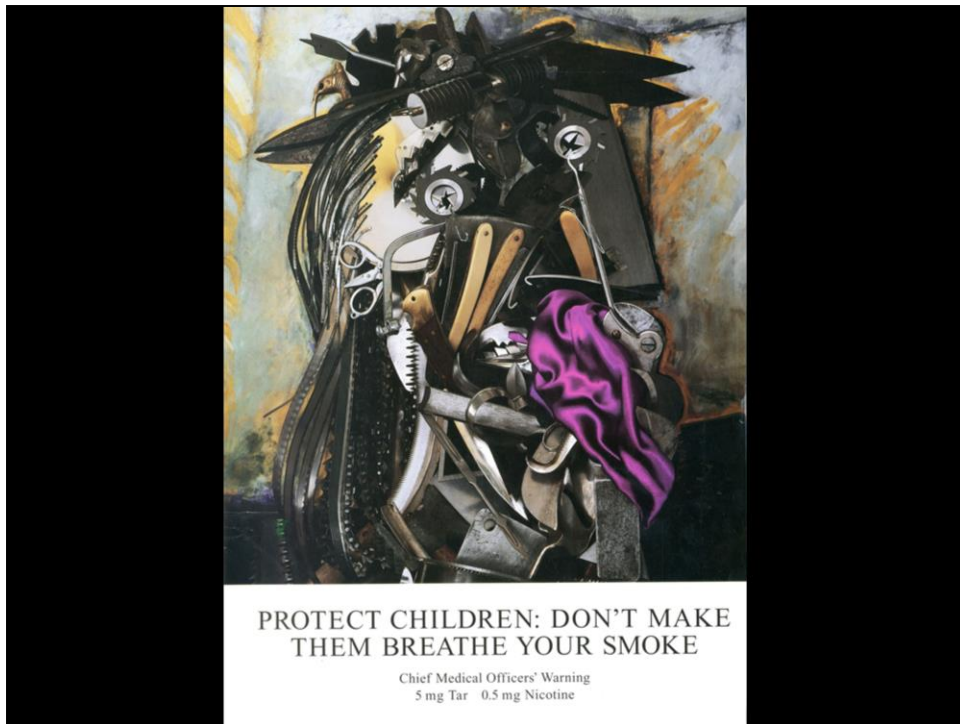






Picasso's weeping women?













**"...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 mellowness to the fine tobaccos 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 2 TO 1**

**HAVE YOU TRIED A *LUCKY* LATELY ?**

**LUCKY STRIKE CIGARETTES**



Copyright, The American Tobacco Company "Loading for Market" painted by Clarence Carter

**FINE TOBACCO**  
is what counts in a cigarette

"At market after market, I've seen the makers of Lucky Strike buy fine tobacco that smokes up mild, cool and fragrant."  
— Sidney Carter, 22 years an independent tobacco merchantman.

"Year after year, I've seen the makers of Lucky Strike buy ripe tobacco—smooth, fine tobacco."  
— J. A. Walker, 25 years an independent tobacco buyer.

"At auction after auction, I've seen the makers of Lucky Strike buy fine tobacco—ripe, mellow leaf."  
— J. M. Bell, 32 years an independent tobacco auctioneer.



and Lucky Strike  
means **FINE TOBACCO!**

*So Round, So Firm, So Fully Packed—So Free and Easy on the Draw*

*"Highly Fine Leaf," painted by David Stone Martin*

**FINE TOBACCO...**

*Light tobacco  
Ripe tobacco  
Mild tobacco*

**LUCKY STRIKE** 10 CIGARETTES  
L.S./M.F.T.

**LUCKY STRIKE** means fine tobacco  
*So Round, So Firm, So Fully Packed—So Free and Easy on the Draw*



**LUCKY STRIKE MEANS FINE TOBACCO!**  
One of a series of paintings of the tobacco country by America's foremost artists



*"Loadin' for Town." Painted from life in the tobacco country by Ernest Flagg.*

**IN A CIGARETTE, IT'S THE TOBACCO THAT COUNTS**  
...and Lucky Strike means fine tobacco! Independent tobacco experts—buyers, auctioneers, warehousemen—see us consistently pay the price to get the finer, the milder leaf... These men make Lucky Strike their own choice by more than 2 to 1.  
Isn't that worth remembering... worth acting on... next time you buy cigarettes?

