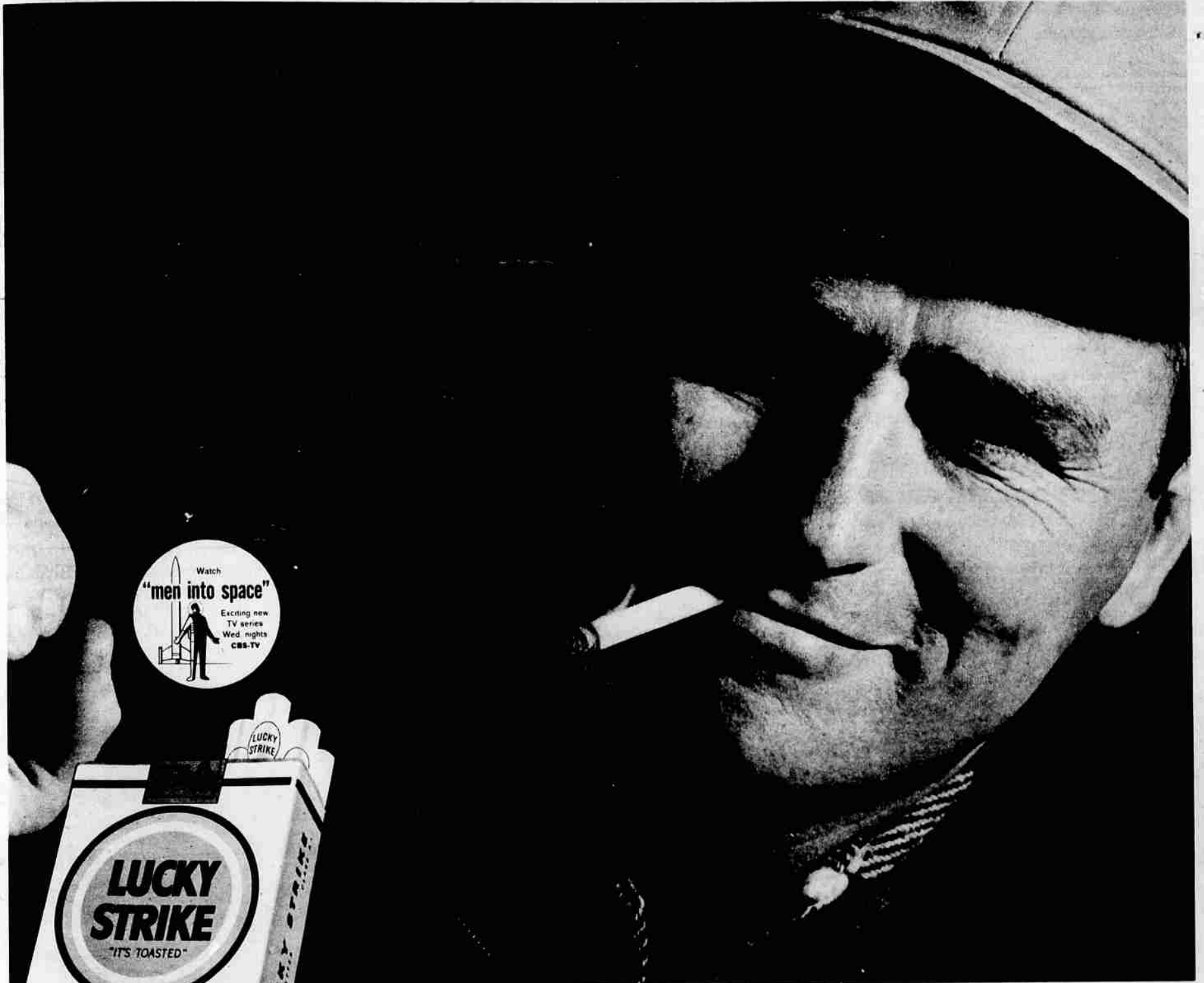


# Remember how great cigarettes used to taste? **LUCKIES STILL DO**



You get back to smoking when you smoke Lucky Strike.  
You get back to fine tobacco and the best taste of all!

**L.S./M.F.T.** Lucky Strike Means Fine Tobacco  
**TOBACCO AND TASTE TOO FINE TO FILTER**

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