THIS CIRCULAR MAILED TO SECTIONS? 1/28/38
CLASS MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
B'H. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 98

DATE 1/10/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

The following is a newsy incident in connection with the appearance of Countess Olga Albani on "Your LUCKY STRIKE Hit Parade".

Countess Albani is one of the outstanding artists of the air. She has accomplished the difficult feat of combining a home and a career successfully, being a devoted wife and the proud mother of an 11 year old son.

Countess Albani had this to say when being interviewed by the Announcer after singing "I'll Follow My Secret Heart".

ANNOUNCER: Countess Albani, that was very beautiful. If I may interpolate a remark for the benefit of the radio audience - you sing the way you look!

MME. ALBANI: Mr. Ruysdael, sir, you are a courtier!

ANNOUNCER: And you, every inch a Countess!

MME. ALBANI: A very American Countess, Mr. Ruysdael!

ANNOUNCER: You know, until I met you I had always imagined Countesses to be strange creatures with thoroughly exotic habits. For example, I never supposed they smoked anything but long gilt-tipped, perfumed cigarettes.

MME. ALBANI: Well - you know from my last visit to Your Hit Parade that I'm a Lucky Striker from way back. Of course, I've tried the gilt-tipped kind. I've tried them all.

ANNOUNCER: And Luckies won?

MME. ALBANI: Hands down. I've been smoking them for six years now.

ANNOUNCER: And the reasons?

MME. ALBANI: Well, this recent holiday season has been a perfect example. I went to a great many parties. I smoked a lot more than I usually do. Yet those Luckies didn't bother my throat at all. After an evening of smoking Luckies, my voice is just as clear the next day as ever.

ANNOUNCER: As a singer, Countess Albani, you must be an unusually severe judge on that point. So we're grateful to you for telling us that about Luckies. And thank you for visiting us - and for your song.

MME. ALBANI: May I add just one thing? - I think that tobacco auctioneer is grand! Goodnight, everyone!

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, JANUARY 8, 1938

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, JANUARY 8, 1938
10:00 - 10:45 P.M.

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

ANNOUNCER: Listen to the chant of the tobacco auctioneer ...

RIGGS: (FADE IN CHANT) ... 1st Sale ... SOLD AMERICAN!
2nd Sale ... SOLD AMERICAN!
3rd Sale ... (ENDING WITH)

ALL DONE! SOLD TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts - like the auctioneer you just heard ... know who buys what tobacco. With these experts ... "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN . . . . . ORCHESTRA)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE ... all America's choice in popular music played by Leo Reisman of the Waldorf-Astoria and the Lucky Strike Orchestra. Later in the program we shall present as our guest of the evening the charming Countess Olga Albani. Each week, YOUR HIT PARADE brings you America's favorite music - the most popular songs in the land as shown by a vast, nationwide survey. Dance orchestras report which songs you request most frequently ... the sales of sheet music and records are checked ... and the radio networks are polled for your favorites on the air.

(MORE)

ANNOUNCER CONT'D: All these figures are assembled and tabulated, and the result ... ten top tunes which make up YOUR HIT PARADE -- not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

Forward march, Leo Reisman ... start our musical parade with the tune that's in TENTH place this week ... "You Can't Stop Me From Dreaming".

("YOU CAN'T STOP ME FROM DREAMING" . . . . . GIBSON & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("TRUE CONFESSION" . . . . . CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... the orchestra plays the song that's in fourth place on YOUR HIT PARADE straight across the country ... "True Confession", from the motion picture of the same name.

(MUSIC SWELLS & FINISHES)

segue to

("ARTIST'S LIFE" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... as a special tonight, Leo Reismam presents the brilliant Johann Strauss waltz ... "Artist's Life".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number TWO ... light up a Lucky while you listen to the song that's in second place this week straight across the country ... "Rosalie".

("ROSALIE" . . . . . QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

ANNC'R: What cigarette company actually buys the best tobacco? (SLIGHT PAUSE) Well-- certainly the best judges of this are the "referees", so to speak - the men in whose tobacco warehouses the yearly auctions take place. Now, Mr. G. A. Webster - known as Alf to his many friends -- operates two big tobacco warehouses, one in South Carolina, one in North Carolina. And, as a warehouseman, "Alf" Webster has good sound dollars-and-cents reasons for being a perfectly impartial judge in this matter. Listen to what he has to say.

VOICE: The higher the tobacco in my warehouses sells for, the better my profits. So, I naturally like to see good brisk bidding. And as a matter of fact (CHUCKLES) when the best tobaccos are being offered, the bidding between buyers of the various cigarette companies often develops into a regular "Battle Royal". Now here's one thing I've noticed about the Lucky Strike buyers. They generally come out victorious from those "Battles Royal" ... And that's the main reason I've smoked Luckies ever since 1917. Luckies really buy the finest line of tobacco that's offered in my two warehouses, where we sell close to 6,000,000 pounds of tobacco a year.

ANNC'R: Thank you, Mr. Webster - thank you for this "ringside" account of what actually takes place at tobacco auctions. We feel particularly gratified because we know that you are not connected with any cigarette company. You have the reputation of being fair and square to all. (SLIGHT PAUSE) I think every smoker will be interested in knowing that among men like Mr. Webster - independent warehousemen, auctioneers and buyers who are not connected with any cigarette company - Luckies are the favorite cigarette. This is not a claim but a fact. Sworn records show that among independent tobacco experts, Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! ... Remember that, next time the talk switches to this question of tobacco. So, when you hear the chant of the tobacco auctioneer (CHANT STARTS UNDER WORD "CHANT" AND FADES UP AND FINISHES WITH "SOID AMERICAN" AUCTIONEER STARTS 2nd SALE AND FADES AS ANNOUNCER COMES IN) When you hear that chant, remember - with independent tobacco experts - with men who know tobacco best - it's Luckies - 2 to 1!

("BEI MIR BIST DU SCHOEN" . . . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SIX ... a Lucky Strike newcomer - a novelty tune from the motion picture "Love, Honor and Behave" that's entering in sixth place this week ... "Bei Mir Bist Du Schoen".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE.....)

ANNOUNCER: Number THREE ... here's the song that's climbed to third place on YOUR HIT PARADE this week ... the title song from the motion picture "You're A Sweetheart"

("YOU'RE A SWEETHEART" . . . . . CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("I DOUBLE DARE YOU" . . . . . QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... another Lucky Strike newcomer - the orchestra plays the sparkling tune that's ninth in the nation's favor ... "I Double Dare You".

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE - OLGA ALBANI

GUEST APPEARANCE - OLGA ALBANI

ANNOUNCER: Tonight Your Hit Parade is prepared to answer a question that time and time again has been posed from the Woman's Page of every newspaper in the country. That question is: "Can a woman combine a home and a career successfully." Millions of people have admired the singing of our guest star of tonight ... Countess Olga Albani. Yet, probably only a few realize that she is the proud mother of an 11 year old son; that she is a devoted wife, and an excellent cook and home-maker, as well as one of the outstanding artists of the air. Ladies and gentlemen, Lucky Strike presents for her second visit to this program the lovely Countess Olga Albani.

(APPLAUSE)

ALBANI: Thank you, Mr. Ruysdael. (LAUGHS) And I suppose after that introduction you'll be asking me what my favorite recipe is?

ANNOUNCER: Well - I think we'll be most interested in your recipe for becoming a singer, Countess Albani.

ALBANI: (LAUGHING) Now let's not talk shop. I'd much rather tell you about my career as a painter.

ANNOUNCER: A painter?

ALBANI: Yes. Oddly enough when I was six years old, I was quite determined to become a painter.

ANNOUNCER: And what success did you have?

ALBANI: Magnificent! My very first picture was exhibited!

ANNOUNCER: An exhibition at the age of six! You must have been a genius.

ALBANI: That's exactly what I thought. You see - I drew a picture of a well known man in our neighborhood ... and I drew him running past a brownstone house. Wasn't that remarkable!

ANNOUNCER: (LAUGHING) I'm sure Rembrandt never did anything like it.

ALBANI: (LAUGHING) I'm sure he didn't either. Anyhow, you could recognize who the man was. So our local druggist hung it up in his window. It looked ravishing hanging there among the red and green bottles and the toothpastes and soaps.

ANNOUNCER: What made you abandon such a promising art career.

ALBANI: Well, Mother and Dad discovered that I could sing better than I could draw. (LAUGHING) Of course, that still didn't make me a good singer. But it did start me taking lessons. And here I am!

ANNOUNCER: Would you mind very much if I said that art's loss was Music's gain?

ALBANI: (LAUGHS) Thank you. Music has been very kind to me. And I'm sure Mother and Dad are pleased. You see, both of them, love music. In fact Dad has had a few of his own compositions published.

ANNOUNCER: Then you come by your talent naturally. Well, Countess, I know we'd all enjoy a little sample of that talent. What will you sing for us?

ALBANI: I've chosen a song I hope you'll like. It's "I'll Follow My Secret Heart".

(ALBANI SINGS .... APPLAUSE)

ANNOUNCER: Countess Albani, that was very beautiful. If I may interpolate a remark for the benefit of the radio audience - you sing the way you look!

ALBANI: (LAUGHING) Mr. Ruysdael, sir, you are a courtier!

ANNOUNCER: And you, every inch a Countess!

ALBANI: A very American Countess, Mr. Ruysdael!

ANNOUNCER: (LAUGHS) You know, until I met you I had always imagined Countesses to be strange creatures with thoroughly exotic habits. For example, I never supposed they smoked anything but long gilt-tipped, perfumed cigarettes.

ALBANI: (LAUGHS) Well - you know from my last visit to Your Hit Parade that I'm a Lucky Striker from way back. Of course, I've tried the gilt-tipped kind. I've tried then all.

ANNOUNCER: And Luckies won?

ALBANI: Hands down. I've been smoking them for six years now.

ANNOUNCER: And the reasons?

ALBANI: Well, this recent holiday season has been a perfect example. I went to a great many parties. I smoked a lot more than I usually do. Yet those Luckies didn't bother my throat at all. After an evening of smoking Luckies, my voice is just as clear the next day as ever.

ANNOUNCER: As a singer, Countess Albani, you must be an unusually severe judge on that point. So we're grateful to you for telling us that about Luckies. And thank you for visiting us - and for your song.

ALBANI: May I add just one thing? - I think that tobacco auctioneer is grand! (LAUGHS) Goodnight, everyone!

("THIS IS MY LUCKY DAY" . . . . . ORCHESTRA)

ANNOUNCER: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

("LUCKY DAY" . . . SWELLS & FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Leo Reisman and the Lucky Strike Orchestra -- the most popular songs in the land as shown by a careful check of the hit tunes of all America - the only authoritative and complete picture of America's favorite tunes today.

("THERE'S A GOLD MINE IN THE SKY" . . . . CLARK, QUARTET & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... fifth place on YOUR HIT PARADE goes to the melodic western ballad by Nick Kenny ... "There's A Gold Mine In The Sky".

(MUSIC SWELLS & FINISHES)

segue to

("BOB WHITE" . . . . . GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... sit back and enjoy a Lucky while the orchestra plays the lilting tune that's in eighth place straight across the country ... "Bob White".

(MUSIC SWELLS & FINISHES)

segue to

("THE ISLE OF CAPRI" . . . . . ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Leo Reisman presents a distinctive rhumba arrangement of the old favorite ... "The Isle of Capri".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

COMMERCIAL #2 - COUNTESS OLGA ALBANI

ANNOUNCER: At parties, when we're having a good time, most of us smoke more than usual. And one of the very best ways to test any brand of cigarettes is to notice the way your throat feels after an evening of such smoking. Now Olga Albani, the lovely singing Countess of radio, told you a few minutes ago how she had put Luckies to this test during the recent holiday season. And as Countess Albani explained in her own words, her voice and throat felt fresh as ever no matter how many Luckies she had smoked the evening before. Now that's just one example of why Countess Albani has been smoking Luckies for 6 years. But isn't it a pretty convincing indication that Luckies will be just as easy on your throat, too? ... Lucky Strike is the only cigarette that gives you the throat-protection of the exclusive process, "It's Toasted". This "Toasting" process takes out certain throat-irritants that are naturally present in all tobacco - even the finest. The result is a light smoke, easy on your throat. Next time you buy cigarettes, follow Countess Albani's example and ask for Lucky Strike.

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in America played by Leo Reisman and the Lucky Strike Orchestra. Every day, Monday through Friday on this same station, Lucky Strike presents Edwin C. Hill's thrilling interpretations of the human side of the news. (PAUSE) And next Wednesday evening, be sure and tune in YOUR HOLLYWOOD PARADE ... a full hour of fun and entertainment from the nation's film capital. Rosemary Lane will be on hand -- and Dick Powell, your singing master of ceremonies, will introduce as his special guests of the evening ... glamorous Madeleine Carroll, Ricardo Cortez and Bob Hope.

See your local paper for time and station announcement of YOUR HOLLYWOOD PARADE next Wednesday evening. And next time you're buying cigarettes remember - with independent experts - "with men who know tobacco best, it's Luckies - two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . ORCHESTRA)

(APPLAUSE)

ANNOUNCER: THIS IS THE COLUMBIA ... BROADCASTING SYSTEM

FADE THEME 20 SECONDS

WABC ... NEW YORK

ms

JAN PEERCE

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	1 2 3 4 5
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

Tucson, Arizona
January 11, 1938

TO THE ENTIRE SALES ORGANIZATION:

HERE IS THAT LETTER I PROMISED YOU ABOUT "MELODY PUZZLES"

On Friday, January 7th, I wrote you with reference to our new program, "MELODY PUZZLES", which was placed on a coast-to-coast hook-up of the Blue Network of the National Broadcasting System at 8:00 P.M. Eastern Standard Time, Monday, January 10th. In that letter I advised you of complete details to follow. And here they are. Read them carefully, as once more LUCKIES lead the way with an outstanding program. I want you, as our direct representative to the public, to spread the word of this program to consumers, retailers and jobbers - to everyone with whom you contact.

"MELODY PUZZLES" is a half-hour program that everybody will enjoy. This program was inaugurated at 8:00 P.M. on November 2nd, 1937, over Station WOR of the Mutual Broadcasting System, and its instant success has prompted this present coast-to-coast hook-up, over the N.B.C. Blue Network.

The idea behind "MELODY PUZZLES" follows:

The program consists of four playlets based on the four best ideas submitted each week by members of the radio audience; - each person whose idea is selected for

If a reply is required, write your answer on the back of this letter.

broadcast gets a prize of $25.00 in cash and a carton of LUCKIES. Hidden somewhere in each playlet broadcast is the title of a popular song. At the completion of each playlet, members of the studio audience are asked to guess the correct name of the song. Then the song is played by the orchestra. Prizes to the studio contestants who guess correctly are $10.00 and a carton of LUCKIES for each correct answer. If the contestants are unable to guess correctly, the studio audience is then given the opportunity, and each time someone in the studio audience guesses correctly, a prize "goes to the house", - and every member of the studio audience over eighteen years of age receives a package of LUCKIES.

Backing up this unique program idea, we have Harry Salter and the LUCKY STRIKE Orchestra, together with Fredda Gibson and Buddy Clark, Fred Uttal as Master of Ceremonies, and the most talked about guest star in America today - THE AUCTIONEER!

Now, a word about that guest star - The Auctioneer. Mr. Hill has just returned from a most interesting trip through tobacco-land, interesting because wherever he went and with whomever he talked, he heard spontaneous comment on two subjects:

1st - The quality of tobacco that our buyers were securing for LUCKY STRIKE.

2nd - "The Chant of the Tobacco Auctioneer". Everyone is talking of that, even on the tobacco markets themselves.

As you know, I, too, am on a trip, and I want to tell you that wherever I go, I hear the same spontaneous and singular comment as did Mr. Hill on his recent trip. Boys, we've got something in that Auctioneer! And this new program, "MELODY PUZZLES", gives us another opportunity to ram home our sales message on LUCKIES.

And so, while speaking of The Auctioneer, what I have just told you should impress upon you again the importance of playing the Auctioneer Record on every call you make.

One thing more. Under separate cover we are sending you a new recording - "Song of Songs" - sung by Jan Peerce. This will replace the recording "The Touch Of Your Hand" by Charles Hackett. This new recording ought to prove one of the best and most popular, for Mr. Peerce has done a beautiful job in his own inimitable way. As you know, he is a well known star of radio and a featured tenor of Radio City Music Hall in New York. He has been a LUCKY STRIKE smoker for ten years.

Now, gentlemen, you have two new helps:

1. Listen to the new program, "MELODY PUZZLES", and tell everyone about it. Let me know, through your Division Manager, the listening public's reaction to this program, because it is necessary that we be advised of comments of this nature.
2. Use to the best advantage your new recording featuring Jan Peerce.

If a reply is required, write your answer on the back of this letter.

The American Tobacco Company

TO THE ENTIRE SALES ORGANIZATION January 11, 1938

Our message to the public, backed up as it is by the radio appearances and recordings of world-famous stars, whose voices are their fortunes and whose choice is LUCKIES, is making history in the cigarette industry. The sales of LUCKIES are increasing the country over and will increase further as you become more proficient in the use of the phonograph.

Spread your sales message - "Don't hide your light under a bushel." Remember - "WITH MEN WHO KNOW TOBACCO BEST, IT'S LUCKIES 2 to 1."

Very truly yours,

V. Riggio
VICE-PRESIDENT

CABLE ADDRESS:
TOBACCO

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
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Very truly yours,

V. Riggio
VICE-PRESIDENT

circular book

January 11, 1938

Mr. W. H. Curtis,
American Tobacco Co. of the
Pacific Coast,
San Francisco, Calif.

Dear Sir:

We are shipping you today, Express Collect, 65 Edwin C. Hill records.

450 Form 180
added to shipment 1/12

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD/NH

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
LUNCH HOLES No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 99

DATE 1/14/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

The following is a newsy incident in connection with the appearance of Mr. Robert Weede on "Your LUCKY STRIKE Hit Parade".

Robert Weede is an outstanding baritone who enjoys the unique distinction of singing in two of the most famous institutions in the world -- The Metropolitan Opera and the Radio City Music Hall. Mr. Weede's success is typically American. He worked and studied hard on his way to the top, and on the journey overcame many obstacles that would have discouraged a less determined man.

After singing "Two Cigarettes in the Dark", a song he introduced at the Music Hall, Mr. Weede had this to say when being interviewed by the announcer.

ANNOUNCER: Mr. Weede, that was swell. I suppose when you originally sang it at the Music Hall, there really were two cigarettes in the dark?

MR. WEEDE: Yes, of course, the smoking was part of the action of the song.

ANNOUNCER: And were they - "Two Lucky Strikes in the Dark"?

MR. WEEDE: (CHUCKLES) As a matter of fact, Mr. Ruysdael, they were. But I can't claim much credit. For I had hardly smoked before that time.

ANNOUNCER: Then how did you come to choose Luckies?

MR. WEEDE: I didn't. It was the property man. Like most "prop" men in New York, I guess, he just automatically supplied Luckies. He told me they're the usual choice of people who sing.

ANNOUNCER: So you learned about Luckies from him?

MR. WEEDE: Yes, he handed them to me every time I went on. I smoked ten a day...two every show and five shows a day...and I liked their taste. So, I tried a few outside. Just a few. I was being pretty careful of my throat. But, as time went on, and they never seemed to affect my throat -- well, I've been smoking them for three years now.

ANNOUNCER: Thank you, Mr. Weede. And thanks for your song. Good luck. We'll be seeing you at the Music Hall.

MR. WEEDE: I'll be looking for you. (CHUCKLING) I can't chant like the auctioneer fellow you have on the program, but I'll be glad to sing Pagliacci for you. Good night all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, JANUARY 15, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

Number 98 1/13/38

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ANNOUNCER: Thank you, Mr. Weede. And thanks for your song. Good luck. We'll be seeing you at the Music Hall.

MR. WEEDE: I'll be looking for you. (CHUCKLING) I can't chant like the auctioneer fellow you have on the program, but I'll be glad to sing Pagliacci for you. Good night all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, JANUARY 15, 1938

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "YOUR HIT PARADE" Number 2 Date 1/11/58

Copy for GUEST APPEARANCE - ROBERT WEEDE - Jan.15,1958 12-gm

ANNOUNCER: Two of the most famous institutions in the world are the Metropolitan Opera and the Radio City Music Hall. Tonight, Your Hit Parade presents an artist who has the unique distinction of singing in both...Robert Weede. The story of Mr. Weede's success is typically American. He worked and paid for his own early training. On his way up, he overcame many obstacles that might have discouraged a less determined man. But Robert Weede never lost faith. He worked hard, studied hard...and deserves all the success that has come to him - Ladies and gentlemen, Lucky Strike presents the outstanding baritone...Robert Weede.

(APPLAUSE)

WEEDE: Thanks, Mr. Ruyadael. But after that introduction I hardly know what to say.

ANNOUNCER: Well, Mr. Weede, suppose you tell us about that truck farm of yours that paid for your first singing lessons.

WEEDE: There's not a great deal to tell. It was a truck farm and I sold the vegetables, and saved enough money to take singing lessons in Baltimore.

ANNOUNCER: You make it sound easy. But I happen to know you worked pretty hard collecting that first stake. As an old truck farmer which do you prefer - parsnips or Pagliacci?

WEEDE: (CHUCKLING) Well, Pagliacci...And I can tell you a story about that.

ANNOUNCER: Swell...We like stories.

WEEDE: This one goes back to the first time I ever sang for Roxy. I'd been studying over in Italy and when I returned, a mutual friend arranged an audition for me with Roxy. We went down to Roxy's office and Roxy asked me what I wanted to sing. I told him the prologue from "Pagliacci."

ANNOUNCER: A very stirring number.

WEEDE: (CHUCKLING) Roxy didn't seem to think so. He threw up his hands and yelled: "What - that thing again. Aren't there any singers left who don't sing Pagliacci."

ANNOUNCER: (CHUCKLING) That, of course, put you entirely at your ease.

WEEDE: (CHUCKLING) It certainly did. There I was...up for my first big chance and I was nervous as a Mexican jumping bean. I didn't know how I could talk - much less sing.

ANNOUNCER: What happened?

WEEDE: Well - my friend insisted I go on and sing Pagliacci. So I did and...

ANNOUNCER: And you got the job?

WEEDE: Yes. Roxy put me on that very week.

ANNOUNCER: Singing what?

WEEDE: (LAUGHS) Singing Pagliacci!

ANNOUNCER: (LAUGHS) Well - and are we to hear your Pagliacci tonight?

WEEDE: No, Mr. Ruysdael. I've chosen a number that - well - seems more appropriate to Tour Hit Parade. It's a song I introduced at the Music Hall several years ago..."Two Cigarettes in the Dark."

ANNOUNCER: Two Lucky Strikes in the dark?

WEEDE: Exactly! (CHUCKLES) So here goes!

(MUSIC - SINGS)

(APPLAUSE)

ANNOUNCER: Mr. Weede, that was swell. I suppose when you originally sang it at the Music Hall, there really were two cigarettes in the dark?

WEEDE: Yes, of course, the smoking was part of the action of the song.

ANNOUNCER: And were they - "Two Lucky Strikes in the dark"?

WEEDE: (CHUCKLES) As a matter of fact, Mr. Ruysdael, they were. But I can't claim much credit. For I had hardly smoked before that time.

ANNOUNCER: Then how did you come to choose Luckies?

WEEDE: I didn't. It was the property man. Like most "prop" men in New York, I guess, he just automatically supplied Luckies. He told me they're the usual choice of people who sing.

ANNOUNCER: So you learned about Luckies from him?

WEEDE: Yes, he handed them to me every time I went on. I smoked ten a day...two every show and five shows a day...and I liked their taste. So, I tried a few outside. Just a few. I was being pretty careful of my throat. But, as time went on, and they never seemed to affect my throat -- well, I've been smoking them for three years now.

ANNOUNCER: Thank you, Mr. Weede. And thanks for your song. Good luck. We'll be seeing you at the Music Hall.

WEEDE: I'll be looking for you. (CHUCKLING) I can't chant like the auctioneer fellow you have on the program, but I'll be glad to sing Pagliacci for you. Good night all.

GPO 61/1 /M 4

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5

ASS'T SALES MANAGERS? Yes

DIVISION MANAGERS? Yes

SALESMEN? Yes

DOM. CIGAR MEN? No

OFFICE LIST? Yes

PUNCH HOLES No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 100

DATE 1/20/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

The following is a newsy incident in connection with the appearance of Mr. Norman Cordon on "Your LUCKY STRIKE Hit Parade".

Norman Cordon, bass of the Metropolitan Opera completed a return engagement Saturday, January 22nd on "Your Hit Parade", due to the success of his first appearance. Mr. Cordon is of that steadily increasing group - an American born and trained opera singer.

Mr. Cordon, after poking a little good-natured fun at tenors, chose as his selection "Dancing in the Dark". His contention was that baritones and basses are as capable of singing love songs as are tenors. After his selection, Mr. Cordon had the following to say, when being interviewed by the announcer.

RUYSDAEL: Thanks, Mr. Cordon. You certainly proved your point about basses deserving to sing love songs. Why don't you all get together - basses, baritones and tenors - and sort of farm out the love songs equally?

CORDON: (CHUCKLING) Do you think we could reach an agreement, Mr. Ruysdael?

RUYSDAEL: Well, I know of one point you're all pretty well agreed on even now, Mr. Cordon - at least you seem to be - about LUCKY STRIKES.

CORDON: You're right there. Yes. A lot of us singers do smoke LUCKIES. But that's because all of us, without exception, have to take care of our throats.

(CHUCKLING) Even tenors!

RUYSDAEL: How long have you smoked LUCKIES, Mr. Cordon?

CORDON: For 15 years now and in that time - even with all the work I've given my voice - LUCKIES have never once bothered my throat. Besides I like their taste. As a North Carolinian - but why not ask our auctioneer here about tobacco...how about it, Mr. Riggs.

RIGGS: Mr. Cordon, when you smoke LUCKIES you're getting the best. I've smoked them 6 years myself.

CORDON: Well, there you are, Mr. Ruysdael. (CHUCKLING) Just a couple of North Carolinians who both use our voices a lot- and we both smoke LUCKIES. There's your answer.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, JANUARY 22, 1938

ANNOUNCER: Tonight Your Hit Parade brings back to the microphone for his second visit a young singer who has already made his mark at the world-famous Metropolitan Opera in New York. Our guest this evening is not only American-born but entirely American-trained. Ladies and gentlemen, Lucky Strike presents a gentleman from North Carolina who is one of that steadily increasing number of fine American artists - Mr. Norman Cordon of the Metropolitan.

(APPLAUSE)

CORDON: Thanks, Mr. Ruysdael. After that swell build-up, I hope the folks down home in North Carolina are listening in.

RUYSDAEL: I have no doubt they are. And speaking of North Carolina, Mr. Cordon, we have another visitor from your native state here this evening - Mr. Lee Riggs of Durham.

CORDON: It's a small world, isn't it. Is Mr. Riggs a singer?

RUYSDAEL: (CHUCKLES) Well...in a way. Like to meet him?

CORDON: I certainly would.

RUYSDAEL: Here he is right here. Mr. Cordon, Mr. Riggs...

RIGGS: (CHANTS FEW SECONDS THEN CHUCKLES) That's just so's you'll recognize me, Mr. Cordon.

CORDON: Oh, I see. You're the famous auctioneer on Lucky Programs. Well, Mr. Riggs, as one who's seen plenty of tobacco auctions in my time I think you chant very well.

RIGGS: Thanks, Mr. Cordon. And if you don't mind my saying so, I think you sing very well.

GORDON: This seems to be developing into a North Carolina mutual admiration society! (CHUCKLES) You know, Mr. Riggs, I've tried that chant - back when I was a kid and used to hang around the tobacco auctions after school - but somehow I never did sound like you.

RIGGS: Well, if you want a few private lessons on the outside - But tonight, you're the guest of the evening, Mr. Gordon, so suppose you talk about opera.

GORDON: Well - what would you like to know?

RIGGS: One question I've always wanted to ask a singer, Mr. Gordon....Is opera really as long-faced and solemn as people say?

GORDON: Long-faced and solemn. (LAUGHS) Not by a long shot. Of course, opera tends to be on the serious side but we singers - well - we fool and kid just like a group of you tobacconmen might do.

RIGGS: You mean when you're not working?

GORDON: Well, sometimes we fool around right in the middle of an opera. Only a week or so ago another fellow - a baritone - and myself - almost wrung the tenor's neck on the stage.

RIGGS: Wrung his neck!

GORDON: That's right. We were supposed to seem to wring his neck - in the opera. But we added a touch of realism to it. You see he was a tenor. This other chap was a baritone. And I'm a bass.

RIGGS: What's that got to do with it?

GORDON: Well, in opera - it's always permissible, in fact it's expected - for baritones and basses to choke tenors. (LAUGHS) That's the penalty tenors pay for getting all the love songs when we baritones and basses could sing them just as well. Isn't that right, Mr. Ruysdael?

RUYSDAEL: (LAUGHS) Well I think that statement can stand a little backing up, Mr. Gordon. Suppose you sing us a love song and prove it.

GORDON: How about "Dancing In The Dark". And I hope a lot of tenors are listening in. (GORDON SINGS)

(APPLAUSE)

RUYSDAEL: Thanks, Mr. Gordon. You certainly proved your point about basses deserving to sing love songs. Why don't you all get together - basses, baritones and tenors - and sort of farm out the love songs equally?

GORDON: (CHUCKLING) Do you think we could reach an agreement, Mr. Ruysdael?

RUYSDAEL: Well, I know of one point you're all pretty well agreed on even now, Mr. Gordon - at least you seem to be - about Lucky Strikes.

GORDON: You're right there. Yes. A lot of us singers do smoke Luckies. But that's because all of us, without exception, have to take care of our throats. (CHUCKLING) Even tenors!

RUYSDAEL: How long have you smoked Luckies, Mr. Gordon?

GORDON: For 15 years now and in that time - even with all the work I've given my voice - Luckies have never once bothered my throat. Besides I like their taste. As a North Carolinian - but why not ask our auctioneer here about tobacco....how about it, Mr. Riggs.

RIGGS: Mr. Gordon, when you smoke Luckies you're getting the best. I've smoked them 6 years myself.

GORDON: Well, there you are, Mr. Ruysdael. (CHUCKLING) Just a couple of North Carolinians who both use our voices a lot - and we both smoke Luckies. There's your answer.

RUYSDAEL: Thank you Mr. Cordon...and you, too, Mr. Riggs. Now, Mr. Cordon - may we wish you continued success at the Metropolitan - and all the luck you deserve.

CORDON: Thanks....Goodnight all.

*- Those people on office list, out of building take care of by Howard Cagen.
see line letter file for addresses.

THE AMERICAN TOBACCO COMPANY
INCORPORATED
111 FIFTH AVENUE, NEW YORK

OFFICE OF THE PRESIDENT

THIS CIRCULAR MAILED TO SECTIONS?	1 2 3 4
ASS'T SALES MANAGERS?	yes
DIVISION MANAGERS?	yes
SALESMEN?	yes
DOM. CIGAR MEN?	yes
OFFICE LIST? *	no
PUNCH HOLES	no

January 26, 1938

TO THE ENTIRE SALES ORGANIZATION:

"WITH MEN WHO KNOW TOBACCO BEST, IT'S LUCKIES 2 to 1."

Behind every saying that exercises an influence is a truth - and behind every truth there is usually a man. I have asked Mr. Hill to tell you about such a man.

V. Riggio
VICE-PRESIDENT

Well Boys, here goes!——

Thirty-three years ago, to be exact, in the fall of 1905, I was sent by Mr. Tom Yuille from Wilson, N. C., where I had been through the eastern Carolina tobacco season, to South Boston, Va. where we had a tobacco buyer in those days, by the name of James E. Lipscomb, Jr. I was paid $7.50 a week and I was in charge of Jim's crew that gathered up the tobacco that he purchased upon the sale. Later, three weeks later, Jim advanced me to $10.00 a week and put me in charge of receiving all tobacco at the re-drying plant that was run in South Boston, Va.

We used to take tobacco in from the warehouse floor up until eleven and twelve o'clock at night. They

ran four sales in South Boston in those days and there was never a pile of tobacco that Jim Lipscomb bought that he didn't recognize when it came into the factory, regardless of what sale it had been bought on, what price he had paid or what time of the day he had bought it - even under the electric light at twelve o'clock at night he remembered that pile of tobacco.

Each pile of tobacco has a ticket on it, this ticket gives the farmer's name, it gives the weight of the pile of tobacco, the price paid, the buyer's grade and the name of the purchaser. Sometimes these tickets would be lost and as Receiving boy then, I would have to set aside that pile of tobacco until next morning, when the bills in the office could be checked up and the discrepancies solved. But I never had to put a pile of tobacco of Jim Lipscomb's aside - ticket or no ticket. If Jim had bought that pile of tobacco he knew his pile of tobacco, - Star Warehouse, - 146 pounds, - 39 cents, - EB grade - and when he said so, it was so, - we just put it in the EB grade, and the next morning that ticket would be found to have been the one that should have been on that pile of EB.

The man's knowledge of tobacco was a by-word. I could tell you tales of his out-judging, out-bidding, out-witting the other fellow by the week. I never forgot Jim Lipscomb as a buyer of tobacco.

To The Entire Sales Organization January 26, 1938

When it came to my lot to hold a more responsible position with the Company than I did in those days, I never rested satisfied until finally we had Mr. Lipscomb as our Head Buyer in charge of all of our purchases of tobacco. "Quality of product is essential to continuing success", and, as results have proven, I knew that Jim Lipscomb was the best man to govern the purchase of our tobacco, the superior quality of which is and always will be the first step necessary in manufacturing LUCKY STRIKE Cigarettes.

This year I have been on the markets with Mr. Lipscomb in South Carolina, in North Carolina, and in Kentucky. As Mr. Lipscomb visits his buyers it is his custom in every instance to relieve the actual buyer on the market and, as they say, "take the sale himself". He, himself, buys our tobacco. He takes on one row, two rows, three rows, four rows of tobacco in open competition with the fifteen or twenty other buyers operating for other companies and HE IS THE HEAD BUYER OF THE AMERICAN TOBACCO COMPANY. When he has made the purchases he, his assistants and the local buyer go over these purchases pile by pile, and the local buyer is always encouraged to criticize Mr. Lipscomb's judgment both as to the quality of the tobacco Mr. Lipscomb has purchased and the grade into which Mr. Lipscomb has put that tobacco. MR. LIPSCOMB IS THE ONLY HEAD

To The Entire Sales Organization January 26, 1938

BUYER OF ANY TOBACCO COMPANY WHO PERSONALLY TODAY BUYS TOBACCO IN OPEN COMPETITION ON SALES.

What is the result? Our tobacco is bought more uniformly, our buyers are better trained, they have more confidence in the leadership of the man to whom they look for their instructions, and this fact you will find to be a cause for comment in every tobacco market in the south.

Of course, "With men who know tobacco best, it's LUCKIES 2 to 1". How could it be otherwise? In the daily performance of their own business these independent tobacco buyers, warehousemen, etc. see the answer, see the quality of the basic material, the quality of the tobacco that goes into each of the various companies' products. "WITH MEN WHO KNOW TOBACCO BEST, IT'S LUCKIES 2 to 1".

That you may see what a tobacco auction actually is I enclose herewith six pictures of actual warehouses that I personally visited during the week beginning January 3rd, in Lexington, Ky. You will see the auction photographed, you will see the boys marking the tickets, you will see the tickets on the piles, you will see the farmers and the various buyers congregated around the auctioneer. You will get some idea from these pictures of the vast extent of these tobacco warehouses and the degree of expertness required on the part of Mr. Lipscomb and his buyers in selecting the proper grades.

To The Entire Sales Organization January 26, 1938

Remember, about 360 of these piles of tobacco are sold per hour, about six per minute, and remember that "THE CHANT OF THE TOBACCO AUCTIONEER" visualizes this for your public audibly eight or more times a week over the air.

I think you will be interested in this tale of one man's expertness, and that perhaps these pictures will visualize for you one of the detailed processes that go into the careful manufacture of LUCKIES.

Another matter of interest. No advertising claims are ever truly helpful that are not fundamentally truthful. "WITH MEN WHO KNOW TOBACCO BEST, IT'S LUCKIES 2 to 1."

I enclose herewith copy of an unsolicited letter recently received from Mr. E. M. Chelette. The letter is interesting and speaks for itself - "WITH MEN WHO KNOW TOBACCO BEST, IT'S LUCKIES 2 to 1."

Cordially,

George W. Hill

George W. Hill
PRESIDENT

1200 Maple Street
Winnfield, Louisiana
January 9, 1938

The American Tobacco Company
111 Fifth Avenue
New York, New York

Gentlemen:

I am a Lucky Strike smoker and have been for the past seven years. I have also been listening to your radio programs for the past year.

Listening to the chant of the tobacco auctioneer and the statements that your announcer has been making I thought that you were "STRETCHING" the facts a little.

Now I want to apolige. A friend of mine just came back from South Carolina where he has been in the tobacco business for a good many years. He told me that he knew that the American Tobacco Co. bought the best tobacco, and that nine out of ten men on his tobacco plantation smoked Luckies for this reason.

Again I want to apologize and give you the right to use this letter in any way you see fit, maybe it will let more "Doubting Toms" know that every claim you make is based on facts.

More power to Luckies, I remain

Very truly yours

E. M. Chelette

E. M. Chelette


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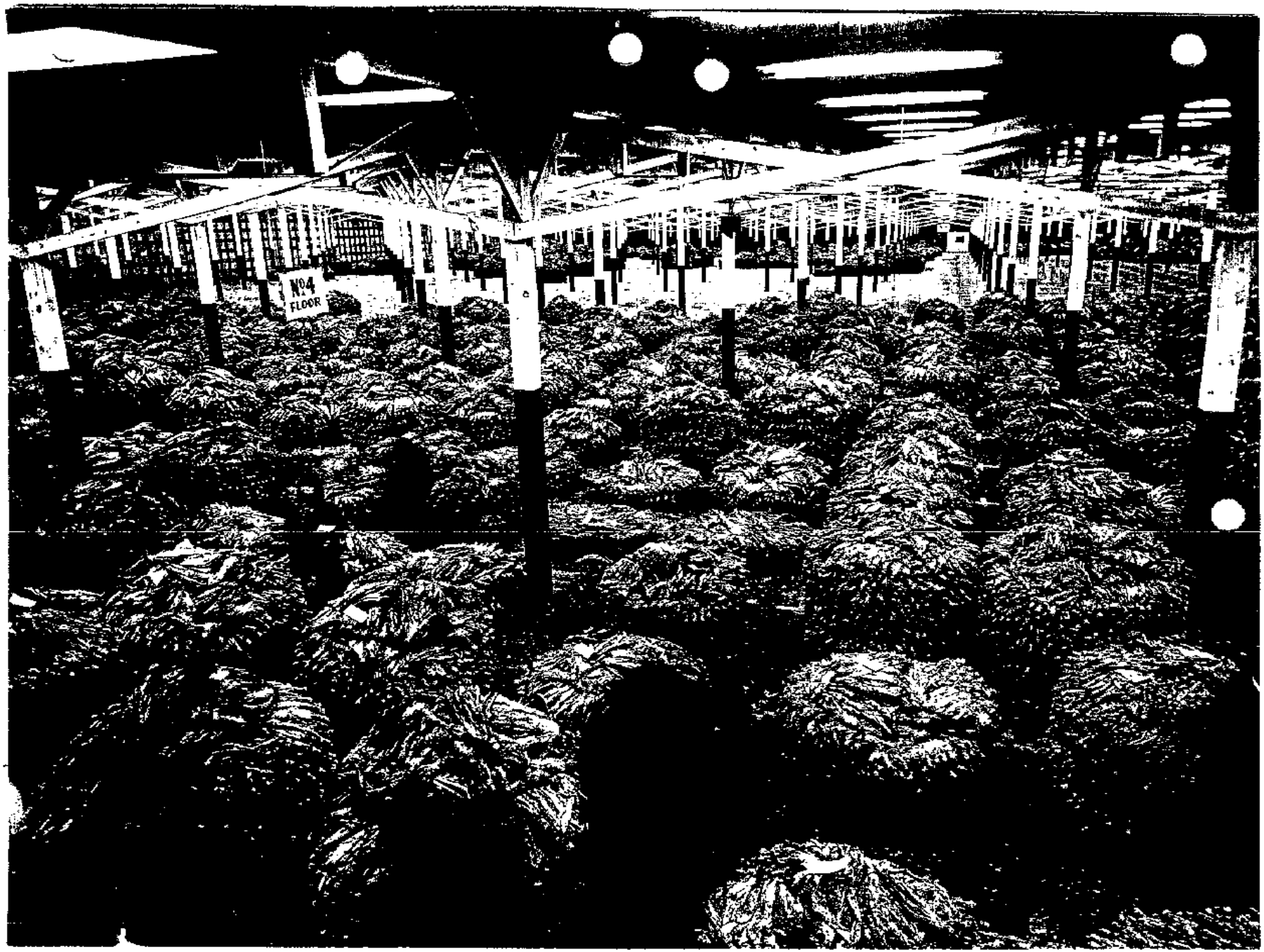
No.4
FLOOR


№4
FLOOR

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	[redacted]
ASS'T SALES MANAGERS?	No
DIVISION MANAGERS?	x Yes
SALESMEN?	x Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

January 28, 1938

x Only to men in Section 2

TO ALL DIVISION MANAGERS
AND SALESMEN IN SECTION 2:

Effective immediately please arrange to carry a limited quantity of HERBERT TAREYTON Cork Tip (only) Cigarettes to be sold to retail dealers for cash.

You will now be carrying three brands to be sold for cash: LUCKY STRIKE Cigarettes - HALF & HALF Smoking Tobacco and HERBERT TAREYTON Cork Tip (only) Cigarettes.

This additional brand is to be carried only as a service and you are to endeavor to sell it only after you have made a complete retail call as outlined in your "Reference Book". When your call has been ENTIRELY COMPLETED, an effort should then be made to sell the dealer this additional brand if, in your opinion, the particular dealer should have it in stock.

Please acknowledge to me your understanding of these instructions on the reverse side of this letter.

Very truly yours,

J. J. Estwanik

J. J. Estwanik
ASSISTANT SALES MANAGER

TO DIVISION MANAGERS ONLY:

Should the addition of this brand make it necessary to increase the Contingent Fund in any Assignment in your Division, advise the New York Office immediately.

If a reply is required, write your answer on the back of this letter.

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
CIGAR MEN? No
LIST? Yes
PINGHOLES No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 101

DATE 1/28/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

The following is a newsy incident in connection with the appearance of Miss Evelyn Herbert on "Your LUCKY STRIKE Hit Parade".

Miss Evelyn Herbert, protege of the greatest tenor of all time - Enrico Caruso - was proudly presented on "Your Hit Parade" Saturday night, January 29th.

Miss Herbert, star of the following popular operettas: "My Maryland", "Princess Flavia", "Princess Charming" and "New Moon", chose as her selection one of her greatest hits "Lover Come Back to Me". After her selection, Miss Herbert had the following to say, when being interviewed by the announcer.

ANNOUNCER: (LAUGHS) Miss Herbert, that would certainly bring me back.

HERBERT: Well I hope that's a compliment!

ANNOUNCER: I certainly intended it for one, Miss Herbert.

HERBERT: You had bettor keep on my right side - otherwise I won't tell you something that I know you want to hear.

ANNOUNCER: What's that? (LAUGHS) A "T.L."?

HERBERT: Yes, a "T.L." about LUCKIES. I think you've got a grand cigarette!

ANNOUNCER: Well - thank you, Miss Herbert. How long have you been smoking LUCKIES?

HERBERT: About 12 years now. And as a singer I've put them to some pretty severe tests.

ANNOUNCER: Such as?

HERBERT: Oh - such as the one I'm going to put them to in just about one minute. I mean that smoking after singing - when your throat is naturally extra-sensitive - is the best way to prove whether or not a cigarette is easy on the throat. And LUCKIES have rated "A" plus in that test ever since I started smoking them.

ANNOUNCER: Well, Miss Herbert, thank you...and thank you for coming tonight. Now, on behalf of "Your Hit Parade" audience may I wish you lots of good luck...and continued good smoking.

HERBERT: I enjoyed being here and meeting everybody. But now - good-night all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, JANUARY 29, 1938.

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 101 DATE 1/28/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

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HERBERT: I enjoyed being here and meeting everybody. But now - good-night all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, JANUARY 29, 1938

ANNOUNCER: Tonight, ladies and gentlemen, we are going back a few years. Picture a room in one of the big hotels of New York City. A short, powerfully built man is standing over a little girl at a piano. The little girl is singing. The short man smiles as he nods his head in time to the music. The song ends. The child looks up - appealingly. Enrico Caruso strokes her blonde curls. "My dear", he says softly, "some day you will be a fine singer." Ladies and gentlemen, Lucky Strike is proud to present that protege of the greatest tenor of all time...the little girl who did grow up to become a fine singer and star of operetta - Miss Evelyn Herbert.

HERBERT: (APPLAUSE)
Thank you, Mr. Ruysdael. (SLIGHT PAUSE) I was really moved by that introduction.

