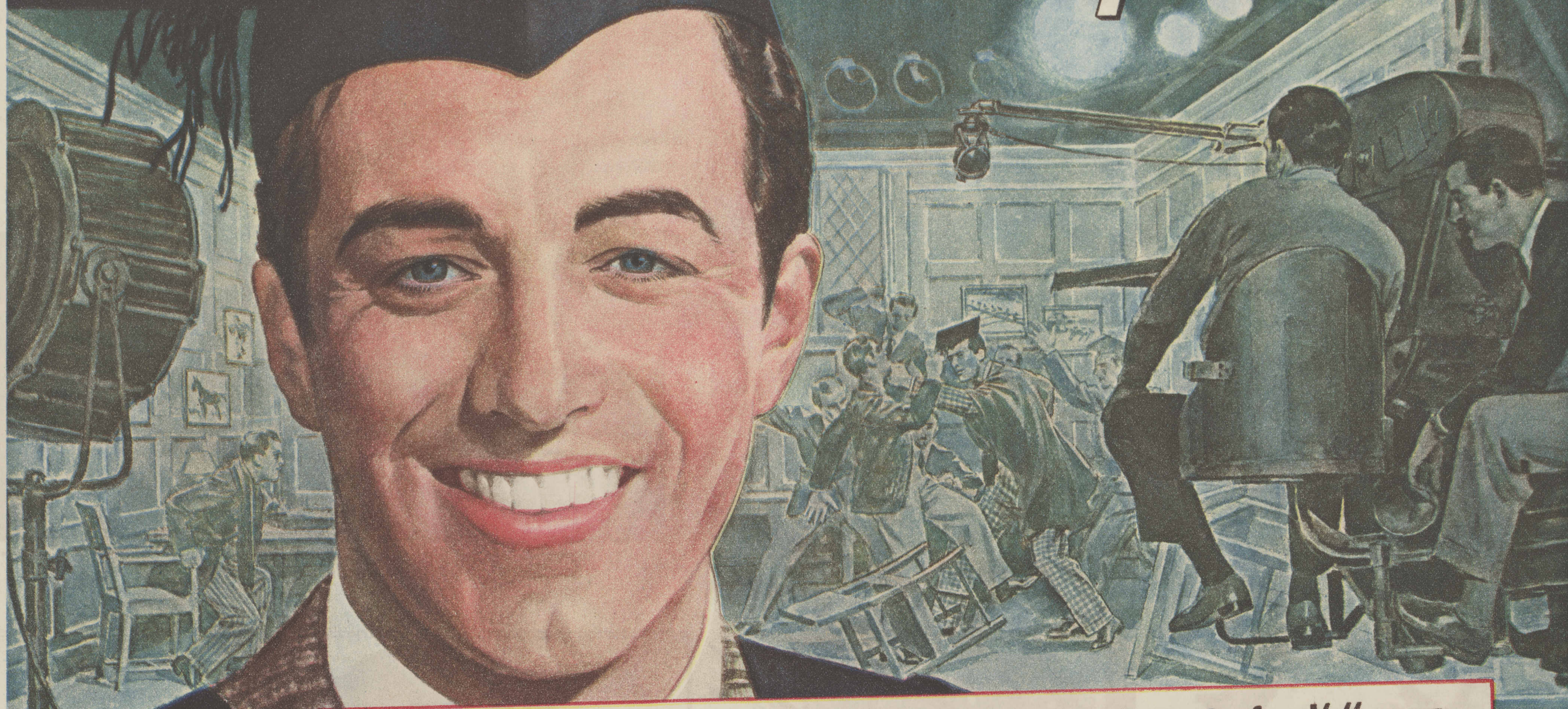


# "My Throat Had to 'Take It' More Than My Chin"



**"But Even After the Fight Scene in M-G-M's 'Yank at Oxford'," says ROBERT TAYLOR, "I Still Found Luckies Easy On My Throat!"**



1. "PUNCHES CAN BE PULLED on the screen," says Robert Taylor, "but there's no faking a yell. That's why a 'brawling' scene is often much harder on the throat than on the chin. In my picture 'Yank at Oxford' I get into one swell brawl. That scene took two solid days to film. As a result . . .



2. "MY VOICE AND THROAT got a terrific workout. It was a relief to be able to relax between 'takes' with a Lucky. Some of the English members of the cast were interested that I smoked in the middle of such throat-taxing work. But I explained to them about Luckies and . . .



3. "BELIEVE ME, OUR ENGLISH FRIENDS go for Luckies! Herbert Marshall, Madeleine Carroll and others of the British colony in Hollywood have been Lucky Strike fans for years, of course. But in England itself, I found a great many new converts to Luckies. Well—I pointed out to them that . . .



4. "THE TOBACCO EXPERTS themselves prefer Luckies, 2 to 1. And I also mentioned the 'Toasting' process which helps make Luckies easy on the throat." (Correct, Mr. Taylor . . . and the reason is that the process "It's Toasted" removes certain throat irritants found in all tobacco.)

*Sworn Records Show That...*

**WITH MEN WHO KNOW TOBACCO BEST—IT'S LUCKIES 2 TO 1**

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5. BOB COOPER, famous tobacco auctioneer, shown above, sells 20,000,000 pounds of tobacco yearly. He says: "I know tobacco and I pick Luckies. They suit my throat and my taste." Sworn records show that

among independent tobacco experts like Mr. Cooper, Luckies have twice—yes, twice as many exclusive smokers as all other cigarettes put together . . . So remember: With men who know tobacco best—it's Luckies 2 to 1.

## Have You Heard The Chant of The Tobacco Auctioneer?

Listen to: "YOUR HOLLYWOOD PARADE" with Dick Powell  
Wed. over NBC Red Network, 10 p. m., E. S. T.

"YOUR HIT PARADE"—the 10 hit songs  
of the week—Sat. over CBS, 10 p. m., E. S. T.

"YOUR NEWS PARADE" with Edwin C. Hill,  
Mon. thru Fri. over CBS, 12:15 p. m., E. S. T.

"MELODY PUZZLES"—the new song  
game, Mon. over NBC, 8 p. m., E. S. T.