

1930

Cigarettes are Actually Good for You

The audacity of the industry in the 1930s was such that they weren't satisfied just with denying health claims. Brand X, Y or Z was supposed to be "good for the throat," helping the T zone ("throat and taste), etc. The RJ Reynolds Company went so far as to recommend cigarettes as an essential accompaniment of a good meal. "At mealtimes Camels offer a helping hand to good digestion" by "increasing the flow of fluids - alkaline digestive fluids - that are so vital to a sense of well being after eating."



1930

Toasting Removes Dangerous Irritants That Cause Irritation and Coughing

For a Clear Throat After
a Late Party...



Don't let a raw throat spoil
the memory of a grand
party. Next time reach for
a light smoke... a Lucky.
It's kind to your throat.

Reach for a Light Smoke

After the theatre... choose a light smoke—Luckies—for a clear throat, a clean taste. For in Luckies you get the finest tobaccos that money can buy—but minus certain harsh irritants, acids and impurities removed by the process, "It's Toasted," exclusive with Lucky Strike. "Toasting" expels these irritants. That's why Luckies give your taste a thrill and give your throat protection.

-a light smoke

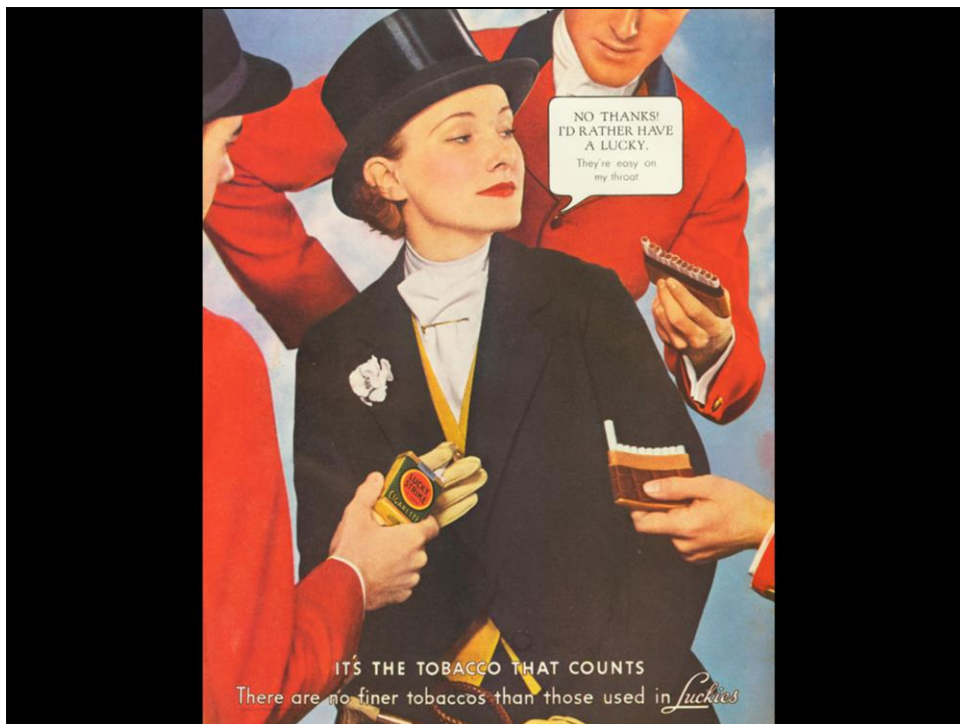
OF RICH, FIRE-CURED TOBACCO—"IT'S TOASTED"