ANNOUNCER: I suppose that you had a great personal admiration for Caruso, Miss Herbert?

HERBERT: Oh, he was wonderful! One of the most charming people that ever lived.

ANNOUNCER: Would you mind telling us how you happened to know him?

HERBERT: Well, that's quite a story. We really came to meet each other through a doll.

ANNOUNCER: A doll!

HERBERT: (LAUGHS) Yes, you see, Caruso had contributed a doll to a certain charity bazaar. And my father had the rare good luck to hold the winning ticket.

ANNOUNCER: So you got the doll?

HERBERT: Yes, a very beautiful doll of Caruso himself, all dressed up in his "Traviata" costume. I was so thrilled that I insisted upon writing a letter to Mr. Caruso, in the course of which I happened to mention that I wanted to be a singer, too.

ANNOUNCER: And how old were you at that time?

HERBERT: Exactly seven.

ANNOUNCER: And did Mr. Caruso sign you on the spot for opera?

HERBERT: (LAUGHS) Well - not exactly. But he did ask me to come and sing for him. And each year after that when he was in New York, he never failed to call me and have me sing for him. When I was fifteen, he said: "Well, now you are ready to really begin studying." So he sent me to his own singer teacher.

ANNOUNCER: It is too bad Caruso could not have lived to see your successes on Broadway, Miss Herbert. We all remember you as the star of "My Maryland", "Princess Flavia,""Princess Charming", "New Moon" and other operettas. But I suspect that the one song you love more than any other...because it was one of your biggest hits ... is "Lover Come Back to Me."

HERBERT: Well - you may be right - but that song gave me plenty of grief at first.

ANNOUNCER: How could that be, Miss Herbert, since the song was such an outstanding success?

HERBERT: (LAUGHING) Well, in its first incarnation, it wasn't a success at all but a dismal flop. You see they wanted me to sing it as a rhythm number.

ANNOUNCER: Rhythm number? "Lover Come Back to Me"?

HERBERT: You probably can't believe it but that's the way I first sang it when the show opened. (LAUGHS) In regular "Mammy" style.

ANNOUNCER: But why in the world would anyone want it sung that way?

HERBERT: That's what I wanted to know. I felt from the first that I should sing it as a love ballad and -

ANNOUNCER: (BREAKING IN) And that gives us an excellent chance to ask you to sing it for us now as it should be sung.

HERBERT: Well, I have put myself on the spot, haven't I...However, strike up the music and I'll do my best.

(MUSIC...SINGS)

(APPLAUSE)

- 3 -

ANNOUNCER: (LAUGHS) Miss Herbert, ~~if~~ that would certainly bring me ~~a letter~~ back, ~~[illegible]~~

HERBERT: Well I hope that's a compliment!

ANNOUNCER: I certainly intended it for one, Miss Herbert.

HERBERT: You had better keep on my right side - otherwise I won't tell you something that I know you want to hear.

ANNOUNCER: What's that? (LAUGHS) A "T.L."?

HERBERT: Yes, a "T.L." about Luckies. I think you've got a grand cigarette!

ANNOUNCER: Well - thank you, Miss Herbert. How long have you been smoking Luckies?

HERBERT: About 12 years now. And as a singer I've put them to some pretty severe tests.

ANNOUNCER: Such as?

HERBERT: Oh - such as the one I'm going to put them to in just about one minute. I mean that smoking after singing - when your throat is naturally extra-sensitive - is the best way to prove whether or not a cigarette is easy on the throat. And Luckies have rated "A+" in that test ever since I started smoking them.

ANNOUNCER: Well, Miss Herbert, thank you...and thank you for coming tonight. Now, on behalf of Your Hit Parade audience may I wish you lots of good luck...and continued good smoking.

HERBERT: I enjoyed being here and meeting everybody. But now - goodnight all.

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "YOUR HIT PARADE" Number 4 Date 1/25/38

Copy for QUEEN APPEARANCE - EVELYN HERBERT - January 29,1938 12-gm

ANNOUNCER: Tonight, ladies and gentlemen, we are going back a few years. Picture a room in one of the big hotels of New York City. A short, powerfully built man is standing over a little girl at a piano. The little girl is singing. The short man smiles as he nods his head in time to the music. The song ends. The child looks up - appealingly. Enrico Caruso strokes her blonde curls. "My dear", he says softly, "some day you will be a fine singer." Ladies and gentlemen, Lucky Strike is proud to present that protege of the greatest tenor of all time...the little girl who did grow up to become a fine singer and star of operetta - Miss Evelyn Herbert.

HERBERT: (APPLAUSE)
Thank you, Mr. Ruysdael. (SLIGHT PAUSE) I was really moved by that introduction.

ANNOUNCER: I suppose that you had a great personal admiration for Caruso, Miss Herbert?

HERBERT: Oh, he was wonderful! One of the most charming people that ever lived.

ANNOUNCER: Would you mind telling us how you happened to know him?

HERBERT: Well, that's quite a story. We really came to meet each other through a doll.

ANNOUNCER: A doll!

HERBERT: (LAUGHS) Yes, you see, Caruso had contributed a doll to a certain charity bazaar. And my father had the rare good luck to hold the winning ticket.

ANNOUNCER: So you got the doll?

HERBERT: Yes, a very beautiful doll of Caruso himself, all dressed up in his "Traviata" costume. I was so thrilled that I insisted upon writing a letter to Mr. Caruso, in the course of which I happened to mention that I wanted to be a singer, too.

ANNOUNCER: And how old were you at that time?

HERBERT: Exactly seven.

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "YOUR HIT PARADE" Number 4 Date 1/25/58
Copy for GUEST APPEARANCE -EVELYN HERBERT - January 29,1958 12-gm

ANNOUNCER: And did Mr. Caruso sign you on the spot for opera?

HERBERT: (LAUGHS) Well - not exactly. But he did ask me to come and sing for him. And each year after that when he was in New York, he never failed to call me and have me sing for him. When I was fifteen, he said: "Well, now you are ready to really begin studying." So he sent me to his own singer teacher.

ANNOUNCER: It is too bad Caruso could not have lived to see your successes on Broadway, Miss Herbert. We all remember you as the star of "My Maryland", "Princess Flavia,""Princess Charming", "New Moon" and other operettas. But I suspect that the one song you love more than any other...because it was one of your biggest hits ... is "Lover Come Back to Me."

HERBERT: Well - you may be right - but that song gave me plenty of grief at first.

ANNOUNCER: How could that be, Miss Herbert, since the song was such an outstanding success?

HERBERT: (LAUGHING) Well, in its first incarnation, it wasn't a success at all but a dismal flop. You see they wanted me to sing it as a rhythm number.

ANNOUNCER: Rhythm number! "Lover Come Back to Me"?

HERBERT: You probably can't believe it but that's the way I first sang it when the show opened. (LAUGHS) In regular "Mammy" style.

ANNOUNCER: But why in the world would anyone want it sung that way?

HERBERT: That's what I wanted to know. I felt from the first that I should sing it as a love ballad and -

ANNOUNCER: (BREAKING IN) And that gives us an excellent chance to ask you to sing it for us now as it should be sung.

HERBERT: Well, I have put myself on the spot, haven't I!...However, strike up the music and I'll do my best.

(MUSIC...SINGS)

(APPLAUSE)

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "YOUR HIT PARADE" Number 3 Date 1/25/38
Copy for GUEST APPEARANCE - EVELYN HERBERT * Jan.29,1938 12-gm

ANNOUNCER: (LAUGHS) Miss Herbert, ~~if~~ that would ~~have~~ bring ~~a lover~~ me back, ~~[illegible]~~!

HERBERT: Well I hope that's a compliment!

ANNOUNCER: It certainly intended it for one, Miss Herbert.

HERBERT: You had better keep on my right side - otherwise I won't tell you something that I know you want to hear.

ANNOUNCER: What's that? (LAUGHS) A "T.L."?

HERBERT: Yes, a "T.L." about Luckies. I think you've got a grand cigarette!

ANNOUNCER: Well - thank you, Miss Herbert. How long have you been smoking Luckies?

HERBERT: About 12 years now. And as a singer I've put them to some pretty severe tests.

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ANNOUNCER: Well, Miss Herbert, thank you...and thank you for coming tonight. Now, on behalf of Your Hit Parade audience may I wish you lots of good luck...and continued good smoking.

HERBERT: I enjoyed being here and meeting everybody. But now - goodnight all.

THIS CIRCULAR MAILED TO SECTIONS?	1/23 H.S.
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

January 31, 1938

TO THE ENTIRE SALES ORGANIZATION:

Shipment is being made to you today of 21 HALF & HALF Counter Display Racks. Upon their receipt by you, kindly place them in the most advantageous locations attainable.

This shipment is an equal distribution throughout all Assignments of this type of display material. Upon receipt of this final shipment, our supply of HALF & HALF Counter Display Racks will be exhausted, and no further shipments can be made.

Very truly yours,

V. Riggio
VICE-PRESIDENT

TO DIVISION MANAGERS:

Due to limited supply - you have not been included in the allotment of this display material.

If a reply is required, write your answer on the back of this letter.

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, Calif.

CABLE ADDRESS
TOBACCO

February 9, 1938

TO THE ENTIRE SALES ORGANIZATION:

Shipment is being made to you today of 17 HALF & HALF Counter Display Racks. Upon their receipt by you, kindly place them in the most advantageous locations attainable.

This shipment is an equal distribution throughout all Assignments of this type of display material. Upon receipt of this final shipment, our supply of HALF & HALF Counter Display Racks will be exhausted, and no further shipments can be made.

Very truly yours,

W. N. Davis
VICE PRESIDENT

RECEIVED
SALESMEN'S DEPT.

FEB 14 11 21 AM 1958

THE AMERICAN TOBACCO CO. INC.

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
LUNCH HOLES No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 102

DATE 2/4/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

Mr. Charles Hackett, outstanding tenor of the Metropolitan Opera played a return engagement on your "Hit Parade" Saturday, February 5th. Besides being about "tops" in his chosen field, Mr. Hackett has a deep love for painting, being a collector of note, a discerning critic and a painter in his own right.

Mr. Hackett, after singing the very timely "One Song" - the ballad Prince Charming sings to Snow White in Walter Disney's great new film - had the following to say when being interviewed by the announcer.

RUYSDAEL: Thank you, Mr. Hackett. Your singing brought back all the beauty of that film to me. And I've seen "Snow White and the Seven Dwarfs" three times - so I should be a good judge.

HACKETT: It certainly is a real hit. Everybody at the Metropolitan Opera seems to be talking about it, too.

RUYSDAEL: Speaking of the Metropolitan, Mr. Hackett, I suppose you know how many of your fellow singers are also fellow LUCKY STRIKE smokers.

HACKETT: Oh yes...Lauritz Melchior, Charlie Kullman, Rene Maison, Gertrude Wettergren - I don't know how many others.

RUYSDAEL: Well, Mr. Hackett, in talking to them, I've found that they're all agreed on one point about LUCKIES. They all have found LUCKIES the easiest cigarette on their throats. Is that your reason, too?

HACKETT: Yes, it is. You see, all of us who sing think first of our throats. So naturally that's my reason for smoking LUCKIES, too. And I've given them a pretty thorough test. I've been smoking LUCKIES for 12 years now.

RUYSDAEL: 12 years! Mr. Hackett, knowing the thousands of singing engagements you must have filled in that time, that's a very real tribute to LUCKIES.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, FEBRUARY 5, 1938.

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GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, FEBRUARY 5, 1938.

LORD & THOMAS

ADVERTISING

247 PARK AVENUE · NEW YORK

February
3rd
1938

Mr. Joe Carney,
The American Tobacco Co.,
111 Fifth Avenue,
New York City.

Dear Mr. Carney:

I am attaching two copies of the revised writing of Page 3 of Charles Hackett's Guest Appearance Spot, so if you will just destroy pages 3 and 4 of the copies you now have and replace them with this revised page 3, you will have a more accurate writing of this particular spot.

Miss Kukuc of this office will call you the first thing Friday morning and give you any other changes that are being made.

Sincerely yours,

Ann C. Aretz

Ann C. Aretz

LORD & THOMAS
NEW YORK

For Permanent File

Client LUCKY STRIKE "YOUR HIT PARADE" Number 1 Date 2/2/38
Copy for Guest Appearance - Charles Hackett - Feb. 5, 1938 12-gm

ANNOUNCER: In New York City there are something like 150 fine art stores. We cannot say just how many of these stores, our guest of this evening, Charles Hackett of the Metropolitan Opera, has visited. But we do venture the guess that, given the time between his many operatic and concert appearances, Mr. Hackett would attempt to go through all of them - and all the galleries, too. For, next to music, Charles Hackett, loves painting best. He is a collector of note, a discriminating critic and ... a painter in his own right. Ladies and gentlemen, Lucky Strike is proud to present for his second appearance on Your Hit Parade that outstanding tenor and versatile artist - Charles Hackett!

(APPLAUSE)

RUYSDAEL: Tell us, Mr. Hackett, as a connoisseur of painting, what is your candid opinion of your own work?

HACKETT: (CHUCKLING) By any chance are you President of My Most Embarrassing Moment Club?

RUYSDAEL: My question does sort of put you on the spot, doesn't it? But we'd really like to know.

HACKETT: Well - suppose I tell you the story of my French landscapes.

RUYSDAEL: Something recent you've done?

HACKETT: No. As a matter of fact those pictures were among the first landscapes I'd ever attempted. And, if I may say so, they showed it. However, when I returned to America I brought them back with me. I don't know why. I certainly didn't intend to show them to anybody. But somehow or other my mother spied them.

RUYSDAEL: I'll bet she thought they were all right.

HACKETT: (CHUCKLING) All right! She thought they were masterpieces, Mr. Ruysdael. Mothers are wonderful people, aren't they?

RUYSDAEL: They certainly are.

HACKETT: Well - Mother kept insisting that I have them framed. So, to please her, I took them to a dealer - a friend of mine.

RUYSDAEL: They couldn't have been so bad.

HACKETT: Mr. Ruysdael, remember, I do know something about art. You said so yourself. And these landscapes were so bad that I didn't even want to let on to my dealer friend that they were my own. So I invented a painter for them. And to prove I had nothing to do with them I told him I thought they were pretty terrible.

RUYSDAEL: What did he say about them?

HACKETT: Not a great deal. But he covered the subject. He gave one look and turned to me and said -

RUYSDAEL: Yes?

HACKETT: He said: "Charlie, you're right. They're terrible!" (LAUGHS) So now, Mr. Ruysdael, don't you think it might be a good idea if I sing?

RUYSDAEL: (ALSO LAUGHING) Well, that's one field where you're certainly safe from criticism, Mr. Hackett. And I understand you've chosen a very timely number for this evening - the ballad Prince Charming sings to Snow White in Walt Disney's great new film.

HACKETT: Yes, it's called "One Song" and anyone who's seen the picture "Snow White and the Seven Dwarfs" will have no difficulty in recalling the beauty of that scene - with Snow White and the Prince standing beside the Wishing Well - a magic Fairyland trick brought to life.

(MUSIC - SINGS)

(APPLAUSE)

LORD & THOMAS
NEW YORK

For Copywriter (revised)

Client LUCKY STRIKE "YOUR HIT PARADE" Number 2 Date 2/5/38 **12

Copy for Guest appearance - Charles Hackett - 2/5/38

-3-

RUYSDAEL: Thank you, Mr. Hackett. Your singing brought back all the beauty of that film to me. And I've seen "Snow White and the Seven Dwarfs" three times - so I should be a good judge.

HACKETT: It certainly is a real hit. Everybody at the Metropolitan Opera seem to be talking about it, too.

RUYSDAEL: Speaking of the Metropolitan, Mr. Hackett, I suppose you know how many of your fellow singers are also fellow Lucky Strike smokers.

HACKETT: Oh yes, Lauritz Melchior, Charlie Kullman, Rene Maison, Gertrude Nettergren - I don't know how many others.

RUYSDAEL: Well, Mr. Hackett, in talking to them, I've found that they're all agreed on one point about Luckies. They all have found Luckies the easiest cigarette on their throats. Is that your reason, too?

HACKETT: Yes, it is. You see, all of us who sing think first of our throats. So naturally that's my reason for smoking Luckies, too. And I've given them a pretty thorough test. I've been smoking Luckies for 12 years now.

RUYSDAEL: 12 years! Mr. Hackett, knowing the thousands of singing engagements you must have filled in that time, that's a very real tribute to Luckies.

HACKETT: I'd like to ask you a question, if I may. I know that Luckies are easy on the throat. But can you tell me why? What makes Luckies different from other cigarettes in this respect.

RUYSDAEL: Mr. Hackett, that's a question I'm going to answer in just a few minutes. So if you don't mind waiting.

HACKETT: Oh, I certainly intend to stay here for the rest of Your Hit Parade anyway.

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HACKETT: Fine. And in the meantime, goodnight all.

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(MUSIC - SINGS)

(APPLAUSE)

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LORD & THOMAS
NEW YORK

For Permanent File

Client LUCKY STRIKE "YOUR HIT PARADE" Number 1 Date 2/2/38
Copy for 12-pm

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HOME OFFICE:
JERSEY CITY, N. J.

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INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

February 10, 1938

TO THE ENTIRE SALES ORGANIZATION:

From the Atlantic to the Pacific

, I hear "The Chant of the Tobacco Auctioneer". It is amazing, the way that "chant" seems to come right up out of the road at you. There is no question but that it is "catching on". Everybody seems to be enjoying it and everybody seems to be trying to imitate it. This is an indication that our story on the quality of LUCKY STRIKE Cigarettes is getting across to the American public. I have just completely covered this country, from the Atlantic Ocean to the Pacific Ocean and, I tell you, I hear it on every hand.

Boys, "Mr. Auctioneer" will do a job for us in 1938 if you use him properly, if you parade him out at every opportunity and if, when you do, you will talk quality of LUCKY STRIKE Cigarettes in a sincere and enthusiastic manner. To help you, we are forwarding you, under seperate cover today -

"The Chant of the Tobacco Auctioneer"
by "Speed" Riggs

a new record, an entirely different personality, but with the same wonderful chant. You have heard him on our radio programs. You will like the recording, the dealers and consumers will like it. You watch and see. Put it in operation right away. I look for it to be a "smash hit".

You will now carry two auctioneer records - the original record by Mr. F. E. Boone and the new record by "Speed" Riggs. There will be no change in our method of operation; you should complete each call by playing "The Chant Of The Tobacco Auctioneer" as the last record, but substitute this new record for the old record, playing the new record last on your call. As to the Boone record, place this in the last compartment of your phonograph, and if you have an opportunity in discussing with retailers or consumers to call their attention to the fact that these famous auctioneers each have their chant peculiar to themselves, to illustrate

If a reply is required, write your answer on the back of this letter.

this, pull out your Boone record and then play that too. By acting this way you will find first - entirely new throbbing life is given by the new auctioneer record, and second - the trade will be interested in the comparison between the two chants.

I have returned from my trip with the very definite impression that all of you boys want popular records, records of songs that are known by everybody in general - songs that are new - and, I'm going to get them for you. I have talked with Mr. George W. Hill, President, and with our Advertising Department about it and they assure me that they're going to turn them out for us. To prove it, they handed me:

"BEI MIR BIST DU SCHÖN"
sung by Buddy Clark

This record is in the mail to you with the new auctioneer record and because of its popularity today, I believe it will be very effective.

As you know, I have been constantly pounding on SINCERITY and ENTHUSIASM. I repeat it every time I talk to you: I repeat it in my letters to you, simply because I believe these two factors are the crux of our sales campaign. They mean the difference between success or failure of that sales campaign which, I believe is the greatest sales campaign in the history of the tobacco industry. I say to you with all honesty that I believe our Sales Organization is 15 years ahead of any other sales organization that I know of.

Our method of operation is positively obtaining results and the center of that operation is - YOU. Upon your ability to build yourself, to make people like you, to cause them to have confidence in your story - the quality of LUCKY STRIKE Cigarettes, depends its success or failure. You may well have that sincerity and enthusiasm so necessary - for is not your story powerfully supported and proven by sworn records on file at this office, which show that "With independent tobacco experts...With men who know tobacco best - It's LUCKIES - 2 to 1"? You can leave a very definite impression after every call you make if you try - then I know that we will produce that BIGGEST LUCKY STRIKE YEAR IN THE HISTORY OF THE AMERICAN TOBACCO COMPANY - 1938 - and "Mr. Auctioneer" will help you - ALL of you - from the Atlantic to the Pacific.

Very truly yours,

V. Riggio
VICE-PRESIDENT

P. S. These two records are to replace -
September in the Rain, and
Polly Wolly Doodle
which you should remove from your phonograph upon the receipt of the new ones.

If a reply is required, write your answer on the back of this letter.

CC: REGULAR L.

February 10, 1938

AIR MAIL

The American Tobacco Company
of the Pacific Coast,
No. 1 South Park,
San Francisco, Cal.

Gentlemen:

We enclose seventy-five copies of Mr. V. Riggio's letter of February 14th, printed on your stationery. We suggest you issue this letter to your Sales Organization.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

EE:MR

75 Jobs also mailed with letters. MR

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco

CABLE ADDRESS
TOBACCO

February 11, 1938

TO THE ENTIRE SALES ORGANIZATION:

From the Atlantic to the Pacific

, I hear "The Chant of the Tobacco Auctioneer". It is amazing, the way that "chant" seems to come right up out of the road at you. There is no question but that it is "catching on". Everybody seems to be enjoying it and everybody seems to be trying to imitate it. This is an indication that our story on the quality of LUCKY STRIKE Cigarettes is getting across to the American public. I have just completely covered this country, from the Atlantic Ocean to the Pacific Ocean and, I tell you, I hear it on every hand.

Boys, "Mr. Auctioneer" will do a job for us in 1938 if you use him properly, if you parade him out at every opportunity and if, when you do, you will talk quality of LUCKY STRIKE Cigarettes in a sincere and enthusiastic manner. To help you, we are forwarding you, under seperate cover today -

"The Chant of the Tobacco Auctioneer"
by "Speed" Riggs

a new record, an entirely different personality, but with the same wonderful chant. You have heard him on our radio programs. You will like the recording, the dealers and consumers will like it. You watch and see. Put it in operation right away. I look for it to be a "smash hit".

You will now carry two auctioneer records - the original record by Mr. F. E. Boone and the new record by "Speed" Riggs. There will be no change in our method of operation; you should complete each call by playing "The Chant Of The Tobacco Auctioneer" as the last record, but substitute this new record for the old record, playing the new record last on your call. As to the Boone record, place this in the last compartment of your phonograph, and if you have an opportunity in discussing with retailers or consumers to call their attention to the fact that these famous auctioneers each have their chant peculiar to themselves, to illustrate

this, pull out your Boone record and then play that too. By acting this way you will find first - entirely new throbbing life is given by the new auctioneer record, and second - the trade will be interested in the comparison between the two chants.

I have returned from my trip with the very definite impression that all of you boys want popular records, records of songs that are known by everybody in general - songs that are new - and, I'm going to get them for you. I have talked with Mr. George W. Hill, President, and with our Advertising Department about it and they assure me that they're going to turn them out for us. To prove it, they handed me:

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Very truly yours,

V. Riggio
VICE-PRESIDENT

P. S. These two records are to replace -
September in the Rain, and
Polly Wolly Doodle
which you should remove from your phonograph upon the receipt of the new ones.

Circular booth

February 3, 1938

Via: Air Mail

Mr. W. H. Curtis,
The American Tobacco Company
of the Pacific Coast,
#1 South Park,
San Francisco, Cal.

Dear Sir:

We are shipping you, express collect, today, 75 units - each unit containing:

1 Auctioneer Record - Riggs
1 Auctioneer Phono. Sign.
1 Buddy Clark Record - "Bei Mir Bist du Schoen"
1 Buddy Clark Phono. Sign.
6 Form 180 - Selection Cards

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JM:LMB

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? Yes
STATION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

February 11, 1938

TO THE ENTIRE SALES ORGANIZATION:

Starting today and continuing until further notice, you will receive weekly with your RADIO GUEST APPEARANCE TESTIMONIAL a TOBACCO EXPERT TESTIMONIAL, which is to be used in conjunction with your Sales Talk for phonograph as outlined in Point No. 2.

These additional Testimonials are to be appearances of Tobacco Experts on any of our numerous radio programs during the week previous to their receipt by you.

Use this additional ammunition to good advantage.

Very truly yours,

V. Riggio
VICE PRESIDENT

If a reply is required, write your answer on the back of this letter.

TOBACCO EXPERT TESTIMONIAL

NUMBER T 1 DATE 2/11/38

(see Point No. 2 Outline of Sales Talk
for phonograph dated January 3, 1938)

Mr. Ed. Smith, Tobacco Expert appeared on our radio program "Kay Kyser's Musical Class" Tuesday, February 8th. Mr. Smith has been in the tobacco business for years, having started work in a tobacco warehouse at the age of 17. He came up the "hard way" and is now the operator of a big tobacco warehouse at Reidsville, N. C. He is proud of his title of "Tobacco Expert".

The following conversation with the announcer on our program Tuesday, February 8th gives you, in his own words, the pride he takes in his knowledge of tobacco.

ED. SMITH: Well - that was when my real education started! I learned - plenty. I learned what cigarette companies buy what tobacco - and how much each grade is worth. Well - 1937 marks my eleventh year as a tobacco warehouseman and I've been smoking LUCKIES all these eleven years. And one reason is that in my experience on the tobacco market LUCKIES have never sacrificed quality to price. I've seen this proved time, and time again!

ANNOUNCER: Thank you, Mr. Smith - thank you very much. It's interesting to note that it's the real tobacco experts like you who vote so overwhelmingly for LUCKIES. In fact, sworn records show that among independent tobacco experts - not connected with any cigarette manufacturer - LUCKIES have over twice as many exclusive smokers as have all the other cigarettes combined. These warehousemen, auctioneers and buyers all have been to the same school, all have the same right to the title of tobacco expert. So what could say more for LUCKIES' quality than this fact. The men who know tobacco best smoke LUCKIES 2 to 1. So when you hear the Chant of the Tobacco Auctioneer... (CHANT) when you hear that chant, remember... "with men who know tobacco best - it's LUCKIES 2 to 1!"

TOBACCO EXPERT ON "KAY KYSER'S MUSICAL CLASS", TUESDAY, FEBRUARY 8, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 103 DATE 2/11/38

(see Point No. 2 Outline of Sales Talk
for phonograph dated January 3, 1938)

Madame Bruna Castagna, leading contralto of the Metropolitan Opera was proudly presented on your "Hit Parade" Saturday, February 12th. This was a return engagement for her as our Guest Artist. Her lovely voice has become known to millions through her radio appearances. She recently appeared as the Guest Star in Hollywood with Charlie McCarthy. At that time, she gave him some pointers about singing. Madame Castagna said she found him a charming personality, but far from an apt singing pupil.

After singing "By the Bend of the River", Madame Castagna and the announcer held the following conversation.

RUYSDAEL: That was beautiful, Madame Castagna. If your friend Charlie McCarthy was listening in he certainly heard how a song should be sung. But now may I ask you a question...When you were in Hollywood, did you happen to notice what kind of cigarettes the screen stars smoke?

BRUNA: Yes, I did notice, Mr. Ruysdael. Practically every one I met in Hollywood was smoking LUCKIES.

RUYSDAEL: Can you guess why, Madame Castagna!

BRUNA: I suppose for much the same reasons I smoke them, Mr. Ruysdael. They don't bother my throat.

RUYSDAEL: Well - that's exactly what they say, Madame Castagna. The stars of Hollywood - just like you singers of the Metropolitan Opera - must consider their voices and throats. And a great many of them have told us that that is why they smoke LUCKIES.

BRUNA: Well - as I have said before - with LUCKIES I can smoke and sing. And that is a real test.

RUYSDAEL: Many thanks, Madame Castagna. We hope you'll be back to see us again soon.

BRUNA: Thank you, Mr. Ruysdael. And goodnight everyone!

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, FEBRUARY 12, 1938

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

February 11, 1938

TO THE ENTIRE SALES ORGANIZATION:

Starting today and continuing until further notice, you will receive weekly with your RADIO GUEST APPEARANCE (TESTIMONIAL) a TOBACCO EXPERT (TESTIMONIAL), which is to be used in conjunction with your Sales Talk for phonograph as outlined in Point No. 2.

These additional Testimonials are to be appearances of Tobacco Experts on any of our numerous radio programs during the week previous to their receipt by you.

Use this additional ammunition to good advantage.

Very truly yours,

V. Riggio
VICE PRESIDENT

T

TOBACCO EXPERT ~~APPEARANCE~~ (TESTIMONIAL)

NUMBER T 1 DATE 2/11/38

(see Point No. 2 Outline of Sales Talk
for phonograph dated January 3, 1938)

Mr. Ed. Smith, Tobacco Expert appeared on our radio program "Kay Kyser's Musical Class" Tuesday, February 8th. Mr. Smith has been in the tobacco business for years, having started work in a tobacco warehouse at the age of 17. He came up the "hard way" and is now the operator of a big tobacco warehouse at Reidsville, N. C. He is proud of his title of "Tobacco Expert".

The following conversation with the announcer on our program Tuesday, February 8th gives you, in his own words, the pride he takes in his knowledge of tobacco.

ED. SMITH: Well - that was when my real education started! I learned - plenty. I learned what cigarette companies buy what tobacco - and how much each grade is worth. Well - 1937 marks my eleventh year as a tobacco warehouseman and I've been smoking LUCKIES all these eleven years. And one reason is that in my experience on the tobacco market LUCKIES have never sacrificed quality to price. I've seen this proved time, and time again!

ANNOUNCER: Thank you, Mr. Smith - thank you very much. It's interesting to note that it's the real tobacco experts like you who vote so overwhelmingly for LUCKIES. In fact, sworn records show that among independent tobacco experts - not connected with any cigarette manufacturer - LUCKIES have over twice as many exclusive smokers as have all the other cigarettes combined. These warehousemen, auctioneers and buyers all have been to the same school, all have the same right to the title of tobacco expert. So what could say more for LUCKIES' quality than this fact. The men who know tobacco best smoke LUCKIES 2 to 1. So when you hear the Chant of the Tobacco auctioneer.... (CHANT) when you hear that chant, remember.... "with men who know tobacco best - it's LUCKIES 2 to 1!"

TOBACCO EXPERT
~~GUEST APPEARANCE~~ ON "KAY KYSER'S MUSICAL CLASS", TUESDAY, FEBRUARY 8, 1938.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

February 10, 1938.

MEMORANDUM TO

MR. W. A. SHEVLIN:

Tobacco Expert Testimonial from Kay Kyser's Musical Class, Tuesday, February 8th

ANNOUNCER: Thanks Kay, I will. For I want to tell you about a man who studied for years in one of the hardest universities in the world. The degree he finally graduated with was that of T.E. (SLIGHT PAUSE) Tobacco Expert. His name's Ed. Smith and right now he's operator of a big tobacco warehouse down in Reidsville, North Carolina. Born and raised on a tobacco farm, Ed. Smith, at the age of 17, got a job in a tobacco warehouse and...But let's hear about it in Ed. Smith's own words.

ED. SMITH ~~VOICE:~~

Well - that was when my real education started! I learned - plenty. I learned what cigarette companies buy what tobacco - and how much each grade is worth. Well - 1937 marks my eleventh year as a tobacco warehouseman and I've been smoking Luckies all these eleven years. And one reason is that in my experience on the tobacco market Luckies have never sacrificed quality to price. I've seen this proved time, and time again!

ANNOUNCER: Thank you, Mr. Smith - thank you very much. It's interesting to note that it's the real tobacco experts like ~~Mr. Smith~~ you who vote so overwhelmingly for Luckies. In fact, sworn records show that among independent tobacco experts - not connected with any cigarette manufacturer - Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. These warehousemen, auctioneers and buyers all have been to the same school, all have the same right to the title of tobacco expert. So what could say more for Luckies' quality than this fact. The men who know tobacco best smoke Luckies 2 to 1. So when you hear the Chant of the Tobacco auctioneer... (CHANT) when you hear that chant, remember... "with men who know tobacco best - it's Luckies 2 to 1!"

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 103 DATE 2/11/38

(see Point No. 2 Outline of Sales Talk
for phonograph dated January 3, 1938)

Madame Bruna Castagna, leading contralto of the Metropolitan Opera was proudly presented on your "Hit Parade" Saturday, February 12th. This was a return engagement for her as our Guest Artist. Her lovely voice has become known to millions through her radio appearances. She recently appeared as the Guest Star in Hollywood with Charlie McCarthy. At that time, she gave him some pointers about singing. Madame Castagna said she found him a charming personality, but far from an apt singing pupil.

After singing "By the Bend of the River", Madame Castagna and the announcer held the following conversation.

RUYSDAEL: That was beautiful, Madame Castagna. If your friend Charlie McCarthy was listening in he certainly heard how a song should be sung. But now may I ask you a question...When you were in Hollywood, did you happen to notice what kind of cigarettes the screen stars smoke?

BRUNA: Yes, I did notice, Mr. Ruysdael. Practically every one I met in Hollywood was smoking LUCKIES.

RUYSDAEL: Can you guess why, Madame Castagna!

BRUNA: I suppose for much the same reasons I smoke them, Mr. Ruysdael. They don't bother my throat.

RUYSDAEL: Well - that's exactly what they say, Madame Castagna. The stars of Hollywood - just like you singers of the Metropolitan Opera - must consider their voices and throats. And a great many of them have told us that that is why they smoke LUCKIES.

BRUNA: Well - as I have said before - with LUCKIES I can smoke and sing. And that is a real test.

RUYSDAEL: Many thanks, Madame Castagna. We hope you'll be back to see us again soon.

BRUNA: Thank you, Mr. Ruysdael. And goodnight everyone!

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, FEBRUARY 12, 1938

LORD & THOMAS
NEW YORK

Extra File

Client LUCKY STRIKE "YOUR HIT PARADE" Number 2 Date 2/9/38
Copy for GUEST APPEARANCE - (BRUNO CASTAGNA) Feb.12,1938 12-gm

HUYSDAEL: Tonight Your Hit Parade welcomes back an old friend of Lucky Strike - Madame Bruna Castagna, leading contralto of the Metropolitan Opera. Famed as well for her concert and radio work, Madame Castagna's lovely voice is admired by millions throughout the world. Ladies and gentlemen...Madame Bruna Castagna of the Metropolitan.

(APPLAUSE)

HUYSDAEL: Madame Castagna, I hear you're planning to become an American citizen.

BRUNA: Yes, that's true, Mr. Huysdael. In my 8 years here I have come to love America.

HUYSDAEL: Well, it seems to be mutual, Madame Castagna. And how have you been passing your time since your last appearance on Your Hit Parade?

BRUNA: Oh, I've been doing many things, Mr. Huysdael. I have had concerts, I have sung at the Metropolitan and...I have been to Hollywood.

HUYSDAEL: Well you've started to see your adopted country already! How did you go out to California?

BRUNA: I drove - because I did want to see the country. And such country! Never have I seen anything as beautiful as the Grand Canyon.

HUYSDAEL: And how did you like Hollywood?

BRUNA: Ah, that too is so interesting. So many fascinating people.

HUYSDAEL: Did you see all the Hollywood celebrities?

BRUNA: I met several of them. I shall never forget Mr. Charlie McCarthy.

HUYSDAEL: Charlie McCarthy. (CHUCKLES) How did you come to meet him?

BRUNA: I was - what you call it - the guest on his radio program. Yes, Charlie is very charming but I am afraid he will never be a success.

HUYSDAEL: Charlie McCarthy, not a success! Why, Madame Castagna, I'd heard that Charlie McCarthy was getting along quite well.

BRUNA: (LAUGHS) Oh, you do not understand, Mr. Ruysdael. I mean that Charlie will never be a success as an opera singer.

RUYSDAEL: But who said Charlie wanted to be an opera singer?

BRUNA: Charlie did. Yes he told me so himself. In fact he made me give him a singing lesson right on the program.

RUYSDAEL: (CHUCKLING) And how was Charlie as a singer, Madame Castagna?

BRUNA: Mr. Ruysdael, I am very fond of Charlie and he might be listening in. And I would rather not say publicly what I think of him...as a singer.

RUYSDAEL: (CHUCKLING) I understand ... Well, Madame Castagna, suppose you sing for us now and if Charlie is listening in, he'll get a few more pointers.

BRUNA: Very well - I will sing an American song for you. It is called "By the Band of The River."

(CASTAGNA SINGS)

(APPLAUSE)

RUYSDAEL: That was beautiful, Madame Castagna. If your friend Charlie McCarthy was listening in he certainly heard how a song should be sung. But now may I ask you a question...When you were in Hollywood, did you happen to notice what kind of cigarettes the screen stars smoke?

BRUNA: Yes, I did notice, Mr. Ruysdael. Practically every one I met in Hollywood was smoking Luckies.

RUYSDAEL: Can you guess why, Madame Castagna?

BRUNA: I suppose for much the same reasons I smoke them, Mr. Ruysdael because they don't bother my throat.

RUYSDAEL: Well - that's exactly what they say, Madame Castagna. The stars of Hollywood - just like you singers of the Metropolitan Opera - must consider their voices and throats. And a great many of them have told us that that is why they smoke Luckies

BRUNA: Well - as I have said before - with Luckies I can smoke and sing. And that is a real test.

RUYSDAEL: Many thanks, Madame Castagna. We hope you'll be back to see us again soon.

BRUNA: Thank you, Mr. Ruysdael. And goodnight everyone!

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, Calif.

CABLE ADDRESS:
TOBACCO

February 11, 1938

TO THE ENTIRE SALES ORGANIZATION:

Starting today and continuing until furthur notice, you will receive weekly with your Radio Guest Appearance Testimonial a Tobacco Expert Testimonial, which is to be used in conjunction with your Sales Talk for Phonograph as outlined in Point No. 2.

These additional Testimonials are to be appearances of Tobacco Experts on any of our numerous radio programs during the week previous to their receipt by you.

Use this additional ammunition to good advantage.

Very truly yours,

V. Riggio
VICE-PRESIDENT

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	× Yes
SALESMEN?	× Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

× see list attached

February 11, 1938

TO THE SALES ORGANIZATION IN
THE NEW ENGLAND STATES:

Attached you will find a list of radio stations over which we will make spot announcements of one minute each on LUCKY STRIKE Cigarettes, in the New England States, starting February 13, 1938. Each announcement will be introduced by "The Chant of the Tobacco Auctioneer".

Please arrange to listen to these announcements whenever it is possible. About February 28th, please write me your comments or any reactions which you may have had on these announcements.

Very truly yours,

V. Riggio
VICE-PRESIDENT

ATT:

If a reply is required, write your answer on the back of this letter.

WTIC, Hartford, Conn.

Sunday	6:30 P.M.	Preceding Yankee News
	10:30 P.M.	Following Sealtest program
Monday	6:00 P.M.	Preceding Yankee News
	7:45 P.M.	Preceding Chandu, the magician
	10:30 P.M.	Following Contented program
Tuesday	6:00 P.M.	Preceding Yankee News
Wednesday	6:00 P.M.	Preceding Yankee News
Thursday	6:00 P.M.	Preceding Yankee News
Friday	6:00 P.M.	Preceding Yankee News
Saturday	6:00 P.M.	Preceding Yankee News

WNAC, Boston, Mass.

Sunday	6:30 P.M.	Preceding Yankee News
Mon. - Sat.	6:00 P.M.	Preceding Yankee News

WICC, Bridgeport, Conn.

Sunday	6:30 P.M.	Preceding Yankee News
Mon. - Sat.	6:00 P.M.	Preceding Yankee News

WTAG, Worcester, Mass.

Sunday	6:30 P.M.	Preceding News
	11:00 P.M.	Preceding News
Monday	6:59 P.M.	Preceding Amos 'n' Andy
	11:00 P.M.	Preceding News
Tuesday	6:59 P.M.	Preceding Amos 'n' Andy
Wednesday	6:59 P.M.	Preceding Amos 'n' Andy
Thursday	6:59 P.M.	Preceding Amos 'n' Andy
	11:00 P.M.	Preceding News (Follows Bing Crosby)
Friday	6:59 P.M.	Preceding Amos 'n' Andy
Saturday	7:30 P.M.	Preceding Alistaire Cook (Follows Kaltenmeyer Kindergarten)

WFEA, Manchester, N. H.

Sunday	7:30 P.M.	Following Jack Benny
Monday	6:00 P.M.	Preceding Yankee News
	10:00 P.M.	Following Philadelphia Symphony
Tuesday	6:00 P.M.	Preceding Yankee News
Wednesday	6:00 P.M.	Preceding Yankee News
	11:00 P.M.	Preceding Yankee News
Thursday	6:00 P.M.	Preceding Yankee News
Friday	6:00 P.M.	Preceding Yankee News
	10:00 P.M.	Preceding NBC Concert Hall
Saturday	6:00 P.M.	Preceding Yankee News

WLBZ, Bangor, Me.

Sunday	6:45 P.M.	Following Yankee News
Monday	6:14 P.M.	Following Yankee News
	7:14 P.M.	Following Maine News
Tuesday	7:14 P.M.	Following Maine News

WLBZ, Bangor, Me. (cont'd)

Wednesday	7:14 P.M.	Following Maine News
Thursday	7:14 P.M.	Following Maine News
Friday	6:14 P.M.	Following Yankee News
	7:14 P.M.	Following Maine News
Saturday	7:14 P.M.	Following Maine News

WGSH, Portland, Maine

Sunday	6:30 P.M.	Precedes Yankee News
Mon. - Sat.	6:44 P.M.	Following and preceding sustaining programs
Monday	11:14 P.M.	Following Yankee News
Tuesday	11:14 P.M.	Following Yankee News
Thursday	11:14 P.M.	Following Yankee News

WMAS, Springfield, Mass.

Sun. - Sat.	6:00 P.M.	Preceding Trans Radio News
Mon. Wed. and Fri.	11:00 P.M.	Preceding Trans Radio News

WNBX, Springfield, Vt.

Sunday	9:00 P.M.	Preceding Ford Symphony
	10:00 P.M.	Following Ford Symphony; preceding United Press News
Monday	10:00 P.M.	Preceding United Press News
Tuesday	6:30 P.M.	Preceding Press Radio News
	9:00 P.M.	Preceding Al Pierce for Ford
Wednesday	9:30 P.M.	Preceding Ben Bernie
Thursday	9:45 P.M.	Preceding United Press News
Friday	10:00 P.M.	Preceding United Press News
Saturday	8:00 P.M.	Preceding Columbia Workshop
	9:45 P.M.	Preceding United Press News

WEAN, Providence, R.I.

Sunday	6:30 P.M.	Preceding Yankee News
Mon. - Sat.	6:00 P.M.	Preceding Yankee News

Assign.	Dir			
		Maine		
		Lukeman		
—	1	C. J. Pennigo, Jr.	✓	
1	1	J. C. F. Joyce	✓	
2	1	F. J. Talbot	✓	
3	1	R. C. Kealey	✓	
		New Hampshire		
—	1			See Maine
4	1	J. R. Hines	✓	
5	1	E. M. Pagna	✓	
		Vermont		
—	1			See Maine
6	1	P. P. Cassidy	✓	
7	1	F. G. Rellon	✓	
		Mass.		
—	1			See Maine
8	1	L. L. Flaherty	✓	
—	2	A. A. Cassaly	✓	
9	2	J. G. Fallon	✓	
10	2	H. L. Harto	✓	
11	2	A. F. Pettinelli	✓	
12	2	J. L. Vaughan	✓	
13	2	E. G. Abbott	✓	
14	2	D. R. O'Connell	✓	
15	2	C. W. O'Neil	✓	
16	2	J. W. Carew	✓	
—	3	W. J. Nielsen	✓	
20	3	H. R. Potter	✓	
21	3	J. J. Cronin	✓	
22	3	R. C. Black	✓	
		Conn.		
—	3			See Mass.
17	3	E. G. Dowling	✓	
18	3		✓	
19	3	A. J. Crosby	✓	
—	4	R. W. Winn	✓	
31	4	T. P. O'Connor	✓	
32	4	H. E. Engelson	✓	
		Rhode Island		
—	3			See Mass.
23	3	E. J. Schaffer	✓	
24	3	W. E. McCabe	✓	

Mr. E. J. Mooney ✓
Mr. J. D. O'Neill ✓

circular file

February 15, 1938

Mr. W. H. Curtis,
The American Tobacco Company
of the Pacific Coast,
No. 1 South Park,
San Francisco, Calif.

Dear Sir:

We are shipping to you today 150 "Speed" Riggs Auctioneer Records, to be used by you for your regular automatic bi-weekly shipments.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD:MMS

N.Y.O. FORM 195
1-13-36

TRIPLICATE
RETAIN FOR PERMANENT RECORD

The American Placer Company
INCORPORATED

SALES DEPARTMENT

DATE 2-15-38 193

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

FOR O. K'S ONLY

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION
DO NOT INCLUDE OTHER SUPPLIES

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	BELOW SPACES FOR N. Y. O. ONLY WGHT.	NO. PKGS.	
50	AUCTIONEER RECORDS -			**TRIPLICATE**
	- SPEED RIGGS -			AMERICAN TOBACCO Co. of
				the PACIFIC COAST
				#1 SOUTH PARK
				SAN FRANCISCO
				CALIFORNIA.

