"Roxy,"

a favorite in

Radio-land.

writes:

"During a strenuous re-hearsal, with the work en-

tailed in operating the

World's Largest Theatre, where one's nervous sys-

tem is working under great pressure, there is nothing quite like a 'Lucky Strike' cigarette. It does not im-

the mental relaxation so

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Here to Help You

NOTHING

is ever a trouble to us that is a service to you

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The Fenway

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11,105* doctors give written opinions.

THAT is the quality that Giuseppe Danise, Queena Mario, Adam Didur, Antonio Cortis, Nanette Guilford, Wilton Lackaye, Lenore Ulric, "Roxy," and other famous singers, actors, broadcasters and public speakers have found that makes LUCKY STRIKES delightful and of no possible injury to their voices?

For the answer we turned to medical men and asked them this question:

Do you think from your experience with LUCKY STRIKE cigarettes that they are less irritating to sensitive or tender throats than other cigarettes, whatever the

11,105* doctors answered this question "YES."

Consider what these figures mean; consider that they represent the opinion and experience of doctors, those whose business it is to know.

It's toasted

No Throat Irritation-No Cough.



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