

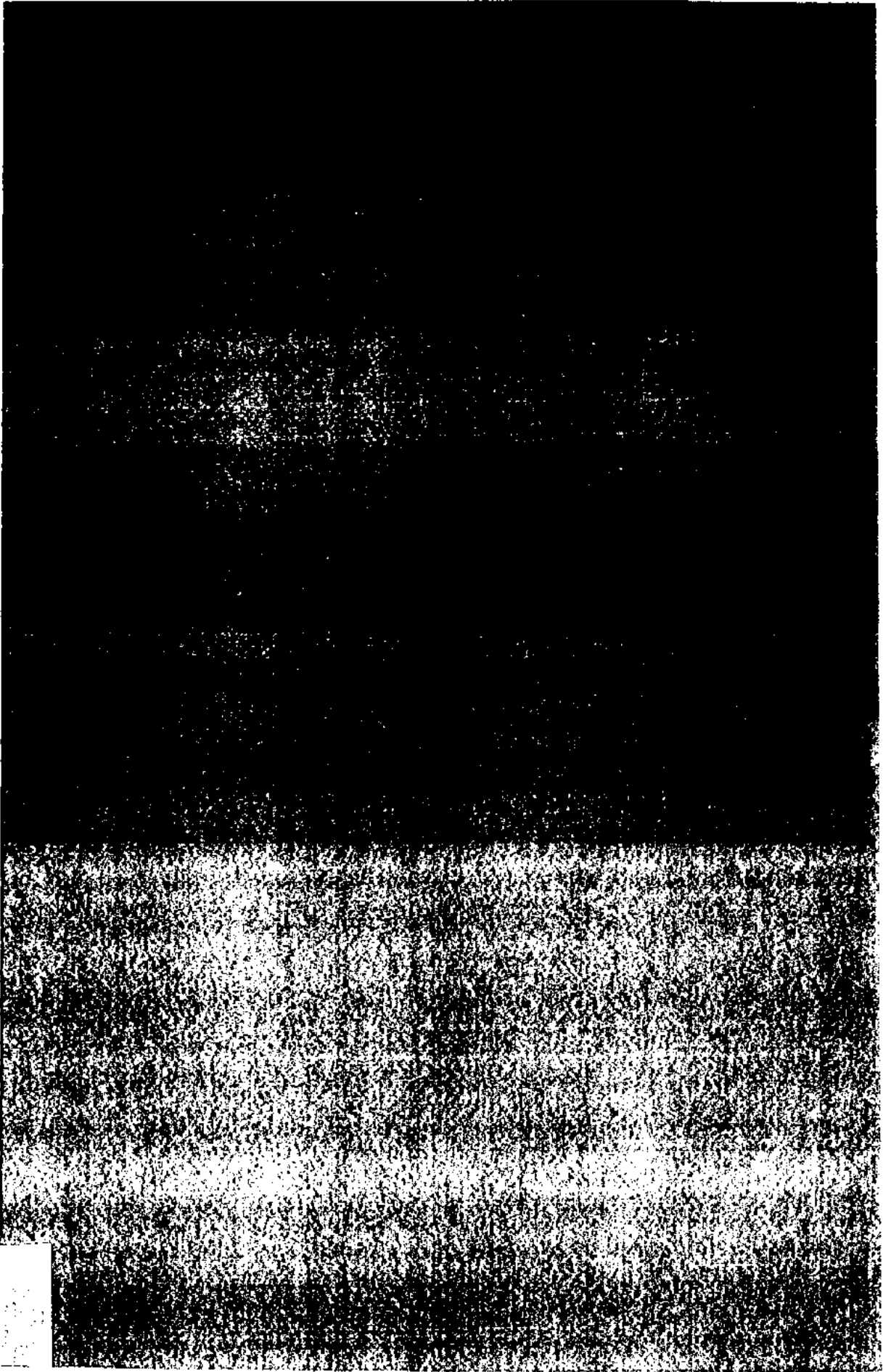
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LUCKY STAKE

WATER STOKS
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Commercial Only

MARTIN BLOCK'S
MAKE BELIEVE BALLROOM

ATX01 0016135

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - February 16, 1942

AS BROADCAST

On that Kyser man --
BLOCK: You see how he got that a -- "to see my lucky man" in there? I'm
really
telling you there's one fellow - Kay Kyser - who/lives, eats, sleeps,
smokes, drinks, Lucky Strike Cigarettes. That's just about all. You
know with Kay Kyser on here and me down here in Richmond, Virginia, say
maybe a lot of you folks up there are wondering really just what I'm
doing down here. You know before I went away, I did tell you briefly why
I was going down to Richmond and what I was going to do down here. I
wonder if I might take just a moment to tell you the real true purpose of
my visit down to the Lucky Strike factory? It's very simple. No doubt
a lot of you folks remember a couple of weeks ago they sort of carted me
off to the hospital. Remember that? Then I had to go away for ten days
because I couldn't talk. Remember that? Well, I began to cogitate a
little bit, began to think a little bit, thought maybe I was smoking too
many cigarettes - maybe I'd better cut down on them. That didn't work --
didn't do a bit of good. And then I remembered that for years now I've
been saying into this microphone there's practically no difference
between cigarettes -- all cigarettes are the same. Then I remembered
what Mr. Kyser's show has been telling me on the air. And you know that
fellow that goes (IMITATES TORACOO AUCTIONEER) - "Sold American" - you
know the one. I'm gonna have to learn how to do that. But I was
listening to some of the commercials on that show and I wondered --
maybe I was wrong -- maybe there was a difference in cigarettes -- maybe
there was a difference in tobaccos. After all, I mean, we have to
believe what we hear. We know that we can rely on the big corporations
the big companies who tell us these things because the Government just
makes sure that they're telling the truth. So I wanted to find out for
myself. So I started smoking Lucky Strikes -- wanted to see what it was
all about. I didn't notice any immediate difference -- it's a

ATK01 0016136

BLOCK: swell-tasting cigarette - no immediate difference though -- but then as
(CONT'D) time went on my throat began to ease up a little bit. I'm smoking
just as many cigarettes now as I^{'ve} ever smoked. But I'm smoking Luckies.
And the purpose of my trip down here, ladies and gentlemen, was to find
out what was the difference in cigarettes, to learn first hand, to see
how that tobacco is grown, to see how that tobacco is blended, to see
how cigarettes are made and to know and go through every step of the
process with the head of the Company down here. And today I spent some
mighty interesting hours at the factory where they make Lucky Strikes,
and I can say this to you truthfully now: I haven't been through the
whole process yet. I don't know yet just what it's all about, but I
know that I'm the most amazed man in America after four hours at the
Lucky Strike factory today. And I can come back to New York on Saturday
morning and talk to you for six months and never repeat myself and tell
you the amazing things I 've seen down here - the things I 've learned.
And I hope truly and sincerely that you'll benefit from my trip to the
Lucky Strike factory. Yes sir, I learned a lot about tobaccos today.
I learned a lot about cigarettes and starting Saturday night I want to
tell you about it.

BLOCK: Well, ladies and gentlemen, inasmuch as the Make Believe Ballroom is your program and your continued listening to the Make Believe Ballroom is what makes possible my staying on the program and on the air,^{and} having all these nice sponsors,^{and} making some of these trips that I've been making, I think that once again I owe it to my listeners ^{just} to explain why the Make Believe Ballroom should be coming ^{to you} from Richmond, Virginia, instead of from our usual spot in the Crystal Studio on Madison Avenue. And as I've told some of our listeners before, we are down here in Richmond, Virginia, in order to visit the Lucky Strike factories, in order to find out for ourself just exactly why it is that with independent experts, with men who know tobacco best, it's Luckies 2 to 1. You've heard that said on the air many times and so have I. And now that Lucky Strike is going to sponsor this part of the broadcast from the Ballroom every night, and since we are going to have the pleasure of talking about them, we want to know what we're talking about and so we've been down here going through the plants and seeing just what it's all about and I can only say this to you, I have seen some of the most amazing sights. Too often we sit back and take things for granted you know, buy a package of cigarettes and open them and smoke them and that's as far as it goes. We never stop to think of what it takes to make those cigarettes -- all the care and all the time and all the knowledge, and I've learned a lot in these past two days and later on I want to tell you some of the things I've seen. But today, the early part of the morning and yesterday, I went all through the plants and I saw how the tobacco is blended. I saw just as it came right into the first, very first stage where it goes into the blending and then I saw these rows upon rows of machines where the cigarettes were produced and how they came out at the end -- millions and millions of them, just

BLOCK: about every hour I think it was there were millions of cigarettes
(CONT'D) pouring out there and it was absolutely amazing. And then down to the --
to the grand laboratories. I wish you could see the laboratories where
such care is taken in making sure that everything that goes into Luckies
is just as it should be. Those control laboratories are simply
marvelous. And then this afternoon we got into an automobile and riding
down on Highway 1 -- you know that's the highway that goes from New York
down to -- all the way down to Florida. We were riding along Highway 1
and on my right I saw buildings. My goodness I never saw so many
buildings in all my life. They just seemed to stretch for miles. They
didn't really -- but they seemed to to me. And I noticed automobiles
pulling over to the side and stop^{ping} and look^{ing} at a big sign. So I had to
get a good look too. I didn't know just what it was. And I saw this
big sign that said: "Quiet please, tobacco sleeping," and then a picture
of Lucky Strike. And the idea is that in all these huge buildings all
this tobacco sleeping there becoming rich, mellow to make Lucky Strikes
for you and it's going to sleep there for at least three years before
it goes into Lucky Strike Cigarettes. Yes sir, it's really something to
see down here in Richmond -- to see the pains, the care that's taken in
making Lucky Strike Cigarettes the good cigarettes they are. And we're
going to start right in tomorrow night to tell you about the many
interesting things we've learned.

BLOCK: Well friends, here we are back again in New York City, arrived at the old Make Believe Ballroom up here in the Crystal Studio. It was swell being down South there in Richmond, Virginia for the last couple of days. My goodness the things I saw down there at that Lucky Strike factory in Richmond. If I had from now until next week to tell you about all the things I learned, I couldn't tell you half of them. One thing though impressed itself on me, and that is the fact that so many of us have the habit of taking things for granted. We feel that we're going to step up to a tobacco counter, we're going to put down some money, going to take away a package of cigarettes and then we're going to smoke them. And that's all we ever think about. Well let me tell you that when I was back of the scenes at the Lucky Strike factory I got an entirely different picture of what it takes to make a Lucky Strike. Just one -- oop I dropped it and almost burned my hand - just one Lucky Strike that's all. I saw millions of them rolling off there every hour - actually millions of them. I was going to say look at this Lucky Strike I'm smoking here but now that I've dropped it and it's down^{there} on the floor smoking - I hope it doesn't burn a hole in anything. I'm going to try to reach over here for another. That's better. Now just look at this one Lucky Strike. It was made up by the tobacco that went into it and I wish you could have been with me just to have seen in this one place in Richmond, these millions of pounds of tobacco - not just one kind of tobacco mind you, but tobacco from all over the South, wherever the tobacco experts knew that the finest tobaccos were being produced. From these points that tobacco was brought into the factory, brought in for aging and mellowing and blending until the day arrived when it was ready to go into that Lucky Strike^{which}/you are going to smoke. I learned more than that too. I learned that tobacco is a mighty important thing and the

BLOCK: (CONT'D) better the tobacco the better the smoke. Take my word for that. That of course is because in a cigarette well, you know as well as I do it's the tobacco that counts. Fine tobacco gives you milder, better taste, more smoking enjoyment all around, and because of this, the makers of Luckies consistently pay the price to get the finest tobacco at market after market. Take that auction at Lumberton, North Carolina this year. Why The American Tobacco Company paid 51 per cent more for the tobacco other than it bought for its cigarettes than -/and other tobacco products. That's right 51 per cent above the average market price published by the United States Department of Agriculture and so friends it goes at market after market and the best tobacco they buy goes into Luckies. The result is Lucky Strike means fine tobacco and goodness knows I saw enough fine tobacco. I'm going to dream about it when I get home tonight and get into bed. I never saw so much tobacco in all my life. Gee I wish I could have had you down there with me so you could have just put your hands on that tobacco, taken a handful of it and get that marvelous aroma. Then you'd know just as I know as I stand here before this microphone, just what it is that makes Lucky Strike the cigarette for you. Remember friends, with men who know tobacco best it's Luckies 2 to 1. I'm going to have a lot of opportunity from now on to tell you about the many amazing sights I have seen at the factory in Richmond and I do hope by the time I'm through telling you a few of the things, you're going to want to rush right out and buy a pack of Luckies and light up.

BLOCK: Ah me, oh my! I'll bet a lot of you folks sitting back there enjoying a Lucky Strike Cigarette and enjoying that music, too. This evening ... I'd better put this cigarette out for a minute ... hate to do it ... I'm going to ask you to do me a favor, if you will. Do you have a package of cigarettes handy? It doesn't make any difference what brand it is, although I personally hope it's a Lucky Strike. If you have a package of cigarettes handy, take the package out - hold it in your hand, look at it. Now if it's a new package of cigarettes, nine chances out of ten there's a cellophane wrapping over the outside of the package. Under that cellophane wrapping, the package itself with printed matter on it. You look at it - it says Lucky Strike - It's Toasted - cigarettes - Lucky Strike Cigarettes, It's Toasted, see? Why /it's printed right on the package. Now if you look at the top of the package you'll see the tin foil faced with white paper. Now inside you'll find twenty cigarettes. That's what you paid your money for. Now reach into the package and take out one cigarette. You have in your hand another piece of paper with printing on it. Now look a little further and we'll see just exactly what you've paid your money for. I'm going to open one of them. You see just what you've paid your money for. Umm humm - tobacco. Briefly, just once again, the tobacco carefully wrapped in the cigarette paper, then that wrapped in tin foil, then in heavier paper, then in cellophane, and finally every ten packages in a heavy cardboard box. Now this should indicate one thing very clearly to you, ladies and gentlemen. This careful wrapping, this painstaking effort is all there for just one purpose - to bring you that tobacco at its very best. And it indicates something more than that. It indicates the most important thing about a package of cigarettes - umm, smells good - is the tobacco. Now you and I have

BLOCK: both heard on the air, read in the newspapers and the magazines many times, the makers of Lucky Strikes spare no pains and no expense to obtain the finer tobaccos - tobaccos which are bought at auction all over the South - and that consistently Lucky Strike pays the price to get these finer, lighter, milder tobaccos. For example, at auctions at Dillon, South Carolina, this season, the makers of Lucky Strike paid 36 per cent above the average market price published by the United States Department of Agriculture. Now, we've all admitted that in a cigarette it's the tobacco that counts. And now, and we know that finer tobacco gives you milder, better tasting smoking enjoyment all around. And if that is true, then we should admit that the makers of Lucky Strike have bought the finer tobacco, and you should feel that this alone should assure their giving you a finer smoke. However, that's not the case. I just wish I could have had the opportunity of taking each and every one of my listeners through the Richmond, Virginia factory where Lucky Strikes are made. Then you could have seen along with me that every single item that enters into the making of a cigarette - everything - is selected and tested with the same infinite patience and care as is used in selecting the tobacco itself. Everything is checked and double checked before the cigarette's made, yes and after it's made, too, and even after it's gone out to your cigarette dealer's counter. The packages are purchased in the open market and brought back to our laboratories for testing. Now I tell you these things for only one reason - I want to impress upon you that when you trust your smoking enjoyment to Lucky Strike you can rest assured that everything has been done to give you a finer, lighter, milder cigarette. And so it's little wonder that with men who know tobacco best, it's Luckies two to one. I heard a big chorus out there

BLOCK: saying that when I said it, and that's swell. I want you to keep it
in mind - not only think it, but say it, and remember it. And now
speaking of saying, as Kay Kyser would say it ... let's light up a
Lucky and let's dance, chillun, let's dance.

BLOCK: No fooling, everybody - after that trip down to the Lucky Strike factory, my head is still so full of those monstrous plants - the tremendous tobacco sheds, the huge machines, the whirling wheels, the meshing gears - rows upon rows of test tubes - I'm still all in a dither. I guess when I went down to Richmond I thought just about the same as you folks think. You know, all you have to do is toss a little tobacco into a machine, push a button and out comes a few million cigarettes. Well, let me tell you, it takes a great deal more than that to make Lucky Strikes. Incidentally, ever been down to Coney Island? Sure you have ... Coney Island. I remember the last time I was down there on the boardwalk. They had a machine down there where you get into a couple of seats that are mounted on a cross arm, and then on the other end of the cross arm were two more seats mounted way up in the air, you know. And then they turn on the power and they whirl you around and around and around until you didn't know whether you were coming or going. Of course, everybody howled and screamed. I don't know whether it was from joy or ^{from} fright. You know, I saw a machine down in the laboratory that did the same identical thing to a package of Lucky Strike Cigarettes. Um humm - yes sir, ^{it} took it on a merry-go-round. The only difference was that Lucky Strikes were treated that way in order to find out something very definite - very specific. Tell me, something honestly ... ever put a cigarette in your mouth and have those old loose ends of tobacco come out? Very annoying, very unpleasant. They get in ^{to} your mouth ^{there} and you can't talk - you don't want to swallow it and you don't like to ... hum, very nasty. The makers of Lucky Strike want to make sure that the loosed end problem would never be a problem in Lucky Strike. So let me tell you what they do. This is interesting. First, they weigh the twenty cigarettes in a package

BLOCK: of Lucky Strike on a very fine scale. Then they place the cigarettes into an aluminum cylinder, and for two and a half minutes by a stop watch that cylinder is revolved by an electric motor. Now that of course gives the cigarettes much harsher treatment than you could ever give them in your pocket. At the end of two and a half minutes they take the cigarettes out and weigh them again. Now I watched them do that. You remember how you felt when you got out of that machine that spun you around in the air - all messed up? Well, I was perfectly amazed to see that all twenty cigarettes were still in practically perfect condition ... that only an infinitesimal amount of tobacco came out of the ends in spite of this harsh treatment. Now I know you may figure that's quite an extreme to go to just to find out if there'll be any loose ends. But that should illustrate to you clearly the care that is taken by the makers of Lucky Strike to give you a finer smoke. What's the use of arguing? In a cigarette it's the tobacco that counts. And at markets all over the South, Lucky Strike consistently pays the price to get the finer, lighter, milder tobacco. Actually, Lucky Strike means fine tobacco. And you know that saying - you've heard it ten thousand times - and it's true ... With men who know tobacco best, it's Luckies two to one.