PRINT NAME _____

TO ARRIVE NOT LATER THAN _____
(ALLOW SUFFICIENT TIME)

SHIP BY _____ STREET OR POST OFFICE ADDRESS _____ TOWN _____ STATE _____

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
BRANCH HOUSES? No

TOBACCO EXPERT TESTIMONIAL

NUMBER T 2

DATE 2/18/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

See Commercial # 104 att.

Mr. Charlie Belvin of Durham, North Carolina, is a tobacco expert who was reared on a tobacco farm and has worked at tobacco ever since he can remember. He is now an independent tobacco buyer and when he talks tobacco he knows what he is talking about.

If you like sportsmanship, you would like Mr. Belvin. The following testimonial of his was broadcast over "Your News Parade" Wednesday, February 16th:

> "As an independent tobacco buyer, I want to compliment those LUCKY STRIKE Tobacco buyers. I think they're among the best in the world. They're my competitors, too. Because, as an independent, any time I can see a profit bidding against them, I will. But I can't see a profit very often. Those LUCKY STRIKE fellows know the kind of tobacco they want....and they bid till they get it. I know for a fact they buy only the best tobacco. That's why I've smoked LUCKIES myself for the past 10 years."

After this testimonial of Mr. Belvin's, the announcer had the following to say:

> "Thank you, Mr. Belvin. That was sporting for the simple reason Mr. Belvin needn't have said what he did. He is independent. He says what he thinks. And he is influenced in his choice of a cigarette by one thing - his own personal preference. Well, Charlie Belvin's preference is typical of so many other experts of Tobaccoland. Here are the figures as shown by sworn records. Among independent tobacco experts like Mr. Belvin, LUCKY STRIKE has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer -- when you hear that chant, remember - "With men who know tobacco best, it's LUCKIES 2 to 1".

TESTIMONIAL FROM "YOUR NEWS PARADE" WEDNESDAY, FEBRUARY 16, 1938

LUCKY STRIKE "YOUR NEWS PARADE"

Commercial #3 - Wednesday, Feb. 16, 1938

BARUCH: If you like sportsmanship you'd like Charlie Belvin, of Durham, North Carolina. Charlie Belvin is a good sport. He's a good tobacco man, too. He was raised on a tobacco farm; he's worked at tobacco ever since he can remember. So, when Charlie Belvin talks tobacco he knows what he's talking about. Here is what he has to say:

VOICE: "As an independent tobacco buyer, I want to compliment those Lucky Strike tobacco buyers. I think they're among the best in the world. They're my competitors, too. Because, as an independent, any time I can see a profit bidding against them, I will. But I can't see a profit very often. Those Lucky Strike fellows know the kind of tobacco they want....and they bid till they get it. I know for a fact they buy only the best tobacco. That's why I've smoked Luckies myself for the past 10 years."

Commercial #3 Continued

BARUCH: Thank you, Mr. Belvin. That was sporting for the simple reason Mr. Belvin needn't have said what he did. He is independent. He says what he thinks. And he is influenced in his choice of a cigarette by one thing - his own personal preference. Well, Charlie Belvin's preference is typical of so many other experts of Tobaccoland. Here are the figures as shown by sworn records. Among independent tobacco experts like Mr. Belvin, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer - (FADE IN CHANT) - when you hear that chant, remember - "with men who know tobacco best, it's Luckies 2 to 1".

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 104 DATE 2/18/38

(see Point No. 2 Outline of Sales Talk
for phonograph dated January 3, 1938)

Your "Hit Parade" Saturday, February 19th, proudly presented the newest singing sensation of the American Air Waves Mr. Jean Sablon. Mr. Sablon, son of a talented composer, was born and reared in Paris and while still in school was offered his first part in an operetta. Since then he has scored successes in the Music Halls, Theatres and Cafes of Europe.

After being very diplomatic while being questioned as to his preference for women, Mr. Sablon sang partly in French and partly in English "These Foolish Things". At the completion of the song the following conversation took place between Mr. Sablon and the announcer.

ANNOUNCER: Thank you, Mr. Sablon. And now may we ask you one more question?

SABLON: Monsieur, I tremble each time you ask a question.

ANNOUNCER: (CHUCKLES) Mr. Sablon, you have told us that you like tall women and short women and medium-sized, too. Blondes, brunettes, and redheads seem to please you equally. Now...is this also true of cigarettes? Do you like them all about the same?

SABLON: Monsieur, I am sorry.

ANNOUNCER: Sorry?

SABLON: Yes - because I do not like all cigarettes the same... not since I had my first Lucky 15 years ago.

ANNOUNCER: You have smoked Luckies for 15 years!....but you have only been in this country one year!

SABLON: Luckies are popular in France, too, Monsieur Ruysdael, and it was there I began smoking them. (SIGHS) Ah, with the price they cost over there, I was sometimes almost sorry I had started to smoke them. Still... it was good business.

ANNOUNCER: Good business?

SABLON: Yes, good business for me as a singer. You see, Luckies do not bother my throat. And since I earn my living by my voice-well, Luckies are the right investment.

ANNOUNCER: Thank you, Mr. Sablon. And now may we wish you continued success in America...and continued happy smoking.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, FEBRUARY 19, 1938

Mr. H. M. Baggiano

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "TOUR HIT PARADE" Number 2 Date 2/16/38
Copy for SABLON SPOT - Sat. Feb. 19,1938 16-gm

(SABLON SINGING THEME SONG "VOUS QUI PASSEZ SANS ME VOIR" - A FEW BARS - THEN FADE BUT CONTINUE UNDER ANNOUNCER)

ANNOUNCER: For about a year now the lilting, haunting song you hear has been the signal for millions of Americans, especially of the feminine gender, to move their chairs up a little closer to the radio. For this is the theme song of Jean Sablon - recently the rage of London and Paris, now the newest singing sensation on the American air waves. Mr. Sablon was born and reared in Paris, the son of a talented French composer. While still in school, he was offered his first part in an operetta, and he has since scored successes in music halls, theatres, and cafes all over Europe. Ladies and gentlemen, Lucky Strike presents...the singing idol of France ... Jean Sablon!

(SONG UP - APPLAUSE)

SABLON: Merci, Monsieur Ruysdael. I did not quite understand all you were speaking but I have a feeling you have pat me--how do you Americans say - on the spot.

ANNOUNCER: On the spot? (CHUCKLING) Not at all, Mr. Sablon, but ... I do advise you to be a little careful of the question I am going to ask you next.

SABLON: And what is the question?

ANNOUNCER: Well, Mr. Sablon, as a handsome young visiting Frenchman--and one who has gained the reputation of being something of an authority on the gentler sex - we want to ask you: how do you like American women?

SABLON: (LAUGHS) Oh, but that is easy to answer. I like them very well!

ANNOUNCER: But how do you think they compare with the women of London and Paris?

SABLON: Monsieur Ruysdael, I have not forgotten that the radio waves carry very far. Let me say simply that I think your American women are magnifique! They are wonderful!

ANNOUNCER: Well, we think they're all right, too...But another question...what kind of girl do you like the best. What is your ideal woman?

SABLON: Parbleu! You are continually putting me on spots, Monsieur Ruysdael...My ideal woman! What can I say?

ANNOUNCER: Well, for example, which do you prefer - blondes, brunettes, or redheads?

SABLON: Ah! Brunettes are lovely. But then blondes are lovely, too...and redheads - they are lovely!

ANNOUNCER: Hmm, the gentleman prefers blondes, brunettes, and redheads...Well, would your ideal woman be - tall, short or medium sized?

SABLON: To that I should say, Monsieur, that tall women are charming. But then I know very charming short ones...also, very charming medium-sized ones.

ANNOUNCER: But, Mr. Sablon, surely there must be one particular type of girl that you prefer?

SABLON: Pardon, Monsieur. Is it not possible for me to prefer them all?

ANNOUNCER: (LAUGHS) Mr. Sablon, if you ever tire of singing, I feel sure that you could make a big success in the Diplomatic Service.

SABLON: Merci, Monsieur. But then, I don't think I ever shall tire of singing.

ANNOUNCER: And pu're going to sing for us now?

SABLON: Certainement! I have chosen that song you all know so well - "These Foolish Things". I shall sing it part in French and part in English.

(SABLON SINGS ... APPLAUSE)

ANNOUNCER: Thank you, Mr. Sablon. And now may we ask you one more question?

SABLON: Monsieur, I tremble each time you ask a question.

ANNOUNCER: (CHUCKLES) Mr. Sablon, you have told us that you like tall women and short women and medium-sized, too. Blondes, brunettes, and redheads seem to please you equally. Now...is this also true of cigarettes? Do you like them all about the same?

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "TOUR HIT PARADE" Number 2 Date 2/18/58

Copy for SABLON SPOT 12-gm

SABLON: Monsieur, I am sorry.

ANNOUNCER: Sorry?

SABLON: Yes - because I do not like all cigarettes the same...not since I had my first Lucky 15 years ago.

ANNOUNCER: You have smoked Luckies for 15 years!...but you have only been in this country one year!

SABLON: Luckies are popular in France, too, Monsieur Huysdael, and it was there I began smoking them. (SIGHS) Ah, with the price they cost over there, I was sometimes almost sorry I had started to smoke them. Still...it was good business.

ANNOUNCER: Good business?

SABLON: Yes, good business for me as a singer. You see, Luckies do not bother my throat. And since I earn my living by my voice--well, Luckies are the right investment.

ANNOUNCER: Thank you, Mr. Sablon. And now may we wish you continued success in America... and continued happy smoking.

SABLON: Merci, Monsieur Huysdael. I have enjoyed being here and to my friends I will say goodnight in my usual way.

(SINGS HIS THEME SONG)

Circ book file

February 23, 1938

VIA AIR MAIL

Mr. W. H. Curtis,
The American Tobacco Company
of the Pacific Coast,
1 South Park,
San Francisco, Calif.

Dear Sir:

We are shipping to you today, by express, 75 units - each unit containing:-

1 Louise Massey and the Westerners Record
1 " " " " " Phono. Sign
1 Dick Powell "You're a Sweetheart" Record
1 " " Phono. Sign
1 Form 180 - Selection Cards

Also, for your information, we are sending 63 New Policy Signs.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcL:KLW

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

February 23, 1938

TO THE ENTIRE SALES ORGANIZATION:

Here are two more records for you - the Powell record - AN UP-TO-THE-MINUTE POPULAR NUMBER, the Massey record - A MEDLEY OF WESTERN COWBOY SONGS. We asked for new and popular records and here they are.

Your selection of records is now quite diversified and I want to caution you to use judgment in the selection of the record you play on each call. THIS IS VERY IMPORTANT. Remember that the type and nationality of the people on whom you are calling should have a great deal of bearing on the artist record which you select to play. In other words, you must use common sense and judgment in the use of these records, just as you would in any other phase of your work.

I can't help but take this opportunity to tell you that business looks great. LUCKIES are really rolling - and the work we - you and I - are doing is a very large contributing factor to this ROLL. That is the reason why I emphasize common sense and judgment on your part in the use of these records. If now we have our hoop rolling, certainly this is not the time to ease up or to be careless in our judgment when playing the phonograph.

If a reply is required, write your answer on the back of this letter.

Our phonographs, in conjunction with our radio programs, ARE spreading the message of quality of LUCKY STRIKE Cigarettes in a way that is getting it across, and I am therefore anxious that the Sales Organization as a whole, keep up its effective work. I can assure you that with up-to-date selection of records, with an opera record and novelty records included, to my mind, the rest of the job is up to us. LET'S USE THEM CORRECTLY.

One thing more! I haven't written you men about it, but I kept my eye out for reactions from the members of the Sales Organization on the pictures recently sent you by Mr. George W. Hill, President. I must admit that I have received a great many very favorable comments on these pictures and it is apparent that many of the members of the Sales Organization are putting them to very good use. Now, in the event that any of you men are not taking full advantage of them, let me remind you that they can be used with great effect by you when giving your sales talk, particularly when you talk of the fine quality of the tobacco which we are buying for LUCKY STRIKE Cigarettes. These pictures were actually sent you for a purpose. They were intended as one more tool to help you do a better job. LET'S TAKE ADVANTAGE OF IT.

At the start of this year I called for the BIGGEST LUCKY STRIKE YEAR IN THE HISTORY OF THE AMERICAN TOBACCO COMPANY-1938. I intend to keep calling for it - keep calling on you men to produce it. Now, if you men will follow your instructions, putting life and personality into every phase of your work, I believe we will reach that objective. The ROLL is on - LET'S KEEP IT ROLLING.

Very truly yours,

V. Riggio
VICE-PRESIDENT

P.S. These two records are to replace -
When You're Away, and
One Kiss
which you should remove from your phonograph upon the receipt of the new one.

If a reply is required, write your answer on the back of this letter.

CC: REGULAR MAIL

February 23, 1938

AIR MAIL

The American Tobacco Company
of the Pacific Coast,
No. 1 South Park,
San Francisco, Calif.

Gentlemen:

We enclose seventy-five copies of Mr. V. Riggio's letter dated February 25th for your Sales Organization. Also enclosed are the same number of Powell and Westerners name tabs.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

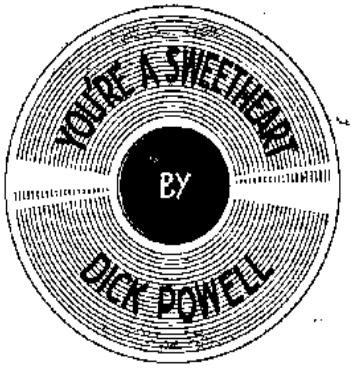
HE:MR

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No 1 South Park
San Francisco

CABLE ADDRESS
TOBACCO

February 25, 1938

TO THE ENTIRE SALES ORGANIZATION:



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Your selection of records is now quite diversified and I want to caution you to use judgment in the selection of the record you play on each call. THIS IS VERY IMPORTANT. Remember that the type and nationality of the people on whom you are calling should have a great deal of bearing on the artist record which you select to play. In other words, you must use common sense and judgment in the use of these records, just as you would in any other phase of your work.

I can't help but take this opportunity to tell you that business looks great. LUCKIES are really rolling - and the work we - you and I - are doing is a very large contributing factor to this ROLL. That is the reason why I emphasize common sense and judgment on your part in the use of these records. If now we have our hoop rolling, certainly this is not the time to ease up or to be careless in our judgment when playing the phonograph.

Our phonographs, in conjunction with our radio programs, ARE spreading the message of quality of LUCKY STRIKE Cigarettes in a way that is getting it across, and I am therefore anxious that the Sales Organization as a whole, keep up its effective work. I can assure you that with up-to-date selection of records, with an opera record and novelty records included, to my mind, the rest of the job is up to us. LET'S USE THEM CORRECTLY.

One thing more! I haven't written you men about it, but I kept my eye out for reactions from the members of the Sales Organization on the pictures recently sent you by Mr. George W. Hill, President. I must admit that I have received a great many very favorable comments on these pictures and it is apparent that many of the members of the Sales Organization are putting them to very good use. Now, in the event that any of you men are not taking full advantage of them, let me remind you that they can be used with great effect by you when giving your sales talk, particularly when you talk of the fine quality of the tobacco which we are buying for LUCKY STRIKE Cigarettes. These pictures were actually sent you for a purpose. They were intended as one more tool to help you do a better job. LET'S TAKE ADVANTAGE OF IT.

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Very truly yours,

V. Riggio
VICE-PRESIDENT

P.S. These two records are to replace -
When You're Away, and
One Kiss
which you should remove from your phonograph upon the receipt of the new one.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	
ASS'T SALES MANAGERS?	Yes
DIST. SALES MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

February 23, 1938

TO ALL SALESMEN:

We are mailing you under separate cover a new policy card reading:

"IT IS THE DESIRE AND POLICY OF

THE AMERICAN TOBACCO COMPANY

TO EXTEND TO ITS CUSTOMERS THE MAXIMUM OF
SERVICE AND EVERY COURTESY WITHIN ITS POWER"

to replace the one which is at present in the frame on the inside of the rear door of your automobile.

In several cases we have been advised that the old signs are soiled and need replacement. The new sign is of better quality and is very easy to keep clean and should last indefinitely.

Very truly yours,

V. Riggio
VICE PRESIDENT

If a reply is required, write your answer on the back of this letter.

THIS CIRCULAR MAILED TO SECTIONS? [illegible]
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
FOREIGN POSTS No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 105 DATE 2/25/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

Saturday, February 26th, your "Hit Parade" presented, with a great deal of pleasure, as our guest Miss Gertrude Niesen. Singing a few short years ago in a High School Glee Club, Miss Niesen's rise has been sensational. She has scored in vaudeville, radio, Ziegfeld's Follies, Hollywood and is at present headlining at one of New York's most famous restaurants.

After the colorful Miss Niesen sang "Swing High Swing Low" she held the following conversation with the announcer.

ANNOUNCER: Thank you, Miss Niesen. That was swell! You know, I've been wondering about those times you mentioned when you had to be singing in three or four different places the same evening. You must have rolled up quite a total of songs per day?

NIESEN: I don't remember exactly, Mr. Ruysdael. But - well, thirty or forty would be a conservative estimate.

ANNOUNCER: 40 songs a day!

NIESEN: Yes - and here's something that will interest you. The more I sing, the more I smoke, because of the tension, I suppose. When I was singing 40 songs a day, I was probably averaging at least 40 Lucky Strikes a day. Yet they never bothered my throat in the least.

ANNOUNCER: Well now - that was putting Luckies to a real test, Miss Niesen!

NIESEN: It's the same kind of test I've put them to practically every day for the past three years, Mr. Ruysdael, and they'd always come through.

ANNOUNCER: Thank you, Miss Niesen and thank you for being with us tonight.

NIESEN: I've enjoyed it, Mr. Ruysdael....goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, FEBRUARY 26, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 105 DATE 2/25/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

Saturday, February 26th, your "Hit Parade" presented, with a great deal of pleasure, as our guest Miss Gertrude Niesen. Singing a few short years ago in a High School Glee Club, Miss Niesen's rise has been sensational. She has scored in vaudeville, radio, Ziegfield's Follies, Hollywood and is at present headlining at one of New Yorks most famous restaurants.

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ANNOUNCER: 40 songs a day!

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NIESEN: It's the same kind of test I've put them to practically every day for the past three years, Mr. Ruysdael, and they'd always come through.

ANNOUNCER: Thank you, Miss Niesen and thank you for being with us tonight.

NIESEN: I've enjoyed it, Mr. Ruysdael....goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, FEBRUARY 26, 1938

LORD & THOMAS
NEW YORK

Extra File Copy

Mr. Borgeano

Client LUCKY STRIKE "YOUR HIT PARADE" Number 2 Date 2/25/38
Copy for GUEST APPEARANCE - GERTRUDE NIESEN - Feb. 26,1938 12-gm

ANNOUNCER: A few short years ago our guest star of this evening was singing in a high school Glee Club. Today, having scored in radio, in vaudeville, in Ziegfeld's Follies and Hollywood, she is headlining at one of New York's most famous restaurants. Ladies and gentlemen, Lucky Strike is proud to present a young lady whose rise to fame has been as swift as it has been colorful - Miss Gertrude Niesen.

(APPLAUSE)

NIESEN: Thank you. (LAUGHING) I don't know about the colorfulness of my career but it certainly has been swift. I forever seem to be rushing some place.

ANNOUNCER: That sounds interesting. Suppose you tell us about it?

NIESEN: (LAUGHS) Oh, you want proof?...Well...here's one example I remember. I was singing at the time in the Palace Theatre in New York. Between my appearances there I'd hurry over to the 48th Street Theatre to act in a play with Mrs. Patrick Campbell. When that was through I'd jump in my car and rush to New Jersey to sing in a supper club.

ANNOUNCER: You don't mean that was your regular schedule?

NIESEN: (LAUGHING) Yes, it was for quite a while. Even the police got used to it finally. You see, they'd been chasing me over the George Washington Bridge night after night. But finally...

ANNOUNCER: They arrested you?

NIESEN: No. They escorted me. They'd gotten to know me so well. And they must have decided it was easier escorting me than arresting me!

ANNOUNCER: A motorcycle escort must have been exciting!

NIESEN: Yes, but I had a ride once that was even more exciting. It was when I was appearing at a Brooklyn theatre. And one night after my performance I had a radio broadcast to make. Well - I only had 25 minutes to get from Brooklyn

NIESEN: to the studio in upper New York.

ANNOUNCER: So what did you do?

NIESEN: My manager called an ambulance.

ANNOUNCER: An ambulance?

NIESEN: That's right. A real ambulance. (LAUGHING) I wish you could have seen the faces of those ambulance men when they burst into my dressing room and found out I was the patient.

ANNOUNCER: What did they say?

NIESEN: After my manager explained things they were the best sports ever. The driver said, "Okay, Lady, if you're in a hurry you've called in the right people. Let's go."

ANNOUNCER: So you went?

NIESEN: I went all right! Have you ever ridden an ambulance to work, Mr. Ruysdael?... I thought every minute of that ride would be my last.

ANNOUNCER: But you got to the studio on time?

NIESEN: Yes...With minutes to spare! But that reminds me, Mr. Ruysdael, isn't it about time for my song.

ANNOUNCER: (CHUCKLING) Always this rush! Well, we're eager to hear you, Miss Niesen, I understand you've chosen "_____".

NIESEN: Yes - a song you all know and I hope you all like.

(NIESEN SINGS.....APPLAUSE)

ANNOUNCER: Thank you, Miss Niesen. That was swell! You know, I've been wondering about those times you mentioned when you had to be singing in three or four different places the same evening. You must have rolled up quite a total of songs per day?

NIESEN: I don't remember exactly, Mr. Ruysdael. But - well, thirty or forty would be a conservative estimate.

LORD & THOMAS
NEW YORK

For Copywr

Client LUCKY STRIKE "YOUR HIT PARADE" Number 2 Date 2/25/38
Copy for GUEST APPEARANCE - GERTRUDE NIESSEN - Feb. 25,1938

ANNOUNCER: 40 songs a day!

NIESSEN: Yes - and here's something that will interest you. The more I sing, the more I smoke, because of the tension, I suppose. When I was singing 40 songs a day, I was probably averaging at least 40 Lucky Strikes a day. Yet they never bothered my throat in the least.

ANNOUNCER: Well now - that was putting Luckies to a real test, Miss Niessen!

N JEN: It's the same kind of test I've put them to practically every day for the past three years, Mr.Ruysdael, and they'd always come through.

ANNOUNCER: Thank you, Miss Niessen and thank you for being with us tonight.

NIESSEN: I've enjoyed it, Mr. Ruysdael....goodnight all.

Commercial #2 and 3:-

HILL: For several weeks now I've had on this same program with me a member of one of the most interesting and colorful professions in America - that of tobacco auctioneer. Now today I've invited this famous auctioneer - Mr. "Speed" Riggs of Goldsboro, North Carolina, to tell us a little about the human side of tobacco auctioneering. Mr. Riggs -

RIGGS: (CHANT - 5 SECONDS)

HILL: (BREAKS IN) "Speed" Riggs - if you'll pardon my saying so, that chant doesn't impress me as the human side of tobacco auctioneering.

RIGGS: (CHUCKLING) Well - but it's a mighty important side.

HILL: But, Speed, tell me - there's a whole lot more to this business of tobacco auctioneering than just learning to chant, isn't there?

RIGGS: Yes sir, Mr. Hill. Much more. An auctioneer wouldn't even have any call to use his chant if he didn't have a following.

HILL: A following? You mean an auctioneer must have a following of farmers who are willing to trust him with the sale of their tobacco?

RIGGS: That's right. (CHUCKLING) And in that respect we tobacco auctioneers are a lot like those movie stars you sometimes tell about, Mr. Hill.

Commercial #2 and 3:- (cont'd)

HILL: How's that?

RIGGS: The bigger our following the bigger our success.

HILL: I see. Well, how does a tobacco auctioneer go about developing a following?

RIGGS: Well, mostly he goes about it by getting himself a reputation for being a square shooter. And then by selling just as much tobacco as he can, for just as good prices as he can get. Auctioneering's like any other business in that respect - nothing succeeds like success.

HILL: How about the education of a tobacco auctioneer?

RIGGS: Well, as for formal education, that isn't so important. I mean, tobacco auctioneers usually have as much schooling as the average person - but it's what you know about tobacco that really counts. You might say that tobacco is one of the most democratic businesses in America.

HILL: What do you mean by democratic?

RIGGS: Well, take the matter of a college diploma. If you're going to be a doctor, or lawyer, or architect, a newspaperman or just a plain businessman that diploma gives you a head start. But in tobacco there's only one diploma that counts - and that's what you know about tobacco.

(MORE)

Commercial #2 and 3:- (cont'd)

RIGGS: (CONT'D) Take my case for example - I was born and raised on a Tobacco farm. Then after I got through school I spent 4 years as an independent tobacco buyer learning about tobacco from the purchasing end.

HILL: 4 years! You could have gone through college in that time.

RIGGS: Mr. Hill, I was going through college - the practical college of tobacco. If I expected to sell tobacco to other fellows I had to know how buyers think, didn't I?

HILL: You've certainly been thorough, Speed. But now that you've finished with your tobacco education -

RIGGS: Pardon me, Mr. Hill. No tobacco man is ever finished with his tobacco education. There's so much to learn about tobacco, we learn something new almost every day.

HILL: Well, "Speed" Riggs, I believe I've learned something from this conversation with you today - an even greater respect for the profession of tobacco expert. Thank you, "Speed" Riggs.

(MORE)

Commercial #2 and 3:- (cont'd)

BARUCH: If I may add a comment, Mr. Hill -- I'd like to point out that these independent tobacco experts like Mr. Riggs - auctioneers, buyers, and warehousemen - are especially deserving of respect in what they have to say about smoking. For they not only know tobacco. They know who buys what tobacco. So they're in a truly unique position to judge impartially the various brands of cigarettes. Now here is their judgment, as shown by sworn records: Among independent tobacco experts - not connected with any cigarette manufacturer - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that, next time you hear the chant of the tobacco auctioneer. (FADE IN CHANT) When you hear that chant remember, with men who know tobacco best, it's Luckies 2 to 1.

Circ. file

March 4, 1938

Mr. W. H. Curtis,
The American Tobacco Company
of the Pacific Coast,
#1 South Park,
San Francisco, California

Dear Sir:

We are shipping to you today 75 units - each unit containing:-

1 - "Scrappy" Lambert and the Quartet Record (Whistle While You Work)

1 - Scrappy Lambert and the Quartet Phono. Sign

1 - Charles Hackett Record (One Song)

1 - Charles Hackett Phono. Sign

6 - Form #180 - Selection Cards

We are also shipping 150 extra Form #180 Selection Cards.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD:AB

N.Y.O. FORM 198
1-19-38

TRIPLICATE
RETAIN FOR PERMANENT RECORD

The American Tobacco Company INCORPORATED

SALES DEPARTMENT

DATE 3-4-38 193

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

FOR O. K'S ONLY

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION
DO NOT INCLUDE OTHER SUPPLIES

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	WGHT.	NO. PKGS.	BELOW SPACES FOR N. Y. O. ONLY
75	"Scrappy" Lambert and The Quartet Records (Whistle While You Work)			**TRIPLICATE**
75	"Scrappy" Lambert and The Quartet Phono. Signs			American Tobacco Co. of
75	Charles Hackett Records (One Song)			The Pacific Coast
75	" " Phono Signs			#1 South Park
600	Form 180 - Selection Cards			San Francisco
				California

OT _____ PRINT NAME

TO ARRIVE NOT LATER THAN _____ (ALLOW SUFFICIENT TIME)

SHIP BY _____ STREET OR POST OFFICE ADDRESS _____ TOWN _____ STATE

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 108

DATE 3/4/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

Your "Hit Parade" presented as guest for the public's pleasure Saturday, March 5th, Miss Lois Bennett. Miss Bennett has been an outstanding performer in the entertainment world for years. She did a solo act in vaudeville in its hey-day. She starred on Broadway in Winthrop Ames' revivals of the Gilbert and Sullivan operettas and has appeared in many popular programs on the air.

After singing the popular "In The Still of The Night", Miss Bennett and the announcer held the following conversation:

ANNOUNCER: Thank you, Miss Bennett. That was lovely!

BENNETT: Thank you, sir. (LAUGHS) And I'll gladly give you the address of my singing teacher.

ANNOUNCER: Ah, who was he? I suppose that you studied abroad?

BENNETT: No, I've never seen why any American singer needs to go abroad to study. My own teacher-he's still my teacher-is Percy Rector Stephens of New York.

ANNOUNCER: Oh yes. He's one of the best, isn't he?

BENNETT: Well, you Lucky Strike people should think so. He recommends Luckies to all his singing students. It was on his advice that I started to smoke Luckies - oh, a good ten years ago.

ANNOUNCER: That's very interesting. What was his reason for suggesting Luckies?

BENNETT: Because, according to him, they're the easiest cigarette on the throat. And I've found that out for myself, since. Even with three radio shows a week - and you know all the hours and hours of rehearsal that means - Luckies have never bothered my throat in the least.

ANNOUNCER: Well - a singer certainly puts a cigarette to the hardest test of all. So we're proud of your liking for Luckies, Miss Bennett. Thank you very much for being with us this evening and for your song.

BENNETT: Your Hit Parade has always been one of my favorite programs (LAUGHS) I've won quite a number of bets guessing what would be the Number One Song of the Week.

ANNOUNCER: Well, here's wishing you continuing luck.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 5, 1938

ANNOUNCER: She's petite and very pretty. She has red hair and violet eyes and a smile that's ... well...at the age of eighteen, when she did a solo act in vaudeville, they billed her as Lois Bennett - the "Little Ray of Western Sunshine"! (CHUCKLES) Yes, that makes her blush today. No doubt she'd rather recall the Town Hall recital that followed - and her stardom on Broadway in Winthrop Ames' revivals of the Gilbert and Sullivan operettas - and her many popular programs on the air. Miss Bennett was born in Houston, Texas but she spent her childhood in Oklahoma City. It was there at the age of five that she made her stage debut - was tricked into it, rather. Her Aunt ... she was the trickster... dressed Lois up one night in her best bib and tucker and took her to the theatre. Lois was told that it was for a dress rehearsal but when she got out on the stage, there were all the people in the audience facing her ... So what did she do? ... She went right ahead and sang anyway, for even at the age of five Lois Bennett must have had some of a trouper's instinct. And incidentally she brought down the house. The title of her song was "I'm Getting A Big Girl Now" and the first verse went something like this ...

"I'm getting a big girl now,
I'M getting a big girl now,
I don't play with toys
But I rather like boys,
I'm getting a big girl now."

(CHUCKLES) Which wasn't quite true in its major premise. For Miss Bennett is far from being a <u>big</u> girl even now. She has, however, achieved another kind of stature - stardom on the air, and on the stage - and Lucky Strike is proud indeed, to present her to you tonight. Ladies and gentlemen, Miss Lois Bennett!

(APPLAUSE)

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "YOUR HIT PARADE" Number 1 Date 3/3/56
Copy for March 5,1956 - LOIS BENNETT APPEARANCE 16-gm

ANNOUNCER: Miss Bennett sings that lovely and popular song ... "In The Still of the Night."

(BENNETT SINGS - APPLAUSE)

ANNOUNCER: Thank you, Miss Bennett. That was lovely!

BENNETT: Thank YOU, sir. (LAUGHS) And I'll gladly give you the address of my singing teacher.

ANNOUNCER: Ah, who was he? I suppose that you studied abroad?

BENNETT: No, I've never seen why any American singer needs to go abroad to study. My own teacher -he's still my teacher - is Percy Hector Stephens of New York.

ANNOUNCER: Oh yes. He's one of the best, isn't he?

BENNETT: Well, you Lucky Strike people should think so. He recommends Luckies to all his singing students. It was on his advice that I started to smoke Luckies - oh, a good ten years ago.

ANNOUNCER: That's very interesting. What was his reason for suggesting Luckies?

BENNETT: Because, according to him, they're the easiest cigarette on the throat. And I've found that out for myself, since. Even with three radio shows a week - and you know all the hours and hours of rehearsal that means - Luckies have never bothered my throat in the least.

ANNOUNCER: Well - a singer certainly puts a cigarette to the hardest test of all. So we're proud of your liking for Luckies, Miss Bennett. Thank you very much for being with us this evening and for your song.

BENNETT: Your Hit Parade has always been one of my favorite programs. (LAUGHS) I've won quite a number of bets guessing what would be the Number One Song of the Week.

ANNOUNCER: Well, here's wishing you continuing luck.

(APPLAUSE)

LUCKY STRIKE "YOUR NEWS PARADE" 2/18/38

Wednesday - March 2, 1938

ANNOUNCER: We bring you the verdict of the highest court in Tobaccoland! (SOUND EFFECT: WOODEN HAMMER) The three presiding judges this evening will deliver their own opinions....First, Mr. Connor W. Aycock!

1st MAN: I operate the Banner Tobacco Warehouse in Durham, North Carolina. My warehouse has a capacity of 300,000 pounds of tobacco - about 2,700 baskets. But even on the very best days, not more than 30% of that tobacco is good enough for Lucky Strike. That's less than one basket in three...proof that Lucky Strike buys the best tobacco only. I've smoked Luckies for ten years now.

ANNOUNCER: (SOUND EFFECT: WOODEN HAMMER) Second judge is Mr. Harry R. King --- of Durham, North Carolina.

2nd MAN: I've been 17 years buying tobacco. I've invested around $648,000.00 for my own account as an independent tobacco buyer. So a knowledge of tobacco is part of my business equipment. I've smoked Luckies for 8 years now because I'm convinced that the tobacco Lucky Strike buys gives me the best smoke for my money.

ANNOUNCER: And the third judge (WOODEN HAMMER) Mr. L. A. Riggs of Goldsboro, North Carolina.

RIGGS: (CHANT - 3 SECONDS) As a tobacco auctioneer I've chanted that same chant at tobacco markets in Georgia, South Carolina, North Carolina, and Tennessee. I've sold more

RIGGS: (Cont'd) than 7½ million pounds this year and I've seen Lucky Strike get the prettiest tobacco at the auctions. That's why I've smoked Luckies ever since 1931.

ANNOUNCER: Warehousemen, buyers, auctioneers, - yes, they represent the highest court in Tobaccoland. That's why Lucky Strike believes <u>you</u>, as a smoker will be interested in this fact...Sworn records show that among these independent tobacco experts Luckies have over twice as many exclusive smokers as have all the other cigarettes combined. Remember this fact next time you buy cigarettes. (WOODEN HAMMER) Sworn records show that with men who know tobacco best it's Luckies 2 to 1.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

March 4, 1938

TO THE ENTIRE SALES ORGANIZATION:

"Whistle While You Work"
Sung by the Quartet with "Scrappy" Lambert

"One Song"
Sung by Charles Hackett

These two very popular numbers from that famous motion picture "Snow White and the Seven Dwarfs", are going forward to you today, under separate cover. These two records bring your equipment right up to date.

I have told you men several times heretofore that we expect you to do a good job - to do good effective work. I realize too, that to do this, you must have good tools with which to work. You'll get them - that's a promise.

The other day I was looking over some sales figures and the results that we are accomplishing with the phonograph are amazing. LUCKIES are on the move - "The Chant of the Auctioneer" begins to rise up and strike you from the very sidewalk itself - just as I told you it would. I tell you this because I know our present advertising campaign is doing it and I want you to push ahead with your phonograph.

I believe that The American Tobacco Company has worked out an exceptionally fine, sincere and convincing advertising campaign. Every statement made in this campaign is of keen interest to the other fellow - the general public and is based on PROVEN FACTS. Now, in this advertising campaign, we - the Sales Organization - have an important part and - a heavy responsibility. THE IMPORTANT PART that is ours in this campaign is to carry thru on this advertising - to present it to the public IN PERSON. For this reason, I welcome these opportunities to write you and urge you to put ENTHUSIASM - LIFE - PERSONALITY into every retail call you make. This is essential to the advertising campaign - to the Sales Organization as a whole. OUR RESPONSIBILITY is to realize to the full, the necessity of doing OUR job well - doing it in a manner which will favorably impress dealers and consumers alike with the quality of our product - LUCKY STRIKE Cigarettes - with the protection that the "toasting" process will give them.

If a reply is required, write your answer on the back of this letter.

Now, in talking about advertising - our advertising - I want every man in our Sales Organization to know that we make no statement of any kind in our advertising which is not absolutely truthful and which is not based on proven facts. We do not believe in exaggeration - we do not believe in claiming for our product - LUCKY STRIKE Cigarettes - virtues which do not exist. We believe that good advertising and good SALESMANSHIP consist of telling the truth about a good product in as interesting a way as possible. Remember this always.

If I have made myself clear, you can readily see the extent of our responsibility, inasmuch as it is our job to present IN PERSON to the American public, our present advertising campaign. That responsibility must be shouldered by each one of us and each one of us must put our shoulder behind the wagon-wheel and push -- PUSH HARD FOR THAT BIGGEST LUCKY STRIKE YEAR IN THE HISTORY OF THE AMERICAN TOBACCO COMPANY - 1938.

Very truly yours,

V. Riggio
VICE-PRESIDENT

P.S. These two records are to replace -
Blue Moon, and
A Pretty Girl is Like a Melody
which you should remove from your phonograph upon the receipt of the new ones.

March 4, 1938

AIR MAIL

The American Tobacco Company
Of The Pacific Coast,
#1 South Park,
San Francisco, Calif.

Gentlemen:

We enclose seventy-five copies Mr. V. Riggio's letter dated March 7th, and seventy-five sets of name tabs for same.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

HE:GM

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, California

CABLE ADDRESS
TOBACCO

March 7, 1938

TO THE ENTIRE SALES ORGANIZATION:

"Whistle While You Work"
Sung by the Quartet with "Scrappy" Lambert

"One Song"
Sung by Charles Hackett

These two very popular numbers from that famous motion picture "Snow White and the Seven Dwarfs", are going forward to you today, under separate cover. These two records bring your equipment right up to date.

I have told you men several times heretofore that we expect you to do a good job - to do good effective work. I realize too, that to do this, you must have good tools with which to work. You'll get them - that's a promise.

The other day I was looking over some sales figures and the results that we are accomplishing with the phonograph are amazing. LUCKIES are on the move - "The Chant of the Auctioneer" begins to rise up and strike you from the very sidewalk itself - just as I told you it would. I tell you this because I know our present advertising campaign is doing it and I want you to push ahead with your phonograph.

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Now, in talking about advertising - our advertising - I want every man in our Sales Organization to know that we make no statement of any kind in our advertising which is not absolutely truthful and which is not based on proven facts. We do not believe in exaggeration - we do not believe in claiming for our product - LUCKY STRIKE Cigarettes - virtues which do not exist. We believe that good advertising and good SALESMANSHIP consist of telling the truth about a good product in as interesting a way as possible. Remember this always.

If I have made myself clear, you can readily see the extent of our responsibility, inasmuch as it is our job to present IN PERSON to the American public, our present advertising campaign. That responsibility must be shouldered by each one of us and each one of us must put our shoulder behind the wagon-wheel and push -- PUSH HARD FOR THAT BIGGEST LUCKY STRIKE YEAR IN THE HISTORY OF THE AMERICAN TOBACCO COMPANY - 1938.

Very truly yours,

V. Riggio
VICE-PRESIDENT

P.S. These two records are to replace -
Blue Moon, and
A Pretty Girl is Like a Melody
which you should remove from your phonograph upon the receipt of the new ones.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	1 2 3
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

March 9, 1938

TO THE SALESMEN IN
SECTIONS 1, 2 and 3:

We are forwarding to you today, under separate cover, on route, one case containing -

Ten (10) - Tobacco Expert Set-ins

When you receive this shipment, arrange to place these set-ins in GOOD LOCATIONS IMMEDIATELY. You should be able to place at least one set-in per day in the finest location on which you called during that day. You may give one (1) package of LUCKY STRIKE 20's gratis with each set-in you place. Whenever you place a Tobacco Expert set-in, please mark your Call Slip accordingly, so that we may post our records correctly in this office.

The Tobacco Expert set-ins are to take precedence over any Carole Lombard set-ins which you may have on hand at the present time; but, as soon as you have placed these Tobacco Expert set-ins, you are then to continue placing your supply of Carole Lombard set-ins.

Please acknowledge on the reverse side of this letter, your understanding of these instructions, after you have picked up the Tobacco Expert set-ins.

Very truly yours,

V. Riggio
VICE-PRESIDENT

If a reply is required, write your answer on the back of this letter.

March 10, 1938

Mr. W. H. Curtis,
The American Tobacco Company,
of th Pacific Coast,
41 South Park,
San Francisco, California

Dear Sir:

We are shipping to you today, 75 Riggs Auctioneer Records for your regular bi-weekly shipment to the Sales Organization.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD:RJO

N.Y.O. FORM 198
1-12-38

The American Tobacco Company
INCORPORATED

DATE 3-9-38 193

TRIPLICATE
RETAIN FOR PERMANENT RECORD

SALES DEPARTMENT

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION
DO NOT INCLUDE OTHER SUPPLIES

FOR O. K'S ONLY

BELOW SPACES FOR N. Y. O. ONLY

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	WGHT.	NO. PKGS.
1	AUCTIONEER RECORDS - RIGGS		

TRIPLICATE

AMERICAN TOBACCO CO.
OF THE PACIFIC COAST
#1 SOUTH PACK
SAN FRANCISCO
CALIFORNIA.

TO _____ PRINT NAME

TO ARRIVE NOT LATER THAN _____ (ALLOW SUFFICIENT TIME)

SHIP BY _____ STREET OR POST OFFICE ADDRESS _____ TOWN _____ STATE

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5

RADIO GUEST APPEARANCE (TESTIMONIAL)

ASS'T SALES MANAGERS? Yes

DIVISION MANAGERS? Yes

NUMBER 107

DATE 3/11/38

SALESMEN? Yes

DOM. CIGAR MEN? No

OFFICE LIST? Yes

LUNCH HOLES No

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

Mr. Conrad Thibault, famous baritone of radio and concert, played a return engagement as guest artist on "Your Hit Parade" Saturday, March 12th.

Mr. Thibault has just returned from a vacation to the Laurentian Mountains of Canada where he had been initiated into the mysteries of skiing. After relating the thrills attending his skiing exploits, Mr. Thibault sang one of his favorites - "Desert Song". At the completion of the song the following conversation took place between Mr. Thibault and the announcer:

RUYSDAEL: Thanks, Conrad Thibault. That gave us a thrill. And now, have you anything more to say about skiing?

THIBAULT: Plenty! But I'll confine myself to just one more remark.

RUYSDAEL: What's that?

THIBAULT: Well I just want to say how good Luckies tasted up there in the Laurentians. Out on the trail, for example. You're pepped up, feel like a million, tingling with the cold but enjoying every minute of it. Then you feel like a smoke and you reach down and get your Luckies and - well, I don't know when I've ever enjoyed a Lucky more, Mr. Ruysdael - unless -

RUYSDAEL: Unless what?

THIBAULT: Unless it was at night when we sat before the fire in the lodge and swapped yarns and lied about what good skiers we were. I'd be completely relaxed and happy....you know, sleepy and contented like a cat before the fire. We'd drink, steaming hot coffee and after that - a Lucky. To me, that was the final touch of contentment.

RUYSDAEL: You certainly are sold on Luckies, aren't you, Mr. Thibault?

THIBAULT: I certainly should be. For 8 years now, they've allowed me - a singer - to smoke without any worry about my voice or throat. And that's true no matter how strenuous my schedule gets. Luckies never bother my throat.

RUYSDAEL: Well, thanks Mr. Thibault. And we've certainly enjoyed your visit tonight - both the skiing and the singing.

THIBAULT: (LAUGHS) Thank you....Goodnight, everyone!

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 12, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 107 DATE 3/11/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

Mr. Conrad Thibault, famous baritone of radio and concert, played a return engagement as guest artist on "Your Hit Parade" Saturday, March 12th.

Mr. Thibault had just returned from a vacation to the Laurentian Mountains of Canada where he had been initiated into the mysteries of skiing. After relating the thrills attending his skiing exploits, Mr. Thibault sang one of his favorites - "Desert Song". At the completion of the song the following conversation took place between Mr. Thibault and the announcer:

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RUYSDAEL: Unless what?

THIBAULT: Unless it was at night when we sat before the fire in the lodge and swapped yarns and lied about what good skiers we were. I'd be completely relaxed and happy....you know, sleepy and contented like a cat before the fire. We'd drink, steaming hot coffee and after that - a Lucky. To me, that was the final touch of contentment.

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THIBAULT: I certainly should be. For 8 years now, they've allowed me - a singer - to smoke without any worry about my voice or throat. And that's true no matter how strenuous my schedule gets. Luckies never bother my throat.

RUYSDAEL: Well, thanks Mr. Thibault. And we've certainly enjoyed your visit tonight - both the skiing and the singing.

THIBAULT: (LAUGHS) Thank you....Goodnight, everyone!

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 12, 1938.

