

## No raw tobaccos in Luckies -that's why they're so mild

W buy the finest, the very finest tobaccos in all the worldbut that does not explain why folks everywhere regard Lucky Strike as the mildest cigarette. The fact is, we never overlook the truth that "Nature in the Raw is Seldom Mild"-so these fine tobaccos, after proper aging and
mellowing, are then given the benefit of that Lucky Strike purifying process, described by the words - "It's toasted". That's why folks in every city, town and hamlet say that Luckies are such mild cigarettes.

## It's toasted" <br> That package of mild Luckies

