

STATEMENT AND RELEASE

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

to this country
"Before I came over ~~from the other side~~, an English cigarette which I smoked appealed to me because it was so firmly packed. Arriving here, I tried various ^{popular} American cigarettes to find the same virtue. Lucky Strike led all the rest for being round and firm and fully packed. But here's the sequel to the story: I soon became aware that Luckies were decidedly a 'light' smoke and a positive joy to an actor's throat. So please include me on the lengthy roster of Lucky Strike enthusiasts."

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: January 22nd, 1937.

Herbert Marshall
(Signature)

Witness:

Sheldon E. L. L. L.

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.

(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: January 22, 1937

Hester K. Arhary

(Signature)

906. N. Beverly Drive
Beverly Hills, Calif

C Restview 14280.

(Address)

Telephone:

Shirley E. Sullivan
for the American Tobacco Company

Report on Smoking Habits

of Herbert Marshall

1. Does signer smoke Luckies? Yes No
☒ ☐

2. Does signer smoke Luckies exclusively? Yes No
☐ ☒

3. If answer to Question 2 is "No",

(a) does signer smoke Luckies consistently and other brands occasionally? Yes No
☐ ☒

He smokes Benson Hedges, an English type cigarette. He prefers Luckies to any of the popular blended type cigarette.

(b) will signer give full preference in smoking to Luckies henceforth? Yes No
☐ ☐

Yes, among the blended type cigarette

4. What is basis of this statement? Personal Observation
☐

Personal Interview

☒

Reports of others

☐

5. If based on reports of others, give their names _____

Signed Sherwood E. Silliman

He came to this country about three years ago. Never smokes cigarettes until after lunch. He says Luckies are the fastest disappearing cigarette in his cigarette box at his home.

STATEMENT AND RELEASE

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

In "Angel", my new Paramount picture with Marlene Dietrich, I play the part of an English statesman. The part requires that - no matter how exciting the situation - I talk in a reserved manner. This means putting across the action by mere inflections of the voice. The manner in which I say "Oh" or "Yes" or "Thanks" is usually more important than the word itself. Getting the exact shade of meaning like this can sometimes be more of a strain on the voice and throat than acting out the line vigorously.

In one scene for instance, I spend two full minutes (a very long time for such a scene to last on the screen) just talking into a telephone. The action is almost entirely in my voice. It appears very simple, yet due to rather difficult cross-shots it took half a day to shoot that scene...a half day of - shall we say - vocal gymnastics! Since the throat is made up of some of the most sensitive muscles in the body, it becomes tired and irritated very easily. The gratifying thing at times like this is that Luckies are always so gentle on my throat.

Most of Hollywood seems to agree about Luckies. So many people here prefer them. That's quite a compliment because there is no place in the world where throats are so important. It's only common sense for actors and actresses - and everyone else, for that matter - to want a light smoke.

Right in my living room I have several 'barometers' that tell the popularity of the different brands...I mean the cigarette boxes I keep filled for my guests. Luckies disappear twice as fast as any other. I hear lots of comments about Luckies...that they're far easier on the throat...that they seem to be made of better tobacco. In any event, Luckies are "tops" among my friends both in and out of motion pictures.

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. It is further agreed that proper credit will be given Ernst Lubitsch producer and director of "Angel" also proper credit to RKO, Radio Pictures.

Dated: August 4th 1937

Herbert Marshall
(Signature)

Witness:

Sam Libby
Descriptive phrases which may be employed -- "Hollywood's most polished best trained voice"... "A million-dollar voice"... "His voice is 'tops' for clear speech".

Los Angeles, California,

July 20, 1937.

Mr. Herbert Marshall,
c/o Hawks-Volck,
9441 Wilshire Blvd.,
Beverly Hills, Calif.

Dear Mr. Marshall:

You have heretofore submitted to us a statement and release material prepared for the Lucky Strike advertisement to be endorsed by you, and have requested our consent thereto.

We herewith give our consent that you may endorse Lucky Strike cigarettes in connection with an appearance by you on the radio and in newspaper and magazine advertising material to be released during the forthcoming year, upon the following conditions:

(a) That in connection with your appearance on the Lucky Strike radio hour, which we understand is to be in the latter part of September or in October, 1937, you will be announced as "Herbert Marshall, now co-starring with Barbara Stanwyck in RKO's motion picture 'A Love Like That'" or if the name of the motion picture "A Love Like That" is subsequently changed, the changed title will be inserted;

(b) That in connection with magazine advertisements the said motion picture "A Love Like That" will also be announced and that the said magazine advertisements will be released contemporaneously with the release of said motion picture;

(c) That wherever possible, said motion picture will be announced in connection with the Lucky Strike Hit Parade radio hour.

Very truly yours,

RKO RADIO PICTURES, INC.

By


Asst. Secretary

December 17, 1937

Mr. Herbert Marshall
c/o Hawks-Volek Corporation
9441 Wilshire Boulevard
Beverly Hills, California

Dear Mr. Marshall:

With reference to that certain agreement between us executed concurrently herewith, this will confirm the following supplemental understanding between us:

Notwithstanding anything therein and/or elsewhere contained, it is agreed and understood that:

1. For the purpose of computing the one (1) year term as therein above referred to, said agreement shall be and hereby is deemed to commence on January 22, 1938 and shall remain in full force and effect for one (1) year thereafter.
2. Payment of the agreed compensation shall be made within ten (10) days after each broadcast therein provided for and shall be sent to you c/o Hawks-Volek Corporation, 9441 Wilshire Boulevard, Beverly Hills, California.
3. Said agreement shall and hereby is made subject to all the terms, conditions and covenants of that certain contract dated March 10, 1936 by and between Herbert Marshall and RKO Studios, Inc., (to which RKO-Radio Pictures, Inc. is the successor by merger) together with the written approval of RKO-Radio Pictures, Inc., of all the terms, conditions and covenants specified therein.

Except as hereinabove specifically set forth, said agreement is not altered, changed, modified or affected in any manner or particular whatsoever.

If the foregoing is in accordance with your understanding of our agreement, kindly indicate your approval and acceptance thereof with your signature in the space hereinbelow provided.

Yours very truly,

LORD and THOMAS

By 

For The American Tobacco Company

Accepted and Approved


HERBERT MARSHALL

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 \$ 5,000.00

(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.

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: December 17, 1937

Hubert H. H. H. H.
(Signature)

(Address)

Thomas A. McQuinn
For the American Tobacco Company

December 17, 1937

Mr. Herbert Marshall
c/o Hawks-Volek Corporation
9441 Wilshire Boulevard
Beverly Hills, California

Dear Mr. Marshall:

With reference to that certain agreement between us executed concurrently herewith, this will confirm the following supplemental understanding between us:

Notwithstanding anything therein and/or elsewhere contained, it is agreed and understood that:

1. For the purpose of computing the one (1) year term as therein above referred to, said agreement shall be and hereby is deemed to commence on January 22, 1938 and shall remain in full force and effect for one (1) year thereafter.
2. Payment of the agreed compensation shall be made within ten (10) days after each broadcast therein provided for and shall be sent to you c/o Hawks-Volek Corporation, 9441 Wilshire Boulevard, Beverly Hills, California.
3. Said agreement shall and hereby is made subject to all the terms, conditions and covenants of that certain contract dated March 10, 1936 by and between Herbert Marshall and RKO Studios, Inc., (to which RKO-Radio Pictures, Inc. is the successor by merger) together with the written approval of RKO-Radio Pictures, Inc., of all the terms, conditions and covenants specified therein.

Except as hereinabove specifically set forth, said agreement is not altered, changed, modified or affected in any manner or particular whatsoever.

If the foregoing is in accordance with your understanding of our agreement, kindly indicate your approval and acceptance thereof with your signature in the space hereinbelow provided.

Yours very truly,

LORD and THOMAS

By Thomas A. McElroy

For The American Tobacco Company

Accepted and Approved

Herbert Marshall

HERBERT MARSHALL

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 \$ 5,000.00

(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.

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: December 17, 1937

Hubert H. H. H. H.
(Signature)

(Address)

Thomas A. McCarty
For the American Tobacco Company

December 17, 1937

Mr. Herbert Marshall
c/o Hawks-Volek Corporation
9441 Wilshire Boulevard
Beverly Hills, California

Dear Mr. Marshall:

With reference to that certain agreement between us executed concurrently herewith, this will confirm the following supplemental understanding between us:

Notwithstanding anything therein and/or elsewhere contained, it is agreed and understood that:

1. For the purpose of computing the one (1) year term as therein above referred to, said agreement shall be and hereby is deemed to commence on January 22, 1938 and shall remain in full force and effect for one (1) year thereafter.
2. Payment of the agreed compensation shall be made within ten (10) days after each broadcast therein provided for and shall be sent to you c/o Hawks-Volek Corporation, 9441 Wilshire Boulevard, Beverly Hills, California.
3. Said agreement shall and hereby is made subject to all the terms, conditions and covenants of that certain contract dated March 10, 1936 by and between Herbert Marshall and RKO Studios, Inc., (to which RKO-Radio Pictures, Inc. is the successor by merger) together with the written approval of RKO-Radio Pictures, Inc., of all the terms, conditions and covenants specified therein.

Except as hereinabove specifically set forth, said agreement is not altered, changed, modified or affected in any manner or particular whatsoever.

If the foregoing is in accordance with your understanding of our agreement, kindly indicate your approval and acceptance thereof with your signature in the space hereinbelow provided.

Yours very truly,

LORD and THOMAS

By 

For The American Tobacco Company

Accepted and Approved


HERBERT MARSHALL

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 \$ 5,000.00

(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.

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: December 17, 1937

Hubert H. H. H. H.
(Signature)

(Address)

Thomas A. McCarty
For the American Tobacco Company

December 17, 1937

Mr. Herbert Marshall
c/o Hawks-Volek Corporation
9441 Wilshire Boulevard
Beverly Hills, California

Dear Mr. Marshall:

With reference to that certain agreement between us executed concurrently herewith, this will confirm the following supplemental understanding between us:

Notwithstanding anything therein and/or elsewhere contained, it is agreed and understood that:

1. For the purpose of computing the one (1) year term as therein above referred to, said agreement shall be and hereby is deemed to commence on January 22, 1938 and shall remain in full force and effect for one (1) year thereafter.
2. Payment of the agreed compensation shall be made within ten (10) days after each broadcast therein provided for and shall be sent to you c/o Hawks-Volek Corporation, 9441 Wilshire Boulevard, Beverly Hills, California.
3. Said agreement shall and hereby is made subject to all the terms, conditions and covenants of that certain contract dated March 10, 1936 by and between Herbert Marshall and RKO Studios, Inc., (to which RKO-Radio Pictures, Inc. is the successor by merger) together with the written approval of RKO-Radio Pictures, Inc., of all the terms, conditions and covenants specified therein.

Except as hereinabove specifically set forth, said agreement is not altered, changed, modified or affected in any manner or particular whatsoever.

If the foregoing is in accordance with your understanding of our agreement, kindly indicate your approval and acceptance thereof with your signature in the space hereinbelow provided.

Yours very truly,

LORD and THOMAS

By Thomas A. McQuay

For The American Tobacco Company

Accepted and Approved

Herbert Marshall

HERBERT MARSHALL

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 \$ 8,000.00

(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.

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: December 17, 1937

Herbert H. H. H.
(Signature)

(Address)

Thomas R. McCut
For the American Tobacco Company

AGREEMENT

AGREEMENT made July 7, 1937, between THE AMERICAN TOBACCO COMPANY (hereinafter called "the Company") and MYRNA LOY (hereinafter called "the Artist").

1. For the use of the Artist's name, picture and statement, as set forth in Release signed by the Artist today, and in consideration of paragraph "3" hereof, the Company agrees to pay the Artist as follows:

\$2,500.00 within ten days from the date hereof.

\$2,500.00 one year from date hereof.


2. The Company also agrees to supply the Artist's smoking needs for the period of one year from the date hereof, with one carton per week of LUCKY STRIKE Cigarettes.

3. Provided the Motion Picture Company to which the Artist is under contract at the time of the broadcast herein provided for consents thereto in writing, the artist agrees, in consideration of the foregoing, upon three weeks' written notice from the Company, to 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 the Artist's said statement in whole or in part, with such variations as do not change the substance of said statement, and in such manner as the Company may request; the time and place of broadcast to be approved in writing by said Motion Picture Company and the Artist, and the script to be used therein to be approved in writing by said Motion Picture Company.

4. If said Motion Picture Company gives its written consent to an appearance within one year from the date hereof, and the Artist does not undertake such appearance notwithstanding due notice thereof by the Company, the Company shall not be liable to the Artist for the second payment of \$ 2,500.00

5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company.

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


(Artist)
9551 Hidden Valley Road
Colton, California
(Address)


For: The American Tobacco Co.

STATEMENT AND RELEASE

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

In "Man Proof", Metro Goldwyn Mayer put on a thrilling fight scene with 500 people in it. The noise of the yelling was terrific, and I had to make myself heard above the din. If you have been at fights or football games, you will know how my throat felt. But even after scenes like this, I can always smoke as many Luckies as I like. Most everyone on the lot has discovered the same thing. It's always easy for me to get a Lucky from Joan Crawford or Clark Gable, or even from most of the newcomers at the studio. Everybody naturally prefers the cigarette that is easy on your throat. I don't know much about tobacco, but it's certainly impressive when twice as many of those experts say they prefer Luckies as all of the other brands put together. So, all in all, you can see I'm really enthusiastic.

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 28th 1937

Myrna Loy
(Signature)

Witness:

W. S. Mumley

STATEMENT AND RELEASE

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

In "Man Proof", Metro Goldwyn Mayer put on a thrilling fight scene with 500 people in it. The noise of the yelling was terrific, and I had to make myself heard above the din. If you have been at fights or football games, you will know how my throat felt. But even after scenes like this, I can always smoke as many Luckies as I like. Most everyone on the lot has discovered the same thing. It's always easy for me to get a Lucky from Joan Crawford or Clark Gable, or even from most of the newcomers at the studio. Everybody naturally prefers the cigarette that is easy on your throat. I don't know much about tobacco, but it's certainly impressive when twice as many of those experts say they prefer Luckies as all of the other brands put together. So, all in all, you can see I'm really enthusiastic.

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 28th 1937

Myrna Loy
(Signature)

Witness:

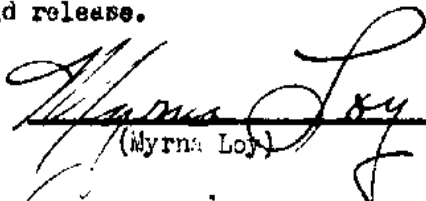
W.S. Mumley

CONSENT

Under date of July 7, 1937, I delivered to The American Tobacco Company a certain statement expressing my belief in the merits of LUCKY STRIKE Cigarettes, and a release in which I consented to the use by The American Tobacco Company of such statement in its advertising, and in connection with said statement I agreed with The American Tobacco Company in part as follows:

"5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company."

Upon condition that the clause "nor will the Artist make any radio appearance for any other cigarette or tobacco company" is eliminated therefrom, I hereby consent that the term of paragraph 5 of said agreement shall be extended for a period of one year to July 6, 1939, with the proviso and upon the condition, however, that notwithstanding such release and extension, I shall not be prevented by reason thereof from appearing on a cigarette or tobacco radio program in which I do not participate in the commercial or give any testimonials for the product, and that during such extended period The American Tobacco Company shall continue to have the privilege of using my said statement in its advertising pursuant and subject to the terms of said release.


(Myrna Loy)

951 Hidden Valley Rd - Coldwater
Address Canyon, Ber. Hills

Witness



STATEMENT AND RELEASE

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

In "Double Wedding", my new Metro-Goldwyn-Mayer picture, I smoke quite a bit in many scenes to indicate I'm actually a very excitable person in spite of the self possessed "front" I put on. In making these scenes and the many "takes" I found Luckies smooth on my throat - gentler than any of the many kinds of cigarettes I've tried.

I've tried a great many. About 5 years ago, I used to smoke a rather fancy kind of cigarette. Do you remember when so many women in Hollywood went in for those long, perfumed cigarettes? Then I decided to change to one with the real flavor of good tobacco and one that would agree better with my throat. I hopped around from brand to brand but finally landed on Luckies.

Here's an odd thing - after laughing scenes I appreciate Luckies most. I've often had to "turn on" a laugh 100 times in one day. Then the throat becomes dry, tired and irritated. At times like this, it's clear that Luckies are the cigarette for anyone who wants a light smoke that's easy on the throat.

In the last five years I have ~~worked day and night~~ ^{made approximately 25 pictures} with only ~~a~~ ^{a couple of} real vacations and ~~have made~~ pictures. In all, I guess my voice is on a million feet of sound film. I enjoy it, of course, but while acting is fun for me, it's hard work for my throat. Especially - as I've pointed out - laughing before the sound camera. Have you ever forced yourself to laugh at something that was no longer funny? Try it for 10 minutes and see what it does to your throat. Then try different cigarettes and see if your throat also doesn't prefer Luckies. Permission is also granted to use biographical material from my "Life Story" prepared by MGM for general release.

