Do You Inhale?

Certainly... 7 out of 10 smokers inhale knowingly... the other 3 inhale unknowingly.

Do you inhale? Lucky Strike has dared to raise this much-avoided subject... because certain impurities concealed in even the finest, mildest tobacco leaves are removed by Luckies' famous purifying process. Luckies created that process. Only Luckies have it!

Do you inhale? More than 20,000 physicians, after Luckies had been furnished them for tests, basing their opinions on their smoking experience, stated that Luckies are less irritating to the throat than other cigarettes.

"It's toasted."

1. Your throat protection—actual breathing... actual coughing.
2. Your pocket protection—actual breathing... actual coughing.
3. Your sense of taste—actual breathing... actual coughing.

Lucky Strike..."it's toasted..." more than a cigarette... a complete smoking experience.