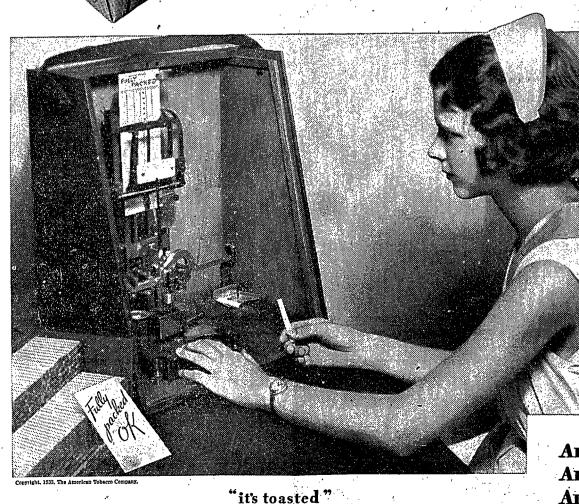


burn smoothly

This young lady is one of a small army of inspectors. Her job is to examine Lucky Strike —to make sure that it comes

Eyes which have been active throughout a busy day are strained by studying and reading at night. Glasses relieve the strain. **DR. EVA B. ROAN** OPTOMETRIST 420 East College Avenue





Imbirrassion, too, when you can'ttell friends the reason. Burnow, no need to flunk as exam or mix's a party. When you are below par, take Kalms, quick-acting tablets developed by Johnson & Johnson especially to relieve "recurring" pains, such as head.tech, backache and neuralgia. Onetableti senough for most cases. Kulms actassid, on on affect digestion or heart action, and are not habit-forming. Your drugrist has them in purse-size boxes of 12 tablets. **UKALDENS**

Address.

FOR THROAT PROTECTION-FOR BETTER TASTE

up to the exact standards we set. Every Lucky Strike she passes is full weight, fully packed, round and firm—free from loose ends. And no Lucky that she examines leaves without this OK That's why each and every Lucky draws so easily—burns so smoothly.

ALWAYS the finest tobaccos **ALWAYS** the finest workmanship **ALWAYS** Luchies please!