LORD & THOMAS
NEW YORK

For Permanent File

Client LUCKY STRIKE "YOUR HIT PARADE"
Copy for GUEST APPEARANCE - March 12,1938

Number 1 Date 3/8/38

ANNOUNCER: Some call it skiing. Some call it "shiing". Our guest this evening, Conrad Thibault calls it the greatest thrill he's ever had. Just returned from a two weeks vacation in the Laurentian Mountains of Canada, the famous baritone of radio and concert is full of enthusiasm for his new sport. Ladies and gentlemen, Lucky Strike takes pleasure in welcoming back our good friend - Conrad Thibault.

(APPLAUSE)

THIBAULT: Thank you. (LAUGHS) After that introduction, Mr. Ruysdael, I'm not sure whether I'm here to ski or sing.

RUYSDAEL: Well - suppose you tell us a little about your skiing first?

THIBAULT: The most important thing about it was that the snow up there in the Laurentian Mountains was four feet deep. That made it a positive pleasure to fall down.

RUYSDAEL: You had never skied before?

THIBAULT: Never! But I took a few lessons. Then, about my second day there, I took a chance...which is the very best way to learn how to ski.

RUYSDAEL: And what was this chance you took?

THIBAULT: Well, it was a Sunday. Two or three of us decided to ski over to a church some distance away. After church, the others - veteran skiers - suggested a short cut home - over a little hill, they said. And like an idiot I agreed.

RUYSDAEL: Like an idiot?

THIBAULT: Exactly. That "little hill" turned out to be a hill on our side but a mountain on the other.

RUYSDAEL: Was it very steep?

THIBAULT: Mr. Ruysdael, it looked so steep to me I thought it curved inward at the bottom!

RUYSDAEL: What did you do?

THIBAULT: Well, I just stood there - shaking in my skis - looking down at that 5 mile stretch of icy snow between me and the hotel. I felt like taking off my skis and going down on my hands and knees. Then, I said to myself: "Come, come, Conrad, none of us can live forever. And you've been to church. Go on down!"

RUYSDAEL: Did you go down?

THIBAULT: (CHUCKLING) Putting it mildly, I went down. I don't know how or why...but I certainly went down.

RUYSDAEL: And you didn't fall?

THIBAULT: No, by the grace of the Providence that looks after baritones and new skiers, I didn't fall. And, Mr. Ruysdael, that was one of the greatest thrills I've ever had. If you really want me to sing, you'd better not let me talk any more about skiing.

RUYSDAEL: All right, let's put away the skis. What is your song going to be this evening, Conrad Thibault?

THIBAULT: Well - it's quite a jump from the Laurentian Mountains - but it's one of my favorites ... "Desert Song."

(THIBAULT SINGS)

(APPLAUSE)

RUYSDAEL: Thanks, Conrad Thibault. That gave me a thrill. And now, have you anything more to say about skiing?

THIBAULT: Plenty! But I'll confine myself to just one more remark.

RUYSDAEL: What's that?

[illegible]: Well I just want to say how good Luckies tasted up there in the Laurentians. Out on the trail, for example. You're pepped up, feel like a million, tingling with the cold but enjoying every minute of it. Then you feel like a smoke and you reach down and get your Luckies and - well, I don't know when I've ever enjoyed a Lucky more, Mr. Ruysdael - Unless -

RUYSDAEL: Unless what?

THIBAULT: Unless it was at night when we sat before the fire in the lodge and swapped yarns and lied about what good skiers we were. I'd be completely relaxed and happy....you know, sleepy and contented like a cat before the fire. We'd drink, steaming hot coffee and after that - a Lucky. To me, that was the final touch of contentment.

RUYSDAEL: You certainly are sold on Luckies, aren't you, Mr. Thibault?

THIBAULT: I certainly should be. For 8 years now, they've allowed me - a singer - to smoke without any worry about my voice or throat. And that's true no matter how strenuous my schedule gets. Luckies never bother my throat.

RUYSDAEL: Well, thanks Mr. Thibault. And we've certainly enjoyed your visit tonight - both the skiing and the singing.

THIBAULT: (LAUGHS) Thank you....Goodnight, everyone!

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5

ASS'T SALES MANAGERS? Yes

DIVISION MANAGERS? Yes

SALESMEN? Yes

CIGAR MEN? No

OFFICE LIST? Yes

PUNCH HOLES No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 108

DATE 3/18/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

"Your Hit Parade" Saturday, March 19th, proudly presented as guest artist, Mr. Jan Peerce, featured soloist at the huge Radio City Music Hall in New York.

Mr. Peerce sang before an audience of 18,000 people at the famous Hollywood Bowl in California. He also sang to an audience of one man - Toscanini - the world's greatest living master of music. While Mr. Peerce feels that appearance was before his biggest audience, strangely enough, he felt at ease and received the greatest thrill of his life when at the completion of his song the maestro smiled and said, "bella voce!" - "beautiful voice!".

After Mr. Peerce sang the beautiful - "Because" he held the following conversation with the announcer:

RUYSDAEL: Bella voce, Mr. Peerce! Beautiful voice! And now - will you submit to just a little cross questioning about that time you sang for Toscanini?

PEERCE: Fire away, Mr. Ruysdael.

RUYSDAEL: All right. Were you <u>really</u> completely at ease when you sang for him? Weren't you just a little bit nervous?

PEERCE: Well - no, honestly, I wasn't. I'd been scared to death for the whole week beforehand but when I actually faced Toscanini, my nervousness left me entirely.

RUYSDAEL: How did you feel <u>after</u> you'd sung for him?

PEERCE: I'll tell you the first thing I did, Mr. Ruysdael. I lit up a Lucky. And I will say this. Though I've smoked Luckies for the past 10 years, I never did enjoy one quite as much.

RUYSDAEL: Mr. Peerce, we're proud of your liking for Luckies.

PEERCE: I must say I've given them a hard test. Singing as I do, usually 4 shows a day at the Radio City Music Hall, besides rehearsal and concert and radio work, my voice gets practically no rest. Yet Luckies are always easy on my throat.

RUYSDAEL: Thank you, Mr. Peerce...And I think I may say on behalf of "Your Hit Parade" audience, congratulations on that "bella voce".

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 19, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 108 DATE 3/18/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

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After Mr. Peerce sang the beautiful - "~~Will You Remember~~" "BECAUSE" he held the following conversation with the announcer:

RUYSDAEL: Bella voce, Mr. Peerce! Beautiful voice! And now - will you submit to just a little cross questioning about that time you sang for Toscanini?

PEERCE: Fire away, Mr. Ruysdael.

RUYSDAEL: All right. Were you <u>really</u> completely at ease when you sang for him? Weren't you just a little bit nervous?

PEERCE: Well - no, honestly, I wasn't. I'd been scared to death for the whole week beforehand but when I actually faced Toscanini, my nervousness left me entirely.

RUYSDAEL: How did you feel <u>after</u> you'd sung for him?

PEERCE: I'll tell you the first thing I did, Mr. Ruysdael. I lit up a Lucky. And I will say this. Though I've smoked Luckies for the past 10 years, I never did enjoy one quite as much.

RUYSDAEL: Mr. Peerce, we're proud of your liking for Luckies.

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RUYSDAEL: Thank you, Mr. Peerce...And I think I may say on behalf of "Your Hit Parade" audience, congratulations on that "bella voce".

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 19, 1938

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "YOUR HIT PARADE" Number 2 Date 3/17/38
Copy for GUEST APPEARANCE - JAN PEERCE - March 19,1938

16-gm

ANNOUNCER: "Pinky and his band" - they billed themselves and there were three of them and their average age was thirteen. They boasted a piano, a fiddle and a drum. They played at neighborhood dances down in New York's lower East Side. Pinky, himself, played the fiddle ... and whenever the chance offered...sang. Well, he's still singing today. And the same voice which once amused those small East Side gatherings, now thrills some of the largest audiences in the world. The huge Radio City Music Hall where "Pinky" - Jan Peerce - is featured soloist seats 6,200 people. And out in California at the famous Hollywood Bowl, Jan Peerce has sung to as many as 18,000 people in one audience. But - and we have his word for this - the biggest audience he ever faced was made up of one man. One man! ... It happened on the recent visit to this country of Toscanini - Toscanini, the world's greatest living master of music. Toscanini had heard of Jan Peerce and he invited Jan to sing for him privately. Well - and we have Jan's word for this, too - he considered that invitation the most important singing engagement he had ever had. He promptly cancelled all other engagements for that whole week. He tried to concentrate all his forces, mental and physical for this one occasion. At last the appointed night arrived and promptly on the hour, Jan Peerce rang the bell of Toscanini's apartment. He was ushered in by the great Maestro in person and for the first time he realized that no one else was to be present, that Toscanini himself was to play his accompaniment. Faced with probably the severest test of his career, Jan Peerce strangely enough, felt entirely at ease. He sang....and when he was finished, well - for a moment, Toscanini said nothing. Then, the maestro swung on his piano stool, smiled and said, "Bella Voce!" - just those two words - "bella voce" - "beautiful voice". But that, says Jan Peerce,

was the greatest thrill of his life....Ladies and gentlemen, Lucky Strike takes pride in presenting...Jan Peerce!

(APPLAUSE)

RUYSDAEL: For his song tonight Mr. Peerce has chosen.... "Will you Remember"

(PEERCE SINGS...APPLAUSE)

RUYSDAEL: Bella voce, Mr. Peerce! Beautiful voice! And now - will you submit to just a little cross questioning about that time you sang for Toscanini?

PEERCE: ~~(LAUGHING)~~ Fire away, Mr. Ruysdael.

RUYSDAEL: All right. Were you really completely at ease when you sang for him? Weren't you just a little bit nervous?

PEERCE: Well - no, honestly, I wasn't. I'd been scared to death for the whole week beforehand but when I actually faced Toscanini, my nervousness left me entirely.

RUYSDAEL: ~~Well~~, How did you feel after you'd sung for him?

PEERCE: I'll tell you the first thing I did, Mr. Ruysdael. I lit up a Lucky. And I will say this. Though I've smoked Luckies for the past 10 years, I never did enjoy one quite as much.

RUYSDAEL: Mr. Peerce, we're proud of your liking for Luckies.

PEERCE: ~~Well~~, I must say I've given them a hard test. Singing as I do, usually 4 shows a day at the Radio City Music Hall, besides rehearsal and concert and radio work, my voice ~~practically never gets a rest~~ gets practically no rest. Yet Luckies are always easy on my throat.

RUYSDAEL: Thank you, Mr. Peerce...and I think I may say on behalf of Your Hit Parade audience, congratulations on that "bella voce".

~~(APPLAUSE)~~

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

March 17, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Commercial from "Melody Puzzles" of Monday, March 14th: -

ANNOUNCER: Jamestown, Virginia! The year 1613! Rude log cabins huddle together close to the sea. Behind them, presses an untamed wilderness. In the harbor a British ship rides at anchor ... Yes, this is Jamestown, the first English settlement in America .. But now look closer: Before one cabin a settler is standing. He is stretching a leaf between his hands as he talks to another colonist. Let's listen.

MAN: Aue, friend. Well may you ask the nature of this plant. Two months hence good King James will wonder at it, too, for I am sending him a hogshead of it by the ship that rides with the tide tomorrow. Nay, you do not eat it, friend; you smoke it. It is called tobacco. (FADE)

ANNOUNCER: Tobacco! The first commercially grown tobacco in America raised by John Rolfe, an English settler. But now to another scene, three and a quarter centuries later.
(CHANT ... THREE SECONDS THEN FADE UNDER)

ANNOUNCER: CONT'D: Lexington, Kentucky! 1938! The largest tobacco market in America ... To the chant of the tobacco auctioneer, hundreds of millions of pounds of fine tobacco are sold in this market each year. What would John Rolfe think if he could come to life today and visit the auctions? How would he get along with the modern tobacco experts he would meet? ... John Rolfe who said ...

MAN: Aye, friend, this is tobacco ...

ANNOUNCER: (LAUGHS) Well, I suspect old John Rolfe would be a little bit flabbergasted. In 325 years men have learned a lot about tobacco. Modern growing methods have resulted in an infinitely improved tobacco plant. And modern methods of grading have divided tobacco into so many different qualities that, to say simply "This is tobacco" of any particular lot would sound really funny. Tobacco experts recognize dozens of different types of tobacco. They know the values and the grades and - what is more - they actually see at the auctions who buys what tobacco. So auctioneers, buyers, and warehousemen -- independent tobacco men -- are in a truly unique position to judge in a matter which interests nearly all of us ... the matter of which cigarette to smoke. Now here is their verdict, as shown by sworn records: Among these independent

ANNOUNCER: CONT'D: tobacco experts, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember that fact when you next hear the chant of the tobacco auctioneer (FADE IN CHANT)

When you hear that chant remember, the men who know tobacco best smoke Luckies, two to one!

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

March 17, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Tobacco Expert testimonial from "Your News Parade" of Thursday, March 3rd: -

BARUCH: When you listen to the chant of the tobacco auctioneer, have you ever noticed how the bids rise. Listen: (FADE IN CHANT ONE SALE) Did you follow? The bids went from 33 to 34 to 35 to 36. Now each one of those figures represented a bid by some tobacco buyer. And it went pretty fast, didn't it. That's the reason buyers must be able to judge tobacco on sight. Now down in Middlebury, North Carolina, lives an independent tobacco buyer, Reuben Fleming who purchases a good 100,000 pounds of tobacco a year for his own account. And Mr. Fleming has a regular "camera-eye" for tobacco. He can tell the quality of any lot of tobacco at a glance. So listen to what Mr. Fleming says about the subject he knows best.

MAN: At 9 different warehouses in Henderson, North Carolina this season I've seen Luckies buy the finest tobacco the farmers brought in. So, it's natural for me after seeing the most desirable types of tobacco go to Luckies

MAN: CONT'D to step up to a cigarette counter and say "Luckies, please." I've been smoking Luckies now for 14 years.

ANNOUNCER: Thank you, Mr. Fleming ... May I point out that Mr. Fleming is an independent tobacco man - not connected with any cigarette manufacturer. And his choice of Luckies is typical of the majority of other independent experts of Tobaccoland. Here is their preference as shown by sworn records: Among these independent tobacco experts - auctioneers, buyers, and warehousemen - like Reuben Fleming, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Next time you buy cigarettes - why not ask for the same cigarette the experts smoke ... Ask for Lucky Strike. For remember with men who know tobacco best, it's Luckies 2 to 1!

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

March 17, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Tobacco Expert testimonial from "Your News Parade" of Monday, March 14th: -

BARUCH: A question that seems to occur to most people who have heard the chant of the tobacco auctioneer is "How did he get that way". (LAUGHS) Well, as a matter of fact, most tobacco auctioneers put in many painful hours as boys trying to learn their sing-song chant. Born on tobacco farms - most of them - they'd get out behind the barn and practice - for hours - auctioneering tobacco to the cows and chickens ... more or less like this ... Listen ...

RIGGS: (CHANT - AS INEXPERT AS POSSIBLE - BREAKS OFF) Darn it, I'll get that chant if it takes forever. (FEW MORE BARS OF CHANT, BETTER THAN FIRST). Well, a little better. But I gotta get that - swing. (CHANT AGAIN - FADES OUT)

ANNC'R: Yes, it takes a good long time to learn the chant of the tobacco auctioneer. And it takes even longer to acquire all the tobacco skill and special knowledge a tobacco auctioneer needs. That's why famous auctioneers - like, for example, Roscoe D. Graham of Greensboro, North

ANNQ'R: Carolina - are so generally respected in Tobaccoland.

CONT'D. Now recently Mr. Graham made a statement about cigarettes which we think deserves your respect as a smoker. QUOTE ... "I've been auctioneering on the tobacco market for 15 years in South Carolina, North Carolina, Virginia, Tennessee and Kentucky. And at auction after auction I've seen Lucky Strike buy the choice tobacco. Now that's a fact - I'll stake my reputation as an independent tobacco man upon it!" END QUOTE. Yes, Mr. Graham is independent - not connected with any cigarette manufacturer. That is why the fact that he has smoked Luckies for 8 years means so much. And sworn records show that among other independent experts - auctioneers, buyers, and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) when you hear that chant remember, with men who know tobacco best, it's Luckies 2 to 1!

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

March 17, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Tobacco Expert testimonial from "Your News Parade" of Wednesday, March 16th: -

BARUCH: Have you ever watched a bank teller riffle through a sheaf of banknotes? Every so often, his hand will flick a bill from the pile. Something in the texture, the appearance or the feel of that bill is questionable. The teller's trained hand and eye tells him immediately that something about that bill is wrong. Well, a tobacco expert, too, is trained to tell the quality of tobacco at a glance. For example, Mr. Arthur C. Noell, of Durham, North Carolina. Mr. Noell, an independent buyer, has bought tobacco for his own account all through the Bright and Burley belts - Georgia, the Carolinas, Virginia, Kentucky and Tennessee. So listen to what he has to say about smoking.

VOICE: One thing is true of all tobacco buyers. We've got to be able to spot tobacco values at a glance. So, I know what I'm talking about when I say that at market after market I've seen Lucky Strike buy the best tobacco. I've smoked Luckies for 14 years now.

BARUCH: Now, Mr. Noell - as an independent - is actually a competitor of Lucky Strike buyers. So, the fact that he smokes Luckies himself is high tribute to the quality of Lucky Strike tobacco. And in his choice of Luckies, Mr. Noell is typical of many other experts of tobaccoland. Here is their choice as shown by sworn records:

Among these independent experts - auctioneers, buyers and warehousemen - Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined. Remember that fact, when next you hear the chant of the tobacco auctioneer. (FADE IN CHANT) When you hear that chant remember - with men who know tobacco best it's Luckies 2 to 1.

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

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

THIS CIRCULAR MAILED TO SECTIONS? 12345
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

March 25, 1938

Two New Records

and

"My Boar"

TO THE ENTIRE SALES ORGANIZATION:

It again gives me pleasure to tell you that there are two new records in the mail to you.

"Rosalie"
Sung by Dick Powell

"Good Night Angel"
Sung by Buddy Clark

In my last several letters, I told you about that R-O-L-L which LUCKY STRIKE Cigarettes had and I can again assure you that it is visibly increasing every day. I believe that the constant changing of these records - keeping them new, different and up-to-date has really helped you in your work to add to this ROLL.

The R-O-L-L that LUCKY STRIKE Cigarettes has now is being felt in many, many directions. Of course, competitors are noticing it too. The work which you men are doing and the manner in which you are doing it, adds to my confidence daily, that we will have one of the biggest LUCKY STRIKE years in the history of The American Tobacco Company - 1938. My observations, as I travel in the field with the members of the Sales Organization also add to my confidence. I want you men to continue to take your time, remembering always that "Rome was not built in a day" and that your objective is a sincere, convincing retail call. What we want is quality - not quantity. Rushing from one dealer to another - giving a hurried Quality Talk to consumers - will retard our progress rather than help it. Take your time and do a good job.

Of course, our purpose is to demonstrate the merits of LUCKY STRIKE Cigarettes - not the demerits of any other brand of cigarettes. Now, I want to tell you a story - a story that may be of help to you.

If a reply is required, write your answer on the back of this letter.

I, myself, am a farmer. One of the things I raise and take a great deal of pride in - is hogs. They are selected pedigreed stock, carefully bred and many of them have won prizes in various live stock shows throughout the country.

You will find enclosed herewith, a picture of a "Boar" which I raised and which I believe to be one of the finest in the country. Remember -- I raised this "Boar", so I decided to put him in the National Stock Show, feeling confident that he would take first prize without any trouble. Well -- Did he win first? He did not. Did he win second? He did not. Did he win third? He did not. Did he win fourth? He did not. Did he win fifth? He did not. No, when they pinned the ribbon on him the experts gave him Sixth Prize as you will see from the attached photograph and I, the farmer, thought that I had the best "Boar".

In all my travels, I have never met a real farmer who did not believe that the crops he raised or the cattle he bred were not of the finest quality or the best to be had.

It is quite natural, therefore, for any FARMER to honestly think he raises the best tobacco, or the best cotton, or the best oranges, or the best corn, regardless of whoever he sells it to, just the way I feel about my "Boar" but the undeniable fact remains, that among INDEPENDENT TOBACCO EXPERTS, Auctioneers, Buyers, Warehousemen, etc., LUCKY STRIKE has twice as many exclusive smokers as have all the other cigarettes combined. Surely, men who spend their lives buying, selling and handling all the farmers' tobacco are the best judges of tobacco quality, therefore, when we say - With independent tobacco experts - With men who know tobacco best...It's LUCKIES - 2 to 1, we are talking about the EXPERTS who are absolutely impartial and who see and handle ALL types and all grades of tobacco and who therefore, really know tobacco quality.

This story is given to you in an effort to enlarge and build your background. Questions, if you will think them out, are always easily answered because we have the facts - such as sworn records open to the public, - that will show the truth of our statements.

The product which you are selling - LUCKY STRIKE Cigarettes is the finest cigarette in the world and when we say so in our advertising campaign and in our sales plan, WE MEAN IT. We believe in truth in advertising and I am sure you can readily see how important this is. Is not this story which I have just told you, interesting? Do you not recognize that it is absolutely the truth?

Now, the picture attached hereto is not to remain in your possession. I have simply sent it along as an illustration and definite proof of my story.

I want you to read this story several times, study it so that you may get the full import of it and then return the picture to the Sales Department at this office. IMPORTANT! THIS STORY IS TO BE USED ONLY WHEN THIS SUBJECT HAS BEEN BROUGHT UP BY A DEALER OR CONSUMER. REMEMBER - OUR JOB IS TO DEMONSTRATE THE MERITS OF LUCKY STRIKE CIGARETTES AND NOT THE DEMERITS OF ANY OTHER BRAND OF CIGARETTES. IT IS EXTREMELY IMPORTANT THAT YOU UNDERSTAND THIS AND THAT AT NO TIME SHOULD YOU RAISE THE QUESTION FIRST.

Let me have your reactions when you return the picture, not only on the story itself but also, your understanding of how and when the story is to be used.

Very truly yours,

V. Riggio
VICE-PRESIDENT

P. S. Your picture is numbered and an envelope stamped is enclosed. After you have read this letter, return the picture at once to Mr. Shevlin.

P.P.S. These two records are to replace -

"Have You Got Any Castles Baby?"
"Song of Songs"

which you should remove from your phonograph upon the receipt of the new ones.

If a reply is required, write your answer on the back of this letter.

CABLE ADDRESS
TOBACCO

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, California

March 28, 1938

Two New Records

and

"My Boar"

TO THE ENTIRE SALES ORGANIZATION:

It again gives me pleasure to tell you that there are two new records in the mail to you.

"Rosalie"
Sung by Dick Powell

"Good Night Angel"
Sung by Buddy Clark

In my last several letters, I told you about that R-O-L-L which LUCKY STRIKE Cigarettes had and I can again assure you that it is visibly increasing every day. I believe that the constant changing of these records - keeping them new, different and up-to-date has really helped you in your work to add to this ROLL.

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The product which you are selling - LUCKY STRIKE Cigarettes is the finest cigarette in the world and when we say so in our advertising campaign and in our sales plan, WE MEAN IT. We believe in truth in advertising and I am sure you can readily see how important this is. Is not this story which I have just told you, interesting? Do you not recognize that it is absolutely the truth?

circ. file

March 24, 1938

VIA AIR MAIL

Mr. W. H. Curtis,
The American Tobacco Company
of the Pacific Coast,
#1 South Park
San Francisco, Calif.

Dear Sir:

We are shipping to you today 75 "Riggs" Auctioneer records for your regular bi-weekly shipment to the Sales Force.

We are also shipping today 75 complete units, each unit containing -

1 Dick Powell Record - "Rosalie"
1 " " Phonograph Sign
1 Buddy Clark Record - "Good Night Angel"
1 " " Phonograph Sign
6 Form 180 - Selection Cards.

Also, we are shipping 150 extra Form 180 - Selection Cards.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD:CM

N.Y.O. FORM 196
1-12-35

TRIPLICATE
RETAIN FOR PERMANENT RECORD

The American Tobacco Company
INCORPORATED
SALES DEPARTMENT

DATE 3-24-38 193

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION
DO NOT INCLUDE OTHER SUPPLIES

FOR O. K'S ONLY

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	BELOW SPACES FOR N. Y. O. ONLY WGHT.	NO. PKGS.
75	AUCTIONEER RECORDS - RIGGS		

TRIPLICATE

THE AMERICAN TOBACCO
CO. OF THE PACIFIC COAST
#1 SOUTH PARK
SAN FRANCISCO
CALIFORNIA

TO _____ PRINT NAME

TO ARRIVE NOT LATER THAN _____ (ALLOW SUFFICIENT TIME)

SHIP BY _____ STREET OR POST OFFICE ADDRESS _____ TOWN _____ STATE

N.Y.O. FORM 195
1-19-38

TRIPLICATE
RETAIN FOR PERMANENT RECORD

The American Tobacco Company
INCORPORATED
SALES DEPARTMENT

DATE 3-18-38 193

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION
DO NOT INCLUDE OTHER SUPPLIES

FOR O. K'S ONLY

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	BELOW SPACES FOR N. Y. O. ONLY WGHT.	NO. PKGS.	
75	Dick Powell Records - Rosanie			**TRIPLICATE**
75	" " Phono. Signs			American Tobacco Co. of the
75	Buddy Clark Records - Good Night Angels			Pacific Coast
75	" " Phono. Signs			#1 South Park
600	Form 180 - Selection Cards			San Francisco
				California.

TO _____
PRINT NAME

TO ARRIVE NOT LATER THAN _____
(ALLOW SUFFICIENT TIME)

SHIP BY _____ STREET OR POST OFFICE ADDRESS _____ TOWN _____ STATE

THIS CIRCULAR MAILED TO SECTIONS? 12375
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
CALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 109

DATE 3/28/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

"Your Hit Parade" presented as guest artist Saturday, March 26th, the American songstress known to millions of radio listeners as Ramona.

The talented Ramona has just returned from a most successful engagement at Ciro's in London where the beauty of her voice and the charm of her personality captivated the reserved English audiences. This winter London was not only "mad about music" but also "mad about Ramona".

After singing "There's A Boat That's Leaving" from George Gershwin's "Porgy and Bess", Ramona and the announcer held the following conversation:

RUYSDAEL: Thank you, Ramona, that was grand.

RAMONA: Thank you, Mr. Ruysdael.

RUYSDAEL: Do you mind if I "talk shop" a moment?

RAMONA: Why, not at all.

RUYSDAEL: Then I wish you'd tell our listeners about your experience at the Capitol Theatre in New York.

RAMONA: You mean the time I sang 30 songs a day? That sure was work. I had four shows at the Capitol a day ... sang six numbers in each one ... and sang six more on a radio program. Thirty in all.

RUYSDAEL: And you smoked Luckies at that time?

RAMONA: Yes, I've smoked them for five years. But that experience is what really made me ardent about Luckies. Even though I was singing those 30 songs a day, Luckies and my throat got along perfectly.

RUYSDAEL: You are very kind to tell us that, Ramona. And thanks for your song.

RAMONA: I enjoyed it immensely, Mr. Ruysdael...Goodnight, everybody.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 26, 1938

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

March 24, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Tobacco Expert testimonial from "Your News Parade" Friday, March 18, 1938: -

BARUCH: Our friend, "Speed" Riggs, the famous tobacco auctioneer, is, of course, well acquainted down in Tobaccoland. So, Speed, will you please step up here to the microphone, and tell us if you know who "Alf" Webster is.

RIGGS: (FADING IN) Alf Webster? You mean, the one that has a tobacco warehouse down in Durham, North Carolina?

BARUCH: That's the one.

RIGGS: Why sure. I know Alf Webster well. In fact, I auctioneered in his warehouse there one whole season.

BARUCH: He's pretty well-known among tobacco-men, isn't he?

RIGGS: He sure is. He operates two warehouses - the one in Durham and then another down in South Carolina at a town called Loris. I understand they sell around 6,000,000 pounds of tobacco a year in those two warehouses.

BARUCH: He sells to <u>all</u> the cigarette companies, I suppose?

RIGGS: Oh, sure, there's a full set of buyers at both his

warehouses.

BARUCH: Well, thanks, Speed. I wanted to get those facts about him because I've got a statement here, that he made about Luckies and I think it's going to be of interest to every smoker listening in. Here it is - QUOTE - Luckies really buy the finest line of tobacco that's offered in my two warehouses. And for many years, at markets in Georgia, the Carolinas, Kentucky and Tennessee, I've seen Lucky Strike buy this same fine grade of tobacco. That's why I've smoked Luckies myself ever since 1917. And I think that's why so many other independent tobacco men choose Luckies, too - END QUOTE. Yes, independent tobacco men like Mr. Webster - warehousemen, buyers, auctioneers - do choose Luckies by an overwhelming majority. Sworn records show that among these experts Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) When you hear that chant and when you ask for cigarettes, remember ... with men who know tobacco best, it's Luckies 2 to 1.

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 109 DATE 3/25/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

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While filling this engagement her artistry gained for her the friendship of the Duke of Kent - a regular visitor to Ciro's. The combination of her rich voice and the Duke's fondness for music resulted in Ramona spending many pleasant week-ends entertaining the Duke and Duchess of Kent at their country home.

After singing "There's A Boat That's Leaving" Ramona and the announcer held the following conversation:

RUYSDAEL: That was lovely, Miss Ramona, fit for any King. Now, tell us, was everything grand over there in London -- no flies in the ointment at all?

RAMONA: Well -- one, Mr. Ruysdael.

RUYSDAEL: What was that?

RAMONA: I hate to say it but that London climate was a little trying ... especially on my voice and throat. And on that score, I owe some real thanks to Lucky Strike.

RUYSDAEL: You smoked Luckies while you were in London?

RAMONA: Yes -- I paid 35 cents a pack for them. And, even with my throat in a bad way on account of the climate, Luckies were gentle as ever!

RUYSDAEL: Have you smoked Luckies long?

RAMONA: For five years, now. And even when I've been singing as many as 30 or 40 songs a day -- Luckies have never bothered my throat one bit.

RUYSDAEL: Well, thank you, Ramona. And now on behalf of "Your Hit Parade" audience let me say we're glad to have you back in the U.S.A.

RAMONA: I'm glad to be back Mr. Ruysdael ... Goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 26, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

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RUYSDAEL: What was that?

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RUYSDAEL: You smoked Luckies while you were in London?

RAMONA: Yes -- I paid 35 cents a pack for them. And, even with my throat in a bad way on account of the climate, Luckies were gentle as ever!

RUYSDAEL: Have you smoked Luckies long?

RAMONA: For five years, now. And even when I've been singing as many as 30 or 40 songs a day -- Luckies have never bothered my throat one bit.

RUYSDAEL: Well, thank you, Ramona. And now on behalf of "Your Hit Parade" audience let me say we're glad to have you back in the U.S.A.

RAMONA: I'm glad to be back Mr. Ruysdael ... Goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 26, 1938

LORD & THOMAS
NEW YORK

For Permanent File

Client LUCKY STRIKE "YOUR HIT PARADE" Number 1 Date 5/14/38
Copy for RAMONA SPOT 12-gm

RUYSDAEL: Rudyard Kipling, the great English writer, gave one of the best descriptions of true simplicity when he defined it as the ability to walk with kings but never lose the human touch. Our guest tonight - the famous young American singer whom you know as Ramona - has just returned from London, where her artistry gained her the friendship, if not of kings, at least of princes and dukes. And now, Ramona has returned to us, still the same unspoiled American girl she was when she left. Ladies and gentlemen, Lucky Strike takes pleasure in welcoming back to America the rich-voiced songstress of stage and radio....Ramona!

(APPLAUSE)

RUYSDAEL: And now, Miss Ramona, tell us about it!

RAMONA: About London? It was swell!

RUYSDAEL: But about the princes and the dukes?

RAMONA: Well - they were swell, too!

RUYSDAEL: But how did you come to meet them?

RAMONA: Oh, that was very natural. You see, I was singing at Ciro's in London... the ultra-ultra-ultra exclusive Ciro's....and - well - the Duke of Kent for one was a regular visitor - he's mad about music. He used to ask me for request numbers and the first thing I knew the Duchess was inviting me out to their country place for week-ends.

RUYSDAEL: Did they send for you in a golden coach with twelve footmen in silver and brocade?

RAMONA: Not at all, Mr. Ruysdael. As a matter of fact the Duke and Duchess of Kent are just about the most simple and charming people you could meet.

RUYSDAEL: What did you do at their home?

RAMONA: I'll be glad to. How about "_____"?

(MUSIC - SINGS)

(APPLAUSE)

RUYSDAEL: That was lovely, Miss Ramona, fit for any King. Now, tell us, was everything grand over there in London -- no flies in the ointment at all?

RAMONA: Well -- one, Mr. Ruysdael.

RUYSDAEL: What was that?

RAMONA: I hate to say it but that London climate was a little trying ... especially on my voice and throat. And on that score, I owe some real thanks to Lucky Strike.

RUYSDAEL: You smoked Luckies while you were in London?

RAMONA: Yes -- I paid 55 cents a pack for them. And, even with my throat in a bad way on account of the climate, Luckies were gentle as ever!

RUYSDAEL: Have you smoked Luckies long?

RAMONA: For five years, now. And even when I've been singing as much as 30 or 40 songs a day -- Luckies have never bothered my throat one bit.

RUYSDAEL: Well, thank you, Ramona. And now on behalf of Your Hit Parade audience let me say we're glad to have you back in the U.S.A..

RAMONA: I'm glad to be back Mr. Ruysdael ... Goodnight all.

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After singing, "There's A Boat That's Leaving", Ramona and the announcer held the following conversation:

RUYSDAEL: That was lovely, Miss Ramona. Now, tell us - where would you rather be - in London or New York?

RAMONA: (LAUGHS) Please, Mr, Ruysdael. I love both. America is my home but then I do love everything about London... or almost everything.

RUYSDAEL: Almost everything?

RAMONA: Yes - I hate to say this, but - well, the London climate was a trifle trying...especially on my voice and throat. And on that score I owe some real thanks to Lucky Strike.

RUYSDAEL: You smoked Luckies while you were in London?

RAMONA: Yes, I did. And even with my throat in a bad way on account of the climate, Luckies were gentle as ever.

RUYSDAEL: Have you smoked Luckies long?

RAMONA: For 5 years now. And even when I'm singing as many as 30 or 40 songs a day, Luckies have never bothered my throat one bit.

RUYSDAEL: Well, thank you, Ramona. And now on behalf of "Your Hit Parade" audience let me say we're glad to have you back in the U.S.A.

RAMONA: And I'm glad to be back, Mr. Ruysdael...Goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 26, 1938

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RUYSDAEL: Almost everything?

RAMONA: Yes - I hate to say this, but - well, the London climate was a trifle trying...especially on my voice and throat. And on that score I owe some real thanks to Lucky Strike.

RUYSDAEL: You smoked Luckies while you were in London?

RAMONA: Yes, I did. And even with my throat in a bad way on account of the climate, Luckies were gentle as ever.

RUYSDAEL: Have you smoked Luckies long?

RAMONA: For 5 years now. And even when I'm singing as many as 30 or 40 songs a day, Luckies have never bothered my throat one bit.

RUYSDAEL: Well, thank you, Ramona. And now on behalf of YOUR HIT PARADE audience let me say we're glad to have you back in the U.S.A.

RAMONA: And I'm glad to be back, Mr. Ruysdael...Goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY MARCH 26, 1938

LORD & THOMAS
NEW YORK

For Copywriter

Mr. Boggiano

Client LUCKY STRIKE "YOUR HIT PARADE" Number Rev. Date 5/25/53

Copy for GUEST APPEARANCE - RAMONA 12-pm

RUYSDAEL: If ever America feels the need of a goodwill ambassador to England - well, our President might well send our guest of this evening ... the famous young American singer whom you know as Ramona. As a matter of fact, Ramona has just returned from London where she captivated the reserved British audiences of the English capital with the beauty of her voice and the charm of her personality. Her English friends were reluctant to see Ramona leave. But, England's loss is America's gain ... and tonight Lucky Strike takes pleasure in welcoming back to her homeland, that lovely young songstress of radio and stage...Ramona!

(APPLAUSE)

RUYSDAEL: And now, Miss Ramona, tell us about London.

RAMONA: About London? It was swell. I loved it.

RUYSDAEL: And London loved you from all reports. You sang at Ciro's, didn't you?

RAMONA: Yes. At Ciro's.

RUYSDAEL: Just about the most exclusive night club in the British Empire, Ciro's - isn't it?

RAMONA: Yes, it is rather exclusive. All the British nobility go there.

RUYSDAEL: Did you meet any of them?

RAMONA: Oh, yes...several. I used to play the piano there for the Duke of Kent.

RUYSDAEL: Well, that's certainly a high class audience. But I didn't know you played.

RAMONA: Although lots of people don't know it, Mr. Ruysdael, I got my start as a pianist. I became a singer quite by accident.

RUYSDAEL: By accident? A lucky accident, I'd say. But how did that happen?

RAMONA: Well, it was several years ago, I'd been a pianist with different orchestras on the radio...and I came to New York to look for a job. I heard that one of the big radio stations was holding auditions for a pianist at a New York

RAMONA (CONT'D) hotel. So, I went up.

RUYSDAEL: And got the job?

RAMONA: (LAUGHING) Not as a pianist...no. You see, when I arrived I found that the only piano they had was so small it looked as though it belonged in a doll's house. I'm a big girl, Mr. Ruysdael. And when I sat down to play... well, they laughed. I couldn't even get my knees under it to get at the pedals.

RUYSDAEL: So what did you do?

RAMONA: The only thing I could think of. I sang. And the only song I knew at the time - "I Can't Give You Anything But Love, Baby."

RUYSDAEL: And what happened?

RAMONA: (LAUGHS) They gave me a job....as a singer! And I've been a singer ever since.

RUYSDAEL: Well, I think we'll follow suit, Miss Ramona and ask you to sing for us right now.

RAMONA: I'll be glad to. How about "There's A Boat That's Leaving" from "Porgy and Bess."?

RUYSDAEL: (MUSIC.....SINGS)

(APPLAUSE)

RUYSDAEL: That was lovely, Miss Ramona. ~~I think we owe our thanks to that doll's house piano that gave yourself a start as a singer.~~..Now, tell us - where would you rather be - in London or New York.

RAMONA: (LAUGHS) Please, Mr. Ruysdael. I love both. America is my home but then I do love everything about London...or almost everything.

RUMSDAEL: Almost everything?

RAMONA: Yes - I hate to say this, but - well, the London climate was a trifle trying... especially on my voice and throat. And on that score I owe some real thanks to Lucky Strike.

RUMSDAEL: You smoked Luckies while you were in London?

RAMONA: Yes, I did. And even with my throat in a bad way on account of the climate, Luckies were gentle as ever.

RUMSDAEL: Have you smoked Luckies long?

RAMONA: For 5 years now. And even when I'm singing as many as 30 or 40 songs a day, Luckies have never bothered my throat one bit.

RUMSDAEL: Well, thank you, Ramona. And now on behalf of YOUR HIT PARADE audience let me say we're glad to have you back in the U.S.A.

RAMONA: And I'm glad to be back, Mr. Rumsdael....Goodnight all.

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After singing "There's A Boat That's Leaving" from George Gershwin's "Porgy and Bess", Ramona and the announcer held the following conversation:

RUYSDAEL: Thank you, Ramona, that was grand.

RAMONA: Thank you, Mr. Ruysdael.

RUYSDAEL: Do you mind If I "talk shop" a moment?

RAMONA: Why, not at all.

RUYSDAEL: Then I wish you'd tell our listeners about your experience at the Capitol Theatre in New York.

RAMONA: You mean the time I sang 30 songs a day? That sure was work. I had four shows at the Capitol a day ... sang six numbers in each one ... and sang six more on a radio program. Thirty in all.

RUYSDAEL: And you smoked Luckies at that time?

RAMONA: Yes, I've smoked them for five years. But that experience is what really made me ardent about Luckies. Even though I was singing those 30 songs a day, Luckies and my throat got along perfectly.

RUYSDAEL: You are very kind to tell us that, Ramona. And thanks for your song.

RAMONA: I enjoyed it immensely, Mr. Ruysdael...Good night, everybody.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, MARCH 26, 1938

COLUMBIA BROADCASTING SYSTEM

LUCKY STRIKE - "YOUR HIT PARADE"

SATURDAY, MARCH 26, 1938

10:00 to 10:45 PM

CUE: (COLUMBIA BROADCASTING SYSTEM)
(.....30 seconds.....)

ANNOUNCER: Listen to the chant of the tobacco auctioneer ...

CUTHRELL: (THREE SALES ... ENDING WITH)
ALL DONE? SOLD! TO THE AMERICAN TOBACCO COMPANY!

ANNOUNCER: Naturally the independent tobacco experts like the auctioneer you just heard know who buys what tobacco. With these experts - "with men who know tobacco best, it's Luckies -- two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . .ORCHESTRA)

ANNOUNCER: Lucky Strike presents YOUR HIT PARADE with Carl Hoff and the Lucky Strike Orchestra. Later in the program we shall introduce as our guest of the evening Ramona - glamorous singing star of stage and radio. Each week, YOUR HIT PARADE brings you America's favorite music ... the ten tunes which the Lucky Strike survey reveals as the most popular songs in the land.

(MORE)

ANNOUNCER: (CONT'D) The leaders in sheet music and record sales - the songs played most frequently on the radio - and the tunes you request when you're out dancing .... all these figures are assembled and tabulated, and the result is YOUR HIT PARADE. Not just a program of dance music, but the only authoritative and complete picture of America's musical taste today.

Okay Carl Hoff ... let's start things rolling with the cheery song from the motion picture "Snow White" that's jumped up two spots to SIXTH place on YOUR HIT PARADE ... "Heigh Ho."

("HEIGH HO" . . . . . QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

SEGUE TO

("HOW JA LIKE TO LOVE ME . . . . . .GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number NINE ... sit back and light up a Lucky while the orchestra plays the song from the motion picture "College Swing" that's entering in ninth place this week ... "How Ja Like To Love Me".

(MUSIC SWELLS & FINISHES)

SEGUE TO

("LIMEHOUSE BLUES" . . . . . .ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Extra ... Carl Hoff presents his up-to-the-minute arrangement of the jazz classic that made it's first appearance back in 1923 ... "Limehouse Blues".

(MUSIC SWELLS & FINISHES)

SEGUE TO

(FANFARE. . . . .)

ANNOUNCER: Number TWO ... still up among the leaders, here's the song from the motion picture "The Big Broadcast of 1938" that's in second place this week ... "Thanks For The Memory"

("THANKS FOR THE MEMORY" . . . . . CLARK & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

COMMERCIAL #1

RUYSDAEL: There's a gentleman at my elbow tonight who is a living encyclopedia of tobacco facts ... also a very trustworthy and easily consulted guide as to "Who's Who" in Tobaccoland. So, I'm going to ask our friend - Mr. J. E. Cuthrell, the famous tobacco auctioneer whether he knows Harry King, of Durham, North Carolina.

CUTHRELL: Harry King, of Durham. Yes sir. I know him very well.

RUYSDAEL: What does Mr. King do in tobacco, Mr. Cuthrell?

CUTHRELL: He's an independent buyer, Mr. Ruysdael. And a darn good one!

RUYSDAEL: How do you mean -- "independent"?

CUTHRELL: Well - I mean he's not connected with any cigarette company. He buys tobacco for his own account. And he buys a lot of it, too. He's a mighty keen judge of tobacco values.

RUYSDAEL: Thank you, Mr. Cuthrell. I wanted every smoker listening in to know something of Mr. King's background before I read what he has to say about tobacco. Here it is: QUOTE: "In my last 12 years as an <u>independent</u> tobacco buyer I figure I've invested around $648,000 of my own money in tobacco.

(MORE)

RUYSDAEL: (CONT'D) Now I only pay 15 cents for a package of Luckies but when I make that small investment, I certainly don't forget the knowledge of tobacco I've gained. I pick Luckies because I'm convinced that the clean, mellow type of tobacco Lucky Strike buys gives me the best smoke for my money. I've smoked Luckies for 8 years now." END QUOTE. There you have the honest impartial opinion of one independent tobacco expert. And what's even more significant is that this preference for Luckies is shared by most other independent experts - buyers, warehousemen, auctioneers.. not connected with any cigarette manufacturer. These experts know tobacco and they know the quality of tobacco that is bought for Lucky Strike cigarettes. And when it comes to smoking, they themselves choose Luckies. Here are the actual facts as shown by sworn records ... Among independent tobacco experts like Harry King, Lucky Strike has over twice as many exclusive smokers as have all the other cigarettes combined. Over twice as many! Remember this fact next time you hear the chant of the tobacco auctioneer (FADE IN CHANT) When you hear that chant, remember... with independent experts - with men who know tobacco best it's Luckies 2 to 1.

("THE DIPSY DOODLE" . . . . . .GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number TEN ... a favorite on the Lucky Strike survey for two months, here's the tune that's in tenth place this week ... "The Dipsy Doodle".

(MUSIC SWELLS & FINISHES)

segue to

("IT'S WONDERFUL . . . . . CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FIVE ... another Lucky Strike newcomer entering this week 'way up in fifth place ... the lilting tune... "It's Wonderful".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE . . . . .)

ANNOUNCER: Number THREE ... Walt Disney's "Snow White" provides another merry tune that's in third place this week ... "Whistle While You Work."

