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## "TOASTING" expels SHEEP-DIP BASE naturally present in every tobacco leaf

## "They're out so they can't

Every LUCKY STRIKE is made of the fineat tobacico leave the world cen from The from Kentucky, Fennessee, Virgina, Geor 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 puriUltra 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 dipping of over 50,000 sheep or the daily spraying of many thousands of trees. Thus, you are sure these irritants, naturally present in ail tobacco leaves; are not in your LUCKY STRIKE, "They're out-so they can't be in!" No wonder

## U. S. Dept. of Agricultevre, Bureas of Animal

## Induatry, Order Noi. 210 <br> "It's toasted" <br> Including the use of Ulira Violet Rays

Your Throat Proteation'-agathat Irithotion-agalnst coush

The finest to-
The finest tobaceo quality plus throat protection.

