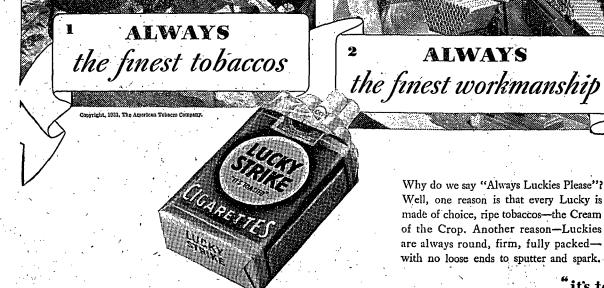






ALWAYS LUCKIÈS PLEASE



Why do we say "Always Luckies Please"? Well, one reason is that every Lucky is made of choice, ripe tobaccos-the Cream of the Crop. Another reason-Luckies are always round, firm, fully packedwith no loose ends to sputter and spark.

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ALWAYS

Careful examination and inspection by over 60 precision instruments and 17 alert scientists guarantee unfailing uniformity. That's why Luckies draw so easily, burn so evenly-always mild and smooth. And that's why-"'Always Luckies Please!"

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"it's toasted " FOR THROAT PROTECTION-FOR BETTER TASTE