1932

Extra Protection to My Throat

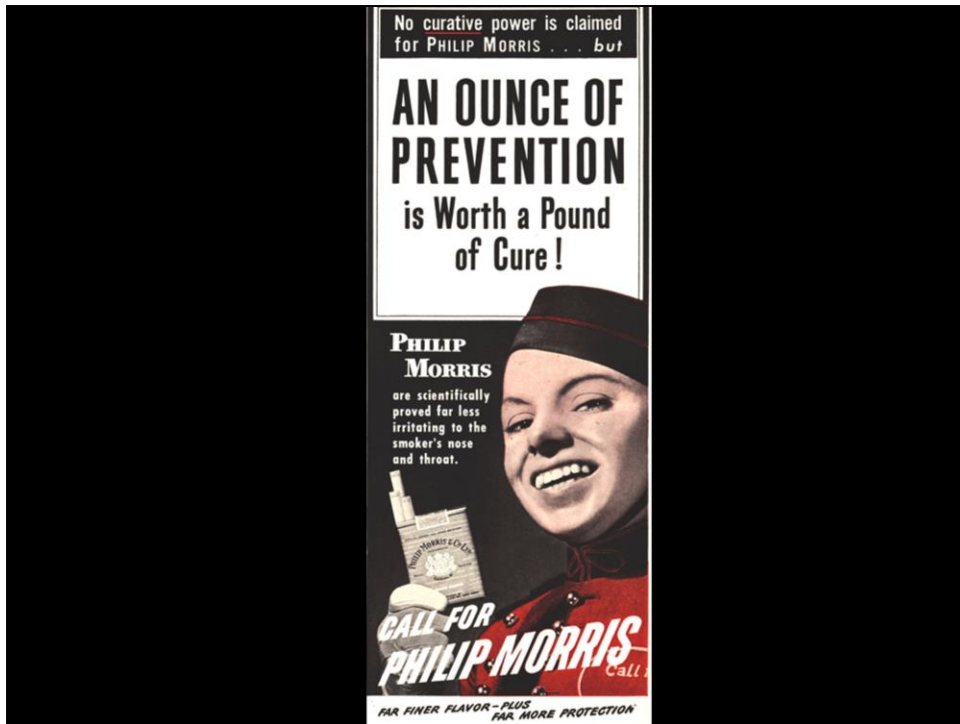
The extra protection to my throat . .





1955





1945

No Curative Power is Claimed

An ounce of prevention is worth a pound of cure.

Discriminating people prefer
HERBERT TAREYTON
...with the genuine cork tip to protect the lips

You'll agree with Mr. J. Bond Rogers and other discriminating people who prefer Herbert Tareyton. You'll like the genuine cork tip that stays clean and firm, that won't stick to or tear your lips. And you'll like the modern, king size that gives you a longer, cooler, naturally filtered smoke of fine, distinctive tobacco. In fact, when you light up your first Herbert Tareyton, you'll say it's the most enjoyable cigarette you ever smoked!

Mr. J. Bond Rogers, New York architect, winter sports enthusiast and owner of the Arden Hotel, says: "I like Tareyton's mild tobacco and the genuine cork tip that doesn't stick to my lips."

J. Bond Rogers

HERBERT TAREYTON CIGARETTES
Cork Tip
MODERN SIZE
TAREYTON

TAREYTON'S GENUINE CORK TIP PROTECTS YOUR LIPS
MADE IN U.S.A.

1953

Genuine Cork Tip to Protect the Lips



1947







August, 1927 PICTORIAL REVIEW 79

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



Alice Brady, the delightful actress and one of the stars

"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

You, too, will find that Lucky Strikes are mild and mellow—the finest cigarettes you ever smoked, made of the finest Turkish and domestic 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



When in New York you are unable, after moderate exertion, to speak and sing, consult and request the nearest tobacconist, grocer and drug store for Lucky Strikes.

**No other cigarette gives you
this assurance...this smoking pleasure**



Only one cigarette...PHILIP MORRIS...is made with "Di-GI"®
...the great scientific discovery that protects you from
certain harsh irritants found in every other leading cigarette.

**No other cigarette...with or without filters...
can remove all these irritants**

Other important refining steps add greatly to the mildness...
aroma...richness and rare smoking pleasure of Philip Morris!

