

1958

Make this your LUCKY year!

1958



Happy New Year!



A perfect year...



to have Luckies along!



Man, what a cigarette!



Day in...



day out...



wherever you are...



whatever you're doing...



take time out...



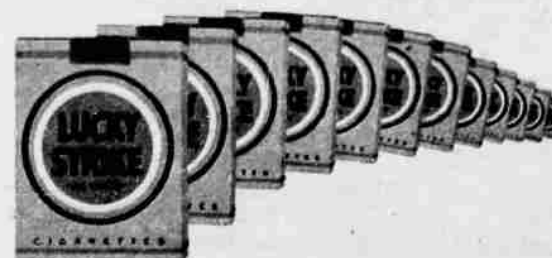
to light up a Lucky.



It's the best-tasting cigarette you ever smoked!



**LIGHT UP A *light* SMOKE**  
**- LIGHT UP A LUCKY!**



Product of *The American Tobacco Company* - "Tobacco is our middle name"