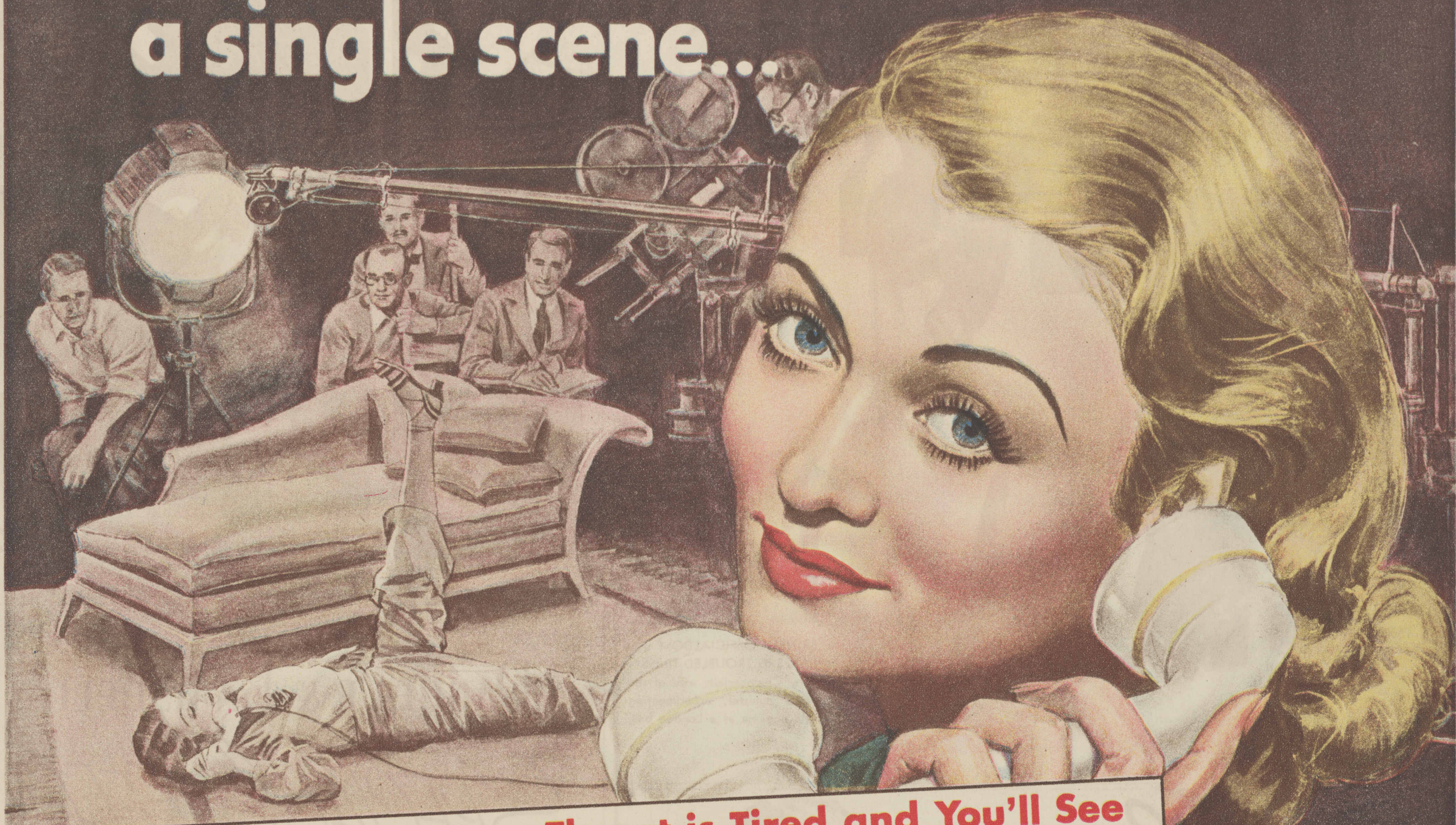


# 20 Hours on the phone to make a single scene...



**Try Luckies When Your Throat is Tired and You'll See Why CONSTANCE BENNETT Prefers Them...**



1. "HOLLYWOOD'S ALWAYS thinking up new things for us to do," says Miss Bennett. "In my new Hal Roach-MGM picture, 'MERRILY WE LIVE', I must combine telephoning with my morning calisthenics. Now...



2. "TALKING WHILE EXERCISING is a real strain on the voice and throat. And as this scene required many 'shots'—I spent about 20 hours 'on the phone' filming it. My throat was tired out, yet I could still enjoy...



3. "A LIGHT SMOKE—which means Luckies to me and to many others in Hollywood like Dick Powell and Joan Crawford." (Luckies...because the "Toasting" Process takes out certain irritants found in all tobacco.)



4. "THE CHANT OF THE TOBACCO AUCTIONEER is one of my favorite radio features. Whenever I hear it on Lucky Strike programs, it reminds me that better tobacco is bound to make a better cigarette."

*Sworn Records Show That...*

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



5. HARRY R. KING (above) typifies independent tobacco experts who smoke Luckies. Sworn records show that among these experts, Luckies have twice as many exclusive smokers as all other brands combined.



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

Listen to: "YOUR HOLLYWOOD PARADE" with Dick Powell  
Wednesday over NBC, 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.