

It's easy! It's fun! No box tops to send! No essays to write! Just write a simple four-line jingle, and you may make \$25! Start today!

Write a "Happy-Go-Lucky" jingle, like those you see on this page, based on some phase of college life. If your jingle is selected for possible use in Lucky Strike advertising, we will pay you \$25 for the right to use it and your name in our advertising. Start today. "Happy-Go-Luckies" will soon be running in your paper. Send in your jingles-as many as you like-right away, and \$25 can be yours pronto if your jingle is chosen. Be the first to write a jingle in your school. Watch this paper for more "Happy-Go-Luckies."

1 study French and English lit; I study Latin too, But words that I like best to hear Are Lucky Strike, don't you?



COMING SOON

"Lonesome Road"

## **READ THESE SIMPLE INSTRUCTIONS**

1. Write your "Happy-Go- Be sure your name, college and Lucky" four-line jingle on a plain piece of paper, or postcard, and send it to Happy-Go-Lucky, P.O. Box 67, New York 46, N.Y. or university may submit jingles.

address are included - and that they are legible. 2. Every student of any college

L.S./M.F.T.-Lucky Strike Means Fine Tobacco

