Luckies lead again over all brands, regular and filtered, according to the annual cigarette survey conducted by the American Tobacco Company. The survey, which is based on thousands of actual student interviews, and representative of all students in regular colleges—shows that Luckies are made better to taste better—for 2 reasons. L.S./M.F.T. taste, and the fact of the matter is Luckies to any other cigarette.