**With men who know tobacco best—it's Luckies 2 to 1**





Copyright, The National Tobacco Company

"Tobacco stop—the tobacco auction," painted by Ernest Flinn

**FINE TOBACCO**  
is what counts in a cigarette

"At all the markets I've ever attended, I've seen the makers of Lucky Strike buy fine tobacco."  
—T. E. Ogilby, 17 years an independent tobacco auctioneer.

"With my own eyes, season after season, I've seen the makers of Lucky Strike buy good, ripe, prime leaf."  
—Carl Harfield, 25 years an independent tobacco buyer.

"For years now, I've seen the makers of Lucky Strike buy fine tobacco, the kind of leaf a tobacco man really goes for."  
—E. L. Tamm, 22 years an independent tobacco warehouseman.



and Lucky Strike  
means **FINE TOBACCO!**

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw

**LUCKY STRIKE MEANS FINE TOBACCO!**  
One of a series of paintings of the tobacco country by America's foremost artists



"Inside the Warehouse," by Georges Schreiber. Painted from life in the tobacco country.

**IN A CIGARETTE, IT'S THE TOBACCO THAT COUNTS**  
...and Lucky Strike means fine tobacco! Independent tobacco experts—buyers, auctioneers, warehousemen—see us consistently pay the price to get the finer, the milder leaf... These men make Lucky Strike their own choice by more than 2 to 1.  
Isn't that worth remembering...worth acting on...next time you buy cigarettes?

**With men who know tobacco best—it's Luckies 2 to 1**





**FINE TOBACCO**  
*is what counts in a cigarette*

"Four other years, I've seen the makers of Lucky Strike buy quality leaf—fine, ripe, mellow tobacco."  
—F. L. Evans, 23 years an independent tobacco buyer.

"For over 19 years, I've seen the makers of Lucky Strike buy fine tobacco—tobacco that's got quality, real quality."  
—J. L. Connors, 21 years an independent tobacco merchant.

"At auction after auction, I've seen the makers of Lucky Strike buy ripe, mellow tobacco."  
—J. M. Talley, 1 year an independent tobacco wholesaler.

**and Lucky Strike**  
**means FINE TOBACCO!**

*So Round, So Firm, So Fully Packed—So Free and Easy on the Draw*



"Bright Tobacco," painted by Fletcher Martin



Actual color photograph of Mr. King inspecting some "better-than-ever" tobacco

**"Yes ma'am, it was Uncle Sam...  
who made tobacco better than ever!"**

"And Luckies always buy the cream," says H. R. King, 15 years a tobacco buyer.

"Circles can't close up to U.S. Government auctions," says Mr. King. "The past few years they helped farmers grow tobacco the like of which America has never seen."

"As I've bought over 4 million pounds of tobacco at auctions from Florida to

Kentucky, I've seen that Luckies snap up the premier lots of these finest tobaccos.

"So I smoke Luckies, and others in my line do, too. I mean independent buyers, warehousemen and auctioneers."

WITH MEN WHO KNOW TOBACCO BEST...IT'S LUCKIES 2 TO 1

**HAVE YOU TRIED A LUCKY LATELY?**





"Stripping Tobacco," painted by Aaron Bohrod

**FINE TOBACCO**  
is what counts in a cigarette

"Up through the years, I've seen American buy tobacco that's ripe and mild with real flavor and mellowness."  
—F. G. Clay, 47 years an independent tobacco warehouseman.

"I've seen the makers of Lucky Strike buy fine tobacco, the kind that smokes up smooth and mild."  
—H. R. King, 41 years an independent tobacco buyer.

"At every auction I've attended, I've seen the makers of Lucky Strike buy fine quality tobacco."  
—L. H. Pardon, 31 years an independent tobacco auctioneer.

and Lucky Strike  
means **FINE TOBACCO!**



*So Round, So Firm, So Fully Packed—So Free and Easy on the Draw*

**LUCKY STRIKE MEANS FINE TOBACCO!**  
One of a series of paintings of the tobacco country by America's foremost artists



A "stick" of tobacco after curing. Painted from life on a Southern farm by Arnold Blanch

**We paid 41%\* more in Mahira, Ga., to bring you fine, light tobacco like this**

DUE WEST of Georgia's vast Okefenokee Swamp lies a tobacco town called Mahira. Mahira is one of the scenes of Southern towns where year after year, at auction after auction, the smokers of Luckies go after the finest, mildest leaf—and pay the price to get it.

