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Good-bye Radio Fan. To THE EDiTOR:
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## Luckies sign

 of fine tobacco Quality
## Everyone knows

 that a long, firm, white ash results from perfect burning of fine tobaccos. Notice the ash on Lucky Strike. See how even, how frm, how white. That long, white ash is the unmistakable sign of Lucky Strike's fine tobacco quality, fully packed-and no loose ends.

Always the finest tobaccos Always the finest workmanship Alwars Luchies please!

"its toasted" FOR THROAT PROTECTION-FOR BETTER tASTE

