IT'S ALL A MATTER OF TASTE

When you come right down to it, you smoke for one simple reason... enjoyment. And smoking enjoyment is all a matter of taste. Yes, taste is what counts in a cigarette. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.M.F.T. — Lucky Strike means fine tobacco... light, mild, good-tasting tobacco. Second, Luckies are actually made to taste better... always round, firm, fully packed to draw freely and smoke evenly.

So, for the enjoyment you get from better taste, and only from better taste, Be Happy—Go Lucky. Get a pack or a corin of better-tasting Luckies today.

Where's your jingle?

It's easier than you think to make $25 for writing a Lucky Strike jingle like those you see in this ad. Yes, we need jingles—and we pay $25 for every one we use! So hurry now and send in your entries.

Lucky Strike Cigarettes

CLEANER, FRESHER, SMOOTHER!