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: July 7, 1937 Myrna Loy
(Signature)

Witness: Howard E. Hines

OK
Overseas

STATEMENT AND RELEASE

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

1. In making a recent picture, there was an unusual strain on my throat. This was serious business for me as my career hinges on my voice. Here's what happened...
2. "We want you to sing, Miss Lombard", the director told me one day. His words fairly took my breath away, as I had never sung a note in pictures before. In this work, talking is hard enough, let alone singing. So like a dutiful girl...
3. I took singing lessons. My teacher urged that I take care of my throat. Under the strain, I had thought of giving up smoking but my teacher said this wasn't necessary if I'd select a light smoke - Luckies. I tried them and soon found...
4. Between scenes I could smoke as many Luckies as I liked. Now, in making "Nothing Sacred", with all its takes and retakes, doing scenes over and over and working as many as twelve hours a day before the sound cameras, I can smoke Luckies all day without the slightest throat irritation. Most others on the set also prefer Luckies - property men, script girls, carpenters, maids. Everybody, of course, wants a cigarette that's easy on the throat.

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: June 7, 1937


(Signature)

Witness:



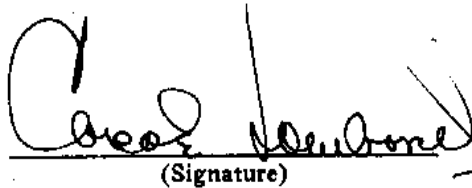
STATEMENT AND RELEASE

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

"In my new Paramount picture 'Swing High, Swing Low' I sing a song for the first time since I have been on the screen. To do this, I spent months taking singing lessons. With this added strain, my throat was not in good shape. My singing coach suggested that when choosing cigarettes, I select a light smoke. And so I changed to Luckies. Since then I've found that a light smoke and my throat get along together just fine. And the tobacco in Luckies also gets along fine with my taste."

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 28, 1937


(Signature)

Witness:

Shamrock E. Sullivan

AGREEMENT

The American Tobacco Company has agreed to supply my smoking needs for the period of one year from the date hereof, with ~~one~~^{two} 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.

(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 28, 1937

Carol Lombard
(Signature)

609 St Cloud -
(Address)

Bel Air - Calif.

Shepard E. Sullivan
For The American Tobacco Co.

Report on Smoking Habits

of Carole Lombard

1. Does signer smoke Luckies? Yes No
 ☒ ☐

2. Does signer smoke Luckies exclusively? Yes No
 ☐ ☒

3. If answer to Question 2 is "No",
 (a) does signer smoke Luckies consistently and Yes No
 other brands occasionally? ☒ ☐

 (b) will signer give full preference in smoking Yes No
 to Luckies henceforth? ☒ ☐

4. What is basis of this statement? Personal
 Observation
 ☒

Personal
Interview
☒

Reports of others
☒

5. If based on reports of others,
 give their names Cliff Lewis - Paramount Adv. Dept.

Her secretary - Miss Fields

Signed James G. Rogers, Jr.

Has smoked Luckies for years and years. Likes them much the most.

AGREEMENT

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

In consideration for the above, I agree that, at the request of the Company, at such time or times as may be mutually convenient, I will appear in person for two short broadcasts ~~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

~~appearances~~ appearances the Company will pay me as follows:

\$5,000.00 total for the two broadcasts, which includes any franchise fee due the Metropolitan Opera Association and any commission due any manager, and which is to be divided as follows: \$2,000.00 upon the execution of this agreement and the balance of \$3,000.00 in equal parts on the dates of my two broadcasts. The Company agrees to designate two dates convenient to me prior to July 1st, 1937 or in lieu thereof to pay me the foregoing sum prior to such date.

I agree that payment of the above sum shall fulfill the Company's entire obligation to me, whether or not actual opportunity to broadcast shall be offered me.

I further agree that, for a period of seven months from the date of this agreement, I will not appear on any broadcast sponsored by any other cigarette or tobacco manufacturing or selling company.

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

Dated: January 29th, 1937

Witness:

Helen Jepson
(Signature)

Accepted:

THE AMERICAN TOBACCO COMPANY, INC.

Approved:

EVANS & SALTER, INC.
Managers of Helen Jepson

George W. Hilke

Evans & Salter

INCORPORATED

-DIVISION-

COLUMBIA CONCERTS CORPORATION OF COLUMBIA BROADCASTING SYSTEM, INC.
STEINWAY BUILDING, 113 WEST 57TH STREET, NEW YORK

February 8, 1937

Mr. James G. Rogers, Jr.
Lord & Thomas
247 Park Avenue
New York City

Dear Mr. Rogers:-

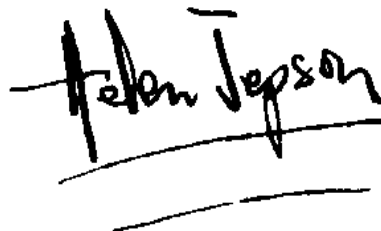
The new commercial copy for Lucky Strike as
submitted by you on HELEN JEPSON is approved
by us reading as follows:

"A season of opera and concert means my
voice and throat must be consistently
in perfect condition. Therefore, al-
though most of my smoking is done while
I am on vacation, it is all important
to me that I be careful in choosing my
cigarette. I smoke Luckies because I
enjoy their taste and because I feel it
is wiser for me to choose a light smoke
for my voice."

With best wishes and regards,

Sincerely yours,

EVANS & SALTER


Managers

LE:RL

Report on Smoking Habits

of Helen Jepson

1. Does signer smoke Luckies? Yes No
Does not smoke a great deal, usually ☒ ☐
during vacation & then it is Luckies.

2. Does signer smoke Luckies exclusively? Yes No
☒ ☐

3. If answer to Question 2 is "No",
(a) does signer smoke Luckies consistently and Yes No
other brands occasionally? ☐ ☐

(b) will signer give full preference in smoking Yes No
to Luckies henceforth? ☐ ☐

4. What is basis of this statement? Personal
Observation ☐

Personal
Interview ☒

Reports of others
☒

5. If based on reports of others,
give their names Miss Jepson's husband

Signed George W. Hill, Jr.

Miss Jepson is not a regular smoker although she does smoke
occasionally and then chooses Luckies.

STATEMENT AND RELEASE

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

My musical career places a great demand upon my voice. A season of opera, together with a concert schedule, means my voice and throat must be consistently in perfect condition. Although a casual smoker, it is all important to me that I be careful in choosing my cigarette. I'm an enthusiast about fishing and when I go on my vacation to the seashore or up in the Ramapo Mountains, I always take Luckies along. I smoke them because I enjoy their taste and because I feel it is wiser for me to choose a light smoke in consideration of my voice.

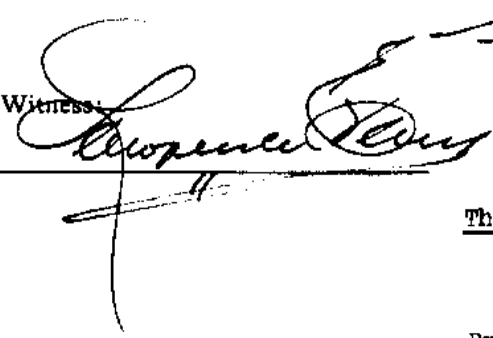
For a period of one year from this date.

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: January 29, 1937.

Witness:


(Signature)
Helen Jepson


The American Tobacco Company
(Signature)

By 

M. H. H. Sk

Miriam Hopkins

STATEMENT AND RELEASE

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

Cigarettes. "Of the many trends that sweep through Hollywood, one of the longest-lasting has been the preference for Luckies. Because they're a light smoke that sensitive throats welcome, Luckies have been my favorite and the favorite of the screen colony for, I believe, about 10 years. One reason I feel this is that I once asked a 'property' man - who supplies cigarettes to the actors - what the favorite is. He answered by opening up a box containing cigarettes. In it were nothing but Luckies."

M.H. *I once spent a summer on a tobacco plantation and feel I know a little about tobacco - at least enough to know that you use the best grades in Luckies.*

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: Feb 3, 1937

Miriam Hopkins
(Signature)

Witness:

Samuel E. Levine

Miriam Hopkins

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 \$5,000.00.....

(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.

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: February 3, 1937

Miriam Hopkins
(Signature) /

909 N. Roxbury Drive
(Address)

Beverly Hills, Cal.
Samuel S. Sullivan
For: THE AMERICAN TOBACCO CO.

Report on Smoking Habits

of Miriam Hopkins

1. Does signer smoke Luckies? Yes No
 ☒ ☐

2. Does signer smoke Luckies exclusively? Yes No
Miss Hopkins smokes Luckies, Chesterfields ☐ ☒
and Old Golds. Changing these brands from
time to time.

3. If answer to Question 2 is "No",
 (a) does signer smoke Luckies consistently and Yes No
 other brands occasionally? ☐ ☐

 (b) will signer give full preference in smoking Yes No
 to Luckies henceforth? ☒ ☐

4. What is basis of this statement? Personal
 Observation
 ☒

Personal
Interview
☒

Reports of others
☐

5. If based on reports of others,
 give their names _____

Signed Sherwood E. Silliman

STATEMENT AND RELEASE

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

"The Bride Wore Red" is my new Metro-Goldwyn-Mayer production picture with Franchot Tone. In this picture I sing on the screen. Let me tell you the story that's behind this and you'll see why my 8 years liking for Luckies has taken on new meaning ...

Back three years ago, I began taking singing lessons. Six days a week - in addition to my usual work. That was a strain on my throat! Just imagine singing scales, after a long day before the sound camera! But when the time came for actual rehearsal of my new picture ...

It was even harder! One song, "Who Wants Love" lasts about 2 minutes in the picture, yet - with practicing, rehearsals, re-takes, and - doing the scene different ways and from different camera angles - I often had to sing it 6 full hours a day! Now here's my point -- even under this strain Luckies always remained on the best terms with my throat!

So that's how Luckies came through, in what I think was a cigarette's hardest test. To really enjoy smoking, I think everyone must have a cigarette that's easy on the throat. It's only natural an actress should want a light smoke and to most of us in pictures that means Luckies.

At 9,000 feet of altitude in the High Sierras many scenes of the picture were made in the light air on this location and shortness of breath made acting much more difficult. But here again I found that Luckies and my throat always got along fine.

(continued on page 2)

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: July 7, 1937

Joan Crawford
(Signature)

Witness:

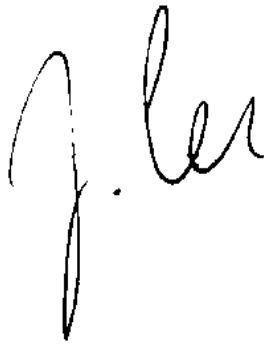
Shepherd E. Sledge

OK
Aurum

In "The Bride Wore Red" I am in almost every scene and have about 2,000 words of dialogue. Multiply this by the number of times each word must be repeated in rehearsals and "takes" and "retakes" and then multiply it again by the 43 pictures I've made, and it adds up to more than a million words I've spoken in motion pictures.

In addition to my work at the studio, I have a small theatre in my home where I do plays. I also work on about 8 plays a month to discover stories that I would like to do on the screen. I also have appeared quite frequently on radio programs such as the Lux Theatre of the Air. So it all means hard work for my voice and throat, and makes such a simple thing as choosing a cigarette a matter that to me is very important.

I might add that I've heard on the air about those tobacco experts in the South and how twice as many of them smoke Luckies as any other cigarette. That's easy to believe because I think the flavor of the tobaccos in Luckies is simply swell.

A handwritten signature in cursive script, appearing to read "J. C.", likely representing Joan Crawford.

AGREEMENT

AGREEMENT made July 7, 1937, between THE AMERICAN TOBACCO COMPANY (hereinafter called "the Company") and JOAN CRAWFORD
(hereinafter called "the Artist").

1. For the use of the Artist's name, picture and statement, as set forth in Release signed by the Artist today, and in consideration of paragraph "3" hereof, the Company agrees to pay the Artist as follows:

\$ 2,500.00 within ten days from the date hereof.

\$ 2,500.00 one year from date hereof.

2. The Company also agrees to supply the Artist's smoking needs for the period of one year from the date hereof, with one carton per week of LUCKY STRIKE Cigarettes.

3. Provided the Motion Picture Company to which the Artist is under contract at the time of the broadcast herein provided for consents thereto in writing, the artist agrees, in consideration of the foregoing, upon three weeks' written notice from the Company, to 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 the Artist's said statement in whole or in part, with such variations as do not change the substance of said statement, and in such manner as the Company may request; the time and place ^(Los Angeles) of broadcast to be approved in writing by said Motion Picture Company and the Artist, and the script to be used therein to be approved in writing by said Motion Picture Company.

4. If said Motion Picture Company gives its written consent to an appearance within one year from the date hereof, and the Artist does not undertake such appearance notwithstanding due notice thereof by the Company, the Company shall not be liable to the Artist for the second payment of \$2,500.00.

5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company.

6. The Company agrees to call upon the Artist to perform the services provided in paragraph 3 hereof before January 1, 1938, provided the Motion Picture Company to which the Artist is under contract consents thereto in writing prior to December 1, 1937.

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


(Artist)

426 No. Bristol
(Address)
West Los Angeles, Cal.

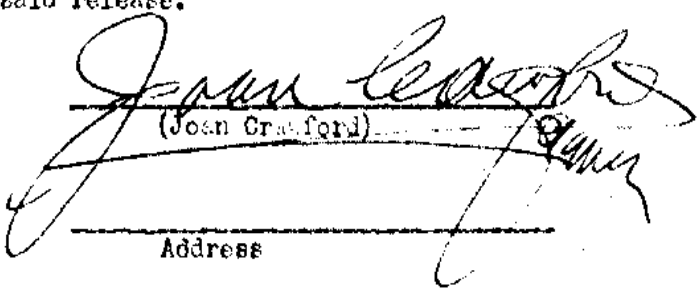

FOR: THE AMERICAN TOBACCO CO.

CONSENT

Under date of July 7, 1937, I delivered to The American Tobacco Company a certain statement expressing my belief in the merits of LUCKY STRIKE Cigarettes, and a release in which I consented to the use by The American Tobacco Company of such statement in its advertising, and in connection with said statement I agreed with The American Tobacco Company in part as follows:

"5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company."

Upon condition that the clause "nor will the Artist make any radio appearance for any other cigarette or tobacco company" is eliminated therefrom, I hereby consent that the term of paragraph 5 of said agreement shall be extended for a period of one year to July 6, 1939, with the proviso and upon the condition, however, that notwithstanding such release and extension, I shall not be prevented by reason thereof from appearing on a cigarette or tobacco radio program in which I do not participate in the commercial or give any testimonials for the product, and that during such extended period The American Tobacco Company shall continue to have the privilege of using my said statement in its advertising pursuant and subject to the terms of said release.


(Joan Crawford)

Address

Witness



(Copy)

LORD & THOMAS

601 W. Fifth Street, Los Angeles

April 15, 1937

Mr. Gary Cooper,
% Samuel Goldwyn Inc. of Calif.,
1041 N. Formosa,
Hollywood, California.

Dear Mr. Cooper:

Confirming conversation with Mr. Jack Moss we would like to extend our contract of January 22, 1937 with you.

It is our plan to use a color magazine advertisement featuring your picture and statement in publications that appear on newsstands during late June and early July. This advertisement will make mention of your Paramount Picture "Souls at Sea".

Further we want to postpone your broadcast to a time shortly before the release of your Goldwyn picture "The Adventures of Marco Polo".

This letter is sent to you in duplicate. If this plan is agreeable to you, please sign in the space reserved for your name and return one copy to me.

Yours very truly,

(Signed) James G. Rogers, Jr.
For The American Tobacco Co.

Accepted:

(Signed) Gary Cooper


STATEMENT AND RELEASE

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

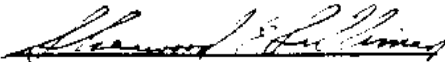
" A little over a year ago I changed to Luckies because I enjoy the flavor of their tobacco. Ever since, my throat has been in fine shape. As my voice and throat mean so much to me in my business, it's plain common sense for me to prefer this light smoke. So I'm strong for Luckies!"

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, bill-boards, 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: January 22, 1937


(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.

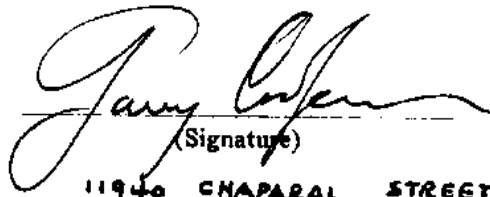
Sc In consideration for the above, and one guaranteed broadcast, I agree that, within ~~one year~~ ^{five months} from the date hereof, upon the Company giving me three weeks' written notice, I will appear in person for a short broadcast on the Company's radio program, the broadcast to be as arranged 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, ^{subject to my approval} for which appearance the Company will pay me the sum of \$50.00 ^{to be paid at the conclusion of said broadcast}.

