



**L.S./M.F.T.**



**Lucky Strike** is an American brand of cigarette. Lucky Strike was the top selling cigarette in the United States during the 1930s.

Often referred to as "Luckies", the brand was first introduced by R.A. Patterson of Richmond, Virginia, in 1871 as cut-plug chewing tobacco and later a cigarette. In 1905, the company was acquired by the American Tobacco Company (ATC), and Lucky Strike would later prove to be its answer to R. J. Reynolds' Camel.

In 1917, the brand started using the slogan "It's Toasted" to inform consumers about the manufacturing method in which the tobacco is toasted rather than sun-dried, a process touted as making the cigarette's taste more desirable.

[http://en.wikipedia.org/wiki/Lucky\\_Strike](http://en.wikipedia.org/wiki/Lucky_Strike)

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Camel Cigarettes. Photo credit: dora. 13. Uploaded by Page

### All Quality, No Premiums

**T**URKISH and Domestic tobaccos when expertly blended produce a smoke more pleasing than either kind smoked straight. That's what you'll find in Camel Cigarettes.

Premiums or coupons don't go with Camels, because the cost of the choice quality tobaccos makes it impossible for us to give them. You can't buy a more delightful cigarette than Camels at any price. There's no tongue-sting nor unpleasant, cigarettey after-taste.

Camels come in a package of twenty and stand you the price of a dime.

*If your dealer can't supply you, send 10c for one package or \$1.00 for a carton of ten packages (200 cigarettes), and postage over paid. If after smoking one package you are not delighted with CAMELS, return the other nine packages and we will refund your dollar and postage.*

R. J. REYNOLDS TOBACCO CO.  
Winston-Salem, N. C.



**Camel** is a brand of [cigarettes](#) that was introduced by American company [R.J. Reynolds Tobacco](#) in the summer of 1913. Most current Camel cigarettes contain a blend of [Turkish tobacco](#) and [Virginia tobacco](#).

In 1913, R.J. Reynolds developed an innovation: the packaged cigarette. Most tobacco users who smoked cigarettes preferred to roll their own, and there was thought to be no national market for pre-packaged cigarettes.

Reynolds worked to develop a flavor he thought would be more appealing than past products, creating the Camel cigarette, so named because it used [Turkish](#) paper, in imitation of then-fashionable [Egyptian cigarettes](#). Reynolds undercut competitors on the cost of the cigarettes, and within a year, he had sold 425 million packs of Camels