

LUCKY STRIKE

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It's toasted

AS you bite into your crisp slice of morning toast, give it an extra thought. Think how delicious it is; freshly-made, buttered hot.

Toast is an everyday matter, of course, but one of the real things you have to be thankful for.

Now you're ready for the special idea on this delicious new Lucky Strike cigarette. The tobacco—it's toasted; and doesn't that give it a flavor though? Well, *you know!*

We've been working for five years to make a cigarette out of Burley tobacco. It's "blame good" tobacco; and you smokers have shown us how strong you were for it.

Last year you poured sixty million pounds out of those green, red and blue tins. That's enough for 35 billion cigarettes—against about 21 billion ready-made cigarettes sold in 1916. Considerable Burley enthusiasm!

Big discoveries are simple ideas

Until we went back to the toasting fork and old kitchen stove, to the simple idea of hot buttered toast, a ready-made Burley cigarette wasn't possible. The Burley flavor didn't hold. But now it does.

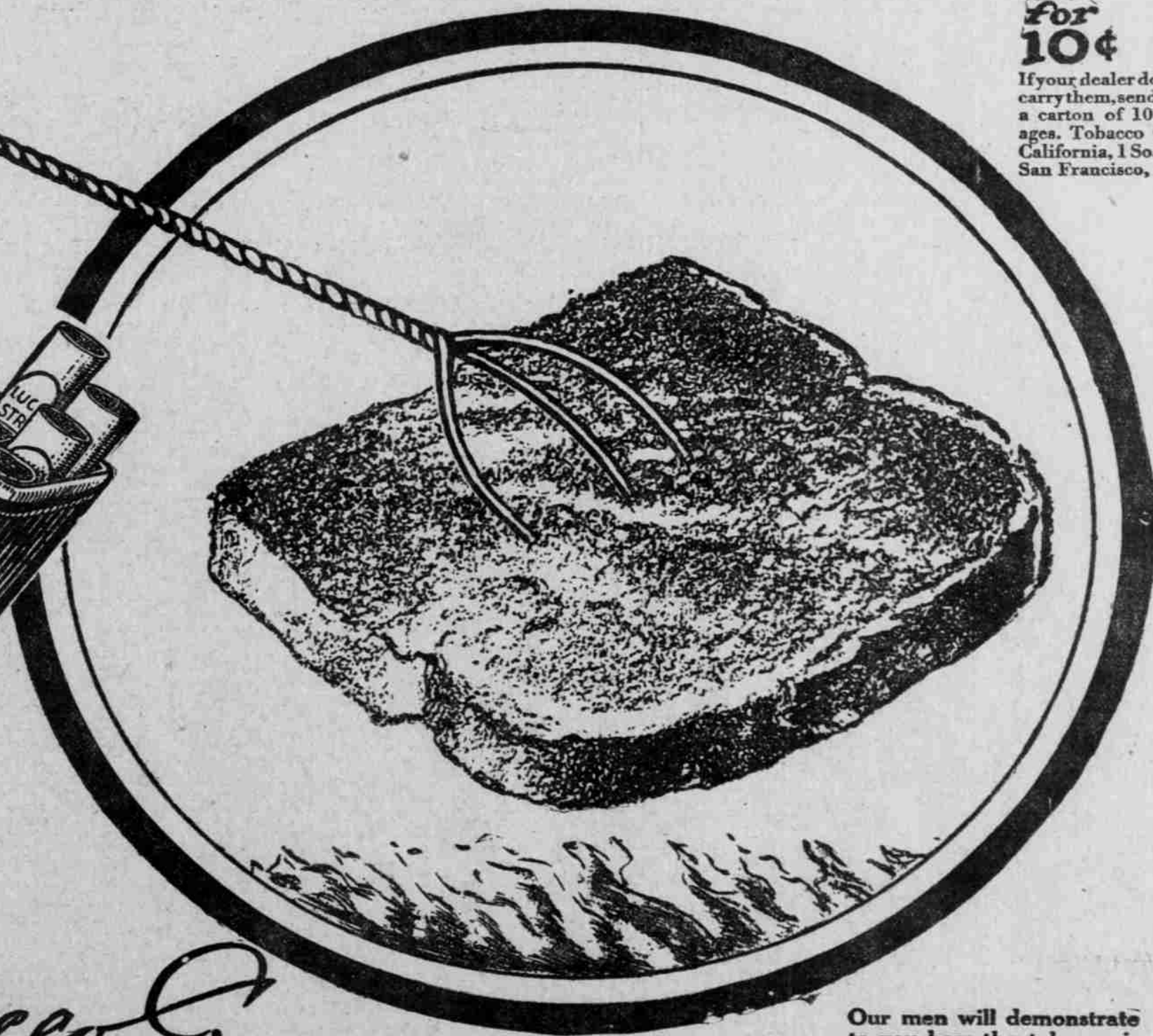
Now Lucky Strike—the real Burley cigarette

It's toasted—and the flavor holds. It's toasted—the result is delicious, full of flavor. Keep thinking of that hot buttered toast—and try a Lucky Strike cigarette today.



How to open the package

Tear off part of the top only as shown
Cigarettes in paper packages of 20 are carried more handily this way and keep better; less likely to spill into your pocket.



20
For
10¢

If your dealer does not carry them, send \$1 for a carton of 10 packages. Tobacco Co. of California, 1 So. Park, San Francisco, Cal.

Guaranteed by

The American Tobacco Co.
INCORPORATED

Our men will demonstrate to you how the tobacco is toasted — at many stores

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