("WHISTLE WHILE YOU WORK" . . . . . .QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

GUEST APPEARANCE: ROMANA

RUYSDAEL: From Maine to California, all America is "mad about music"! What's more, our music is just as popular abroad...especially in London. This winter, London was not only "mad about music", but also "mad about Ramona", the talented young American girl who jam-packed the famous Ciro's in London. Tonight we welcome her back to this country. Lucky Strike is pleased to present...Ramona. ANOTHER PIANO. (APPLAUSE)

RAMONA: Thank you. That is a very friendly welcome.

RUYSDAEL: You know, Ramona, your name sounds Spanish...you have made a success in England...yet you are tall and blonde like the Scandinavian women. Just what are you?

RAMONA: To sum it up very quickly, Mr. Ruysdael...I'm from ~~Kansas City~~ CINCINNATI.

RUYSDAEL: (LAUGHS) That is a quick way of saying "typically American". Did you start to sing there?

RAMONA: Well, I really started as a pianist...but a ~~mini~~ MINIATURE-piano -- a very small ~~mini~~ MINIATURE-piano -- ruined my career.

RUYSDAEL: What happened?

RAMONA: I couldn't get my ~~feet~~ KNEES under it...You see, I was trying out in a radio audition as a piano player. Naturally, I was very excited. Somehow or other, ~~when my feet couldn't get together with the foot pedals~~, I started to sing?

RUYSDAEL: So you didn't get the job?

RAMONA: Not that one -- but they did pick me as a singer.

RUYSDAEL: You should be very fond of mini-pianos.

RAMONA: I certainly am...because ~~Paul Whiteman~~ a FAMOUS ORCHESTRA LEADER soon heard me over the air...and asked me to sing with him.

RUYSDAEL: A wonderful start...and now, Ramona, what are you going to sing for us?

RAMONA: A song from George Gershwin's "Porgy and Bess"..."There's A Boat That's Leaving".

(RAMONA SINGS.....APPLAUSE)

RUYSDAEL: Thank you, Ramona, that was grand.

RAMONA: Thank you, Mr. Ruysdael.

RUYSDAEL: Do you mind if I "talk shop" a moment?

RAMONA: Why, not at all.

RUYSDAEL: Then I wish you'd tell our listeners about your experience at the Capitol Theatre in New York.

RAMONA: You mean the time I sang 30 songs a day? That sure was work. I had four shows at the Capitol a day...sang six numbers in each one...and sang six more on a radio program. Thirty in all.

RUYSDAEL: And you smoked Luckies at that time?

RAMONA: Yes, I've smoked them for five years. But that experience is what really made me ardent about Luckies. Even though I was singing those 30 songs a day, Luckies and my throat got along perfectly.

RUYSDAEL: You are very kind to tell us that, Ramona. And thanks for your song.

RAMONA: I enjoyed it immensely, Mr. Ruysdael...Good night, everybody.

(APPLAUSE)

("LUCKY DAY" . . . . . .ORCHESTRA)

ANNOUNCER: YOUR HIT PARADE will continue after a brief pause for station identification.

STATION BREAK

("LUCKY DAY" . . . .SWELLS & FINISHES)

ANNOUNCER: On with YOUR HIT PARADE with Carl Hoff and the Lucky Strike Orchestra - the most popular songs in the land as shown by a careful check of the hit tunes of all America. The only authoritative and complete picture of America's favorite tunes today.

("I DOUBLE DARE YOU" . . . . . .GIBSON & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number SEVEN ... light up a Lucky while the orchestra presents the sparkling tune that's in seventh place from New York to California ... "I Double Dare You".

(MUSIC SWELLS & FINISHES)

segue to

("SWEET AS A SONG" . . . . . .CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number EIGHT ... from Fred Allen's latest picture "Sally, Irene and Mary" comes the song that's in eighth place on YOUR HIT PARADE this week ... "Sweet as a Song".

(MUSIC SWELLS & FINISHES)

segue to

("THE BEST THINGS IN LIFE ARE FREE"
("THE VARSITY DRAG" . . . . . .ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: A Lucky Strike Double ... here's a Carl Hoff arrangement of two fast-stepping songs from "Good News" ... Broadway's hit show of 1927 ... "The Best Things in Life Are Free" and "Varsity Drag".

(MUSIC SWELLS & FINISHES)

COMMERCIAL #2

REVISED

COMMERCIAL #2

RUYSDAEL: Can you imagine how your throat would feel after singing 30 songs? Wouldn't it be tired and sensitive? Of course it would. What a perfect moment that would be to find out which cigarette is gentlest on your throat. Ramona, the talented singer you heard tonight, has had exactly this experience. She told you herself that, even when singing 30 songs a day at the Capitol Theatre in New York, Luckies got along perfectly with her throat. Now the reason for this is very simple ... In the first place Luckies are made of only the finest tobaccos. Remember, tobacco experts smoke them 2 to 1. Secondly, Luckies have an exclusive process that no other cigarette enjoys. This exclusive process - "It's Toasted" - takes out certain harsh throat irritants that are found in all tobacco ... even the finest. So it makes Luckies a light smoke - easy on your throat. To prove this fact, all you need do is to try Luckies ... try them for two weeks. Your throat ... and your taste ... will tell you that Luckies should be your cigarette.

("GOODNIGHT ANGEL" . . . . . CLARK & ORCHESTRA)

(FADE FOR ANNOUNCEMENT)

ANNOUNCER: Number FOUR ... from the motion picture "Radio City Revels", here's the ballad that's returning to the Lucky Strike survey after a week's absence ... way up in fourth place ... "Goodnight Angel".

(MUSIC SWELLS & FINISHES)

segue to

(FANFARE . . . .)

ANNOUNCER: Here it is ... Number ONE ... making it's second appearance on YOUR HIT PARADE, here's the song sensation that's skyrocketed from seventh place to the top-notch spot this week ... Number One on YOUR HIT PARADE -- the Mexican waltz novelty ... "Ti Pi Tin".

("TI PI TIN" . . . . . .QUARTET & ORCHESTRA)

(MUSIC SWELLS & FINISHES)

segue to

("LUCKY DAY" . . . . . .ORCHESTRA)

ANNOUNCER: And that's YOUR HIT PARADE ... your nationwide authority for the most popular tunes in all America played by Carl Hoff and the Lucky Strike Orchestra. (PAUSE) And here's an important announcement! Next Wednesday night over a different network, Lucky Strike presents a new program...Kay Kyser's Musical Class and Dance. (MORE)

ANNOUNCER: CONT. There's fun for everybody with Professor Kyser's tantalizing questions on matters musical, and dancing to the rhythms of Kay Kyser's Orchestra. Tobacco auctioneer L. A. (Speed Riggs, will be on hand, too, so be sure to tune in next Wednesday night for an hour of fun and frolic. See your local paper for time and station announcement of Kay Kyser's Musical Class and Dance. And next time you buy cigarettes, remember - with independent tobacco experts - "with men who know tobacco best, it's Luckies -- two to one!"

("HAPPY DAYS ARE HERE AGAIN" . . . . . .ORCHESTRA

(APPLAUSE)

ANNOUNCER: The famous tobacco auctioneer you heard on tonight's program is J. E. Cuthrell of Kinston, North Carolina.

THIS IS THE COLUMBIA ... BROADCASTING SYSTEM.

WABC ..... NEW YORK

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS? [illegible]
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

March 31, 1938

TO THE ENTIRE SALES ORGANIZATION:

In order to care for the sample, stationery, advertising material and associated accessory requirements of each member of the Sales Organization, a constant study is maintained to determine an average for each member's needs. This study has disclosed that a more constant supply of these materials commensurate with your needs can be furnished to you by the changing of certain existing procedures in forwarding these supplies. Accordingly, the routines contained in Instructions No. 1 attached - "Your Supplies End First Quarter 1938" - shall become operative at once.

The accuracy of these studies as to your requirements of supplies is in a great measure dependent upon your reports of work performed. In order to secure verification of these records, it will be necessary for an inventory of your supplies on hand to be requested at certain intervals to be determined by this office. You will, therefore, find attached Instructions No. 2 - "Inventory End First Quarter 1938". The prompt submission of this inventory is most essential to facilitate the studies being conducted.

I want you to study the attached instructions carefully and thoroughly, so that you will be able to carry them out correctly. I feel that they are simple and concise and that they should be of great assistance to you in keeping all of the material which you require, in first class condition. These instructions, intelligently followed by you will prevent overstocking you with material and should enable you to keep on hand constantly, a 3 weeks' supply of everything you require.

Remember, every improvement - no matter how small - should contribute to the banner LUCKY STRIKE year that 1938 should and will be.

Very truly yours,

V. Riggio
VICE-PRESIDENT

If a reply is required, write your answer on the back of this letter.

INSTRUCTIONS

Your Supplies End First Quarter 1938

March 31, 1938

(1) STATIONERY

It has been decided to discontinue all periodic shipments of stationery. Each sales representative shall requisition his stationery requirements, using N.Y.O. Form 195, anticipating his needs in sufficient time to permit shipments to go forward by parcel post or express. A three weeks' supply of stationery shall be maintained on hand at all times.

(2) PASTE

Periodic shipments of tubes of paste used in the affixing of posters have been discontinued. Each sales representative shall requisition his requirements for paste, utilizing N.Y.O. Form 195. A three weeks' supply should be maintained on hand at all times. Each carton will contain six tubes of paste. Your paste requirements should, therefore, be requisitioned by cartons, the quantity based on cartons containing six tubes each.

(3) CHAMOIS

For use in the cleaning of windows a supply of chamois skins has been procured and they are available for immediate shipment to you. These skins are of sufficient size to permit their being cut in two to provide you with a washing skin and a drying skin. Your requirements for these chamois skins should be requisitioned in the usual manner on N.Y.O. Form 195.

(4) WINDOW CLEANING FLUID

In order to further assist you in the cleaning of windows, it has been decided to equip each salesman with a window cleaning fluid. This is a special preparation

INSTRUCTIONS

Your Supplies End First Quarter 1938

March 31, 1938

(4) WINDOW CLEANING FLUID (Cont'd)

which will enable you to perform the task of cleaning the windows in an efficient manner and with a minimum of labor involved. A supply of this fluid compound is now in stock contained in a bottle of approximately eight ounces, and is available for shipment on requisition. A three weeks' supply should be maintained on hand at all times. A quantity of three bottles should be requested on your initial requisition and your replacements should be based on each individual week's consumption thereafter. A spray will be sent you with your first shipment only.

(5) WINDOW SCRAPERS

For use in connection with the window scrapers furnished you as part of your cabin bag equipment, a supply of special blades has been placed in stock. These blades are especially designed for use with your holder and will render considerably longer service than the ordinary blades obtainable in the field. These blades are available for immediate shipment and can be obtained by requisition on this office. A supply of three blades should be maintained on hand at all times.

(6) SCOTCH TAPE

In certain tax states, it is the practice of jobbers to cut the carton containing the ten packages of cigarettes in order to affix the State Tax stamps, consequently, you have some difficulty in preparing such cartons for Spreads. To overcome this, we have secured a supply of scotch tape to be used for rebinding these cartons, in those states in which the jobber cuts the carton. Requisition your requirements immediately using N.Y.O. Form 195. A three weeks' supply should be maintained on hand by each member of the Sales Organization in such states. THIS SCOTCH TAPE, HOWEVER, SHALL AT NO TIME BE USED FOR THE PLACEMENT OF POSTERS.

INSTRUCTIONS

Your Supplies
End
First Quarter 1938

March 31, 1938

(7) WOOD MOULDING

In order to assist you in the making of spreads, a supply of 3/8" x 1/4" wood moulding has been placed in stock. This moulding will be furnished in standard lengths of 15 inches each, to permit you to carry same in your cabin bag. This moulding is made of California Redwood and may be readily cut to size by the use of a pen knife. A quantity sufficient to care for your needs for a period of three weeks should be carried at all times. Your requirements should be requisitioned in the usual manner on N. Y. O. Form 195.

(8) WIRE BRADS

For use in the placement of the wood moulding as provided for in Paragraph 7, there has been placed in stock a supply of 1/2" wire brads. These wire brads (nails) are contained in 4 ounce packages and should be requisitioned in the usual manner, using N. Y. O. Form 195.

(9) LUCKY STRIKE SAMPLE 3's

It has been the experience of this office that some members of the Sales Organization fail to place their requisitions for LUCKY STRIKE Sample 3's in sufficient time to meet their requirements and resort to telegraphic requests for rush express shipments. This involves considerable unnecessary expense and special handling. On the other hand, other members of the Sales Organization continually request shipments of quantities far in excess of their immediate needs. Both the foregoing conditions could be readily eliminated by each member of the Sales Organization anticipating the proper quantity of his requirements and placing his requisition in sufficient time as to maintain a three weeks' supply of samples. The success of our sampling campaign in a great measure is dependent upon the freshness of the samples you present to the consuming public you contact. Always keep in mind that THE CONDITION OF SAMPLES DISBURSED IS JUST AS ESSENTIAL AS THEIR PROPER DISTRIBUTION.

INSTRUCTIONS

Your Supplies
End
First Quarter 1938

March 31, 1938

(10) REQUISITION PROCEDURE

So that each member of the Sales Organization will have sufficient LUCKY STRIKE 3's, advertising material and all other necessary material on hand, you should, at the close of each week's work, review the condition of your supplies of all of your material and immediately make out a requisition to bring your supply of material on hand up to three weeks' supply. These requisitions should be forwarded with your Expense Account at the close of each week's work. This will enable us to make prompt shipment to you and should insure your always having sufficient material on hand.

We do not want overstocks of material with any of our salesmen, nor do we want you to run short. This systematic check by you each week should prevent either of these conditions from occurring. Use care and judgment when you place the shipping address on your requisition so that shipment will reach you promptly on route.

CAUTION:

AGAIN YOU ARE REMINDED THAT NO FURTHER ARBITRARY SHIPMENTS OF ANY KIND OF MATERIAL WILL BE MADE TO YOU - IT WILL BE NECESSARY FOR YOU TO REQUISITION ALL YOUR FUTURE REQUIREMENTS OF ALL MATERIAL WHICH YOU USE - YOU SHOULD MAINTAIN A THREE WEEKS' SUPPLY ON HAND AT ALL TIMES - NO MORE AND NO LESS.

INSTRUCTIONS

Inventory
End
First Quarter 1938

March 31, 1938

In order to check your existing supplies on hand against the records of this office, a physical inventory is required of the status of your supplies on hand at the close of your day's work, April 1, 1938. This inventory will cover all LUCKY STRIKE Sample 3's, stationery, advertising material and accessories in your possession. Extreme care should be exercised by you in the preparation of this inventory and an accurate count shall be made of each item requested which you have on hand. This inventory is to be forwarded with your Expense Account submitted for that week.

INVENTORY OF MATERIAL ON HAND

APRIL 1, 1938

STATIONERY

ARTICLE	UNITS	QUANTITY
Expense Account Envelopes - Form 64	No. Envelopes	
Pink Envelopes (Plain) - Form 124	No. Envelopes	
Pink Envelopes (Addressed) - Form 124a	No. Envelopes	
Requisition Blanks - Form 195	No. Pads	
A. T. Co. Self-Addressed Envelopes - Form 200	No. Envelopes	
"Facts for Applicants" - Form 219	No. Books	
Contingent Fund Receipt - Form 350a	No. Sheets	
Call Slip and Cash Sale - Form 341	No. Books	
Drop Shipment and Jobbers Orders - Form 342	No. Books	
Daily Route Report - Form 346	No. Books	
Expense Account Book - Form 347-195-82	No. Books	
Paste	No. Tubes	
LUCKY STRIKE SAMPLE 3's - (Number of Packages)		
LUCKY STRIKE SAMPLE 3's (On Hand)		
LUCKY STRIKE SAMPLE 3's (Held by Jobber)		
LUCKY STRIKE SAMPLE 3's (Total in my Assignment)		

INVENTORY OF MATERIAL ON HAND

APRIL 1, 1938

ADVERTISING MATERIAL

ARTICLE	UNITS	QUANTITY
LUCKY STRIKE Posters (Carole Lombard)	No. Posters	
LUCKY STRIKE Posters (Chant of Tob.Auctioneer)	No. Posters	
LUCKY STRIKE Posters (Notice to Smokers)	No. Posters	
LUCKY STRIKE Posters (Your Hollywood Parade)	No. Posters	
LUCKY STRIKE Posters (All Others)	No. Posters	
LUCKY STRIKE Set-ins (Carole Lombard)	No. Set-ins	
LUCKY STRIKE Set-ins (Tobacco Expert)	No. Set-ins	
LUCKY STRIKE Set-ins (All Others)	No. Set-ins	
HALF & HALF Posters (Swell Smoke)	No. Posters	
HALF & HALF Posters (Smells Good)	No. Posters	
HALF & HALF Cigarette Papers (white)	No. Books	

Describe and show quantity of any other advertising material on hand

_____

_____

_____

The above is an accurate count of all of the above supplies on hand with me ANYWHERE in my Assignment.

Signature.....
Assign. No.....Div.No.....

DIVISION MANAGERS: Report only advertising material on hand with you personally.

THIS INVENTORY MUST POSITIVELY BE MAILED SATURDAY APRIL 2, 1938

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, California

CABLE ADDRESS
TOBACCO

March 31, 1938

TO THE ENTIRE SALES ORGANIZATION:

In order to care for the sample, stationery, advertising material and associated accessory requirements of each member of the Sales Organization, a constant study is maintained to determine an average for each member's needs. This study has disclosed that a more constant supply of these materials commensurate with your needs can be furnished to you by the changing of certain existing procedures in forwarding these supplies. Accordingly, the routines contained in Instructions No. 1 attached - "Your Supplies End First Quarter 1938" - shall become operative at once.

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Remember, every improvement - no matter how small - should contribute to the banner LUCKY STRIKE year that 1938 should and will be.

Very truly yours,

V. Riggio
VICE-PRESIDENT

INSTRUCTIONS

Your Supplies End First Quarter 1938

March 31, 1938

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INSTRUCTIONS

Your Supplies
End
First Quarter 1938

March 31, 1938

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INSTRUCTIONS

Your Supplies End First Quarter 1938

March 31, 1938

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INSTRUCTIONS

Your Supplies
End
First Quarter 1938

March 31, 1938

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INSTRUCTIONS

Inventory
End
First Quarter 1938

March 31, 1938

In order to check your existing supplies on hand against the records of this office, a physical inventory is required of the status of your supplies on hand at the close of your day's work, April 1, 1938. This inventory will cover all LUCKY STRIKE Sample 3's, stationery, advertising material and accessories in your possession. Extreme care should be exercised by you in the preparation of this inventory and an accurate count shall be made of each item requested which you have on hand. This inventory is to be forwarded with your Expense Account submitted for that week.

INVENTORY OF MATERIAL ON HAND

APRIL 1, 1938

STATIONERY

ARTICLE	UNITS	QUANTITY
Expense Account Envelopes - Form 64	No. Envelopes	
Pink Envelopes (Plain) - Form 124	No. Envelopes	
Pink Envelopes (Addressed) - Form 124a	No. Envelopes	
Requisition Blanks - Form 195	No. Pads	
A. T. Co. Self-Addressed Envelopes - Form 200	No. Envelopes	
"Facts for Applicants" - Form 219	No. Books	
Contingent Fund Receipt - Form 350a	No. Sheets	
Call Slip and Cash Sale - Form 341	No. Books	
Drop Shipment and Jobbers Orders - Form 342	No. Books	
Daily Route Report - Form 346	No. Books	
Expense Account Book - Form 347-195-82	No. Books	
Paste	No. Tubes	
LUCKY STRIKE SAMPLE 3's - (Number of Packages)		
LUCKY STRIKE SAMPLE 3's (On Hand)		
LUCKY STRIKE SAMPLE 3's (Held by Jobber)		
LUCKY STRIKE SAMPLE 3's (Total in my Assignment)		

INVENTORY OF MATERIAL ON HAND

APRIL 1, 1938

ADVERTISING MATERIAL

ARTICLE	UNITS	QUANTITY
LUCKY STRIKE Posters (Carole Lombard)	No. Posters	
LUCKY STRIKE Posters (Chant of Tob.Auctioneer)	No. Posters	
LUCKY STRIKE Posters (Notice to Smokers)	No. Posters	
LUCKY STRIKE Posters (Your Hollywood Parade)	No. Posters	
LUCKY STRIKE Posters (All Others)	No. Posters	
LUCKY STRIKE Set-ins (Carole Lombard)	No. Set-ins	
LUCKY STRIKE Set-ins (Tobacco Expert)	No. Set-ins	
LUCKY STRIKE Set-ins (All Others)	No. Set-ins	
HALF & HALF Posters (Swell Smoke)	No. Posters	
HALF & HALF Posters (Smells Good)	No. Posters	
HALF & HALF Cigarette Papers (white)	No. Books	

Describe and show quantity of any other advertising material on hand

_____

_____

_____

The above is an accurate count of all of the above supplies on hand with me ANYWHERE in my Assignment.

Signature.....
Assign. No.....Div.No.....

DIVISION MANAGERS: Report only advertising material on hand with you personally.

THIS INVENTORY MUST POSITIVELY BE MAILED SATURDAY APRIL 2, 1938

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

March 31, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Tobacco Expert testimonial "Your News Parade" - Thursday, March 24th, 1938: -

BARUCH: In talking with our friend, J. E. Cuthrell, the famous tobacco auctioneer, I'm always surprised at the number of tobacco men he knows - all through Tobaccoland. So, today I'm going to ask him to step up to this microphone and tell us whether he's acquainted with a Mr. William D. Whitley, of Henderson, North Carolina? How about it, Mr. Cuthrell?

CUTHRELL: (FADING IN) Bill Whitley, of Henderson? Yes sir. I know him well. An A-1 auctioneer and an A-1 judge of tobacco.

BARUCH: Then Mr. Whitley is pretty well thought of among you tobacco men?

CUTHRELL: He sure enough is. He's auctioned in a lot of markets. And today he's head auctioneer for 7 big warehouses at Henderson. He sells plenty of tobacco in those warehouses, too. He's averaged around 15,000,000 pounds for the past few seasons.

BARUCH: Thank you, Mr. Cuthrell. I just wanted to get a little of Mr. Whitley's background before I read something he has to say about Lucky Strike. Now here it is. QUOTE: "I've sold tobacco at 14 different markets in Georgia, South and North Carolina, Tennessee and Kentucky. And in every one of these markets in the past 10 years I've seen Lucky Strike buy up the best tobacco offered. Now I'm not connected with any cigarette manufacturer. I deal impartially with them all. So, when I smoke, I pick the cigarette that pleases me best - and that's Luckies" - END QUOTE - Mr. Whitley is typical of most other auctioneers, independent buyers and warehousement down in Tobaccoland. Sworn records show that among these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other brands combined. Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT) - when you hear that chant, remember - with men who know tobacco best, it's Luckies 2 to 1.

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	1 2 3 4 5
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

April 1, 1938

TO THE ENTIRE SALES ORGANIZATION:

Read carefully, the attached "Reference Book" pages. They are the instructions on the use of your advertising material.

Please note that we have discontinued using LUCKY STRIKE set-ins until further notice and, in place of set-ins, you will use LUCKY STRIKE counter cards.

This new page is to be substituted for the present page of instructions on advertising material which you have in your book and which you should remove and destroy immediately.

Please acknowledge receipt on the reverse side of this letter to the Sales Department at this office.

Very truly yours,

V. Riggio
VICE-PRESIDENT

If a reply is required, write your answer on the back of this letter.

SALESMAN'S ADVERTISING MATERIAL

STARTING MARCH 25, 1938 AND UNTIL FURTHER ADVISED

LUCKY STRIKE COUNTER CARDS —An attractive "cut-out" counter card — Tobacco Expert, has been prepared for your use on retail dealers' counters. You are not required to place a minimum quantity each day BUT those that you do place must be placed in the finest locations—AND STRICTLY IN ACCORDANCE WITH MR. HILL'S OWN FORMULA FOR PLACING ADVERTISING MATERIAL. Do not waste these counter cards by placing them in poor locations where they cannot be seen or in locations where you do not believe they will remain on the counter. We are shipping you 100. Requisition your future requirements.

LUCKY STRIKE WINDOW POSTERS —You will be required to make 15 placements per day. Use the posters you now have on hand. If you have none on hand, requisition your requirements, as we are not making arbitrary shipments.

WATCH YOUR STOCK OF ADVERTISING MATERIAL CLOSELY—AT NO TIME SHOULD YOU HAVE ON HAND MORE THAN A THREE WEEKS' SUPPLY

SALESMAN'S ADVERTISING MATERIAL (*continued*)

STARTING MARCH 25, 1938 AND UNTIL FURTHER ADVISED

HALF & HALF WINDOW POSTERS —To salesmen in the following states only:

Arizona	Louisiana	Oklahoma
Arkansas	Maryland	South Dakota
City of Chicago, Ill.	Montana	Tennessee
Iowa	Nevada	Texas
Kansas	North Dakota	Utah
Kentucky	Ohio	Washington

Use the posters you now have on hand. If you have none on hand, requisition your requirements, as we are not making arbitrary shipments. These posters are to be used only in stores without a cigarette license and must in no way conflict with, or hinder, placement of LUCKY STRIKE posters.

WATCH YOUR STOCK OF ADVERTISING MATERIAL CLOSELY—AT NO TIME SHOULD YOU HAVE ON HAND MORE THAN A THREE WEEKS' SUPPLY

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STARTING MARCH 25, 1938 AND UNTIL FURTHER ADVISED

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LUCKY STRIKE WINDOW POSTERS —You will be required to make 15 placements per day. Use the posters you now have on hand. If you have none on hand, requisition your requirements, as we are not making arbitrary shipments.

(OVER)

N. Y. O. FORM 192

DIVISION MANAGER'S ADVERTISING MATERIAL

STARTING MARCH 25, 1938 AND UNTIL FURTHER ADVISED

LUCKY STRIKE COUNTER CARDS —An attractive "cut-out" counter card — Tobacco Expert, has been prepared for your use on retail dealers' counters. You are not required to place a minimum quantity each day BUT those that you do place must be placed in the finest locations—AND STRICTLY IN ACCORDANCE WITH MR. HILL'S OWN FORMULA FOR PLACING ADVERTISING MATERIAL. Do not waste these counter cards by placing them in poor locations where they cannot be seen or in locations where you do not believe they will remain on the counter. We are shipping you 20. Requisition your future requirements.

LUCKY STRIKE WINDOW POSTERS —Use the posters you now have on hand. If you have none on hand, requisition your requirements, as we are not making arbitrary shipments.

WATCH YOUR STOCK OF ADVERTISING MATERIAL CLOSELY—AT NO TIME SHOULD YOU HAVE ON HAND MORE THAN A THREE WEEKS' SUPPLY

DIVISION MANAGER'S ADVERTISING MATERIAL

STARTING MARCH 25, 1938 AND UNTIL FURTHER ADVISED

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—An attractive "cut-out" counter card — Tobacco Expert, has been prepared for your use on retail dealers' counters. You are not required to place a minimum quantity each day BUT those that you do place must be placed in the finest locations—AND STRICTLY IN ACCORDANCE WITH MR. HILL'S OWN FORMULA FOR PLACING ADVERTISING MATERIAL. Do not waste these counter cards by placing them in poor locations where they cannot be seen or in locations where you do not believe they will remain on the counter. We are shipping you 20. Requisition your future requirements.

LUCKY STRIKE WINDOW POSTERS

—Use the posters you now have on hand. If you have none on hand, requisition your requirements, as we are not making arbitrary shipments.

(OVER)

DIVISION MANAGER'S ADVERTISING MATERIAL (continued)

STARTING MARCH 25, 1938 AND UNTIL FURTHER ADVISED

HALF & HALF WINDOW POSTERS —To Division Managers in the following states only:

Arizona	Louisiana	Oklahoma
Arkansas	Maryland	South Dakota
City of Chicago, Ill.	Montana	Tennessee
Iowa	Nevada	Texas
Kansas	North Dakota	Utah
Kentucky	Ohio	Washington

Use the posters you now have on hand. If you have none on hand, requisition your requirements, as we are not making arbitrary shipments. These posters are to be used only in stores without a cigarette license and must in no way conflict with, or hinder, placement of LUCKY STRIKE posters.

WATCH YOUR STOCK OF ADVERTISING MATERIAL CLOSELY—AT NO TIME SHOULD YOU HAVE ON HAND MORE THAN A THREE WEEKS' SUPPLY

STOKES

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

THIS CIRCULAR MAILED TO SECTIONS? NEWS
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES No

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

April 1, 1938

TO THE ENTIRE SALES ORGANIZATION:

REMOVE FROM YOUR PHONOGRAPH AND DESTROY IMMEDIATELY THE FOLLOWING RECORDS:

"Goodnight Angel"
Sung by
Buddy Clark

"Western Medley"
Sung by
The Westerners

In place of these two records we will forward to you today: -

"Hill-Billy Songs"
Sung by
Len Stokes

Most of you men have been calling for a "Hill-Billy" record so - here it is. I am sure if used with judgment, and used at the proper time and in the proper location, it will prove effective. Put it in operation immediately and destroy the two records mentioned above without delay. I DO NOT WANT THEM USED NOW, OR IN THE FUTURE.

Inasmuch as I am writing to you men, I felt I might take this opportunity to thank you for the many fine replies which I received from you on my last letter "TWO NEW RECORDS AND 'MY BOAR'". I am particularly pleased that all of you men understand completely, the point of the story and the manner in which it is to be used.

As I said in that letter, it is extremely important for you and I to remember that we are to talk QUALITY OF LUCKY STRIKE CIGARETTES. It is our job to tell people - dealers and consumers alike, as sincerely and convincingly as we know how, the true facts about LUCKY STRIKE QUALITY - THAT IN LUCKY STRIKES WE HAVE THE FINEST TOBACCO - It is NOT our job to talk or demonstrate the demerits of any other brand of cigarettes. Therefore, again I want to caution you not to use the story of "MY BOAR", unless the question is first raised by a dealer or consumer.

Very truly yours,

V. Riggio
VICE-PRESIDENT

If a reply is required, write your answer on the back of this letter.

STOKES

CABLE ADDRESS
TOBACCO

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, California

April 4, 1938

TO THE ENTIRE SALES ORGANIZATION:

REMOVE FROM YOUR PHONOGRAPH AND DESTROY IMMEDIATELY THE FOLLOWING RECORDS:

"Goodnight Angel"
Sung by
Buddy Clark

"Western Medley"
Sung by
The Westerners

In place of these two records we will forward to you today: -

"Hill-Billy Songs"
Sung by
Len Stokes

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Very truly yours,

V. Riggio
VICE-PRESIDENT

cir. book

April 4, 1938

AIR MAIL

Mr. W. H. Curtis, Auditor,
The American Tobacco Company
Of The Pacific Coast
#1 South Park
San Francisco, Calif.

Dear Sir:

We shipped to you on April 1st, 75 complete units, each unit containing:

1 Len Stokes Record - Hill Billy Songs
1 " " Phono. Sign
1 Form 180 - Selection Card

We also shipped 150 extra Form 180 Selection Cards.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD:kek

N.Y.C. YORK

The American Tobacco Company

DATE 7/4/38 193

SALES DEPARTMENT

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

FOR O. K'S ONLY

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION

DO NOT INCLUDE OTHER SUPPLIES

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	WEIGHT	NO. PKGS.	BELOW SPACES FOR N. Y. O. ONLY
75	WENSTOKES RECORD HINT BINGO CARD			TRIPLICATE
1	PHONO SIGN			
100	N.Y.O. FORM NO. SELECTION CARD			AMERICAN TOBACCO CO OF THE PACIFIC COAST
				# 1 SOUTH PARK
				SAN FRANCISCO
				CALIFORNIA

Information

TO _____ PRINT NAME

TO ARRIVE NOT LATER THAN _____ (ALLOW SUFFICIENT TIME)

SHIP BY _____

STREET OR POST OFFICE ADDRESS _____ TOWN _____ STATE _____

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5 6
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
PUNCH HOLES? No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 110

DATE 4/1/38

(see Point No. 2 Outline of Sales Talk for phonograph dated January 3, 1938)

Mr. Arthur Carron, the first native born Englishman ever to sing on the stage of the Metropolitan Opera Company in New York, was proudly presented as guest artist for the public's entertainment on "Your Hit Parade" Saturday, April 2nd.

Mr. Carron started his musical career in London, and when twenty-two years of age joined an English opera Company. After much hard work there, he came to this country and promptly won the Metropolitan Auditions of the Air. Ever since he has been a member of the Metropolitan Opera Company.

After singing "Love Everlasting", Mr. Carron and the announcer held the following conversation:

RUYSDAEL: Thank you, Mr. Carron. That was grand. I have heard that you are famous for the power with which you sing.

CARRON: There's a rumor that my voice volume comes close to Caruso's. But I really don't know.

RUYSDAEL: Tell me - doesn't your voice ever get tired, singing with such energy?

CARRON: Indeed it does. After all, a singer's voice is only a part of his body and if he uses it too much it tires like any other part. I believe that's just why I can give your cigarettes quite a good send-off.

RUYSDAEL: How long have you been smoking Luckies, Mr. Carron?

CARRON: For the past 4 years, Mr. Ruysdael. I started smoking them in London. An English singer who had been in this country told me about them - said they never bothered the throat - and I've found they never do. That's why I've smoked them ever since.

RUYSDAEL: Thank you, Mr. Carron. On behalf of "Your Hit Parade", I wish you the best of luck.

CARRON: Thank you, Mr. Ruysdael. I have enjoyed my visit very much. Goodnight, everyone.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 2, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 110 DATE 4/1/38

(see Point No. 2 Outline of Sales Talk
for phonograph dated January 3, 1938)

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Mr. Carron started his musical career in London, and when twenty-two years of age joined an English opera company. After much hard work there, he came to this country and promptly won the Metropolitan Auditions of the Air. Ever since he has been a member of the Metropolitan Opera Company.

After singing "L'Amour Toujours L'Amour", Mr. Carron and the announcer held the following conversation:

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CARRON: There's a rumor that my voice volume comes close to Caruso's. But I really don't know.

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RUYSDAEL: How long have you been smoking Luckies, Mr. Carron?

CARRON: For the past 4 years, Mr. Ruysdael. I started smoking them in London. An English singer who had been in this country told me about them - said they never bothered the throat - and I've found they never do. That's why I've smoked them ever since.

RUYSDAEL: Thank you, Mr. Carron. On behalf of "Your Hit Parade", I wish you the best of luck.

CARRON: Thank you, Mr. Ruysdael. I have enjoyed my visit very much. Good night, everyone.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 2, 1938

LORD & THOMAS
NEW YORK

For Permanent File

Client LUCKY STRIKE "YOUR HIT PARADE" Number 2 Date 5/30/38

Copy for GUEST APPEARANCE - ARTHUR CARRON - APRIL 2,1938 12-gm

ANNOUNCER: In the year 1066, a man named William went over to England and made quite a reputation for himself as a conqueror. In the year 1938 - 872 years later - a man named Arthur - Arthur Carron, of Wiltshire, England - came over to America and did some conquering, too - in the field of music. In fact, Mr. Carron became the first native born Englishman ever to sing on the famous stage of the Metropolitan Opera in New York. Ladies and gentlemen, Lucky Strike is proud to present a modern William the Conqueror of Music - Arthur Carron, of the Metropolitan.

(APPLAUSE)

CARRON: Thanks, Mr. Huysdael. (CHUCKLING) If William the Conqueror could have seen me during the last conflict - well, he might resent your comparison.

HUYSDAEL: How was that, Mr. Carron?

CARRON: Well, the part I played wasn't exactly heroic.

HUYSDAEL: But you were too young to fight in the last war, weren't you?

CARRON: Quite so!

HUYSDAEL: What did you do, then?

CARRON: I ran my father's dairy farm.

HUYSDAEL: Dairy farm! That sounds interesting.

CARRON: Interesting! It was appalling! My father had 200 cows!

HUYSDAEL: 200! Did you milk them?

CARRON: (SADLY) Mr. Huysdael, I milked them. I brushed them. I fed them. I drove them to pasture and chased them back. I stayed with them in sickness and in health. I got up at 5 o'clock in the morning to tend

CARRON (CONT'D) to them. I churned their butter and separated their cream. I delivered their milk. I helped them raise families. Please - Mr. Ruysdael - MUST we talk about cows?

RUYSDAEL: (LAUGHING) All right, Mr. Carron. No cows - provided you tell us what you did afterward.

CARRON: Well, I started off as an electrical engineer. But I'd always been keen about singing. So, when I got the chance, I joined up with the "old Vic" in London. Then - when I was 22 years old - I went with an English opera company.

RUYSDAEL: And from there you came to America and promptly won the Metropolitan Auditions of the Air. And you've been a member of the Metropolitan Opera ever since.

CARRON: That about sums me up, Mr. Ruysdael.

RUYSDAEL: I think a song would sum you up better.

CARRON: I hope so. Would you like _____

(CARRON SINGS)

(APPLAUSE)

RUYSDAEL: Thank you, Mr. Carron. That was grand. I have heard that you are famous for the power with which you sing.

CARRON: There's a rumor that ~~my cerebral production comes close to~~ VOICE VOLUME is Caruso's. But I really don't know.

RUYSDAEL: Tell me - doesn't your voice ever get tired, singing with such energy?

CARRON: Indeed it does. After all, a singer's voice is only a part of his body and if he uses it too much it tires like any other part. I believe that's just why I can give your cigarettes quite a good send-off.

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CARRON: For the past 4 years, Mr. Ruysdael. I started smoking them in London. An English singer who had been in this country told me about them - said they never bothered the throat - and I've found they never do. That's why I've smoked them ever since.

RUYSDAEL: Thank you, Mr. Carron. On behalf of Your Hit Parade, may I wish you the best of luck.

CARRON: Thank you, Mr. Ruysdael. I have enjoyed my visit very much. Good night, everyone.

Circular Book.

April 4, 1938

AIR MAIL

Mr. W. H. Curtis, Auditor,
The American Tobacco Company
Of The Pacific Coast
#1 South Park
San Francisco, Calif.

Dear Sir:

We shipped to you on April 1st, 8,700 LUCKY STRIKE Counter Cards. One hundred are to be allotted to each salesman and 20 to each division manager, the balance to be placed in stock.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD:kek

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	1 2 3 4 5
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	No
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

April 4, 1938

TO ALL DIVISION MANAGERS:

Arrangements have been made with National Chains for the second LUCKY STRIKE Window Showing, as follows:

Name	Showing Dates
Liggett Drug Company, New York, New York.	April 11 - 23
D. A. Schulte, Inc., New York, New York.	April 18 - 30
United Cigar-Whelan Stores Corp., New York, New York. (United Cigar Stores and Whelan Drug Stores)	April 18 - 30
Walgreen Company, Chicago, Illinois.	March 28-April 9

While all of the Schulte windows will not be installed on the opening date - April 18th - this Company starts dressing windows on that date and continues to make installations up to and including the last day of the scheduled period. In all cases, however, we should receive a two weeks' showing starting with the date of installation.

I do not wish to take you away from your regular work, but you are to inspect the windows as you come across them, advising the Sales Department of any that are unsatisfactory. Also submit snap-shots of any unusually poor windows as to installation, location and those on which posters have been placed.

Very truly yours,

V. Riggs
VICE-PRESIDENT

If a reply is required, write your answer on the back of this letter.

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, California

CABLE ADDRESS
TOBACCO

April 5, 1938

TO ALL DIVISION MANAGERS:

Arrangements have been made with National Chains for the second LUCKY STRIKE Window Showing, as follows :

Name	Showing Dates
Liggett Drug Company, New York, New York.	April 11 - 23
D. A. Schulte, Inc., New York, New York.	April 18 - 30
United Cigar-Whelan Stores Corp., New York, New York. (United Cigar Stores and Whelan Drug Stores)	April 18 - 30
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Very truly yours,

V. Riggs
VICE-PRESIDENT

FACTS

FOR

APPLICANTS

SALESMEN

The American Seed Company

FACTS

FOR APPLICANTS

SALESMEN

The American Tobacco Company

Foreword

THIS booklet has been handed to you because you have shown an interest in becoming a salesman for The American Tobacco Company.

Therefore, if you are seriously considering applying for a position as a salesman you will want to read every word of this booklet. You will want to understand exactly what it means to be a part of our sales organization.

We are going to be very frank with you. We are telling you much about the Company. How we have worked out our sales plans, and — most important to you — all the advantages and difficulties of the

work. We want good men; we want our men to stay with us a long time. We want to pay them well. We believe that in our business the Sales Organization can be the *backbone of sales,* but we want men to come to us with the full realization of the responsibility and duties that their employment imposes upon them.

You are now ready to study carefully the information given herein. There is a great deal of it but it is all to the point. It is just what we call it, plain FACTS, and it concerns you greatly if you come to work for us.

Please read it with the utmost care and attention. It may very well have a considerable influence on your future business life.

The American Tobacco Company

Facts for Applicants

THE American Tobacco Company is a recognized leader in the Tobacco Industry. To be associated with The American Tobacco Company with its world-wide business and its reputation for service to the public is reason for pride and assures great possibilities. To be part of The American Tobacco Company is a great opportunity, since its growth must, in the future, as it has in the past, mean the advancement of those men who have the ability to make good and grow with it.

The American Tobacco Company manufactures and markets all types of cigarettes, cigars and tobaccos, excepting snuff.

Among its products are many of the best selling brands in the United States, such as LUCKY STRIKE, LORD SALISBURY, OMAR, JOHNNIE WALKER, HERBERT TAREYTON, MELACHRINO and SWEET CAPORAL Cigarettes; HALF & HALF, "BULL" DURHAM, TUXEDO, BLUE BOAR, FIVE BROTHERS, U. S. MARINE and BUCKINGHAM Smoking Tobaccos; EGLANTINE, IVY, PENN'S and COTTON BOLL Chewing Tobaccos; CREMO, EL ROI TAN and CHANCELLOR Cigars, Etc. The Company also markets RIZ LA CROIX Cigarette Papers.

From a small beginning in a barn in Durham, N. C. in 1865, where Mr. W. Duke and his sons began manufacturing tobacco, The American Tobacco Company has grown to the position it holds today. The American Tobacco

Company has an authorized capital of $204,010,600.

The General Offices of The American Tobacco Company are located at 111 Fifth Ave., New York, N. Y., and it has factories in Reidsville, North Carolina; Durham, North Carolina; Nashville, Tennessee; Louisville, Kentucky; Richmond, Virginia; Trenton, New Jersey; Charleston, South Carolina; and Philadelphia, Pennsylvania.

The American Tobacco Company also maintains warehouses and leaf buying depots, as well as expert buyers in all tobacco growing sections of this country and abroad, which enables it to secure the very best of tobacco for its products.

At no time during its development has The American Tobacco Company departed from the

sound business and selling principle that *quality of product is essential to continuing success.* Every product of The American Tobacco Company is the finest product of its type.

Our customers should be our friends. We believe that they are. It is the desire and policy of The American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power.

The Company has definite plans and definite duties for all its employees.

Sales Organization

The Sales Organization of The American Tobacco Company consists of:

VICE-PRESIDENT—In charge of Sales has reporting to him

A. ASSISTANT SALES MANAGER — In charge of Division Managers.

A SALES ORGANIZATION IS RESPONSIBLE FOR SALES!

ORGANIZATION PLAN

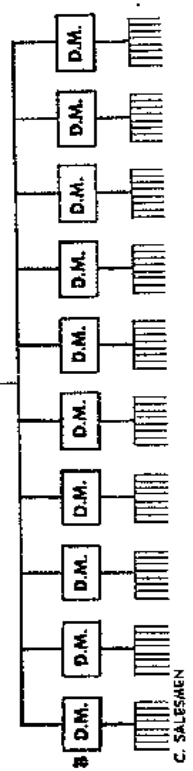
The American Tobacco Company - Sales Force

VICE-PRESIDENT—In charge of Sales has reporting to him

A. ASSISTANT SALES MANAGER—In charge of Division Managers.

B. DIVISION MANAGERS—In charge of Salesmen.

C. SALESMEN—In charge of Assignments.



B. DIVISION MANAGER — In charge of Salesmen.

C. SALESMAN—In charge of Assignment.

The salesman is the basic unit of the Sales Organization.

The salesman is responsible for his own territory (called an assignment).

In covering an assignment, it is necessary for the salesman to travel by auto, following given routes, so that he may visit every village and town regularly.

Salesman's Duties

A salesman for The American Tobacco Company is a salesman in the highest sense of the word. Upon his shoulders rests the task of creating good will and through his actions adding to the reputation of his Company. He must be able to sell himself and his products to the retail dealers on whom

he calls, and through their friendship and active cooperation secure prominence for The American Tobacco Company's brands by means of good Window Displays, Counter Displays, Show Case Displays, *Spreads,* or Displays in other prominent places in Dealers' Stores, and he must secure effective poster locations. A salesman's friendly attitude, his common sense, his fairness, and his personality will enable him to secure these vital adjuncts which never fail to result in having an assignment properly covered.

A salesman should always remember that he will make the same call a second time and should conduct himself under any and all circumstances so as to leave a friendly feeling on the

part of the retailer so that next time he will be welcomed.

