

Barbara Stanwyck

soon to appear in Samuel Goldwyn's
production of "STELLA DALLAS"

*She spends $\frac{1}{3}$ of her life
before the sound truck*

**BARBARA STANWYCK TELLS HOW SHE FOUND
LUCKIES GENTLEST ON HER THROAT**

"WHEN THE 'TALKIES' came to Hollywood," says Barbara Stanwyck, "my previous stage experience on Broadway gave me my chance in pictures.

"Taking care of my voice became serious business with me. I decided I had to treat my throat well, so I changed to Luckies, a light smoke. They made a big hit not only with my

throat, but with my taste as well."

Consider what Miss Stanwyck says. Then ask yourself "Shouldn't Luckies be best for my throat, too?"

Your answer would be "Yes!" if you could see with your own eyes how the exclusive "Toasting" process takes out certain harsh throat irritants found in even the finest tobacco!



Enjoy the finer taste of Center-Leaf Tobaccos
—"The Cream of the Crop"

A light smoke—easy on your throat—"It's Toasted"