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Collier's

THE NATIONAL WEEKLY



**Good
Times
Knocking
at the
Door**

**By William G.
Shepherd**

JOSEPH FARRELLY

Consider your Adam's Apple!!★
Don't Rasp Your Throat
With Harsh
Irritants



"Reach for a
LUCKY instead"

What effect have harsh irritants present in all raw tobaccos upon the throat? A famous authority, retained by us to study throat irritation says:

"The tissues above and below the vocal chords and the vocal chords themselves may become acutely or chronically congested as a result of the inhalation of irritating fumes in the case of chemists for example."

LUCKY STRIKE'S exclusive "TOASTING" Process expels certain harsh irritants present in all raw tobaccos. We sell these expelled irritants to manufacturers of chemical compounds. They are not present in your LUCKY STRIKE. So Consider your Adam's Apple—that is your larynx—your voice box—it contains your vocal chords. Don't rasp your throat with harsh irritants. Be careful in your choice of cigarettes. Reach for a LUCKY instead.

LUCKIES are always
kind to your throat

Hazel Bofinger

NEW YORK, N. Y.

"It's toasted"

Including the use of Ultra Violet Rays

Sunshine Mellows—Heat Purifies

Your Throat Protection — against irritation — against cough



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The A. T. Co.,
Mfrs.

TUNE IN—
The Lucky
Strike Dance
Orchestra,
every Tuesday,
Thursday and
Saturday eve-
ning over
N. B. C. net-
works.