From Laughs to Tears in 30 Seconds

CLAUDETTE COLBERT tells how the throat-strain of emotional acting led her to Luckies

"Emoting to order" is a real strain on the throat. That's why an actress thinks twice before choosing a cigarette. Miss Colbert says: "After experimenting, I'm convinced that my throat is safest with Luckies."

Ask a tobacco expert why Luckies are so easy on the throat. He'll undoubtedly explain that the choice tobacco Lucky Strike buys, makes for a light smoke. And he may add that the exclusive "Toasting" process takes out certain irritants found in all tobacco.

Here's the experts' actual verdict... Sworn records show that, among independent tobacco experts not connected with any cigarette manufacturer, Luckies have twice as many exclusive smokers as all other brands combined.

Sworn Records Show That... WITH MEN WHO KNOW TOBACCO BEST IT'S LUCKIES 2 TO 1

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