For example: In Mahira at auctions of the 1939 crop, we paid 41% more—yes, 41% above the average market price, to get this naturally milder, better-tasting tobacco!

This was in no way unusual. We paid well above the average market price in 1938

tobacco markets that season. And that 1939 crop, properly aged, mellowed, and blended with other fine crops, is in the Lucky Strike Cigarettes you buy across your retail counter today.

In a cigarette, it's the tobacco that counts—and so independent tobacco experts who know the facts, Lucky Strike means fine tobacco. With these experts—academicians, buyers and smokers—along with those men who know tobacco best, it's Luckies 2 to 1.

Isn't that worth remembering... with aging on, next time you buy cigarettes?



\*41% more than the average market price reported by U. S. Department of Agriculture.

**With men who know tobacco best—it's Luckies 2 to 1**

**LUCKY STRIKE MEANS FINE TOBACCO!**  
One in a series of notable paintings of the tobacco country by America's foremost artists



A "stick" of tobacco ready for the market. Painted from life on a Carolina farm by James Chapin

**WE PAID 40%\* MORE IN LAKE CITY, S. C., TO BRING YOU Milder, BETTER-TASTING TOBACCO!**

MILLIONS of smokers like yourself know that a cigarette is only as good as the tobacco that's in it... and not one who better.

That's why the smokers of Luckies pay the price to get the milder, better-tasting leaf, all over the tobacco country.

Just as an example... In the tobacco nation in Lake City, S. C., this season, we paid 40% above the average market price. Yes, 40% more, so you could enjoy milder, better-tasting leaf in your Lucky Strike.

This was in no way unusual. We paid well above the average market price in every one of 119 markets last season. And the best we buy goes into Luckies.

To independent tobacco experts, Lucky Strike means fine tobacco. With these men who know tobacco best—merchants, buyers and warehousemen—it's Luckies 2 to 1.

In a cigarette, it's the tobacco that counts. Remember that... and next time you buy—ask for Luckies!



\*Based on average market price, U. S. Department of Agriculture.

**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**



"Grading Tobacco, Leaf by Leaf," painted by Joseph Hirsh

**FINE TOBACCO**  
*is what counts in a cigarette*

"At the auction: I've seen the makers of Lucky Strike buy fine tobacco—good, ripe, yellow tobacco."  
—A. G. Lewis, 14 years an independent tobacco manufacturer.

"I've seen the makers of Luckies buy that ripe, mild leaf—really fine tobacco."  
—P. W. Fisher, 17 years an independent tobacco auctioneer.

"Season after season, I've seen American buy ripe, mild tobacco—tobacco that really fine."  
—C. L. Sanders, 11 years an independent tobacco buyer.

**and Lucky Strike**  
**means FINE TOBACCO!**

So Round, So Firm, So Fully Packed—So Free and Easy on the Draw





Copyright by Brown & Root Company

**FINE TOBACCO**  
*is what counts in a cigarette*

"At auction after auction, I've seen the makers of Lucky Strike buy tobacco that's really fine."  
—J. A. Brown, 12 years an independent tobacco warehouseman.

"Season after season, I've seen the makers of Lucky Strike buy fine tobacco—ripe, prime leaf."  
—J. M. Gault, 43 years an independent tobacco auctioneer.

"For many years, I've seen the makers of Lucky Strike buy fine, ripe, smoothly-smoking tobacco."  
—C. J. Gentry, 33 years an independent tobacco buyer.



**and Lucky Strike**  
**means FINE TOBACCO!**

*So Round, So Firm, So Fully Packed—So Free and Easy on the Draw*







**IT'S THE TOBACCO THAT COUNTS!**  
One in a series of notable paintings of the tobacco country by America's foremost artists



Getting ready for auction day. Painted from life on a Southern farm by Aaron Schrod

**WE PAID 46%\* MORE IN ADEL, GEORGIA, TO GET THIS LIGHTER, NATURALLY Milder LEAF**

ANYONE who has ever gone shopping knows you get what you pay for. And this is as true at a Southern tobacco auction as it is in your own grocery store.

