HE SELLS TOBACCO TO THEM ALL

But Branch Bobbitt, like so many other independent experts, prefers Luckies...

"At auctions in my warehouse in Farmville, North Carolina," says Mr. Branch Bobbitt, "the higher the tobacco sells for, the better my profits. So I'm always glad to see Lucky Strike buyers in there bidding. They know what they want and they'll keep bidding right up until they get it."

"Well—in a cigarette—it's the tobacco that counts. I know tobacco and I know what tobacco is in what cigarettes. So that's one reason I've smoked Luckies for 5 or 6 years."

Mr. Bobbitt represents the 'aristocracy' of tobacco experts. He judges the tobacco that the growers grow. He's impartial, non-nostrum, with any cigarette manufacturer.

Many other experts agree with Mr. Bobbitt. Sworn records show that, among independent tobacco experts, Luckies have twice as many exclusive smokers as have all the other cigarettes combined.

Lucky Strike

Sworn Records
Show That

WITH MEN WHO KNOW TOBACCO

BEST—IT'S LUCKIES 2 TO 1