All the rich flavor and aroma are yours...without the need for taste-
destroying gadgets or filters. Philip Morris offers you assurance no other leading
cigarette can. For greater smoking enjoyment...and smoking pleasure...try a carton!



CALL FOR PHILIP MORRIS
America's Finest Cigarette...Make It Yours!

The exclusive, modern ingredient "Di-GI" for greater smoking that has always been used in Philip Morris.

undated





LESS NICOTINE? —

Certainly! Fleetwood's Imperial length assures it, provided you smoke a Fleetwood no further than an all-time cigarette. The resulting longer end gives extra smoke filtration, reduces nicotine content!

LESS TAR STAIN? —

Of Course! The same 20% to 30% extra tobacco through which Fleetwood's smoke is filtered, not only reduces the nicotine in the smoke, but also reduces the tar that does harm that stain fingers and teeth!

LESS THROAT IRRITANTS? —

Surely! Along with selected milder tobaccos, and greater length, Fleetwood uses a modern moisture-retaining agent which does not produce nicotine, an irritating gas usually present in cigarette smoke!

Here's the cigarette the Reader's Digest didn't know about

Early last summer, when the famous Reader's Digest tested old-line cigarettes, Fleetwoods had not yet appeared. Specially planned, with the advice of chemists and physicians, to give the modern smoking safety pointed up by Reader's Digest . . . this new cigarette was also aimed at something new in flavor-goodness!

The development of Fleetwood required a year of work and an investment of several millions in fine vintage leaf tobacco. The new blend was developed with the guidance of professional tasters of fine wines, teas and coffees. And their sensitive tastes pronounced the final Fleetwood blend both milder and better-tasting than any of the six largest-selling cigarette brands! In confidence that you will find it a finer, better-tasting smoke, we take pride in offering you Fleetwood.

MORE SMOKING PLEASURE





FLEETWOOD
A cleaner, finer smoke

© 1942, THE AMERICAN TOBACCO CO., INC.
A SUPERIOR CIGARETTE AT THE STANDARD PRICE - THE AMERICAN TOBACCO CO., INC. • "HOUSE OF TRADITION" • LOUISVILLE, KY.

1942

What is it
Viceroy gives to you
That makes the
flavor grand?

Twice as many of these
filter traps
As any other brand!

VICEROY Gets the Votes...from Happy Throats

ONLY VICEROY GIVES YOU 20,000 OF THESE FILTER TRAPS IN EVERY TIP

**Twice As Many Filter Traps
As Any Other Brand**


You can really
depend on

VICEROY

20,000
FILTER TRAPS
MADE THROUGH
THE SOLUBILIZATION
OF PURE NATURAL
MATERIAL

VICEROY
Filter Tip
CIGARETTES
KING SIZE

The advertisement features a central illustration of a group of people in a festive setting, with a man playing a violin. Above the illustration, two speech bubbles contain questions and answers about the brand. Below the illustration, a headline states 'Twice As Many Filter Traps As Any Other Brand'. At the bottom, there is a close-up of a Viceroy cigarette and a pack, along with the brand name and a small circular seal detailing the filter's construction.



Cold* Weather is Old Gold Weather

Old Gold CIGARETTES
THE TREASURE OF THE MAIL

BE CAREFUL OF YOUR THROAT

There's only one problem in selling OLD GOLDS.
... how to get you to smoke the first few packages.
After that, everything is easy. For OLD GOLD is so
obviously smoother ... so much better ... so
superior in its clean, ripe tobacco ... that it wins
you over without a struggle. This isn't boasting.
This is just the selling history of OLD GOLD.
BETTER TOBACCOS ... that's what swept it to
national favor in three years.