At the auctions, Luckies pay the price to get the quality leaf—the kind that just can't help making a finer cigarette.

For instance, in Adel, Georgia, this season, we paid 46%\* above the average market price. Yes, 46% more, to get the naturally milder, better-tasting tobacco.

Now was this unusual. We paid well above the average market price in every one of 119 markets last season!

This explains why independent tobacco experts say Lucky Strike means fine tobacco. As customers, buyers and wholesalers, they see us pay the price to get the finest leaf. No wonder, with those men who know tobacco best, it's Luckies 2 to 1.

In a cigarette, it's the tobacco that counts. And the finest tobacco we can buy makes Luckies the finest cigarette you can buy. Have you tried a Lucky lately?

\*Based on average market price. U. S. Department of Agriculture.



**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**

**IT'S THE TOBACCO THAT COUNTS!**  
One in a series of notable paintings of the tobacco country by America's foremost artists



Scouting the crop before auctions open. Painted from life on a Southern farm by Georges Schreiber

**WE PAID 34%\* MORE IN MULLINS, S. C., TO GET THIS LIGHTER, NATURALLY Milder LEAF**

Down in Marion County, South Carolina, on a fertile sandy plain you'll find Mullins. Mullins is a tobacco town—one of the Luckiest leaf tobacco towns where the finest and most of Southern tobacco is raised.

In Mullins this season, the makers of Lucky paid 34% above the average market price to get the milder, better-tasting tobacco crop. It's there to bring you the best, the lightest, the naturally milder tobacco you find in Luckies.

This was in no way unusual. Last season, in every one of 119 markets all through the Southland, we paid well above the average market price for tobacco—and the best we bought goes into Luckies.

To independent tobacco experts who know these facts, Lucky Strike means fine tobacco. With these experts—contractors, buyers and manufacturers—only men who know tobacco best, it's Luckies 2 to 1.

\*Based on average market price, U. S. Department of Agriculture.



**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**

**LUCKY STRIKE MEANS FINE TOBACCO!**  
One in a series of notable paintings of the tobacco country by America's foremost artists



Bringing tobacco to the warehouse for auction. Painted from life by Lawrence Beall Smith

**WE PAID 29%\* MORE IN SOUTH BOSTON, VA.,  
TO BRING YOU NATURALLY Milder TOBACCO!**

YOU'D EXPECT fine tobacco to be expensive—and it is. But the makers of Luckies pay the price to get this finer tobacco.

For example—in South Boston, Va., this season, we paid 29% above the average market price, to get the milder, better-tasting leaf.

Yes, 29% more—and this was typical of something that's happening all through the South. We paid well above the average market price in every one of 119 tobacco markets last season!

To independent tobacco experts, Lucky Strike means fine tobacco. That's why with these men who know tobacco best—auctioneers, buyers and warehousemen—it's Luckies 2 to 1.

In a cigarette, it's the tobacco that counts—and the finer, milder, better-tasting leaf is in Luckies, isn't that worth remembering... and worth acting on, next time you buy?

\*Based on average market price, U. S. Department of Agriculture.



**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**



\*Actual color photograph—Fred Evans shows Farmer Evans' prize leaf to a party visitor in abundant.

**"Prettiest leaf I ever did see!"**

"The Cream of the crop sure goes to Luckies," says Fred Evans, 18 years an independent tobacco buyer.

"Thanks to Uncle Sam," adds Mr. Evans, "there's been a world of difference in tobacco lately. With Government help, farmers in recent seasons have grown the finest crops in 100 years."

"And it's Luckies that buy up the choicest grades. I've seen them do it with my own two eyes—at thousands of tobacco sales."

"Knowing this, it's only natural for me to smoke Luckies myself. And that goes for most auctioneers, buyers and warehousemen. You see, we know Luckies get the Cream of the Crop!"

These finer tobaccos are aged 2 to 4 years, then further refined by "It's Treated."

Try Luckies for a week. You'll see why... WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1

**HAVE YOU TRIED A LUCKY LATELY?**





Actual color photograph—Don Smothers captures a leaf of fine, light tobacco before aging

***"It's lighter, Lucy—***  
**Luckies pay more  
for this milder leaf!"**

says Tom Smothers, tobacco warehouseman of Reidsville, N. C.

