tobacco leaf

**"They're out—
so they can't
be in!"**

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U.S. Dept. of Agriculture, Bureau of Animal Industry, Order No. 210

"It's toasted"

Including the use of Ultra Violet Rays
Destroys Bacteria—Kills Parasites

Your Throat Protection—against Irritation—against Cough

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

The finest tobacco quality plus throat protection.

