

The loudest *"I do"* a bride ever spoke!

Even after such throat-taxing scenes, **ANN SOTHERN** finds Luckies gentle on her throat!



1. "WHEN I FIRST READ the script of the new RKO-Radio picture—'She's Got Everything,'" says Ann Sothern, "one scene particularly appealed to me—where the girl gets married on a jolting truck... Well, that scene turned out to be a knockout. But, for me, as the actress...



2. "IT WAS A KNOCKOUT in a different sense! Imagine shouting your 'I do's' above the noise of a truck... and imagine going through such a scene not once, but 30 different times before all the mechanical details were right! Yet, even after this unusual throat strain...



3. "I STILL ENJOY MY LUCKIES! In fact, Luckies are always gentle to my throat. Others at the RKO-Radio studios agree with me, such as Barbara Stanwyck and Herbert Marshall for example." (Reason: the exclusive "Toasting" process takes out certain irritants found in all tobacco.)



4. "NOW AS REGARDS TOBACCO... The flavor of Luckies has always appealed to me so much, I simply concluded they must be made of better tobacco. So I was very much interested to read recently that Luckies are the favorite cigarette with the tobacco experts themselves."

WITH MEN WHO KNOW TOBACCO BEST *It's Luckies 2 to 1*



5. TOBACCO AUCTIONS MOVE at lightning speed. Auctioneers, buyers, warehousemen and other experts must be able to judge the quality of tobacco at a glance. So here's a fact that speaks volumes... Sworn records show that, among independent tobacco experts, Luckies have over twice as many exclusive smokers as all other cigarettes combined. With men who know tobacco best... it's Luckies—2 to 1.

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Have You Heard The Chant of The Tobacco Auctioneer?

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