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

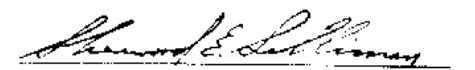
Sc I further agree, that, at the request of the Company, I will appear for one or two other such short broadcasts on the Company's radio program for the same payment per appearance, provided such appearance or appearances do not interfere with my other engagements.

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

Dated: January 22, 1937


(Signature)
11946 CHAPARAL STREET
WEST LOS ANGELES
CALIF.

(Address)


for the American Tobacco Co.

Report on Smoking Habits

of Gary Cooper

1. Does signer smoke Luckies? Yes No
 ☒ ☐

2. Does signer smoke Luckies exclusively? Yes No
 ☐ ☐

3. If answer to Question 2 is "No",
 (a) does signer smoke Luckies consistently and
 other brands occasionally? Yes No
 ☒ ☐

 (b) will signer give full preference in smoking
 to Luckies henceforth? Yes No
 ☒ ☐

4. What is basis of this statement? Personal
 Observation
 ☒

 Personal
 Interview
 ☒

 Reports of others
 ☐

5. If based on reports of others,
 give their names _____

Signed Sherwood E. Silliman

Mr. Miller

STATEMENT AND RELEASE

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

"The Bride Wore Red" is my new Metro-Goldwyn-Mayer production picture with Franchot Tone. In this picture I sing on the screen. Let me tell you the story that's behind this and you'll see why my 8 years liking for Luckies has taken on new meaning ...

Back three years ago, I began taking singing lessons. Six days a week - in addition to my usual work. That was a strain on my throat! Just imagine singing scales, after a long day before the sound camera! But when the time came for actual rehearsal of my new picture ...

It was even harder! One song, "Who Wants Love" lasts about 2 minutes in the picture, yet - with practicing, rehearsals, re-takes, and - doing the scene different ways and from different camera angles - I often had to sing it 6 full hours a day! Now here's my point -- even under this strain Luckies always remained on the best terms with my throat!

So that's how Luckies came through, in what I think was a cigarette's hardest test. To really enjoy smoking, I think everyone must have a cigarette that's easy on the throat. It's only natural an actress should want a light smoke and to most of us in pictures that means Luckies.

At 9,000 feet of altitude in the High Sierras many scenes of the picture were made in the light air on this location and shortness of breath made acting much more difficult. But here again I found that Luckies and my throat always got along fine.

(continued on page 2)

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: July 7, 1937

Joan Crawford
(Signature)

Witness: Chenwood E. ...

OK
D. W. ...

In "The Bride Wore Red" I am in almost every scene and have about 2,000 words of dialogue. Multiply this by the number of times each word must be repeated in rehearsals and "takes" and "retakes" and then multiply it again by the 43 pictures I've made, and it adds up to more than a million words I've spoken in motion pictures.

In addition to my work at the studio, I have a small theatre in my home where I do plays. I also work on about 8 plays a month to discover stories that I would like to do on the screen. I also have appeared quite frequently on radio programs such as the Lux Theatre of the Air. So it all means hard work for my voice and throat, and makes such a simple thing as choosing a cigarette a matter that to me is very important.

I might add that I've heard on the air about those tobacco experts in the South and how twice as many of them smoke Luckies as any other cigarette. That's easy to believe because I think the flavor of the tobaccos in Luckies is simply swell.

J. C.

AGREEMENT

AGREEMENT made July 7, 1937, between THE AMERICAN TOBACCO COMPANY (hereinafter called "the Company") and JOAN CRAWFORD (hereinafter called "the Artist").

1. For the use of the Artist's name, picture and statement, as set forth in Release signed by the Artist today, and in consideration of paragraph "3" hereof, the Company agrees to pay the Artist as follows:

\$ 2,500.00 within ten days from the date hereof.

\$ 2,500.00 one year from date hereof.

2. The Company also agrees to supply the Artist's smoking needs for the period of one year from the date hereof, with one carton per week of LUCKY STRIKE Cigarettes.

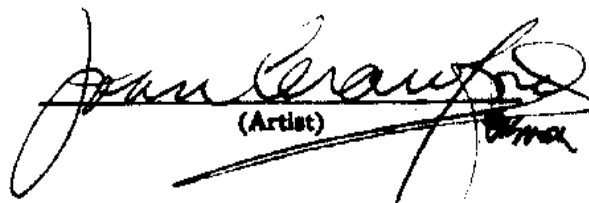
3. Provided the Motion Picture Company to which the Artist is under contract at the time of the broadcast herein provided for consents thereto in writing, the artist agrees, in consideration of the foregoing, upon three weeks' written notice from the Company, to appear in person for a short broadcast on the Company's radio program; the broadcast to be as arranged by the Company, and to include the broadcasting of the Artist's said statement in whole or in part, with such variations as do not change the substance of said statement, and in such manner as the Company may request; the time and place ^(Los Angeles) of broadcast to be approved in writing by said Motion Picture Company and the Artist, and the script to be used therein to be approved in writing by said Motion Picture Company.

4. If said Motion Picture Company gives its written consent to an appearance within one year from the date hereof, and the Artist does not undertake such appearance notwithstanding due notice thereof by the Company, the Company shall not be liable to the Artist for the second payment of \$2,500.00.

5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company.

6. The Company agrees to call upon the Artist to perform the services provided in paragraph 3 hereof before January 1, 1938, provided the Motion Picture Company to which the Artist is under contract consents thereto in writing prior to December 1, 1937.

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


(Artist)

446 No. Bristol
(Address)
West Los Angeles, Cal.

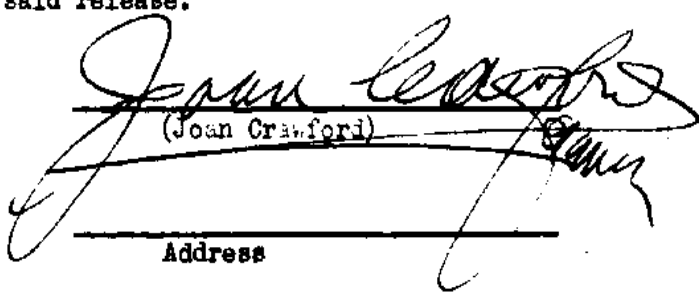

FOR: THE AMERICAN TOBACCO CO.

CONSENT

Under date of July 7, 1957, I delivered to The American Tobacco Company a certain statement expressing my belief in the merits of LUCKY STRIKE Cigarettes, and a release in which I consented to the use by The American Tobacco Company of such statement in its advertising, and in connection with said statement I agreed with The American Tobacco Company in part as follows:

"5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company."

Upon condition that the clause "nor will the Artist make any radio appearance for any other cigarette or tobacco company" is eliminated therefrom, I hereby consent that the term of paragraph 5 of said agreement shall be extended for a period of one year to July 6, 1959, with the proviso and upon the condition, however, that notwithstanding such release and extension, I shall not be prevented by reason thereof from appearing on a cigarette or tobacco radio program in which I do not participate in the commercial or give any testimonials for the product, and that during such extended period The American Tobacco Company shall continue to have the privilege of using my said statement in its advertising pursuant and subject to the terms of said release.


(Joan Crawford)

Address

Witness



CLAUDETTE COLBERT

STATEMENT AND RELEASE

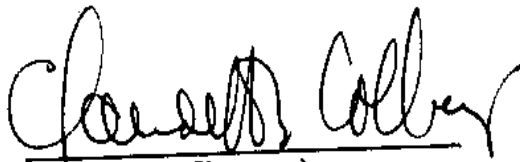
The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

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^{xx}.

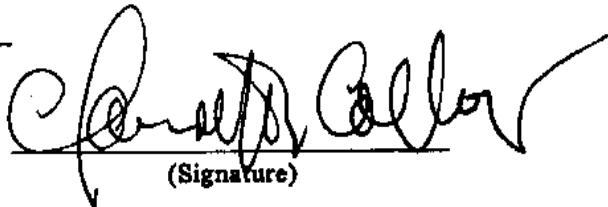
(I agree that payment of the above sum within one year from the date hereof shall fulfill the Company's entire obligation to me whether or not actual opportunity to broadcast shall be afforded me.)

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


(Signature)

(Address)

W. K. ...
✓ ...

Noted
10/11/38

STATEMENT AND RELEASE

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

very
naturally, is right
An actress's
"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 Luckies appeal ~~best~~ to my
taste."

*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, bill-
boards, 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

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

Samuel B. Collier
(Signature)

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

James G. Rogers - Jr

Report on Smoking Habits

of Claudette Colbert

1. Does signer smoke Luckies? Yes No
 ☒ ☐

2. Does signer smoke Luckies exclusively? Yes No
 ☐ ☒

3. If answer to Question 2 is "No",
 (a) does signer smoke Luckies consistently and
 other brands occasionally? Yes No
 ☐ ☒

 (b) will signer give full preference in smoking
 to Luckies henceforth? Yes No
 ☒ ☐

4. What is basis of this statement? Personal
 Observation
 ☐

 Personal
 Interview
 ☐

 Reports of others
 ☐

5. If based on reports of others,
 give their names _____

Signed James G. Rogers, Jr.

She smokes both Luckies and Philip Morris

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.

She is
~~I am~~ often asked to go from laughs to tears in 30 seconds of talk. Emoting to order is a real strain on ~~my~~ *her* 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... *Q. L. Collier*

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

LORD & THOMAS

ADVERTISING

6331 HOLLYWOOD BLVD. · HOLLYWOOD, CALIFORNIA

December 14, 1937

American Tobacco Co.
111 Fifth Avenue
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Signature.....*Q. L. Collier*.....

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

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.

~~I am~~ ^{She is} often asked to go from laughs to tears in 30 seconds of talk. Emoting to order is a real strain on ~~my~~ ^{her} 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 Collier*.....

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

STATEMENT AND RELEASE

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

Hullo Everyone, Boake Carter speaking:

Well, as a radio commentator, and newspaperman, the thing I prize most is my reputation for saying what I think. And here's what I sincerely think about smoking....it's one of the greatest pleasures in the world, but it can be utterly spoiled by throat-irritation. My job's tough on the throat and I have to be careful to keep my voice clear all the time. So I let my throat decide what's the easiest and smoothest in the way of cigarettes, and long ago, Luckies was the answer. Luckies give me what I'd call a light smoke - light in the sense they aren't heavy and don't catch your throat. And that means everything when you're working against deadline all day and the strain makes you grab for a cigarette all the time. Next time you hear the usual "Cheerio" at the end of my nightly broadcast, you can picture me reaching for a Lucky an instant later. For, believe you me, after the strain of talking, either lecturing over the air, a Lucky hits the spot with me when it comes to smoothness and taste.

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: March 4th 1937

Boake Carter
(Signature)

Witness: James G. Riger, 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 \$1000⁰⁰

(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 or 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: March 4th 1937

Boake Carter
(Signature)

WCAU.
(Address)

Juan G. Royer, Jr.
(for the Company)

Philadelphia - Penna

Report on Smoking Habits

of Boake Carter

1. Does signer smoke Luckies?

Yes

No

☒☐

2. Does signer smoke Luckies exclusively?

Yes

No

☒☐

3. If answer to Question 2 is "No",

(a) does signer smoke Luckies consistently and other brands occasionally?

Yes

No

☐☐

(b) will signer give full preference in smoking to Luckies henceforth?

Yes

No

☒☐

4. What is basis of this statement?

Personal
Observation

☒

Personal
Interview

☒

Reports of others

☐

5. If based on reports of others,
give their names

Signed James G. Rogers, Jr.

Report on Smoking Habits

of Madeleine Carroll

1. Does signer smoke Luckies? Yes No
 ☒ ☐

2. Does signer smoke Luckies exclusively? Yes No
 Has smoked Luckies for one year. ☒ ☐

3. If answer to Question 2 is "No",
 (a) does signer smoke Luckies consistently and Yes No
 other brands occasionally? ☐ ☐

 (b) will signer give full preference in smoking Yes No
 to Luckies henceforth? ☐ ☐

4. What is basis of this statement? Personal
 Observation
 ☒

 Personal
 Interview
 ☒

 Reports of others
 ☐

5. If based on reports of others,
 give their names _____

Signed Sherwood E. Silliman

STATEMENT AND RELEASE

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

My new picturewill run about 10,000 feet of film on the screen. But in making it, we will shoot more than 50,000 feet. And that's just for one picture. In less than a year in America I've made four pictures. Now put all these figures together and you'll see my reason for choosing a cigarette that's easy on my throat - Luckies.

When I was acting in England, "Time out for tea," was a very familiar - and welcome - order of the day in the picture studios. You see, over there, the cinema work was more leisurely - not so rushed. I didn't at that time understand why the American film stars who came to London were always so keen about Luckies. But then - I got my call to come to Hollywood and ... It was rush - rush - rush! ... from the very first day. The longer hours and harder work not only meant added strain on my throat but also caused me to smoke more cigarettes. It was at this time I found what a real friend Luckies are. They were perfectly gentle, even to my overworked throat. Now, when I travel to Europe - Luckies go with me. I like to introduce them to my English friends as my American discovery.

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: June 12, 1937

Madeleine Carroll
(Signature)

Witness:

H. Newman

STATEMENT AND RELEASE

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

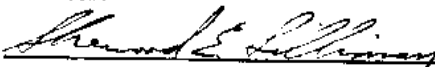
"When I came to Hollywood, I found a much greater 'rush' about things than I'd known in English picture studios. The longer hours and harder work not only meant added strain on my throat, but also caused me to smoke more cigarettes. At this time, my throat learned what a difference there is in a light smoke. I've found that although I smoke as many as I wish, my throat remains in top form. I feel that in Luckies, a light smoke, my throat has found 'a friend in need'. Here's another point--nothing tastes so well as a Lucky in the luxurious moments of relaxation after tea--or at any other time, for that matter. This summer my husband and I smoked Luckies not only in the United States, England and France, but also at our villa in Catalonia".

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: Feb 3, 1937


(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 \$3,000.00.....

(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.) *the date being M.C.*

del I further agree, that, ^{for a period of one year from the date hereof} 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: January 27, 1937.

Madeleine Carroll
(Signature)

1330 Schuyler Rd.
(Address) *Per. Hill*

Shenwood Lilliman
for the American Tobacco Co.

STATEMENT AND RELEASE

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

Cigarettes. "I've spent a lot of time abroad in the past few years and I've noticed that when Americans gather at a cafe in Paris, on the beach at Cannes, or on a picture set at Elstree, the first question is often, "Who's got a Lucky?" That familiar green and red package is as welcome as a friend from home, because American cigarettes aren't always easy to obtain on the Continent. I make certain of my supply of Luckies no matter where I happen to be, because my work demands that I keep my ~~throat~~ in condition, and I've found that ~~my throat~~ ~~really insists on~~ a light smoke. European friends who have been converted to Luckies by their splendid flavor, also find - as I have for 5 years - that their throats appreciate a light smoke."

Edgar keeps it up to par B.

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: FEB 3 1937

Constance Bennett
(Signature)

Witness:

Herbert J. H. H. H.

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 \$3,000.00.....

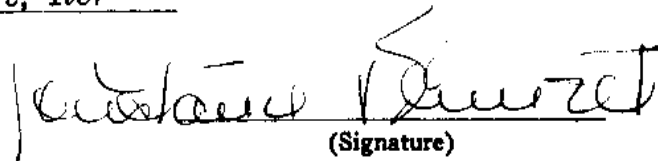
(I agree that payment of the above sum within one year from the date hereof shall fulfill the Company's entire obligation to me whether or not actual opportunity to broadcast shall be afforded me.)

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.


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: February 3, 1937


(Signature)

280 Crowswood Dr. Hollywood, Calif.
(Address)
West Los Angeles, Calif.



For: THE AMERICAN TOBACCO CO.

Report on Smoking Habits

of Constance Bennett

1. Does signer smoke Luckies? Yes No
 ☒ ☐

2. Does signer smoke Luckies exclusively? Yes No
 ☐ ☒

3. If answer to Question 2 is "No",
 (a) does signer smoke Luckies consistently and Yes No
 other brands occasionally? ☐ ☐
 Smokes Luckies but Chesterfields also

 (b) will signer give full preference in smoking Yes No
 to Luckies henceforth? ☐ ☐

4. What is basis of this statement? Personal
 Observation
 ☒

 Personal
 Interview
 ☒

 Reports of others
 ☒

5. If based on reports of others,
 give their names William Hawks, a personal friend,
 who has frequently been in her home,
 confirms the above.