OLD GOLD

BETTER TOBACCOS... make the difference
"..... not a cough in a carload"

On your Radio ... OLD GOLD—PAUL WHITEMAN HOUR. Paul Whiteman, with his complete orchestra ... every Tuesday, 9 to 10 P. M., Eastern Standard Time

PALL MALL's greater length
filters the smoke
on the way to your throat



Filters the smoke
and makes it mild

Discover for yourself why so many of
your friends have changed to the longer, finer
cigarette—PALL MALL. Its greater length
of traditionally fine, mellow tobacco serves
as a longer, natural filter to screen and cool the
smoke on the way to your throat—you, filters
the smoke and makes it mild. Thus PALL MALL
gives you a smoothness, mildness and
satisfaction no other cigarette offers
you. Enjoy the longer, finer cigarette
in the distinguished red
package—PALL MALL Famous
Cigarettes—
good to look at,
good to feel,
good to taste,
and good to
smoke.



PALL MALL
FAMOUS CIGARETTES

"WHISKEY PARTISAN
PEOPLE CONGREGATE"

PALL MALL

OUTSTANDING / and they
are mild!

Because of exclusive, proved PHILIP MORRIS superiority—

NO WORRY ABOUT THROAT IRRITATION—



**EVEN WHEN YOU
INHALE!**

All smokers inhale—sometimes. But it needn't bother your throat.

You know why? Here's the answer—facts reported by eminent doctors who compared the leading popular cigarettes:

✓ IRRITATION FROM THE SMOKE OF THE FOUR OTHER CIGARETTES AVERAGED MORE THAN THREE TIMES THAT OF THE STRIKINGLY CONTRASTED PHILIP MORRIS—AND, WHAT'S MORE, SUCH IRRITATION LASTED MORE THAN FIVE TIMES AS LONG!


For finer pleasure—plus proved protection—
NOW...



CALL FOR PHILIP MORRIS

America's Finest Cigarette!

PHILIP MORRIS
PROVED *BETTER*
-proved less irritating to the
NOSE AND THROAT!



First, in laboratory research, Philip Morris was proved definitely and measurably less irritating. But that's not all! In addition, the findings of a group of distinguished doctors prove that:

Some doctors believe in Philip Morris cigarettes as being more beneficial than any other brand of the kind on market - not to smokers - certainly not to non-smokers - because:

Full reports of these findings appeared in leading medical journals.

No claim of curative effect is made for Philip Morris cigarettes.

But - this evidence certainly proves them less irritating - therefore safer to smoke.

BUY MORE BONDS - EXTRA BONDS. THEN SMOKE!

CALL FOR PHILIP MORRIS
America's *Finest* Cigarette

For finer flavored - and proved far less irritating - to the nose and throat!

**No "smoked-out" throat
for You-when
you join Johnny's-
CALL FOR
PHILIP MORRIS**

**THE CIGARETTE PROVED LESS IRRITATING-
SAFER... FOR YOUR NOSE AND THROAT!**

HERE'S the proof that you might
find no change to Philip Morris!
Just one whiff this evidence
comes from.
These are the findings of dis-
tinguished doctors-in clinical work
with actual men and women
smokers-side by side.
When smokers changed to
PHILIP MORRIS, every case of
irritation of nose or throat due
to smoking-whether started up
completely or definitely im-
proved.
In top-ranking medical journals
these findings were reported as in-
valuable evidence. But
this is vital also to you who smoke!

FINER PLEASURE... PLUS REAL PROTECTION
America's Finest Cigarette

NOW SAME PRICE! We now sell PHILIP MORRIS at same price
as all other leading brands **In MISSOURI**

When smokers changed
to Philip Morris
every case of irritation
due to smoking *cleared completely*
or definitely improved.

*as reported by a group of doctors in leading medical journals.

Every day thousands upon thousands
of smokers are changing to Philip Morris. They, too, are learning
that smoking can be pure pleasure...the pleasure of rich
taste, of satisfying aroma, unmarred by throat irritation.

Philip Morris make no claim to cure irritation. But they do say
this: an ingredient, a source of irritation in other cigarettes, is not
used in the manufacture of Philip Morris.

