

STATEMENT AND RELEASE

The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

*very naturally, is right*

*An actress*  
 "A ~~screen artist's~~ throat ~~is as~~ important to her/~~as hands~~ ~~are to a sculptor~~. Whatever affects our throats affects our living. That's why all of us think twice before choosing a cigarette. After experimenting, I've become convinced that my throat is safest with a light smoke. And that's why you'll find Luckies always on hand, both in my home and in my dressing room. ~~Frankly~~, I like the flavor of other cigarettes, but ~~the~~ Luckies appeal ~~best~~ to my taste."

*most*

*changes made at request of Mrs. Colbert*

I hereby consent that The American Tobacco Company and its agents may quote the foregoing statement of mine in whole or in part, or with such slightly varying changes in language as do not change the substance of such statement, in advertising LUCKY STRIKE Cigarettes on the radio, in newspapers, magazines, billboards, display material, and other media of advertising, and may use my photograph and my name, and may copyright and publish any material so used, hereby releasing them from all liability arising therefrom.

Dated: Jan 20 1937

Claudette Colbert  
(Signature)

Witness: James G. Rogers Jr.

## AGREEMENT

The American Tobacco Company has agreed to supply my smoking needs for the period of one year from the date hereof, with one carton per week of LUCKY STRIKE Cigarettes.

In consideration for the above, and one guaranteed broadcast, I agree that, within one year from the date hereof, upon the Company giving me three weeks' written notice, I will appear in person for a short broadcast on the Company's radio program, the broadcast to be as arranged by the Company, and to include the broadcasting of my said statement in whole or in part, with such variations as do not change the substance of such statement, and in such manner as the Company may request, for which appearance the Company will pay me the sum of \$ 5000.00

(I agree that payment of the above sum within one year from the date hereof shall fulfill the Company's entire obligation to me whether or not actual opportunity to broadcast shall be afforded me.)

I further agree, that, at the request of the Company, I will appear for one or two other such short broadcasts on the Company's radio program for the same payment per appearance, provided such appearance or appearances do not interfere with my other engagements.

The Release signed by me today and this Agreement contain all the agreements between the parties.

Dated: Jan. 20, 1937

Charles B. Colburn  
(Signature)

615 N. Farming Road  
(Address) Hollywood Hills -  
Los Angeles -

James G. Rogers - Jr

CLAUDETTE COLBERT

## STATEMENT AND RELEASE

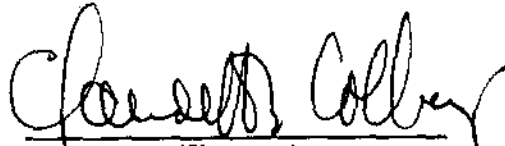
The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

A bathtub is the bone of contention that causes one glorious battle between Gary Cooper and me in my new Paramount picture - "Bluebeard's Eighth Wife." For, Gary insists it's only a wash-basin. Whereas I know it to be Louis XIV's own flower-bedecked tubby...Well, in filming that scene the sun went down on our wrath - twice! For we were two full days doing the different shots and angles - two days of what you might call a "vocal dog-fight". Now you try raging at someone for two days and see how your throat feels!...I couldn't help saying to Gary: "It really is extraordinary, Gary, that, even after all this, Luckies don't bother my throat at all!" And Gary agreed. In fact, I guess most of us in Hollywood do agree. Stars like Gary, Clark Gable, Myrna Loy and Charles Boyer certainly would not smoke a cigarette unless it was easy on the throat.

~~Hollywood's own new program - "Your Hollywood Parade" - is turned on regularly every Wednesday night in most homes and clubs in Hollywood. That chant of the tobacco-auctioneer on the program always gets listeners. I love it myself and it always makes me feel good, too, for it reminds me that the tobacco experts themselves okay my choice of Luckies.~~ cc

I hereby consent that The American Tobacco Company and its agents may quote the foregoing statement of mine in whole or in part, or with such slightly varying changes in language as do not change the substance of such statement, in advertising LUCKY STRIKE Cigarettes on the radio, in newspapers, magazines, billboards, display material, and other media of advertising, and may use my photograph and my name, and may copyright and publish any material so used, hereby releasing them from all liability arising therefrom.

Dated: Jan 15, 1938

  
(Signature)

Witness:



# AGREEMENT

The American Tobacco Company has agreed to supply my smoking needs for the period of one year from the date hereof, with one carton per week of LUCKY STRIKE Cigarettes.

In consideration for the above, and one guaranteed broadcast, I agree that, within one year from the date hereof, upon the Company giving me three weeks' written notice, I will appear in person for a short broadcast on the Company's radio program, the broadcast to be as arranged by the Company, and to include the broadcasting of my said statement in whole or in part, with such variations as do not change the substance of such statement, and in such manner as the Company may request, for which appearance the Company will pay me the sum of \$5000<sup>x</sup><sub>2</sub>.

(I agree that payment of the above sum within one year from the date hereof shall fulfill the Company's entire obligation to me whether or not actual opportunity to broadcast shall be afforded me.)

I further agree, that, at the request of the Company, I will appear for one or two other such short broadcasts on the Company's radio program for the same payment per appearance, provided such appearance or appearances do not interfere with my other engagements.

I further agree, in view of my preference for Luckies, that, for a period of one year from the date hereof, I will not allow either my name nor picture to be used in connection with the advertising of any other cigarette or tobacco, nor will I make any radio appearance for any other cigarette or tobacco company.

The Release signed by me today and this Agreement contain all the agreements between the parties.

Dated: Jan 15, 1938

*W. K. ...  
v. ...  
...*

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Address)  
\_\_\_\_\_



# LORD & THOMAS

ADVERTISING

6331 HOLLYWOOD BLVD. · HOLLYWOOD, CALIFORNIA

December 14, 1937

American Tobacco Co.  
111 Fifth Avenue  
New York City

Gentlemen:

"I hereby consent to the following addition to my statement dated January 20, 1937.

<sup>She is</sup>  
~~It is~~ often asked to go from laughs to tears in 30 seconds of talk. Emoting to order is a real strain on ~~my~~ <sup>her</sup> throat."

In all other respects my former statement remains the same.

I understand that contrary to your letter of December 10th, the advertisement will appear in March and April instead of February magazines."

Signature... *Clara M. Collier* .....

Date..... 12/14/37 .....