



Smoke a Lucky To Feel Your Level Best

Picks you up when you're low, calms you down when you're tense.

**Smoke a *LUCKY*
To feel your *LEVEL* best!**

Luckies' fine tobacco picks you up when you're low
... calms you down when you're tense!



LUCKY STRIKE
CIGARETTES
L.S./M.F.T.

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

So round, so firm, so fully packed — so free and easy on the draw

Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your best best, do your level best.

That's why it's important for you to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—auctioneers, buyers and warshomemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.

Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton of Luckies and get started today!

Smoke a Lucky To Feel Your Level Best

Picks you up when you're low, calms you down when you're tense.

**Smoke a *LUCKY*
To feel your *LEVEL* best!**

Luckies' fine tobacco picks you
up when you're low . . . calms
you down when you're tense!



Luckies' fine tobacco puts you on the
right level—the Lucky level—to feel your
level best, do your level best.

That's why it's important for you to remem-
ber that Lucky Strike Means Fine Tobacco
—mild, ripe, light tobacco that makes a thor-
oughly enjoyable smoke. No wonder more
independent tobacco experts—auctioneers,

buyers and warehousemen—smoke Lucky
Strike regularly than smoke the next two
leading brands combined.

Light up a Lucky! Luckies' fine tobacco
picks you up when you're low, calms you
down when you're tense. So get on the Lucky
level where it's fun to be alive. Get a carton
of Luckies and get started today!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

© 1946, THE AMERICAN TOBACCO COMPANY

Smoke a Lucky To Feel Your Level Best

Picks you up when you're low, calms you down when you're tense.

**Smoke a *LUCKY*
To feel your *LEVEL* best!**

Luckies' fine tobacco picks you
up when you're low . . . calms
you down when you're tense!



Lucky Strike
CIGARETTES
L.S./M.F.T.

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

Luckies' fine tobacco puts you on
the right level—the Lucky level
—to feel your level best, do your
level best.

That's why it's important for you
to remember that Lucky Strike
Means Fine Tobacco—mild, ripe,
light tobacco that makes a thoroughly
enjoyable smoke. No wonder more
independent tobacco experts—au-

ctioneers, buyers and warehousemen
—smoke Lucky Strike regularly than
smoke the next two leading brands
combined.

Light up a Lucky! Luckies' fine
tobacco picks you up when you're
low, calms you down when you're
tense. So get on the Lucky level where
it's fun to be alive. Get a carton of
Luckies and get started today!

Smoke a Lucky To Feel Your Level Best

Picks you up when you're low, calms you down when you're tense.

*Smoke a **LUCKY**
to feel your **LEVEL** best!*

Luckies' fine tobacco picks you
up when you're low . . . calms
you down when you're tense!



**LUCKY
STRIKE**
TO SMOKE!
CIGARETTES
L.S./M.F.T.

Luckies' fine tobacco puts you on the right level—the Lucky level—to feel your level best, do your level best.
That's why it's important to remember that LUCKY STRIKE MEANS FINE TOBACCO—mild, ripe, light tobacco that makes a thoroughly enjoyable smoke. No wonder more independent tobacco experts—smokers, buyers and warehousemen—smoke Lucky Strike regularly than smoke the next two leading brands combined.
Light up a Lucky! Luckies' fine tobacco picks you up when you're low, calms you down when you're tense. So get on the Lucky level where it's fun to be alive. Get a carton and get started today!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

**Smoke a *LUCKY*
To feel your *LEVEL* best!**

Luckies' fine tobacco picks you
up when you're low . . . calms
you down when you're tense!



Luckies' fine tobacco puts you on the
right level—the Lucky level—to feel your
level best, do your level best.

That's why it's important for you to remem-
ber that Lucky Means Means Fine Tobacco
—mild, ripe, light tobacco that makes a thor-
oughly enjoyable smoke. No wonder more
independent tobacco experts—auctioneers,
buyers and wholesalers—smoke Lucky
Strike regularly than smoke the next ten
leading brands combined.