TUNE IN, "Johnny Presents", Ben Morgan and his "Music
in the Morgan manner"...Charles Martin and his "Thrill of the Week."
Tuesday ABC...Red...Saturday CBS Country Court

Call for
PHILIP MORRIS
AMERICA'S *finest* 15¢ CIGARETTE

CREATORS OF FAMOUS CIGARETTES FOR 29 YEARS. ALWAYS UNDER THE PHILIP MORRIS NAME.

**NO
WORRY ABOUT
THROAT
IRRITATION.**

smoking
PHILIP MORRIS!

TO every feminine smoker this is especially important—yes, vital!

For this is the difference between Philip Morris and other cigarettes... found and reported by eminent doctors—who compared the leading cigarettes:

SMOKE OF THE FOUR OTHER LEADING POPULAR BRANDS AVERAGED MORE THAN THREE TIMES AS IRRITATING—AND THEIR IRRITATION LASTED MORE THAN FIVE TIMES AS LONG—AS THE UNUSUALLY CONTAMINATED PHILIP MORRIS!

This is real protection for your sensitive woman's throat—added to enjoyment of the superb PHILIP MORRIS tobaccos. **No worry** about throat irritation—even when you inhale!

YOU CAN'T HELP INHALING... BUT You Can Help Your Throat!

**CALL FOR
PHILIP MORRIS**
America's Finest Cigarette

April 1942 Good Housekeeping

Give your throat a HOLIDAY

You need never give your throat a thought when you smoke Camels.

Instead of the harsh hot smoke of parched dry-as-dust tobaccos — Camels — always fresh in the Humidor Pack — give you unalloyed smoke-enjoyment — mild, clean, cool!

That's because Camels are blended of fine Turkish and mild Domestic tobaccos — the choicest that money and long experience can buy — and are delivered to you in prime smoking condition.

Fine cigarettes in the first place, made dust-free by a special vacuum-cleaning process, the Humidor Pack keeps Camels fine, factory-fresh wherever you buy them.

All over this great country people are discovering for the first time what a joy a really good cigarette kept in proper condition can be, and are switching to Camels.

Join in, give your throat a holiday. Try Camels for just one day, then leave them — if you can.

Look in CAMEL SMOOTHER BOOK featuring Morton Downey and Tony Martin — Camel Orchestra, direction Jacques Hurreau — Columbia System every night except Sunday.

CAMELS

Mild... NO CIGARETTE AFTER-TASTE

Don't remove the moisture-proof cellophane from your package of Camels after you open it. The Humidor Pack is protection against dust and germs. Even in offices and homes, in the dry atmosphere of artificial heat, the Humidor Pack delivers fresh Camels and keeps them right until the last one has been smoked.

© 1941, R. J. REYNOLDS TOBACCO COMPANY, RICHMOND, N. C.

The best cigarette NEWS for over 40 years

..THE FILTER TIP

that holds throat irritants
in check



SMOKE CLEAN SMOKE

ALL REPUTABLE MANUFACTURERS remove impurities from the cut tobacco leaf—but irritants developed when the tobacco burns can be removed *only from the smoke itself*. This the du Maurier Filter Tip does. Irritants are retained by the cellulose between the crepe paper which screens the smoke selectively, letting pass for your enjoyment the fragrance, aroma and flavor of the coolest American and princely Oriental leaf, specially blended.

By cleansing the smoke, the du Maurier Filter Tip not only enhances flavor, it also keeps you fit, and protects your throat from irritation.