BLOCK: Last night I was telling you folks about the gadgets that I saw in the laboratory at the Lucky Strike factory that revolve those cigarettes around - remember? Well, they revolve the cigarettes for two and a half minutes in order to test them and make sure that there were no loose ends in Lucky Strikes to annoy you. Well, tonight, instead of talking about gadgets and laboratories, which I guess is pretty dull to most of us laymen, I'd like to tell you about an experience I had which literally and physically bowled me over. I don't think there's anyone listening who doesn't know the slogan of Lucky Strike. It's printed on every package and every billboard. It's just two words. Do you know them? All right, in unison - come on - It's Toasted. See? Written right on the front of the package. It's Toasted. Now that statement may lead you to wonder - what do they do down there, any how? Do they have a couple of toasters like you have on the breakfast table and just take twenty cigarettes and pop them in, and wait until they toast, and then they pop up ... what's it all about anyway? Well now, if you could just close your eyes for a minute and try and picture a monstrous machine - and when I say monstrous I mean it. It's a hundred and seventy-five feet long - almost a whole city block long. Vents and meters, and tubes, and motors, and fan belts. Have you got a good picture of that? Now if you can picture two such machines standing side by each, and into one end of each machine rolls the finely blended, naturally lighter, milder tobacco that will eventually be in a Lucky Strike Cigarette. The tobacco is carried the entire length of this huge machine. And as it passes along, many of the impurities that may be found in a cigarette are removed. Now I'll bet you're saying ... well how do you know/^{that}they're removed, Martin? And here's where I come back to what I said before about seeing something that bowled me over

BLOCK: actually. Well, from the room containing these machines, I went up to the roof. You know, out of a machine they have vents ... I told you about the vents that go up to the roof? - Well, the vents from the toasting machines ended up there on the roof. And when I got up there I could see the vapor rising from dozens and dozens of these ventilators. As I was standing there, one of the engineers turned one of the ventilators in my direction, and he said ... now don't stay there too long but just get a whiff of this. Well, I did, and I'm afraid I took too deep a one, honestly. I didn't think I'd be able to be on the air last Thursday night. I sputtered, and choked, and coughed for a full hour from just one whiff - one inhalation of the impurities removed from your Lucky Strike tobacco. And remember, it was mighty fine tobacco to start with. And there I had actual proof of the value of the toasting process. And that process, plus the fact that only the milder, better tasting tobaccos are used to make your Lucky Strike Cigarettes convinced me that Lucky Strike makes a swell smoke, and it's no wonder that "with men who know tobacco best, it's Luckies two to one." And now let's light up another Lucky and hear

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 5, 1942

AS BROADCAST

BLOCK: Now friends, tonight - tonight I want to talk to you a little bit about a word that's used very often. That word is experts. It seems as though whenever anyone has anything to sell they usually quote the experts. And you can just believe you me that there's a good reason for that. In every line of endeavor in this world we have men or organizations who are recognized as authorities on one particular subject. Now, you know how it is if you or any member of the family doesn't feel well - you call the doctor and you get his advice ... he helps to restore you to health. You have faith in his ability. That's why he's your family doctor. You do a lot of walking - your feet hurt - you see a chiropodist. You have eye trouble - you go to an oculist. Always to a specialist. And now I want to make a suggestion. If you want to find out about cigarettes -- the truth about them -- why not consult a tobacco expert. Yes, there are tobacco experts. In my conversations in Richmond with the manager of the Lucky Strike factory, I learned one thing very interesting ... tobacco men are born, not made. When a man who is an expert at buying or grading or selling tobacco has a blessed event in his family, and if it happens to be a son, bet your bottom dollar that from the day he's old enough to toddle around he's trained in tobacco lore. So there are experts that we can go to with any smoking problems. You couldn't possibly have confidence unless you knew that a man knew what he was talking about. And these men who are brought up to know tobaccos - these men who know just about everything there is to know about tobaccos should have your confidence. You know, we don't have to convince those man 'cause "with men who know tobacco best, it's Luckies two to one". Believe me when I tell you the makers of Lucky Strike lean over backwards to be

ATX01 0016149

BLOCK: sure that every statement made about Lucky Strike Cigarettes is the absolute truth. When the man who sells tobacco, when the man who buys tobacco sees The American Tobacco Company at auction after auction pay consistently higher prices for the finer, the lighter, the milder tobaccos - and only the best of these tobaccos goes into the making of Lucky Strike ... it's little wonder that "with men who know tobacco best, it's Luckies two to one"! Why don't you buy a package of Lucky Strike Cigarettes tonight? Try them.

Mr. Boggs

March 6, 1942

BLOCK:

Well, I know I'm supposed to start talking about Lucky Strike Cigarettes right now, but before I start talking about Lucky Strike Cigarettes, do you mind if I tell you about an Aunt of mine. God bless her, she was a sweet old lady. She had one very peculiar habit, though, and everybody in the family used to make fun of her. She comes to my mind tonight because this peculiar habit of hers reminds me of the makers of Lucky Strike Cigarettes and you'll see how in just a minute. If you'd been invited to her house for dinner and you happened to comment that the roast beef was extra delicious, well, she had a habit of bragging and she'd immediately say - hm, it should be! I paid sixty-five cents a pound for it! And then after dinner you'd go out in the living room and you'd sit down in a chair and if it happened to be a very pretty, attractive, comfortable chair, you'd say....My, this is a lovely chair - relaxing, comfortable - it's really beautiful....she'd say....um, should be! That chair cost three hundred and fifty-five dollars! It's a bad habit. She didn't exactly mean to brag, but you know, she had the right idea. She knew that in this world you get only what you pay for and she never tried to cut corners where it meant the comfort and health of her family. Of course, I might further say that she was a very lucky lady, insofar as she had the money to spend for the better things in life. And you know, carrying that thought a little further - I think we're very lucky that the makers of Lucky Strikes are in the same position - that they not only pay the price, but have the desire to buy finer tobaccos in order to make Lucky Strike a better cigarette - a cigarette that they can really brag about. Don't misunderstand me....when I tell you that the tobacco is

3/6/42

BLOCK: (contd)

bought at public auction and that at market after market, the makers of Lucky Strike pay well above average market price published by the United States Department of Agriculture, we're not bragging. We only want to prove to you that the men who handle tobacco for a living...I mean the warehousemen, the auctioneers, the men who know tobacco best - know the type of tobacco that goes into Lucky Strike Cigarettes. Their tastes are just average tastes. They're just average human beings like you and I.

And so, friends, if with men who know tobacco, it's Luckies two to one, you and I can surely light up a Lucky and like it.

ATX01 0016152

BLOCK: Now -- Now I wonder just how many of you ladies and gentlemen are bargain hunters. How many of you watch the ads, and as soon as you hear about a bargain, you read of a sale - out you go. You leave your house early in the morning, get down to the store, get into a mad rush, make your purchase, bring it home, or you have it sent home, and you say to yourself ... well, I usually pay five dollars for that. I really saved money today. I bought practically the same thing for only two ninety-five. More than that, I wonder how many of you found that in the long run you didn't get a bargain at all. Something just a little bit wrong, a little bit the matter with what you bought. All the pleasure of the purchase was lost. You know, actually there's one slogan we could all remember in this world today. We pay for what we get, and we get only what we pay for. Now when auctions are held down South - tobacco auctions I mean - we scrutinize the market carefully to find only the lighter, the finer, the milder tobaccos. And you know that at these auctions down South, independent tobacco experts - I mean the auctioneers, and the buyers, and the warehousemen - well, they - they take part in these sales which take place in the open market. And these men see just who buys what tobacco and the prices paid. And at market after market these experts see the makers of Lucky Strike Cigarettes pay the price to get the better tobacco. You take that auction down at Aberdeen, North Carolina, last season. We paid 35 per cent above the average market price published by the United States Department of Agriculture. And so it goes all over the South. And the result is, Lucky Strike means fine tobacco. Now friends, it's clear that in a cigarette it's the tobacco that counts, and the makers of Lucky Strike are proud of the fact that they are not bargain hunters - that they really go after the top quality

BLOCK: tobaccos. These experts know it. And I guess that's why - with men
who know tobacco best, it's Luckies two to one!

BLOCK: Say, I just looked at the new Fortune Magazine. I noticed a beautiful advertisement of one of the oil companies. Why it was gorgeous. The top of the page showed a measuring glass containing one gallon of gasoline, and underneath it was the heading, "One Gallon of Gasoline - Five Hundred Dollars." That was quite a price, wasn't it? Well, what they were endeavoring to prove to the readers was that in laboratories of this oil company gasoline infinitely better than any gasoline we can buy today has been perfected. But the cost of producing that one gallon of this extra special gasoline was so great that if you tried to buy it, it would cost you five hundred dollars a gallon. Now when I saw that ad, immediately I thought of Lucky Strike Cigarettes. Now maybe you're saying ... well, why? I couldn't help but do it because the Lucky Strike Cigarette that you smoke today and for which you pay no more than you pay for ordinary cigarettes is not only the result of years of research in laboratories, but also gives you the benefit of generations of tobacco lore - the selecting, the ageing, the blending - all of which contribute to make an infinitely better cigarette. Now I suppose that logically the makers of Lucky Strike Cigarettes could say ... we produce the finest cigarettes in the world. I suppose they could use all kinds of adjectives to describe their cigarette, but if they did the logical thing for you to say would be - oh yeah - who says so? What we think and what the public believes are two different things, so we make no exaggerated claims for Lucky Strikes. We merely assume that those men who spend a lifetime in the tobacco business - ordinary hard working human beings like you and I - people with ordinary tastes, such as yours and mine - would know a great deal about cigarettes. And while we make no wild claims about the merits of Lucky Strikes, preferring to let them stand on their own two feet, and preferring to let you make the claims after

BLOCK: you've smoked them, we continue to emphasize the one outstanding thing about Lucky Strikes ... that with men who know tobacco best, it's Luckies two to one. These independent tobacco experts - the auctioneers, the buyers, the warehousemen - men who spend their lives buying, and selling, and handling tobaccos at auctions - see just who pays the price to get the finer, lighter, milder tobaccos. It's common knowledge that at auction after auction, the makers of Lucky Strike pay above the average market price published by the United States Department of Agriculture, and it's this fact, coupled with their own personal taste that proves Lucky Strikes to them. So smokers, don't you think that it's to your advantage to do as the experts do - to choose the cigarette you know is made with fine tobacco? In other words, to smoke Lucky Strike .

BLOCK: Right now, I wonder - I wonder how many of you folks can remember back to when you went to school. That's not too long ago, is it? I can remember very clearly. Remember how you used to like some of the teachers and some you didn't like? Remember all the fun you used to have when the bell rang and it was recess time? Yeah, it was a lot -- remember how when school was out you used to rush across the street with a couple of pennies that Mother had given you and you bought those licorice sticks - you remember, those licorice sticks with the white dots all over them? You used to pick off the dots and^{then} chew up the licorice ... all day suckers? Hmm, man, that was fun! And then when it came time to go home you used to play along the way ... always got home later than you should and got the daylight whacked out of you for doing it. You know, there's one thing in particular though that I didn't like in school. That was the last day of the month when I had to take a report card home. Man me, many's the time I made up my mind I was going to run away from home. In fact, I packed a bag a couple of times. There were too many D's on the card. I wonder whether your school used to rate the studies the same as mine did. A was excellent - B was good - C was fair - and a red D for a failure. Naturally, everybody wanted to get an A. You know, that reminds me of something else ... Tobacco doesn't go to school, but it doesn't have to worry about a report card, and believe you me it's the aim of every good little tobacco leaf to come home to mama with an "A" painted on the basket it rests in. Ladies and gentlemen, when a basket of tobacco is sold American, a big "A" is marked on the sales ticket, and that means it's passed in all its studies. And the independent tobacco experts, the auctioneers, the buyers, the warehousemen, they agree that the "A" means a whole lot at markets all over the South, cause you see, they see the makers of Lucky Strike consistently pay the price to get

BLOCK: mild, better-tasting tobacco. For example, at auctions in Chadbourn, North Carolina, last season, The American Tobacco Company paid 40 per cent more for the tobacco - yes sir, 40 per cent more for the tobacco it bought for its cigarettes and other tobacco products - 40 per cent above the average market price published by the United States Department of Agriculture, and the best tobacco we buy goes into Luckies. And so you see, it's no wonder that with men who know tobacco best - with independent experts - it's Luckies two to one. And it's two to one you'll like Luckies too, and whether you're still bringing home a report card or not, whether there's anybody checking up on you, don't forget that "A" means a lot. It always means Excellent.

BLOCK: Yes sir, a little song for all of us to be singing by the 16th of March or some of our friends down in the Department of Justice will be up looking -- Oh, oh, speaking of the Department of Justice, I had an occasion to visit a friend of mine who works down there, the other day. I went in the building. I happened to notice the Statue of Justice over the building. I'm sure you've seen it a lot of times. Statue of a woman blind-folded, you know, with a sword in one hand - a two-edged sword - and holding a scale in the other hand. That figure gave me a little idea. The idea was simply this ... that too few of us do justice to our taste for a good cigarette for real smoking enjoyment. We buy our cigarettes practically blind-folded. We don't take time to find out about the tobacco - about everything that goes into the cigarette - find out whether it's of top quality. To carry that thought a little further ... If you could place a quantity of fine tobacco on one side of that scale that Justice holds and your smoking enjoyment on the other side, you'd find that they'd be in perfect balance. The better the tobacco, the better the smoke. That's because in a cigarette it's the tobacco that counts. Finer tobacco gives you mildness, and better taste, more smoking enjoyment all around. Now let's not overlook that two-edged sword in the picture either. That represents truth which is doubled-edged. Now the makers of Lucky Strike Cigarettes, as you've noticed, make no exaggerated claims for their product. They tell you facts, and we tell you that we consistently pay the price to get the finer tobacco at market after market - that we paid above the average market price, published by the United States Department of Agriculture last season. The result? Well, the result is Lucky Strike means fine tobacco, and fine tobacco means smoking enjoyment. The independent tobacco experts - the men who see the price Luckies pays for this finer

BLOCK: tobacco - go by the evidence of their own eyes. And I guess that's why ... with men who know tobacco best, it's Luckies two to one. Yeah, and more than that, it's two to one you'll never smoke anything but Luckies once you try them.

BLOCK: Right now, just a few words to the sports fans. A little question for you tonight - you golfers - your question ... No, this isn't Kay Kyser's College of Musical Knowledge. This is just a little question of our own. What made you golfers buy that set of clubs you have - the one with - you know, the Bobby Jones' clubs you bought? All right, don't tell me, I'll tell you. It's because you know that Bobby Jones was a great golfer - that in Bobby Jones' opinion, he thought these clubs were good enough to bear his name. They were properly matched, properly balanced, fine clubs, and of course you rely on Bobby Jones' opinion as a golfer. All right, tennis players, attention! What made you get that Bill Tilden racket - huh? You don't expect to be another Bill Tilden - or do you? No. You bought that racket because you know that Bill Tilden knows as much about tennis as any man in the world and you rely on his opinion and experience with tennis rackets, and you know that if it's good enough for Bill, it's certainly good enough for you. You know, it's interesting ... you could go through the whole realm of sports. But I really don't think that's necessary, because what I've said to you already should indicate very clearly why it's worthwhile for smokers to follow the advice of tobacco experts. Independent tobacco experts down South watch every sale at auctions. It's their business as auctioneers, buyers, warehousemen to scrutinize and examine every leaf. And because the sale takes place on the open market they see just who buys what tobacco and the price paid. And that's why their overwhelming preference for one cigarette - Luckies - means a lot to you as a smoker. At market after market they see who pays the price to get the finer, the milder, the better tasting tobacco. The result is that Lucky Strike means fine tobacco. Smokers, it's well known that in a cigarette it's

BLOCK: the tobacco that counts, so surely it's worth your while to smoke the cigarette that has won the overwhelming preference of the independent tobacco experts. That cigarette is Lucky Strike.

BLOCK: Well, friends, we've been listening to the ten magic piano fingers of radio. And you know, speaking of ten magic piano fingers, can I take just a minute to tell you about the twenty magic fingers that operate in each cigarette packing machine that packs your Lucky Strike Cigarettes? When I was down in Richmond, I watched these twenty magic fingers in operation. They're not human fingers - no - not like Eddie's. These are little steel fingers. And I mention them because they just go to prove a little more clearly some of the things I'm trying to tell^{you} about the care taken in making Lucky Strike Cigarettes. These are marvelous machines. They -- they have cigarettes fed into them at one end. And out of the other end - remember just plain cigarettes in one end - and out of the other end comes your cellophane wrapped package of Lucky Strike Cigarettes just ready to go out to your tobacco dealer and then to you. But just in case, in the making of these cigarettes, there might be one Lucky Strike that's not as perfect as its twin brother, these twenty little magic fingers gently feel each cigarette after it's fed into the package, and with greater than human perfection the minute they find that one imperfect cigarette, automatically a lot of things happen. First, a red light goes on. Then a bell rings. That calls the expert over to the machine. Third, the entire package of cigarettes containing the one defective cigarette is automatically thrown out. It's the most amazing thing you ever saw! And then they pick it up and examine it, and the trouble with that one cigarette is found and immediately corrected. And then, on goes the machine turning out more millions of your favorite cigarette. It's an amazing piece of machinery to see in operation. It's even more amazing to stop and think of the care, the patience, the money that's expended to make Lucky Strike Cigarettes the finest smoking cigarette in America.

BLOCK: Of course, no cigarette can be any better than the tobacco used. And that's why the makers of Lucky Strikes are mighty proud of the fact that at market after market they pay consistently higher prices than the average market prices published by the United States Department of Agriculture. They pay those prices to obtain the finer, the milder, the lighter tobaccos. And the independent tobacco experts who attend these auctions - well, bet your bottom dollar they see just which tobacco Lucky Strike buys. They know good tobacco! And that's why with men who know tobacco best - "It's Luckies two to one." ^{But} now, we're going to leave the twenty magic fingers of the tobacco machine and go back to the ten magic piano fingers of radio.....

BLOCK: You know, last night I told you about the twenty magic fingers of the cigarette packing machine - remember? Wonder whether I ever told you about the "merry-go-round" that they have down there at the Lucky Strike factory. Well if I haven't - you see, the makers of Lucky Strike Cigarettes want to be sure that everything that human ingenuity and modern machinery can do to make your next Lucky Strike Cigarette as good as your last one is done. And so after the fine tobacco we use are blended and reblended dozens of times, it comes to the final point where - where the tobacco is to be fed into the machine that makes the cigarettes. Now, a little cart is used to carry the tobacco to the cigarette-making machine. And these carts are the ones that ride on what I call our "merry-go-round." Let's assume now - this is a little mathematics - let's assume that it would take two minutes to fill one cart. That means, of course, the cart would have to stand under the feeding point for two minutes, and that all the tobacco that flows for two minutes into the cart will be of one blending. But look! Maybe the tobacco that's going to come along ten minutes from now is just slightly different. So here's what they do: They put about twenty-five carts on a "merry-go-round" and they revolve them under the feeder, slowly. Now if one cart would use up the tobacco that flows in two minutes, twenty-five carts would each get a little of the tobacco that would flow over a period of fifty minutes. You see? And so round and round and round goes that "merry-go-round" with a little of this superb tobacco dropping into each cart. And as one fills up, it's taken out and sent to the cigarette-making machine and another takes its place. It's really a great sight to see. But it's even more amazing to stop and think that everybody who rides on that "merry-go-round" gets the gold ring, and the gold ring comes to you in the form

BLOCK: of greater smoking enjoyment, made possible by Lucky Strike's finer tobacco and greater care in ageing, and blending, and manufacturing. Why don't you give Lucky Strike a chance to prove itself to you? And now, light up a Lucky and listen to.....

LUCKY STRIKE "WAKE BELIEVE BALLROOM"
Commercial - March 16, 1941

Mr. Bergman
AS BROADCAST

BLOCK: Say, you know, the first thing you know it will be time for us to think about vacations - going away for week-ends. It won't be long now. Do you like to go down to Atlantic City, Asbury Park? I like to go down for the week-end. I think one of the reasons I like to go down there is because I like to walk along the boardwalk, stop in, visit some of those auction sales that go on down there. Bet you've done it lots of times ... You know, those places where the auctioneer says ... and now, ladies and gentlemen, a diamond ring - a beautiful diamond ring worth at least five hundred dollars. What am I offered? What am I offered for this gorgeous diamond ring worth at least five hundred dollars? What do you offer me? Five dollars! Five * * * - ladies and gentlemen, I'm bid five dollars. The gentleman has the audacity to offer me five dollars for a diamond ring worth five hundred dollars. Somebody else says - six - six dollars - I'm bid six, bid six, seven, ten. My goodness, how could you! I'm offered ten dollars for this beautiful ring. You've been through it, haven't you? You watched the auctioneer work to build up that price. Sometimes you get a bargain, and I suppose sometimes you don't. Well, if you've ever visited an auction you've noticed some men and women who sit around in the room with a little pad and a pencil. Have you ever seen them? Um. They sit there jotting down figures. Most of the time they're very quiet. Suddenly, something will be offered. And right away they start bidding. Now ordinary people like you and I ^{when} -/we walk into an auction - we take our chances, but the expert buyer at that auction - he goes to the showroom before the merchandise is offered. He looks it over, he appraises it carefully. He knows its true value. He's the man who's never fooled. And that's the way the makers of Lucky Strike Cigarettes buy tobacco at auction. You may think the buyer just walks in to the

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BLOCK: warehouse, takes a look at the tobacco, puts in his bid, and they bid, and bid, and bid, and automatically the makers of Lucky Strikes are going to pay the highest prices. That's not economy, that's not good, that's not true. It would be a wasteful way of doing business. So the buyers of The American Tobacco Company go out into the country, out into the country where the tobacco is grown, and they look at the crop while it is still growing. They make notes. Then they come back again after the crop has been harvested, and they look at the leaf, and they make more notes. Yes, and many times they bring some of the leaves right back to the laboratory I told you about, to be analyzed, before the crop goes on sale. And when they walk into the warehouse to buy they know its true value before they put in a bid. And knowing its true value, its true worth, they set out to acquire deliberately, the milder, finer, lighter tobacco for your Lucky Strike Cigarette. Now that's no secret. Independent tobacco experts - the warehousemen, the auctioneers, the buyers - they know that when that big "A" which denotes "Sold American" goes on to a basket of tobacco, that we have acquired the kind of tobacco they'd like to smoke themselves. And since Lucky Strike costs no more than ordinary cigarettes it's obvious why with these men who know tobacco best, it's Luckies two to one.