Signed Sherwood E. Silliman

STATEMENT AND RELEASE

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

Hollywood's always thinking up new things for us to do in pictures, and some of them are far from easy--especially on our voices. For instance, in my new Hal Rosch M-G-M picture "Merrily We Live", I have to combine a telephone conversation with my morning calisthenics. Now talking and exercising at the same time is quite a trick. It's also a real strain on the voice and throat (to say nothing of the back muscles!) And as this scene requires any number of different "shots"--"shots" from every possible angle--I spent about 20 hours on the phone in filming it. My throat was tired out, yet I could still enjoy a light smoke--which means Luckies to me and to many others in Hollywood whose throats are under constant strain....Gary Cooper, Dick Powell, Joan Crawford--to mention just a few Lucky Fans.

The chant of the tobacco auctioneer is one of my favorite radio features. When ever I hear it on the air, it always reminds me that better tobacco is simply bound to make a better cigarette--and Luckies is that better cigarette.

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^{subject to my approval C.B.} and my name, and may copyright and publish any material so used, hereby releasing them from all liability arising therefrom.

Dated: January 6th 1938

Constance Bennett
(Signature)

Witness: W. S. Mumby

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 \$ 3000.00

(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.


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: January 7th 1938


(Signature)

(Address)



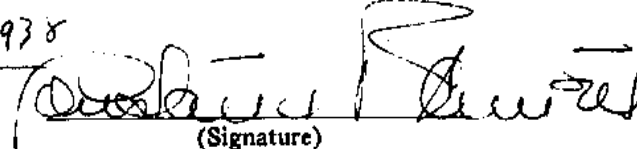
STATEMENT AND RELEASE

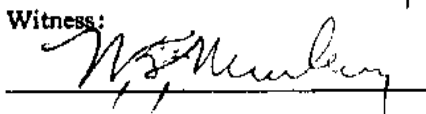
The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

Hollywood's always thinking up new things for us to do in pictures, and some of them are far from easy--especially on our voices. For instance, in my new Hal Roach M-G-M picture "Merrily We Live", I have to combine a telephone conversation with my morning calisthenics. Now talking and exercising at the same time is quite a trick. It's also a real strain on the voice and throat (to say nothing of the back muscles!) And as this scene requires any number of different "shots"--"shots" from every possible angle--I spent about 20 hours on the phone in filming it. My throat was tired out, yet I could still enjoy a light smoke--which means Luckies to me and to many others in Hollywood whose throats are under constant strain....Gary Cooper, Dick Powell, Joan Crawford--to mention just a few lucky fans.

The chant of the tobacco auctioneer is one of my favorite radio features. When ever I hear it on the air, it always reminds me that better tobacco is simply bound to make a better cigarette--and Luckies is that better cigarette.

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/^{subject to my approval C.B.} and my name, and may copyright and publish any material so used, hereby releasing them from all liability arising therefrom.

Dated: January 6th 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 \$ 3000.00.

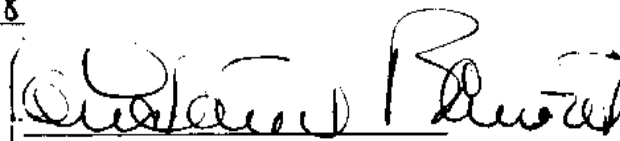
(I agree that payment of the above sum within one year from the date hereof shall fulfill the Company's entire obligation to me whether or not actual opportunity to broadcast shall be afforded me.)

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.

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: January 7, 1938


(Signature)

(Address)



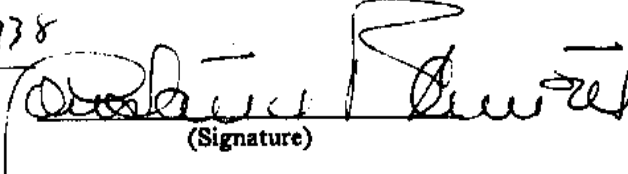
STATEMENT AND RELEASE

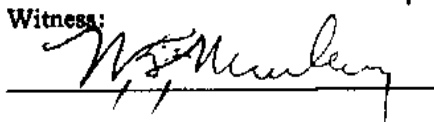
The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

Hollywood's always thinking up new things for us to do in pictures, and some of them are far from easy--especially on our voices. For instance, in my new Hal Roach M-G-M picture "Merrily We Live", I have to combine a telephone conversation with my morning calisthenics. Now talking and exercising at the same time is quite a trick. It's also a real strain on the voice and throat (to say nothing of the back muscles!) And as this scene requires any number of different "shots"--"shots" from every possible angle--I spent about 20 hours on the phone in filming it. My throat was tired out, yet I could still enjoy a light smoke--which means Luckies to me and to many others in Hollywood whose throats are under constant strain....Gary Cooper, Dick Powell, Joan Crawford--to mention just a few Lucky Fans.

The chant of the tobacco auctioneer is one of my favorite radio features. When ever I hear it on the air, it always reminds me that better tobacco is simply bound to make a better cigarette--and Luckies is that better cigarette.

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/^{subject to my approval C.B.} and my name, and may copyright and publish any material so used, hereby releasing them from all liability arising therefrom.

Dated: January 6th 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 \$ 3000.00

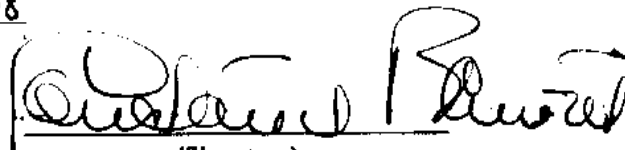
(I agree that payment of the above sum within one year from the date hereof shall fulfill the Company's entire obligation to me whether or not actual opportunity to broadcast shall be afforded me.)

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.

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: January 7th 1938


(Signature)

(Address)



STATEMENT AND RELEASE

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

While 'shooting' my new Hal Roach-MGM picture 'Topper', there was a scene in a shower where I have to shout and make myself heard through a curtain of water. This scene lasts only four minutes on the screen, yet required two solid days to take - shouting at the top of my voice.

Courtesy
The Camera
If you've ever shouted steadily for a few minutes you'll know what it does to your throat ... In 'Topper' I also do a bit of singing in a night club scene. This is another of the many strains ~~as actress~~ puts on her voice and throat every hour ~~she~~ works - and that is often 14 hours a day. Even under the greatest strain of this sort, I find Luckies gentle on my throat - far gentler than any other cigarette. *CB*

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Dated: June 9, 1937

Constance Bennett
(Signature)

Witness:

John Ferguson

Aycock

STATEMENT AND RELEASE

Mr. Aycock

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

I'm a kind of unusual man in the tobacco business. Most of them in this business have been in it for years - and their fathers were tobacco-men before them. Now that's not the case with me.

Up until five years ago, I had never had anything to do with tobacco. But then in 1932, I began to operate a tobacco warehouse in Durham - the Banner Warehouse - one of the most important warehouses in this section.

Well - believe me, I had to step mighty lively to learn enough about tobacco to make a success of my business. It took me two solid years of hard work and concentration before I felt even partly qualified as a tobacco expert. And there are still a lot of things I don't know that are just about second nature to the veterans in the business.

But I do know this. LUCKY STRIKE buys the best line of tobacco that comes into my warehouse. And as I pride myself on the high grade of tobacco my warehouse handles, that's saying a good deal. I've noticed that the men around my warehouse smoke LUCKIES - the old-timers and the youngsters, too - the real experts in this business. This is especially true of the independents who are not connected with any manufacturer. They're in a position to smoke whatever cigarette they like best - and they pick LUCKIES.

Now that's also true with me. As a warehouseman, my business depends on my being absolutely impartial to all buyers, whatever cigarette company they represent. And I pride myself on my record as being fair and square to all. On the other hand, when I choose a cigarette for my own personal enjoyment, I play no favorites either. I simply choose the cigarette I like best - and that's been LUCKIES for 10 years now. I smoke well over a package of LUCKIES a day.

Now my warehouse has a capacity of 300,000 pounds of tobacco. It holds about 2,700 baskets. But even on the very best days - not more than 30% of that tobacco would be of a grade good enough

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Dated: 12/28/37

C W Aycock
(Signature)

Witness:

J. B. Durham

Mr. Aycock

to please LUCKY STRIKE buyers. That's less than one basket in every three. . . Further proof that LUCKY STRIKE buys the best, and the best only.

This year has been an unusually good one for me. My warehouse normally sells 3,500,000 pounds of tobacco a year - but this year will run around 4,000,000. This tobacco has sold for prices ranging from 1 cent a pound to 80 cents a pound. My best cigarette tobacco has brought 50 cents a pound and I've seen LUCKY STRIKE bid for - and get - that highest grade of tobacco time and time again.

So that's why LUCKIES taste so good. Now as to why they're so easy on the throat, I feel convinced that the "Toasting" process has a lot to do with that. Smoking over a package a day for ten years has certainly proved to me that they treat the throat right.

12/28/37

R. Nathan

E. W. Aycock

Connor W. Aycock, Warehouseman
Durham, N.C.

STATEMENT AND RELEASE

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

There's no question in my mind but what the quality of our tobacco crop is steadily getting better. In recent years, particularly it has shown marked improvement. I make that statement unreservedly because my Banner Warehouse in Durham is actually a clearing house for the tobacco crops of my section. Farmers bring their tobacco to me from miles around, so I get a pretty accurate picture of our crop as a whole and that tobacco, as I just said, gets better all the time. It's a lighter, finer cigarette grade in every respect.

Now, that better tobacco didn't just happen. It came about because of two reasons; First, because a big company like American insists on those lighter, finer grades for its Lucky Strikes; and secondly, because the Government, the State Experimental Stations and the Universities cooperate with the farmers to help them grow that desired type of tobacco. The Government really is doing a grand job in tobacco improvement. I know for a fact that every farmer who has taken advantage of its help is growing consistently better crops. Just as an example, the most successful tobacco grower I know - a man by the name of Wesley Fleming of Northside, North Carolina - avails himself of every scrap of information and help, the Experiment Station can give him. And over the last 5 years Wesley has never failed to average under 42 cents for his crop - a mighty nice figure. I know that for a fact, too, because I sell at least 95 percent of Wesley's crop for him every year.

So, I know from my own personal observation and from what my farmer friends tell me what the Government is doing to improve tobacco. I see the results of their efforts in the better tobacco on my warehouse floor. Naturally that better tobacco pleases me as a warehouse man ... and it certainly pleases those Lucky Strike buyers for just as soon as a pretty basket of leaf comes up they're in there bidding on it .. hot. Usually they get it, too, just as they always have in my warehouse. As a case in point this past season they bought at least one-third of the 4,000,000 pounds I sold on my floor - and that was one of the prettiest crops I've ever seen.

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: March 23, 1939

Connor W. Aycock
(Signature)

Witness: W. A. ...

Connor W. Aycock, Warehouseman
Durham, N.C.

STATEMENT AND RELEASE

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

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Now, that better tobacco didn't just happen. It came about because of two reasons; First, because a big company like American insists on those lighter, finer grades for its Lucky Strikes; and secondly, because the Government, the State Experimental Stations and the Universities cooperate with the farmers to help them grow that desired type of tobacco. The Government really is doing a grand job in tobacco improvement. I know for a fact that every farmer who has taken advantage of its help is growing consistently better crops. Just as an example, the most successful tobacco grower I know - a man by the name of Wesley Fleming of Northside, North Carolina - avails himself of every scrap of information and help, the Experiment Station can give him. And over the last 3 years Wesley has never failed to average under 42 cents for his crop - a mighty nice figure. I know that for a fact, too, because I sell at least 95 percent of Wesley's crop for him every year.

So, I know from my own personal observation and from what my farmer friends tell me what the Government is doing to improve tobacco. I see the results of their efforts in the better tobacco on my warehouse floor. Naturally that better tobacco pleases me as a warehouse man ... and it certainly pleases those Lucky Strike buyers for just as soon as a pretty basket of leaf comes up they're in there bidding on it .. hot. Usually they get it, too, just as they always have in my warehouse. As a case in point this past season they bought at least one-third of the 4,000,000 pounds I sold on my floor - and that was one of the prettiest crops I've ever seen.

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Dated:

March 23, 1939

Connor W. Aycock
(Signature)

Witness:

J. W. Archer

STATEMENT AND RELEASE

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

"Like father, like son" - that's an old saying but it doesn't apply to our tobacco crops of recent years. You see, I was born on a tobacco farm in Danville, Virginia and worked it with my father. So I had the chance to judge the tobacco picture from two angles - from my father's and my own. Well, I can say in all sincerity that the tobacco we are growing today is as different from the tobacco of my boyhood as an old-fashioned hay mow is to a modern silo. It's finer cigarette tobacco in every respect. Naturally, that makes for a better smoke. Several farmers I have talked to attribute this improvement to the new methods developed by the Government, the State experimental stations and the universities. As an independent buyer I've had the chance to actually see what this cooperation between the Government and the farmer has been doing for tobacco. At Fairmont, North Carolina, for example, one of the largest markets in the Bright Belt, they had one of their finest crops this past season. And it may interest you LUCKY STRIKE people to know that when the LUCKY STRIKE grades were up for auction your LUCKY buyers, as usual, got the "cream". And so I can readily agree that LUCKIES are better than ever. I've smoked LUCKIES now for thirteen years.

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: February 1, 1939


(Signature)

Witness: 

STATEMENT AND RELEASE

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

"Like father, like son" - that's an old saying but it doesn't apply to our tobacco crops of recent years. You see, I was born on a tobacco farm in Danville, Virginia and worked it with my father. So I had the chance to judge the tobacco picture from two angles - from my father's and my own. Well, I can say in all sincerity that the tobacco we are growing today is as different from the tobacco of my boyhood as an old-fashioned hay mow is to a modern silo. It's finer cigarette tobacco in every respect. Naturally, that makes for a better smoke. Several farmers I have talked to attribute this improvement to the new methods developed by the Government, the State experimental stations and the universities. As an independent buyer I've had the chance to actually see what this cooperation between the Government and the farmer has been doing for tobacco. At Fairmont, North Carolina, for example, one of the largest markets in the Bright Belt, they had one of their finest crops this past season. And it may interest you LUCKY STRIKE people to know that when the LUCKY STRIKE grades were up for auction your LUCKY buyers, as usual, got the "cream". And so I can readily agree that LUCKIES are better than ever. I've smoked LUCKIES now for thirteen years.

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Dated: February 1, 1939


(Signature)

Witness: 

Fred L. Evans, Buyer.

STATEMENT AND RELEASE

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

Let me explain just how an independent buyer works at a tobacco auction. That's the best way to show what a good judge of tobacco he has to be. I follow the auctioneer and other buyers along the rows of tobacco. About nine baskets are sold a minute, so that all of the men bidding have to make up their mind on the value of any basket in just a few seconds. That basket might be ten feet away. In those few seconds I'm competing with fifteen other buyers who might be making rapid-fire bids. I think this shows you that being a buyer requires a keen eye for tobacco. Now I feel that I'm a good judge of tobacco because out of every fifty baskets I buy I seldom make a mistake in judgment on more than one or two of them. Now I've been doing this and making a good living at it for eighteen years.

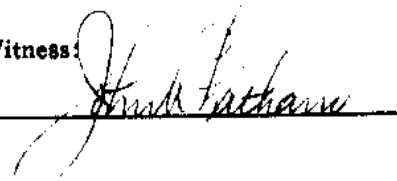
On a day when 2500 baskets of tobacco might be sold at an auction I might buy only twenty-five of these baskets, but I am busy every minute of the seven hour day watching every single sale that is made. It's my business to know just who is buying what tobacco at all times and the prices that they are paying, so you can see that I am in a position to know just what tobacco goes into the different cigarettes. I have noticed that Luckies always buy the best line of smoking tobacco. Another thing, Luckies buy nearer to the same line of fine tobacco than others. That's one reason why I have favored Luckies for twelve years. Another reason is that they have always been easy on my throat. I have never studied

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Dated: May 24, 1938


(Signature)

Witness:



methods closely enough to give any reason for this, but I have always understood that it was the "toasting" process that makes Luckies so easy on the throat.

Many of my friends feel the same way I do about Luckies. I believe that it is a fact that among people I have observed who are not employed by any manufacturer of cigarettes, that the preference of what you might call independent experts is for Luckies in the "2 to 1" ratio that I have heard mentioned on the radio.

Fred L. Evans

JOE CUTHRELL, AUCTIONEER

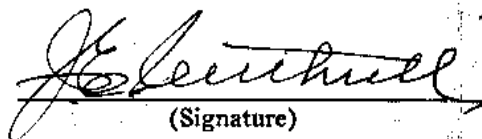
STATEMENT AND RELEASE

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

I follow the markets from the time they open in Georgia in August until they close in Kentucky in February. So, each year I get a first hand look at America's tobacco crop. Now, in recent years that crop has looked better than ever to me. It's better cigarette tobacco -- the kind of tobacco the farmer is plumb happy to raise because it brings higher prices at the auctions. Now, as I see it, this better tobacco of recent years has been brought about in good part by the cooperation between the Government, the State Experimental Stations and the Universities. They've gotten together, swapped information and experience and between them they're improving the quality of our crops until we're getting better and better tobacco all the time. That means Luckies are better than ever because those Lucky Strike buyers who follow my sale buy only the choicer lots of these better crops. That's one reason I smoke Luckies myself.