What the
du MAURIER
SELECTIVE FILTER TIP
does:

- It provides the common-sense method of preventing smoker's throat because it effectively retains irritants.*
- It stops particles of tobacco getting into the mouth.*
- It guards physical fitness.*
- It protects lips and teeth from stain.*
- It avoids burning the tongue.*
- It brings out the flavor and makes the smoke delightfully sweet and cool.*
- It gives a cleaner, healthier and more satisfying smoke.*



Filter-Tipped
in the
Scarlet
Aluminum
Box

20 cigarettes for 30¢

du MAURIER

CIGARETTES

When only the best will do

MADE IN U.S.A. BY COLUMBIA TOBACCO CO. INC., NEW YORK



Old Gold
CIGARETTES
THE TREASURE OF THE HILL

"Cold" Weather is Old Gold Weather

THEY'RE KINDER TO YOUR THROAT

Copyright P. Lorillard Co.

What a fast and friendly selling job OLD GOLD does for itself! In three years of nation-wide distribution, it has put that buff-and-gold package in millions of pockets . . . and handbags! . . . BETTER TOBACCOS — that's why their smoothness is irresistible . . . their flavor more delightful . . . Proof? . . . It's in the first package and your throat can be judge and jury.

OLD GOLD

BETTER TOBACCOS . . . make the difference
" . . . not a cough in a carload "



Cold* Weather is Old Gold Weather

Old Gold
CIGARETTES
THE TREASURE OF THROAT.


YOUR THROAT WILL BE GRATEFUL

Don't wait until your throat begins to bother you, change to OLD GOLD now. Your throat will give you the reasons for OLD GOLD'S amazing success in the first package you smoke. BETTER TOBACCOS. Cleaner, ripier... honey-smoothness... an exquisite flavor. Why take the risk of throat irritation? Your throat needs OLD GOLDS. Now. Tomorrow. Always.

OLD GOLD

BETTER TOBACCOS... make the difference
".....not a cough in a carload"

61%




61% OF ALL ILLNESS BEGINS AT THE THROAT

OLD GOLD was created because
a throat-easy cigarette was needed

Why have millions of smokers
changed to OLD GOLD since its
introduction only three years ago?
Because of its noticeable throat-ease
and honey smoothness. Because of
its BETTER TOBACCOS... Clean,
ripe, queen-leaf tobaccos... Free


of all throat-irritating impurities...
Try a package today... Your
taste will say: "What a delightful
flavor!" And your throat will say:
"At last! Here is that gentle
and kindly smoke I have been
hoping for."



"NOT A COUGH IN A CARLOAD"

On your Radio... OLD GOLD—PAUL WHITEMAN HOCR. Paul Whiteman, with his complete orchestra... every Tuesday, 9 to 10 P. M. Eastern Standard Time

61%



61% OF ALL ILLNESS BEGINS AT THE THROAT

Give your throat the comfort of a throat-easy cigarette

It takes three years to prepare the tobaccos that make OLD GOLD a smoother cigarette... The throat-scratch begins to leave when its BETTER TOBACCOS are allowed full time to mellow and ripen... the irritation goes when they are completely freed from dust and impurities... The roughness disappears when they are blended to honey-smoothness, with no artificial treatment added... Three years to make your throat say "O. K." and your taste say "100%"... But it's worth it to OLD GOLD, and to you.



"NOT A COUGH IN A CARLOAD"
On your Radio... OLD GOLD—PAUL WHITEMAN HOUR. Paul Whiteman, with his complete orchestra... every Tuesday, 5 to 12 P. M., Eastern Standard Time.

OLD GOLDS found
lowest in Nicotine
OLD GOLDS found
**lowest in Throat-Irritating
Tars and Resins**

See Impartial TESTS by Reader's Digest - July Issue

SEE HOW YOUR BRAND COMPARES WITH OLD GOLD

Reader's Digest assigned a scientific testing laboratory to find out about cigarets. They tested seven leading cigarets and Reader's Digest published the results.

The cigarette whose smoke was lowest in nicotine was Old Gold. The cigarette with the least throat-irritating tars and resins was Old Gold.

On both these major counts Old Gold was best among all seven cigarettes tested.

Get July Reader's Digest. Turn to page 5. See what this highly respected magazine reports.

