Excess of Acidity of Other Popular Brands Over Luckies Strike

<table>
<thead>
<tr>
<th>Tobacco Brand</th>
<th>Excess of Acidity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Luckies Strike</td>
<td>0.4</td>
</tr>
<tr>
<td>Brand A</td>
<td>0.2</td>
</tr>
<tr>
<td>Brand B</td>
<td>0.1</td>
</tr>
<tr>
<td>Brand C</td>
<td>0.0</td>
</tr>
</tbody>
</table>

\[ \text{Excess of Acidity} = \text{Total Acidity} - \text{Base Acidity} \]

**LUCKIES ARE LESS ACID!**

*found chemical tests show* other popular brands have an excess of acidity over Luckies Strike. 15% or more.

**"IT'S TOASTED"-Your throat protection-against irritation against cough**

**SCIENTIFIC BLENDING**

The blending of tobaccos to secure a given taste-uniformly, season and year after year- is both an art and a science.

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