"I've got a ringside seat at the tobacco auctions—and I can tell you it's Luckies that go after the lighter, milder leaf and pay the price to get it. Knowing this, I smoke Luckies myself, and so do most other independent buyers, auctioneers and warehousemen."

"As everybody knows, you get what you pay for...and Luckies pay higher prices to get the finer, the lighter, the naturally milder tobaccos. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike!"

**With men who know tobacco best—It's Luckies 2 to 1**



\* Read only photograph. © 1935. From the collection of the National Archives, College Park, Md.

**"Want this in your cigarette?"**

"Then smoke Luckies!" says F. H. Lewis, independent tobacco warehouseman of Stoneville, N. C., "because Luckies pay the price to get milder, better-tastin' leaf like this."

**B**ELIEVE me—fine, mild, light tobacco like this costs real money. But that's the kind Luckies go after... and pay the price to get.

"I've seen 'em do it at one market after the other, all through the Tobacco Country... so you can bet your boots I smoke Luckies!"

Smokers, that's a pretty good cut—from a man who knows what he's talking about—a man who has spent his life buying, selling and handling tobacco.

Of course you want milder, better-tasting tobacco in your cigarette—the kind that bring higher prices at the auction. Next time you step up to a cigarette counter, why not be sure you get these four tobaccos? Ask for Lucky Strike.

Remember: independent tobacco experts—buyers, auctioneers, warehousemen—smoke Luckies by an overwhelming majority...

**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**



**Luckies' finer tobaccos mean less nicotine!**

LOOK AT THE tobacco leaf Mr. Irvin is holding. This rich, golden leaf is the kind of finer tobacco that Luckies buy at auction after auction.

And Luckies' finer tobaccos mean less nicotine! Authoritative tests reveal that, for more than two years, the nicotine content of Luckies has been 12% less than the average of the four other leading brands—less than any one of them. \*

That's important, because the more you smoke, the more you want a cigarette of proven mildness. So remember: we analyze tobacco samples before buying. Thus our buyers can select leaf that is ripe and mellow—yet milder, low in nicotine.

With independent tobacco experts—buyers, auctioneers, warehousemen—with men who know tobacco best, it's Luckies 2 to 1!

**\*NICOTINE CONTENT OF LEADING BRANDS**  
From January 1959 through June 1960  
Lucky Strike has averaged:

|        |                            |
|--------|----------------------------|
| 8.44%  | less nicotine than Brand A |
| 33.54% | less nicotine than Brand B |
| 15.54% | less nicotine than Brand C |
| 6.74%  | less nicotine than Brand D |

For this period Lucky Strike has had an average nicotine content of 0.65 mg. per cigarette.

**Luckies—the smoke tobacco experts smoke**



*Lucky Strike means fine tobacco*

"TOBACCO like this, that's milder and better-tasting, is bound to be expensive," says James R. Callie, Jr., tobacco warehouseman of Willow Springs, N.C. "But it's the leaf Luckies want, and sure as shootin'—they pay the price to get it. "You watched Luckies pay the price at auctions all over the tobacco country—that's why Luckies are my cigarettes!"

Smokers . . . choose your cigarette for the tobacco that's in it. And remember, you can enjoy milder, better-tasting leaf—the kind that costs more money at the auctions—in Luckies.

To independent tobacco experts—auctioneers, buyers and warehousemen—Lucky Strike means fine tobacco.

Next time, ask for Lucky Strike!

WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1



\* Actual size photograph - Harvey S. King makes a leaf of fine, green tobacco

**"Mary"**  
lighter, milder leaf  
costs money...

"and Luckies pay higher prices to get this lighter leaf!" says Harvey S. King, independent tobacco buyer of Lexington, Ky.

It's part and parcel of my job to know who buys what tobacco at the auctions, and I see Luckies pay higher prices to get the finer, milder leaf. That's why I smoke Luckies myself, along with most other warehousemen, auctioneers and buyers!"

In buying tobacco, you get what you pay for... and Luckies consistently pay the price to get the finer, the lighter, the naturally milder leaf. Remember this fact... and smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike!

**With men who know tobacco best... it's LUCKIES 2 to 1**



**"I've bought 2,000,000 lbs.  
of tobacco," says Arthur Noell,  
independent leaf buyer of Durham, N. C.  
"So I know fine tobacco—and that's why I smoke Luckies!"**

ALL OVER THE SOUTH, tobacco experts like Arthur Noell know Luckies pay higher prices to get the finer leaf.

