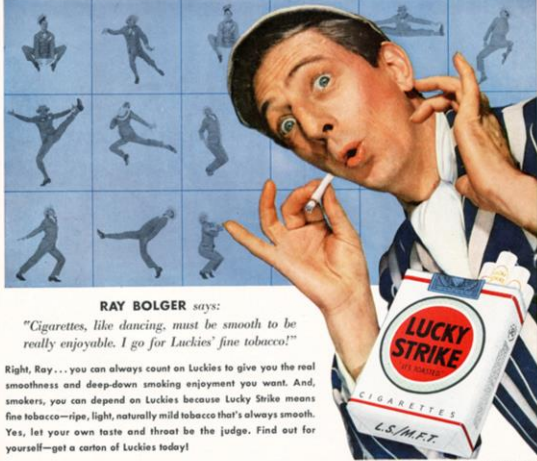


Let your own TASTE and THROAT be the judge!

**There's never a rough puff
in a Lucky**

Because Lucky Strike Means Fine Tobacco!

Ray Bolger, famous star of stage and screen, as he dances to his Broadway smash hit, "Where's Charley?"



RAY BOLGER says:
"Cigarettes, like dancing, must be smooth to be really enjoyable. I go for Luckies' fine tobacco!"

Right, Ray... you can always count on Luckies to give you the real smoothness and deep-down smoking enjoyment you want. And, smokers, you can depend on Luckies because Lucky Strike means fine tobacco—ripe, light, naturally mild tobacco that's always smooth. Yes, let your own taste and throat be the judge. Find out for yourself—get a carton of Luckies today!

Lucky Strike...so round, so firm, so fully packed—so free and easy on the draw

Let your own TASTE and THROAT be the judge!

**There's never a rough puff
in a Lucky**

Because Lucky Strike Means Fine Tobacco!

Hedy Lamarr as Bellfish in C. B. De Mille's Technicolor epic, "Samson and Delilah"—a Paramount picture.



HEDY LAMARR says: "A good cigarette is like a good movie—always enjoyable. That's why it's Luckies for me!"

You're right, Hedy...you can always count on Luckies to give you real smoothness, mildness and deep-down smoking enjoyment. And, smokers, you can depend on Luckies because Lucky

Strike means fine tobacco—fine, light, naturally mild tobacco that's always smooth. Yes, let your own taste and throat be the judge. Find out for yourself—get a carton of Luckies today!

©1935, THE AMERICAN TOBACCO COMPANY

Lucky Strike...so round, so firm, so fully packed—so free and easy on the draw

Let your own TASTE and THROAT be the judge!

**There's never a rough puff
in a Lucky**

Because Lucky Strike Means Fine Tobacco!



MAURICE EVANS says:
"I always count on Luckies
for a perfect performance!"

Correct, Mr. Evans . . . you can always count on Luckies to give you the real smoothness, mildness and deep-down smoking enjoyment you want. And, smokers, you can depend on Luckies because Lucky Strike means fine tobacco—fine, light, naturally mild tobacco that's always smooth. Yes, let your own taste and throat be the judge. Find out for yourself—get a carton of Luckies today!

Distinguished actor Maurice Evans playing Hamlet—one of his greatest stage roles.

Lucky Strike...so round, so firm, so fully packed—so free and easy on the draw



Scientific Test Prove Lucky Strike Milder Than Any Other Principal Brand.



Scientific Test Prove Lucky Strike Milder Tan Any Other Principal Brand.



Scientific Test Prove Lucky Strike Milder Tan Any Other Principal Brand.



Scientific Test Prove Lucky Strike Milder Than Any Other Principal Brand.

Scientific tests prove Lucky Strike milder than any other principal brand!

These scientific tests, confirmed by independent consulting laboratories, prove Lucky Strike mildest of the 6 major brands tested!

LILLI PALMER says:
"Luckies are really smooth!"

Let your own taste and throat be the judge! For the rich taste of fine tobacco — for smoothness and mildness . . .
THERE'S NEVER A ROUGH PUFF IN A LUCKY!

L.S./M.F.T. — Lucky Strike Means Fine Tobacco
So round, so firm, so fully packed — so free and easy on the draw

