

LIGHT UP A LIGHT SMOKE-



LIGHT UP A LUCKY!

WHEN YOU SMOKE A LUCKY, YOU'RE SMOKING LIGHT!
A LIGHT CIGARETTE, AND ALL CIGARETTE - THAT'S A
LUCKY! IT'S MADE OF LIGHT, GOLDEN RICH, NATURALLY
GOOD-TASTING TOBACCO THAT'S **TOASTED** TO TASTE
EVEN BETTER. LIGHT UP A LUCKY. YOU'LL SAY IT'S
THE RIGHT SMOKE FOR YOU!



THE BEST-
TASTING
CIGARETTE
YOU EVER
SMOKED!