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Each Puff Less Acid A LIGHT SMOKE

OF RICH, RIPE-BODIED TOBACCO

Over a period of years, certain basic advances have been made in the selection and treatment of cigarette tobaccos for Lucky Strike Cigarettes.
They include preliminary analyses of the tobacco selected; use of center leaves; the higher heat treatment of tobacco ("Toasting");
consideration of acid.alkaline bal ance, with consequent definite improvement in flayor; and con trolled uniformity in the finished product.
All these combine to produce a superior cigarette-a modern ciga rette, a cigarette made of rich, ripe bodied tobaccos-A Light Smoke


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