You'll say, "From now on my cigarette is Old Gold." Light one! Note the mild, interesting flavor. Easier on throat? Sure! And more smoking pleasure! Yes, it's the new Old Gold—finer yet since "Something New has been Added."

P. LORILLARD COMPANY, Established 1769



**Reader's Digest Exposes
Cigarette Claims! ...**

**Impartial tests find
OLD GOLD lowest in
Nicotine and Throat-
Irritating Tars and Resins**

SEE HOW YOUR BRAND COMPARES WITH OLD GOLD

Reader's Digest assigned a scientific testing laboratory to find out about cigarettes. They tested seven leading cigarettes and Reader's Digest published the results.


The cigarette whose smoke was lowest in nicotine was Old Gold.

The cigarette with the least throat-irritating tars and resins was Old Gold.

On both these major counts Old Gold was best among all seven cigarettes tested.

Get July Reader's Digest. Turn to page 5. See what this highly respected magazine reports. When you do, you'll say "From now on my cigarette is Old Gold."

P. LORELLARD COMPANY
Blenders of fine tobaccos since 1760





A vintage advertisement for Lucky Strike cigarettes. At the top, two women in 1930s-style clothing are shown; one is lighting a cigarette for the other. Below them is a large, horizontal cigarette with the words "LUCKY STRIKE" written on its filter. The main headline reads: "Luckies are always in All-Ways kind to your throat". To the left of the headline is a small illustration of a Lucky Strike cigarette pack. To the right, a paragraph of text describes the cigarettes as "so round, so firm, so fully packed—no loose ends that's why you'll find Luckies do not dry out". Below this, two columns of smaller text provide further details about the tobacco used and the brand's reputation. At the bottom left, a small checkmark icon is followed by the text "It's toasted" and "Luckies are all-ways kind to your throat". At the bottom center, a banner reads "Only the Center Leaves—these are the Mildest Leaves". To the right of the banner is a small logo of a bird perched on a branch, with the text "They Taste Better" next to it.

Luckies are always
in All-Ways kind to your throat

so round, so firm, so fully packed—no loose ends
that's why you'll find Luckies do not dry out

We like to tell about the finer tobaccos
in Luckies—the choicest Turkish and
domestic, and only the mild, clean center
leaves—they taste better—then "It's
toasted"—for throat protection. But
we're just as proud of the way Luckies

are made. They're so round and firm, so
free from loose ends. That's why Luckies
"keep in condition"—that's why you'll
find that Luckies do not dry out—as im-
portant just to every smoker. Luckies are
always—in all-ways—kind to your throat.

"It's toasted"

✓ Luckies are all-ways kind to your throat

Only the Center Leaves—these are the Mildest Leaves

They Taste Better

Here's why- Luckies do not dry out
why- Luckies are All-Ways
kind to your throat

The difference between cigarettes is the difference between what goes into them and how they are put together. Luckies use only the clean, center leaves—for these are the mildest leaves—they taste better. That's why farmers are paid higher prices for them. And Luckies get the benefit of the famous process—"It's toasted"—for your throat protection.

And every Lucky is round, firm and fully packed. That's why Luckies "keep in condition"—that's why you'll find that Luckies do not dry out—an important point in every smoke.

Yes, Luckies are always in all-ways kind to your throat.

"It's toasted"

✓ Luckies are all-ways kind to your throat

Only the Center Leaves—these are the Mildest Leaves

They Taste Better



Luckies are always in All-Ways
kind to your throat

because The clean center leaves are the mildest leaves—*They Taste Better!*

THESE ARE THE
MILDEST LEAVES—
THEY COST MORE—
They Taste Better!

LUCKIES use only the clean center leaves for these are the mildest leaves—they cost more—they taste better. No top leaves because they are under-developed, bitter and harsh. No bottom leaves because they're coarse, dirt-covered, sandy. Only the clean center leaves go into Luckies. Then "It's toasted"—for throat protection. The long, golden strands of fine tobacco are rolled uniformly round and firm... no loose ends. That's why Luckies do not dry out. Luckies are always in all-ways kind to your throat.