Light up a Lucky! Luckies' fine tobacco
picks you up when you're low, calms you
down when you're tense. So get on the Lucky
level where it's fun to be alive. Get a carton
of Luckies and get started today!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco

Cheerleader: Be Happy - Go Lucky





Cheerleader: Be Happy - Go Lucky





SOMETHING WONDERFUL HAPPENS

when you change to **PHILIP MORRIS!**

Here's why:

- 1 YOU'LL FEEL BETTER BECAUSE**, in case after case, coughs due to smoking disappear... parched throat clears up... that stale "smoked-out" feeling vanishes.
- 2 YOU'LL FEEL BETTER BECAUSE**, once again, you'll really taste your cigarette—the good, clean taste of fine, mild tobacco. Your food will taste better, too! And you'll know you've made a wise change... for your own good.
- 3 YOU'LL FEEL BETTER BECAUSE** you'll be smoking the one cigarette with a difference in manufacture... an important difference that avoids the main cause of cigarette irritation.
- 4 YOU'LL FEEL BETTER BECAUSE**, day after day, you'll be smoking the cigarette recommended by eminent nose and throat specialists to patients who smoke... the ONE cigarette proved definitely milder than any other leading brand.

© For cigarette brand published in leading medical journals, write to PHILIP MORRIS, 100 Park Avenue, New York 17, N. Y.

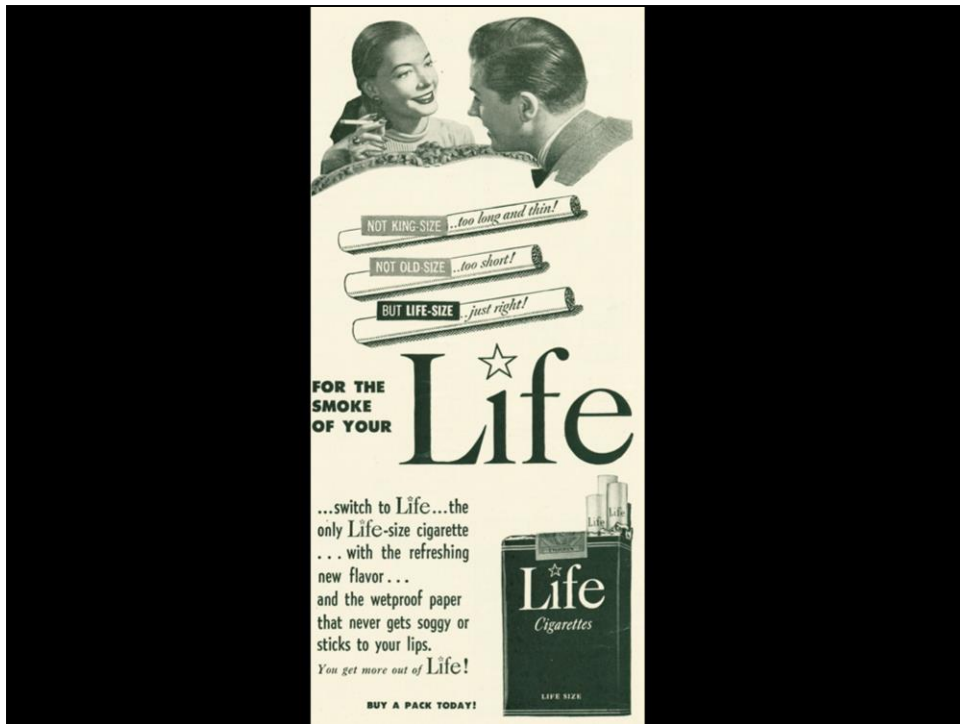
The result is pleasure!

CALL FOR PHILIP MORRIS



You'll Feel Better

. . That stale "smoked out" feeling vanishes.





IT'S SWELL TO FEEL SWELL!

Wise smokers demand **FRESH** cigarettes

YOU CAN'T BUY A STALE OLD GOLD

CLIMATE affects cigarettes. That's why Double-Mellow Old Golds carry their climate with them!

An exclusive weather-proof package keeps Old Golds truly **FRESH**, regardless of outside dampness, dust or dryness. This special package is *double-wrapped*! Not one, but **TWO** jackets of finest moisture-proof Cellophane protect Old Golds . . . deliver them to you at their condition peak!

