



**Big "show" tonight...
better have Spuds!**



• If you're jittery about facing the spotlight—our Spuds in your smoking-hole. They keep heat out of smoke—so you keep a fresh, clean mouth. They taste better, too. With a natural tobacco fragrance unmarred by heat.

OPEN A PACK OF SPUDS
and smell them. Nature's heat-seal process doesn't change the fragrant odor of fine tobacco—though it takes the heat out of smoke.

Cool tips or plain. Cool tips are packed close so that even your own fingers don't touch them.

15¢
25 for 20¢ in Canada



THE ATTON-FISHER TOBACCO CO., INCORPORATED, LOUISVILLE, KENTUCKY

1937

**Tell someone you find hard to like
about Lark's Gas-Trap™ filter.**

Gas-Trap Filter
patented

Taste communicates.
And Lark's unique gas
reduction gives Lark a
uniquely smooth and
easy taste.
Prove it step by step.
First, tell him that almost 90% of cigarette
smoke is made up of gases. Then say that Lark's

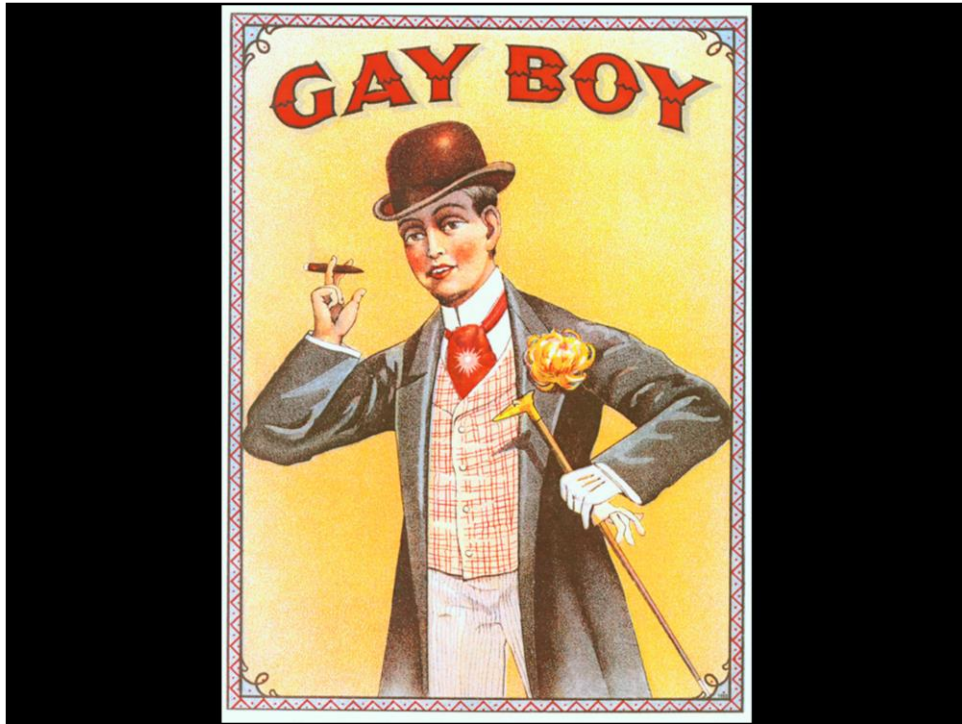
patented Gas-Trap filter not only reduces "tar"
and nicotine, but certain harsh-tasting gases
in cigarette smoke, too.
Finally, offer him a Lark. He'll taste the
difference Lark's unique Filter makes.
So, tell someone about Lark.
You may find at least one area
of agreement.

Lark
100's



1937





For people who like to smoke...

BENSON & HEDGES
because quality matters.

8 mg "tar," 0.8 mg nicotine av. per cigarette, by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.