

FRANCES ALDA,
Metropolitan Opera Star

"I prefer the Lucky Strike Cigarette to all others because of their unusual flavor. My pleasure is not marred by anxiety for my voice."



KING VIDOR,
Motion Picture Director

"While directing 'The Big Parade' I smoked 'Lucky Strikes.' It is wonderful to find a cigarette that insures you against throat irritation—a condition from which film directors are bound to suffer."



"ROXY",
of Broadcasting Fame

"There is nothing quite like a 'Lucky Strike' cigarette. It does not impair the voice, and gives the mental relaxation so essential to carry on."

They all agree!

Lucky Strikes give the greatest pleasure . . . mild and mellow . . . made of the choicest tobaccos . . . cream of the crop . . . properly aged . . . blended with great skill . . . an extra process . . . "IT'S TOASTED" . . . No harshness . . . not a bit of bite.



WILLIE HOPPE,
Champion Billiard Player

"The slightest cough or throat irritation might be fatal during a close match. On this account I prefer Luckies as a steady diet."



PAUL G. WANER,
Pittsburgh Pirates

"I am very fond of the excellent flavor and they keep my throat clear and do not affect my wind in the least."



Cream of the Crop



VINCENT RICHARDS,
Famous Tennis Star

"I smoke only Luckies—they are mild and mellow, and cannot possibly irritate your throat and my wind is always in splendid shape."

"It's toasted"

No Throat Irritation - No Cough.