You can't go stale on **FRESH** Old Golds. You'll find them as good to you . . . as they are to your taste!

P. LORILLARD COMPANY, Inc.
(Established 1780)



Memo . . . to Participants in the Old Gold \$200,000.00 Contest

Yours Contest Staff is now at work filing the final submissions to the Old Gold Contest, which closes May 15th. They will begin the work of checking and rechecking the work of checking and rechecking all submissions. This will require several weeks for each and every contestant's file will be checked and rechecked with the utmost care and accuracy.

When the time arrives for announcing the winners, in accordance with the rules, each and every contestant, winner and loser alike, will be sent the list of winners' names and addresses, together with the correct solutions and explanations of all 50 puzzles.

Our heartiest thanks go to contestants for the part they played in making this great contest of skill one of the most interesting and satisfactory contests ever conducted.

P. LORILLARD CO., Inc.
(Established 1780)

LOOK!



NOTE: JACKET OF "CELLOPHANE" OPENS FROM THE BOTTOM

LOOK!!



INNER JACKET OF "CELLOPHANE" OPENS FROM THE TOP

IT'S THE EXTRA JACKET! Every pack of Double-Mellow old golds is wrapped in two jackets—double Cellophane. That EXTRA jacket keeps old golds in prime condition in any climate. You can't buy a stale old gold.

Copyright, 1937, by P. Lorillard Co., Inc.

IT'S SWELL TO FEEL SWELL!

To guard your health demand
FRESH cigarettes

No More Smoking Hangover . . . Now that I smoke extra Old Golds I don't wake up with that "stuttery" feeling in my mouth like the Wood model, New York City.

Twenty Good Ones . . . The last Old Gold in the pack always is as tempting and delightful as the first one because they're all FRESH to begin with.

Mary Esther Gresham (secretary), Portland, Oregon

YOU CAN'T BUY A STALE OLD GOLD!

A GREAT LABORATORY recently measured the effect of stale cigarettes on mucous membrane. Both "dry" and "soapy" cigarettes were tested; both types produced definite tissue irritation.

This emphasizes the importance of the FRESHNESS INSURANCE Old Gold gives you. You just can't buy "dry" or "soapy" Old Golds anywhere in the U. S. A.

In any climate, Old Gold's weather-tight package brings you luxuriously fresh "smokes." Old Golds are the finest price crop tobaccos brought to you in the pink of smoking condition.

P. LORILLARD COMPANY, INC.
(Established 1760)

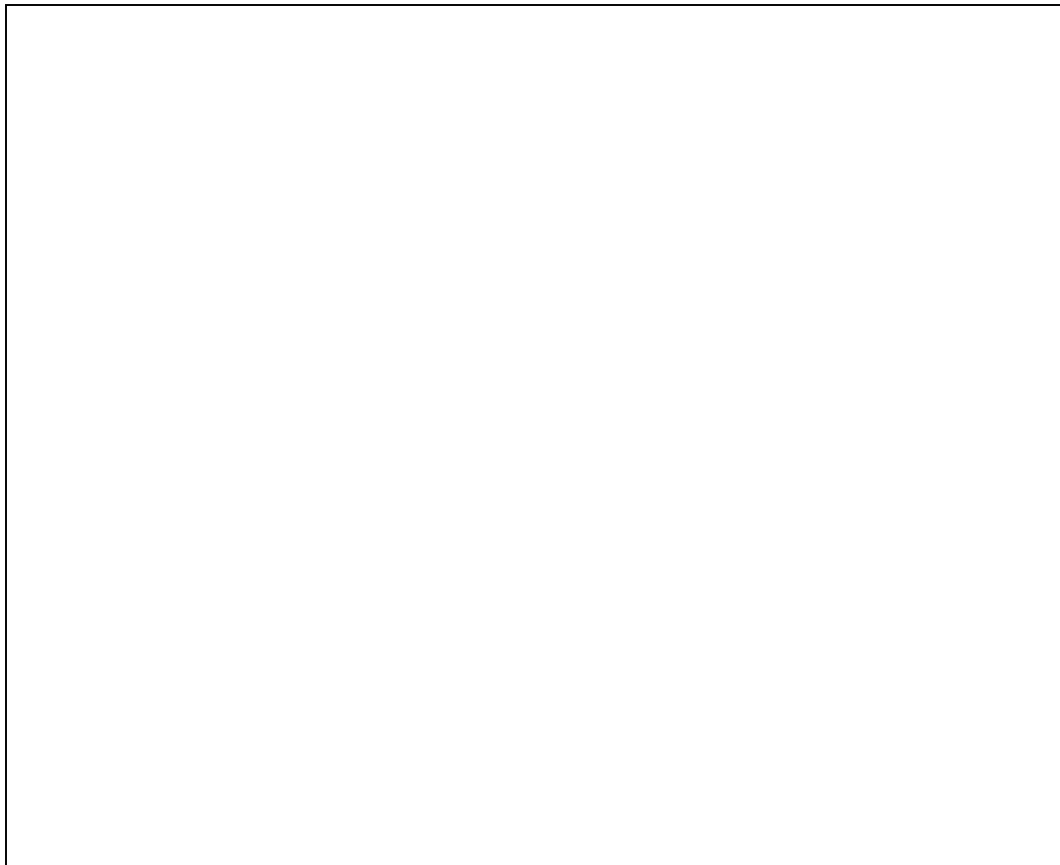
IT'S THE EXTRA JACKET! Every pack of Double-Mellow Old Golds is wrapped in two jackets—double Cellophane. That EXTRA jacket keeps OLD GOLDS in prime condition in any climate. You can't buy a stale OLD GOLD.

