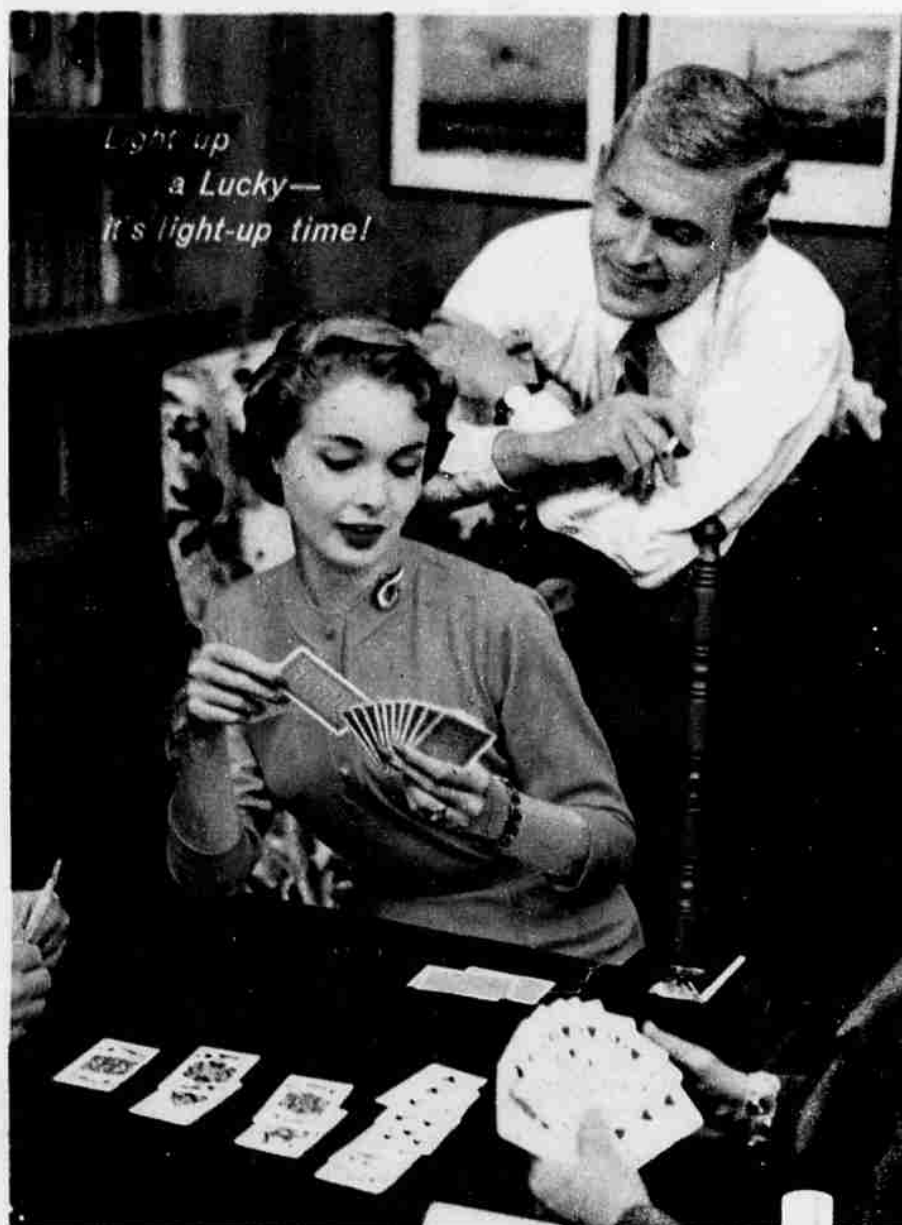
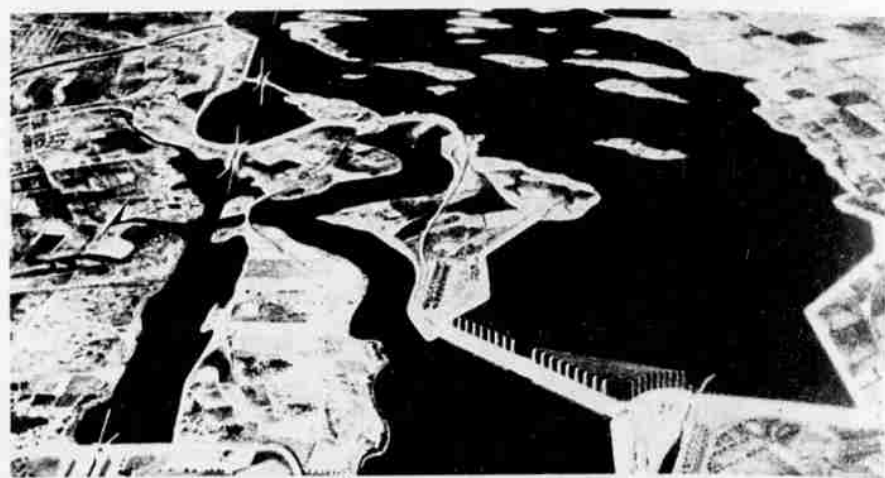


