

## Hat-Check Chick Falls in Love With Life

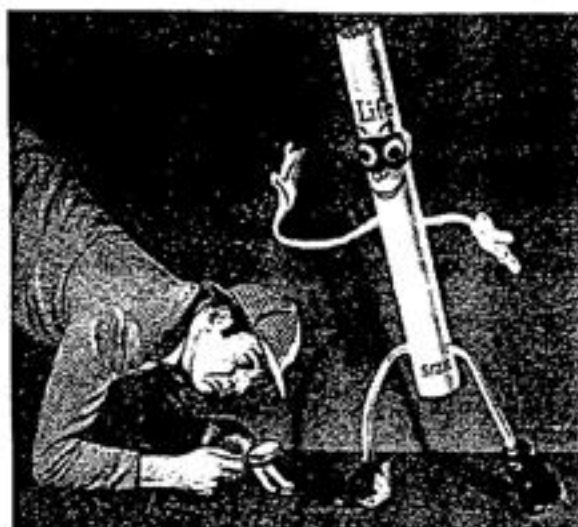


Poor weeping girl, above, is so smitten, she's givin' the feller his hat for free, instead of makin' him buy it back. The feller? That's LIFE! LIFE! LIFE! (It's the great new cigarette.) TASTE! TASTE! TASTE! (It's the bestest-tasting yet.) SIZE! SIZE! SIZE! (Why, the size is a surprise.) And LIFE is waterproof... never sticks to your lips! Get LIFE Cigarettes... now at popular prices. You get more out of LIFE!

AD NO. 12 JOB NO. L-8044

Newspapers ..... 1948  
1 col. x 75 lines (T) Final Proof, August 4, 1948

## Says There's No Sweet Mystery About This Life!



Super-Snooper, above is just tracking down what lots of dopes that never finished kindergarten already know. Namely, the facts of LIFE! LIFE! LIFE! (It's the great new cigarette.) TASTE! TASTE! TASTE! (It's the bestest-tasting yet.) SIZE! SIZE! SIZE! (Why, the size is a surprise.) And LIFE is waterproof... never sticks to your lips! Get LIFE Cigarettes... now at popular prices. You get more out of LIFE!

AD NO. 13 JOB NO. L-8043

Newspapers ..... 1948  
1 col. x 75 lines (T) Final Proof, August 4, 1948

## Captain's Daughter Goes Overboard For Life

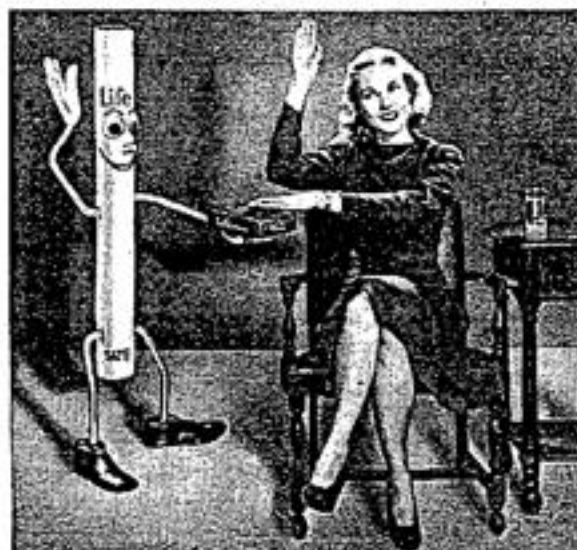


Girl overboard! Winsome water-gypsy above jumped ship and swam 60 yards (breast stroke) to get a closer look at LIFE! LIFE! LIFE! (It's the great new cigarette.) TASTE! TASTE! TASTE! (It's the bestest-tasting yet.) SIZE! SIZE! SIZE! (Why, the size is a surprise.) And LIFE is waterproof... never sticks to your lips! Get LIFE Cigarettes... now at popular prices. Remember, you get more out of LIFE!

AD NO. 14 JOB NO. L-8045

Newspapers ..... August 11, 1948  
150 lines (T) Final Proof, August 6, 1948

## Beautiful Blonde Swears She'll Be True to Life



Hey, you guys! Stop looking and listen for a minute. Miss Dream-boat (above) is not for you. She's got it bad for LIFE! LIFE! LIFE! (It's the great new cigarette.) TASTE! TASTE! TASTE! (It's the bestest-tasting yet.) SIZE! SIZE! SIZE! (Why, the size is a surprise.) And LIFE is waterproof... never sticks to your lips! Get LIFE Cigarettes... now at popular prices. Remember, you get more out of LIFE!

AD NO. 15 JOB NO. L-8046

Newspapers ..... August 11, 1948  
150 lines (T) Final Proof, August 6, 1948

672030510