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: February 4th, 1939


(Signature)

Witness:

Wm. James Beach Brady

Mr. Frank Walker
Joseph E. Cuthrell
Nickname (Jo-Jo)
Kinston, North Carolina

STATEMENT AND RELEASE

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

I take after my father in more ways than one. You see, he was a tobacco auctioneer, too - he sold tobacco for 40 years. I remember as a kid he used to take me around to the auctions with him. When I was 21, I started to auction tobacco on my own, but just before that I served an apprenticeship, you might call it, as a checker in a redrying plant at Rocky Mount, North Carolina. After 4 years in that redrying plant, I decided to become an auctioneer on my own, and I got my first selling job in the warehouse at Rocky Mount. And even today, old timers will come up to me and tell me how much my chant sounds like my father's. I've been crying tobacco bids for 23 years now. I've covered a lot of territory. I've sold all over the Bright and Burley Belts in Georgia, South and North Carolina, Virginia, Tennessee and Kentucky. Right now, I'm selling at the largest warehouse in Kinston, North Carolina - "The Dixie". This year from September to December 1st....a period of 12 weeks.... I sold 12,000,000 pounds of tobacco. I don't want to brag but that's a pretty respectable amount of tobacco anywhere. As a matter of fact, the best day I ever had was in Kinston. That was when I sold 500,000 pounds in a single day. And while we're on statistics, I once sold 38,000,000 pounds of tobacco in a single season of 1926-1927 from December to June. That, too, is a lot of tobacco - and I had to sell it pretty fast. You can get some idea of how fast when I tell you that I sold 6,000 pounds of tobacco in a single sale....a deal involving about \$1,800.00 in 2 minutes! That's fast selling. Here in Kinston, we're keyed up to 450 to 500 baskets an hour. That, I think, is a pretty good clip, too.

(More)

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: 12-24-38

Joseph E. Cuthrell
(Signature)

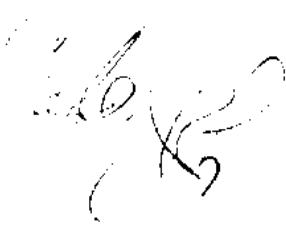
Witness: *John E. Cuthrell*

Now, about this matter of tobacco quality. In my experience, at all times and at every auction I've seen Lucky Strike buy the top grades of tobacco. It's a fine, light, thin good lug tobacco with good smoking qualities. It's the reason I smoke Luckies myself. As a matter of fact, I've smoked Luckies for the past 8 years and the last 7 months I've smoked them exclusively. I can only speak for myself but I'd venture to say that the reason so many other tobacco men prefer Luckies is that they also see the kind of tobacco Lucky Strike buys. And we all know it's mighty fine tobacco and that Lucky Strike goes to a good deal of trouble to keep up its fine buying standards. Just as an example, I know of a high Lucky Strike official who makes the rounds of about 7 markets every day just to check the kind of tobacco his buyers are buying in. Well, with the boss checking up daily, you can be sure those Lucky buyers don't let their weather eye for good tobacco slip for one minute.

Talking of "weather eyes", we tobacco auctioneers have to keep our eyes open even when the season is over and we're not selling tobacco. During the four months I'm not chanting tobacco, I visit the farmers around...maintain old friends and try to make new friends for the coming season. Keeping the farmers' goodwill really is important when I tell you that once a farmer drove 400 miles...all the way from Georgia to Kinston, North Carolina...and brought me 6,000 pounds of his tobacco to sell. Yes, friendships count a lot down here in Tobaccoland...and speaking of friendships, it may interest you to know that I went to school with Kay Kyser, the Old Professor on your Lucky Strike "Musical Klass and Dance" program.

I've never been through a Lucky Strike factory, but I do know in principle what the "Toasting" process does. I know, for example, that there are a lot of naturally harsh irritants in even the finest tobaccos. Well, from my own smoking experience, the "Toasting" process does remove these irritants because I've smoked Luckies at the end of a strenuous 7 hour day chanting tobacco and Luckies were just as easy on my throat as they were before I began to sell.

To sum up, I think there are two factors that go to make Luckies the fine light smoke they are. The first, of course, is fine tobacco; the second is the "Toasting" process that removes those certain irritants you find in even the best tobacco. The two make Luckies a mighty fine cigarette. Yes sir, I'm sold on Luckies all the way ... as a tobacco man ... and as an individual smoker.



STATEMENT AND RELEASE

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

I follow the markets from the time they open in Georgia in August until they close in Kentucky in February. So, each year I get a first hand look at America's tobacco crop. Now, in recent years that crop has looked better than ever to me. It's better cigarette tobacco -- the kind of tobacco the farmer is plumb happy to raise because it brings higher prices at the auctions. Now, as I see it, this better tobacco of recent years has been brought about in good part by the cooperation between the Government, the State Experimental Stations and the Universities. They've gotten together, swapped information and experience and between them they're improving the quality of our crops until we're getting better and better tobacco all the time. That means Luckies are better than ever because those Lucky Strike buyers who follow my sale buy only the choicer lots of these better crops. That's one reason I smoke Luckies myself.

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Dated: February 4th, 1939

Job CuppHELL
(Signature)

Witness:

Wm. Francis Pellard Brady

Gary Cooper

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.

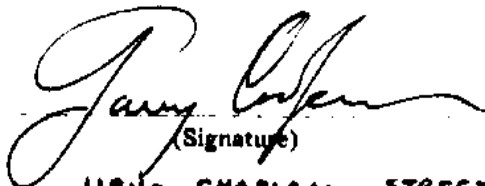
So In consideration for the above, and one guaranteed broadcast, I agree that, within ~~one year~~ ^{five months} from the date hereof, upon the Company giving me three weeks' written notice, I will appear in person for a short broadcast on the Company's radio program, the broadcast to be as arranged 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, ^{subject to my approval} for which appearance the Company will pay me the sum of \$5000 ~~to be paid at the conclusion of said broadcast~~

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

So 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.

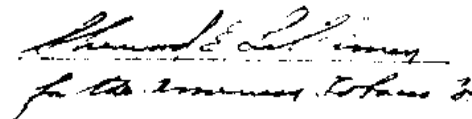
The Release signed by me today and this Agreement contain all the agreements between the parties.

Dated: January 22, 1937.


(Signature)

11940 CHAPARAL STREET
WEST LOS ANGELES
CALIF.

(Address)


for the American Tobacco Co.

STATEMENT AND RELEASE

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

" A little over a year ago I changed to Luckies because I enjoy the flavor of their tobacco. Ever since, my throat has been in fine shape. As my voice and throat mean so much to me in my business, it's plain common sense for me to prefer this light smoke. So I'm strong for Luckies!"

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: January 22, 1937


(Signature)

Witness:



Carole Lombard

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.

(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 28, 1937

Carole Lombard
(Signature)

609 St Cloud -
(Address)

Bil Air - Calif.

Shirley E. Sullivan
For The American Tobacco Co.

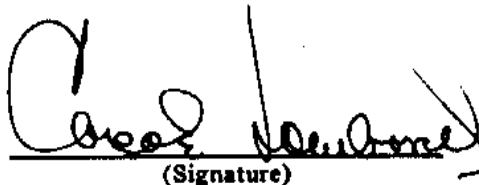
STATEMENT AND RELEASE

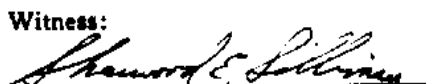
The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

"In my new Paramount picture 'Swing High, Swing Low' I sing a song for the first time since I have been on the screen. To do this, I spent months taking singing lessons. With this added strain, my throat was not in good shape. My singing coach suggested that when choosing cigarettes, I select a light smoke. And so I changed to Luckies. Since then I've found that a light smoke and my throat get along together just fine. And the tobacco in Luckies also gets along fine with my taste."

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 25, 1937


(Signature)

Witness:


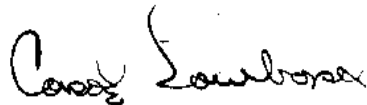
STATEMENT AND RELEASE

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

1. In making a recent picture, there was an unusual strain on my throat. This was serious business for me as my career hinges on my voice. Here's what happened...
2. "We want you to sing, Miss Lombard", the director told me one day. His words fairly took my breath away, as I had never sung a note in pictures before. In this work, talking is hard enough, let alone singing. So like a dutiful girl...
3. I took singing lessons. My teacher urged that I take care of my throat. Under the strain, I had thought of giving up smoking but my teacher said this wasn't necessary if I'd select a light smoke - Luckies. I tried them and soon found...
4. Between scenes I could smoke as many Luckies as I liked. Now, in making "Nothing Sacred", with all its takes and retakes, doing scenes over and over and working as many as twelve hours a day before the sound cameras, I can smoke Luckies all day without the slightest throat irritation. Most others on the set also prefer Luckies - property men, script girls, carpenters, maids. Everybody, of course, wants a cigarette that's easy on the throat.

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: June 7, 1937



(Signature)

Witness:



AGREEMENT

AGREEMENT made July /, 1937, between THE AMERICAN TOBACCO COMPANY (hereinafter called "the Company") and MYRNA LOY (hereinafter called "the Artist").

1. For the use of the Artist's name, picture and statement, as set forth in Release signed by the Artist today, and in consideration of paragraph "3" hereof, the Company agrees to pay the Artist as follows:

\$2,500.00 within ten days from the date hereof.

\$2,500.00 one year from date hereof.

2. The Company also agrees to supply the Artist's smoking needs for the period of one year from the date hereof, with one carton per week of LUCKY STRIKE Cigarettes.

3. Provided the Motion Picture Company to which the Artist is under contract at the time of the broadcast herein provided for consents thereto in writing, the artist agrees, in consideration of the foregoing, upon three weeks' written notice from the Company, to 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 the Artist's said statement in whole or in part, with such variations as do not change the substance of said statement, and in such manner as the Company may request; the time and place of broadcast to be approved in writing by said Motion Picture Company and the Artist, and the script to be used therein to be approved in writing by said Motion Picture Company.

4. If said Motion Picture Company gives its written consent to an appearance within one year from the date hereof, and the Artist does not undertake such appearance notwithstanding due notice thereof by the Company, the Company shall not be liable to the Artist for the second payment of \$2,500.00

5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company.

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

Myrna Loy
(Artist)

9557 Hollywood Valley Road

Colton, Oregon, Benning Co. Ind.
(Address)

Herbert H. Brown

For: The American Tobacco Co.

STATEMENT AND RELEASE

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

In "Double Wedding", my new Metro-Goldwyn-Mayer picture, I smoke quite a bit in many scenes to indicate I'm actually a very excitable person in spite of the self possessed "front" I put on. In making these scenes and the many "takes" I found Luckies smooth on my throat - gentler than any of the many kinds of cigarettes I've tried.

I've tried a great many. About 5 years ago, I used to smoke a rather fancy kind of cigarette. Do you remember when so many women in Hollywood went in for those long, perfumed cigarettes? Then I decided to change to one with the real flavor of good tobacco and one that would agree better with my throat. I hopped around from brand to brand but finally landed on Luckies.

Here's an odd thing - after laughing scenes I appreciate Luckies most. I've often had to "turn on" a laugh 100 times in one day. Then the throat becomes dry, tired and irritated. At times like this, it's clear that Luckies are the cigarette for anyone who wants a light smoke that's easy on the throat.

In the last five years I have ~~worked day and night~~ ^{made approximately 25 pictures} with only ^{a couple of} real vacations and have made ~~pictures~~. In all, I guess my voice is on a million feet of sound film. I enjoy it, of course, but while acting is fun for me, it's hard work for my throat. Especially - as I've pointed out - laughing before the sound camera. Have you ever forced yourself to laugh at something that was no longer funny? Try it for 10 minutes and see what it does to your throat. Then try different cigarettes and see if your throat also doesn't prefer Luckies. Permission is also granted to use biographical material from my "Life Story" prepared by MGM for general release.

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: July 7, 1937

Myrna Loy
(Signature)

Witness:

Herbert E. Brown

OK
D. W. Brown

STATEMENT AND RELEASE

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

In "Man Proof", Metro Goldwyn Mayer put on a thrilling fight scene with 500 people in it. The noise of the yelling was terrific, and I had to make myself heard above the din. If you have been at fights or football games, you will know how my throat felt. But even after scenes like this, I can always smoke as many Luckies as I like. Most everyone on the lot has discovered the same thing. It's always easy for me to get a Lucky from Joan Crawford or Clark Gable, or even from most of the newcomers at the studio. Everybody naturally prefers the cigarette that is easy on your throat. I don't know much about tobacco, but it's certainly impressive when twice as many of those experts say they prefer Luckies as all of the other brands put together. So, all in all, you can see I'm really enthusiastic.

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 28th 1927

Myrna Loy
(Signature)

Witness:

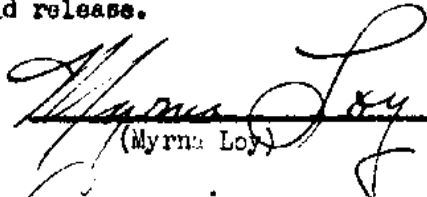
W.S. Mumby

CONSENT

Under date of July 7, 1937, I delivered to The American Tobacco Company a certain statement expressing my belief in the merits of LUCKY STRIKE Cigarettes, and a release in which I consented to the use by The American Tobacco Company of such statement in its advertising, and in connection with said statement I agreed with The American Tobacco Company in part as follows:

"5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company."

Upon condition that the clause "nor will the Artist make any radio appearance for any other cigarette or tobacco company" is eliminated therefrom, I hereby consent that the term of paragraph 5 of said agreement shall be extended for a period of one year to July 6, 1939, with the proviso and upon the condition, however, that notwithstanding such release and extension, I shall not be prevented by reason thereof from appearing on a cigarette or tobacco radio program in which I do not participate in the commercial or give any testimonials for the product, and that during such extended period The American Tobacco Company shall continue to have the privilege of using my said statement in its advertising pursuant and subject to the terms of said release.


(Myrna Loy)

9551 Hidden Valley Rd - Coldwater
Address Canyon, Ber. Hills

Witness



Barbara Stanwyck.

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 ~~\$7500~~.

(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 appearance or appearances shall be subject to the consent of A.T.C.
and its decision as to time of appearance*

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

Dated: Feb 1, 1937

Barbara Stanwyck
(Signature)

815 W. Bedford Avenue
(Address)

Deeley Hies Calif.

Howard E. Sullivan
for the American Tobacco Co.

STATEMENT AND RELEASE

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

"When talking pictures arrived with a bang in Hollywood, my stage experience on Broadway gave me my chance on the screen. So taking care of my throat became serious business with me. I decided I had to treat my throat well, so I changed to Luckies, a light smoke. They make a big hit with my throat, and also with my taste. Of course I smoke other cigarettes now and again but sooner or later I come back to Luckies."

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: Feb 1, 1937

Barbara Stanwyck
(Signature)

Witness:
Howard S. Lewis

JOSEPH BURNETT (AUCTIONEER)
Buffalo Springs, Virginia
(Nickname "Joe.")

STATEMENT AND RELEASE

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

I guess you might say that I'm "tobacco born and bred." My father raised tobacco in Mecklenburg County, Virginia. My uncle was an auctioneer. My brother works in a tobacco warehouse. And I, myself, raise tobacco in between seasons when I'm not auctioneering. People sometimes look surprised when I tell them that I first began to auctioneer when I was only 14 years old. But I did. You see, I had the yen to auctioneer from my uncle and when I left school, I got a job loading tobacco trucks at Clarks-ville in a warehouse where my brother kept books. I wanted to auctioneer but the regular auctioneer wouldn't let me. "Too young" he said. Then, just before Christmas, he fell sick and - well, I got my chance to auction, after all. I sold tobacco for 8 weeks that season...drove 10 miles to do it...and got the big salary of \$6.00 a week for doing it. But I was happy. I was 14...and a regular big time auctioneer (so I thought) even though it was the tail end of the season and not much to do.

Then, Dad's health got bad and I gave up the warehouse job to help him on the farm. Today, my cousin runs the farm but I help him when I'm not crying the bids during the tobacco season. I've been an auctioneer now...a full fledged auctioneer, I might say....for seven years. Last season, I sold on 5 different markets: Lumberton, and Oxford, North Carolina and Lexington, Kentucky. And I think I've sold my share of tobacco. Just to sort of back up that claim, I remember one day in the Burley market at Lexington, when I sold 750,000 pounds in one 5½ hour day! That's sort of fast selling...and it means chanting steadily all day long. But I'm one of those lucky people whose throat can take a lot. And saying "lucky" reminds me that I've always given some of the credit for my easy throat to Luckies themselves. You see, it gets pretty hot down South and auc-

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Dated: March 30th 1938

Joseph Burnett
(Signature)

Witness: George W. Hill Jr.