BLOCK: Gosh, you've got a swell band there, Jimmy Dorsey. You know, I was just sitting here listening to you and thinking ... seventeen musicians, each one playing an individual instrument, each one a fine musician, each one has spent years and years learning how to play it, each one is making different sounds, different tones. Without the proper blending of those tones, you sure enough would have anything but music. And without you, Jimmy, there to rehearse the band over and over, and iron out the little roughness here and there, you'd never have a great band. You know, that's something like Lucky Strike Cigarettes. Many different types of fine tobacco, for which The American Tobacco Company paid higher than the average market price published by the United States Department of Agriculture in order to be sure of obtaining finer, milder, lighter tobacco. They still would not be productive of a smooth, mild cigarette unless they were correctly aged and blended. Just like the band. You know, Jimmy, you remind me of our "Toasting" process, too. You take the harshness out of the band in rehearsal, and our process does the same identical thing to tobacco. So friends, if you want to enjoy a mellow symphony in smoking, next time you step up to that tobacco counter, give the man behind it the down beat. Then, light up a Lucky, and like it.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 18, 1942

AS BROADCAST

BLOCK: You know, friends, I came to the conclusion today that most smokers fall into two classes. There are those who smoke occasionally and those who smoke inveterately. Now I think I'm safe in saying that inasmuch as my daily consumption of cigarettes averages about four packages, I'm what might be called an inveterate or chain smoker. What I want to tell you tonight comes to you right from the bottom of my heart. It's true - every word. I do a lot of talking - and I suppose you folks will agree with that. And you know, your throat is not like other parts of your body - at least, so throat specialists have told me. For example, ^{if} you use your right arm a lot, your right arm will become stronger than your left - but when you use your throat a lot, it's most likely to be affected by many things. Smoking has always been one thing that seriously affected my throat. Now I know full well how careful the makers of Lucky Strikes are to tell you the pertinent facts about their cigarettes, and about how they do everything possible to make them as good as they can be made. But tonight, strictly from my own experience I want to say that since I've been smoking Lucky Strike Cigarettes, my throat tells me that there is something about a Lucky Strike that I really appreciate. They're definitely easy on my throat. And I think there are two things that account for that. One is the careful selecting and blending of the finer, milder, lighter tobacco. Second, the Toasting Process with - which with my own eyes, I saw removing many of the impurities from that fine tobacco. Now instead of taking anybody's word for the quality of a cigarette, why not find out for yourself? Do yourself and do me a favor ... smoke Lucky Strike as I have for a few weeks, and see if you don't notice the difference. I'm sure you will.

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 19, 1942

Mr. Boggiano
AS BROADCAST

BLOCK: You know, when you buy a package of cigarettes, I think it's pretty obvious that the most important thing in the package is the tobacco. Actually, it's the tobacco that you pay for. Now, with that thought in mind, can't you see how important it is to you that the tobacco used in the cigarette you smoke be only the finer, the lighter, the milder tobaccos? You note I say tobaccos. I don't know whether you know it or not, but it takes several different types of tobacco leaf in order to get the blend that will please the greatest number of American smokers' tastes. And whether you know it or not, just buying better tobaccos will not make a better smoke by itself. It's necessary that these tobaccos be blended in just the correct proportions. It's necessary that they be aged a sufficient period of time. And it's vitally important that many of the harsh substances found even in the finest aged and blended tobaccos be removed, before you can ever get a smoke as fine as Lucky Strikes. Now, tobacco experts know this to be the truth. They see at market after market, the makers of Lucky Strikes buying the finer tobacco at higher than the average market price. Many of them have seen that big sign at our aging warehouses... you know the one I told you about - the one that says "Quiet please, tobacco is sleeping here"? They know that for better than three years that tobacco is permitted to age, and many of them have been through one of our plants, and seen the care taken in blending. So it's no wonder that these independent tobacco experts - the men who know tobacco best prefer Luckies two to one. And if I had my way, to the list of tobacco experts - the auctioneers, the buyers, the warehousemen - I would add "and you, Mr. and Mrs. Smoker," because I'm sure that once you've smoked Luckies, you could detect immediately the difference - that they would become your favorite, too, by two to one.

ATX01 0016171

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 20, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Friends, there's an old saying, and I've used it time and time again, but I think that at no time has it ever been more appropriate than right now. You know, the saying that goes ... If you build a better mouse trap, write a better book, preach a better sermon, the world will beat a path to your door? That's a slightly condensed version of it, anyway. The tremendous success of Lucky Strike Cigarettes can definitely be attributed to that saying. Now that's not a discovery on my part. The executives of The American Tobacco Company and every employee in that company knows that to be the truth ... only they say it a little different. In my trip to the Lucky Strike factory in Richmond a few weeks ago, I couldn't help but notice these large bronze plaques placed on the wall all over the factory wherever there were employees. You had to see it. It was constantly before them and the plaque said ... Quality of Product Is Essential to Continuing Success. Now, whether you're a young boy just starting to work at the factory whose job it is to polish up the handles of the big front door, or you're the general manager, and you have a job - a good job - one that pays you well - you want to continue. And that's how it is with the employees of The American Tobacco Company. They like their work. They want it to continue. They want the success of Lucky Strike Cigarettes to continue its amazing growth. And that's why everyone who has anything to do with the making of Lucky Strike Cigarettes is constantly made to realize that his or her individual effort is so important. Lucky Strikes are only the fine cigarette they are today because everything is done to make them so - to keep them so. Nothing is trusted to chance or to luck. And I think you'll agree with me that you'll enjoy smoking a cigarette so fine, made with such care. The constant thought in the back of every mind connected with the making, is

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BLOCK: that the quality of Lucky Strike Cigarettes is essential to their continuing success. Such a policy deserves your support. And if you'll give it your support, I'm sure that it will repay you many times in real smoking enjoyment. Buy a package of Lucky Strikes tonight.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 21, 1942

Tom Broggiano
AS BROADCAST

BLOCK: I don't know if you folks remember or not when I went back to home, to Hollywood. Well, when I was out there a little while ago I went shopping a couple of times with some folks, and I noticed something that impressed me very much in the stores. In a ladies' dress shop there was a very beautiful evening gown with a little tag under it that said - "This is a replica of the gown worn by Hedy Lamarr in her last picture." In another shop was a man's sport coat, a little tag on it calling it the Clark Gable model. Still another shop, there was a pair of shoes called - The Connie Bennett Easy Walkers. Even in the drug store there was an ad ... This particular lipstick was the kind that Greta Garbo used. Didn't taste like it to me! It's really amazing though how the American public has confidence in the people whom they know. Millions of you ladies will use a certain lipstick because you think Greta Garbo uses it. And millions of you gentlemen will wear a certain suit because you think it's a Clark Gable model. Don't you think it's much more important for the sake of your smoking pleasure to smoke the cigarette that independent tobacco experts - the men who know tobacco best - smoke regularly? These men have the evidence - with their own eyes - right in front of them, you know. They see the makers of Lucky Strike Cigarettes consistently pay the price to get the lighter, milder, better tasting tobacco. For example, down there at Kingstree, South Carolina, at auctions of the 1939 crop, and incidentally that's the crop you're now smoking, The American Tobacco Company paid 38% more for the tobacco it bought for its cigarettes and other tobacco products. That's right, 38% above the average market price published by the United States Department of Agriculture. So you see it's little wonder that with these experts - the men who know tobacco best - it's Luckies two to one.

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 28, 1942

Mr. Boggs
AS BROADCAST

BLOCK: (After "Zoot Suit") And speaking of suit, that's one thing Lucky Strike really does, suits your taste. Say, I wonder how many of you folks listening right now remember when you went to school. Remember how you used to watch on the -- watch the clock up there on the wall, wait till the hands pointed to three or three-thirty, whatever time your school let out - and how you just couldn't wait till the bell rang? Not that you didn't like school - of course not. You just wanted to get out and play. And then Mother always told you to come straight home from school and not to stop and loiter on the way? Well, I guess I used to take the long way home. I was always getting home late and getting licked for it, too. The only time I ever got home early was when I was hungry. Then I'd go right straight home. We lived up on the second floor in a house and I'd stand down under the window and I'd say ... Hey, Mom, I'm home. She'd say ... are you? I'd say ... Yeah. Throw me down a piece of bread and butter, please. A piece of bread and butter. You know, some days when I was a particularly good boy Mom would sprinkle a little sugar on it. When I was very, very good, I'd get a little bit of home-made jam. Did you used to get that, too? Sure, I guess we all did. We all like our bread and butter. We like a little jam on the side, too. Did you ever stop to think/^{that}when you buy an average product you get bread and butter, when you buy a better than average product you get a little jam on the side. You know, Lucky Strike Cigarettes are that kind of a product. Not only gives you the type of smoke you want but/^{it}gives you a definite plus ... in fact, several pluses. You know you're getting all the benefit of time, and care, and money that's expended by the makers of Lucky Strike to give you a better cigarette. You know you're getting the benefit of the Toasting process, designed to improve the cigarette. That toasting process is really the little jelly that you get on the

ATX01 0016175

BLOCK: bread and butter. Remember that at market after market, year after year, Lucky Strike pays the price to bring you the finer, lighter tobacco. So you see, friends, you just can't go wrong when you light up a Lucky. Everything that's humanly possible is done to add to your smoking enjoyment. To give you not only the bread and butter of cigarettes, but the jam as well. So stop in at your tobacco counter now and try a pack of Lucky Strikes.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
MARCH 24, 1942 - Tuesday

Mr. Boggiano
AS BROADCAST

BLOCK: You know, I was reading a very interesting book the other night. It was about life among the Eskimos. Have you any idea what an Eskimo's favorite meal consists of? Whale-blubber - the fat from a whale. Do you know what would be the greatest treat you could give an Eskimo - I mean if you really wanted him to top his meal off with a very delicious dessert? A bottle of Castor Oil. That's a fact! Believe it or not, as Ripley would say. Do you know that if you sat an Eskimo down at a table and fed him a meal, starting off with delicious soup, and then a tender, juicy steak about two inches thick, nice, soft, tender asparagus tips, French fried potatoes, Apple Pie with Cheese on the side, he'd turn his nose up at it? That's a fact! It just would taste bad to him.

You know, really, that Eskimo is no different than any of you smokers who are not smoking Lucky Strike Cigarettes. I'll tell you why. You see, we're all victims of habit. We get in the habit of doing one thing, smoking one cigarette, eating one kind of food. When someone suggests that we smoke another cigarette which may be infinitely better we turn up our noses at it. Oh, we may go as far as to take a puff or two and immediately decide that we don't like it. You know, you can't discover how fine a Lucky Strike is by smoking just one or two. You have to accustom your taste to the better things in life, just as you have to accustom yourself to anything better than you've been in the habit of experiencing.

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Now I assure you that that Eskimo would after a few weeks never go back to his diet of blubber and oil if he could have steak and I doubly assure you that you would never smoke anything but Lucky Strikes once you'd given your taste an opportunity to become acquainted and accustomed to the finer, the lighter, the milder tobaccos for which, for your benefit, we pay the price at auction after auction throughout the South. Your smoking taste is entitled to the best you can get in smoking enjoyment. Start getting it by making your next package Lucky Strike.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 25, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Well now, let's see. How many times have you gone to the movies and enjoyed a society picture, spent an hour and a half seeing how the millionaires and the multi-millionaires live? How often have you left that movie and started home with your thoughts running like this ... Gee, I wish we had a lot of money - I wish we had a great, big, beautiful palace like those people lived in - servants all over the place - a cook to prepare the meals, a butler to open the door for me, a personal maid or a valet to take care of my clothes and help me dress - nice, big shiny motor cars with liveried footmen and chauffeurs to take me wherever I wanted to go? Eoy oh boy, wouldn't that be wonderful? That's how your thoughts run. Do you know, I think if you were to be suddenly transplanted from the home-like, warm, happy atmosphere in which you now live, to which you've been accustomed all your life, into this somewhat elaborate sphere, you'd be very uncomfortable at first. Oh don't misunderstand me, it wouldn't take you very long. But it is true, you'd be uncomfortable. You'd be out of place. I think that's how it is with a lot of smokers who've been in the habit of smoking just average cigarettes. When they're first introduced to the finer, the lighter, the milder tobaccos used in the making of Lucky Strike Cigarettes it's a luxury to which their tastes are not accustomed, and so smoking one Lucky Strike wouldn't be sufficient to enable them to get the true enjoyment that may be found. That's why I am so anxious to have you folks change now to Lucky Strike Cigarettes just as I changed several months ago - to smoking only Lucky Strike for the next month. Now if you'll do that, slowly but surely, your appreciation, your enjoyment of the better smoking quality

ATX01 0016179

BLOCK: of Lucky Strike Cigarettes made possible through the use of finer tobaccos, careful blending, thorough aging, plus that Toasting Process will give you a new realization of how really good a good cigarette can be. Won't you buy a package of Lucky Strikes tonight?

BLOCK: Say, how many of you folks remember the excitement not too many years ago when Professor Albert Einstein, the famous mathematician and scientist, brought out his Theory of Relativity? Do you remember? Everybody was talking about it and writing about it. No doubt you remember that a claim was made that only a very small number of extremely brilliant scientists could understand Professor Einstein's theory. I guess that in its more elaborate form that was true, but the very words, "The Theory of Relativity," would seem to me to indicate that he meant that everything was relative. In other words, that you could only measure one thing by comparing it with another. In other words, you had to have something to go by in order to effect a comparison. I really think that the Theory of Relativity is applicable to Lucky Strike Cigarettes in many ways, but particularly because in measuring the goodness of a cigarette we have only one yardstick to go by, and that is the quality of the tobacco. I know you'll agree with me that it's definitely true that no cigarette can be any better than the tobacco used in its making. For that reason, the finer, the milder the tobacco, the greater your smoking enjoyment will be. Ladies and gentlemen, make no mistake. In a cigarette it's the tobacco that counts, and that's why at market after market, year after year, Lucky Strike consistently pays the price to get the better quality leaf. For example, in Louisburg, North Carolina, at auctions of the 1939 crop, The American Tobacco Company paid 51 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yep, 51 per cent above the average market price published by the United States Department of Agriculture, and that crop properly aged, mellowed and blended with other fine crops is in the Luckies you buy. Now I'm quite sure that Mr. Einstein's Theory of Relativity has never been applied to cigarettes

BLOCK: before, but just as true as you're listening to me right now, the pleasure that you get from a cigarette is truly related to the quality of the tobacco used in its making. And that's why I suggest that you change tonight to Lucky Strike Cigarettes and enjoy a truly fine smoke.

BLOCK: Incidentally, have you ever attended a horse race? All my life I've always wanted to get down to Louisville, Kentucky, when they're running off the Kentucky Derby. Radio broadcasting just seems to keep you away though. The other night I had a most interesting talk with a man who really knows horse racing. I learned many things from him about that magnificent animal - the horse. He told me first of all that there were three things that were most important in figuring a horse's chances in a race. He said the first thing was past performance. The second thing was breeding. The third thing was the ability of the jockey. Well, you gentlemen who know something about races and about horses, I think you'll agree that that made it very clear to me - made it clearly understandable why Lucky Strike Cigarettes are right out there in front when it comes to getting real smoking enjoyment, to smokers. You've heard it said many times that with independent tobacco experts, with men who know tobacco best - it's Luckies 2 to 1. Well, there you have your past performance and your present performance, too. I've also told you about the care used in the selection, the blending, the aging of the fine tobaccos that go to make up Lucky Strike Cigarettes. Well, there you have the breeding. And I think it was just about a week ago that I told you about the little bronze plaque that stands before the eyes of every employee of The American Tobacco Company - the plaque that says ... Quality of Product Is Essential to Continuing Success. There you have the sincere wish expressed on the part of every person who has anything to do with the making of Lucky Strike Cigarettes to produce a better smoke. These people are the jockeys who guide the destiny of Lucky Strikes. Maybe that's why in the never ending race to bring a better cigarette to the smoking public Lucky Strike always pays off in greater smoking enjoyment. Buy a package tonight!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 23, 1942

Mr. Biggs
AS BROADCAST

BLOCK: Say, I wonder, when you were a kid, did you ever play a game called Truth or Consequences? A lot of fun. Somebody'd ask you a question and you had to tell the truth or take the consequences? You remember it - sure! You know, sometimes taking the consequences was much more fun than telling the truth, especially if the penalty was that you had to kiss that cute little girl in pigtails who sat opposite you - or did you marry her, huh? You know, really, the makers of Lucky Strike Cigarettes are firm believers in that little game of Truth or Consequences. They like that game! I guess that's why it is that we always try to tell you the truth about Lucky Strike Cigarettes - guess that's why you never hear any wild, exaggerated claims about Lucky Strikes. We know that the consequences of this type of advertising would be disbelief on your part. We believe that the average listener has sufficient intelligence, that if he or she is told the truth about a product, and permitted to form their own opinion, you'll have confidence in that product and want to buy it. That's why I think it is - that it's only necessary to remind you constantly that the men who earn their livelihood and spend their entire lives handling tobacco, the independent tobacco experts, the warehousemen, the buyers, the auctioneers - the men who know tobacco best - smoke Luckies two to one. Now look ... They have the evidence right there in front of their own eyes. They see the makers of Lucky Strike cigarettes at market after market, year after year, consistently pay the price to get the better quality leaf. Now, you can't fool these gentlemen. They know tobacco! And I also know, that no matter what I were to tell you about Lucky Strike, unless they tasted better to you -- unless

(MORE)

ATX01 0016184

BLOCK: they gave you more smoking enjoyment, nothing in this world would make you continue to smoke them. Friends, I know that your taste can't be much different than the taste of those tobacco experts. And I'm sure that if you'll smoke Lucky Strike regularly - for just - just a few weeks - with you, too, it'll be luckies two to one!

BLOCK: Say, Kay, do you like courtroom scenes? Sure you do. I know you do. I do. I think everybody likes courtroom scenes. I always get a big thrill out of a movie or a play with an exciting courtroom scene. I can remember ... Do you remember a lot of years ago when Amos 'n' Andy and Madam Queen had that big courtroom scene? It ran on the air for weeks and weeks. No matter where you were, you had to get to a radio quick. You couldn't stay away from your loudspeaker. Well, the most thrilling time to me is always when the attorney for the defense takes the stand and addresses the jury - you know, that final speech when the defendant's entire future is at stake. I've often figured what I would have said had I been the attorney. Of course, I'm not a lawyer, but I'd still take a great deal of pleasure in pleading the case of Lucky Strike Cigarettes. I like to - to think of what I'd say should I have the opportunity of facing you ladies and gentlemen - the jury - presenting the case of Lucky Strike Cigarettes versus ordinary cigarettes. I wouldn't make a long speech. It would be short and to the point. And I think you jurors would like that. I think that what I'd have to say would go something like this ... I'd say - I'm just acting now ... oh, what an actor! Ladies and gentlemen of the jury, in order to arrive at a decision, we must first be agreed upon one thing ... that in a cigarette it's the tobacco that counts. No cigarette can give more enjoyment, no cigarette can be any better than the tobacco used in its making. May I now submit in evidence - legal term that is - that in Greenville, Tennessee, at auctions of the 1939 crop the makers of Lucky Strike Cigarettes paid 26 per cent above the average market price published by the United States Department of Agriculture - and at Pelham, Georgia 57 per cent - and here, ladies and gentlemen, of the jury is a long list of other 1939 auction

BLOCK: markets at which higher than the average market price was consistently paid in order to buy finer, milder tobacco. Wh - now Mr. Baliff, will you mark that as Exhibit One if you please. Then, may I submit in evidence pictures of huge warehouses where the crop was properly aged and mellowed, then blended with other fine crops, and put in the Lucky Strikes you buy today. Mark that Number Two. But ladies and gentlemen, the final evidence for my client can only be made clear to you when you, yourself, light, smoke, and enjoy a Lucky Strike. Ladies and gentlemen of the jury, when you do this, there'll be only one verdict that you can possibly bring in. And that verdict will be that it's no wonder that with men who know tobacco best, it's Luckies, two to one! Thank you, ladies and gentlemen of the jury.