It is also a salesman's duty to sample competitive consumers at every opportunity. This personal contact with the consumer, in explaining and proving the merits of the brands, this word of mouth advertising so given The American Tobacco Company's Brands, is invaluable.

A salesman for The American Tobacco Company must always bear in mind that the cornerstone of our business is the quality of our products. No organization is greater than the product it produces—the result of its labor. Our products embody within themselves not alone the approval of their millions of patrons, but each article that you will sell represents the pride of accomplishment of the members of this organization.

Salary and Opportunities for Advancement

IN order that we may determine if an applicant is sufficiently interested in our work, and to assure ourselves that he is the proper type of man, we employ a salesman for a probation period, which extends not over three weeks.

During the probation period (time when you are being trained for the work) we will pay you $25.00 per week salary, also necessary expenses, which cover hotel when not at headquarters, and necessary traveling expenses (auto operating expense, railroad, street car, bus, baggage, postage, etc.)

At the expiration of the probation period, your Division

Manager will make an Inspection of your work and shall immediately do one of two things:

1. If the Division Manager is satisfied that you will produce in the future, he shall—

Immediately recommend an increase in your salary from $25.00 (probation period rate) to $30.00 per week, or

2. Dispense with your services if the period of probation has not indicated that you will produce.

The salaries of our salesmen (excepting probation period) vary just as the merits of one man will differ from another.

Merit is all that determines both increase in salary and promotion. The Division Manager, in recommending an increase in salary for one of his salesmen, embodies in his recommendation

a record of the salesman's work. It is the salesman's record of production that determines his increase in salary.

Through this record of the salesman's actual production, and through actual inspection and instruction in the field, we keep in touch with those deserving of increases in salary and promotion.

There are many opportunities for promotion. By thinking intelligently and working industriously, every salesman has an opportunity of becoming a Division Manager, and then an Assistant Sales Manager.

Of course, there will be but a few men who will become Assistant Sales Managers, but *no man will ever be able to attain such a responsible position who does not first show his ability to do small*

jobs well. Increases in a salesman's salary are entirely dependent upon and limited only by the salesman's ability to produce.

Facing the Facts

LIKE most things worth while, positions with The American Tobacco Company are not SOFT SNAPS. The man who feels that he would like to be associated with The American Tobacco Company must give full consideration to the requirements:

1. *Industry*: Intelligent and persistent effort is necessary if a man is to be successful with The American Tobacco Company. *If you do not like to sell or have no incentive to work hard and steadily, you will not be a success.*

2. *Selling Dealers:* It is the purpose of the Company to have all retailers handle its brands. This means that you will have to deal with and like all types of people and all types of stores —

the city merchant, the foreigner, etc. You must be the sort of man who can cheerfully visit and sell all types of people, if your chances for success with our Company are going to be good.

3. *Sampling Consumers*: If a man lacks confidence in himself or cannot appreciate the real productive value in sampling consumers as directed, he will waste his time and ours in taking the job. *To make good, you've got to have the nerve — and belief in yourself, your Company, its products and its plan.*

4. *Clerical Work*: The amount of clerical work required is not large. A salesman has to make out orders, consumer sampling reports, daily route reports, weekly expense accounts and address lists. It is necessary that this work be

done legibly, accurately and promptly.

Don't overlook the fact that you owe it to your Company, to yourself and to your job to report what has happened for the day. Just as important is the fact that a salesman will find if he writes his reports carefully and intelligently that he is personally making a review of his day's work. Thus as he writes the report he discovers the good work done and the mistakes or the thing that he has forgotten to do. This should all be a guide to helping him in his future work.

(Salesmen are required to *Print* all their orders, reports, etc.) *Carelessness, inaccuracy or failure to comply with instructions will be a serious handicap in your making good.*

5. *Handling of Automobiles*:

All The American Tobacco Company's salesmen travel in cars furnished by the Company. This does not require you to be an expert mechanic. It does mean, however, that you will have to learn to operate a car, and that there will be a few things you will have to do in the way of keeping the car supplied with sufficient gasoline, oil and grease, water in radiator, etc. *This will not always permit of your wearing kid gloves, or choosing the time and the place for doing such work.*

Necessary Qualifications

From the experience of a number of years, the following minimum standard of qualifications is absolutely necessary:

Health:

A man must be in good health.

He will immediately submit himself to the physician designated by the Division Manager for a medical examination. Expense of the examination is borne by the Company.

No salesman will be employed who does not satisfactorily pass this medical examination.

Many departments of the Company have no age limit for new employees. In almost all departments, including Sales, we have people of middle age and over who have proved their value. But the work of a salesman is such that we prefer to start men young, while still under thirty. A man should weigh between 125 and 175 pounds, be able to handle an automobile satisfactorily and when it is laid up due to bad weather, to carry easily 40 pounds of tobacco and cigar-

ettes, and be agile enough to help dealers in arranging their window displays.

Common Sense:

A man must have common sense and education sufficient to enable him to grasp the Company's selling plan and follow the plan as outlined. He must be able to express himself clearly and forcibly in simple words.

Honesty:

A man's record and reputation must be satisfactory to the Bonding Company and The American Tobacco Company. Absolute honesty with himself, his Company and its customers is a prime requisite to obtain and retain the confidence and respect of those with whom he comes in contact. *He must be a man who is going to make the second call better*

because of the good impression he left on the first. He must be loyal — radiating and inspiring pride and interest in his Company and his associates — a booster, not a knocker.

Industry:

A man who has not the energy, dependability, perseverance and interest to work hard each and every day for his own and the Company's success, has no chance to make good. Results accomplished are what count, and hard work is the way results are most often accomplished. *Some Motive other than merely wishing a job is necessary.* A man should feel that he can better himself and those dependent upon him by associating himself permanently with this Company or he should not come with it.

Courage:

A man should have confidence in himself, his Company and its products and the necessary courage and enthusiasm under all circumstances to properly convince both the *trade* and *consumers* of the merits of his merchandise.

Plus Qualities:

In addition to the foregoing, which we feel are absolutely necessary, there are, of course, many additional qualities which will be of great assistance to a man's success, such as alertness, courtesy, initiative, tact, neatness, cheerfulness, judgment, forcefulness, etc., but we feel sure that if he really has *Health, Common Sense, Honesty, Industry* and *Courage* he will have no difficulty in making good.

Applications, References, Etc.

Each applicant is requested to fill out an application form, giving specific information which includes physical description, schooling, experience, and history of employment since leaving school.

At least two previous employers are required as reference.

Training

AN EXTENSIVE training course is not necessary. The applicant will report to and accompany the Division Manager, who will go out and perform a day's work as required of a salesman. The applicant will then be in a position to determine whether the work appeals to him, whether he will be able to perform it, whether he will be sufficiently interested and industrious to work hard each day and thus obtain the measure of success with which he and the Company will be satisfied.

If the applicant is then satisfied that he will be able to perform the work and follow the Plan exactly as outlined by the Division Manager he will be employed. The Division Manager will then spend

the balance of the week going over the Company's products and Sales Plan, explaining in detail what is to be done and why, and in actual performances showing the new salesman how the retail work shall be done and the productive results the work will bring when properly done.

During the period of training, the new salesman, after seeing how the work is performed in the field, will gradually be allowed by the Division Manager to perform the work himself and thus work with the Division Manager until he has sufficient confidence and experience to do the actual day's work himself.

Inspection of Salesmen

Your Division Manager will often inspect your work, to give you the benefit of helpful criticism,

and to see that you are working along the right lines. At each inspection you become a candidate for an increase in salary. It is after having thoroughly satisfied himself as to the quality of your work from actual inspection that your superior is in a position to vouch for your promotion. Increases are not made at stated periods but are based upon the quality of work performed.

Conclusion

EACH man before associating himself with The American Tobacco Company should carefully consider *whether he can do the work, whether it will be interesting to him and whether he feels he would like to tie his future up permanently with The American Tobacco Company.*

In deciding this question, a man should have clearly in mind what has already been said relative to the basis of opportunities in salary and promotion. Merit, and not length of service, is the determining factor in a man's success with The American Tobacco Company. Through records of a man's production and the inspection of his work by his Division Manager, the Company has a very good measur-

ing stick as to a man's merits. *A man's position and promotion depend upon his ability to demonstrate to us that he is of value.*

A man who comes with us must have the confidence in his own ability to make good in the work we require through the use of common sense, industry, honesty and courage and must welcome having his work inspected and being worked with by his Division Manager so as to educate him and improve his work.

The greatest folly a man can commit is to fool himself. If you come with us you must feel sure that you will like the work and honestly think that you can make good.

******

NOW, if you are interested, we suggest that you commit to memory the sales talk (black type

only) which the Division Manager will give you the next time you see him. This will enable you to follow each successive step taken by a salesman when making a retail call so that when you accompany the Division Manager to observe him perform a day's work, you will be familiar with our plan and our problems.

You can readily see that for your own benefit this sales talk should be memorized before you make this trip with the Division Manager.

.....
(Division Manager's Name)

.....
(Street Address)

.....
(City) *(State)*

N. Y. O. 219
2-14-38

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

April 5, 1938

TO THE ENTIRE SALES ORGANIZATION:

Enclosed herewith is -

REVISED "SALES TALK"

This Sales Talk has been revised slightly throughout. Study it carefully so that the minor changes in the talk on HALF & HALF and LUCKY STRIKE Cigarettes will be thoroughly understood by you. I want you to pay particular attention to the instructions (red type), regarding the disbursement of LUCKY STRIKE 3's at a time when your phonograph is NOT playing. When you sample a consumer with a LUCKY STRIKE 3's package and your phonograph is NOT playing, YOU MUST GIVE HIM A FULL QUALITY TALK - POINT 2, BOTH A AND B, viz: "Did you hear Your LUCKY STRIKE Hit Parade last Saturday night" etc.

You will note as you study this revised Sales Talk that there has been no change in the points or in their sequence but that we have made the slight changes mentioned above in the Talk itself only to the extent of eliminating some words and some phrases and adding a few phrases which we believe will make the talk more effective.

At the end of this Sales Talk, you will find a short sales talk on HERBERT TAREYTON Cigarettes. This will naturally apply only to you men who have been instructed to carry HERBERT TAREYTON Cigarettes and it should be given by you, if you carry this brand, in the manner outlined, at the end of your call - in other words, after your retail call is ENTIRELY COMPLETED.

I realize how important it is to make a change in a Sales Talk which is being used by five hundred men all over the country but these changes are slight and if you give them your careful attention and study, they should cause you no difficulty. It should not be necessary for me to remind you that this call is still an illustration and that the effectiveness of your own call depends solely on the amount of PERSONALITY .. ENTHUSIASM .. LIFE

If a reply is required, write your answer on the back of this letter.

use your judgment

best of condition. Use your JUDGMENT on each call in the selection of the first recording you play. Use your PERSONALITY with ENTHUSIASM and CONVICTION in your talks ~~when referring to the recording~~, and turn on the best after playing the "Chant of the Tobacco Auctioneer" record.*

Let us all keep these fine tools of our trade in the best of condition. Let us use them diligently... and intelligently. If we do that, we shall be worthy, each of us, to be called "A Skilled Workman" and that is one of the finest compliments any man can get.

Very truly yours,

* The record, the auctioneer record, will, of course, be played on each and every call.

which you put into it when you make your call. You must, of course, still follow this call - "point by point", but it should not be given "word for word".

Most of the men I have worked with are constantly showing improvement and their ability to put themselves into their call - to make their Sales Talk sound more natural, more convincing - is improving every day.

I do not want anything to retard this improvement and it is for this reason that I have made mention here again of the need for you to give this Sales Talk in "your own words", in a sincere and convincing manner.

REVISED "FACTS FOR APPLICANTS"

The booklet "Facts for Applicants" has been revised throughout and I commend it to your careful study. There is little that I can tell you here regarding its value that is not covered in the booklet itself, except to quote my message to you which is printed on the manila flap of your "Reference Book":

> "Study 'Facts for Applicants' - even though you may have done so before. Does your own work come up to all the standards set forth in this booklet?
>
> You are an 'applicant' just as much as the man, not connected with this Company, who applies for a job. You are an applicant for a job with more responsibility, with higher salary. If you are not, you have no future in this organization.
>
> Remember, you are responsible for sales in your Assignment - and for performing according to the standards of The American Tobacco Company."

All of this material which I send you from time to time is sent with the purpose of helping you - helping you to build yourself into a more efficient and productive salesman - a representative of The American Tobacco Company, who can be depended upon to increase the sales of LUCKY STRIKE Cigarettes in your territory.

Please acknowledge receipt of this material and return your present Sales Talk and booklet "Facts for Applicants", to the Sales Department, New York Office.

Very truly yours,

W. Riggs
VICE-PRESIDENT

If a reply is required, write your answer on the back of this letter.

P. S. TO DIVISION MANAGERS:

Under separate cover, there is being sent to each Division Manager, twelve (12) copies of the booklet "Facts for Applicants" and twelve (12) copies of the "Sales Talk", each individually enclosed in an envelope.

You Division Managers, who are responsible for the proper functioning of your organization - eight (8) salesmen - must study this material carefully and thoroughly if you and your organization are to operate in the manner desired by me.

For instance, these additional copies of the "Sales Talk", each individually enclosed in an envelope, are sent to you so that when you interview an applicant and after he has read the booklet "Facts for Applicants" and feels that he would like to become a member of the Sales Organization of The American Tobacco Company, you will be able to present him with a copy of the "Sales Talk" to be memorized. Then, when he accompanies you to observe you perform a day's work, he will be thoroughly familiar with our plan.

I have told you men, many times in the past, that the proper selection of applicants is one of the most important duties which you must perform, if you are to build an organization. After you have carefully read the attached copy of "Facts for Applicants", I am quite sure you will readily see the logic in presenting the applicant with a copy of the "Sales Talk" to be memorized by him prior to his observance of a day's work.

V. R.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	1 2 3 4 5
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

April 7, 1938

TO THE ENTIRE SALES ORGANIZATION:

Enclosed you will find a perforated gummed sheet, listing the names of the artists and those recordings they have made for us, with which you are now supplied.

Remove the signs from your phonograph and stick the proper labels on the UPPER LEFT CORNERS of the BACKS of the phonograph signs.

After this has been done, you will be able to select the proper sign with a minimum of effort while working at the rear of an open phonograph.

The phonograph signs you receive in the future will carry on the back the names of both artist and recording.

Very truly yours,

F. Fenneman

F. Fenneman
SALES DEPARTMENT

If a reply is required, write your answer on the back of this letter.

CABLE ADDRESS
TOBACCO

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, California

April 8, 1938

TO THE ENTIRE SALES ORGANIZATION:

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Very truly yours,

W. N. Davis
VICE-PRESIDENT

THIS CIRCULAR MAILED TO SECTIONS? [illegible]
ASS'T SALES MANAGERS? Yes
DIVISION MANAGERS? Yes
SALESMEN? Yes
DOM. CIGAR MEN? No
OFFICE LIST? Yes
LUNCH HOURS No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 111

DATE 4/8/38

(see Point No. 2 Outline of Sales Talk for phonograph dated March 7, 1938)

On Saturday, April 9th "Your Hit Parade" proudly presented as guest artist the man music critics have called the greatest Wagnerian Tenor of all time - Lauritz Melchior of the Metropolitan Opera.

This appearance was in the nature of a birthday for Mr. Melchior, being as it was, the 25th anniversary of his first appearance in an operatic role before a major audience.

Mr. Melchior, before singing Wagner's "Traume" told the announcer of the hunting trip in the Canadian Rockies on which he was about to start. After singing, Mr. Melchior and the announcer continued their conversation as follows:

RUYSDAEL: Thank you, Mr. Melchior. That was beautiful. If music has power to soothe the savage beast, you ought to be able to walk right up to those grizzlies in the North Woods.

MELCHIOR: (LAUGHING) Perhaps, Mr. Ruysdael. But I still think I'll take along a gun just in case.

RUYSDAEL: How about Luckies? Taking any of them along, Mr. Melchior?

MELCHIOR: Yes, indeed. I'm taking a great many. There are not many cigarette stores in the Rocky Mountains.

RUYSDAEL: Will you tell us how you began smoking Luckies?

MELCHIOR: Of course. I tried one ... and I liked its taste. Then I found that even when I sang Wagner ... and Wagnerian Opera is very hard on the voice ... I could smoke as many Luckies as I liked without any effect on my throat. I've smoked them a long time now ... years, in fact ... and they have always been easy on my throat.

RUYSDAEL: Thank you, Mr. Melchior. From you, that's a real tribute to Luckies. And now, on behalf of "Your Hit Parade" audience, let me wish you lots of luck in the North Woods.

MELCHIOR: Thank you, Mr. Ruysdael, and thank you, everybody, for being so kind to me tonight.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 9, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

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[redacted]

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 9, 1938

LORD & THOMAS
NEW YORK

Extra File Copy

Client LUCKY STRIKE "YOUR HIT PARADE" Number 3 Date 4/7/38

Copy for GUEST APPEARANCE - LAURITZ MELCHIOR - APRIL 9,1938 ~~12-gs~~

ANNOUNCER: Tonight, ladies and gentlemen, Lucky Strike invites you to a birthday party - a very special kind of birthday party. Just twenty-five years ago, our guest of this evening, Lauritz Melchior, sang for his first major audience in the Royal Opera House in Copenhagen, Denmark. On that evening, a magnificent operatic career was born, and the twenty-five years that have passed since have been full and glorious ones for Lauritz Melchior. He has sung for thousands of audiences ... millions have thrilled to the beauty of his voice. On this 25th anniversary of his career, Lucky Strike takes pleasure in wishing him - many happy returns! ... Ladies and gentlemen, the man whom music critics have called the greatest Wagnerian tenor of all time ... Lauritz Melchior, of the Metropolitan Opera.

(APPLAUSE) (ORCHESTRA PLAYS A FEW BARS OF "HAPPY BIRTHDAY TO YOU")

MELCHIOR: Thank you. Thank you all ... from the bottom of my heart.

RUYSDAEL: Mr. Melchior, 25 years is a long time to stick to one job.

MELCHIOR: Ah, Mr. Ruysdael, but I am taking a vacation ... a glorious vacation.

RUYSDAEL: Well, that's fine. What are you planning to do?

MELCHIOR: I'm going on a hunting expedition ... up in British Columbia, in the Canadian Rockies. There'll be about 12 of us ... and we'll hunt ... everything...moose ... elk ... bear ... mountain goats.

RUYSDAEL: I understand you're a crack shot with a rifle.

MELCHIOR: Thank you, Mr. Ruysdael. But, I am not one of those hunters who shoot at everything. I never shoot at young animals. That isn't sporting.

RUYSDAEL: What do you do, then, when you run across a young animal?

MELCHIOR: Shoot him another way ... with a camera. That, I think, is even harder than shooting with a rifle. You see, you have to get so close you must creep up on them.

RUYSDAEL: Creep up on them, eh? But suppose you creep up on a grizzly bear, that objects to having his picture taken?

MELCHIOR: In that case, Mr. Ruysdael, you do not creep.

RUYSDAEL: No. What then?

MELCHIOR: (CHUCKLING) In that case, you run! In the other direction!

RUYSDAEL: (LAUGHING) I think I'll stick to radio announcing. But now, Mr. Melchior, how about a little birthday present - from you to us? How about a song?

MELCHIOR: I'll be glad to. Would you like Wagner's "Traume"?

(MELCHIOR SINGS)

(APPLAUSE)

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(APPLAUSE)

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5
ASS'T SALES MANAGERS? * Yes
DIVISION MANAGERS? * Yes
SALESMEN? * Yes
DOM. CIGAR MEN? No
OFFICE LIST? * Yes
PUNCH HOLES No

April 8, 1938

* Each Letter individually addressed

In his story, "Life of an American Workman" which was published in the SATURDAY EVENING POST several months ago, Walter P. Chrysler says:

"THE UNFAILING SIGN OF A SKILLED WORKMAN WAS THE CHEST OF TOOLS HE BROUGHT TO ANY JOB."

That statement impressed me. In making it, Mr. Chrysler referred to that time when he, an apprentice, was learning the trade of a machinist. These words, uttered by Mr. Chrysler, pertained to workmen of more than forty years ago, but the same words are applicable to workmen of today.

Each of us is a workman. Each and every salesman in the field today is judged by the tools he brings to his job. To this end, we have endeavored to furnish you with those tools to which you can point with pride as the mark of "a skilled workman".

THERE IS BEING SHIPPED TO YOU TODAY, A DISTINCTIVELY NEW AND IMPROVED PHONOGRAPH. This new phonograph is one of your very important tools and I am sure it will be instrumental in creating a favorable impression upon the people with whom you come in contact.

But the Company can only put fine tools like these at your disposal. To be judged skilled workmen, each of us must strive constantly to improve the manner in which we perform our work so that we use these tools skillfully and effectively. So keep your tools at all times in the best of condition. Use your JUDGMENT on each call. Use your JUDGMENT in the selection of the first recording you play. Use your PERSONALITY with ENTHUSIASM and CONVICTION in your talks and turn on the heat after playing the "Chant of the Tobacco Auctioneer" record.*

Let us all keep these fine tools of our trade in the

If a reply is required, write your answer on the back of this letter.

The American Tobacco Company
INCORPORATED

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Very truly yours,

V. Riggio
VICE-PRESIDENT

*This record, the Auctioneer record, will, of course, be played on each and every call.

If a reply is required, write your answer on the back of this letter.

Mr. V. T. Danielson
Route List

Dear Mr. Danielson:

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The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

CABLE ADDRESS
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HOME OFFICE:
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April 8, 1938

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VICE-PRESIDENT

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That statement impressed me. In making it, Mr. Chrysler referred to that time when he, an apprentice, was learning the trade of a machinist. These words, uttered by Mr. Chrysler, pertained to workmen of more than forty years ago, but the same words are applicable to workmen of today.

Each of us is a workman. Each and every salesman in the field today is judged by the tools he brings to his job. To this end, we have endeavored to furnish you with those tools to which you can point with pride as the mark of "a skilled workman".

THERE IS BEING SHIPPED TO YOU TODAY, A DISTINCTIVELY NEW AND IMPROVED PHONOGRAPH. This new phonograph is one of your very important tools and I am sure it will be instrumental in creating a favorable impression upon the people with whom you come in contact.

But the Company can only put fine tools like these at your disposal. To be judged skilled workmen, each of us must strive constantly to improve the manner in which we perform our work so that we use these tools skillfully and effectively. So keep your tools at all times in the best of condition. Use your JUDGMENT on each call. Use your JUDGMENT in the selection of the first recording you play. Use your PERSONALITY with ENTHUSIASM and CONVICTION in your talks and turn on the heat after playing the "Chant of the Tobacco Auctioneer" record.*

Let us all keep these fine tools of our trade in the

best of condition. Let us use them diligently...and intelligently. If we do that, we shall be worthy, each of us, to be called "A Skilled Workman" and that is one of the finest compliments any man can get.

Very truly yours,

V. Riggio
VICE-PRESIDENT

*This record, the Auctioneer record, will, of course, be played on each and every call.

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

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

April 8, 1938

Mr. V. T. Danielson,
ROUTE LIST

Dear Mr. Danielson:

I have just finished reading the story "Life of An American Workman" by Walter P. Chrysler. Quoted below is an excerpt from this story which impressed me because of its obvious truth -

"THE UNFAILING SIGN OF A SKILLED WORKMAN WAS THE CHEST OF TOOLS HE BROUGHT TO ANY JOB."

Mr. Chrysler, in making this statement refers to that time when he, an apprentice, was learning the trade of a machinist. These words uttered by Mr. Chrysler pertained to workmen of more than twenty-five years ago but the same words are applicable to workmen of today.

Each one of us is a workman. Each and every salesman in the field today is judged by the tools he brings to his job. To this end, I have constantly endeavored to furnish you with those tools to which I feel confident, you can point with pride and which will stamp you with the sign of "a skilled workman".

THERE IS BEING SHIPPED TO YOU TODAY, A DISTINCTIVELY NEW AND IMPROVED PHONOGRAPH. This new phonograph is one of your very important tools and I am sure it will be instrumental in creating a favorable impression upon the people with whom you come in contact.

It is only possible, however, for me to furnish you men with the best tools obtainable for your job. To be judged "a skilled workman", it is necessary for you to continuously strive to improve the manner in which you perform your work so that you use these tools skillfully and effectively. ALSO, you, yourself, must keep your "tools" at all times in the best of condition. You must use (1) your judgment on each call, in the selection of the first recording you play and, (2) your

If a reply is required, write your answer on the back of this letter.

personality with ENTHUSIASM and CONVICTION in your talks when referring to that recording and after playing the Auctioneer record. This record, the Auctioneer record, will, of course, be played on each and every call.

Very truly yours,

V. Riggio
VICE-PRESIDENT

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco, California

CABLE ADDRESS
TOBACCO

April 11, 1938

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But the Company can only put fine tools like these at your disposal. To be judged skilled workmen, each of us must strive constantly to improve the manner in which we perform our work so that we use these tools skillfully and effectively. So keep your tools at all times in the best of condition. Use your JUDGMENT on each call. Use your JUDGMENT in the selection of the first recording you play. Use your PERSONALITY with ENTHUSIASM and CONVICTION in your talks and turn on the heat after playing the "Chant of the Tobacco Auctioneer" record.*

Let us all keep these fine tools of our trade in the

best of condition. Let us use them diligently...and intelligently. If we do that, we shall be worthy, each of us, to be called "A Skilled Workman" and that is one of the finest compliments any man can get.

Very truly yours,

V. Riggio
VICE-PRESIDENT

*This record, the Auctioneer record, will, of course, be played on each and every call.

Legal Papers
Working Document
Relevant Parties
Dated Subs. List Referred
Affid. Last "
Letter Referred for resp.
First Page Prop. Lit.
Second " "
Letter Rec'd
Stopped on 9/6 Ent.
Copy Returned
Last Page
Letter Sent Back
Final
Checking against list funds
Coding
Inserted in mail

Circ. File

airmail

April 8, 1938

Mr. W. H. Curtis, Auditor,
The American Tobacco Co.
of the Pacific Coast,
#1 South Park,
San Francisco, Calif.

Dear Sir:

We are shipping you today 75 Higgs Auctioneer Records, for your regular by-weekly shipment to the Sales Force.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMcD:BP

F.V.O. FORM 195
2-1-39

TRIPLICATE
RETAIN FOR PERMANENT RECORD

The American Tobacco Company
INCORPORATED
SALES DEPARTMENT

DATE 4/7 19[illegible]

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

FOR O. K'S ONLY

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION
DO NOT INCLUDE OTHER SUPPLIES

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	BELOW SPACES FOR N. Y. O. ONLY WGHT.	NO. PKGS.	
15	AIR TIONEER REFRAC - RIGGS			**TRIPLICATE** THE AMERICAN TOBACCO Co. F THE PACIFIC COAST #1 SOUTH PARK SAN FRANCISCO CALIFORNIA.

TO _____
PRINT NAME

TO ARRIVE NOT LATER THAN _____
(ALLOW SUFFICIENT TIME)

SHIP BY _____ _____ _____ _____
STREET OR POST OFFICE ADDRESS TOWN STATE

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

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

April 14, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Tobacco Expert Testimonial from Kay Kyser's Musical Klass and Dance, Wednesday, April 13th: -

ANNOUNCER: Our old friend "Speed" Riggs, the famous tobacco auctioneer, seems to know just about everybody who is anybody down in Tobaccoland. Just this afternoon during rehearsals I asked "Speed" if he was acquainted with Joe Burnett, tobacco auctioneer, of Buffalo Springs, Virginia ... Sure enough, Speed knew him. And Speed told me Joe Burnett is an A-1 tobacco man. Mr. Burnett, it seems, learned tobacco from his father, a tobacco farmer. Then Joe's uncle, a tobacco auctioneer, taught him the auctioneering side of the business. Joe Burnett has been auctioneering tobacco himself for 7 years now and he's sold millions and millions of pounds. I am glad to be able to give you this first hand information about Mr. Burnett for he has something to say that I think will interest every smoker ...

MAN: All in all, I think I know tobacco. And I can speak my mind about it because I'm independent ... I sell to <u>all</u> companies. So, I'll say this: I've smoked Luckies for the past 10 years because I see what mighty good tobacco Lucky Strike buys. It's good,

MAN Cont'd: rich, ripe tobacco ... the kind that makes the best smoke. And I've seen Luckies buy this same type of tobacco at every auction. I know for a fact a millionaire couldn't smoke any better tobacco. Yes, Luckies are a grand cigarette.

ANNOUNCER: Thank you, Mr. Burnett. It's interesting that most other independent experts of Tobaccoland - buyers, warehousemen and auctioneers - agree with Joe Burnett. Like him they know tobacco from A to Z ... like him they see what tobacco is bought for what cigarette ... And like him, they choose Luckies for their own smoking. Here are the facts as shown by sworn records. Among these independent experts like Joe Burnett, Lucky Strike has over twice as many exclusive smokers as all the other cigarettes combined. Over twice as many! Remember that fact when you hear the chant of the tobacco auctioneer (FADE IN CHANT 10 SECONDS) - when you hear that chant, remember, with men who know tobacco best, it's Luckies 2 to 1!

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5

ASS'T SALES MANAGERS? Yes

DIVISION MANAGERS? Yes

SALESMEN? Yes

DOM. CIGAR MEN? No

OFFICE LIST? Yes

PUBLICITY? No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 112

DATE 4/15/38

(see Point No. 2 Outline of Sales Talk for phonograph dated March 7, 1938)

"Your Hit Parade" presented as guest artist Saturday, April 16th, an old favorite, Lanny Ross.

Mr. Ross recently added to the laurels he won in radio and the movies by completing a most successful concert tour...his first. He is truly the man with the voice millions know and admire.

After explaining to the announcer how the program of this concert tour took a year to prepare, because of the work involved, trying out songs that would appeal to his audience and suit his voice, Mr. Ross sang one of his favorites - "Why Do I Love You?" At the completion of the song, the following conversation took place between Mr. Ross and the announcer:

RUYSDAEL: Thanks, Lanny. That was great. It's certainly a treat to have you back with us on "Your Hit Parade." However, I understand you're not going to be in New York for long.

ROSS: As a matter of fact I'm leaving for Hollywood tomorrow. I'm scheduled to start work on a picture next week.

RUYSDAEL: Well, Lanny, as a Lucky Strike smoker, you ought to feel at home in Hollywood.

ROSS: Yes, I know how many of the stars smoke Luckies... I suppose for the same reason I do.

RUYSDAEL: How long have you been smoking Luckies, Lanny?

ROSS: Oh, I'm a veteran. I've smoked Luckies ever since my College Glee Club days.

RUYSDAEL: And what are the reasons you mentioned?

ROSS: Well - two ... I like Luckies' taste. And they never bother my throat.

RUYSDAEL: Thank you, Lanny, for telling us about Luckies. And now on behalf of "Your Hit Parade" audience let me wish you success in Hollywood ... and continued success in radio and concert.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 16, 1938

RADIO GUEST APPEARANCE (TESTIMONIAL)

Number 112 4/15/38

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[redacted])

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 16, 1938

LORD & THOMAS
NEW YORK

Copy for

Client
Copy for LUCKY STRIKE "YOUR HIT PARADE"

Number 1 Date 4/13/38

~~LANNY ROSS INTERVIEW - April 16,1938~~

S-gk

RUYSDAEL: There's a new feather in the cap of Lanny Ross these days. For, he's just back from a successful concert tour...his first. Lanny is here in the studio tonight as the guest of Lucky Strike. And, he's brimming over with stories of his experiences as a traveling troubadour. Ladies and gentlemen, here he is...the man and the voice millions admire...Lanny Ross! (APPLAUSE)

ROSS: Thanks, everybody. Mr. Ruysdael, if I may make a correction - this concert tour wasn't my first.

RUYSDAEL: That's news to me, Lanny. When were you a concert singer before?

ROSS: (CHUCKLING) Back in my college days - when I was with the Yale Glee Club. And I was a high priced singer, too. Sometimes I got as high as $5 a night.

RUYSDAEL: (LAUGHS) Seriously, Lanny, how does a singer go about arranging a concert tour?

ROSS: Well, it's like Rome...you can't build it in a day. It took me a whole year to prepare my program.

RUYSDAEL: A whole year!

ROSS: Yes. You see, when you go into concert, you want to be sure you've got songs that will please your audience as well as fit your voice.

RUYSDAEL: How did you pick out your songs, Lanny?

ROSS: Well...I went to a famous accompanist for advice. We must have tried out about 100 songs before we finally settled on the twenty that made up my program.

RUYSDAEL: And what was the next step?

ROSS: Oh - rehearsals, rehearsals. And finally you try the program out on your friends. And was that tough! Somehow your best friends tend to be your worst critics.

RUYSDAEL: And after that?

ROSS: Then the New York debut. Mine was in Town Hall in November.

RUYSDAEL: And next....

ROSS: Well...if the critics are kind, your agents show your reviews around the country and arrange a series of concerts. If the critics aren't kind ... you find a good book and plan to stay at home for awhile.

RUYSDAEL: (CHUCKLES) Well Lanny ... how about a song ... just to show us that concerts haven't dimmed your enthusiasm for radio?

ROSS: Swell ... let me do a favorite of mine ... "Why Do I Love You".

RUYSDAEL: (SINGS)

(APPLAUSE)

RUYSDAEL: Thanks, Lanny. That was great. It's certainly a treat to have you back with us on "TOUR HIT PARADE." Honeys I understand, you're not going to be in New York for long?

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HUYSDAEL: Thank you, Lanny, for telling us about Luckies. And now on behalf of Your Hit Parade audience let me wish you success in Hollywood...and continued success in radio and concert.

(APPLAUSE)

THIS CIRCULAR MAILED TO SECTIONS? 1 2 3 4 5

ASS'T SALES MANAGERS? Yes

DIVISION MANAGERS? Yes

SALESMEN? Yes

DOM. CIGAR MEN? No

OFFICE LIST? Yes

PUNCH HOLES? No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 113

DATE 4/22/38

(see Point No. 2 Outline of Sales Talk for phonograph dated March 7, 1938)

As guest artist for the entertainment of the public "Your Hit Parade" proudly presented, Saturday, April 23rd, Madame Lotte Lehmann of the Metropolitan Opera.

Wherever Madame Lehmann's brilliant career has taken her - New York, London, Paris, Rome - the world of music has been free with its honors and praise.

After singing Brahm's "Lullaby" Madame Lehmann and the announcer held the following conversation:

RUYSDAEL: Bravo, Madame Lehmann. That was beautiful - but tell us, what are your plans now that the Metropolitan Opera season is over?

LEHMANN: First I am going to London to sing at Covent Garden. Then in the Fall I expect to make a concert tour of the United States with my old friend, Lauritz Melchior. It will be our first tour together - in America.

RUYSDAEL: And something America will certainly look forward to, Madame Lehmann. It occurs to me that when you're on tour with Mr. Melchior you never need lack for Luckies. Mr. Melchior smokes them, too, you know.

LEHMANN: Yes, I know, Mr. Ruysdael. As a matter of fact I've noticed that so many of the singers at the Metropolitan smoke Luckies - and a lot of them have been smoking them longer than I have.

RUYSDAEL: How long is that, Madame Lehmann?

LEHMANN: About 4 years. You see, I like Luckies' taste and then they do not effect my throat - ever.

RUYSDAEL: Thank you, Madame Lehmann. And now on behalf of "Your Hit Parade" may I wish you success at Covent Garden, and lots of luck and Luckies on your tour with Mr. Melchior.

LEHMANN: Thank you, Mr. Ruysdael - and everybody. I have so enjoyed being here. Goodnight.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 23, 1938

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DATE 4/22/38

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LEHMANN: Thank you, Mr. Ruysdael - and everybody. I have so enjoyed being here. Goodnight.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 23, 1938

RUYSDAEL: Their names are "Mohrchen" ... and "Jimmy, the Gangster". Both are the boon companions of one of the world's greatest singers, yet neither cares a fig about music. Jimmy, the Gangster, as a matter of fact, yawns in the faces of famous tenors. Mohrchen has been known to ignore Toscanini. Mohrchen and Jimmy are dogs. They are Madame Lotte Lehmann's pets. And wherever Madame Lehmann's brilliant career may take her ... New York, London, Paris, Rome ... Mohrchen and Jimmy go along to help make a home for her. For home is what Madame Lehmann - on whom the world has heaped the highest musical honors - loves above all else. Ladies and gentlemen, Lucky Strike is proud to present Madame Lotte Lehmann of the Metropolitan Opera!

LEH (APPLAUSE)

LEHMANN: Thank you, Mr. Ruysdael ... and everybody.

RUYSDAEL: Madame Lehmann, it's true that you do take Mohrchen and Jimmy with you everywhere, isn't it?

LEHMANN: (LAUGHING) Well, almost everywhere. Once, Jimmy even appeared in an opera with me.

RUYSDAEL: Jimmy the Gangster in an opera! How did that happen?

LEHMANN: We were singing Rosenkavalier ... in Chicago ... on my last tour. You remember in that opera there's a scene where a villager comes on stage with a canary and a dog. Well, this night the company dog wasn't there.

RUYSDAEL: Ah! And Jimmy went on in his place and scored a tremendous hit?

LEHMANN: Not exactly. Jimmy went on all right ... but the poor dog was scared to death. And even though he earned a dollar for his performance he has refused ever since to go back into opera.

RUYSDAEL: How about Mehrchen? Has he ever made an operatic debut?

LEHMANN: No, Mehrchen, also, seems to be interested chiefly in dog biscuit.

RUYSDAEL: Madame Lehmann, it must be an awful cross for you to bear - having two such unmusical dogs. I wonder if you will give us a little demonstration of how much they are missing by singing for us now.

LEHMANN: Gladly! (LAUGHS) I shall sing a number that Mehrchen and Jimmy particularly dislike ... It's Brahms' "Lullaby."

(MUSIC - SINGS)

(APPLAUSE)

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RUYSDAEL: Thank you, Madame Lehmann. And now on behalf of "Your Hit Parade" may I wish you success at Covent Garden, and lots of luck and Luckies on your tour with Mr. Melchior.

LEHMANN: Thank you, Mr. Ruysdael....and everybody. I have so enjoyed being here. Goodnight.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

THIS CIRCULAR MAILED TO SECTIONS?	1234
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS? *	Yes
SALESMEN? *	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

April 22, 1938

* Different letter mailed certain assignments see page 4 of letters attached

TO THE ENTIRE SALES ORGANIZATION:

At the direction of Mr. V. Riggio, we are sending you today, four (4) items which should be of considerable help to you in your work.

1. NEW RECORD: (Under Separate Cover)

We are sending you the song which has been Number 1 on "Your Hit Parade" for the past five weeks and which we are sure you will find to be a real addition to your list.

"Ti Pi Tin"
sung by
"Scrappy" Lambert

This record is to replace "Good Night Angel" which we instructed you to destroy a short time ago. This again brings your quota of records up to twelve (12) and furnishes you with a melody that is very popular at the present time.

2. PICTURES: (Attached hereto)

There is also being furnished you, a new set of tobacco auction and market pictures. Five (5) different pictures enclosed in an envelope which are to replace those pictures which you are using today. We suggest that you keep them in the envelope so as to preserve their appearance and, that you do not allow these pictures to become shabby or mutilated. Keep them in first class condition by requisitioning new ones the moment those now in your possession show the slightest signs of being soiled or worn.

You will note on the back of each of these pictures is an explanation of the scene which we hope will prove to make

Make this test with your pipe tobacco!

1. Do you think that you enjoy the *flavor* of tobacco chiefly through your sense of *taste?* Then make this astonishing test. Pinch your nostrils together while smoking. Notice that your tobacco becomes flat... tasteless... flavorless!

2. *Now let go.* Immediately the flavor returns... proving that you enjoy the *flavor* of tobacco chiefly through your sense of *smell.* Flavor, you see, is produced only partly by the tongue... *largely* by delicately keen nerves at the back of the nose.

How we found FLAVOROMA for you!

Flavor depends mostly on your sense of smell. Knowing this, we set out to produce a pipe tobacco that would appeal to the senses of *both* taste and smell... in exactly the right proportions to produce finer flavor.

Finally—in HALF & HALF—we produced a blend with the very special quality we were looking for... combining taste and aroma in *exactly* the right proportions.

We call that exclusive quality FLAVOROMA. It will add a richer, fuller pleasure to the comfort and enjoyment you get from your pipe.

Buy HALF & HALF today. Taste for yourself why FLAVOROMA is switching so many pipe-smokers to this finer-flavored tobacco.

The Telescope Tin gets smaller and smaller as you use it, makes tobacco easy to get at all the way down. No scraped fingers as you reach down for the last load. (Patent No. 1,770,920.)

Enjoy the FLAVOROMA of

HALF AND HALF

FOR PIPE OR CIGARETTE

Saturday Evening Post—May 7, 1938
Collier's—May 7, 1938
Country Home—June, 1938
Country Gentleman—June, 1938

Life—May 2, 1938
Time Magazine—April 25, 1938
Farm Journal—May, 1938
American Magazine—June, 1938

Field & Stream—June, 1938
American Legion—June, 1938
Hunting & Fishing—June, 1938
Outdoor Life—June, 1938

Thrilling Group—July, 1938
Ace Fiction Group—July, 1938
All Fiction Group—July, 1938
Newsstand Fiction Group—July, 1938

Popular Publication Group—July, 1938
Pathfinder—April 16, 1938

these pictures even more effective than those in your possession at the present time. We suggest that you destroy your present pictures without delay.

Mr. Riggio insists that your pictures be clean and good looking for they will add sincerity and conviction to everything you say about the fine tobaccos in LUCKY STRIKE Cigarettes and our statement that "Among independent tobacco experts - With men who know tobacco best...It's LUCKIES - 2 to 1." They are pictures of fine tobaccos and of some of those independent tobacco experts who smoke LUCKIES.

3. HALF & HALF ADVERTISING:

To further assist you in your HALF & HALF talk, we are forwarding fifty (50) small and compact HALF & HALF counter displays to hold three (3) tins of HALF & HALF Smoking Tobacco. (Under separate cover).

This counter display is simple and attractive and we feel certain that it can be readily placed by you on the vast majority of the retail dealers' counters.

We are opening a national advertising campaign in sixty-seven (67) national magazines on HALF & HALF Smoking Tobacco and you will find attached herewith a copy of the first ad which will appear this week and you should adjust your Sales Talk so as to include both of these items, viz: the showing of the ad to the dealer and the placing of the counter display. The last two paragraphs of your present Sales Talk on HALF & HALF Smoking Tobacco should be changed as follows:

"HALF & HALF sales, as you know, are climbing steadily. It is admittedly the <u>fastest growing</u> brand of smoking tobacco. We advertise it in 67 national magazines - 22,000,000 messages, just like this are delivered to the American public."

(Show dealer a copy of magazine with HALF & HALF advertisement.)

"Now, so that you will be in a position to reap some benefit from this extensive advertising, I would like to place this neat and compact counter display of three tins here on your counter. Through this counter display and our advertising campaign I know your business will increase on HALF & HALF.

You should continue to take advantage of being of service to the dealer by arranging all of the tobacco neatly on the shelf, including competitive brands. See that the shelf is clean and tidy and make a spread not more than two tins wide in the center of the dealer's smoking tobacco.

Mr. Riggio feels certain that the counter display and the reproductions of the ad will greatly benefit you in your efforts to put across to the dealer, your talk on HALF & HALF Smoking Tobacco.

It is not our intention to continue to supply you with reproductions of these ads. You will notice at the bottom of this reproduction there is a list of magazines in which HALF & HALF advertisements will appear, and you should secure a copy of a magazine from any news stand. Change this magazine from time to time, always keeping your copy neat and clean looking.

4. RADIO PROGRAMS:

At the present time, we have the following radio programs on the air for LUCKY STRIKE Cigarettes:

1. "Your Hit Parade"
   WABC - Saturday - 10:00 to 10:45 P.M.E.D.S.T.

2. "Kay Kyser's Musical Klass"
   WEAF - Wednesday - 10:00 to 11:00 P.M.E.D.S.T.

3. "Alias Mr. Spatafaculi"
   Serial dramatization starring Buddy Clark
   WOR - Monday, Wednesday, Friday-6:45 to 7:00 P.M.E.D.S.T.
   WGN - Monday, Wednesday, Friday-6:15 to 6:30 P.M.E.D.S.T.

4. "Spot" broadcasts nationally over 59 stations, featuring "The Chant of the Tobacco Auctioneer" and the tobacco story - "Sworn records on file at New York Office show, etc." These spot broadcasts will range from 50 to 60 seconds each and occur at various times throughout the day and evening.

We have DISCONTINUED the following programs:

1. "Your News Parade" by Edwin C. Hill.

2. "Your Hollywood Parade" Wednesday night.

3. "Melody Puzzles" Tuesday night.