Joseph Burnett Statement

tionneering is hard work. So, every half hour or so, all of us -- buyers, warehousemen and myself pause to refresh ourselves with a glass of water or soft drinks. And I always manage to smoke a Lucky during those intermissions. So, I not only smoke Luckies after the auctions...but during them. I notice too, that most of the other independent tobacco men light up a Lucky during those breathing spells. I've never really checked up myself but from the looks of things, it's at least, Luckies 2 to 1 with tobacco men. As for myself, I smoke Luckies because I see what mighty good tobacco Lucky Strike buys. It's choice tobacco - good, rich, ripe, thin lug tobacco that makes the best kind of a smoke, - and I've seen Luckies buy that same type of tobacco at every auction. So, naturally, I smoke Luckies - have for the past 10 years. But any tobacco man can tell you that even the best tobacco in its raw state isn't fit to smoke. Certain impurities must be removed and that's where Luckies' "Toasting" process comes in. I've never seen this process actually work but I do know its principle. And I do know it must remove those impurities, otherwise Luckies would be harsh and bitter...which they're not...and they would irritate the throat...which they don't.

So, all in all, I think I know tobacco. And I can speak my mind about it because I'm independent...I sell to all companies...so, I'll say this: I don't think there's a better cigarette on the market than Lucky Strike. I know for a fact a millionaire couldn't smoke any better tobacco...but you don't have to be a millionaire to smoke Luckies. They're a grand cigarette!



CABLE ADDRESS:
POWHATTAN
HOME OFFICE
JERSEY CITY, N. J.

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

March 30, 1938

Mr. Joseph Burnett,
Buffalo Springs,
Virginia.

Dear Mr. Burnett:

This will confirm our understanding that we hereby engage your services for the period commencing March 30, 1938 and ending March 30, 1939, upon the following terms:

1. You agree that upon receiving one week's written notice from us (provided that the dates specified by us will not conflict with engagements you have committed yourself to for the auctioning of tobacco), you will come to New York City from time to time to perform the following services:
 - (a) To broadcast on the radio programs sponsored by us, the "chant of the tobacco auctioneer" and be interviewed as called for by our continuities, attending such rehearsals as, in our opinion or the opinion of our agents or the director of such programs, may be necessary to enable you properly to perform said services.
 - (b) You will make personal appearances for us, recordings, and perform such other services as we may from time to time call upon you to perform wherein we determine that your rendition of the "chant of the tobacco auctioneer" may be advantageous to us in the advertising, promotion and sale of our tobacco products.
2. You agree that upon receiving one week's written notice from us (provided that the dates specified by us will not conflict with engagements you have committed yourself to for the auctioning of tobacco), you will make personal appearances from time to time in such other localities as we may determine at theatres, motion picture theatres, clubs, or before groups of people and render the "chant of the tobacco auctioneer" and be interviewed as called for by our continuities, attending such rehearsals as, in our opinion, or the opinion of our agents or the director

Mr. Joseph Burnett

-2-

March 30, 1938

- of such personal appearances may be necessary to enable you properly to perform said services.
3. You agree that all of the aforesaid services are exclusive to us and that you will not render such or similar services to any person, firm or corporation other than us.
 4. You hereby authorize us and our agents to use and publish your name and any and all photographs of you, or reproductions thereof, either alone or in connection with other persons for all purposes of advertising our products. You agree not to authorize the use of your name or picture for advertising or publicity of any product made by any manufacturer other than ourselves.
 5. In consideration of the foregoing, we agree to pay you as follows:
 - (a) \$250.00 upon the execution of this agreement, receipt of which is hereby acknowledged.
 - (b) For such services as we may call upon you to perform pursuant to paragraph 1 hereof, \$200.00 per week for each week during which you perform such services, said payments being all inclusive and it being understood that you will pay your traveling and living expenses on those occasions when you are called upon to come to New York City.
 - (c) For such services as we may call upon you to perform pursuant to paragraph 2 hereof, \$200.00 per week for each week during which you perform such services, plus out-of-pocket traveling expenses when you are called upon to perform such personal appearances.

If the above terms are satisfactory to you, please signify your assent hereto by signing your name under the word "Accepted."

Very truly yours,

THE AMERICAN TOBACCO COMPANY

By *George C. Hill Jr.*
ADVERTISING MANAGER

ACCEPTED

Joseph Burnett

RECEIPT

Receipt is hereby acknowledged from The American Tobacco Company of \$ 500.00 in full payment for my consent to the use of my name, picture and statement as set forth in Release signed by me today.

The Company has also agreed, as added consideration to me, to supply my smoking needs for the period of one year from date, with one carton per week of LUCKY STRIKE Cigarettes.

Dated March 30, 1938

Joseph H. Burnett
(Signature)

STATEMENT AND RELEASE

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

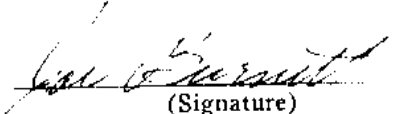
This past season I've auctioned at three pretty important markets - Lexington, Kentucky, Oxford and Lumberton, North Carolina. And I'd like to say this: I'm impressed by the mighty progressive spirit shown by our farmers. Certainly the crops they've grown in recent years have become steadily better. You see, they're working with the U. S. Government, the State Experimental Stations and the Universities and between them they're developing new and better methods of growing tobacco. The farmers are studying seed, plant foods, crop rotation, transplanting and topping. Naturally, this is tending to make the tobacco crops of each year better than ever. In fact, as new crops are produced, I've noticed that their quality improves all the time.

Now at my sales, the Lucky buyers bought their usual fine grade of tobacco and since crops are better than ever, it simply stands to reason that Luckies are better than ever.

That's my honest opinion as an independent tobacco man.

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: February 3, 1939


(Signature)

Witness: 

STATEMENT AND RELEASE

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

This past season I've auctioned at three pretty important markets - Lexington, Kentucky, Oxford and Lumberton, North Carolina. And I'd like to say this: I'm impressed by the mighty progressive spirit shown by our farmers. Certainly the crops they've grown in recent years have become steadily better. You see, they're working with the U. S. Government, the State Experimental Stations and the Universities and between them they're developing new and better methods of growing tobacco. The farmers are studying seed, plant foods, crop rotation, transplanting and topping. Naturally, this is tending to make the tobacco crops of each year better than ever. In fact, as new crops are produced, I've noticed that their quality improves all the time.

Now at my sales, the Lucky buyers bought their usual fine grade of tobacco and since crops are better than ever, it simply stands to reason that Luckies are better than ever.

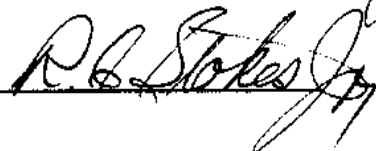
That's my honest opinion as an independent tobacco man.

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: _____


(Signature)

Witness: _____



Burton

Wed Thursday
Jan 13

STATEMENT AND RELEASE

Mr. Burton

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

To give you an idea of how hard it is to raise a good crop of tobacco...it takes ten people to work the 24 1/2 acres I have planted in tobacco. And they're kept mighty busy, too... not to mention my own labors! After 65 years as a tobacco farmer, I may not be quite as active as I was. But I do plenty of work still, you may rest assured.

Probably few people outside of tobacco-farmers realize how difficult a crop of tobacco is. Literally a tobacco plant has as much care lavished upon it as any hot-house flower. But this has its compensations. For the more care a tobacco grower gives to his crop, the bigger is the price it brings at auction. The price of the tobacco goes right on up with its quality.

Now in the best year I ever had, I sold 23,000 pounds of tobacco and that tobacco brought me in an average price of 37 cents a pound. If anyone doesn't think that unusual, let me say that there's lots of tobacco on the market selling for 3 cents a pound and even less.

Well, what made my tobacco so extra profitable that year was that a great part of it was of the high quality Lucky Strike buys. That tobacco was sold at open auction, of course, and Lucky Strike, bidding against buyers for all cigarette companies, topped them all on bids for the best of my crop. In fact, where some years I count myself fortunate to sell one-third of my crop to Luckies, I sold two-thirds of it that year. And, as every tobacco grower knows, to sell to Lucky Strike means to sell at top prices.

Why, I personally wouldn't allow my tobacco to go through the sale at an auction if it so happened that a Lucky Strike buyer was not present at the time. And I know lots of other growers who feel the same way.

Now I only started to smoke some 4 or 5 years ago- but when I did start, do you suppose I felt any hesitation about what cigarette to choose? Naturally after seeing the kind of tobacco that is bought for Lucky Strike, I picked Luckies. And I really like them so much that at 65, I'm developing into quite a smoker.

Continued.

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: 1/13/31

(Signature)

Witness:

W. H. Burton

Mr. Burton Continued.

Now my father was a tobacco grower before me and before him my grandfather grew tobacco right here in this same county of Reidsville, North Carolina. So I really think I have a kind of feeling for tobacco that's bred right into my bones. I can sit down in one of my packing houses and grade my tobacco all day long, separating it leaf by leaf and putting it in piles according to grade. And I don't think I ever have made a mistake - if you'll pardon an old fellow for bragging. I don't think I ever have graded a single leaf of tobacco wrong.

I mention this simply to prove that I know what I'm talking about when I say that Luckies' tobacco is the finest Nature ever smiled upon. }

I also know what I'm talking when I say that the "Toasting" process is a way of improving even Nature's best works. For I've seen that process actually at work in the Lucky Strike factory at Reidsville. And I've seen how it takes quantities of irritants out of even this choice tobacco. Naturally that makes Luckies gentler and easy on the throat.

It really does gratify me to see at auctions the number of tobacco men who smoke Luckies. For I consider it the best proof that this younger generation knows good tobacco, too.

D. H. Burton
Nathan
12/30/37

Branch

STATEMENT AND RELEASE

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

I was born and raised on a tobacco farm. So I've had something to do with tobacco ever since I can remember. When I was only six or seven, I was already helping my father with transplanting and the like. And in the fall I used to go with him to the tobacco auctions.

The first time I ever went to an auction, I was just about old enough to ride on the top of the wagon. But I think I made up my mind right then and there, some time, I was going to be a tobacco auctioneer, myself.

Well, I used to go to those auctions every chance I had and I'd follow the auctioneer around and listen to him crying the bids. Then, I'd go home and I'd get out behind the barn and practise being an auctioneer. I practised so hard that, by the time I was 19, I actually did do my first selling on the auction floor.

I'll never forget that first day if I live to be a hundred! I auctioned off exactly 150 baskets of tobacco which took just about half an hour -- but at the end of that time I was fagged out.

being a tobacco auctioneer is no easy job, I can tell you. You've got to watch all the buyers and never miss a bid they make. You've got to know the exact instant when to knock down each lot of tobacco and move on to the next. In short, you've got to know tobacco.

Now I think, both as tobacco farmer and auctioneer, I do know something about tobacco. So I won't excuse myself for "speaking up in meeting" about this subject of smoking.

First, let me say that I've been smoking Luckies for my own cigarette for fifteen years now. The reason is that I think Luckies buy the finest smoking line of tobacco on the market.

The warehouse I sell in, here in Greenville, North Carolina, holds 2800 baskets of tobacco on a big auction day but I can go right down the line and spot a Lucky-Strike-grade basket every time.

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: November 23, 1957

Billie L. Branch
(Signature)

Witness:

Hermon L. L. L. L.

Sometimes I'll yell out to those Lucky Strike buyers, "Come on, American - here it is - the cream of the crop." But, mostly, I don't need to call their attention. Those Lucky Strike buyers are on the job every minute - the nicest set of boys on the sale that I ever did see. They know the kind of tobacco they want and they keep right on bidding 'till they get it.

Now that pleases me as an auctioneer, naturally. But I'd like to point out something that I know as a tobacco farmer. You see, I still farm tobacco every summer when no auction is going on and I try to raise the kind of tobacco Lucky Strike wants. Reason: because I know Lucky Strike will pay me top prices.

All right, here's what I've noticed as a farmer, If I want to sell my best center leaf tobacco to Lucky Strike, I've got to plant it so it won't grow too heavy I've got to do every thing possible to make that tobacco come out mild and light because that's the only kind of tobacco Lucky Strike will buy.

I know that's true here on the Greenville market where I've already sold 6,500,000 pounds of tobacco this season. I know it's true in Tennessee, too, where I'll start selling probably in the next fortnight. (I sold seven million pounds on the Tennessee market last year).

So that's another reason I smoke Luckies. They are mild and light and easy on my throat. Being an auctioneer is a mighty hard strain on the throat. Before I came to Luckies 15 years ago, I tried first one brand, then another, to find which suited my throat best. And Luckies came out on top. *Even after trying out 100 brands a day - and getting the rate of 8 to 10 - I still like them the best.*

12 L. B. Now other auctioneers and warehousemen who have to do a lot of yelling too - have told me the same thing. Luckies not only taste good but they're easier on the throat. I think the "Toasting" process must be part of the reason for this and I've been aiming for sometime now to visit a Lucky Strike factory and see how that process works. For, believe me, we tobacco men know the value of heat in treating tobacco and making it mellow and mild.

Well - I've said my say now as an independent tobacco man and I just want to add one thing. I deal with all cigarette companies but I'm not connected with any. What I just told you about Luckies is from my own personal observation only. And I think most smokers who've observed as much as I have would pick Luckies, too.

Billie L. Branch.

RECEIPT

Receipt is hereby acknowledged from The American Tobacco Company of ~~\$500.00~~ in full payment for my consent to the use of my name, picture and statement as set forth in Release signed by me today.

The Company has also agreed, as added consideration to me, to supply my smoking needs for the period of one year from date, with one carton per week of LUCKY STRIKE Cigarettes.

Dated: November 23, 1957

Billie L. Smith
(Signature)

Hotel Watson

Marriage License

STATEMENT AND RELEASE

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

Like most other independent tobacco experts, I smoke Luckies. I am not surprised that you have sworn records showing that, among independent auctioneers, buyers and warehousemen, Luckies have over twice as many exclusive smokers as have all other cigarettes combined.

I've been "in tobacco" since boyhood. Beginning when I was just 19, I have been an independent tobacco auctioneer for 21 years. And in all the 15 years I have been smoking Luckies, they have never once bothered my throat.

As a veteran of 2,000 tobacco auctions, I've seen the tobacco all the companies buy, and I have smoked Luckies for 15 years. I also know that the "Feasting" process takes out certain harsh throat irritants found in all tobacco, and makes Luckies a light smoke.

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: May 4, '38

Billie L. Branch
(Signature)

Witness:

B. Carlaw

STATEMENT AND RELEASE

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

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Dated: May 4, '38

Billie L. Branch
(Signature)

Witness:

B. Carlaw

STATEMENT AND RELEASE

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

Pretty nearly every product, whether manufactured or grown from the soil, has improved in recent years. I think this is particularly true of tobacco. Crops of recent years have shown a big improvement in quality and texture, they're thinner, lighter better cigarette grades in every respect. Now, one reason, I reckon why tobacco is better is that the farmers have cotten their heads together with the Government, the State experts and the University people and are figuring out new and better methods of crop culture. The State experts, for example, do some mighty nice work analyzing the farmers' soil, suggesting the proper kind of plant foods and helping to protect the crop from plant blight after it begins to grow. Seems to me this kind of teamwork can't help but make tobacco better all the time. So when the Lucky Strike people say that Luckies are better than ever because crops are better than ever, I reckon that's a fair statement of fact. It's a fair statement because I see those Lucky Strike buyers at my own sales keep right on getting right smart tobacco -- real "cream of the crop" grades. That's why I smoke Luckies myself.

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: February 3, 1939

Billie L. Branch
(Signature)

Witness: Metine Perkins

STATEMENT AND RELEASE

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

Pretty nearly every product, whether manufactured or grown from the soil, has improved in recent years. I think this is particularly true of tobacco. Crops of recent years have shown a big improvement in quality and texture, they're thinner, lighter better cigarette grades in every respect. Now, one reason, I reckon why tobacco is better is that the farmers have gotten their heads together with the Government, the State experts and the University people and are figuring out new and better methods of crop culture. The State experts for example do some mighty nice work analyzing the farmers' soil, suggesting the proper kind of plant foods and helping to protect the crop from plant blight after it begins to grow. ~~Seeing~~ to me this kind of teamwork can't help but make tobacco better all the time. So when the Lucky Strike people say that Luckies are better than ever because crops are better than ever, I reckon that's a fair statement of fact. It's a fair statement because I see these Lucky Strike buyers at my own sales keep right on getting right smart tobacco -- real "cream of the crop" grades. That's why I smoke Luckies myself.

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Dated: February 3, 1939

Billie L. Branch
(Signature)

Witness: Mathis Perkins

Belvin

STATEMENT AND RELEASE

Mr. Belvin

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

As an independent tobacco buyer I'd like to pay a compliment to LUCKY STRIKE tobacco buyers. I think they're among the best in the world. Now understand, please, that, in a sense, they're my competitors. As an independent I'll naturally bid against those LUCKY STRIKE buyers any time it's to my profit to do so. But it isn't often to my profit! LUCKY STRIKE buyers know their business too well!

