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 in what counts—taste in the quality of your smoke. And Luckies taste better.

Two facts explain why Luckies taste better. First, L.S./M.F.T.—Lucky Strike means fine tobacco...light, mild, good-quality tobacco. Second, Luckies are actually made better to taste better...always round, firm, fully packed to draw evenly. And smoking enjoyment is all a matter of taste...

When you light a Lucky Strike, you're sure to receive a smoother, fresher, cleaner...better tasting cigarette. College smokers prefer Luckies. A comprehensive survey—based on 31,000 student interviews and supervised by college professors—shows that smokers in college from coast to coast prefer Luckies to all other brands. The No. 1 reason: Luckies' better taste.