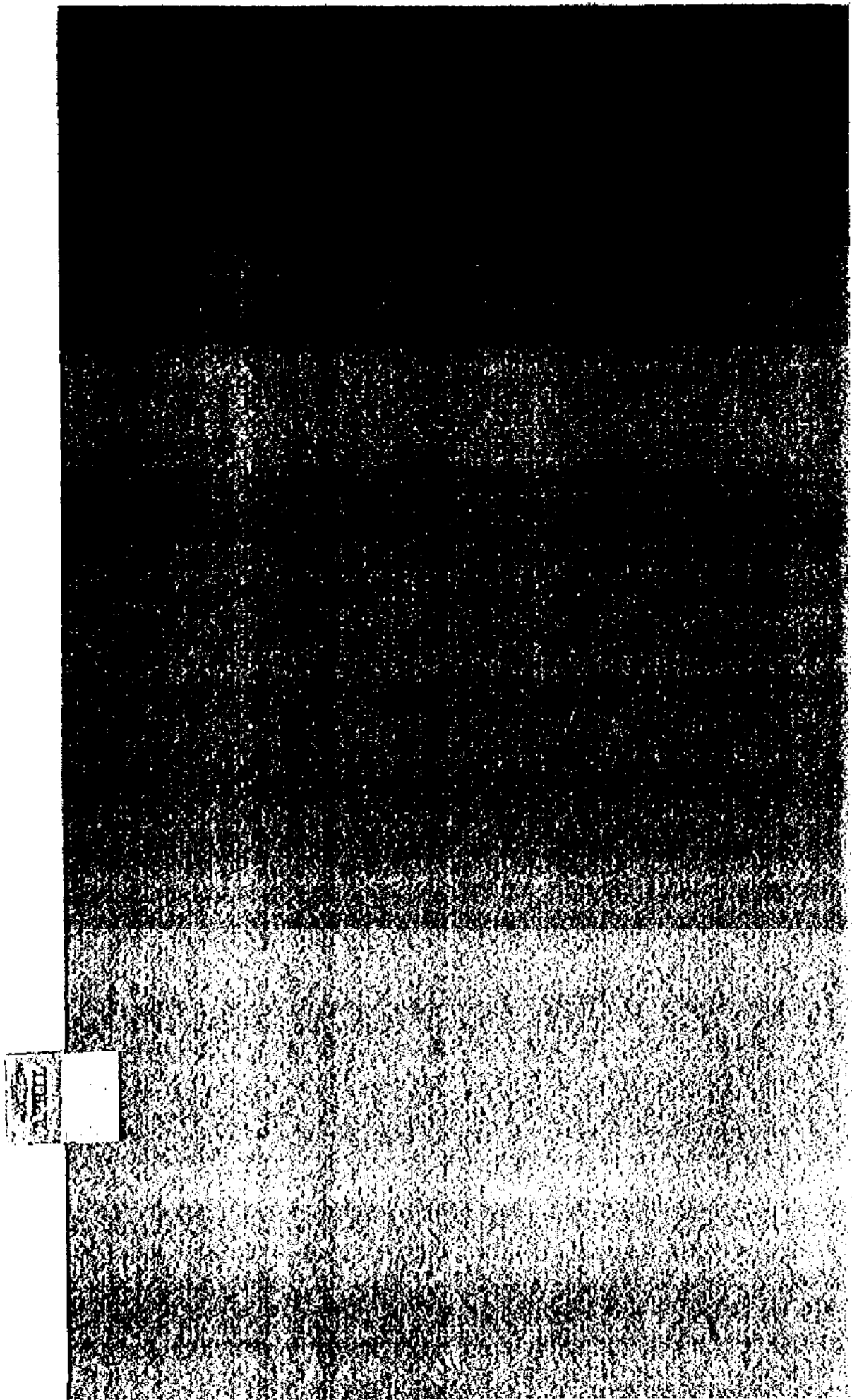
BLOCK: Say look, friends, have you ever listened to "Information Please."
You know, of course, that's another one of the Lucky Strike broadcasts.
- I think
Yeah, you hear that on VEAF, isn't it, every Friday night? Well, if
you've ever listened you know that the idea is to stump the experts -
send in a question which they can't answer. And if you succeed in
doing that, well then, you receive a fifty-dollar Savings Bond and a
twenty-four volume set of the Encyclopaedia Britannica. Now, while
there may be a chance that you might stump Mr. Oscar Levant, or
Mr. John Kieran, or Mr. Franklin P. Adams, or one of their guests ...
if - if they also included any one of the many tobacco experts - I
mean the warehousemen, or the auctioneers, or ^{the} buyers of tobacco on
that board of experts, and you were to ask a question about tobacco
quality, there'd be very little chance of stumping them. These men
know their subject from the ground up. They're born into the business.
They're raised in the business. They spend their entire lives,
thinking, talking, living, handling, smoking tobacco. Yes, there'd
be very, very few questions about tobacco quality that these men
couldn't answer. And that's why it seems so logical to me, and I'm
sure it must to you, that the makers of Lucky Strike Cigarettes
constantly emphasize on all of their broadcasts that with these same
tobacco experts - these men who know tobacco best - it's Luckies
2 to 1. These men can't help but believe the evidence of their eyes
when they see at auction after auction throughout the South, the
makers of Lucky Strike Cigarettes pay the price in order to obtain
the finer, milder, lighter tobaccos, to make Lucky Strike a better
cigarette. No wonder they rely on Luckies, to give them their smoking
enjoyment. And in conclusion may I ask that instead of trying to

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 31, 1942 (CONT'D)

Page 2.

BLOCK: stump the tobacco experts, you agree with them. Get on the bandwagon,
light up a Lucky and learn for yourself why it is that with men who
know tobacco best it's Luckies two to one.

ATX01 0016189



LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 1, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Did you listen to the news a little while ago? I was. I have a habit of when I'm listening to anything that I'm much interested in, of marching up and down the floor. I don't mean marching ... I mean I just walk back and forth. I have another habit too. If there happens to be a piano handy I always run my finger ... I can't play though - but I run my fingers up and down the keys - make those oops cops, funny sounds, you know, that you do on the piano when your fingers go up and down fast. While I was listening to the news I was wandering up and down in front of the piano here in Studio E ... oh yes, we have a nice big piano here in Studio B. Well, I happened to notice something - I happened to notice that there was eighty-eight keys on the outside of that piano, and suddenly recalled that I didn't have the faintest idea of how many strings there were inside of the piano ... not that it particularly mattered - I mean I was just sort of wandering, self-consciously opened up the piano and started counting. It may sound awfully silly but I got up to two hundred and thirty and then the announcer on the news said ... Well, that's all the news so it's time to get back into the Ballroom again. I don't know just how many strings there are. I'm going to check up on it a little later ... two hundred and thirty - that's as far as I got. You know, while I was looking inside of that piano at the mechanism a little thought occurred to me. I could take the most wonderful pianist in the world, put him down on that piano stool in front of those eight-eight keys, but if each and every one of those more than two hundred and thirty strings was not completely in tune you still couldn't have good music. You know really, that's something like Lucky Strike Cigarettes. You can take skaity eighty-eight different kinds of tobacco - you could put them into a big machine and you could cut up the tobacco

ATX01 0016191

BLOCK: and make cigarettes out of it, but unless the tobaccos were correctly aged and blended - perfectly attuned, in other words - no matter how skilled the manufacture might be, your cigarette would never perform correctly. I guess that explains very clearly why the makers of Lucky Strike Cigarettes at auction after auction pay higher than the average market prices published by the United States Department of Agriculture, and also why they take two or more years of permitting that tobacco to age in their warehouses, in order to be sure that it will have the mellowness so necessary to give you a better smoke. And why they take such pains in the correct blending of the several different types of tobaccos.^{It's} because we want you to feel that when you light up a Lucky you'll have the enjoyment,^a of/melodious blending of fine tobacco carefully aged, designed to bring to you the utmost in cigarette enjoyment. Now maybe you can't extract music from a piano but I'm mighty sure that the sigh of satisfaction that will come from you when you light up a Lucky will be better than music to your ears.

BLOCK: Now friends, a toast to Lucky Strike, the cigarette that's "Toasted."

SOUND: (GLASSES CLINKING)

BLOCK: Have you ever wondered why we always clink glasses together before drinking a toast? Well, you know, I heard a most interesting story about this. I really think it bears repeating. It seems that real connoisseurs of fine wines many years ago felt that in order for a wine to give one the utmost in enjoyment it had to please all five senses. Well, that was pretty difficult. They poured the wine into the glass and their eyes could see it sparkling in the clear cut crystal. The sense of sight had been taken care of. Then before drinking it they'd hold the glass in their hands so that the delicate aroma would waft its way to their nostrils, and that would please their sense of smell. And then the wine was brought to their lips and they could feel the smoothness of it, that took care of the sense of touch. Then they'd sip the wine. They'd hold it in their mouth in order to get the delicious taste, and that pleased the fourth sense. But how in the world could they get complete enjoyment without appeasing the fifth sense - the sense of hearing? Finally, they hit upon the idea of the tinkling sound of clear cut crystal, giving the complete satisfaction to all five senses. I know what you're saying ... What sense does this make? What's this got to with Lucky Strike Cigarettes? Well, friends, really, it's very simple. A cigarette like fine wine, in order to please you, must also satisfy all five senses. Now when you first see that good looking package and open it, and notice the absence of loose ends on the cigarettes ... that, of course, pleases the sight. And when you feel the firm, round comfortable sized cigarette between your finger- that pleases the sense of touch. Then when you light your Lucky Strike and the delicious aroma of that fine,

BLOCK: mild tobacco is wafted to your nostrils the sense of smell is appeased. And when you taste these finer, lighter, milder tobaccos that are blended in Lucky Strike Cigarettes you're really satisfying the sense of taste. Oh oh, that fifth sense - the sense of hearing? I know what you're saying ... Huh, go on, Martin, tell us how you can hear a Lucky Strike. Well, brothers and sisters, when you tonight step up to a tobacco counter and ask for a package of Lucky Strike Cigarettes and hear the man back of the counter tell you that Lucky Strikes cost no more than ordinary cigarettes ... Boy, that's music to your ears. Yes sir, there's real smoking enjoyment in every package of Lucky Strike Cigarettes. Here's to Luckies and here's to you!

BLOCK: I suppose most of you folks who are listening to the Ballroom right now listen to it because you like to hear good music. Well, frankly that's - that's one of the reasons I listen to it. Oh yes ... yesh, I listen to the Make Believe Ballroom just the same as you folks do. I think I get as much pleasure and satisfaction out of hearing our favorite bands. You know, seeing as how I'm interested in good songs, good music, naturally, I make it a habit to do the same as you do, I suppose ... on Saturday night listen to the Hit Parade - on the Columbia Broadcasting System. You know the Hit Parade- sure, a program that brings you the nation's ten top songs of the week, as determined by a careful, nationwide, seven-day check on the best sellers in sheet and music, /phonograph records, and the tunes most requested of the band leaders, and the songs most played on the air and in the automatic coin machines. You know how it is ... you folks hear the new songs, you learn the words and the music. If you like them, why you sing them, and then you want to hear your favorite bands play them and your favorite singers sing them. That's what makes a hit song. You really hear some beautiful songs on Your Hit Parade, and the best part about it is that it's an accurate, authentic report of American taste in popular music. Right now I'd like to hand in to you an accurate, authentic report of tobacco experts' taste in cigarette smoking enjoyment. These experts who make a business of handling tobacco, see the makers of Lucky Strike Cigarettes consistently pay the price to get the finer, the lighter, the milder tobaccos. And with this evidence before their eyes ... hm, it's little wonder that with these men - the men who know tobacco best, it's Luckies two to one. You see, friends, if a song has what it takes it's played on Your Hit Parade. Well, I know that Lucky Strike has what it takes to make a hit with you. Try Luckies next time.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 4th, 1942

Mr. Boggs
AS BROADCAST

HART: You know, ladies and gentlemen, since Martin isn't here this evening to tell you about Lucky Strike Cigarettes, I'd like to take this opportunity of letting you in on a little behind-the-scene story. I suppose most of you folks remember about a month ago when Martin did the Make Believe Ballroom from Richmond, Virginia. And as you know, the reason for that was that he was visiting the factory where Lucky Strike Cigarettes are made. And evidently he must have put in a great deal of time and a great many hours learning at first hand everything that he thought would be interesting to you folks about Lucky Strike Cigarettes - because when he got back here to New York I sat in the Crystal Studio with him for several days, and I can tell you truthfully and honestly I never saw anyone more enthusiastic, more thoroughly sold on Lucky Strike cigarettes than Martin was. If you could just sit down with the fellow for a little while and let him tell you about Lucky Strikes personally, I know that you'd become a confirmed Lucky Strike smoker, just as I have. But on the other hand, I guess it's just as Martin says, you have to believe the things that you actually see and know to be true. As far as I'm concerned, I'm willing to accept the opinion of tobacco experts about any cigarette. You and I know that in choosing a cigarette, the most important thing is to make sure that it contains fine tobacco, for unquestionably in a cigarette, it's the tobacco that counts, and so at tobacco markets down South, the makers of Lucky Strike pay the price to get the milder, better-tasting leaf. It's truly said that no wonder, with independent experts - with men who know tobacco best, it's Luckies, two to one. I personally didn't have the opportunity that Martin had to visit the Lucky Strike factory - and all I have to go by is my own personal taste, and I can tell you right now that

ATX01 0016196

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 4th, 1942 (CONT'D)

Page 2.

HART: I'm sure that if you'll light up a Lucky, you'll really enjoy it.
I know I do.

ATX01 0016197

BLOCK: Say friends, there's a story being told around town now. I've heard it in half a dozen different places. I really think it's one of those honest-to-goodness funny stories that comes out of the war. And I'm sure the makers of Lucky Strike Cigarettes wouldn't mind if I told you that little story here tonight. It's about the rookie parachute jumper. Have you heard it? If you have, I mean, stop. I wouldn't want to waste any time on it. (LAUGHS) Well, this rookie parachute jumper see, he was going up for his first flight, his first jump from any great altitude. And there he was up in the airplane about ten thousand feet in the air. And his instructor was along with him, and he was all ready to make his first jump. So the instructor takes him aside and he says ... Now look, Joe, take it easy - don't get excited, and as you go out of the airplane you count up to ten and there's a ring there, you see, the one on the left. Well, you pull that one after you've counted up to ten. Now, if by chance anything should go wrong with the parachute - and it doesn't open, well, then count to ten again and pull the other ring and that'll open the emergency parachute - the second one. And you'll come down all right! Then, when you get down to the ground there'll be a station wagon down there from the camp waiting to take you back. So, Joe said O.K., and the door opened, the instructor gave him a little push, and out he went. He waited ... and he counted one, two, three, four, five, six, seven, eight, nine, ten. Slow like, you know, pulled the ring. Nothing happened. He looked all around and decided he better start counting again - the ground was coming up pretty fast now, see. Again he counts one, two - and so on up to ten - pulls the second ring. Still nothing happens. Well, he's pretty disgusted by this time. He's just about a thousand

BLOCK: feet above the ground, and he looks down and he says ... Umm, the way they run things in this Army. Bet even the station wagon won't be waiting for me down there. I don't know, (LAUGHS) I thought it was funny. And you know, I thought of it because I'm just wondering how many of you folks have ever gone out and plunged up to a tobacco counter. You see he plunges down, you plunge up - and asked for a certain brand of cigarettes. You place your alliance in them and after smoking them for a little while, why you find that you just can't please your taste. So you pull the second ring - just like the parachute jumper did -and you try the second brand of cigarettes and still nothing happens. Now, you're beginning to wonder whether all cigarettes aren't just about the same. Well, the answer to that is definitely no! Ladies and gentlemen, it's only logical that no cigarette can be any better than the tobacco it contains. The makers of Lucky Strike Cigarettes willingly pay the price in order to obtain the finer, the milder, the lighter tobacco - the kind of tobacco that they feel will - will make the best possible cigarette. And since tobacco as a rule is not bought back of closed doors, but in open auction, tobacco experts - warehousemen, auctioneers, buyers - well, they can easily see who buys what tobacco. And they see Lucky Strike consistently pay the price to get the finer, milder leaf. For example, in Conway, South Carolina, and I think this is most interesting, because it really proves a point: At auctions of the 1938 crop, The American Tobacco Company paid 35 per cent more for the tobacco it bought for its cigarettes and other tobacco products. That's right, 35 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed, blended with other fine

BLOCK: crops, is in the Luckies you buy today. Always remember that with men who know tobacco best it's Luckies two to one. And why don't you profit by the experience of these experts? Take my word for it, friends, when you pull the little red cellophane tab on a package of Lucky Strike Cigarettes you're going to enjoy them because, unlike that parachute we were talking about, Luckies will never let you down.

BLOCK: Now before our next number let's talk a little bit, huh? You know, when you go out to buy something about which you know very little I - I think you'll agree with me that it's a mighty good idea to take along with you, if possible, somebody who knows more about what you want to buy than you do. What I mean is that well, if I were going out to buy a diamond ring - remember, I'm only saying 'if,' I'm not buying any diamond rings - but if I were going out to buy one, knowing next to nothing about diamonds, I think I'd try to get a friend of mine who was an expert on diamonds to go along with me. And if you, my dear lady were lucky enough to be in a position to buy, shall we say a mink coat, if you were going out to shop for one, you'd admit frankly that you know nothing about mink and you'd try to get someone more experienced than yourself to guide you in the purchase. I'm afraid that all too often we seek competent advice and expert advice about large expenditures of money and spend our hard-earned cash in small sums haphazardly. But you know, these small sums are important, too. Consequently, I think it's only good common sense to abide by the advice of experts in the purchase of anything for which we have to spend our money, and that's why I constantly emphasize to you that independent tobacco experts ... remember, men who handle tobacco, who make their living by knowing tobacco, see the makers of Lucky Strike Cigarettes at auction after auction throughout the South consistently pay the price in order to obtain the finer, milder, lighter tobaccos ... the tobaccos that are used to make your Lucky Strike Cigarettes the really enjoyable smoke it is. And so it's no wonder that with these men, guided only by what they see and what they know to be true, it's Luckies two to one. Now friends, the next time you go out to buy a package of cigarettes I can't possibly

BLOCK: send a tobacco expert to your home to go out with you, but won't you remember what I've told you when you step up to that tobacco counter? Smoke the smoke tobacco experts smoke and you'll always get your money's worth.

BLOCK: You know, friends, I've often wondered why it is that two horses, standing side by side, looking exactly alike, same in their measurements, to all outward appearances identical, will when they're sold bring two greatly different prices. One horse will sell for let's say two hundred dollars - the other horse will sell for five thousand dollars. What is it that makes such a great difference in horses? I've often wondered about that. Well, I got the answer today from a man who knows his horse flesh. He said to find out. He said that the big difference in race horses is in the breeding. Hm hm, in the breeding. That's just the same as in cigarettes. The great difference lies in the tobacco. If one horse has more stamina, can run faster and last longer than another horse it's because of his ancestry, his training, and his breeding. And if one cigarette is milder, and better-tasting than another, simple isn't it? ... that's because it's made of milder, better-tasting tobacco. Yes, friends, in a cigarette it's the tobacco that counts. That's why it means a lot to you that at market after market the makers of Lucky Strike consistently pay the price to get the finer, the lighter, the naturally milder tobacco. You take down there at - at Statesboro, Georgia ... at auctions of the 1939 crop The American Tobacco Company paid 45 per cent more for the tobacco it bought for its cigarettes and other tobacco products. That's what I said ... 45 per cent above the average market price published by the United States Department of Agriculture. And that crop properly aged, mellowed, blended with other fine crops is in the Luckies you buy today. Now I know full well that none of my listeners at the present moment - at least I don't think so - are interested in buying thoroughbred horses, but I'm just as sure that you are interested in buying a better cigarette. And with this evidence - this evidence of the better breeding of Lucky

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 8, 1942 (CONT'D)

Page 2.

BLOCK: Strikes, and by that of course, I mean the better tobacco used in
their making, I think you ought to light up a Lucky this very night.