Now I'd like to say that anybody, who knows the tobacco business, knows how important it is for a cigarette company to have the best buyers. It's simply a fact that the intelligence and training of LUCKY STRIKE buyers is reflected in every LUCKY STRIKE cigarette made. Those buyers get the best tobacco for LUCKIES - so how could LUCKIES help being the grand smoke they are!

Any by the way, anyone who thinks it easy to buy tobacco should visit an auction. The speed with which the sales are conducted and the number of grades of tobacco offered, make it very difficult to judge the value and the price of each lot. Yet a mistake -- even a minor one -- may mean a big loss in dollars and cents. Why, I've seen a single lot of tobacco that weighed 1,530 pounds auctioned off in a few brief seconds!

Now I had the good luck to be born and raised on a tobacco farm. I've had something to do with tobacco ever since I was old enough to work. So it's almost second nature for me to know tobacco -- to be able to recognize the different grades and qualities almost at a glance.

That's why I can be so positive that the grades of tobacco I've seen LUCKY STRIKE buy at auction after auction are the best. And that's why I've smoked LUCKIES, myself, for the past ten years.

I usually buy around 8,000 to 10,000 pounds of tobacco a week while the markets are at their peak. Starting in Georgia, I move to South Carolina, then to North Carolina, buying at as many auctions each day as I can find time for. I've bought as much as 4,000 pounds of tobacco in one day -- an investment of \$800 of my own money.

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: 12/28/37

Witness:

Chas L Belvin
(Signature)

J. R. Nathan

That's just to show you why I can't afford not to know tobacco. And it's the same with the rest of us who buy and sell at tobacco auctions. We've got to be "up" on tobacco values. That's why it means a lot that so many of us smoke LUCKIES. I've noticed it at the 8 different markets I've bought at, over a period of 11 years. LUCKIES are a favorite.

Well, as a tobacco man, I can assure you grand tobacco makes a grand smoke. And LUCKIES prove it. LUCKIES' "toasting" process has also proved its worth. For LUCKIES are certainly the easiest cigarettes on my throat that I've been able to find.

Charles L. Bellman
(Kathayn
12/28/37)

STATEMENT AND RELEASE

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

In addition to buying tobacco over a period of 11 years, I have had something to do with tobacco since boyhood. Even before I began buying, the auctions interested me, and at auction after auction for over 10 years, I've seen Luckies buy the best grades of tobacco - the "Queen of the Crop".

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: May 4 1935

C. L. Behre
(Signature)

Witness: B. Carlow

STATEMENT AND RELEASE

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

In addition to buying tobacco over a period of 11 years, I have had something to do with tobacco since boyhood. Even before I began buying, the auctions interested me, and at auction after auction for over 19 years, I've seen Luckies buy the best grades of tobacco - the "Cream of the Crop".

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: May 4, '38

C. L. Belvin
(Signature)

Witness:

B. Carlow

STATEMENT AND RELEASE

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

Very often before an auction, a farmer will ask my opinion of some of his leaf. And I've noticed through recent years that those leaves get better than ever in quality. The same holds true of the tobacco I see at the auctions. Actually, the tobacco the farmer is offering today is much better than it was only a few years ago -- it's lighter, finer in quality -- a real cigarette type of tobacco.

How do I account for this improvement? Well, for one thing, I hand a lot of credit to the Government, the State Experimental Stations and the Universities. They've pitched in and worked real hard with the farmer to help him make those crops better. Three important ways in which they've accomplished this are in grading, recommending the proper plant foods and helping him prepare his tobacco beds afterwards to get the best yield out of his land. The result, of course, has been much finer crops. As a matter of fact, I've seen the results of that cooperation between the Government and the farmer in only the past year at the markets I followed -- Dillon, South Carolina; Durham, North Carolina; Greeneville, Tennessee and Vidalia, Georgia.

Yes, and at all those markets I've seen those Lucky Strike buyers get their share of that better leaf - their usual Cream of the Crop. That's one reason I've smoked Luckies myself for ten years, because it simply stands to reason that if Luckies get the Cream - and the Cream is better than ever, Luckies must be better than ever.

That's my honest, sincere opinion as an independent tobacco buyer.

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: February 1, 1939

Charles L. Belvin
(Signature)

Witness:

(W. C. Sullivan)

CHARLES BELVIN, INDEPENDENT BUYER

STATEMENT AND RELEASE

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

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Dated: February 1, 1939

Charles Belvin
(Signature)

Witness:

A. C. Stallings

STATEMENT AND RELEASE

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

My father auctioneered for forty-five years. I marked tickets behind my father five years before becoming an auctioneer. I have been selling tobacco at auction for twenty-four years on the big markets. I have sold as much or more than any other auctioneer living. My family has been in tobacco since 1825 - one hundred ~~eighteen~~ years. My grandfather and my father were farmers and producers. I operated a warehouse at Kingstree, South Carolina for five years.

I use three voices to sell tobacco. When you are selling from 350,000 to 400,000 pounds of tobacco a day, if you change the tone of your voice it takes all the pressure off and your voice is just the same as when you began the day's sales. The change in tone relieves the tiredness. When I begin to feel tired I change my voice to another tone. That is one of the arts in selling tobacco. *

So far as I know I am the only auctioneer in the three belts who does not have a warehouseman with him who starts the bid. I do this extra job myself with my regular job of auctioneering. Now an auctioneer has to know tobacco and a warehouseman who starts the bids has to know tobacco, but when you combine these two jobs in one you've got to know a great deal about tobacco. It takes a tremendous amount of training and knowledge of tobacco. I have sold as much as 11,000,000 pounds in one season, doing both of these jobs at the same time. I once sold 8,000,000 pounds in twenty-five selling days. This is the most tobacco that has ever been sold in that length of time in the whole South by one auctioneer.

Having been in tobacco all my life you might say that I know tobacco from "A" to "Z". Now the kind of tobacco that Lucky Strike buys is what we call the "center cutters", which means the center leaves of the tobacco plant. The type of tobacco that Lucky Strike uses embodies, to my mind after twenty-four years experience, the very finest "center leaves" that can be

(Continued on attached sheet)

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Dated: May 24, 1938

J. M. Ball
(Signature)

Witness: John Latham

produced in the Bright Leaf Belts of the United States. The fine, grainy cigarette cutters that The American Tobacco Company buys for their cigarettes is the reason that I have been an exclusive smoker of Lucky Strike cigarettes. I have been smoking Luckies ever since they were first made in 1917 and exclusively for the last six years.

I spent a great deal of time in the various departments of the cigarette factories. In addition to the fine tobaccos used in Luckies, another reason why I prefer them is the way that they are aged, re-ordered, blended, toasted and moisture-conditioned.

Among the independent experts whom I have come in contact with over a period of years I have noticed that the biggest per cent of them smoke Luckies.

* I am considered the plainest auctioneer on the market.

J. M. Ball

JAMES BALL, AUCTIONEER

MOUNT AIRY, N. C.

STATEMENT AND RELEASE

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

I've been looking at tobacco ever since I was a kid. I used to mark tickets behind my father, who sold tobacco for forty-five years. He taught me how to judge good leaf -- and I've been judging it ever since.

At a conservative estimate, I reckon I've looked at 247 million pounds in the twenty-five years I've been an auctioneer. Now, in that twenty-five years, tobacco has changed. That change, I'm glad to say, has been for the better. In recent years, as a matter of fact, the improved quality of our tobacco has been particularly marked. It's a lighter, finer, brighter cigarette type of tobacco.

Now, a lot of credit is due our farmers for that progress, but to be absolutely fair, they're not entitled to it all. Plenty of credit is due the United States Government, the State Experimental Stations and the Universities. They've cooperated with the farmer every step of the way. They've worked hand in hand with him ... analyzed his soil ... developed new plant foods ... suggested new and better methods of doing things. That kind of scientific team work can't help but produce better tobacco ... and that's just what it has done and is doing today. Moreover, I look forward to a constant improvement in our tobacco crops just so long as our farmers continue to cooperate with the Government. That's just simple logic.

And here's something else just as logical: Luckies are bound to be even better because Lucky Strike is buying the cream of our better crops just as at my sales they've always bought the best grades.

Yes, indeed, the tobacco American buys is A-1. It's a fine, light grade of center leaves -- tobacco that has aroma, ripeness, sweetness -- every quality you need for a fine cigarette. As a specific example of that, this past season I sold American the finest lot of cigarette tobacco I've ever auctioned in my life. That tobacco was "ripe as peaches," as we say on the warehouse

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Dated: March 29, 1939


(Signature)

Witness: 

floor -- just the kind that American always looks for ...
and gets ... for Luckies.

Need I say anything more to explain why I've smoked Luckies
myself ever since they came out in 1917.



floor -- just the kind that American always looks for ...
and gets ... for Luckies.

Need I say anything more to explain why I've smoked Luckies
myself ever since they came out in 1917.

STATEMENT AND RELEASE

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

You know how your throat feels after cheering at a football game. Then imagine how mine felt after making the final racetrack scene from Metro-Goldwyn-Mayer's "Broadway Melody of 1938". Shouting above the normal range of your voice certainly puts a severe strain on the throat muscles.

Bob Golden, the assistant director, figured up that in rooting for a horse to win I had to blast out "Come on, Stargazer" about 300 times, counting rehearsals, long shots, close-ups and shots from different camera angles. But I will say that even though my throat was worn to a frazzle, I could still smoke as many Luckies as I liked.

They say I've set up some sort of a record for the last year by appearing in eight ~~important~~ pictures, - or "A" pictures as they're called in Hollywood. I don't know how true it is, but I've certainly been kept on the go during the last twelve months. My parts in these 8 pictures probably don't run more than 10 hours on the screen - a year's work for 10 hours of film. I'd say that meant over 2,000 hours of work on the lot. But during all this intense acting, I've always found Luckies gentle on my throat.

I'm sort of a "newcomer" in pictures and maybe my throat isn't used to the strain. But such experienced people as Clark Gable, Joan Crawford, Myrna Loy and Robert Montgomery tell me they still have to watch their throats carefully. So they prefer Luckies for the same reason that I - and millions of other people do.

(continued on page 2)

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Dated: July 10, 1937

Robert Taylor
(Signature)

Witness: Herwood L. Brown

OK
Herwood L. Brown

In our business it's easy to tell which cigarette gets along best with the sensitive vocal chords. All you have to do is try different brands after a session before the sound camera - such as the racetrack scene in "Broadway Melody of 1938".

I started smoking Luckies 7 years ago when I was singing in a trio on the radio back home in Nebraska. I doubt if more than a handful of people ever heard our program, but to us it was mighty important. Seldom have I tried more earnestly to take care of my throat. So it means a lot that I picked Luckies at this time.

Permission is also granted to use biographical material from my "Life Story" prepared by MGM for general release.

1.1.

AGREEMENT

AGREEMENT made July 12, 1937, between THE AMERICAN TOBACCO COMPANY (hereinafter called "the Company") and ROBERT TAYLOR (hereinafter called "the Artist").

1. For the use of the Artist's name, picture and statement, as set forth in Release signed by the Artist today, and in consideration of paragraph "3" hereof, the Company agrees to pay the Artist as follows:

\$2,500.00 within ten days from the date hereof.

\$2,500.00 one year from date hereof.

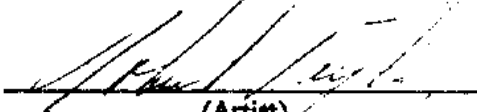
2. The Company also agrees to supply the Artist's smoking needs for the period of one year from the date hereof, with one carton per week of LUCKY STRIKE Cigarettes.

3. Provided the Motion Picture Company to which the Artist is under contract at the time of the broadcast herein provided for consents thereto in writing, the artist agrees, in consideration of the foregoing, upon three weeks' written notice from the Company, to 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 the Artist's said statement in whole or in part, with such variations as do not change the substance of said statement, and in such manner as the Company may request; the time and place of broadcast to be approved in writing by said Motion Picture Company and the Artist, and the script to be used therein to be approved in writing by said Motion Picture Company.

4. If said Motion Picture Company gives its written consent to an appearance within one year from the date hereof, and the Artist does not undertake such appearance notwithstanding due notice thereof by the Company, the Company shall not be liable to the Artist for the second payment of \$2,500.00.

5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company.

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


(Artist)

510 N. Broadway Ave
(Address)
Rev. Mrs. Taylor
22
St. Louis, Mo.

FOR: THE AMERICAN TOBACCO CO.

Clark Miller
ROBERT TAYLOR

STATEMENT AND RELEASE

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

Punches can be pulled on the screen, but there's no faking a yell. That's why a "brawling" scene is often much harder on the throat than on the chin. In my picture "Yank at Oxford" I get into one swell brawl. That scene took two solid days to film.

As a result my voice and throat got a terrific workout. It was certainly true that my throat had to "take it" more than my chin. But even after that fight scene in M-G-M's "Yank at Oxford", I found Luckies easy as ever on my throat. It was a relief to be able to relax between "takes" with a Lucky. Some of the English members of the cast were interested that I smoked in the middle of such throat-taxing work.

But I explained to them about Luckies and believe me, our English friends go for Luckies in a big way once they've tried them. Herbert Marshall, Madeleine Carroll and others of the British colony in Hollywood have been Lucky fans for years of course. But in England itself, I found a great many new converts to Hollywood's favorite brand.

I pointed out that American tobacco experts themselves prefer Luckies 2 to 1. And I also mentioned the "Toasting" process about which I'm not exactly an authority. All I know is that it helps make Luckies easy on the throat.

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 17th 1937

Robert Taylor
(Signature)

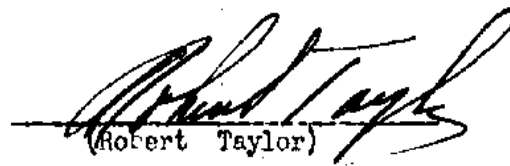
Witness: W. S. Munchery

CONSENT

Under date of July 10, 1937, I delivered to The American Tobacco Company a certain statement expressing my belief in the merits of LUCKY STRIKE Cigarettes, and a release in which I consented to the use by The American Tobacco Company of such statement in its advertising, and in connection with said statement I agreed with The American Tobacco Company in part as follows:

"5. The Artist agrees, in view of the Artist's preference for LUCKY STRIKE Cigarettes, and in consideration of the foregoing, that for a period of one year from the date hereof, the Artist will not allow the Artist's name or picture to be used in connection with the advertising of any other cigarette or tobacco; nor will the Artist make any radio appearance for any other cigarette or tobacco company."

Upon condition that the clause "nor will the Artist make any radio appearance for any other cigarette or tobacco company" is eliminated therefrom, I hereby consent that the term of paragraph 5 of said agreement shall be extended for a period of one year to July 9, 1939, with the proviso and upon the condition, however, that notwithstanding such release and extension, I shall not be prevented by reason thereof from appearing on a cigarette or tobacco radio program in which I do not participate in the commercial or give any testimonials for the product, and that during such extended period The American Tobacco Company shall continue to have the privilege of using my said statement in its advertising pursuant and subject to the terms of said release.


(Robert Taylor)

Witness



Herbert Marshall

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.

(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: January 22, 1937.

Herbert Marshall

(Signature)

906. N. Beverly Drive
Beverly Hills, Calif

C Restview 14280.

(Address)

Telephone:

Shaw-Wood & Sullivan
for the American Tobacco Company

STATEMENT AND RELEASE

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

to this country
"Before I came over ~~from the other side~~, an English cigarette which I smoked appealed to me because it was so firmly packed. arriving here, I tried various ^{popular} American cigarettes to find the same virtue. Lucky Strike led all the rest for being round and firm and fully packed. But here's the sequel to the story: I soon became aware that Luckies were decidedly a 'light' smoke and a positive joy to an actor's throat. So please include me on the lengthy roster of Lucky Strike enthusiasts."

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: January 22nd, 1937.

Kerwin Hawthorn
(Signature)

Witness:

Shannon E. Williams

STATEMENT AND RELEASE

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

In "Angel", my new Paramount picture with Marlene Dietrich, I play the part of an English statesman. The part requires that - no matter how exciting the situation - I talk in a reserved manner. This means putting across the action by mere inflections of the voice. The manner in which I say "Oh" or "Yes" or "Thanks" is usually more important than the word itself. Getting the exact shade of meaning like this can sometimes be more of a strain on the voice and throat than acting out the line vigorously.

In one scene for instance, I spend two full minutes (a very long time for such a scene to last on the screen) just talking into a telephone. The action is almost entirely in my voice. It appears very simple, yet due to rather difficult cross-shots it took half a day to shoot that scene...a half day of - shall we say - vocal gymnastics! Since the throat is made up of some of the most sensitive muscles in the body, it becomes tired and irritated very easily. The gratifying thing at times like this is that Luckies are always so gentle on my throat.

Most of Hollywood seems to agree about Luckies. So many people here prefer them. That's quite a compliment because there is no place in the world where throats are so important. It's only common sense for actors and actresses - and everyone else, for that matter - to want a light smoke.