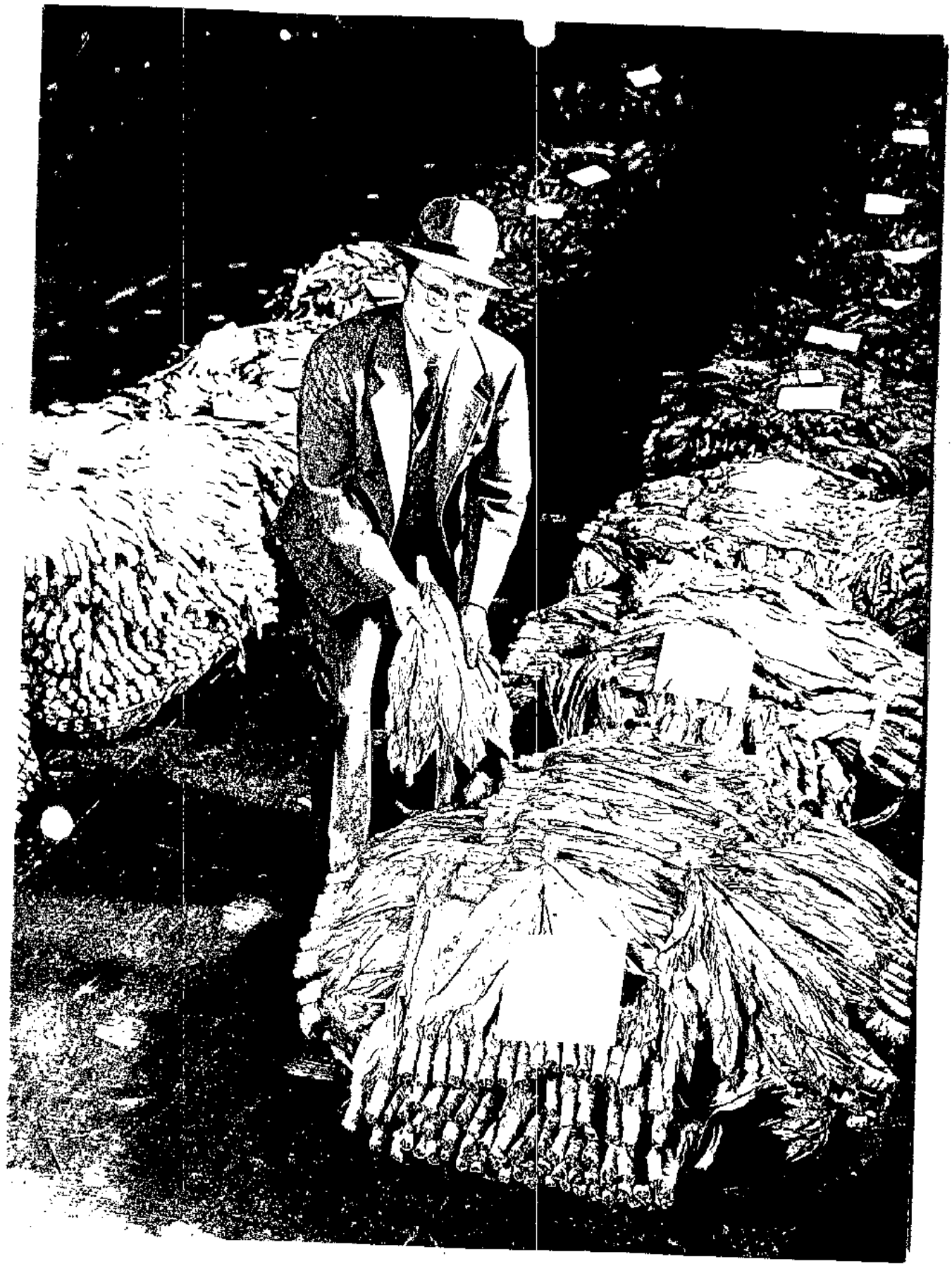
All of these programs have been designed to help you in your work and to back up your message on the quality of the tobacco used in the manufacture of LUCKY STRIKE Cigarettes and the benefits of the "Toasting" process. Mr. Riggio desires every member of the Sales Organization to listen to these programs at every opportunity so that you gain new talking points and thereby build your background in the tobacco industry.

At this point, we would like to again remind you that Mr. Riggio is always interested in receiving from the members of our Sales Organization - their and the public's reaction on our radio programs. Don't hesitate to write this Department about them.

Very truly yours,

W. A. Shevlin

W. A. Shevlin
SALES DEPARTMENT



Robert M. Kirkland, American Tobacco Company buyer in Durham, N. C. examines his day's purchases, after the tobacco auction. His trained eye and deft fingers quickly detect the fine quality of these choice center leaves.

Dail Laughinghouse (left), American Tobacco Comany buyer is congratulated by Billie Branch, independent tobacco auctioneer of Greensboro, N. C., on the high quality of his day's purchases. Billie Branch knows fine tobacco when he sees it—he auctioned 7,000,000 pounds of tobacco in the Tennessee market in 1937.


No4
FLOOR

One section of the Clay, Gentry, Graves Tobacco Warehouse at Lexington, Kentucky. There has been as much as 1,916,000 pounds of tobacco on its 210,000 square feet of floor space at one time. This warehouse is one of the largest of its kind in the world and in area is more than eight and a half times as large as the main Concourse of the Grand Central Station in New York City.

A close-up of Dewey Huffine, tobacco auctioneer, in action. He gets the bidding started quickly, and in a matter of seconds runs it to the top bid and closes the sale. Notice the buyers competing for this choice lot of tobacco. The bidding is silent and lightening fast—a snap of the fingers, the wink of an eye, the lifting of an eyebrow. In the past 13 years Mr. Huffine has sold about 100 million pounds of tobacco. For more than 20 years he has been a Lucky Strike smoker.

A tobacco auction in progress at Lexington, Kentucky. Notice the warehouseman pointing to what he considers to be a particularly fine pile of tobacco.

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N.Y.

N. Y. O. FORM 322

CIGARETTES AND TOBACCO

TOBACCO AUCTION AND MARKET SCENES

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

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

April , 1938

TO THE ENTIRE SALES ORGANIZATION:

At the direction of Mr. V. Riggio, we are sending you today, four (4) items which should be of considerable help to you in your work.

1. NEW RECORD: (Under Separate Cover)

We are sending you the song which has been Number 1 on "Your Hit Parade" for the past five weeks and which we are sure you will find to be a real addition to your list.

"Ti Pi Tin"
sung by
Scrappy Lambert

This record is to replace "Good Night Angel" which we instructed you to destroy a short time ago. This again brings your quota of records up to twelve (12) and furnishes you with a melody that is very popular at the present time.

2. PICTURES: (Attached hereto)

There is also being furnished you, a new set of tobacco auction and market pictures. Five (5) different pictures enclosed in an envelope which are to replace those pictures which you are using today. We suggest that you keep them in the envelope so as to preserve their appearance and, that you do not allow these pictures to become shabby or mutilated. Keep them in first class condition by requisitioning new ones the moment those now in your possession show the slightest signs of being soiled or worn.

You will note on the back of each of these pictures is an explanation of the scene which we hope will prove to make

these pictures even more effective than those in your possession at the present time. We suggest that you destroy your present pictures without delay.

Mr. Riggio insists that your pictures be clean and good looking for they will add sincerity and conviction to everything you say about the fine tobaccos in LUCKY STRIKE Cigarettes and our statement that "Among independent tobacco experts - With men who know tobacco best...It's LUCKIES - 2 to 1." They are pictures of fine tobaccos and of some of those independent tobacco experts who smoke LUCKIES.

3. HALF & HALF ADVERTISING:

To further assist you in your HALF & HALF talk, we are forwarding fifty (50) small and compact HALF & HALF counter displays to hold three (3) tins of HALF & HALF Smoking Tobacco. (Under separate cover).

This counter display is simple and attractive and we feel certain that it can be readily placed by you on the vast majority of the retail dealers' counters.

We are opening a national advertising campaign in sixty-seven (67) national magazines on HALF & HALF Smoking Tobacco and you will find attached herewith a copy of the first ad which will appear this week and you should adjust your Sales Talk so as to include both of these items, viz: the showing of the ad to the dealer and the placing of the counter display. The last two paragraphs of your present Sales Talk on HALF & HALF Smoking Tobacco should be changed as follows:

"HALF & HALF sales, as you know, are climbing steadily. It is admittedly the <u>fastest growing</u> brand of smoking tobacco. We advertise it in 67 national magazines - 22,000,000 messages, just like this are delivered to the American public."

(Show dealer a copy of magazine with HALF & HALF advertisement.)

"Now, so that you will be in a position to reap some benefit from this extensive advertising, I would like to place this neat and compact counter display of three tins here on your counter. Through this counter display and our advertising campaign I know your business will increase on HALF & HALF.

You should continue to take advantage of being of service to the dealer by arranging all of the tobacco neatly on the shelf, including competitive brands. See that the shelf is clean and tidy and make a spread not more than two tins wide in the center of the dealer's smoking tobacco.

Mr. Riggio feels certain that the counter display and the reproductions of the ad will greatly benefit you in your efforts to put across to the dealer, your talk on HALF & HALF Smoking Tobacco.

It is not our intention to continue to supply you with reproductions of these ads. You will notice at the bottom of this reproduction there is a list of magazines in which HALF & HALF advertisements will appear, and you should secure a copy of a magazine from any news stand. Change this magazine from time to time, always keeping your copy neat and clean looking.

4. RADIO PROGRAMS:

At the present time, we have the following radio programs on the air for LUCKY STRIKE Cigarettes:

1. "Your Hit Parade" 10 45
   WABC - Saturday - 10:00 to ~~11:00~~ P.M. E.D.S.T.

2. "Kay Kyser's Musical Klass"
   WEAF - Wednesday - 10:00 to 11:00 P.M.E.D.S.T.

3. "Alias Mr. Spatafaculi"
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4. "Spot" broadcasts nationally over 59 stations, featuring "The Chant of the Tobacco Auctioneer" and the tobacco story - "Sworn records on file at New York Office show, etc." These spot broadcasts will range from 50 to 60 seconds each and occur at various times throughout the day and evening.

We have DISCONTINUED the following programs:

1. "Your News Parade" by Edwin C. Hill.

2. "Your Hollywood Parade" Wednesday night.

3. "Melody Puzzles" Tuesday night.

All of these programs have been designed to help you in your work and to back up your message on the quality of the tobacco used in the manufacture of LUCKY STRIKE Cigarettes and the benefits of the "Toasting" process. Mr. Riggio desires every member of the Sales Organization to listen to these programs at every opportunity so that you gain new talking points and thereby build your background in the tobacco industry.

At this point, we would like to again remind you that Mr. Riggio is always interested in receiving from the members of our Sales Organization - their's and the public's reaction on our radio programs. Don't hesitate to write this Department about them.

Very truly yours,

W. A. Shevlin
SALES DEPARTMENT

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

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

April 22, 1938

TO THE ENTIRE SALES ORGANIZATION:

At the direction of Mr. V. Riggio, we are sending you today, four (4) items which should be of considerable help to you in your work.

1. NEW RECORD: (Under Separate Cover)

We are sending you the song which has been Number 1 on "Your Hit Parade" for the past five weeks and which we are sure you will find to be a real addition to your list.

"Ti Pi Tin"
sung by
"Scrappy" Lambert

This record is to replace "Good Night Angel" which we instructed you to destroy a short time ago. This again brings your quota of records up to twelve (12) and furnishes you with a melody that is very popular at the present time.

2. PICTURES: (Attached hereto)

There is also being furnished you, a new set of tobacco auction and market pictures. Five (5) different pictures enclosed in an envelope which are to replace those pictures which you are using today. We suggest that you keep them in the envelope so as to preserve their appearance and, that you do not allow these pictures to become shabby or mutilated. Keep them in first class condition by requisitioning new ones the moment those now in your possession show the slightest signs of being soiled or worn.

You will note on the back of each of these pictures is an explanation of the scene which we hope will prove to make

these pictures even more effective than those in your possession at the present time. We suggest that you destroy your present pictures without delay.

Mr. Riggio insists that your pictures be clean and good looking for they will add sincerity and conviction to everything you say about the fine tobaccos in LUCKY STRIKE Cigarettes and our statement that "Among independent tobacco experts - With men who know tobacco best...It's LUCKIES - 2 to 1." They are pictures of fine tobaccos and of some of those independent tobacco experts who smoke LUCKIES.

3. HALF & HALF ADVERTISING:

To further assist you in your HALF & HALF talk, we are forwarding fifty (50) small and compact HALF & HALF counter displays to hold three (3) tins of HALF & HALF Smoking Tobacco. (Under separate cover).

This counter display is simple and attractive and we feel certain that it can be readily placed by you on the vast majority of the retail dealers' counters.

We are opening a national advertising campaign in sixty-seven (67) national magazines on HALF & HALF Smoking Tobacco and you will find attached herewith a copy of the first ad which will appear this week and you should adjust your Sales Talk so as to include both of these items, viz: the showing of the ad to the dealer and the placing of the counter display. The last two paragraphs of your present Sales Talk on HALF & HALF Smoking Tobacco should be changed as follows:

"HALF & HALF sales, as you know, are climbing steadily. It is admittedly the <u>fastest growing</u> brand of smoking tobacco. We advertise it in 67 national magazines - 22,000,000 messages, just like this are delivered to the American public."

(Show dealer a copy of magazine with HALF & HALF advertisement.)

"Now, so that you will be in a position to reap some benefit from this extensive advertising, I would like to place this neat and compact counter display of three tins here on your counter. Through this counter display and our advertising campaign I know your business will increase on HALF & HALF.

You should continue to take advantage of being of service to the dealer by arranging all of the tobacco neatly on the shelf, including competitive brands. See that the shelf is clean and tidy and make a spread not more than two tins wide in the center of the dealer's smoking tobacco.

Mr. Riggio feels certain that the counter display and the reproductions of the ad will greatly benefit you in your efforts to put across to the dealer, your talk on HALF & HALF Smoking Tobacco.

It is not our intention to continue to supply you with reproductions of these ads. You will notice at the bottom of this reproduction there is a list of magazines in which HALF & HALF advertisements will appear, and you should secure a copy of a magazine from any news stand. Change this magazine from time to time, always keeping your copy neat and clean looking.

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At the present time, we have the following radio programs on the air for LUCKY STRIKE Cigarettes:

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Very truly yours,

W. A. Shevlin

W. A. Shevlin
SALES DEPARTMENT

NOTICE: Copy of this letter mailed all members Sales Organization except Assignments No. 25,28,32,41,42,43,44,45,46,47,48,49,50,51, 52,53,54,55,56,57,58,59,60,61,62,63,64,70,71,72,73,74,75,76,77,135, 137,139,140,141,142,143,144,154,155,156,157,241,242,243,244,245, 246,247,248,249,250,251,252,253,255,274,276,277,278,279,280,304.

Division Managers Nos. 4,6,7,8,9,10,17,18,20,31,32,35,38.

Asst. Sales Managers, Section Nos.1,2,4.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

April 22, 1938

TO THE ENTIRE SALES ORGANIZATION:

At the direction of Mr. V. Riggio, we are sending you today, four (4) items which should be of considerable help to you in your work.

1. NEW RECORD: (Under Separate Cover)

We are sending you the song which has been Number 1 on "Your Hit Parade" for the past five weeks and which we are sure you will find to be a real addition to your list.

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sung by
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You will note on the back of each of these pictures is an explanation of the scene which we hope will prove to make

these pictures even more effective than those in your possession at the present time. We suggest that you destroy your present pictures without delay.

Mr. Riggio insists that your pictures be clean and good looking for they will add sincerity and conviction to everything you say about the fine tobaccos in LUCKY STRIKE Cigarettes and our statement that "Among independent tobacco experts - With men who know tobacco best...It's LUCKIES - 2 to 1." They are pictures of fine tobaccos and of some of those independent tobacco experts who smoke LUCKIES.

3. HALF & HALF ADVERTISING:

To further assist you in your HALF & HALF talk, we are forwarding fifty (50) small and compact HALF & HALF counter displays to hold three (3) tins of HALF & HALF Smoking Tobacco. (Under separate cover).

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(Show dealer a copy of magazine with HALF & HALF advertisement.)

"Now, so that you will be in a position to reap some benefit from this extensive advertising, I would like to place this neat and compact counter display of three tins here on your counter. Through this counter display and our advertising campaign I know your business will increase on HALF & HALF.

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It is not our intention to continue to supply you with reproductions of these ads. You will notice at the bottom of this reproduction there is a list of magazines in which HALF & HALF advertisements will appear, and you should secure a copy of a magazine from any news stand. Change this magazine from time to time, always keeping your copy neat and clean looking.

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1. "Your Hit Parade"
   WABC - Saturday - 10:00 to 10:45 P.M.E.D.S.T.

2. "Kay Kyser's Musical Klass"
   WEAF - Wednesday - 10:00 to 11:00 P.M.E.D.S.T.

3. "Alias Mr. Spatafaculi"
   Serial dramatization starring Buddy Clark
   WOR - Monday, Wednesday, Friday-6:45 to 7:00 P.M.E.D.S.T.
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The American Tobacco Company

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W. A. Shevlin

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SALES DEPARTMENT

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Division Managers Nos. 4,6,7,8,9,10,17,18,20,31,32,35,38.

Asst. Sales Managers, Section Nos. 1,2,4.

If a reply is required, write your answer on the back of this letter.

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco

CABLE ADDRESS
TOBACCO

April 25, 1938

TO THE ENTIRE SALES ORGANIZATION:

At the direction of Mr. V. Riggio, we are sending you today, four (4) items which should be of considerable help to you in your work.

1. NEW RECORD: (Under Separate Cover)

We are sending you the song which has been Number 1 on "Your Hit Parade" for the past five weeks and which we are sure you will find to be a real addition to your list.

"Ti Pi Tin"
sung by
"Scrappy" Lambert

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2. PICTURES: (Attached hereto)

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3. HALF & HALF ADVERTISING:

To further assist you in your HALF & HALF talk, we are forwarding fifty (50) small and compact HALF & HALF counter displays to hold three (3) tins of HALF & HALF Smoking Tobacco. (Under separate cover).

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(Show dealer a copy of magazine with HALF & HALF advertisement.)

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4. RADIO PROGRAMS:

At the present time, we have the following radio programs on the air for LUCKY STRIKE Cigarettes:

1. "Your Hit Parade"
   WABC - Saturday - 10:00 to 10:45 P.M.E.D.S.T.

2. "Kay Kyser's Musical Klass"
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3. "Spot" broadcasts nationally over 59 stations, featuring "The Chant of the Tobacco Auctioneer" and the tobacco story - "Sworn records on file at New York Office show, etc." These spot broadcasts will range from 50 to 60 seconds each and occur at various times throughout the day and evening.

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At this point, we would like to again remind you that Mr. Riggio is always interested in receiving from the members of our Sales Organization - their and the public's reaction on our radio programs. Don't hesitate to write this Department about them.

Very truly yours,

W. N. Davis
VICE PRESIDENT

Circ. book

April 20, 1938

Mr. W. H. Curtis,
The American Tobacco Co.
of the Pacific Coast,
#1 South Park,
San Francisco, Cal.

Dear Sir:

We are shipping to you today 75 complete units, each unit containing:

1 Lambert & Quartet Record "Ti Pi Tin"
1 " " Phono. Sign
1 Auctioneer Record - Riggs
6 Form 180 - Selection Cards

We are also sending, 150 extra form 180 Selection Cards.

Please be advised the Auctioneer record included in this shipment is for your regular bi-weekly shipment to the Sales Force.

Very truly yours,

A. J. Lynch
SALES DEPARTMENT

JMc:AO

N.Y.O. FORM 195
2-1-28

TRIPLICATE
RETAIN FOR
PERMANENT RECORD

The American Record Company
INCORPD.
SALES DEPARTMENT

DATE 4-20-28 193

ASSIGN NO. _____ MOTOR NO. _____

DIVISION NO. _____ DIV. MGR. MR. _____

FOR O. K'S ONLY

REQUISITION BLANK (FOR ALL SUPPLIES)

REQUEST FOR TIRES & TUBES TO BE ON SEPARATE REQUISITION
DO NOT INCLUDE OTHER SUPPLIES

QUANTITY	ARTICLE PRINT IN DETAIL ONE (1) ITEM TO LINE	BELOW SPACES FOR N. Y. O. ONLY WGHT.	NO. PKGS.
75	NAMBERT & QUARTET RECORDS - TIN TIN		
75	" " PHONO. SIGNS		
75	AUCTIONEER RECORDS - RIGGS		
600	N.Y.O. FORM 180 - SELECTION CARDS		

TRIPLICATE

AMERICAN TOBACCO CO.
OF THE PACIFIC COAST
#1 SOUTH PARK
SAN FRANCISCO
CALIFORNIA

TO _____
PRINT NAME

TO ARRIVE NOT LATER THAN _____
(ALLOW SUFFICIENT TIME)

SHIP BY _____

STREET OR POST OFFICE ADDRESS _____ TOWN _____ STATE _____

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York, N. Y.

THIS CIRCULAR MAILED TO SECTIONS?	12345
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MEN?	No
OFFICE LIST?	Yes
PUNCH HOLES	No

April 22, 1938

TO THE ENTIRE SALES ORGANIZATION:

Attached you will find page for your "Reference Book" outlining Scheme No. 347 HALF & HALF 8 and 16 ounce Vacuum tins, each dozen billed as 11.

Please study the requirements of this Scheme carefully and you may start booking orders under the terms of it immediately. Place the page in your "Reference Book" where it will be accessible for ready reference.

Very truly yours,

W. A. Shevlin

W. A. Shevlin
SALES DEPARTMENT

If a reply is required, write your answer on the back of this letter.

SCHEME No. 347

HALF & HALF 8 and 16-oz. Vacuum Tins

12 Billed as 11

You may book orders under this deal for shipment to direct retail accounts and to retail dealers for the account of their jobbers. We are in a position to ship immediately. All retail dealers must agree to extend the following operation until all merchandise purchased under this deal is sold.

1. Display six tins on the showcase.
2. Display six tins in the window.
3. Place a window poster prominently on the store window.
4. Chains and large dealers who advertise in newspapers must place a cut in their newspaper ads.
5. All orders must consist of at least three dozen. This may include one size or a combination of both sizes.
6. This offer cannot be included in our 60 carton drop shipment deal, as outlined in Scheme 341.
7. Specify the number of window posters the retail dealer will require so that we may ship them direct to arrive the same time as the tobacco.
8. Retail dealers must understand that this offer is given to them for resale to consumers and is not to be resold to other retail dealers or jobbers.
9. No orders under the terms of this offer will be accepted unless they are solicited by a member of our Sales Organization.
10. No shipments will be made in the care of our jobbers.

April 20, 1938.

The American Tobacco Company
Of The Pacific Coast
INCORPORATED
No. 1 South Park
San Francisco

CABLE ADDRESS
TOBACCO

April 25, 1938

TO THE ENTIRE SALES ORGANIZATION:

Attached you will find page for your "Reference Book" outlining Scheme No. 347 HALF & HALF 8 and 16 ounce Vacuum tins, each dozen billed as 11.

Please study the requirements of this Scheme carefully and you may start booking orders under the terms of it immediately. Place the page in your "Reference Book" where it will be accessible for ready reference.

Very truly yours,

W. N. Davis
VICE PRESIDENT

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

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

Mr. Benedict
H/A

April 28, 1938

MEMORANDUM TO
MR. W. A. SHEVLIN:

Tobacco Expert Testimonial from Kay Kyser's Musical Klass, Wednesday, April 22nd: -

KYSER: Students - you might never suspect it but your old Professor was once a student himself. And back in those days when I was grinding into the three "R's" down in Rocky Mount, North Carolina - there was a fellow at the same school we all called "Jo-Jo" ... That was short for Joseph E. Cuthrell. And just about the time I started monkeying with dance rhythms, Jo-Jo Cuthrell was learning a different set of rhythms from his pappy - the Chant of the Tobacco Auctioneer. Das right! Jo-Jo's pappy was a crackerjack auctioneer and Jo-Jo's followed right along in his father's footsteps.

RUYSDAEL: Yes, Kay. Joseph E. Cuthrell today is one of the top auctioneers of Tobaccoland. He has sold tobacco all over the Bright and Burley Belts, in Georgia, the Carolinas, Virginia, Tennessee, and Kentucky. So here's a statement he made recently which should be of interest to every smoker ...

VOICE: In my experience, at all times and at every auction, I've seen Lucky Strike buy the top grades of tobacco. That's the reason I've smoked Luckies myself for the past six years and I'd say it's the reason so many other tobacco-men prefer Luckies, too.

RUYSDAEL: Yes, most independent tobacco experts like Joseph E. Cuthrell - auctioneers, buyers, and warehousemen, who deal with all cigarette companies on an equal basis -- choose Luckies for their own smoking. Here are the facts as shown by sworn records. Amont these independent experts, Lucky Strike has over twice as many exclusive smokers as have all other cigarettes combined!- Over twice as many! Remember that fact next time you hear the chant of the tobacco auctioneer. (CHANT - 10 SECONDS) When you hear the chant of the tobacco auctioneer. (CHANT - 10 SECONDS) When you hear that chant, remember .....with men who know tobacco best - it's Luckies 2 to 1!

V. J. Boor

V. J. Boor
ADVERTISING DEPARTMENT

THIS CIRCULAR MAILED TO SECTIONS?	12345
ASS'T SALES MANAGERS?	Yes
DIVISION MANAGERS?	Yes
SALESMEN?	Yes
DOM. CIGAR MGRS?	No
OFFICE LIST?	Yes
INCH HOLES?	No

RADIO GUEST APPEARANCE (TESTIMONIAL)

NUMBER 114

DATE 4/29/38

(see Point No. 2 Outline of Sales Talk for phonograph dated March 7, 1938.)

Saturday, April 30th, "Your Hit Parade" proudly presented as guest artist that famous young baritone - Everett Marshall.

Everett Marshall is one of the few artists who has attained outstanding success in both opera and musical comedy. He followed his debut at the Metropolitan with an equally auspicious debut in George White's "Scandals."

Mr. Marshall sang the popular "Wagon Wheels", after assuring the announcer he had no preference as to operatic numbers or musical comedy songs, just so long as they were worthwhile. At the song's completion, the following conversation took place between Mr. Marshall and the announcer:

RUYSDAEL: Mr. Marshall, that was great. It makes me think that more opera singers should go in for popular music.

MARSHALL: There's a lot to be said for that. I know I'm having a grand time right now in "The Three Waltzes."

RUYSDAEL: Oh, yes. I understand you're opening in that within a few days in Chicago.

MARSHALL: We'll play in Pittsburgh, Chicago and a number of other cities.

RUYSDAEL: How about traveling <u>and</u> singing? Isn't that quite a strain on you?

MARSHALL: It is. When you're tired and have to sing, it makes it extra hard for your voice. That's why I try to take such good care of my throat.

RUYSDAEL: We're pleased to hear you say that, Mr. Marshall because you've already told us you're a Lucky Strike smoker.

MARSHALL: Yes. I've been smoking Luckies about 5 years now. I started using them shortly after my musical comedy career began. You see, the long strenuous rehearsals made me want to smoke for relaxation. And after trying around, I picked Luckies because I found they never bothered my throat.

RUYSDAEL: Thank you, Mr. Marshall.....not only for your song but for what you have told us about Luckies.

MARSHALL: I enjoyed being back on "Your Hit Parade." But now..... goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 30, 1938.

RADIO GUEST APPEARANCE (TESTIMONIAL)

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MARSHALL: I enjoyed being back on "Your Hit Parade." But now..... goodnight all.

GUEST APPEARANCE ON "YOUR HIT PARADE" SATURDAY, APRIL 30, 1938.

LORD & THOMAS
NEW YORK

For Permanent File

Client LUCKY STRIKE "TOUR HIT PARADE" Number 1 Date 4/27/38
Copy for GUEST APPEARANCE - EVERETT MARSHALL - April 30,1938 12-ga

RUYSDAEL: Among the few and difficult roads leading to musical success is one marked opera - and another marked musical comedy. And rarely do they meet. But present in our studio tonight is a famous young baritone who actually arrived at both goals. He followed his debut at the Metropolitan with an equally auspicious debut in George White's "Scandals". His name? Everett Marshall and tonight Lucky Strike is proud to welcome him back to Your Hit Parade. Ladies and gentlemen....Everett Marshall.

(APPLAUSE)

RUYSDAEL: Mr. Marshall, as one familiar with both opera and musical comedy which do you prefer?

MARSHALL: To tell you the truth, I don't know which. I guess I just like to sing... any song, if it's good.

RUYSDAEL: Now that's a safe answer.

MARSHALL: (LAUGHS) Well - it happens to be the truth. You see, I've always sung. I can remember way back when I was a boy in my home town of Worcester, Massachusetts. I had a job there ... shovelling potatoes into sacks and barrels in a dark cellar. And I sang to help forget my surroundings.

RUYSDAEL: From potatoes to the Metropolitan Opera is a long jump, Mr. Marshall.

MARSHALL: Well - quite a few things happened in between....including plenty of good hard work in music. As a matter of fact, though, my first professional appearance was at the Metropolitan.

RUYSDAEL: That must have been a thrill.

MARSHALL: It was. But I got an even bigger thrill when I opened in George White's "Scandals" . At least I was a whole lot more scared. You see, I didn't know how a musical comedy audience would take to an opera singer.

LORD & THOMAS
NEW YORK

Copy for

Client
Copy for LUCKY STRIKE "YOUR HIT PARADE"

Number 1

Date 4/27/38

GUEST APPEARANCE - EVERETT MARSHALL - April 30,1938

12-gm

RUYSDAEL: Well, as I remember, Mr. Marshall - in the language of Broadway, you "wowed" them. So how about doing a little "wowing" for us now?

MARSHALL: (LAUGHS) Well - I'll be glad to sing for you. How about "_____"?

(MARSHALL SINGS)

(APPLAUSE)

RUYSDAEL: Mr. Marshall, that was great. It makes me think that more opera singers should go in for popular music.

MARSHALL: There's a lot to be said for that. I know I'm having a grand time right now in "The Three Waltzes".

RUYSDAEL: Oh, yes. I understand you're opening in that within a few days in Chicago.

MARSHALL: We'll play in Pittsburgh, Chicago and a number of other cities.

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RUYSDAEL: Thank you, Mr. Marshall....not only for your song but for what you have told us about Luckies.

MARSHALL: I enjoyed being back on "Your Hit Parade." But now....goodnight all.

This letter sent to all assignments operating in New York City, also both D.M.E. & the A.S.M.

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

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York

April 29, 1938

SALES ORGANIZATION IN DIVISIONS 6 AND 7:

Starting Monday, May 2nd, it will be necessary to have all of your individual packages of LUCKY STRIKE 3's samples carry a sticker reading "Not for Sale" and it will be necessary to have City Tax Stamps attached to the outside carton to cover the cigarettes therein (5¢ per carton of 100 cigarettes). Therefore, please adhere strictly to the following instructions.

1. Take all of the samples you have on hand to the nearest jobber and have the City Tax stamps attached to each carton (5¢ per carton).

2. Pay the jobber for the value of the stamps attached to the cartons; obtain from him a receipt on his billhead stating specific quantity of stamps attached to LUCKY STRIKE sample 3's packages; charge the amount on your expense account and attach the jobber's receipt thereto. DO NOT FAIL TO GET THIS JOBBER'S RECEIPT AT ALL TIMES.

3. Paste label on the outside of the carton reading "Not for Sale".

4. Attach "Not for Sale" sticker to each individual package of LUCKY STRIKE 3's with Scotch Cellulose Tape.

5. Do not distribute any samples without the tax stamps applied to the carton and the "Not for Sale" notice on each carton and each package.

6. Your supply of "Not for Sale" notices, cellulose tape and a sample of the package of LUCKY STRIKE 3's showing where the notice is to be applied are enclosed herewith. If the supply is not sufficient, send your requisition in for an additional quantity.

If a reply is required, write your answer on the back of this letter.

The American Tobacco Company
INCORPORATED

SALES ORGANIZATION IN DIVISIONS 6 AND 7 April 29,1938

FUTURE SHIPMENTS:

Future shipments of samples to you will have the "Not for Sale" notice printed thereon. It will appear on the end of the slide and "Not for Sale" notice will also be pasted on the carton. It will, therefore, be unnecessary for you to attach the "Not for Sale" notice to the individual packages or to the carton, on samples you requisition on May 2nd and after.

It will, however, be necessary for you to have your samples shipped to you in care of a jobber so that the jobber can place the required number of City Tax stamps on each carton. Therefore, on the requisitions you place on May 2nd and after, please specify the name of the jobber in whose care shipment is to be made. When you pick up these samples from the jobber, you will pay him for the City Tax stamps as attached to the cartons, obtain a receipt from him on his billhead, this receipt to clearly specify so many tax stamps attached to LUCKY STRIKE Sample 3's packages, charge the amount on your Expense Account and attach the jobber's receipt thereto. DO NOT FAIL TO GET THIS JOBBER'S RECEIPT AT ALL TIMES - OR THE ITEM WILL NOT BE PAID ON YOUR EXPENSE ACCOUNT.

Very truly yours,

W. A. Shevlin

W. A. Shevlin
SALES DEPARTMENT

P. S. Of course, all your regular stock of LUCKY STRIKE 20s which you have on hand must be taken to a jobber and changed for stamped merchandise.

TO THE ENTIRE SALES ORGANIZATION: January 4, 1938

Complete knowledge of all the instructions outlined in this Reference Book for Salesmen will place you in the position to cover your territory, spread your message and thereby increase your sales in this territory. It will enable you to run an Assignment of which you and the Company will be proud.

Very truly yours,

V. Riggio
VICE PRESIDENT

FURTHER INSTRUCTIONS FOR DIVISION MANAGERS:

Enclosed you will find the following revised Division Managers pages for your "Reference Book".

Pages 1 to 21 inclusive.

1. Remove the following Division Manager pages ONLY from your Reference Book and return them to this office immediately.

   Division Manager pages 1 to 18 inclusive.

2. RETAIN your Examining Physicians for Sales Force Applicants - page 10-A and 10-B. Renumber these pages from 10-A to 12 and 10-B to 13 and place them in order.

   We have enclosed a blank Examining Physicians for Sales Force Applicants page with the proper page number, which you may destroy after renumbering old pages you are retaining.

   New Examining Physicians for Sales Force Applicants pages when received by you will show page numbers 12 and 13.

IF NOT DELIVERED IN FIVE DAYS RETURN TO

The American Tobacco Company
INCORPORATED
111 Fifth Avenue
New York N.Y.

CIGARETTES AND TOBACCO

FIRST CLASS MAIL

N.Y.O. FORM 307-A
8-26-37

August 25, 1937

OUTLINE OF SALES TALK FOR PHONOGRAPH
BASED ON X+Y=Z SALES FORMULA

It has been said - "A salesman is born and not made" - there is a certain truth in this statement. We recognize this, so in all of our instructions, we urge our men to put their own personality into their work. The outlined sales talk is, therefore, to be used by you as an outline, not memorized word for word, but followed closely and definitely - followed point by point. A man who puts more personality into his work than the other fellow, does a better job than the other fellow, but a salesman can be helped and it is to help you that we give you the outline of sales approach appearing in the following:

1. Introduction.

Good morning, Mr. Retailer. My name is ----------I represent The American Tobacco Company. I am working in this town to help increase your cigarette business, and that means to build LUCKY STRIKE.

Just place the box (Phonograph) conveniently and solidly ready for use. Do not open it or make effort to play the record at this point. Continue with the following Sales Talk.

2. Open your sales approach by the introduction of an interesting, newsy incident about LUCKY STRIKE (a). This can be developed by you from the recap sent you each week of personal appearances on "Your Hit Parade".

(a) Did you hear Your LUCKY STRIKE Hit Parade the other night when Mr. Ezio Pinza was the guest star? He said that LUCKIES suit his throat perfectly, that he has been smoking them since he first came to this country eleven years ago because, like most singers, he prefers what you call a light smoke. Also, that after he has had a good performance, one of the first things he does when he gets back to his dressing room, even before he takes off his makeup, is to light a LUCKY - THAT he considers one of the rewards of victory.

(b) Of course, this is no surprise to us, we use the finest tobaccos - "The Cream of the Crop". We take these fine tobaccos and put them through a higher heat treatment than any other manufacturer uses. You know heat purifies, and so the "toasting" process removes certain impurities, certain harsh irritants naturally present in all tobacco, in even the finest, and makes LUCKIES - A Light Smoke. The process "It's Toasted" is really your throat protection against irritation - against cough.

Now, Sir, I have with me five cartons of LUCKIES. I can sell these to you as a service if your stock of LUCKIES happens to be low. I am very anxious to make a spread, back of your showcase and should like your permission to show you how nice the spread would look. We are doing a great deal of advertising on LUCKY STRIKES in newspapers, over the air and in magazines and this spread ties up with the national advertising we are doing.

Make a spread of at least five cartons of LUCKY STRIKE Cigarettes (see the definition of a spread - Page S 6 in your Reference Book). Be sure that your spread consists of as many cartons as the dealer will permit you to place. (Two (2) cartons or more may be entered and credit taken for a spread).

3. Sell HALF & HALF Smoking Tobacco.

HALF & HALF Smoking Tobacco makes one swell smoke - the first new and different tobacco in a generation. HALF & HALF is a blend of aromatic tobaccos. It not only does not bite the tongue, but gives a pleasing aroma enjoyed by the smoker and those in the same room with him as well. Note the collapsible tin - as you use the tobacco, the tin gets smaller and smaller and keeps the tobacco always fresh.

Here is an ad we are running in the Saturday Evening Post.

in even the finest, and makes LUCKIES - A Light Smoke. The process "It's Toasted" is really your throat protection against irritation - against cough.

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Here is an ad we are running in the Saturday Evening Post. Twenty-five million messages like this are delivered to the American public every month on HALF & HALF. I should like very much to place this effective display carton of HALF & HALF on your counter, if you will permit me to do so. HALF & HALF sales, as you probably know, are climbing steadily. It is admittedly one of the fastest growing, if not <u>the</u> fastest growing pipe tobacco.

4. Placing Window Posters.

Now, Mr. Retailer, I have some beautiful reproductions similar to our magazine back covers on LUCKY STRIKE Cigarettes and, with your permission, I should like to place one of these on each end of your window. These, as you can see, are in the form of window posters. I am always very careful to place my posters neatly and not to use too great an amount of paste. I appreciate that you take pride in your store and, if you will permit me to put up a couple of these window posters, I will put them up in a way that will be a credit to your store.

5. <u>The Playing of your Phonograph Record.</u>

Now, I haven't got any more business to discuss with you, but you probably have been wondering what this box is I have with me. Well, I'll tell you. A short time ago, Sidney Rayner was on our radio program. Mr. Rayner, as you probably know, is one of the stars of the Metropolitan Opera and this is a personal recording of his radio appearance. I have it here and would be glad to play it for you if you like - I think you will be interested. There's no charge for the show.

Relax when you reach this part of your work that has to do with a Phonograph and say the above in a more informal, gossipy manner, to indicate to the retailer that you are extending a courtesy and pleasure to him, and that the recording will be fun to hear and not just more business where you are trying to sell him something. Be sure that the first record you play is one of the famous artists which you carry so that when you follow with the convincing summary of your sales talk - X + Y = Z, you will tie right in with the record which you have just played.

After you have started your Phonograph, offer one of the sample packages of 3 <u>LUCKY STRIKE Cigarettes to the Dealer and any Consumer who may be there, to be smoked during the demonstration</u>. Each time a package of three (3) LUCKY STRIKE Cigarettes is given to a dealer or consumer, you will, of course, want to comment on their superior quality in an interesting way - you will not want your comments to be considered monotonous or stilted. Therefore,

Mr. Hill's Own Formula for Placing Advertising Material

The Axiom: It is obvious that any advertisement to be properly placed must be placed within the radius of a man's eye, i.e., where he would normally see it when he is in a normal position. Provided advertising is placed within the radius of the eye, it will be properly placed if it is placed under one of the three following rules:

Rule 1—Near a moving object

Rule 2—In a strong light

Rule 3—In an alleyway

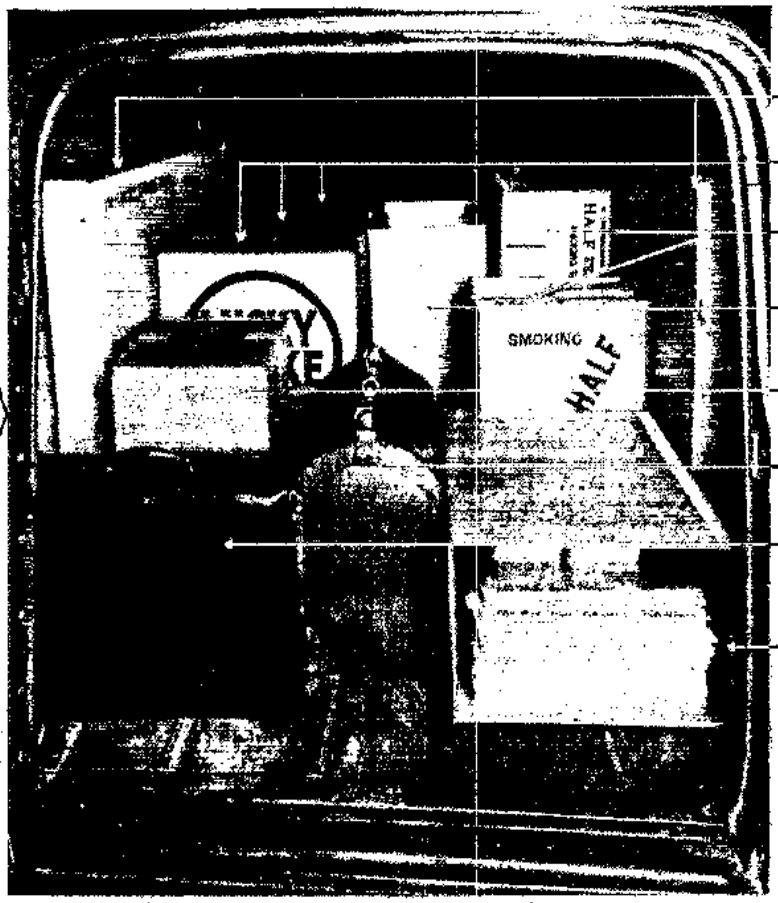
NOTE: If you will think of your last visit to the movies all this will be clear to you. The picture was thrown on the screen in a position which, seated in your seat, normally came within the radius of your eye (axiom); the picture was a moving object (Rule 1); the picture was in a strong light (Rule 2); the picture was certainly in an alleyway directly ahead of you (Rule 3).

NO ADVERTISEMENT SHOULD BE PLACED BY YOU IN YOUR ASSIGNMENT UNLESS IT FALLS UNDER THE DEFINITION SUPPLIED BY THIS AXIOM AND ONE OF THESE THREE RULES.

THIS IS THE WAY

TO PACK

YOUR CAR



SET-INS

LUCKY 20s

HALF & HALF

OLD MERCHANDISE

LUCKY FLAT 50s

CABIN BAG

VICTROLA

ADVERTISING MATERIAL

that you may have variety in your statements, use any one or all three of the following approaches:

(a) Will you smoke a LUCKY with me, you will enjoy the taste of LUCKY STRIKE Cigarettes for they are made of the finest tobacco - "The Cream of the Crop". We put these fine tobaccos through a higher heat treatment than any other manufacturer uses - the "toasting" process - removing certain harsh irritants and impurities and making LUCKIES a light smoke. "It's Toasted" is your throat protection against irritation - against cough.

(or)

(b) Will you smoke a LUCKY with me, you will notice how round and firm and fully packed they are. No loose ends.

(or)

(c) Will you smoke a LUCKY with me, you will find that among independent tobacco experts - LUCKY STRIKE has twice as many exclusive smokers as have all other cigarettes combined - WITH MEN WHO KNOW TOBACCO BEST...IT'S LUCKIES - 2 to 1.

Take the utmost care of these sample packages so that they may always be fresh and clean in appearance. The package is very attractive and will prove to be of great help to you in your work, provided you handle and care for it in the manner which your product - LUCKY STRIKE Cigarettes - deserves.

6. When record is finished, lift the needle carefully, stop the turntable and continue with a convincing summary of your sales talk - X+Y=Z.

X+Y=Z

X. For 15 years Mr. Rayner has been smoking LUCKY STRIKE Cigarettes - for 15 long years, according to his own words which you have just heard.

Plus Y. And I think you'll agree he HAS a beautiful voice - with a marvelous range. When he reached the high notes you must have been, as I was - thrilled.

Equals Z. Certainly after 15 years of smoking LUCKIES, a clear fine voice like that proves that there's no throat irritation, no cough in a LUCKY STRIKE. Of course, that is not at all surprising to us as we know LUCKIES are made of the finest tobaccos - "The Cream of the Crop" - then this fine tobacco is subjected to the LUCKY STRIKE private process - the application of heat at higher temperatures - "It's Toasted" - removing certain harsh irritants and impurities and producing A Light Smoke. LUCKIES are always kind to your throat. "It's Toasted" is your throat protection against irritation - against cough, and remember "WITH INDEPENDENT TOBACCO EXPERTS - WITH MEN WHO KNOW TOBACCO BEST...IT'S LUCKIES - 2 to 1".

When you say, "Your throat protection against", etc. - bring your right hand to your throat.

