

MONEY'S WORTH. Get full value in your cigarette. Get rich, golden tobacco—and get it clear through. Lucky Strike delivers just that—plus the honest taste no man can forget.



Forest-fire lookout tower,
Bald Mountain, Va.

PLAY IT SAFE—especially in wooded areas. Kill your match. Make sure your cigarette's completely out.



Indoors or outdoors,
you enjoy the taste.



Get the genuine article

**Get the honest taste
of a LUCKY STRIKE**

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