Right in my living room I have several 'barometers' that tell the popularity of the different brands...I mean the cigarette boxes I keep filled for my guests. Luckies disappear twice as fast as any other. I hear lots of comments about Luckies...that they're far easier on the throat...that they seem to be made of better tobacco. In any event, Luckies are "tops" among my friends both in and out of motion pictures.

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. It is further agreed that proper credit will be given Ernst Lubitsch producer and director of "Angel" also proper credit to RKO, Radio Pictures.

Dated: August 14, 1937

Herbert Marshall
(Signature)

Witness:

Samuel Libby
Descriptive phrases which may be employed -- "Hollywood's most polished best trained voice"... "A million-dollar voice"... "His voice is 'tops' for clear speech".

Herbert Marshall

December 17, 1937

Mr. Herbert Marshall
c/o Hawks-Volek Corporation
9441 Wilshire Boulevard
Beverly Hills, California

Dear Mr. Marshall:

With reference to that certain agreement between us executed concurrently herewith, this will confirm the following supplemental understanding between us:

Notwithstanding anything therein and/or elsewhere contained, it is agreed and understood that:

1. For the purpose of computing the one (1) year term as therein above referred to, said agreement shall be and hereby is deemed to commence on January 22, 1938 and shall remain in full force and effect for one (1) year thereafter.

2. Payment of the agreed compensation shall be made within ten (10) days after each broadcast therein provided for and shall be sent to you c/o Hawks-Volek Corporation, 9441 Wilshire Boulevard, Beverly Hills, California.

3. Said agreement shall and hereby is made subject to all the terms, conditions and covenants of that certain contract dated March 10, 1936 by and between Herbert Marshall and RKO Studios, Inc., (to which RKO-Radio Pictures, Inc. is the successor by merger) together with the written approval of RKO-Radio Pictures, Inc., of all the terms, conditions and covenants specified therein.

Except as hereinabove specifically set forth, said agreement is not altered, changed, modified or affected in any manner or particular whatsoever.

If the foregoing is in accordance with your understanding of our agreement, kindly indicate your approval and acceptance thereof with your signature in the space hereinbelow provided.

Yours very truly,

LORD and THOMAS

By *Thomas A. McQuinn*

For The American Tobacco Company

Accepted and Approved

Herbert Marshall
HERBERT MARSHALL

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 \$ 8,000.00

(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.

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: December 17, 1957

Hubert H. H. H.
(Signature)

(Address)

Thomas A. McCall
For the American Tobacco Company

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 \$5,000.00.....

(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.

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: February 3, 1937

Miriam Hopkins
(Signature)

909 N. Roxbury Drive
(Address)

Liverly Hills, Cal.
Sherrill Williams
For: THE AMERICAN TOBACCO Co.

STATEMENT AND RELEASE

The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes. "Of the many trends that sweep through Hollywood, one of the longest-lasting has been the preference for Luckies. Because they're a light smoke that sensitive throats welcome, Luckies have been my favorite and the favorite of the screen colony for, I believe, about 10 years. One reason I feel this is that I once asked a 'property' man - who supplies cigarettes to the actors - what the favorite is. He answered by opening up a box containing cigarettes. In it were nothing but Luckies."

Mr. J. I once spent a summer on a tobacco plantation and feel I know a little about tobacco - at least enough to know that you use the best grades in Luckies.

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: Feb 3, 1937

William H. Hays
(Signature)

Witness:

Samuel E. Levine

Richard Crooks

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 the payment of \$ 500.00, I hereby give the Company, for a period of two years from the date hereof, options to appear in person for one or two or three short broadcasts, as the Company may elect, on the Company's radio program, such broadcast or broadcasts to be 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 or appearances the Company will pay me the sum of \$ 3500.00, for each appearance, payment to be made upon the conclusion of said broadcast. The Company may exercise the said options by giving me three weeks' written notice prior to the date of each such broadcast.

I further agree, in view of my preference for Luckies, that, for a period of two years 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.

One broadcast is hereby guaranteed before August 1st, 1937.

Payments mentioned above shall include any and all commissions and shall include Metropolitan Opera franchise taxes.

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

Dated: April 6, 1937

Richard Crooks

(Signature)

Sea Girt - N.J.

(Address)

James G. Rogers, Jr.

(For the Company)

STATEMENT AND RELEASE

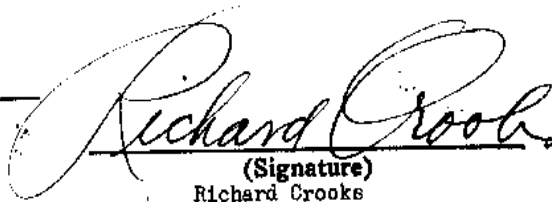
The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

"The role of 'Pinkerton' in Madame Butterfly is one of my favorites. Incidentally, it is the only opera in which the tenor smokes a cigarette on the stage. As I sing the aria, " ", I smoke - and it's always a Lucky. You see, I discovered long ago that Luckies are a light smoke - gentle on my throat - and consideration for my throat is naturally my first concern. I have smoked about a pack of Luckies a day ever since 1920."

Amore o quillo

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: April 6th 1937


(Signature)
Richard Crooks

Witness: James G. Rogers, Jr.

May 25, 1937

with many performances
Permission is hereby granted to the American Tobacco Company to quote me and refer to me in the following manner:

is taking R.C.
I ~~have~~ earned \$4000 for four songs. The higher your salary, the more is expected of you. Into my radio performances I put every ounce of ability I have. Of course, this means a strain on my voice and throat. So I've got to have a light smoke. Luckies never irritate my throat even after the most strenuous broadcasts.

In the opera "Madama Butterfly", I actually smoke a Lucky on the stage while singing a difficult aria -- the hardest possible test for any cigarette.

My first real job was loading ice wagons at twenty cents an hour. But every cent I could save went into music lessons. My whole life has revolved around my voice. So the fact that I've averaged a pack of Luckies a day since 1920 certainly proves I think they're easy on the voice and throat. And other singers think the same...

It would open the eyes of the average smoker to go backstage at the Metropolitan. He'd see great singers, whose voices are literally their fortunes, smoking Luckies. I think he'd be bound to say to himself: "If these singers choose Luckies for their throats' sake, Luckies ought to be the best cigarette for anybody's throat."

The above may be quoted with such slightly varying changes in language as do not change the substance therefore.

This permission is an amendment to my release dated April 6th, 1937 and is to be a part thereof.

Richard Rogers

W. H. H. H.
Witness

with RC
May 25 1937
many performances
is taking RC

Permission is hereby granted to the American Tobacco Company to quote me and refer to me in the following manner:

I have earned \$4000 for four songs. The higher your salary, the more is expected of you. Into my radio performances I put every ounce of ability I have. Of course, this means a strain on my voice and throat. So I've got to have a light smoke. Luckies never irritate my throat even after the most strenuous broadcasts.

In the opera "Madama Butterfly", I actually smoke a Lucky on the stage while singing a difficult aria -- the hardest possible test for any cigarette.

My first real job was loading ice wagons at twenty cents an hour. But every cent I could save went into music lessons. My whole life has revolved around my voice. So the fact that I've averaged a pack of Luckies a day since 1920 certainly proves I think they're easy on the voice and throat. And other singers think the same...

It would open the eyes of the average smoker to go backstage at the Metropolitan. He'd see great singers, whose voices are literally their fortunes, smoking Luckies. I think he'd be bound to say to himself: "If these singers choose Luckies for their throats' sake, Luckies ought to be the best cigarette for anybody's throat."

The above may be quoted with such slightly varying changes in language as do not change the substance therefore.

This permission is an amendment to my release dated April 6th, 1937 and is to be a part thereof.

Richard Crook

Frederick W. Haen
Witness

Blondette Colbert

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

Blondette Colbert
(Signature)

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

James G. Rogers, Jr.

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 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

Charles Colbert

(Signature)

Witness:

James G. Rogers D

RECEIVED

JUN 9 1937

J. G. ROGERS, JR.

Miller

June 5, 1937

The American Tobacco Co.,
111 Fifth Ave.,
New York, NY.

Gentlemen:

Pictures

Permission is granted to The American Tobacco Company to use the name of Paramount ~~Productions~~ Inc., and the title of Claudette Colberts' latest picture for Paramount, "I Met Him In Paris". This mention to be used by Edwin C. Hill in his one day program announcement for The American Tobacco Company.

Permission is also hereby granted to the above company for the use of the title and production credit to be used by Miss Colbert during her broadcast as of Saturday June 5th 1937.

Sincerely,

Cliff Lewis

(For Paramount Studio)

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.

~~I~~ often asked to go from laughs to tears in 30 seconds of talk. Emoting to order is a real strain on ~~my~~ 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.....*Q. Leath Collier*

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

CLAUDETTE COLBERT

STATEMENT AND RELEASE

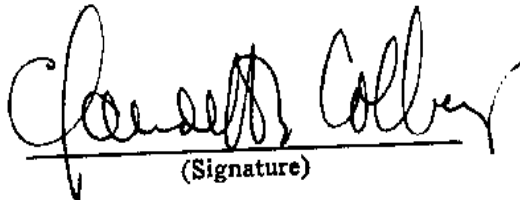
The following statement expresses my belief in the merits of LUCKY STRIKE Cigarettes.

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 \$5000.00.

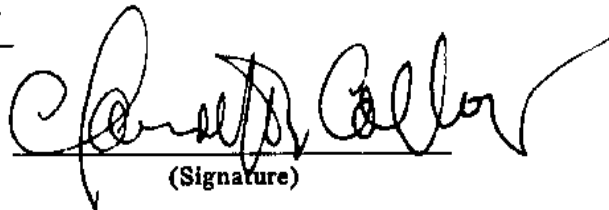
(I agree that payment of the above sum within one year from the date hereof shall fulfill the Company's entire obligation to me whether or not actual opportunity to broadcast shall be afforded me.)

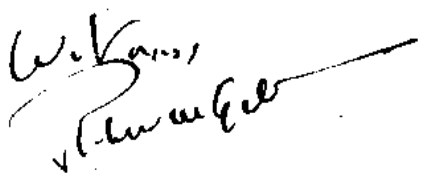
I further agree, that, at the request of the Company, I will appear for one or two other such short broadcasts on the Company's radio program for the same payment per appearance, provided such appearance or appearances do not interfere with my other engagements.

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


(Signature)



(Address)

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 \$3,000.00.....

(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.)

led I further agree, that, ^{for a period of one year from the date hereof} 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: January 27, 1937.

Madeleine Carroll
(Signature)

1330 Schuyler Rd.
(Address) *Per. Hill*

Shirley Littleman
for the American Tobacco Co.

STATEMENT AND RELEASE

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

"When I came to Hollywood, I found a much greater 'rush' about things than I'd known in English picture studios. The longer hours and harder work not only meant added strain on my throat, but also caused me to smoke more cigarettes. At this time, my throat learned what a difference there is in a light smoke. I've found that although I smoke as many as I wish, my throat remains in top form. I feel that in Luckies, a light smoke, my throat has found 'a friend in need'. Here's another point--nothing tastes so well as a lucky in the luxurious moments of relaxation after tea--or at any other time, for that matter. This summer my husband and I smoked Luckies not only in the United States, England and France, but also at our villa in Catalonia".

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: Feb 3, 1937

L. A. Delane, Jr.
(Signature)

Witness:

Thomas E. Delaney

~~1 - Gold~~
2 - Miller
Mr. Wells

June 1, 1937

The American Tobacco Co.,
111 Fifth Ave.,
New York, NY.

Gentlemen:

Permission is hereby granted to The American Tobacco Company to use as a headline in advertisements to be published in several different periodicals as back-cover colored photograph reproductions of Miss Madeleine Carroll the following:

"Her voice makes 70,000 feet of
film a year."

Credit must be given to Walter Wanger Productions
also to Miss Carroll's latest picture.

Sincerely,

Walter Wanger

✓ *Mr. Clark Miller*

STATEMENT AND RELEASE

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

My new picturewill run about 10,000 feet of film on the screen. But in making it, we will shoot more than 50,000 feet. And that's just for one picture. In less than a year in America I've made four pictures. Now put all these figures together and you'll see my reason for choosing a cigarette that's easy on my throat - Luckies.

When I was acting in England, "Time out for tea," was a very familiar - and welcome - order of the day in the picture studios. You see, over there, the cinema work was more leisurely - not so rushed. I didn't at that time understand why the American film stars who came to London were always so keen about Luckies. But then - I got my call to come to Hollywood and ... It was rush - rush - rush! ... from the very first day. The longer hours and harder work not only meant added strain on my throat but also caused me to smoke more cigarettes. It was at this time I found what a real friend Luckies are. They were perfectly gentle, even to my overworked throat. Now, when I travel to Europe - Luckies go with me. I like to introduce them to my English friends as my American discovery.

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: June 12, 1937

Madeleine Carroll
(Signature)

Witness:
H. H. H. H.

Constance Bennett

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 \$3,000.00.....

(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.

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: February 3, 1937


(Signature)

280 Cereswood Dr. Hollywood 28
(Address)
West Los Angeles, Calif.



For: THE AMERICAN TOBACCO CO.

STATEMENT AND RELEASE

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

Cigarettes. "I've spent a lot of time abroad in the past few years and I've noticed that when Americans gather at a cafe in Paris, on the beach at Cannes, or on a picture set at Elstree, the first question is often, 'Who's got a Lucky?' That familiar green and red package is as welcome as a friend from home, because American cigarettes aren't always easy to obtain on the Continent. I make certain of my supply of Luckies no matter where I happen to be, because my work demands that I keep my ~~throat~~ in condition, and I've found that ~~my throat~~ really insists on a light smoke. European friends who have been converted to Luckies by their splendid flavor, also find - as I have for 5 years - that their throats appreciate a light smoke."

Lucky keeps it up to par B.

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: FEB 3, 1937

Pauline [Signature]
(Signature)

Witness:

Herbert [Signature]

✓

Mr. Clark Mullen

STATEMENT AND RELEASE

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

While 'shooting' my new Hal Roach-MGM picture 'Topper', there was a scene in a shower where I have to shout and make myself heard through a curtain of water. This scene lasts only four minutes on the screen, yet required two solid days to take - shouting at the top of my voice.

Cornely
The Camera
If you've ever shouted steadily for a few minutes you'll know what it does to your throat ... In 'Topper' I also do a bit of singing in a night club scene. This is another of the many strains ~~an actress~~ puts on her voice and throat every hour ~~she~~ works - and that is often 14 hours a day. Even under the greatest strain of this sort, I find Luckies gentle on my throat - far gentler than any other cigarette. *CB*

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: June 9, 1937

Constance Bennett
(Signature)

Witness:

Don Ferguson

STATEMENT AND RELEASE

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

Hollywood's always thinking up new things for us to do in pictures, and some of them are far from easy--especially on our voices. For instance, in my new Hal Roach M-G-M picture "Merrily We Live", I have to combine a telephone conversation with my morning calisthenics. Now talking and exercising at the same time is quite a trick. It's also a real strain on the voice and throat (to say nothing of the back muscles!) And as this scene requires any number of different "shots"--"shots" from every possible angle--I spent about 20 hours on the phone in filming it. My throat was tired out, yet I could still enjoy a light smoke--which means Luckies to me and to many others in Hollywood whose throats are under constant strain....Gary Cooper, Dick Powell, Joan Crawford--to mention just a few Lucky Fans.

The chant of the tobacco auctioneer is one of my favorite radio features. When ever I hear it on the air, it always reminds me that better tobacco is simply bound to make a better cigarette--and Luckies is that better cigarette.

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: January 6th 1938

Constance Bennett
(Signature)

Witness: W. S. Mumby

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 \$ 3000.00.

(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.

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: January 7th 1938


(Signature)

(Address)



Bonnie Carter

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 \$1000⁰⁰

(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: March 4th 1937

Bonnie Carter
(Signature)

WCAU.
(Address)

James G. Royer, Jr.
(for the Company)

Philadelphia - Penna

STATEMENT AND RELEASE

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

Hullo Everyone, Boake Carter speaking:

Well, as a radio commentator, and newspaperman, the thing I prize most is my reputation for saying what I think. And here's what I sincerely think about smoking....it's one of the greatest pleasures in the world, but it can be utterly spoiled by throat-irritation. My job's tough on the throat and I have to be careful to keep my voice clear all the time. So I let my throat decide what's the easiest and smoothest in the way of cigarettes, and long ago, Luckies was the answer. Luckies give me what I'd call a light smoke - light in the sense they aren't heavy and don't catch your throat. And that means everything when you're working against deadline all day and the strain makes you grab for a cigarette all the time. Next time you hear the usual "Cheerio" at the end of my nightly broadcast, you can picture me reaching for a Lucky an instant later. For, believe you me, after the strain of talking, either lecturing over the air, a Lucky hits the spot with me when it comes to smoothness and taste.

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:

March 4th 1937

Boake Carter
(Signature)

Witness:

James G. Rogers, Jr.