ATX01 0016204

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 9, 1942

AS BROADCAST

BLOCK: Say, do you remember, when we had the Army benefit over at Madison Square Garden? Well, it was my privilege to attend and see the Joe Louis - Abe Simon fight. And do you know when the fight was all over I couldn't help but overhear a conversation that was taking place right in back of us between some old-time fight goers. One chap said to the other ... Say, you know that - that boy Louis really packs a mean wallop. The other fellow said ... Yeah, did you ever see Dempsey fight? It brought back to my mind so many of the wonderful fights of the Manassa Mauler - just to see him in the ring crouched down low, moving nimbly about his opponent, always pressing forward. Why, he was just the epitome of everything graceful and potent in the human body. I particularly remember that Dempsey-Firpo fight. Will you ever forget it? Dempsey seemed on the verge of a knock-out and suddenly he unleashed that one terrific punch and sent the South American tumbling into the laps of the sportswriters. Now some people call that a lucky punch. It wasn't, because Jack Dempsey was unquestionably one of our greatest heavy weight fighters. He dedicated his entire life, his every move, his every thought, his every action to perfecting his fighting ability. He wasn't lucky. It was training. It was ring generalship that won that fight. And it's not simply a matter of luck that Lucky Strike Cigarettes are in the championship class of cigarettes. It's the blending of fine tobacco, care in manufacture, and the realization that no cigarette can be any better than the tobacco used in its making, that makes Lucky Strike such a good cigarette. That's why the makers of Lucky Strike's pay the price at market after market to obtain for you the finer, the lighter, the milder tobacco. That's why at our factory such care is taken in blending and manufacturing. No sir, the only thing that's lucky about Lucky Strikes' goodness is you - and you'll find that out when you light up a Lucky tonight.

ATX01 0016205

BLOCK: I don't know whether I ever mentioned anything to you folks about where I was born and raised, but I guess you've pretty well imagined from listening to my talk in the past ... go way on a vacation, you know, go back to see the family, come back and talk about California. I remember getting some letters in here ... Dear Martin: If you like California so much, why don't you stay there? Uh - that's not nice. Yes, I like California. I think it's a grand place. I like New York, too. I think it's a grand place. Out in California though there are so many places to go. You can have any kind of climate you want. Yes sir - good, bad, or worse - any kind you want. I guess I've done a lot of traveling in California - spent a lot of years out there and seen a lot of things. But you know, to me one of the most fascinating parts of California is up in the northern part of the state, in the section that became famous in history for the gold rush of '49. I don't know, there's something about it ... whenever you travel through that section you can't help but admire the stamina, the courage of those hearty frontiersmen who set out for parts and places unknown in search of that glittering metal which they hoped would bring them happiness and prosperity. Gosh, they really had their hands full. They had to fight Indians and wild beasts, and the elements. They always had that glittering gold before them ... to find that precious nugget, or that deep vein. There was danger, and hard work, and long hours. But those things they just didn't mean anything to those men. In their search for gold, they were really doing more than just enriching themselves. They were enriching our entire country by opening up new frontiers, by pioneering. Once you get into that section of the country you can't help but recognize that. You know, to me, the makers of Lucky Strike Cigarettes can be easily compared to the gold miners of '49. I'll tell you why ... They, too, search

BLOCK: constantly for the finer, the lighter, the golden leaf that makes better cigarettes. And they, too, are willing to pay the price to acquire that better tobacco. And they, too, like the gold miners of '49 have that real satisfaction of knowing that they've done much to increase the smoking happiness of the millions and millions of people who enjoy Lucky Strike Cigarettes every day in the year. Now why don't you be a little bit like those pioneers of old, too, huh? Discover for yourself the goodness of Lucky Strike Cigarettes - the cigarettes that are "Toasted." Light up a Lucky now and let's listen again to

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 11, 1942

AS BROADCAST

BLOCK: I wonder whether you folks have noticed that usually, when I start to talk to you, I - I start off by saying, "Friends." You know, when I say that, that's not just a casual word to be tossed around. I sort of have a feeling that most of you listeners to the Make Believe Ballroom are friends of mine. ^{And I -} Of course, I hope friends of my sponsors, too. You know, you might try to kid or deceive a casual acquaintance; but you're usually pretty truthful with your friends, aren't you. Every once in a while, when you get real chummy, you let down your hair - you talk about "cabbages and kings" and all kinds of things. To you, as my friends, tonight, I want to do a little hair-taking-down. Tell you what. Last Wednesday night, I happened to be over at NBC and I - I dropped in to see Kay Kyser's College of Musical Knowledge go on the air. That was really a lot of fun. I want to let you in on a little secret. The highlight of the show last Wednesday night as far as I was concerned was nothing that was in the script. It was when Ben Grauer fell off the chair backwards, right off the stage, and into the audience's lap. ^{And} I'm telling you, that was really funny. One of those unrehearsed bits of comedy, you know? But the most thrilling thing to me about the show was when they enacted the auction sale - the sale where the tobacco is sold to the highest bidder. You know. You've heard it done. Well, listening to that enactment, I actually had goose pimples a yard long all over my arms. When I was listening, the thought occurred to me, why do the makers of Lucky Strike Cigarettes thrill you, or try to thrill you, with their auction sale? Why do they take so much time to prepare the commercial announcements? Of course, they're designed to sell you on Lucky Strike Cigarettes. But who do they do that, when you and I know perfectly well that the only thing that'll make you a smoker of Lucky Strikes is if you like them? Now, I'll tell you why they do

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BLOCK: It. Remember, we're being perfectly truthful tonight. Let's assume that there are about a hundred million people of smoking age in this country of ours. Now, let's further assume that the makers of Lucky Strike Cigarettes produce approximately ten million packages of Lucky Strikes a day. Simple mathematics will show us that if we succeed in getting every person of smoking age to smoke only one package of Lucky Strikes we'd stay in business about ten days. But we've been in business for many years; and we will be for many years more, I hope. You see, friends, the reason we tell you these things about Lucky Strikes is not to sell you a package of Luckies. We know that if we stimulate your interest sufficiently in Lucky Strike Cigarettes to make you buy one pack, the cigarettes themselves will so stimulate your taste that you'll be a confirmed, regular, day-to-day smoker. And only in that way can we serve you throughout the year with Lucky Strike - the cigarette that's made from the finer, lighter, milder tobaccos. So always remember, when you hear the chant of the auctioneer, or when you hear us tell you that no cigarette can be any better than the tobacco it contains, these things are only an invitation to get you to try a package of cigarettes - a package of Luckies. And we know that Luckies will sell themselves to you.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 15, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Say I wonder whether you've ever heard that old expression, "It's differences of opinion that make horse races?" That statement's very true; for you know if it were definitely known that one horse was going to win a race there'd be no reason for holding the race. It's just as true that differences of taste account for their being so many different brands of cigarettes on the market today. Now as I've said to you before, we here at the Ballroom like to be perfectly truthful with you. And I'll tell you right now ... We do feel that those people whose tastes run to the better things in life will definitely appreciate the quality of Luckies. Now since unquestionably in a cigarette it's the tobacco that counts - on that same premise we - we could never hope to be successful unless we did everything possible to put into Lucky Strike Cigarettes that finer, lighter, milder tobacco that makes a better smoke. And you know, we've never asked you to take our word for it - that we do use that better tobacco. Time after time, we've brought you sworn statements by independent tobacco experts - auctioneers, warehousemen, buyers - men who know tobacco best - men who see which Companies buy what tobacco. And we've quoted you figures showing that at market after market, we paid higher than the average market price published by the United States Department of Agriculture - just to bring you the finer, milder tobacco. Sure it's true that with men who know tobacco best, it's Luckies two to one - and it's equally true that if you'll appreciate and enjoy a better cigarette, then with you, too, it will eventually be Luckies two to one. You note I say 'eventually'. Remember, friends, that time cannot come until you extend to Lucky Strikes the opportunity of proving that they will please. Please? You will? Well thanks a lot.

ATX01 0016210

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 14, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Do you folks know just which State in the Union has the largest population? I know - you were going to say New York State. Well, if you do, according to the last census you'd be absolutely right. But actually, I think more people come from Missouri than from any other State in the Union. Um huh. Seems to me everybody I ever met - when you discuss anything with them - always say the same thing ... Brother, you've got to show me. I'm from Missouri! Gee whiz, I didn't think Missouri was big enough to hold all those people. Yeah, they call California the Sunshine State, and Texas the Lone Star State. They ought to call Missouri the Show Me State. You know that's a really good state to be in. That's one of the fine things about the American buying public. They want you to show them. But they're always willing to be shown - always willing to be convinced. And I suppose I could take hours to tell you all the outstanding things about Lucky Strike Cigarettes - things designed to show you why Luckies should be your cigarette. Friends, always remember, when it comes to choosing a cigarette, there are plenty of facts to show that Lucky Strike means fine tobacco and it's fine tobacco you know, that gives you a milder, better-tasting smoke. Yeah, the records of actual tobacco sales at markets all over the South show that the makers of Luckies consistently pay the price to get the finer leaf. For example, down in Greenville, Tennessee, auctions of the 1939 crop, The American Tobacco Company paid 26 per cent more for the tobacco it bought for its cigarettes and other tobacco products. Yes sir - 26 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged and mellowed and blended with other fine crops is right in

ATX01 0016211

BLOCK: the Luckies you buy today. And if you're one of the millions and millions of citizens of that Show Me State who want to be shown, well the makers of Lucky Strike Cigarettes feel that Luckies are well able to speak for themselves. Buy a pack tonight, won't you?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 15, 1942

AS BROADCAST

BLOCK: You know, friends, it's purely a coincidence that the name of the Company that makes Lucky Strike Cigarettes starts with the letter 'A'. From our earliest school days when we handed in a problem in arithmetic or spelling we strove to receive an A, because that meant the highest rating. When we brought home our report cards we wanted A's on it. So many things are graded according to quality and rated either A, B, C, or D, but an A has always stood for tops. Now, on every basket of cigarette tobacco purchased by The American Tobacco Company a big letter A is stamped by the warehouseman right on that sales ticket, but it's no coincidence that that A stands for fine tobacco. Now you must agree that no cigarette can be any better than the tobacco it contains. And this finer, lighter, milder tobacco for which the makers of Lucky Strikes consistently pay the price goes into the making of your Lucky Strike Cigarette. Now the name Lucky Strike and the words fine tobacco have become synonymous with men who know tobacco best. They mean one and the same thing, and so it's little wonder that with these independent tobacco experts - the auctioneers, the buyers, the warehousemen, these experts - who see and know who buys what tobacco, it's Luckies two to one. Now if your taste for fine tobacco is good enough to rate an A, then I know that you too, will enjoy Lucky Strike Cigarettes. Try a pack tonight!

ATX01 0016213

BLOCK: Well, folks, the old Trout Fishing Season opened over in New Jersey yesterday. Every disciple of Isaac Walton was out there with rod and reel churning up the waters of the New Jersey streams in search of that elusive trout. Don't tell anybody, but I got my limit, and man oh man, were they good coming out of that frying pan this morning -- oh, with a little slice of lemon on the side! Well you know, last night I met several of my neighbors who had been fishing all day in the same stream that I fished in, and as they put it ... they didn't get a nibble. Personally, I think trout is about one of the most delicious fish that swims in our water. I was pretty proud of my catch, but I couldn't help but realize the fact that I got all of the fish I needed and friends of mine didn't get any fish and it was strictly a matter of luck. It wasn't good fishing ability. I just happened to have my hook where the fish were. That's all, You know, when the makers of Lucky Strike Cigarettes set out to obtain the finer, lighter, milder tobaccos they're a little different than we fishermen. They don't rely on luck. They know where the finer crops are to be found and when their buyers go to the auctions where these crops are to be sold they go there prepared to pay the price to buy these finer tobaccos. And at auction after auction the independent tobacco experts - the warehousemen, the buyers, the auctioneers ... you know, the men who see what is going on all day long - the men who know tobacco best ... well, they see the makers of Lucky Strike Cigarettes consistently pay the price to get the better quality leaf. And that's why with these independent tobacco experts - these men who know tobacco best - it's Luckies

BLOCK: two to one. Now maybe you didn't succeed in getting your limit of trout on the opening day of the season, but remember, friends, there's no closed season on cigarette smoking enjoyment when you smoke Lucky Strikes - the cigarette that's "Toasted."

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 17, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Well friends, you know this is Friday night, and here at the Ballroom it's our duty after listening to all of the new records of the week, played on the air for your pleasure for the first time, to pick what we call the best record of the week. Now this isn't just as simple a job as you may think. Because as you know every week here at the Ballroom we get thirty or forty new records, and that's a lot of new records. Maybe you've wondered sometime or the other how we go about selecting what we call the best record of the week. I'm going to be perfectly truthful with you. I am not a musical expert. I know so little about music that it would fit in your right eye. I only know whether a record pleases me or not, whether it creates in me a desire to want to hear it again, and if it does, well then I feel that it's - it's a good record, I like it, and I think that other people will like it too, because we're all just average people. Now naturally, the one I like best is the one I select as the record of the week. Now in determining a good phonograph record, there are many things that enter into it. There's the ability of the band to play, there's the voice of the singer, the smartness of the arrangement, and the actual melody itself. And you boil it all down and the most important thing in a phonograph record is the music. And you know, that's very much like Lucky Strike Cigarettes. A good phonograph record is music to your ears - a Lucky Strike Cigarette's music to your taste. Just as in a record it's the music that counts, well so in a cigarette it's the tobacco that counts, and no one knows this any better than the makers of Lucky Strikes.

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BLOCK: That's why they're so willing to pay the price to get the finer, lighter, milder tobaccos for your Lucky Strike Cigarettes. Yes, friends, while I may find it very difficult each week to select the best record because there are so many things that enter into a good record, there's no trouble at all about picking the tops in cigarette smoking quality. Yes friends, at the present moment I don't know which new record this week is going to receive the palm for the best record of the week, but what I do know is that every day and every night Lucky Strike Cigarettes are entitled to receive the award for being tops in smoking quality. Light up a Lucky and see for yourself.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 18, 1942

Mr. Bogert
AS BROADCAST

BLOCK: Well now friends and Freddy, I want to break in here because you know, many of you folks listening right now have been tuned in on the Make Believe Ballroom - oh, for a long, long time, for more than seven years. And I sort of kinda feel as though I have a lot of real true friends out there - friends who have extended to me the courtesy of their living room, or whichever room you happen to have your loudspeaker in - friends who have listened to the music I've played and to the little talks I've given you about our various sponsors' products. It's really been wonderful building up this huge circle of acquaintances and friends through the Make Believe Ballroom, but I have a little confession to make now. Just as every night at this time for the past few months, it's been my pleasure to tell you many things about Lucky Strike Cigarettes - and to tell these things to you as friends - as man to man - well, tonight the makers of Lucky Strike Cigarettes are extending to me the opportunity of making more new friends - friends who have never been able to hear the Make Believe Ballroom because it's heard only over WNEF in New York. Now, I suppose all of you folks know exactly how you'd feel, if you'd been in the habit of going places and doing things with a certain group of people, then you were suddenly picked up and transported from the circle of your friends, into a new circle of people - people whom you'd never talked to before - you'd wonder how they were going to receive you, whether they were going to like you, whether you'd get along with them. And that's exactly how I feel now, because when your Lucky Strike "Hit Parade" goes on the air tonight at nine o'clock over the Columbia network, it's going to be my pleasure and my job to tell the millions of listeners from coast-to-coast about Lucky Strike Cigarettes. And frankly,

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BLOCK: truthfully, I'm a little bit scared about meeting all these new people. So I'm going to ask you whether you'll do me a great, big favor. You know, when you're a stranger in a strange town, and you look up and you see the face of a friend, everything seems swell again - you're no longer homesick - and you're no longer blue. The favor I'm going to ask of you is that tonight when you listen to Your Hit Parade, I'd like to know that all the listeners of the Make Believe Ballroom are with me - my friends are all there lending me their moral support...because I'm gonna need it. And it'll make me feel even better if you're completely relaxed, listening, and enjoying a Lucky Strike Cigarette. Of course, to be perfectly truthful about it, I don't think it's going to be any more difficult for me to convince the listeners on Your Hit Parade that they should smoke Lucky Strikes than it's been to convince you - because you know after all, one of the most important claims of Lucky Strike Cigarettes to your patronage is that no cigarette can be any better than the tobacco it contains, and since the makers of Lucky Strike always pay the price to get the finer, lighter, milder tobaccos... and with independent tobacco experts - with men who know tobacco best - it's Luckies two to one - I don't think any of us need anything more convincing than that to make us ordinary smokers, regular Lucky Strike smokers. I do hope you'll be with me in spirit tonight at nine o'clock.

BLOCK: You know it's really funny how a rainy night at home with nothing to do will lead you to relax and reminisce a little bit. I spent a quiet evening at home the other night and got to thinking about some of my friends and my relatives. My thoughts turned to a cousin of mine. I hope he's not listening now. He's just about my age. Really he's a swell young fellow, but there's just one thing the matter with him. I think the whole family knew it. He was the most obstinate individual I've ever met in all my life. Why if you walked down the street with him, and he decided he wanted to walk on the other side of the street, you'd either have to cross over with him or walk alone. We used to say the only thing that would make him change his mind was to have a brick wall fall on him. It's a good thing there are very few people as obstinate as my cousin. But I think that self-consciously many of us are obstinate that - well, that we're particularly obstinate about making little changes in our daily habits, which may perhaps bring us a great deal more pleasure. You know, the makers of Lucky Strike Cigarettes at auctions of the 1939 crop in Conway, South Carolina, paid 35 per cent more for the tobacco they bought for their cigarettes and other tobacco products... yep, 35 per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, and mellowed, and blended with other fine crops, is in the Luckies you buy today. Now there friends, you have concrete evidence that Lucky Strike means fine tobacco, and you know that no cigarette can be any better than the tobacco it contains. Now if I may be pardoned a little play on words - well, I know that bricks are not made of concrete. I don't think that it would take a brick

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BLOCK: wall to fall on you to make you realize that when you buy a package of Lucky Strike Cigarettes you're smoking finer tobacco. And please remember, that with independent tobacco experts, with men who know tobacco best, the men who attend these auctions, and see who buys what tobaccos believe only what they see. And that's why with these men it's Luckies two to one. I ask you to place your reliance on the experts' opinion. And that's why I ask you to light up a Lucky tonight.

BLOCK: You know, friends, it's strange how many of us do so many things every day strictly as a matter of habit. I bet you wouldn't think of putting your right shoe on first in the morning if you've been in the habit of putting your left shoe on first. Habits are very easy to get into sometimes, and very hard to break. And I'm just wondering whether you have any very good definite reason for smoking the cigarette you're now smoking or, whether you smoke it strictly as a matter of habit, because you've been asking for it regularly at the tobacco counter. Now friends, believe me when I say, I really don't want to try and upset your habits of life, but I personally am always willing to take the word of someone whom I believe knows more about a subject than I do. And I'm willing to concede that independent tobacco experts ... I mean the - the warehousemen, the buyers, the auctioneers who have no connection with any cigarette company, know their business. I think you'll admit that they know tobacco because ... well that's how they earn their livelihood. And if you could see as I have, hundreds of sworn statements by these independent tobacco experts - and if you could check with me, as I have done, and see how many of them prefer Luckies ... I think you'd get into the habit of smoking Lucky Strike Cigarettes. It's a good habit, because believe me, I'm being mighty conservative when I report to you that with men who know tobacco best it's Luckies two to one. Now why not get started on that new habit tonight by asking at your favorite tobacco counter for Lucky Strike Cigarettes, the cigarettes that are "Toasted"?

