The Center Leaves have the finest Tobacco Quality

that's why only center leaves are used in Luckies

The first thing people see and like about Luckies are the leaves.
The tobacco doesn't spill out and there are no loose ends to cling to lips. That's because we pack each and every leaf full to the brim with long, even strands of the finest Turkish and domestic tobaccos—only the center leaves. Not the top leaves—because those are under-developed.

Not the bottom leaves—because those are infested with insects. We use only the center leaves—because they are the tender and fully ripe for perfect smoking. That's why Luckies always draw easily, burn evenly—and are always mild and smooth.

So smoke a Lucky, a fully packed cigarette. And remember, "It's toasted"—for throat protection—for finer taste.

Always the Finest Tobacco

and only the Center Leaves

Friday, January 5, 1934

The TECH