



"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

Sunshine Mellows
Heat Purifies

LUCKIES are always kind to your throat

Everyone knows that sunshine mellows—that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE—made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED"—an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

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

The skin of most people does not show any of these, in the sun, as the sun's rays, which purify the skin, remove the skin's surface, and leave a smooth, clear skin on the back of your body.

MADE IN THE U.S.A.
Lucky Strike Cigarettes
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Sunshine Mellow Heat Purifies

LUCKIES are always kind to your throat

Everyone knows that sunshine mellowes—that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE—made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED"—an extra, extra, heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The advice of some physicians is: Keep out of doors, in the open air, breathe deeply, take plenty of exercise in the outdoor sun, and have a regular check-up on the health of your body.

"It's toasted"

Your Throat Protection—
against irritation —against cough.

LUCKY STRIKE CIGARETTES

GENUINE—
The authentic
Genuine
Lucky Strike
cigarettes are
available
everywhere
and
everyday
proving
their
value.

SUNSHINE MELLOWS
Heat Purifies
LUCKIES are always kind to your throat

Everyone knows that sunshine mellows — that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE — made of the finest tobaccos — the Cream of the Crop — THEN — "IT'S TOASTED" — an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.



The advice of your physician to keep out of doors, to the sun and breathe deeply, adds plenty of reason to the reason smoking, and here is genuine relief as the health of your body.

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

THESE ARE THE LUCKY STRIKE CIGARETTES THAT ARE TOASTED

SUNSHINE MELLOWS

Heat Purifies

LUCKIES are always kind to your throat

Everyone knows that sunshine mellows—that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE—made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED"—an extra secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The advice of your physician is to keep you of clean, in the open air, breathe deeply, take plenty of exercise in the sunshine and you will have a bronchial cough on the health of your body.

LUCKY STRIKE CIGARETTES

"It's toasted"

Your Throat Protection—against irritation—against cough



SUNSHINE MELLOWS
Heat Purifies

LUCKIES are always
kind to your throat

Everyone knows that sunshine mellows—that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE—made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED"—an extra, secret heating process. Harsh irritants present in all raw tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

The value of your throat is to keep out of doors, in the open air. Breathe freely, take plenty of exercise to keep your throat clean and have a smoke that is good for the health of your body.

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



SUNSHINE MELLOWS
Heat Purifies

LUCKIES
are always
kind to your
throat

The skin of your throat is
like one of dunes, in the sun
it, breaks down, the play
of sun in the throat
dunes, and have a parallel look
up on the back of your body.

Everyone knows that sunshine mellows—
that's why the "TOASTING" process includes the use
of the Ultra Violet Rays. LUCKY STRIKE—made of the
finest tobaccos—the Cream of the Crop—THEN—IT'S
TOASTED—on extra, secret heating process. Harsh
Irritants present in all raw tobaccos are expelled by
"TOASTING." These Irritants are sold to others. They
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LUCKIES are always kind to your throat.

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



SUNSHINE MELLOWS
Heat Purifies

**LUCKIES are always
kind to your throat**



The action of your pharynx
is kept cool if there is the
smoke of Sunshine Mellow
in the mouth. The smoke
is so pure, so clean, so
sweet, so soft, so
kind to your throat.

Everyone knows that sunshine mellow —
that's why the "TOASTING" process includes the use of the
Ultra Violet Rays. LUCKY STRIKE — made of the finest to-
bacco — the Cream of the Crop — THEN — "IT'S TOASTED" —
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all raw tobacco are expelled by "TOASTING." These irri-
tants are sold to others. They are not present in your LUCKY
STRIKE. No wonder LUCKIES are always kind to your throat.

"It's toasted"

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Washington, D.C.
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SUNSHINE MELLOWS
Heat Purifies

LUCKIES
are always
kind to
your throat

The advice of your physician is to keep out of doors, in the open air. Sunshine mellowly takes plenty of exercise in the outdoor sunshine, and keeps a periodic check-up on the health of your body.

Everyone knows that sunshine mellow—that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE—made of the finest tobacco—the Queen of the Crop—THEN—"IT'S TOASTED"—an extra, secret heating process. Harsh irritants present in all raw tobacco are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

"It's toasted"

LUCKY STRIKE
CIGARETTES

SUNSHINE MELLOWS

**Heat
Purifies**

LUCKIES are always
kind to your throat

The advice of your physician is important of course, in the case of any health condition, like plenty of exercise in the outdoor sunshine, and here is a popular character on the health of your body.

Everyone knows that sunshine mellows—that's why the "TOASTING" process includes the use of the Ultra Violet Rays. LUCKY STRIKE—made of the finest tobaccos—the Cream of the Crop—THEN—"IT'S TOASTED"—an extra secret heating process. Harsh irritants present in all your tobaccos are expelled by "TOASTING." These irritants are sold to others. They are not present in your LUCKY STRIKE. No wonder LUCKIES are always kind to your throat.

TUNE IN—The Lucky Strike theme everywhere, every Thursday, Sunday and Saturday and every 30 seconds.

LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES

"It's toasted"

SUNSHINE MELLOWS

Heat Purifies

LUCKIES are always kind to your throat

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The salute of your throat, even to that one of them, in the open air, breathes deeply, the plant of pure cream (the finest tobacco), and have a periodic check up on the health of your body.

"It's toasted"

LUCKY STRIKE
CIGARETTES

TUNE IN
The Radio
for the
Lucky Strike
Cigarette
Advertisement