BLOCK: You know, friends, about four and a half years ago a good little band was playing out in Chicago. Now it wasn't what you'd call a phenominal band. There - there were other bands just as good and maybe better. This little band had been playing all over the country ... one nighters, theatres, hotels. They made good music but- but remember, there were dozens and dozens of other bands just as good. Then one day the leader of that band got an idea - an idea for a radio show that was just a little different. And since he was playing in a Chicago Night spot at the time he was on the air about eleven-thirty at night, I think it was ... just as you hear many of your favorite dance bands on the air at that time every night ... well, he decided to try out this idea of his. There's nothing complicated about it, but today you know it as one of the top radio shows of America. That's right! It took one good idea to change just an average dance band into a great radio show - a show that has entertained and pleased millions of people throughout the world. The name of that orchestra leader ... need I tell you? That's right! It was Kay Kyser - and the name of the show? - "The College of Musical Knowledge." Now that's just a once over lightly history of Kay Kyser's band and its rise to popularity. But you know, Kay Kyser had to have something a little different than anyone else had in order to achieve that success. Tonight - tonight I'm going to be mighty proud when I step up to the microphone on the Kay Kyser show and tell listeners all over the world about Lucky Strike Cigarettes, the cigarette that also has that something different about it - that something outstanding that made it a better cigarette. Yes, it's Kay Kyser's great personality that makes his show outstanding, and it's the finer tobaccos used in Lucky Strike

BLOCK: Cigarettes that make them the great smoke they are. The makers of Lucky Strike Cigarettes consistently pay the price to get that finer, lighter, milder tobacco. Why, down there at Oxford, North Carolina, auctions of the 1939 crop, we paid 25 per cent above the average market price published by the United States Department of Agriculture. And so it goes at market after market all over the South. And that crop, properly aged and mellowed and blended with other fine crops, is in the Luckies you buy today. No wonder Lucky Strike has won the overwhelming preference of independent tobacco experts. And tonight ... well, tonight I'm going to ask you to remember two things, if you will. First, remember to buy a package of Lucky Strike Cigarettes, and then, remember to once again lend us your moral support and tune in on Kay Kyser's "College of Musical Knowledge" on the NBC Network at ten o'clock tonight. Will you do both those things? Well, thanks a lot, and I'll be talking to you then.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 23, 1942

AS BROADCAST

BLOCK: Friends, have you ever noticed how certain things seem to have an affinity for each other - certain things that just aren't - aren't at their best unless they have something else to go along with them? I mean like ... well, what's - what's corned beef without cabbage - what's ham without eggs - pork without beans - coffee without doughnuts? They just don't seem to mean quite as much. And you know you can carry that thought a step further too. What would a cigarette be without tobacco? Nothing but a piece of paper, that's all - wouldn't even be a cigarette. I guess that ought to make it pretty clear that in a cigarette it's the tobacco that counts. I guess it's also pretty clear that it takes better tobacco to make a better cigarette. So tonight I - I just want to take a little time to tell you how the makers of Lucky Strike Cigarettes make sure that they get that better tobacco in order to make your Lucky Strike a better cigarette. You see, friends, in tobacco just as in many other things, different crops grown in different localities, by different farmers will vary. There are many reasons for this. There's the soil, the climate, exceptional weather conditions. Yes, there are lots of things that cause the grade and quality of tobacco to vary. But in tobacco, just as in everything else, if you want the better quality, you have to pay for it. And if tobacco could be bought back of closed doors where nobody knew how much was paid for it - then, of course, we'd have - have no way at all of knowing which tobacco went into what cigarette. But tobacco's sold at auctions - right out in the open for everybody to see - and the different tobacco buyers attend the auctions and publicly bid for the crops they want. Naturally, the keenest competition is for the finest of the finer tobaccos. And at these auctions the independent tobacco

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BLOCK: men - I mean the buyers, the warehousemen, the auctioneers ... they see the makers of Lucky Strike Cigarettes at market after market pay higher than average market prices to get this finer tobacco for your Lucky Strike Cigarettes. Now believe me friends, just as when I say ham you think of eggs, when I say doughnuts you think of coffee, when I say corned beef you think of cabbage, so when I say Lucky Strike you can't help but think of fine tobacco. Lucky Strike means fine tobacco and fine tobacco means a better smoke.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 24, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Well friends, last Tuesday night I went down to the Commodore Hotel for the formal opening of Ray McKinley's Orchestra. Ray really has a very swell band there. And just as we were eating dinner the floor show started. And they had a young chap down there, a magician. He had us all goggle eyed, had us seeing things that we knew just couldn't be. You know, magicians have always fascinated me, especially when the gentleman borrows a hat from somebody, puts a cloth over the top of the hat, and waves his hand back and forth, and then says 'abra gadabra' or whatever the magic word happens to be, and then takes the cloth off, reaches into the hat, and pulls out a bowl of goldfish. Do you know, life would really be a great deal simpler if we could ... if we could all learn a few magic words. For example -- well, listen to this:

RIGGS: (CHANT - SOLD AMERICAN)

BLOCK: Yes, friends, they're magic words ... Sold American! For they mean that once again The American Tobacco Company has paid the price for the finer, lighter, milder tobacco to be blended with other fine tobacco in your Lucky Strike Cigarette. On the other hand, come to think of it, there's really no magic about making Luckies the fine smoke they are, because friends, it - it just takes a little good common sense to produce a good cigarette. I'll show you why ... In a cigarette it's the tobacco that counts. The better the tobacco, the better the cigarette. So all the makers of Lucky Strike have to do is make sure that their buyers attend auctions when they're held throughout the South and pay the price to get that milder, better-tasting tobacco, then blend that tobacco after it's been carefully aged and mellowed and there you have it ... a cigarette that's really

ATX01 0016227

BLOCK: worth smoking. Of course, it's - it's not all/^{really}just as simple as
that, but it's an extremely simple matter for you to insure more
smoking pleasure for yourself by asking for the cigarette that
tobacco experts smoke - Lucky Strike Cigarettes.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 25, 1942

Mr. Pizzano
AS BROADCAST

BLOCK: Folks, I wonder whether you've ever stopped to just wonder what it is that makes a hit song. Did you ever wonder about that? Well, I'd like to take you back of the scenes if I might at Tin Pan Alley. A writer or two writes a song - words and music. Naturally, they feel they have a big hit on their hands, and they go to the song publishers and they take their song from publisher to publisher and try to convince the publisher that their song merits being printed. If they're successful in finding a publisher, well that's where their responsibility really stops. They've written a song - now it's up to the publisher. That means the publisher has to go to all the orchestra leaders and the singers and try and interest them in the song, to the extent that it will be recorded and played and sung on the air. Now you know orchestra leaders are pretty much experts on picking songs. Well, they have to be. That's their business. And if enough orchestra leaders prefer a certain song, and will play it and have it sung enough times on the air, the public will have a chance to hear it. And if the performances are well done, there's every possibility the public will like it. And if they like, they buy it, and if they buy it, well, there you have a hit song made for you in just a few words. And what is it that makes Lucky Strikes such a big hit with smokers? Well, it's practically the same thing. Of course the cigarette itself has to be good, and it could only be as good as the tobacco from which it was made. You'll agree with that. Well the tobacco experts see the makers of Lucky Strike Cigarettes pay the price to get the finer tobacco - and when they see this happening at market after market throughout the South, and when these experts know that no cigarette can be any better than the tobacco it contains ... these men place their stamp of approval on Lucky Strike. Yes, with

ATX01 0016229

ELCK: the men who know tobacco best, it's Luckies two to one - but, you
 know, the thing that really makes Lucky Strike a hit is the way you
 folks ask for Luckies day after day at your favorite tobacco counter.
 And while we're on the subject of hits, don't forget Your Hit
 Parade tonight at nine. I'll be talking to you then.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 27, 1942

Mr. Boggs
AS BROADCAST

BLOCK: (After selection "There's No One with Endurance Like the Man Who Sells Insurance") That was very cute. Yes sir, the insurance man really does a job and I guess that's why there's so many millions of people in the United States who carry life insurance. You know, The American Tobacco Company are firm believers in insurance, particularly, smoking insurance. You know, when you buy life insurance you have to pay a premium, either monthly, quarterly, or annually - well, The American Tobacco Company insures your smoking pleasure by paying not exactly a premium, but certainly higher than average prices at market after market for the tobacco it buys for its cigarettes and other fine products. Now, we feel that that's money well spent, because we know perfectly well, and I think you'll agree with us that a cigarette can be no better than the tobacco it contains. And if you decide to buy life insurance you can always find a life insurance man ready to come to your home or office and sell it to you. But when you want to buy that finer tobacco that insures better cigarettes you have to attend the tobacco auctions, where all the buyers of tobacco congregate and bid for the various tobaccos. And since this bidding is all done right out in the open, the independent tobacco experts - the warehousemen, buyers, and auctioneers see who buys what tobacco and the prices paid. You can't fool these men. They believe what they see and hear. And since at market after market all over the South, the makers of Lucky Strikes consistently pay the price to get the finer, lighter, naturally milder tobacco - it's important to you that with these experts, these men who know tobacco best - it's Luckies 2 to 1. And friends, if you don't have any life insurance I suggest that you see your insurance man. And if it's insurance for your smoking pleasure that you want, I suggest that you ask for Lucky Strikes, the cigarette that's Toasted.

ATX01 0016231

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 26, 1942

Mr. Boggiando
AS BROADCAST

BLOCK: You know friends, tonight at 10 o'clock, WNEW is going to bring you another one of President Roosevelt's Fireside Chats. Now unquestionably this will be a most important one because we understand that the President is going to tell us many things which will affect the immediate lives of each and every American. And as we sit and listen to President Roosevelt telling us these things, we may perhaps get the feeling that we're having to pay a pretty heavy price for this war - having to give up many pleasures and many necessities, in order to see the war through to a successful finish. There's one thing that we should all keep in our minds as we listen to our President this evening: that no matter what we're asked to give up, no matter what sacrifices we're asked to make, none can possibly compare to the sacrifices our boys in the armed services are making. They've given up all that is dearest to them, both for the present and the future, even to the point of being not only willing, but happy to lay down their lives for their country, if need be. And so, the sacrifices that - that we may be asked to make by the President pale into insignificance when compared to the sacrifices our boys are making. Won't you remember that, when you're listening to our President as he speaks tonight over this station? Thanks. Truly folks, you know these are trying times. And in spite of the fact that all good Americans are taking this war in their stride - what with news flashes and headlines - we can't help every once in awhile but feel the tension under which we're living. And if I may at this point, I'd like to make a suggestion: It's simply that the next package of cigarettes you buy be Lucky Strikes because I think that you're going to agree with me that it pays to take a little time off - a few minutes now and a few minutes then throughout the day and evening and

ATX01 0016232

BLOCK: relax with a really good cigarette. That relaxation will help us to think more clearly - to do our work more efficiently and more effectively. And of course, I suggest a Lucky Strike Cigarette because you and I know that no cigarette could possibly be any better than the tobacco it contains. And the makers of Lucky Strike Cigarettes pay the price to buy the finer, lighter, milder tobacco that makes for better smoking. Yes sir, it really pays to smoke the smoke tobacco experts smoke. And remember ... make your next pack Lucky Strike!

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - April 29, 1942

Mr. Bongiorno
AS BROADCAST

BLOCK: You know, I often wonder whether people who - who live in big cities don't miss out on a great many things in which rural folk - people who live out in the country - get a lot of pleasure. Very few city people have ever attended a country fair. I remember one country fair in particular where I spent one of the most enjoyable days of my life. One of the notable things about a country fair is the fact that all the folks from miles around bring to that fair the preserves and the jellies they've made, the fruits and the vegetables ... you know, they bring in the gorgeous corn and the pumpkins, and the farm animals they've raised, and they proudly place them on display in the hopes that the product of their toil will win either a blue ribbon or an honorable mention. Yes, I think folks who work take pleasure in exhibiting their wares so that everybody may see them and admire them. And I guess that's one of the reasons why most tobacco is sold - not over a counter, not back of closed doors, but at public auction. Men who grow fine tobacco are proud to display it, proud to have tobacco experts see and handle it. And every time a tobacco grower's crop is placed on sale and the auctioneer winds up his chant with "Sold American", well the farmer who grew that crop should be a mighty proud man because people in the tobacco business know that the success of Lucky Strike Cigarettes is based on one fact which can't be disputed... that no cigarette can be any better than the tobacco from which it's made, and, that the makers of Lucky Strike willingly, gladly pay the price to acquire the better tobacco. Now friends, just as surely as two and two makes four, finer, lighter, milder tobacco makes finer, lighter, milder smokes. And I guess that's why those experts who are closest to the tobacco picture - independent tobacco experts who attend auction after auction throughout the south and see who buys what tobacco - choose Lucky Strike for their own smoking satisfaction.

ATX01 0016234

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 30, 1942

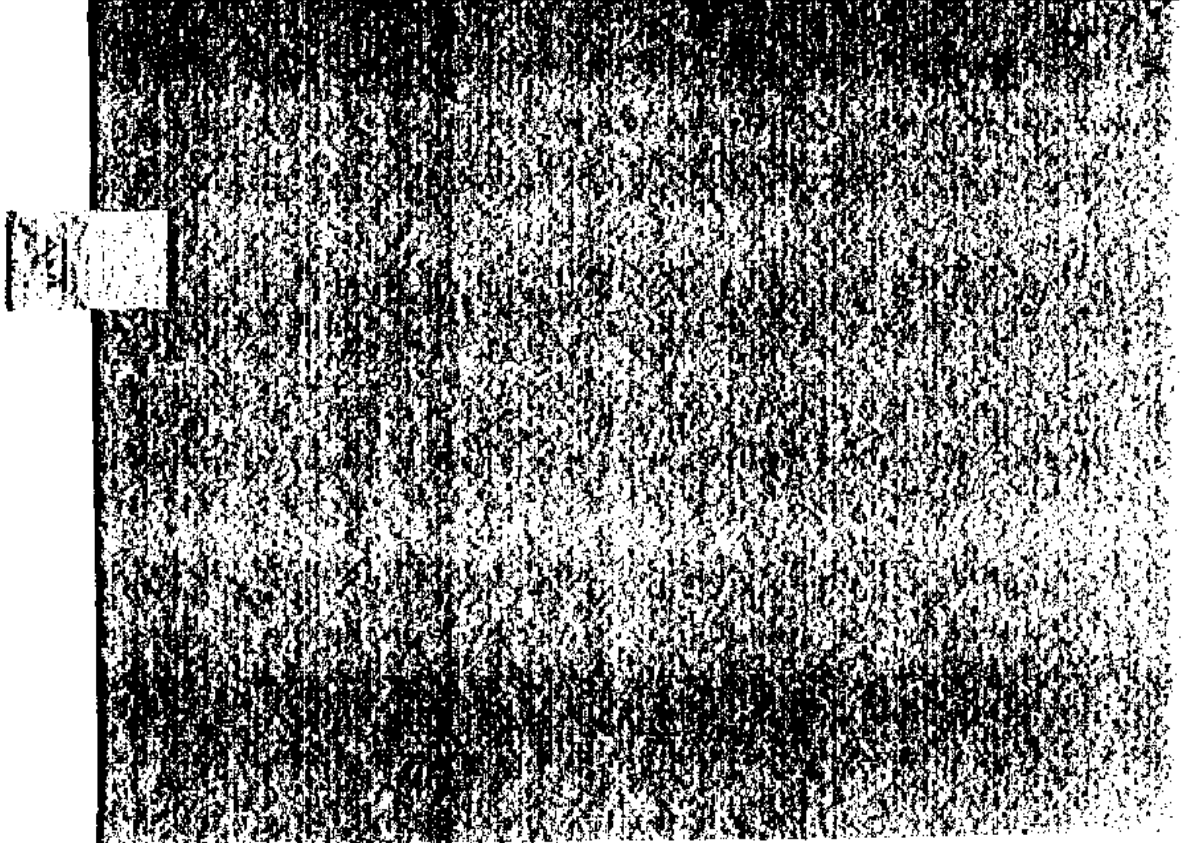
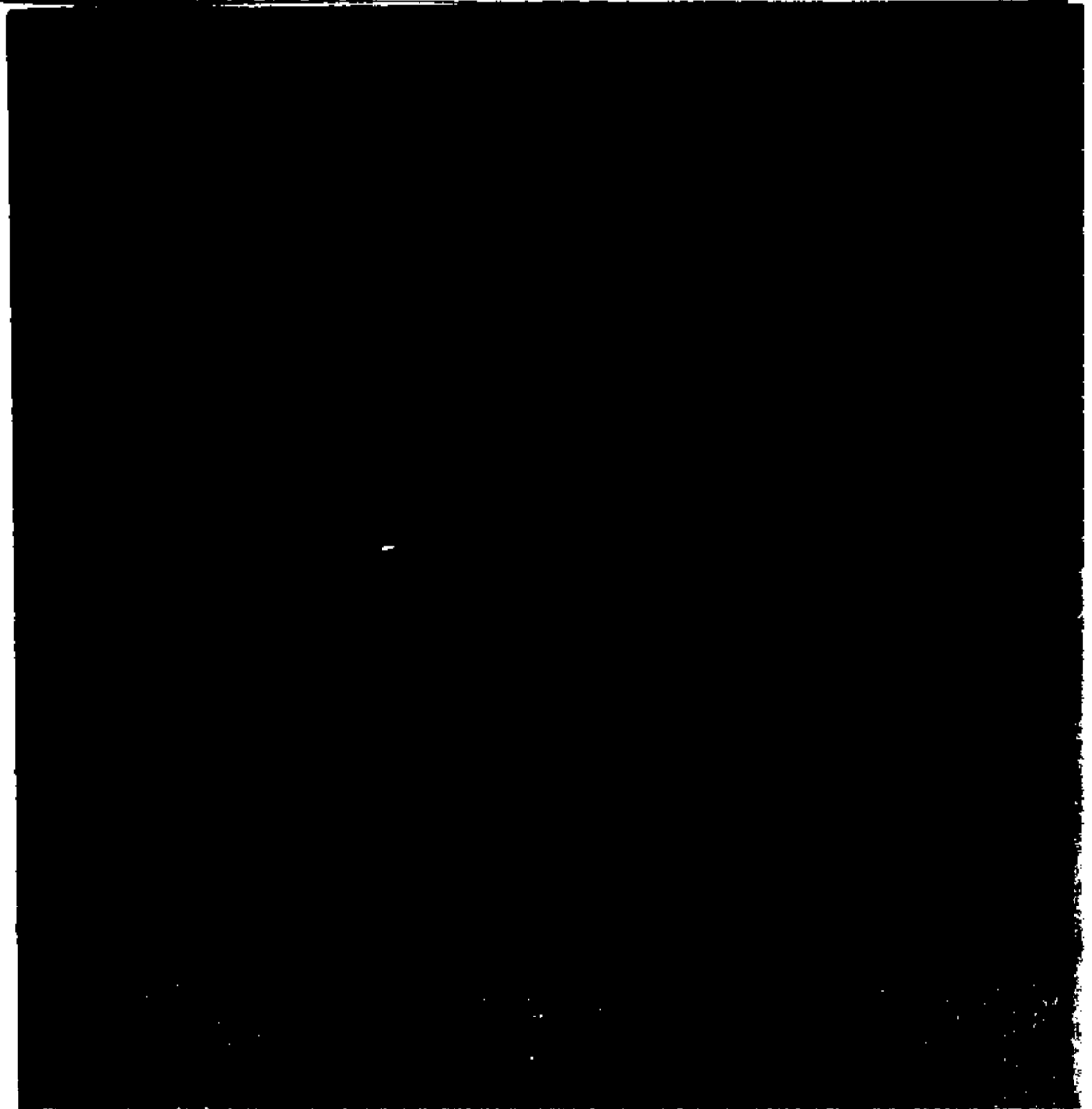
Mr. Roggeand
AS BROADCAST

HART: You know, I'm sure you folks will all agree with me that; well you couldn't possibly make a strawberry jam that would be good unless you used good strawberries - and you couldn't make a good pair of shoes out of poor leather. And the finest tailoring/ⁱⁿthe world wouldn't turn out a good-looking suit unless the material used in that suit were of top quality. And it's every bit as true that only through the use of finer, lighter, milder tobacco can you make a better cigarette.

Everything that I've said up to this point is what is commonly known as a truism, a statement of fact, indisputable ... and in order to convince you that Lucky Strike is the cigarette you should smoke, it only remains for me to prove conclusively that Lucky Strike means fine tobacco. Now, I can't walk into your homes and wave before your eyes hundreds of sworn statements from independent tobacco experts, from men who earn their living by handling and knowing tobacco ... I can only tell you that these men see that at tobacco auctions throughout the South, the makers of Lucky Strike Cigarettes pay the price to acquire that finer tobacco for you. For instance at auctions of the 1939 crop in Tifton, Georgia, the makers of Lucky Strike Cigarettes paid 59 per cent above the average market price as published by the United States Department of Agriculture. And that crop mellowed through aging is blended in the Luckies you buy today. And you know, it's one thing to know this fact - but it's another thing to show that this fact means something to you, by actually smoking the cigarette containing that crop. Yet with these tobacco experts, it can be conclusively proven that their choice for their own smoking pleasure is Luckies, by a two-to-one margin. And when I ask you folks to light up and enjoy a Lucky Strike, the cigarette tobacco

ATX01 0016235

HART: experts smoke, I do so because I know that while these tobacco experts may have a greater knowledge about tobacco, there's very little difference between their tastes and yours ... and I know too, that you'll enjoy the cigarette that gives you all the benefits of these lighter, milder tobaccos in Lucky Strike.



LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 1, 1942

Mr. Bryggand
AS BROADCAST

BLOCK: (After selection) "Poor Butterfly" - yes, that's a lovely old number! My goodness they've been saying that for years and years, haven't they? ... many, many years. That almost takes me back to my school days. You know, it would be swell if we could go back to our school days again. One of the first things we were taught in school was to accept certain things as being facts. You know, we never asked the teacher to prove that one and one made two, or that C A T spelled cat, or the circumference of a circle was equal to the diameter multiplied by PI. We accepted those things as facts, and then we used these facts to form our own conclusions later on. Now when I tell you that no cigarette can be any better than the tobacco it contains, when I tell you that the makers of Lucky Strike Cigarettes pay the price at market after market in order to get that finer, lighter, milder tobacco, and when I tell you that independent tobacco experts - men who know tobacco - prefer Lucky Strike for their own personal smoking enjoyment, I ask you to accept these things as being true. I hope that you do take my word because ... well, I've seen with my own eyes sworn statements which prove these things. But just as you had to do when you went to school ... it's one thing to accept these statements - it's another thing to prove these things to yourself. Friends, there's only one way that I can prove to you that the finer, lighter, milder tobaccos in Lucky Strikes have made the name Lucky Strike synonymous with fine tobacco, and that's to have you light a Lucky, puff it slowly, enjoy the mildness, the mellowness of the tobacco. Reap the benefit of the Toasting Process by enjoying the smoother smoke made possible by the removal of many of the harsh irritants found in all tobaccos. When you've done that, then I'm pretty sure

ATX01 0016238

BLOCK: you too, will be convinced that Lucky Strike is the cigarette for you
 as well as for the experts. Yes, friends, it's true, to smoke one
 Lucky Strike Cigarette will convince you more of its quality than
 ten thousand words from me. Now won't you do me a favor and help me
 save my breath? Order Lucky Strikes tonight!

BLOCK: Say, I guess most of you folks who've been listening to me for years have come to guess by this time that I'm one of those things known as an inveterate fisherman. Show me a body of water and ten minutes later I'm castin' away. Guess I've fished most of the good spots from the Pacific to the Atlantic, and from Canada to the Gulf of Mexico. I was just thinking of a funny little experience I had in California about - about three years ago, I guess it was. We were driving north in the car and came across one of the most beautiful little lakes I've ever seen. Oh you fishermen just picture this - a magnificent setting - mountains all around, beautiful trees lining the edge - oh it was gorgeous. Well, we got out there on the lake and fished for about an hour and a half and not a strike. Finally, a man rows over and says ... Buddy, afraid you're wasting your time. There ain't no fish in this water! Muchly disgusted I - we packed up and moved on. Well, later that afternoon we parked alongside a little old muddy body of water, and it was all overgrown with weeds - dumped down at one end of it - and brother, let me tell you I had my fill of bass fishing in about one hour. That just goes to prove that to a fisherman a body of water is no better than the fish in it. And that reminds me too, to remind you that that goes for cigarettes. A cigarette can't possibly by the wildest stretch of the imagination be any better than the tobacco from which it's made. I guess right there the simile stops, because fishing for fish is a matter of luck, but fishing for fine tobacco is a matter of experience and training. The makers of Lucky Strike Cigarettes know where to go to buy the finer, lighter, milder tobaccos that have made Lucky Strike Cigarettes synonymous with fine tobacco. We attend auctions wherever and whenever they're to be held throughout the South. And at these auctions we never hesitate to pay whatever price may be necessary to buy that

BLOCK: better tobacco, and then to use that better tobacco in Lucky Strike Cigarettes and other fine tobacco products. And the independent tobacco tobacco experts whose attendance at these auctions is necessary and who have handled tobacco for years and years know full well that when a fine basket of tobacco is offered Lucky Strike will put in a bid to get it. And that's why these men have of their own free will, made Lucky Strike Cigarettes the cigarette of their choice, the cigarette they depend upon to give them the tops in smoking enjoyment. Well, friends, if you've been fishing around for a better cigarette, why not cash in tonight on the experience of these tobacco experts? Make your next cigarette a Lucky Strike.

BLOCK: You know friends, on these Lucky Strike broadcasts every night I tell you that independent tobacco experts smoke Luckies two to one. Well I suddenly started thinking - just what is an expert, so I took a little time out and I looked in Mr. Webster's famous dictionary, and here's his definition of an expert ... Quote - I love to say that - quote - One who is taught by use, practice, or experience, and who displays special skill or knowledge. Unquote. Yep, that's just what Noah Webster says, and I think a better understanding of that explanation of an expert might give us a better understanding of why it's so important to us average smokers to smoke the smoke tobacco experts smoke. Tobacco experts live with tobacco. They handle it, see it, even taste it, and through many years of this kind of work acquire a special skill and knowledge of what constitutes a fine tobacco. They know tobacco from A to Z, and when these tobacco experts choose Lucky Strike Cigarettes for the cigarette to please their palate - well, that's good enough for me. And it's only natural that they make this choice because at market after market, year after year they see the makers of Luckies pay the price in order to acquire that finer tobacco, to acquire the same type of tobacco as they themselves would want to use if they were manufacturing their own cigarettes. Really, it's not surprising that these independent experts overwhelmingly prefer this one cigarette - Lucky Strike. You can't help but believe what you see. Truly, friends, Lucky Strike means fine tobacco and you can't get away from it - in a cigarette it's the tobacco that counts.

BLOCK: You know, friends, talking to you every night about Lucky Strike Cigarettes has been one of the most pleasant tasks I've ever had for - well, for two reasons. First, because I know that if I succeed in convincing you that Lucky Strike is the cigarette for you to smoke, I will have been successful in bringing into your life a greater measure of smoking enjoyment than you've ever experienced before. And - and just that thing in itself will mean a great deal to me. But it's doubly pleasant to talk about Lucky Strike Cigarettes because - well, I don't know whether you know it or not, but The American Tobacco Company has never told me what to say. They've never prepared any commercial announcements for me. All that the executives have said to me was ... Martin, go down and see the factories, see them making Lucky Strikes, see an auction, see how we never hesitate to pay the price to get the better tobacco, see the care that we take in blending and manufacturing -- and then, get up there at that microphone and tell the public just what you've seen! And you know, really you can't help but admire that attitude on the part of The American Tobacco Company. Now, I will admit that many of the statements that they have been making on the air for many years I use in my talks to you. But I only use them because they're so obviously true. And when I tell you that no cigarette can be any better than the tobacco it contains, you must agree that that's a fact. When I tell you that at market after market all over the South we pay the price to obtain the finer tobaccos, our records prove that. When I tell you that Lucky Strike means fine tobacco, you have only to light a Lucky yourself and see that this is true. When I quote to you the fact that with independent tobacco experts - men who know tobacco best it's Luckies two to one, believe me,

BLOCK: friends, these are not idle figures! With my own eyes, I have seen sworn statements by hundreds and hundreds of tobacco experts attesting to the fact that of all cigarettes, they prefer Lucky Strike. So believe me when I say that I speak to you as one of you. I'm on your side of the tobacco counter. You've been steady listeners and good customers for too many years for me to mislead you in any way. Yes, I'm mighty happy working for The American Tobacco Company, but I'll be even happier when I know deep down inside of me that I, personally, have been responsible for opening up to you a great new vista of smoking enjoyment, by convincing you that Lucky Strikes are the cigarette you should smoke. Buy a pack tonight, won't you? Well thanks.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 8, 1942

Mr. Boggs
AS BROADCAST

BLOCK: You know, friends, nature's really a wonderful thing. It supplies us with sunshine, and as you know, sunshine is what it takes to ripen the products of the soil. Lots of sunshine - we have a fine crop - no sunshine - no crop. Well, when the tobacco buyers from The American Tobacco Company attend the auctions down there in the South where tobacco is sold they make it their business to know beforehand which of the lots of tobacco being offered are of sufficiently high quality to merit their going into Lucky Strike Cigarettes. When the auctioneer reaches the finer lots of tobacco, well that's when the excitement begins. That bidding just waxes fast and furious and time after time the closing words of the auctioneer will be "Sold American." And once again the makers of Lucky Strike Cigarettes will have paid the price to acquire that finer tobacco for your Lucky Strike Cigarette and our other fine tobacco products. Now just a little while ago I said that nature's a wonderful thing, and those vital, life-giving rays of the sun which help to bring health to people, and ripeness to the tobacco crop, have contributed their share to the ripening of the finer, lighter, milder tobacco which we just bought. Now the makers of Lucky Strike Cigarettes aren't satisfied with just acquiring that finer tobacco and then putting it into cigarettes. No sir, there's one final treatment in which man improves on nature. You see, sunshine, in addition to heat, contains what is known as actinic rays. Now these actinic rays are the truly beneficial rays in sunshine. Man has learned how to create those actinic rays and to use them where they will do the most good. The use of these helpful rays in the treatment of the fine tobaccos we acquire is part of what you know as the Toasting Process. Lucky Strike's exclusive Toasting Process gives each and every part of that fine

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BLOCK: tobacco an extra treatment of these vital rays designed to enrich and mellow the tobacco. Now I mention this tonight to illustrate just one thing - in the making of Lucky Strike Cigarettes nothing is left to chance. Everything humanly and physically possible is done to assure you that the tobacco contained in Lucky Strikes shall be the finest, and of course the reason for that is simple. No cigarette can be any better than the tobacco it contains. And rest assured that the final pleasure of smoking a cigarette that contains everything that man and nature can do to produce that better tobacco is accomplished in your Lucky Strike Cigarette. Try a pack tonight!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 7, 1942

Mr. Boggs
AS BROADCAST

BLOCK: Do you happen to be a - a shoe maker by any chance? Well, if you are you know the different grades of leather, and if you were going to make a pair of shoes for yourself wouldn't you logically make them from the leather that you knew to be of the best quality? Well maybe - maybe you work in a dress factory where you handle material all day long - well you know which are the best materials, don't you? If you were going to make a dress for yourself wouldn't you try to get the best material available, so that the dress would be lovelier, last longer, bring you more happiness? It's only natural that you would. And friends, isn't it just as natural, that tobacco experts - men who know tobacco best - when choosing a cigarette for their own pleasure and satisfaction would choose the cigarette that they know contained the finer, lighter, milder tobacco? Personally, I think that's only natural. Now if I'm going to convince you that Lucky Strike Cigarettes are the cigarettes you should smoke, there are only two things I have to call to your attention. The first thing is - most tobacco's sold publicly at auction so that these auctions are attended by warehousemen, buyers, auctioneers - men who earn their living in the tobacco business. And at the auctions they see the makers of Lucky Strike pay the price to buy the finer tobaccos that make for real smoking pleasure. Now remember they hear and see that with their own ears and eyes. No one tells it to them. Now the second important thing is to find out just which cigarette is smoked consistently by the greatest number of these tobacco experts. We can't get away from the fact that they see who buys what tobacco, and when I tell you folks that I have seen with my own eyes, hundreds and hundreds of sworn statements by these selfsame tobacco experts attesting to the fact that they smoke Lucky Strike Cigarettes - then I think that this in itself should be the best reason in the world for your smoking the smoke tobacco experts smoke. I know it convinced me. I hope that I in turn have convinced you. Won't you buy a package of Luckies tonight and give them a trial?

ATX01 0016247

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 8, 1942

Mr. Baggiamo
AS BROADCAST

BLOCK: Friends, if you were going out to buy a house, wouldn't you insist on knowing the quality of the wood, and the brick, and the plumbing, the electrical wiring and the fixtures were the best obtainable before you invested your money in that house? I'm sure that as a sane and sensible business man or woman you'd very carefully investigate the claims that might be made for anything that was going to cost you a considerable sum of money. You note I say a considerable sum of money. Now, remember that little poem in school? I think I can remember it...

Little drops of water
Little grains of sand
Make the mighty ocean
And the mighty land.

When you buy cigarettes you're not making any great investment, but over a period of years it does amount to a very sizable sum. And I think it's only good common business sense to investigate just as carefully the cigarettes you smoke. Now, the makers of Lucky Strike cigarettes welcome your most careful investigation because the quality of our cigarette is based on the same thing as the quality of the house or the automobile, or anything else you might buy. No product can be any better than the ingredients contained therein, and no cigarette can be any better than the tobacco from which it's made. Now in our sincere desire to please you we unhesitatingly and unstintingly pay the price at market after market all over the south in order to obtain the finer, lighter, milder tobacco that insures a finer, lighter, milder smoking cigarette. No friends, the makers of Lucky Strike don't have to invent complicated advertising ideas in order to sell you Lucky Strikes. Our formula is very simple. Any one can understand it. The only way you can get a finer smoke is to use a finer tobacco and it's on that basis that we invite you to get more smoking pleasure for your smoking dollar with Lucky Strikes.

ATX01 0016248

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 9, 1942

Mr. Biggins
AS BROADCAST

BLOCK: I just want to ask you a little question. Do you remember the story of Aladdin and his little lamp? Aladdin was a lucky boy. All he had to do was rub that little old lamp and - well, things happened. If I had a lamp here right now, I'd like to rub it and say...Genii, send our boys back home for Mother's Day, will you? Or I'd say...Genii, or you could say...Genii - and I don't mean Jeannie with the light brown hair - don't get me wrong...Genii, bring me a nice juicy steak - or Genii, I want a great big house to live in. Lo and behold, the Genii delivered. Getting the best of anything was a very simple matter for Aladdin. It's just too bad that all of life isn't so simple - that all we have to do is reach for a thing and there it is. I bet if I had a magic lamp and I rubbed it and said...Genii, bring me the finest cigarette you can find, before I could say Jack Robinson a package of Lucky Strikes were dropped right in my lap. You know why? Geniis are smart. They know everything. That Genii reminds me of tobacco experts. You can't fool them, either. If you ask those warehousemen or auctioneers or buyers of tobacco what cigarette they preferred, chances are they'd tell you Lucky Strike. And believe you me, friends, they know tobacco! And really, that's all you have to know in order to pick a good cigarette because after all, what is a cigarette but tobacco? The finer the tobacco, the finer the cigarette. And when they see the makers of Lucky Strike paying the price at market after market all over the South to get that finer tobacco, no wonder their preference is luckies. Now friends, I can't give you a magic lamp to rub. I wish I could, but as soon as you decide you want to smoke

(MORE)

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BLOCK (Contd): a truly fine cigarette, step up to a tobacco counter, rub a few coins right on the top of it. Say to the man in the back of the counter...give me a package of the cigarettes the tobacco experts smoke! And don't be the least bit surprised when he hands you that good looking green package with the red bull's eye with the words... Lucky Strike, right in the middle!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 11, 1942

AS BROADCAST

BLOCK:

I don't know whether you folks did as I did yesterday afternoon... relax in a comfortable chair and listen to Mr. Churchill as he spoke from London....a mighty interesting speech. I'll bet you, though, when he was all through talking all of our arm chair strategists started telling you exactly how to win the war, how to do it in no time at all. Of course, most of these arm chair strategists have never been any further than their own back yard, most of them never really handled a gun ...I guess the majority of them have never been up in an airplane, but they know how to win the war alright. Of course, as far as I'm concerned, I much prefer to put my confidence in men like General MacArthur and the United Nations Board of Strategy...men who are on the scene, men who see and know what's going on, men who have the knowledge and the ability to really win this war for us. These men are experts. They know what they're talking about. They know what they're doing. And you know, folks, even in the every day problem of choosing a cigarette, I'd also prefer to accept the opinions and advices - the personal preferences of experts in placing my confidence in a cigarette. Independent tobacco experts, and by that I mean auctioneers, buyers and warehousemen ... they're right on the tobacco scene. They see who buys what tobacco and the prices that are paid. They know that in a cigarette it's the tobacco that counts. The better the tobacco-the better the cigarette. And they've seen at market after market all over the South, the makers of Lucky Strikes consistently paying the price

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BLOCK: (contd) to get the milder, better tasting tobacco. And when sworn records show that with these independent tobacco experts Lucky Strike cigarettes have twice as many exclusive smokers as all other cigarettes combined, well...again I'll say....I'll place my confidence in the opinion of the experts. Yes sir, with these men it's Luckies two to one, but the odds are more than two to one that you'll find more enjoyment from the fine tobacco in every Lucky Strike.

BLOCK: I'm sure that most of you folks know the old saying about the shortest distance between two points being in a straight line. Remember that saying? Well, how many of you have every visited an amusement park where they have one of those houses that are built with mirrors? They call them the crazy house, or the mansion of mirrors - anyone of a dozen names. The idea, of course, is that you're supposed to go in a straight line in order to get out the other side. Now, we know full well the shortest distance is a straight line, but we always seem to wander away from a straight line - to meander off into dead ends - and get side-tracked from the straight line. Instead of getting from one point to another quickly, it takes us - oh, hours. I wonder if that isn't something like choosing a cigarette. Let's change that saying about the shortest distance to the easiest way to determine the quality of a cigarette is to find out about the tobacco from which it's made. If we bear that one thought in mind and don't wander off the beaten path - don't become side-tracked, we're bound to wind up with a better cigarette. Really, there's no reason for going round in circles. All we have to do is stop and realize that today, independent tobacco experts - men who know tobacco best - smoke Luckies two to one. Remember that these men are in a position to know who buys what tobacco. They see the makers of Lucky Strikes pay the price at markets all over the South to get the finer tobacco. They know Lucky Strike means finer tobacco, and if we'll only remember that no cigarette can be any better than the tobacco from which its made and that only the finest tobacco goes into Lucky Strikes, we're sure to find that the shortest distance from our lips to a fine cigarette is the time it takes us to walk to the nearest tobacco counter and ask for Lucky Strike!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
COMMERCIAL - May 18, 1942

Mr. Briggiano
AS BROADCAST

BLOCK: You know, I'm quite sure that many, many times you've heard it said that experience is the best teacher. I don't doubt for a minute that people could lecture to you - people could tell you things that they've learned from their own experience, but most of us like to find out things for ourselves. So tonight, while I do think that it will be impressive to tell you that tobacco experts with years and years of handling fine tobacco, choose Luckies as their favorite, I still think that you prefer to make your choice for yourself from your own experiences. Now please don't misunderstand me. The makers of Lucky Strike Cigarettes don't expect you as an average, intelligent citizen to take anybody's word for anything that effects your own personal life. And when we tell you that Lucky Strikes are the cigarettes chosen by independent tobacco experts as their own personal preference, because they know that no cigarette can be any better than the tobacco it contains and because they see that the American Tobacco Company pays the price to get that finer tobacco....that doesn't mean that we don't want you to experiment on your own. My sole ambition and effort is to interest you sufficiently in enjoying the fine tobacco in Lucky Strike.... To have you try a pack - that's what I want to do and once you've tried them, then I know that you can't help but agree that these tobacco experts know what they're talking about and that with you, too, from that day on, it'll be Luckies two to one.

ATX01 0016254

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 14, 1942

AS BROADCAST

BLOCK: And before we have Barry sing another number - I was out looking at some pictures at a gallery a few days ago. I never knew people could spend so much money for paintings. I started to wonder why a man would pay - oh, half a million dollars to acquire a famous painting, or why he'd pay some other fabulous sum to own a famous race horse. And that, of course, lead me into other things. I began to wonder why - why a man would spend a whole lifetime getting together a famous collection of stamps, or books, or rare gems. And you know, if you analyze it, you'll find that they do it for just one reason. They're willing to pay any price to have something better than anyone else has. You know what they call that? Pride of possession! And undoubtedly, it's that same pride of ownership, pride of possession, pride in the fact that with connoisseurs of fine cigarettes the name Lucky Strike has become synonymous with fine tobacco, that prompts The American Tobacco Company, at market after market, all over the South, to go into open competition with other tobacco buyers to purchase only fine tobacco for Luckies. I could give you hundreds of instances where we've done this very thing, but to be specific, at auctions of the 1939 crop, at Loris, South Carolina, we paid 44 per cent more than the average market price as published by the United States Department of Agriculture, for the tobacco we bought for Lucky Strike Cigarettes and other fine tobacco products. And that 1939 crop blended with other fine crops is right in the Lucky Strike Cigarettes you buy over the cigarette counters today. You know, friends, remembering that each and every one of us takes pride in owning something just a little bit better than someone else has, I think that once you light and enjoy a Lucky Strike, you'll be proud to say - Yes sir, I smoke Luckies too! You'll be proud of the good

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BLOCK: common sense you've shown by spending your cigarette money for the cigarette that gives you finer tobacco at no extra cost. Because in a cigarette we can't get away from the fact that it's the tobacco that counts. Lucky Strike means fine tobacco and I think that's worth remembering and worth acting on the very next time you buy cigarettes.