Right now! Enjoy the **best-tasting cigarette you ever smoked!**



Light up
a Lucky—
It's light-up time!



Ocean vessels must climb this river to reach the inner Great Lakes. Locks in channel at left will help ships "step up" to new markets.

The Ocean

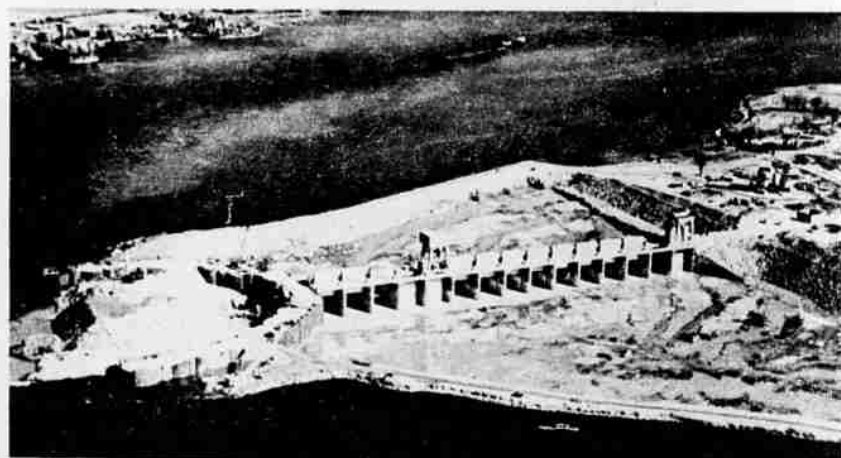


Today it's just a muddy ditch

THE ST. LAWRENCE SEAWAY along the border of Canada and northeastern New York State must be the most expensive stairway ever built. And, in the opinion of some business leaders, one on which our economy could take a painful tumble.

A billion dollars eventually will be spent shifting the geography of a 150-mile international strip and rearranging the economy of half a continent. The main objective of the project is to bring big ships, up to 10,000 tons, from the ocean to the inner Great Lakes, some 600 feet higher than the sea entrance.

To build locks, dams, and canals—the "steps" to such ports as Detroit, Toledo, and Duluth—some 6,000 workmen and about 3,000 pieces of machinery will move 150 million tons of earth, cleave an island in half, and turn turbulent rapids into a placid lake. When they are through in 1959, a shipping bottleneck around Massena, N. Y., that dates back to the Ice Age



The Iroquois dam, shown shortly before its flooding stage, will control stream velocities and levels in Ogdensburg, N. Y., area.

MAKE NO MISTAKE. Luckies give you what you want most in a cigarette: the unmistakable taste of truly fine tobacco. A Lucky is made of light, mild, good-tasting tobacco that's **TOASTED** to taste even better. Have you tried a Lucky lately? You'll say it's the best-tasting cigarette you ever smoked.



Luckies taste better

"IT'S TOASTED" TO TASTE BETTER...CLEANER, FRESHER, SMOOTHER!