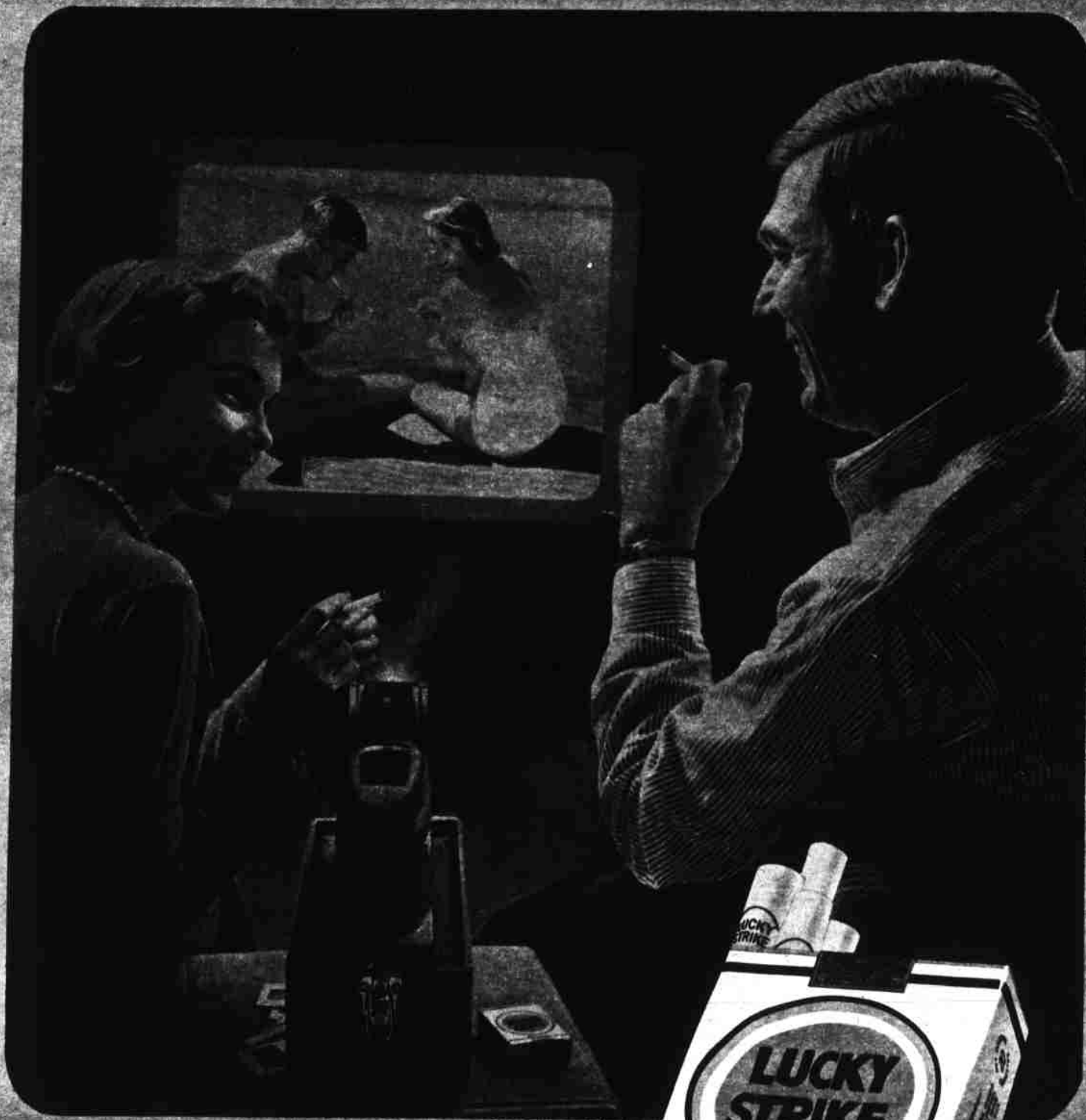


Light up a light smoke—
Light up a **LUCKY!**



WORTH REMEMBERING: Light tobacco gives you a light smoke. Luckies are famous for light tobacco—fine, golden-rich tobacco, toasted to taste better. Try 'em!



Best-tasting
cigarette you
ever smoked!