YELLOW AID RED APPIES CROW ON

## SAME TREE HERE

 SAYS PHSSCCAN PANIAGES CASE


CENTRAL PONIT GRAMGE
SUPPER FRRAY NIGHI

## No More "Iron Maidens"!

## AN ANCIENT PREJUDICE HAS BEEN REMOVED

Never again need scientific research grope in darkened cellars behind doors bolted against torture. AMERICAN INTELLI GENCE has awept before it the ignorant barrier which stupidly impeded men of genius and science marches proudly on
 LUCKY STRIKE'S extra secret process-removes harmful corrosive ACRIDS (pungent irritants) from LUCKIES which in the old-fashioned manufacture of cigarettes cause throat irritation and coughing. Thus "TOASTING" has destroyed that ancient prejudice against cigarette smoking by men and by women.

## "It's toasted"

No Throat Irritation-No Cough.
"It's Toasted"-the phrase that describes the extra "toasting" process applied in the manufacture of Lucky Strike Cigarettes. The finest tobaceos-the Cream of the Crop-are scientifically subjected to penetrating heat at minimum, $260^{\circ}$-maximum, $300^{\circ}$, Fahrenheit. The exact, expert regulation of such high temperatures removes impurities. More than a slogan, "It's Toasted" is recognized by millions as the most modern step in cigarette manufacture.
couleferexpris




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| Improve Skin |  |  |  |
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|  | LarrySchade |  |  |
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COMING SATURDAY
something new ON the talking screen
's Different! It's Novel! It's Thrilling!
"THE ACEOF
SCOTLAND YARD" -RIALTO-