"It's toasted"

✓ Luckies are all-ways kind to your throat

Only the Center Leaves—these are the Mildest Leaves *They Taste Better*

Copyright, 1946, The American Tobacco Company

**DRAW A CIRCLE AROUND
THE CENTER OF THIS
FINE TOBACCO PLANT**

*"It's toasted"
Luckies are all-ways
kind to your throat*

**LUCKY STRIKE
CIGARETTES**

*These are the
Center Leaves—the Mildest
Leaves—the heart of Lucky Strike*

As you can see from this picture—
Luckies' fine, smooth quality doesn't
just happen—for we use *only the center
leaves!* Not the top leaves because
those are under-developed—not ripe.
Not the bottom leaves because those
are inferior in quality—they grow close
to the ground and are dirt-covered,
coarse, sandy. We select only the center
leaves—for which farmers are paid
higher prices—for the center leaves are
the mildest leaves—they taste better—
them—"It's toasted!"—for finest pro-
tection. And every Lucky is fully packed
with these choice tobaccos—made
round and firm—free from loose ends
—that's why Luckies do not dry out.
Luckies are *all-ways* kind to your throat.

"It's toasted"
✓ Luckies are *all-ways* kind to your throat

Only the Center Leaves—these are the Mildest Leaves

Copyright 1935, The American Tobacco Company

They taste better

NOT the top leaves—they're under-developed
—they are hard!

NOT the bottom leaves—they're inferior in
quality—coarse and sandy!

As plain as A, B, C
why- Luckies are All-Ways
kind to your throat

THE CLEAN
CENTER LEAVES ARE
THE MILDEST
LEAVES
They Taste Better!

WHETHER the finest tobacco
grow—in our own Southland,
in Turkey, in Greece—all over the
world, we gather the very Cream of
the tobacco Crops for Lucky Strike.
And that means only the clean center
leaves. The center leaves are the mildest
and purest—day after day and for
years are paid higher prices for them.
These clean center leaves are the only
ones used in making Luckies. Then
"it's toasted"—for delectation,
And every Lucky is fully packed with
these choice tobaccos—made round
and firm, free from loose ends—
why Luckies "keep in condition."
—why you'll find that Luckies do not
dry out—no impure taste in every
cigar. Naturally, Luckies are al-
ways in all-ways kind to your throat.

"It's toasted"
✓ Luckies are all-ways kind to your throat

Only the Center Leaves—these are the Mildest Leaves

They Taste Better!

Copyright, 1941, The American Tobacco Company

LUCKY STRIKE
CIGARETTES

LUCKIES ARE ALL-WAYS KIND TO YOUR THROAT

"It's toasted"
✓ Luckies are all-ways kind to your throat

Only the Center Leaves—these are the Mildest Leaves

NOT the top leaves—they're under-developed—they are harsh!
They taste better
NOT the bottom leaves—they're inferior in quality—coarse and sandy!



*Consider your Knee Cap!!!**

**Don't Rasp Your Wife's Throat
With Harsh Irritants**



**"Reach for a
Hatchet instead"**

Now! Pull-ase! Actually! Oh, come on now! Put your finger on your knee cap—Touch it—actually touch it! Try it on the lady next door—Does it tickle? If it tickles you are smoking the wrong cigarettes! Reach for a DUCKY instead—Now! Pull-ase! Remember—DUCKY WUCKY is the only cigarette in America that does not tickle your knee cap! And so we say, "consider your knee cap." Yes, we'll even say it again!

*DUCKIES ARE ALWAYS
HAND TO YOUR MOTHER*



Listen to the DUCKY WUCKY Orchestra over Station Q & B
Try and dance to it!

Lizzie Zilch
Fashion, N.Y.

"THEY'RE HASH BROWED"
Purified by Hot Air and Advertising Rays

1930

