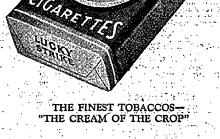






they smoke cigarettes, more than 87% stated they personally prefer <u>a light smoke</u>.

Miss Lombard verifies the wisdom of this preference, and so do other leading artists of the radio, stage, screen and opera. Their voices are their fortunes. That's why so many of them smoke Luckies. You, too, can have the throat protection of Luckies—a light smoke, free of certain harsh irritants removed by the exclusive process "It's Toasted". Luckies are gentle on the throat.



## A Light Smoke "It's Toasted"–Your Throat Protection

AGAINST IRRITATION-AGAINST COUGH