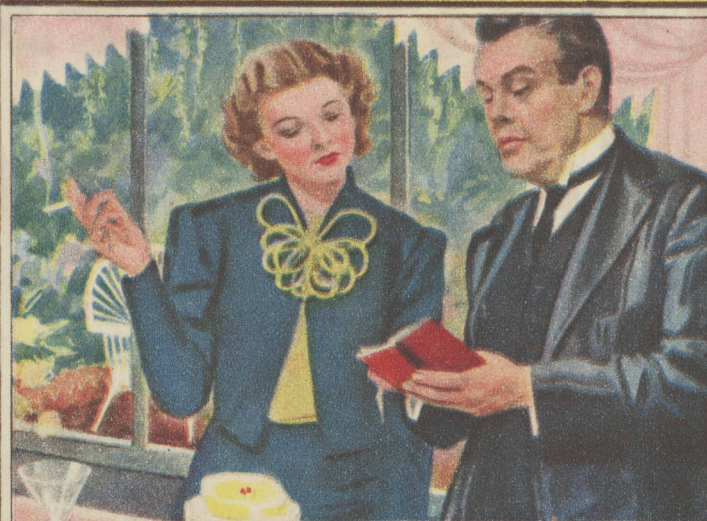


She often "Turns On" a Laugh 100 Times a Day

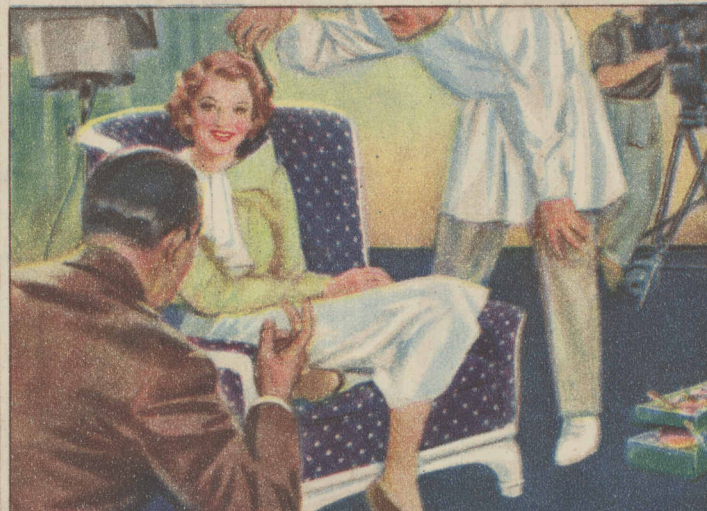
MYRNA LOY finds—even during the hard scenes in M-G-M's "Double Wedding"—that Luckies are gentle on her throat



1. "CO-STARRING IN Metro-Goldwyn-Mayer's 'Double Wedding' with William Powell," says Myrna Loy, "I often had to laugh 100 times a day in the different scenes. Try laughing 10 minutes and see what it does to your throat!..."



2. "MY PART IN 'DOUBLE WEDDING' also calls for me to smoke a great deal. But in all these scenes I found Luckies smooth on my throat... gentler than any of the many cigarettes I've tried. I've hopped from brand to brand, but..."



3. "FIVE YEARS AGO I landed on Luckies... after seeking a cigarette with real flavor that would agree with my throat." Luckies are easy on the throat because the process "It's Toasted" takes out certain irritants found in all tobacco!...



4. AT THE M-G-M COMMISSARY Luckies lead in sales. Doesn't it stand to reason that if Luckies are gentlest on their throats—they will be gentlest on your throat, too? Next time you buy cigarettes, ask for Lucky Strike.

WITH MEN WHO
KNOW TOBACCO BEST

*It's 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 available for your inspection show that, among independent tobacco experts, Lucky Strike has twice as many exclusive smokers as have all the other cigarettes combined!

This is the verdict of tobacco men—auctioneers, buyers, warehousemen, etc.—not connected with any cigarette manufacturer. In the 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"*