LOOK!
OUTER JACKET OF "CELLOPHANE"
OPEN FROM TOP
BOTTOM

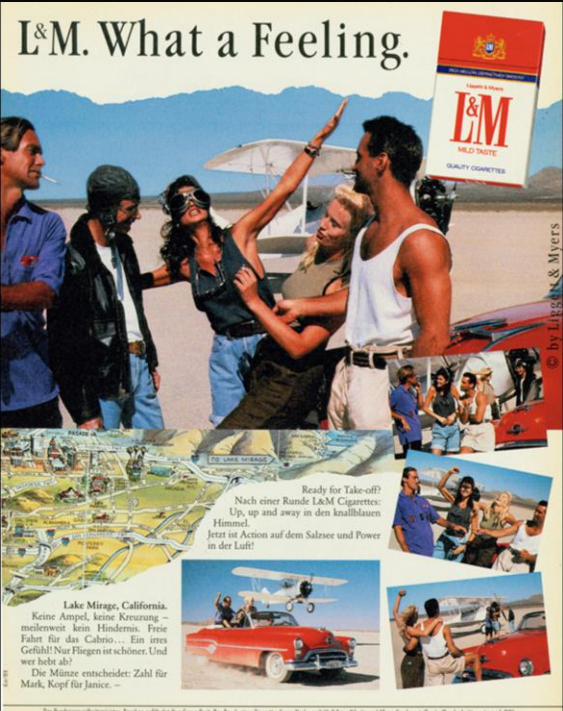
OldGold
CIGARETTES
THE FAVORITE OF WOMEN

LOOK!!
INNER JACKET OF "CELLOPHANE"
OPEN FROM TOP FOR

©1938, 1942, by P. Lorillard Co., Inc.



L&M. What a Feeling.



© by Liggett & Myers

Ready for Take-off?
Nach einer Runde L&M Cigarettes:
Up, up and away in den knallblauen
Himmel!
Jetzt ist Action auf dem Salzsee und Power
in der Luft!

Lake Mirage, California.
Keine Ampel, keine Kreuzung –
meterweit kein Hindernis. Freie
Fahrt für das Cabrio... Ein irres
Gefühl! Nur Fliegen ist schöner. Und
wer hebt ab?
Die Münze entscheidet: Zahl für
Mark, Kopf für Janice. –

Der Bundesgesundheitsminister: Rauchen gefährdet Ihre Gesundheit. Der Rauch einer Zigarette dieser Marke enthält 0,8 mg Nikotin und 12 mg Kondensat (Teer). (Durchschnittswerte nach DIN)