7. Hand to the dealer and any consumers who may be present, the card listing the records you carry.

Here is a list of the recordings of personal appearances on "Your LUCKY STRIKE Hit Parade", which I carry. Perhaps there is one you would particularly like to hear - if there is, I would be pleased to play it for you.

After the playing of each recording of a famous artist you should again give the convincing summary of your sales talk - X+Y=Z.

8. Finish your call by playing the record of the Chant of the Tobacco Auctioneer, with Edwin C. Hill. This record spreads the message of QUALITY - THE QUALITY OF LUCKY STRIKE CIGARETTES. When the playing of this record is finished, proceed as follows:

A few minutes ago you heard Mr. Sidney Rayner say that he has enjoyed the fine quality and taste of LUCKY STRIKE Cigarettes for 15 years, according to his own words. We have all agreed that he certainly has a beautiful voice, proving, of course, that there is no throat irritation, no cough, in LUCKY STRIKE

[illegible] at higher temperatures - "It's Toasted" - removing certain harsh irritants and impurities and producing A Light Smoke. LUCKIES are always kind to your throat. "It's Toasted" is your throat protection against irritation - against cough, and remember "WITH INDEPENDENT TOBACCO EXPERTS - WITH MEN WHO KNOW TOBACCO BEST...IT'S LUCKIES - 2 to 1".

When you say, "Your throat protection against", etc. - bring your right hand to your throat.

7. Hand to the dealer and any consumers who may be present, the card listing the records you carry.

Here is a list of the recordings of personal appearances on "Your LUCKY STRIKE Hit Parade", which I carry. Perhaps there is one you would particularly like to hear - if there is, I would be pleased to play it for you.

After the playing of each recording of a famous artist you should again give the convincing summary of your sales talk - X+Y=Z.

8. Finish your call by playing the record of the Chant of the Tobacco Auctioneer, with Edwin C. Hill. This record spreads the message of QUALITY - THE QUALITY OF LUCKY STRIKE CIGARETTES. When the playing of this record is finished, proceed as follows:

A few minutes ago you heard Mr. Sidney Rayner say that he has enjoyed the fine quality and taste of LUCKY STRIKE Cigarettes for 15 years, according to his own words. We have all agreed that he certainly has a beautiful voice, proving, of course, that there is no throat irritation, no cough, in LUCKY STRIKE Cigarettes; - and now you have just listened to Mr. Boon - one of the foremost Tobacco Auctioneers in the country - demonstrate the manner in which tobacco is sold. You have just heard too, the announcer state that sworn records, open to the public, show that among independent tobacco experts LUCKY STRIKE has twice as many exclusive smokers as have all other cigarettes combined. Surely men who spend their lives buying, selling and handling tobacco are the best judges of tobacco quality. WITH MEN WHO KNOW TOBACCO BEST IT'S LUCKIES 2 to 1.

CONSUMER WORK: You will probably find that the distribution on LUCKY STRIKE Cigarettes is excellent in your Assignment. <u>What we have to do is to get more people to smoke LUCKY STRIKES.</u>

During all of the above work in a retail store there will be constantly offered you, the opportunity of including consumers in your discussions, and all of the conversation, and all of the description of LUCKY STRIKE - its merits and its patrons, is quite as suitable for a consumer as for a retail dealer. Include any possible consumers in your discussion. A consumer interested in your sales talk and in your Phonograph recording will help you carry conviction and confidence through to the dealer.

The <u>success</u> with which you meet will be dependent upon the personality you put into your work, but without question, <u>confidence</u> will be given to you and your approach will be better, if you have clearly in your own mind, the direction that you aim for with each successive step you take.

<u>IMPORTANT</u>

Remember, you are the representative of your Company in the Assignment you cover. Be sure to, in all ways, handle yourself with those you come in contact with, both retailers and consumers, so as to leave a good impression and to build good will for your company and for LUCKY STRIKE Cigarettes. Strive to make your visit to the dealer a real service, impressing upon him your sincerity and belief in your product and your interest in him and, to that end -

Listen to Your LUCKY STRIKE Hit Parade every Wednesday and Saturday and read carefully, weekly radio personal appearances furnished you by the Main Office. You will find them a great aid in suggesting up-to-date sales points to you. Vary Part 2 (a) from week to week and always use current radio personal appearances in this part (one or both). Proper use of your Phonograph <u>will gain attention for your sales-message, give pleasure to your trade and create good will.</u>

LUCKY STRIKE presents "Your News Parade" with Edwin C. Hill, the famous radio reporter on CBS, five mornings every week, 12:15 - 12:30 P.M. E.S.T. HIS MESSAGE SUPPORTS YOUR SALES TALK - Ask the Dealers to tune in.

DEVELOPMENT

Determine from analyzing salesmen's daily reports, expense accounts, etc., the salesman who most needs your attention. Pick out one of his reports for inspection and check the work reported performed.

In checking behind salesman endeavor to ascertain his weaknesses, and particularly whether he has made the most of his opportunities to spread the message of our advertising with jobber, retailer and consumer, and the impression he has left as a representative of The American Tobacco Company.

On meeting salesmen check contingent funds and Company property. See that automobile duties have been performed and that automobile and cabin bag is properly packed. Salesman must be completely and properly equipped before entering store to make a retail call.

Make retail calls with salesman in his assignment, watching him make the calls without interference, so you can determine weaknesses. After observing salesman work, a Division Manager should correct and develop him, particularly on those things which he was not doing right, by showing the salesman, through Division Manager making a retail call, how the work should properly be done.

Before leaving salesman make sure that he has profited by your working with him in showing you a satisfactory improvement in making the retail calls himself. Urge quality, rather than records, and see that he puts personality and enthusiasm in his own work. Endeavor to make him feel free to discuss—to suggest—and THINK.

On account of the Bonding Company and insurance, it is necessary to check each man at least every ten weeks.

When your Assistant Sales Manager visits you, he will, in the future, work personally with one of your salesmen that you have worked with recently prior to his visit. That day you yourself will work with another salesman. Then you and your Assistant Sales Manager will meet and will discuss your findings. This is a slight change from our previous way of working and places a greater responsibility upon your shoulders for the development of your organization. By the same token it grants to you more credit provided your Assistant Sales Manager finds your sales organization is functioning smoothly. Your frank discussion with him and his frank criticism with you will be beneficial to you both.

Note: The salesman should understand that the real purpose of the inspection report is to ascertain those things on which both the Division Manager and Assistant Sales Manager can help him. This understanding should develop a spirit of confidence and cooperation so that the salesman will welcome the inspection as an opportunity to perfect his work and as a means of advancement and reward for work well performed.

Procedure:

1. An Assistant Sales Manager and a Division Manager should start an inspection of a salesman's report together, making three or four calls so that the Assistant Sales Manager will be sure that his Division Manager knows exactly how to inspect a salesman's work. If he is satisfied with the Division Manager's inspection, he, the Assistant Sales Manager, will divide the remainder of the calls on the report between the Division Manager and himself and both will proceed to inspect these calls alone.

   The inspections by the Assistant Sales Manager alone will prevent him from becoming stale — enable him to keep in touch with and not lose the feel of the manner in which a salesman actually performs his work.
2. At the end of that day, the Assistant Sales Manager and the Division Manager will meet and discuss in detail, their findings on the joint inspection of the salesman's report.
3. The following day, the Assistant Sales Manager shall instruct the Division Manager to work with the salesman whose work they inspected the previous day, while the Assistant Sales Manager selects another salesman with whom he will work the entire day—or vice versa.
4. At the end of that day, if distance will permit, the Assistant Sales Manager and the Division Manager shall meet along with the salesmen they have worked with and discuss the weak points and the strong points of both of these salesmen with them, so as to create real enthusiasm on the salesmen's part for their work—put life into their actions and thereby increase their efficiency in making retail calls.
5. Each Assistant Sales Manager is in charge of ten Division Managers and each time an Assistant Sales Manager meets a Division Manager, he should go through the same procedure of checking the Division Manager's method of inspecting his salesmen's work.

   The Assistant Sales Manager should meet and follow this procedure with each of his ten Division Managers, at least once in every ten weeks and it should be the duty of the Assistant Sales Manager to make sure that his Division Managers are able to explain the work to their salesmen—our reason for that particular kind of work such as—Victrola—Spreads—Posters, etc., and that the Division Managers are able to go over the Salesmen's Reference Book with their salesmen and explain clearly and intelligently each step outlined therein—the reasons for it—the results that will be obtained when the salesmen performs his work properly.

IT BECOMES MOST IMPORTANT THAT THE SALESMAN'S SUPERIOR ON INSPECTION, IF WORK PERFORMED IS EXCEPTIONAL IN ITS CHARACTER, SEES THAT THE SALESMAN IS **REWARDED.**

MORALE

Maintaining the morale of your salesmen is very important. This can only be done by showing the proper interest in his welfare, making his work interesting and recognizing the performance of good work.

Your salesmen are not expected to work on Saturday or Sunday or any legal holiday shown on the calendar herein.

A salesman shall complete his week's work at 5:00 P.M., Friday. This will enable him to return to his headquarters for the Saturday and Sunday weekend with his family, even though it may mean placing his car in the garage Friday night and returning home by train. Of course, he shall arrange to be back on his Route and ready to start work again at 8:00 A.M., Monday morning. The expense, including sleeper when necessary, will be assumed by the Company and should be entered on that week's expense account.

It is always important to consider a man's home and family and to avoid, as much as possible, moving him around and changing headquarters unnecessarily.

To perform good work any man must understand, not only what he is expected to do, but why he is expected to do it. By the same token, if a man feels that his work is productive he will perform that work with greater interest. Therefore, it is part of your duty to encourage your salesman to develop his own personality and ingenuity and to apply it in the way that he is best fitted to apply it. Always, though, he must follow the outline of work you have laid down for him, and this work must be made interesting by supplying him from time to time with new things and new thoughts that will be of interest to the retailer and to the consumer.

Recommendations for increases in salary should be made promptly for the men who do good work. Rewards and increases in salary should not be automatic, but given to the man who gives better service as contrasted with the man who doesn't.

Labor turnover in a Sales Department is costly and destructive of good organization. While it will always be necessary to dismiss some men, a good Division Manager will be able to build and maintain a good Sales Organization and keep his labor turnover down to a minimum.

JOBBING CALLS

The Salesman shall be primarily responsible for all phases of The American Tobacco Company's business in his territory which is called an Assignment. This includes jobbing calls in his Assignment. However, the Division Manager should not forget that he is responsible for his salesmen's work and that therefore he personally, the Division Manager, should make jobbing calls in the Assignment of each of his salesmen to the end that he sees that the Salesman is, in his

DEFINITION OF A "SPREAD"

SPREADS: Take five (5) cartons of LUCKY STRIKE Cigarettes. Take the scissors with which you are supplied, neatly cut off the back of the cover and the two flaps from all five cartons, place the five cartons together. Credit may be taken as a spread for two (2) or more cartons placed in a prominent position where the consumer can see this very effective method of advertising, but you should always try for five (5) cartons.

You do not have to be told that a spread of ten (10) cartons is better than a spread of five (5) as described; also, you do not have to be told that the more prominent the position the more valuable it becomes to build business in your Assignment. There may be some locations (good shots) where you can use packages of LUCKY STRIKE but not the carton itself, for example, in certain showcases (never use bins, no bins allowed). If so you can count as a spread twenty (20) or more packages arranged as they are arranged in the carton, namely, two (2) packages high, five (5) packages in a row, two (2) or more rows will make a spread.

Again, your personality and interest in your work will dictate to you as to the way to make the best use of your opportunities, but no spread is a spread with display of less than twenty (20) packages—two (2) packages high, five (5) packages in a row, two (2) or more rows—and when cartons are used unless the cartons are neatly and properly arranged and prepared with the use of your scissors.

OUTLINE FOR MAKING A RETAIL CALL

Enter Retail Store and politely greet Retail Dealer. Then proceed as follows:

1. Open with an interesting newsy incident about LUCKY STRIKE Cigarettes (weekly radio guest appearance). Place Victrola (closed) in a prominent solid position. While commenting on the fine quality of LUCKY STRIKE Cigarettes, take out five (5) cartons of LUCKIES, with the tops and sides carefully cut off with your scissors as instructed in description of a spread. These should have been prepared by you before the call.
2. Make large spreads of LUCKY STRIKE Cigarettes.

   (See definition of a spread on page S-6 of your Reference Book.)
3. Sell HALF & HALF Smoking Tobacco.

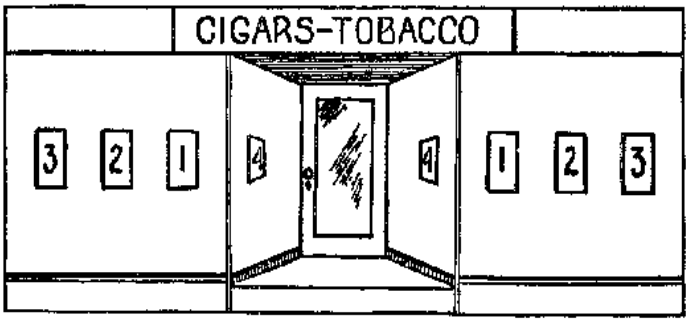
   Show dealer copy of HALF & HALF advertising in actual publication during periods when we are running advertising.
4. Place LUCKY STRIKE Posters in prominent locations.
5. Sell other brands only if you are instructed to carry them or if such sale is a service to dealer.
6. At this point do other special work that may be sent you.
7. Having sold dealer, print your order, secure money and give dealer copy of order as receipt.
8. Open your Victrola, request dealer's permission to play record of a famous artist. At conclusion of record, give your X + Y = Z Sales Talk.

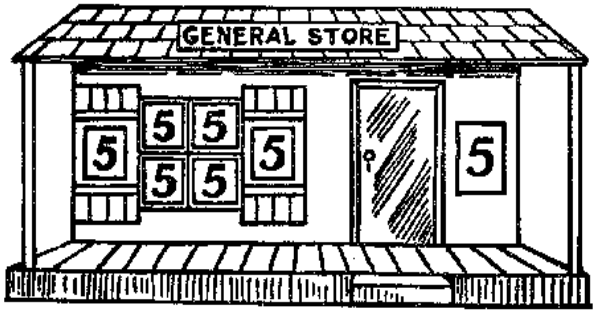
Give quality Sales Talk to competitive consumers at every opportunity.

Note: Make sure there are no price differentials against any brand of our manufacture.

LUCKY STRIKE presents "YOUR NEWS PARADE" with Edwin C. Hill, famous radio reporter, on CBS Monday to Friday inclusive, 12:15—12:30 P.M., Eastern Standard Time. HIS MESSAGE SUPPORTS YOUR SALES TALK.—Ask the dealers to tune in.

POSTER LOCATIONS





PLACE YOUR POSTERS SECURELY AND AS OUTLINED IN MR. HILL'S FORMULA

A JOBBING ORDER—ALWAYS PRINT CLEARLY

N. Y. O. FORM 385
6-15-37

N.T.O. Form 11

The American Tobacco Company
INCORPORATED

JANUARY 1, 1937

Jobber: JOHN DOE CO.

Address: 749 HIGH ST. (STREET & NO.)
CLEVELAND (CITY OR TOWN), OHIO (STATE)

Retail Dealer:

Delivery Address: (STREET & NO.) (CITY OR TOWN) (COUNTY) (STATE)

Check here if Order is a Drop Shipment | Check here if Order is a Cash Delivery

QUANTITY		BRANDS	Intro.	STYLE	Carton	Price
5	10M	LUCKY STRIKE		20's.		
1	10M	HERBERT TAREYTON (CK)		20's.		
1	10M	LORD SALISBURY	X	20's.		
1	10M	SWEET CAPORAL		20's.		
25	12 Dz.	TUXEDO		10c.		
1	12 Dz.	LUCKY STRIKE R.C.	X	P.T.		
10	8 Pt.	PENN'S NAT'L LEAF (Thick)	X	1.05c.		
2	24 Dz.	PIPER HEIDSIECK		10c.		
1	96 Dz.	RIZ LA CROIX		5c.		
10	24 Dz.	"BULL" DURHAM		5c.		
10	12 Dz.	HALF AND HALF		PET.TIN		

This Order is Subject to Acceptance by the Jobber

SIGNATURE OF PURCHASER: John Doe Co.

ORDER TAKEN BY: J. S. JOHNSON

ACCEPTED _____ JOBBER.

This order is subject to acceptance at Prices and Styles Ruling on date of Shipment.

Jobber: If this order is accepted (or declined) for Drop Shipment, please mail original (white) copy to:

THE AMERICAN TOBACCO COMPANY, INC.
111—5th AVENUE, NEW YORK, N. Y.

ORIGINAL

Sell Jobber all leading brands. The brands you are working and those which he may be out of, or of which his stock is low.

- - - - -

Do not fail to mail original order to The American Tobacco Company on the day on which it is booked.

A SALESMAN'S DAY'S WORK

GARAGE

Automobile Duties (See Form 51 inside car door)
Pay bill and get receipt on Garage Billhead.
Leave Garage not later than 8:00 A.M.

JOBBER

Visit the Jobber in the town and buy your merchandise. If no Jobber in the town, order ahead C.O.D. from nearest Jobber. Endeavor to distribute your business among all Jobbers.

Jobbers should never be without LUCKY STRIKES and brands you carry for cash.

When you make your visit to buy your merchandise, be sure to see that they are stocked with LUCKY STRIKE as well as other brands.

Pay Jobber cash for your merchandise and get receipt.

Pack your cabin bag—oldest merchandise to be sold first.

RETAIL DEALERS

Visit the retail dealers on your route, arriving in first store not later than 8:30 A.M.

NEVER MAKE A RETAIL CALL WITHOUT COMPLETE EQUIPMENT

Make your retail call in accordance with the outline shown herein (page S-5). Use your own words—your own personality. point by point, in accordance with the outline for making a retail call.

Sell brands you are carrying for cash as a service.

Make large spreads of LUCKY STRIKE.

Place posters and perform your work according to the outline for making a retail call as instructed on page S-5.

Select most desirable window and make window display (if authorized).

Demonstrate to consumers at every opportunity—put your personality into your talk and demonstration.

(Continued on following Page)

THINK!

We print the word "THINK" in red.—This advice is not always heeded.

VALUE IS MEASURED BY RESULTS.

DO NOT MAKE THE SAME MISTAKES TODAY

THAT YOU MADE YESTERDAY

YOUR WORKING WEEK CONSISTS OF 5 DAYS ONLY. BE SURE YOU MAKE EACH DAY COUNT.

A DROP SHIPMENT ORDER—ALWAYS PRINT CLEARLY

N.Y.O. Form 28

The American Tobacco Company
INCORPORATED

JANUARY 1, 1937

Jobber: JAMES SMITH GRO. CO.

Address: 860 STATE ST. (STREET & NO.) DANVILLE (CITY OR TOWN) VA. (STATE)

Retail Dealer: ARTHUR JONES

Delivery Address: 230 STATE ST. (STREET & NO.) DANVILLE (CITY OR TOWN) PITTSYLVANIA (COUNTY) VA. (STATE)

Check here if Order is a Drop Shipment. ✓

Check here if Order is a Cash Delivery.

QUANTITY		BRANDS	Taxes	STYLE	Cartons	Price
1	1 Dz.	CARLTON CLUB		15c Tin	1	
1	1 Dz.	IMPERIAL CUBE (Mild)		30c Vac	1	
1	½ Dz.	BLUE BOAR	X	1.25	1	
1	2 Dz.	BOOT JACK		15c.	1	
2	200	HERBERT TAREYTON (Ck)		20's.	2	
1	200	JOHNNIE WALKER (Pearl)		20's.	1	
1	200	LORD SALISBURY		20's.	1	
					8	
CIRCULAR 3330—5 PKGS. JOHNNIE WALKER 20's. FREE						
EXTRA GRATIS WITH LARGE SIZE BLUE BOAR						
	1 PKGE. JOHNNIE WALKER 20's.					

This Order is Subject to Acceptance by the Jobber

SIGNATURE OF PURCHASER: Arthur Jones

ORDER TAKEN BY: J. BROWN

ACCEPTED _____ JOBBER

This order is subject to acceptance at Prices and Styles Ruling on date of Shipment.

Jobber: If this order is accepted (or declined) for Drop Shipment, please mail original (white) copy to:

THE AMERICAN TOBACCO COMPANY, INC.
111—5th AVENUE, NEW YORK, N. Y.

ORIGINAL

ROUTE OF A DROP SHIPMENT

SALESMAN BOOKS ORDER FROM RETAIL DEALER AND—

↓

MAILS ORIGINAL ORDER SAME DAY TO JOBBER WHO—

↓

MAILS APPROVED ORDER TO THE AMERICAN TOBACCO CO.

↓

FACTORY THEN RUSHES SHIPMENT TO RETAIL DEALER

N. Y. O. FORM 304
6-15-37

A CASH SALE ORDER—ALWAYS PRINT CLEARLY

N.Y.O. Form 16

The American Tobacco Company
INCORPORATED

ENTER DATE 193

Jobber: ENTER HERE JOBBER'S NAME AND

Address: ADDRESS FROM WHOM YOU
STREET & NO.
PURCHASED MERCHANDISE
CITY OR TOWN — STATE

Retail Dealer: SAMUEL JONES

Delivery Address: 140 PITT ST. — DANVILLE
STREET & NO. — CITY OR TOWN
PITTSYLVANIA — VA.
COUNTY — STATE

CASH SALE ORDER

QUANTITY		BRANDS	Tax	STYLE	Cartons	Price
5	200	LUCKY STRIKE		20's		Enter Price
3	1 DZ.	HALF AND HALF		P.T.		Enter Price

This Order Is Subject to Acceptance by the Jobber

SIGNATURE OF PURCHASER: Samuel Jones

ORDER TAKEN BY: GEORGE SMITH

ACCEPTED _____ JOBBER

This order is subject to acceptance at Prices and Styles Ruling on date of Shipment.

Jobber: If this order is accepted (or declined) for Drop Shipment, please mail original (white) copy to:

THE AMERICAN TOBACCO COMPANY, INC.
111—5th AVENUE, NEW YORK, N. Y.

ORIGINAL

As a service to the Dealer and to maintain distribution, sell the Retail Dealer the brands you are carrying for cash, if he requires them.

OUTLINE FOR MAKING JOBBING CALLS

Make all jobbing calls assigned to you as you cover your route.

1. Visit stock room. (Request permission if necessary.)
2. Arrange stock so that oldest goods will be sold first, and take up with jobber any of our brands that are likely to become old or damaged. Report any old or damaged merchandise.
3. Make memo of brands and quantities on hand so as to be in a position to sell jobber intelligently.
4. Make sure jobber has no advertising material on hand which should have been previously placed.
5. Interview buyer—Go through Price List from cover to cover—

   Note (Have jobber understand that, when necessary, we will ship brands in less than shipping quantities)

   Call his attention to quantities on hand—Sell him all leading brands, especially ones on which you are working, as well as brands on which he may be low or out.
6. Discuss any circular that applies where you are working (including drop shipment circulars).
7. Jobbers on our list of Direct Customers should always be well supplied with LUCKY STRIKE and brands you carry for cash.
8. Have jobber sign order. Attach pink and green copies to daily report.

Important: Give the Retail Sales Talk to jobbers, to jobbers' salesmen at meetings, etc., for the purpose of explaining to the jobber and the jobber's salesmen the fact that your work is done for their benefit and that it does not at all compete with their business. Many jobbers have the idea that distribution for cash by manufacturers' representatives tends to destroy the prices that they obtain for their merchandise. Explain that this is not at all your purpose. You only serve to "fill in" and to, by your call, develop additional business for the jobber on your brands of cigarettes and tobacco.

1. Spread your sales message to all people at all times.
2. Put your personality into it so that you make it interesting.

Note { The purpose of a contingent fund is only to give salesman sufficient money to purchase and carry the merchandise he needs. The amount of the contingent fund for an assignment must be governed by the amount of merchandise to be carried in the assignment. Do not "give your cigarettes a ride"!

A SALESMAN'S DAY'S WORK (Cont'd)

NEVER ALLOW A PRICE DIFFERENTIAL TO STAND AGAINST LUCKY STRIKE CIGARETTES OR ANY OF OUR OTHER BRANDS.

Follow your route and make all towns. If you leave a town, do not make a re-call.

LUNCH (*The following applies only to men operating on Eastern Standard Time*)

If restaurant at which you lunch has a radio, endeavor to have restaurant tune in "Your News Parade", 12:15-12:30 P.M., Eastern Standard Time—Monday to Friday inclusive.

RETAIL DEALERS

Continue your work visiting retail dealers along your route in accordance with the outline for making a retail call (page S-5) until 5:00 P. M.

Place automobile in reliable garage when day's work is done (automobile is for Company's business exclusively).

Be sure automobile is securely locked so that merchandise cannot be tampered with.

DAILY REPORT

Make out your Daily Report in accordance with instructions and enclose copies of orders and Jobber's merchandise receipt. Make out your Expense Account and Automobile Expense Account for the day. Make out a memorandum of the brands and quantities you will have to purchase to replenish your merchandise next day. If you have not sufficient advertising material mail your requisition to New York Office immediately. Mail Daily Report and enclosures at the close of business each day.

DROP SHIPMENT ORDERS

Mail all the drop shipment orders you booked to the Jobbers for their approval.

JOBBERS' ORDERS

Mail all Jobbers' orders which you booked during the day to New York Office immediately at the close of the day.

CAUTION

Merchandise on hand plus cash on hand must equal amount of Contingent Fund.

If you ever have an accident, report it immediately to the Sales Department on Form 84 in triplicate.

RESOLVED: Tomorrow will be better than today.

CALENDAR FOR 1937

JANUARY

S	M	T	W	T	F	S
....	....	....	....	....	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	....	....	....	....	....	....

FEBRUARY

S	M	T	W	T	F	S
....	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	....	....	....	....	....	....
....	....	....	....	....	....	....

MARCH

S	M	T	W	T	F	S
....	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	....	....	....
....	....	....	....	....	....	....

APRIL

S	M	T	W	T	F	S
....	....	....	....	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	....
....	....	....	....	....	....	....

MAY

S	M	T	W	T	F	S
....	....	....	....	....	....	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	....	....	....	....	....

JUNE

S	M	T	W	T	F	S
....	....	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	....	....	....
....	....	....	....	....	....	....

JULY

S	M	T	W	T	F	S
....	....	....	....	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
....	....	....	....	....	....	....

AUGUST

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	....	....	....	....
....	....	....	....	....	....	....

SEPTEMBER

S	M	T	W	T	F	S
....	....	....	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	....	....
....	....	....	....	....	....	....

OCTOBER

S	M	T	W	T	F	S
....	....	....	....	....	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	....	....	....	....	....	....

NOVEMBER

S	M	T	W	T	F	S
....	1	2	3	4	5	6
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DECEMBER

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You will not be expected to work on the days shown in RED.

N. Y. O. FORM 280
8-15-27

INDEX

COMPLETE EQUIPMENT
FOR
RETAIL CALL

IN CABIN BAG

Supply of LUCKY STRIKE Cigarettes
for Large Spreads

Other Brands You Are Carrying for Cash Sale

Order Pad

Price List

Returned Goods Report

Posters

Paste

Small Display Material

Scissors

Hammer (Small)

VICTROLA

All Victrola Records

Needles

Victrola Signs

Card Listing Selections

NEVER MAKE A RETAIL CALL WITHOUT COMPLETE EQUIPMENT

FORMS
A DIVISION MANAGER
REQUIRES

Agreement Form	No. 67
Applicant Questionnaire	" 256
Application for Position	" 69
Automobile Accident Report	" 84
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Automobile Inspection Report	" 193A
Automobile Duties	" 51
Blue Expense Envelopes	" 64
Tire Adjustment and Shipping Tags	Nos. 274 & 275
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Distribution Report	" 193
Expense Account and Daily Report	" 82
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DO NOT BE WITHOUT THESE FORMS

Requisition Your Requirements From New York Office

DATES OF INSPECTION REPORTS WORKED (Continued)

Enter "I" for Inspection
and "T" for Training Report

NAME OF SALESMAN	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
No.						
No.						
No.						
No.						
No.						
No.						
No.						
No.						
No.						
No.						

N. Y. O. FORM 276
6-15-37

DATES OF INSPECTION REPORTS WORKED

Enter "I" for Inspection
and "T" for Training Report

NAME OF SALESMAN	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
No.						
No.						
No.						
No.						
No.						
No.						
No.						
No.						
No.						
No.						

(Continued from previous Page)

MIRROR { Inside / Extension Arm (2)										
WINDSHIELD CLEANER										
TIRE GAUGE										
PUMP										
TOOL KIT—INCL. PLIERS, SCREW DRIVER AND WRENCHES										
JACK—with Handle										
BLACK PAINT AND BRUSH										
INNER TUBE REPAIR KIT										
Tire Adjustment Forms and Shipping Tags										
TIRE LOCK										
SPARE WHEEL										
EXTRA TIRE AND TUBE INFLATED										
BUMPERS AND GUARDS—Front—Rear										
STEEL HASP AND PADLOCK										
HEATER (where needed):										

CONTINGENT FUND:

The Division Manager will enter date each time he checks the Contingent Fund.										

N. Y. O. FORM 977
6-18-37

DIVISION MANAGER'S RECORD OF SALESMEN'S EQUIPMENT

X — On Hand — 0 — Without

Assign No.										
GENERAL										
CABIN BAG (Ser. No.)										
ORDER BOOK COVER										
REFERENCE BOOK (Val. $5.00)										
HAMMER Large										
" Small										
LADDER (No. of Sections)										
SCISSORS Large										
" Small										
WINDOW CLEANER WITH POLE										
PHOTO HOLDER										
TACK POUCH										
VICTROLA AND EQUIPMENT										
AUTOMOBILE										
MOTOR NO.										
LICENSE NO.										
STATE										
YEAR										
KEYS, FOR IGNITION DOORS, TIRE LOCK, PADLOCK (2 each)										
CARDS—Owner's—Insurance										
SET SKID CHAINS, Ex. Links										

(Continued on following Page)

DIVISION MANAGER'S RECORD OF SALESMEN

Salesman's Name					
Assign. No.					
Date of Birth					
Married or Single					
Date Employed					
Headquarters Address					
Headquarters Telephone No.					
Home Address					
Home Tel. No.					
Starting Point of Route					
Present Salary					
Date & Amount of Last Sal. Increase					
Date Received Contingent Fund					
Amount Received					
S'lsm'n's Signat're					

N. Y. D. FORM 376
8-18-37

DIVISION MANAGER'S RECORD OF SALESMEN

Salesman's Name					
Assign No.					
Date of Birth					
Married or Single					
Date Employed					
Headquarters Address					
Headquarters Telephone No.					
Home Address					
Home Tel. No.					
Starting Point of Route					
Present Salary					
Date [illegible] mount of Last [illegible] Increase					
Date Received Contingent Fund					
Amount Received					
S'lesm'n's Signat're					

Div. No.
Hq. Town

EXAMINING PHYSICIANS
FOR SALES FORCE APPLICANTS

Assign. No.	Town	State	Name and Address
			Physician
			Substitute
			Physician
			Substitute
			Physician
			Substitute
			Physician
			Substitute

N. Y. O. FORM 875A
10-4-37

PAGE D. M. 10A

Div. No.
Hq. Town

EXAMINING PHYSICIANS
FOR SALES FORCE APPLICANTS

Assign. No.	Town	State	Name and Address
			Physician
			Substitute
			Physician
			Substitute
			Physician
			Substitute
			Physician
			Substitute

NEWSPAPER ADS

The Division Manager should keep close watch on all newspaper advertising by chain stores and large retail dealers in his Division and should make sure that his brands—LUCKY STRIKE Cigarettes and HALF & HALF Smoking Tobacco particularly, are always featured—at least to the same extent as competitive brands.

It shall be his duty to mail to the New York office a copy of all newspaper advertising done by chain stores or large retail dealers in his Division, so that a record may be kept to show the cooperation thus secured by Divisions.

GENERAL DUTIES

Analyze and keep to a minimum all expenses. Keep all records neat, clean and up-to-date. Answer correspondence promptly. Keep your Assistant Sales Manager advised of any developments of importance in your Division.

CONSTRUCTIVE IDEAS. Make constructive suggestions and criticisms at all times—**Consider that week wasted in which at least one constructive suggestion has not been made.** Some matters to be thought of as in line for constructive improvement are:

1. Your Organization and its Work.—Remember it is your duty that every man in your organization—
   A—clearly understands the work he has to perform.
   B—understand the reasons he is asked to perform that work.
   C—be so handled by you that the work he performs is interesting and stimulating, not monotonous.
2. Competitor's Activities.
3. Ideas for new kinds of advertising that you might use to good advantage.
4. Criticisms and ideas suggested by current campaigns.
5. Ideas for future campaigns.
6. Price conditions and their effect on your business—(Price changes, changes in weights, important changes in packing, state taxes, etc.).

Always Feel Free to Discuss—To Suggest—and—THINK.

opinion, properly covering this phase of the work. **Naturally the Division Manager will assure himself that full attention is being paid by the Salesman and himself to the more important jobbers in each Assignment.** Jobbing call should be performed as instructed in "Outline for making jobbing calls on Page S-4."

Important: Be sure to give your Retail Sales Talk in every jobbing house you visit. Do this so that your jobbers may understand the effective work you do for them with the retail dealers, and may understand further that you do not at all sell cigarettes in competition with them, but merely "fill in" and concentrate your efforts on developing business.

Cultivate the friendship of jobbers and jobbers' salesmen, endeavoring to obtain their cooperation and good will. See that they understand our circulars and work any deals we may have in effect.

It is the desire and policy of The American Tobacco Company to extend to its customers the maximum of service and every courtesy within its power.

Note: Division Manager will instruct salesmen who are designated to make jobbing calls in the proper procedure for such calls.

RETAIL CALLS

Watch the territory closely, correcting differentials and establishing friendly contacts and good will with important Key dealers.

Remember you represent The American Tobacco Company in the Division you cover. The way you conduct yourself will build either good will or antagonism for The American Tobacco Company and LUCKY STRIKE Cigarettes. Handle yourself so that you will favorably impress all those with whom you come in contact.

Watch the distribution of High Grades in colleges, clubs, hotels and better retail stores, also distribution of principal brands in institutions.

CONSUMERS

What we have to do on LUCKY STRIKE is to get more people to smoke them. See that your salesmen and yourself take advantage of every opportunity to impress consumers with the truth of our advertising and the merit of LUCKY STRIKE Cigarettes. Your salesmen and yourself should demonstrate the merits of LUCKY STRIKE Cigarettes at every opportunity to competitive consumers.

FORMS A SALESMAN REQUIRES

Automobile Accident Report	No.	84
Automobile Duties (On rear door car)	"	51
Blue Expense Envelopes	"	64
Expense Account and Daily Report Book	"	82
New Account Form	"	20
Order Pad	"	28
Pink Envelopes	"	124
Press Board	"	27
Requisition Blanks	"	195
Tire Adjustment and Shipping Tags	Nos.	274-275
Unsalable Merchandise Report	No.	204
White Self-addressed Envelope	"	200

DO NOT BE WITHOUT THESE FORMS

Requisition Your Requirements From New York Office

COMPLETE EQUIPMENT
FOR
RETAIL CALL

IN CABIN BAG

Supply of LUCKY STRIKE Cigarettes
for Large Spreads

Other Brands You Are Carrying for Cash Sale

Order Pad

Price List

Returned Goods Report

Posters

Paste

Small Display Material

Scissors

Hammer (Small)

VICTROLA

All Victrola Records

Needles

Victrola Signs

Card Listing Selections

NEVER MAKE A RETAIL CALL WITHOUT COMPLETE EQUIPMENT

SCHEME No. 339

BULL DURHAM 5c—12 BILLED AS 11

Division Managers and Salesmen are authorized to sell BULL DURHAM 5c on the basis of one bag free in each dozen to Retail Dealers only—TO MEET COMPETITION ONLY—AND ONLY WHERE SUCH COMPETITION EXISTS.

When an order is booked under the terms of this Scheme, the salesman shall SPECIFY ON ALL COPIES OF THE ORDER, THE NATURE OF THE COMPETITION THAT EXISTS and will then secure the customer's signature to the order. This is important and must be complied with.

No orders will be accepted under this deal unless they are booked by our Salesmen.

Revised
August 9, 1937

SCHEME No. 340

LUCKY STRIKE 3's in Sample Package

The Sales Organization will present ONE package only of 3 LUCKY STRIKE Cigarettes to each dealer and consumer while making their phonograph demonstration.

When the carton is opened, the Revenue Stamp must be slit in half so that each part of it remains on the carton. The packages should always be kept in the original carton on which the Revenue Stamp appears and extreme care must be taken of them by the Sales Organization so that they may always be fresh and clean in appearance.

We are shipping each member of the Sales Organization 1 Case containing 24 cartons, each carton containing 33 sample packages of 3 LUCKY STRIKE Cigarettes each and 1 package (not cellophane wrapped) containing 1 LUCKY STRIKE Cigarette which the salesman is to smoke himself. This quantity will represent a three weeks' supply based on an allotment of 50 samples per man, per day. Requisition your future requirements.

Each time a package of 3's LUCKY STRIKE Cigarettes is given to a dealer or a consumer, you will of course want to comment upon their superior quality in an interesting way — you will not want your comments to be considered monotonous or stilted. Therefore, that you may have variety in your approach you should in your statement, comment on either their fine quality—or, how round and firm and fully packed—or, with tobacco experts with men who know tobacco best . . . It's LUCKIES—2 to 1 —and then, of course, give the X Plus Y equals Z Sales Talk, after you have finished the phonograph record.

IMPORTANT — THERE IS NO CHANGE IN THE PRESENT OUTLINE FOR MAKING A RETAIL CALL other than that this package of 3 LUCKY STRIKE Cigarettes will be used instead of 1 LUCKY STRIKE Cigarette now being presented by you from a package of 20. Continue to show on all copies of the order you make out covering a call, the number of samples dispensed and show the same information on your Daily Report.

August 9, 1937

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You will not be expected to work on the days shown in RED.

A SALES ORGANIZATION IS RESPONSIBLE FOR SALES!

ORGANIZATION PLAN

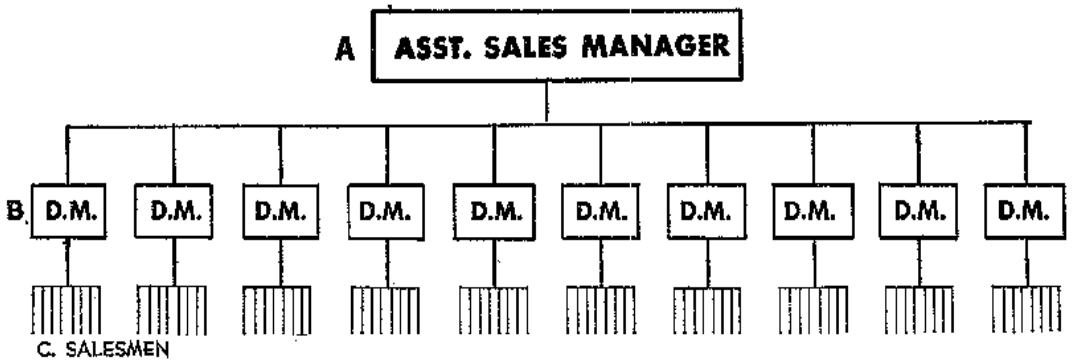
The American Tobacco Company-Sales Force

VICE-PRESIDENT—In charge of Sales has reporting to him

A. ASSISTANT SALES MANAGER—In charge of Division Managers.

B. DIVISION MANAGERS—In charge of Salesmen.

C. SALESMEN—In charge of Assignments.



INSTRUCTIONS TO DIVISION MANAGERS

You, as a Division Manager, are in charge of a Division which represents approximately $5,000,000. or more of the Company's business. To increase this business you are responsible for the spending of (more or less) $50,000. per year on your sales organization. We make these comments so that you may realize that you are in reality the Manager of a business, and that all things that have to do with business building come under your direction. Therefore, it is up to you to constantly plan and consult with your superiors as to ways of improving your business.

A Division Manager has before him constantly the problem of developing and maintaining an organization of Salesmen, who will perform in the proper manner the duties he requires to be performed as outlined in this Reference Book.

To develop and maintain a good sales organization it is necessary for you to—

1. Employ the right type of men as salesmen.
2. Train your salesmen thoroughly.
3. Develop your salesmen in performance and productiveness of their work. When salesmen perform good work to your satisfaction make sure that you reward them with the proper salary increases.
4. Maintain a high morale by keeping your men enthused and interested. To maintain this morale you must assure yourself at all times that the work performed by your men is interesting and stimulating to them. If you do not have interesting work for your men to do it becomes part of your duties to discuss the men's work with your Assistant Sales Manager to the end that interesting work be developed.

EMPLOYMENT OF SALESMEN

Men may be employed between 21 and 30 years of age who have Health, Industry, Honesty, Common Sense and Courage—should weigh between one hundred and twenty-five and one hundred and seventy-five pounds. (Do not employ former employees or anyone previously connected with another tobacco company.)

It is important that a Division Manager have, at all times, at least one approved applicant in each assignment so as to promptly fill any vacancy with a man living in the assignment in which he will work.

Be always on the lookout for good prospects, discuss The American Tobacco Company and its opportunities, and furnish prospects with Facts for Applicants. Make out Questionnaire (N. Y. O. Form 256) when an applicant you have interviewed, impresses you favorably. Have the applicant make out Application form (N. Y. O. Form 69). Arrange to have good prospects meet Assistant Sales Manager, and keep in touch with you. Discard as applicants those who do not really impress you, advising them courteously you cannot employ them.

Experience is the best teacher—so analyze your previous successes and failures in the employment of men—profit by them—and help yourself to better select the proper type of men. When an opening occurs, make a thorough check of the man you propose to employ, as to his habits, surroundings, etc., and obtain letters of reference from his two previous employers. **It is better to leave an assignment open for a time than to fill it with only a fair or mediocre prospect.**

Before you employ an applicant, you should take him with you while you do an actual day's work so as to ascertain whether the type of work done appeals to the applicant, and whether he feels he can perform the work and follow your plan of sales.

Have applicant whom you intend to employ examined by the doctor designated.

Note { Division Manager will reimburse an applicant for salesman's position for the necessary preliminary expenses, if any, incurred in connection with the examination. (The official physician's fee must not be paid by Division Manager—it is paid by the Company.) The Division Manager will secure a detailed receipt, showing date, kind of expenses and point where expenses are incurred, and attach the receipt to his expense account.

Complete employment papers properly and send in to Salesmen's Department. No expense account of a new salesman will be paid until the complete employment papers, satisfactorily made out, are in the Salesmen's Department.

TRAINING OF SALESMAN

Previous to training a new salesman, Division Manager must see that automobile is in good working order, that all properties for salesman's use are complete and in order, and that an ample supply of merchandise is in car. The point where new salesman will start on route is where former salesman left off.

On first day Division Manager will perform work as a salesman and new salesman will observe and assist. Do this work naturally and normally. You won't be able to sell every dealer or make a perfect call with every dealer while the new salesman is with you, any more than you would if he were not with you, but this does not matter if you perform the work properly, sincerely and effectively. The good and the bad should both be apparent to the new salesman that he may

make an honest decision as to whether he thinks he can do the type of work or not. REMEMBER, FIRST IMPRESSIONS ARE LASTING. At end of day new salesman should be shown how to make out daily report and expense account.

On second day under Division Manager's instructions salesman will perform duties at garage and buy merchandise at jobbers. The new salesman should be gradually allowed to perform the work, Division Manager making alternate calls. The same honesty of instruction and of purpose is essential here in these alternate calls. Our sales work is productive only when it is done with utter sincerity and complete understanding.

Division Manager should continue to work with new salesman until he feels that salesman has sufficient confidence and experience to do the work himself.

During the training period Division Manager should thoroughly go over the Company's products and sales plan, explaining not only what is to be done but why, and the productive results the work will bring when properly performed.

Before leaving new salesman to work alone, the Division Manager will review the Training Period. By reviewing the Training Period we have in mind, principally, that the Division Manager will make sure that the new salesman thoroughly understands the work required of him, and the reason that he has been instructed to perform the work in the way that he has been instructed. On any subject on which the salesman's understanding is unsatisfactory, the Division Manager should make it clear to him. Also make sure new salesman understands the making out of daily reports, expense accounts, routes, handling of automobile and other company properties, correspondence and such matters of this nature he may have to perform.

Important: It is again emphasized that it is better not to fill an assignment than to fill an assignment with a poor man. After you have trained your salesman as herein instructed, if you will face your problem frankly and honestly, you will be able to make up your mind as to whether you really think that this salesman has it within himself to make a good addition to your sales force. If you do not think he will make a good addition, you had better dispense with his services and call it a day. If you do feel that he will make a good addition to your sales force you have made that much progress in the development of your organization. You should remember that all of this Training Period is preliminary training. Just as your new salesman would be entirely within his rights to tell you that he didn't like the work after he had actually seen what the work consisted of, so you are within your rights during this first week of training to dispense with his services without irritation or criticism, and with no reflection on yourself as to labor turnover.

After two weeks, Division Manager will inspect new salesman's work and, after working with him, recommend on salesman's expense account that his salary be increased to $30. per week, or terminate his services.