In buying tobacco, as in buying most other things, you get what you pay for. And Lucky Strike's more expensive tobacco are worth the money because they're milder.

Before the auctions open, Lucky Strike analyzes tobacco samples—finds out just where and how much of the finest, naturally milder leaf is going up for sale—then pays the price to get it.

That's important to you, especially if you're smoking more today. For the more you smoke, the more you want such a genuinely mild cigarette.

Among independent tobacco experts—auctioneers, buyers and warehousemen—Luckies are the 2 to 1 favorite. Why not smoke the smoke tobacco experts smoke?

**With men who know tobacco best—It's Luckies 2 to 1**



Actual color photograph—James R. Collins appears in half of four previous editions

**"Lady—**  
money talks in buying  
lighter, milder leaf!

"And Luckies pay more to get that lighter leaf!" says  
James R. Collins, warehouseman of Willow Springs, N. C.

IT'S like this: year in and year out, I see Luckies pay higher prices  
to get the finer, milder tobacco. So I choose Luckies for my  
own enjoyment, same as most other independent warehousemen,  
buyers and auctioneers!"

In buying tobacco, you get what you pay for. Luckies pay the  
price to get the lighter, the naturally milder leaf. So smoke the  
smoke tobacco experts smoke. Next time, ask for Lucky Strike!

**WITH MEN WHO KNOW TOBACCO BEST—  
IT'S LUCKIES 2 TO 1**



Actual color photograph—Reuben Smothers shows a sister a fine, light tobacco leaf, before aging.

*"This lighter leaf costs a pretty penny!"*

"Luckies pay higher prices to get lighter, milder leaf like this!" says Reuben Smothers, tobacco auctioneer of Raleighville, N. C.

As a tobacco auctioneer, I see who buys what tobacco and how much they pay... so when I tell you Luckies pay higher prices to get the lighter, milder leaf—I know what I'm talking about. And say, I've smoked Luckies myself for 7 years!"

Yes, most independent tobacco experts—auctioneers, buyers and warehousemen—smoke Luckies. These men know that in buying tobacco, you get what you pay for... and they see Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. Why not smoke the smoke tobacco experts smoke? Ask for Lucky Strike!

**LUCKY STRIKE**  
175 PINKETTES  
CIGARETTES

**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**

*Luckies' finer tobaccos mean less nicotine!*



• Actual size photograph—Frank Brown, tobacco ambassador, shows a vintage one of the fine golden leaf that is "Gold American."

**GIRL:** Mr. Brown, what counts most in a cigarette?

**MR. BROWN:** Why—it's the tobacco, of course.

**GIRL:** So that's why you smoke Luckies?

**MR. BROWN:** Right! And most other independent tobacco experts do, too!

**M**EN like Frank Brown... who spend their lives buying, selling and handling tobacco... know that Luckies get the finest leaf—and Luckies' finer tobaccos mean less nicotine!

The more you smoke, the more you want a cigarette of proven mildness. So remember: authoritative tests reveal that for more than two years, the nicotine content of Luckies has been 12% less than the average of the 4 other leading brands—less than any one of them. ♦

You see, Luckies scientifically analyze tobacco samples before buying. So our buyers can select leaf that is ripe and mellow yet milder—low in nicotine content. For genuine mildness, why not smoke the smoke tobacco experts smoke? Ask for Lucky Strike today!

**\*NICOTINE CONTENT OF LEADING BRANDS**  
From January 1938 through June 1939  
Lucky Strike has averaged

|                                   |
|-----------------------------------|
| 9.66% less nicotine than Brand A  |
| 20.55% less nicotine than Brand B |
| 15.55% less nicotine than Brand C |
| 4.74% less nicotine than Brand D  |

For this period Lucky Strike has had an average nicotine content of 2.65 parts per hundred.



**With men who know tobacco best... it's LUCKIES 2 to 1**

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*"Luckies pay higher prices"*

**"—to get lighter, milder leaf like this!" says Ray Oglesby, tobacco auctioneer of Winterville, N. C.**

**LISTEN** to the bidding at 'most any tobacco auction **L**—and you'll see right fast that Luckies pay higher prices to get the finest, lighter leaf. Like any smoker, that's the tobacco I want—so naturally, I choose Luckies for my own enjoyment!"

