

He's spent 10,000 hours before the sound camera!

FRED MacMURRAY explains how he found a light smoke necessary because of this great strain on his throat



1. "EXCLUSIVE", my new Paramount picture, is my 11th in two years," says Fred MacMurray. "People say I've been lucky in Hollywood—but it's a real strain . . . particularly on my voice. For me, a light smoke is a necessity . . .

2. "TRY TALKING INTO A PHONE for ten hours," adds Mr. MacMurray, "and you'll know how I feel after a day with the movie microphone. You'll know, too, why a light smoke is my smoke. Here's how I discovered Luckies . . .

3. "AT MY FIRST HOLLYWOOD PARTY—as at most parties here, the hostess had lots of Luckies around. I smoked a great many, though I had a hard scene ahead next day. But I needn't have worried, because . . .

4. "NEXT MORNING MY THROAT FELT FINE . . . That was proof enough for me of Luckies' throat comfort." (Further proof comes from laboratory tests which reveal what quantities of throat irritants, found in all tobacco, are removed by the exclusive "Toasting" process.)

Men Who Know Tobacco Smoke Luckies 2 to 1

SURELY, men who spend their lives buying, selling and handling tobacco are the best judges of tobacco quality.

And now, sworn records open to the public show that, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined!

This is the verdict of tobacco men—auctioneers, buyers, warehousemen, etc.—not connected with any cigarette manufacturer. In the impartial, honest judgment of the men who know tobacco best . . . it's Luckies—2 to 1!

The American Tobacco Co.

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LUCKIES are a light smoke...easy on your throat—"It's Toasted"