

# 3 DAYS OF SMOKING CROWDED INTO ONE

● WITNESSED STATEMENT SERIES:  
BETTE DAVIS Has Smoked Luckies For 4 Years

Even After Smoking Constantly Before the Camera,  
BETTE DAVIS Finds the Last Lucky of the Day Easy on her Throat



1. "WHEN THE SCRIPT READS: 'smoke a cigarette' it often means 10 solid hours of smoking while they're making the scene," says Miss Davis. "Yet Luckies are always gentle on my throat. Also..."



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



3. "AT THE STUDIO LUNCH ROOM... fans include Charles Boyer, George Brent, Dick Powell." (Luckies lead because the "Toasting" process takes out certain irritants found in all tobacco.)



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

Sworn Records  
Show That...

WITH MEN  
WHO KNOW  
TOBACCO BEST—  
IT'S LUCKIES  
2 TO 1



5. DEWEY HUFFINE, auctioneer, knows tobacco. He has smoked Luckies for 20 years. Most other independent experts agree with Mr. Huffine. Sworn records show that among these experts, Luckies have twice as many exclusive smokers as have all other cigarettes put together.

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BETTE DAVIS—Starring in Warner Bros. new picture "Jezebel"

## Have You Heard The Chant of The Tobacco Auctioneer?

Listen to "YOUR HIT PARADE"—the 10 hit songs of the week—Saturday over CBS, 10 p. m., E. S. T.

KAY KYSER in the newest of musical programs—NBC Red Network, Wednesday Evening, 10 p. m., E. S. T.