

ONLY THE
CENTER LEAVES FOR

Luckies



1 Luckies *do not* use the top leaves . . . because top leaves are under-developed . . . they are not ripe . . . They would give a harsh smoke.

2 Luckies *use only the center leaves* of the finest tobacco plants . . . because the center leaves are the mildest, tenderest, smoothest.

3 Luckies *do not* use the bottom leaves, because bottom leaves are inferior in quality. They grow close to the ground, and are *tough, coarse* and *always sandy*.

This picture tells better than words the merit of your Lucky Strike. Luckies use only the center leaves. Not the top leaves, because those are under-developed—not ripe. Not the bottom leaves, because those are inferior in quality—they grow close to the ground and are tough, coarse and always sandy. The center leaves are the mildest leaves, the

finest in quality. These center leaves are cut into long, even strands and are fully packed into each and every Lucky—giving you a cigarette that is always round, firm, completely filled—no loose ends. Is it any wonder that Luckies are so truly mild and smooth? And in addition, you know, "It's toasted"—for throat protection, for finer taste.

Lucky Strike presents the Metropolitan Opera Company Saturday at 1:30 P. M., Eastern Standard Time, over Red and Blue Networks of NBC. Lucky Strike will broadcast the Metropolitan Opera Company of New York in the complete Opera, "Lucia di Lammermoor."



NOT the top leaves—they're under-developed—*they are harsh!*

The Cream of the Crop
"The mildest, smoothest tobacco"

NOT the bottom leaves—they're inferior in quality—*coarse and always sandy!*

Always the Finest Tobacco

and only the Center Leaves

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