Yes, Luckies pay higher prices to get the finest, the lightest, the naturally milder tobacco. No wonder that with independent tobacco experts—auctioneers, buyers and warehousemen—Luckies are the 2 to 1 favorite over all other brands combined. So smoke the smoke tobacco experts smoke. Next time, ask for Lucky Strike!

**WITH MEN WHO KNOW TOBACCO  
BEST—IT'S LUCKIES 2 TO 1**

**LUCKY STRIKE**  
CIGARETTES

*Lucky Strike means fine Tobacco!*

"I'VE WATCHED Luckies buy tobacco at more auctions than I could count," says Alf Webster, tobacco warehouse owner of Durham, N. C. "They go right after the milder, better-tasting leaf, pay what it costs and take it away. "To me, Lucky Strike means fine tobacco. Now I smoke Luckies!"

Smokers...in tobacco, as in most things, quality counts. The finer, lighter leaf just naturally costs more—but Luckies pay the price to get it!

Among independent tobacco experts—auctioneers, buyers and warehousemen—Luckies are far and away the favorite.

Why not enjoy this milder, better-tasting tobacco in your own cigarette?

**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**



Actual color photograph—G. E. Smith shows a visitor through a tobacco warehouse in Durham, N. C.

### Luckies' finer tobaccos mean less nicotine

Authoritative tests reveal that Luckies' finer tobaccos contain less nicotine than any other leading brand!

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands\*—less than any one of them.

This fact is proven by authoritative tests which have been confirmed from time to time by independent laboratories. You see, each year we exhaustively analyze tobaccos before purchase. Then our buyers can select the leaf that is ripe and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer tobacco—mild and mellow, with a naturally lower nicotine content.

Have you tried a Lucky lately?

With men who know tobacco best—it's **LUCKIES 2 TO 1**

| *NICOTINE CONTENT OF LEADING BRANDS                                                                                                                                                                                                                |  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--|
| From January 1936 through March 1940, Lucky Strike has had an average nicotine content of 0.02 parts per hundred—averaging 0.017% less nicotine content than Brand A; 0.019% less than Brand B; 0.040% less than Brand C; 0.01% less than Brand D. |  |

**"FINE AS SILK, SALLY-  
AND PLENTY MILD!"**

"Luckies pay higher prices to get the lighter leaf!" says Fred Evans, independent tobacco buyer of Danville, Va.

"To folks who watch the auctions, it's plain as day that Luckies go after the lighter, milder leaf—and pay higher prices to get it. That's why most auctioneers, buyers and warehousemen prefer Luckies. I've smoked Luckies myself for 14 years!"

In buying tobacco, you get what you pay for. And independent tobacco experts tell you that Luckies pay higher prices to get the finer, the lighter, the naturally milder leaf. So why not decide to smoke the smoke tobacco experts smoke? Next time, ask for Lucky Strike.

**LUCKY STRIKE CIGARETTES**

*With men who know tobacco best — it's LUCKIES 2 to 1*



## LUCKIES' FINER TOBACCO MEANS LESS NICOTINE

Authoritative tests reveal that Luckies' finer tobaccos contain less nicotine than any other leading brand!

Here's the natural result of buying finer, selected cigarette tobacco for Lucky Strike. The average nicotine content of Luckies, for over two years, has been 12% less than the average of the four other leading brands\*—less than any one of them.

This fact is proven by authoritative tests and confirmed, from time to time, by independent laboratories.

You see, each year we exhaustively analyze tobaccos before purchase. Thus our buyers can select the leaf that is rich and mellow, yet mild and low in nicotine content—then buy it up.

The result—a cigarette of finer, rich and mellow tobaccos with a naturally lower nicotine content. Have you tried a Lucky lately?

With men who know tobacco best—it's **LUCKIES 2 TO 1**



\*NICOTINE CONTENT OF LEADING BRANDS

From January 1938 through March 1940, Lucky Strike has had an average nicotine content of 2.02 parts per hundred—averaging 9.82% less nicotine content than Brand A; 21.09% less than Brand B; 13.48% less than Brand C; 3.81% less than Brand D.



*"Sko it's fine tobacco, boys, but, gosh-a-mighty, we'll  
never git the crop in if you jest stand around all day admirin' them leaves."*

