

3 DAYS OF SMOKING CROWDED INTO ONE



WITNESSED STATEMENT SERIES:
Betty Davis Has Smoked Luckies For 4 Years

Even After Smoking Constantly Before the Camera,
... on her Throat

BETTE DAVIS Finds the Last Lucky of the Day easy on the...



1. "WHEN THE SCRIPT READS: 'Miss Davis smokes a cigarette' it often means 10 solid hours of smoking while they're making the scene", says Miss Davis. "Yet even the last Lucky of the day has always been gentle on my throat. Also..."



2. "IN 'JEZEBEL', my new Warner Bros. picture, I gave Luckies another severe test. It was the first time, you see, that I really sang on the screen. But, even between songs, not once did Luckies bother my throat in the least. It's easy to see, then, why..."



3. "AT THE STUDIO LUNCH ROOM, the girl tells me Luckies lead. Among 'Lucky' fans are Leslie Howard, Edward G. Robinson, Dick Powell." (Luckies lead because the "Toasting" process takes out certain irritants found in all tobacco.)



4. "I'VE HEARD THE CHANT of the Tobacco Auctioneer on the radio and the results of the 'vote' among tobacco experts, who voted Luckies a 2-1 favorite over any other cigarette. I certainly agree with them that Luckies are the best-tasting cigarette."

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



5. DEWEY HUFFINE, auctioneer, knows tobacco. He has smoked Luckies for 20 years. Most other independent experts agree with Mr. Huffine. Sworn records show that among auctioneers, buyers and warehousemen—not connected with any manufacturer—Luckies have twice as many exclusive smokers as have all other cigarettes put together.

Have Luckies

Listen to YOUR HOLLYWOOD AT 10
 West over NBC Radio Network 10:15 P.M.

2/11/38
 Dewey H.

RTX01 0354213

STATEMENT AND RELEASE

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

When the script reads: 'Miss Davis smokes a cigarette', it means I smoke about 3 times as much as usual, and I usually smoke quite a lot. It often takes 10 solid hours, you see, to take one scene and that frequently means a solid day of smoking. In short, it means about 3 days of smoking crowded into one. But I'm glad to say that, in the seven years I've smoked them, even the last Lucky of the day has always been gentle on my throat.

In 'Jameel', my new Warner Bros. picture, I gave Luckies another severe test. You see, I sang. And for me that was a rare experience. It meant taking singing lessons, and practicing my song for hours and hours, day after day - aside from my usual work. Naturally, my throat felt about five times as bad as it does after an exciting football game. But, here again, not once did Luckies bother my throat in the least. It's easy to see, then, why they're Hollywood's favorite cigarette.

At the lunch room in the studio, the girl at the counter tells me Luckies are by far the favorite. Among her "Lucky" customers are Leslie Howard, Edward G. Robinson, and Dick Powell. It's surprising how many people on our "set" say there's something about Luckies that makes them easier on the throat.

I've heard the chest of the Tobacco Auctioneer on the radio - and the results of the "vote" among the tobacco experts. I hear that these tobacco experts in the South voted Luckies a 2-1 favorite over all other cigarettes. I certainly agree with them that Luckies are ~~best~~-tasting cigarette.

It is understood that no pictures or photos of me will be used without my approval. Further it is understood my picture and statement are to dominate any advertisements in which it/they appear.

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: December 1, 1937

Bette Davis
(Signature)

Witness:

James G. Coy's Jr