BLOCK: You know, it's really funny, folks. The other day I was looking through a book of popular sayings - oh there must be thousands and thousands of popular sayings in this book, and all of the different sayings are - are listed according to subjects. You know, there's love, there's romance, there's money - there's oh, but anything that you can think of, there's another popular saying for it. Well, under the subject "money" on one line it said, "A penny saved is a penny earned." And then right on the next line was the expression, "Penny wise and pound foolish." It sort of leaves you up in the air, or does it? Personally, I think the makers of Lucky Strike Cigarettes have actually based their business on an understanding of that second saying, because it certainly would be foolish to lose the opportunity of buying the finer tobacco just because it costs a little more, especially when everyone knows that a cigarette is only as good as the tobacco from which it's made. Take my word for it, we have never let the penny stand in the way of giving you a finer cigarette. I know right now you may be thinking to yourself - but Martin, is it a good, sound business policy to pay more for your tobacco than other people pay? Well, friends, the answer to that is very simple. If we can give you a better cigarette - a cigarette you're sure to like - then you're sure to smoke it. When you make better cigarettes you sell more cigarettes, and that tremendous volume of business makes it possible for us to use the finer tobaccos. Now I am sure that as a business man or woman, you will agree with me that this is a good business policy. I'm just as sure that you'll want to reap the benefit by smoking Lucky Strike, the cigarette that means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 16, 1942

AS BROADCAST

BLOCK: You know friends as I stand here talking into the microphone at the Ballroom, look out the window, I can see the Empire State Building reaching over a thousand feet into the air - a thousand and eighty feet - I think it is to be exact - it's an architectural masterpiece. As I look at it, a thought occurs to me. It takes longer to make one Lucky Strike Cigarette than it took to build that entire massive building. Sort of strange when you think about it, and yet it's true. It took only nineteen months to build the Empire State Building, it takes anywhere from two to four years to make a Lucky Strike Cigarette. You see, the actual making of a Lucky Strike takes only a fraction of a second, but the raising, the aging, the blending of the tobacco that goes into the cigarette takes years of patient waiting. Now doesn't that clearly indicate to you the importance of the tobacco in a cigarette? I'm sure that thought will make you understand why the makers of Lucky Strike consistently at market after market all over the South, pay the price in order to obtain that finer, lighter, milder tobacco, which has made the name Lucky Strike Cigarettes synonymous with fine tobacco. Truly, friends, we could have the most modern, up-to-date plant in the world, the finest machinery, the most capable workmen, and yet we could never have a really fine cigarette without really fine tobacco. And it's interesting to note that independent tobacco experts, men who've spent years and years as buyers, and warehousemen and auctioneers, know this to be a fact. And when they see us pay the price to get this finer tobacco - well, it's little wonder that they choose Luckies two to one! You know, friends, it's nice to know that when we light up a Lucky we're going to enjoy tobacco at its best, unhurried in its development, tobacco that's naturally good.

ATX01 0016258

BLOCK: How often do you go to the movies? I, personally, don't get much time, but my wife - man oh man, she's an inveterate movie goer. I think if she had the time she'd see two or three pictures a day. I guess that explains why the first thing in the morning when she opens the newspaper, she looks at the motion picture reviews. You read them too, don't you? Of course you do if you like the movies. Did you ever stop to think of why you read the reviews of the pictures? You read them because when you go to a movie it costs you money, and being sensible about it why should you spend your good money for a picture that's not entertaining. And so you rely on the opinion of the critics - men who make it their business to see every picture that comes out. Now, thank goodness, these men are not bored or biase about it, in spite of the fact that they do see almost every picture. No sir, they're logical. They tell you the true story, give you the real lowdown on everything that's new in movies, and you rely on the critics. These men know the movies. They know what it takes to entertain the average theatre goer, and so you spend your entertainment dollar according to their opinion. Won't you think of cigarettes as a medium of pleasure and entertainment? And shouldn't you then be just as critical of the cigarette you smoke as of the movies you attend? And couldn't you just as well rely on the opinions of tobacco experts who handle all kinds of tobacco, and see this tobacco sold at public auction to every cigarette manufacturer? They're critics - you bet they are, mighty critical critics. And that's why with these men who know tobacco best, it's Luckies 2 to 1. That's a really great tribute to a great cigarette. Truly, friends, if the opinion of the movie critics helps you get more enjoyment from the pictures you see, these unbiased opinions of tobacco experts can bring you far greater smoking enjoyment if you'll just do as the experts do and spend your smoking dollar on Lucky Strikes.

BLOCK: Well, it's almost twenty minutes to seven. I'm getting hungry!

Yes sir. You know speaking of getting hungry - my mother was a wonderful cook. I guess - I guess every child thinks his mother is the best cook in the world. But I remember one thing that Mother used to say - that there wasn't anything she couldn't make except pastry.

Now, while I think Mother was a good cook, I must admit that she didn't know much about baking. But when it came to making a good bowl of soup, or a beef stew, or anything solid and substantial that would stick to your ribs - man oh man - did she know how! I think I used to like Mother's soups best of all. There was something about the flavor that was just unbeatable. And come to think of it, making a good plate of soup isn't much different than making a good cigarette.

Wonder why I say that? Well, suppose Mother had made that soup and seasoned it with nothing but salt, or pepper, or thyme, or any one of the other seasonings that you might use in soup. It wouldn't have tasted so good! No, the secret of good cooking is using the correct proportions of many different things, and the secret of making a good cigarette is using the correct proportions of several different types of tobacco. We need the light Virginia Bright, the slightly heavier flavor of the Burley, the highly aromatic Turkish - and that must all be blended with fine Maryland tobacco for even burning, in order to have a really delightful smoke. And remember friends, only the finer of these four different types of tobacco is used in Lucky Strike. Now I mention this to you tonight for one reason. For a long time now I've been trying to impress you with the fact that in a cigarette, it's the tobacco that counts, that the makers of Lucky Strike Cigarettes pay the price for the finer tobacco. In other words that

BLOCK: the all-important thing in any cigarette is the tobacco. And I
 think you should know a little about the fine tobaccos that go
 into your Lucky Strike Cigarette. Of course, the best way to
 find out, is to light up a Lucky tonight!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 20, 1942

Max Baucus
AS BROADCAST

BLOCK: I don't want to be prying or anything, but do you like chicken? Do you like steak? Well, if you do, no matter how much you may like chicken and steak, if you had to eat chicken and steak for every meal it wouldn't take you long to get tired of it. You know that, don't you? In fact, you'd very soon come to the point where you just couldn't look a chicken in the face again. Now, I've only asked you this question for one reason. Since in a cigarette it's the tobacco that counts, I want you to realize that smoking one type of tobacco alone, even though it may be the finest, would become just as monotonous as eating chicken for every meal. The makers of Lucky Strike Cigarettes use four different kinds of tobacco blended together for specific reasons. There's nothing haphazard about it. The blend of Virginia Bright and Burley is in there for body and flavor. The Turkish leaf is placed in it for the grand aroma and the richness, and the Maryland tobacco for its even burning qualities. Now remember friends, the makers of Luckies use only the finer of these different types of tobacco so that we may truly say - Lucky Strike means fine tobacco. We've never hesitated at market after market to pay the price at public auction in order to insure the quality of the tobacco. Independent tobacco experts know this is true, and that's why with men who know tobacco best it's Luckies two to one. Now there's just one thing I want you to bear in mind the next time you light a Lucky. Contained in each and every cigarette are the proudest selections of many different types of tobacco, but each type that's in there is designed to increase your smoking enjoyment. Remember that, won't you?

ATX01 0016262

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 21, 1942

Mr. Bergmans
AS BROADCAST

BLOCK: Friends, have you ever attended a shooting match? I have! Have you ever watched an expert marksman? Well, it's a picture to see - to see how he concentrates on the bull's eye, how his eye, and brain, and fingers are - are coordinated to squeeze the trigger at just the right moment so he'll hit the bull's eye every time. It's amazing to watch. You know, actually, I'm somewhat of a marksman myself, only I'm aiming at your increased smoking enjoyment, and my only weapon, is my ability to convince you that Lucky Strike is the cigarette you should smoke, because really friends, just as the marksman concentrates on the bull's eye and nothing else, so the makers of Lucky Strikes concentrate on fine tobacco. Nothing can budge us from our determination to go after only the finer tobacco for Lucky Strike Cigarettes, because only in that way can we give you a better smoke. And while it may cost more, you've heard how at auction after auction all over the South, we pay the price for that finer, lighter, milder leaf that has come to make the name Lucky Strike Cigarettes synonymous with fine tobacco. I do hope, that you folks will never lose sight of one particular bull's eye - the red circle on the green package that bears the words Lucky Strike, because when you light up a Lucky, remember, you're aiming straight at real smoking enjoyment.

ATX01 0016263

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 22, 1942

Mr. Boggs
AS BROADCAST

BLOCK: You know, folks, there's one expression that's used very very often. I'm sure you've heard it. Personally I think it's an unkind expression but, too often it's true. When somebody falls down on the job, somebody turns out not to be the good upright citizen you expect him or her to be, they have an expression that says, "You can't make a silk purse out of a sow's ear." You've heard that haven't you? Well what that expression actually means is, that nothing can be any better than the source from which it's made, from which it comes. While I hate to hear that expression ever applied to a human being, man oh man it sure fits cigarettes to a "T". You can't make a silk purse out of a sow's ear. You can't make a fine cigarette out of anything but fine tobacco. I know there's no use in my going all over this same old story with you again tonight. You've heard time after time how at auctions all over the South, the makers of Lucky Strike Cigarettes always pay the price to get the finer tobacco. I've told you that tobacco experts - men who know tobacco best - choose Luckies on the evidence of what they see and hear at these auctions. I'll only ask you tonight to believe me when I say that people who know tobacco associate the name Lucky Strike with fine tobacco. Prove it to yourself next time. Buy a package of Luckies. Light up and let that finer, lighter, milder tobacco speak for itself.

ATX01 0016264

BLOCK: You know, I'm inclined to think that - that most folks are having to spend a lot more time at home than they have in the past - especially this summer - shortage of gasoline and all that. There's going to be a lot more entertainment in the home. Remember when people used to sit around the house and play games - the kids in particular used to play Spin-the-bottle, Post office? Oh boy, that was a lot of fun. Remember Truth and Consequences? Somebody asked you a question and you had to tell the truth or take the consequences. Of course sometimes taking the consequences was much more fun than telling the truth, especially if the penalty happened to be that you had to kiss the cute little girl who sat right next to you. You know, really the makers of Lucky Strike Cigarettes are firm believers in that little game of Truth or Consequences. I guess that's why it is that we always try to tell you the truth about Lucky Strike Cigarettes - why you never hear any wild, exaggerated claims about Luckies. We know that the consequences of that type of advertising would be disbelief on your part. We believe that the average listener has sufficient intelligence that if he's told the truth about a product and permitted to form his own opinion, he'll have confidence in it and want to buy it and continue to buy it. And that's why I think it's only necessary to remind you constantly that the men who earn their livelihood and spend their entire lives handling tobacco - the independent tobacco experts, warehousemen, buyers, auctioneers - the men who know tobacco best, smoke Luckies 2 to 1. You see, friends, they have the evidence before their very eyes. They see the makers of Lucky Strike Cigarettes at market after market, year after year, consistently paying the price to get the better quality leaf. You

BLOCK: can't fool those gentlemen. They know tobacco! And I know that no matter what I were to tell you about Luckies, unless they tested better to you - unless they gave you more smoking enjoyment, nothing in the world would make you continue to smoke them. Now friends, I know that your taste can't be much different than the tastes of those tobacco experts. And I'm sure that if you'll smoke Lucky Strikes regularly - with you, too, it'll be Luckies 2 to 1.

LUCKY STRIKE "WAKE BELIEVE BALLROOM"
Commercial - May 25, 1942

Tom Boggs
AS BROADCAST

BLOCK: How many of you people who live in New York noticed something different about the city yesterday? Did you notice how instead of long streams of automobiles going places for the day, you saw hundreds of thousands of people out walking, or sitting in the park, and riding bicycles? Well, I did and I couldn't help but notice it. Yes, and up at the George Washington Bridge they reported that there were more hikers walking across the bridge yesterday and fewer automobiles than on any other Sunday when the weather was so fine at this time of the year. You know, all of that clearly indicates that this is a pretty wonderful country we live in. We've been told that we have to conserve gasoline and rubber, so instead of those little trips in our car, we're using old shanks mare. We're finding relaxation and pleasure just as our forefathers did in the days before we had any automobiles. You know, when you speak of America being a wonderful country do you know what that means? That doesn't only mean that we have beautiful high mountains, lush green valleys, fertile soil, an incalculable source of raw materials. When I say that this is a wonderful country I mean the people who live here. They're grand people - willing to do everything in their power to cooperate. You know, friends, just as it's true that no nation can ever be any greater than the people who live there, just so true is it that no cigarette can be any better or any finer than the tobacco it contains. Don't you think that you're really missing a great bet if you haven't tried the cigarette that's come to mean fine tobacco - the cigarette that tobacco experts smoke? There's no reason why you should deprive your taste of the better things in life, of this real pleasure which comes to every smoker of Lucky

ATX01 0016267

BLOCK: Strike Cigarettes. Now these are tense times - trying times -
times when our nerves are liable to be more on edge. Remember that
the finer tobacco in Lucky Strike Cigarettes helps give you a more
relaxing smoke. And so this very night why don't you light up a
Lucky and enjoy the smoke tobacco experts smoke?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 26, 1942

AS BROADCAST

BLOCK: I'm sure most of you folks know that old expression about that certain place that's supposed to be paved with good intentions. Did you ever stop to think that when good old Christopher Columbus made up his mind that this earth of ours was round and that by sailing in a certain direction he could find a new route to India, it's just a good thing for all of us listeners that he didn't say to himself ... yes, I'm sure the earth is round and I'm very sure I can find a new route to India, but oh hum! I don't think I'll bother about it right now. Let it wait a couple of years. Yes, if Christopher procrastinated - if he put off from day to day doing what he wanted to do, maybe there wouldn't be any United States of America. Who knows? Maybe there wouldn't be any you and I living in this great country. And so I say thank goodness that when Mr. Columbus made up his mind to do a thing he did it. Now, I bet that thought can be applied to a lot of you folks who listen to the Ballroom every night. You've heard me tell you how at auction after auction throughout the South, the makers of Lucky Strike Cigarettes pay the price to acquire that finer tobacco. And I'm sure that you agree with the statement that no cigarette can be any better than the tobacco it contains. And there's little doubt^{but} that you're impressed by the fact that tobacco experts - men who know tobacco best - men who see the makers of Luckies pay the price to get the finer tobacco - choose Luckies for their own personal smoking pleasure. And I'm just willing to bet that all of these things together have impressed you with the fact that Lucky Strike is the cigarette you should smoke. And every time you say ... I think I'll buy a pack of Luckies and try them - well, the next time you step up to that tobacco counter you just forget your good resolutions. So tonight,

ATX01 0016269

BLOCK: I'm going to ask you to remember that if Christopher Columbus had forgotten or put off sailing across the ocean in his three ships, he'd never have discovered America. And if you continue to put off or forget to ask for Lucky Strike Cigarettes, you'll never discover the real pleasure that comes from smoking a cigarette that's made of fine tobacco, carefully aged and blended, and waiting now at your nearest tobacco counter, to definitely increase your smoking pleasure. Remember tonight, buy Luckies!

BLOCK: You know, the other day it was my pleasure to visit the office of a very famous diamond importer in downtown New York. It was most interesting. I saw the rough stones being ground and polished. And after I watched these processes for a little while they asked me if I'd like to see the opening of a box containing raw diamonds, just as they were taken out of the ground. Well, believe you me, I was quite amazed when they opened it to see what looked like several pounds of dirty looking brown stones - all covered with dirt. They looked no more like diamonds than - than a pebble on a beach. There were big pebbles and little pebbles, but certainly there was nothing in that box that looked like a diamond. It was quite interesting to discover that the representatives of these diamond merchants in England bid for those boxes sight unseen. They only knew that there were so many ounces, or pounds, or whatever it is that they buy by, of these dirty brown stones in the box. And they had no idea of the quality or the size of the individual stones. Yeah, I guess rough diamonds are purchased something like a cat in the bag. You know a thought struck me ... how different from the way our buyers purchase tobacco to go into your Lucky Strike Cigarettes. They carefully see and examine the quality of the leaf. And when they put in a bid at an auction they know what they're bidding for. They know what they're going to get. And you know, really you folks aren't much different from our tobacco buyers, because when you put in a bid at the tobacco counter for a package of Lucky Strike Cigarettes, you too know what you're bidding for. You too, know what you're going to get. You're bidding for the cigarette that tobacco experts smoke. You're bidding for the cigarette that means fine tobacco, and you know you're going to get the utmost in smoking enjoyment from every Lucky Strike.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 28, 1942 (Morning)

Mr. Boggsland
AS BROADCAST

BLOCK: Ladies, have you ever attended a rodeo? Remember when the rodeo used to come to Madison Square Garden - all the cowboys in their big hats, and their chaps, and their - their boots, and the horses, and the cowgirls, and how they used to ride around in that circle - how they used to ride the bucking broncos and then they'd have shooting matches. Boy, those - those expert marksmen at the rodeo - they were wonderful! Did you ever watch an expert marksman? Ever seen how they shoot at targets? I have! It's amazing to see how they concentrate on the bull's-eye - how their eye and their brain and their fingers are coordinated to squeeze that trigger at just the right moment so they'll hit the bull's-eye every time. It's amazing to see the way they do it. You know, actually, I'm somewhat of a marksman, myself. The only thing I'm aiming at right now is ... your increased smoking enjoyment! And my only weapon is my ability to convince you that Lucky Strike is the cigarette you should smoke; because really friends, just as the marksman concentrates on the bull's-eye and nothing else, so the makers of Lucky Strikes concentrate on fine tobacco, nothing can budge us from our determination to go after only finer tobacco for Lucky Strike Cigarettes. Because only in that way can we give you a better smoke. And while it may cost more - you've heard how at auction after auction all over the South we pay the price for that finer, lighter, milder leaf - to come to make the name Lucky Strike synonymous with fine tobacco. And I hope that you, too, friends will never lose sight of one particular bull's-eye - the red circle on the green package. It bears the words "Lucky Strike." Because when you light up a Lucky, believe you me, you're aiming straight at real smoking enjoyment.

ATX01 0016272

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 28, 1942 (Evening)

M. Baggiano
AS BROADCAST

BLOCK: Now before Mark Warnow and the orchestra play their next number, and June Edwards and the Hit Paraders give in, why, I'd just like to remind you about something that occurred to me a little while ago. Many years ago I came across a little saying that made a tremendous impression on me and I never forgot it. Tonight I'd like to pass this little saying on to you folks. It was titled the difference between dollars and ideas. Have you ever heard it? It went something like this: You have a dollar and I have a dollar. You give me your dollar. I give you mine. We each still have only one dollar. But you have an idea and I have an idea. You give me your idea and I give you mine. We each now have two ideas. That's the difference between dollars and ideas. And I wanted to repeat that little saying for you because it's so applicable to Lucky Strike Cigarettes. You see, there's just one idea back of Luckies and all of the dollars in the world could never make us change that idea. It's simple! No cigarette can be any better than the tobacco from which it's made. Yes, in a cigarette it's truly the tobacco that counts. Now maybe by using inferior grades of tobacco we could make more dollars, but if we did that then the whole idea of Lucky Strike Cigarettes' quality would be lost. To be perfectly truthful with you folks, we've made too many millions of friends who rely on us three hundred and sixty-five days in the year to supply them with the cigarette that's come to mean fine tobacco. Now I don't doubt but that you've heard how at market after market all over the South, we consistently pay the price for that finer, lighter, milder tobacco that makes your Lucky Strike the grand smoke it is today. And believe me when I tell you, the makers of Lucky Strike Cigarettes are proud to be able to say that with men who know tobacco best, it's Luckies two to one. And

ATX01 0016273

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 21, 1942 - Continued

AS BROADCAST

even though it may cost a few dollars more per hundred pounds for that
finer tobacco, we'll never forget the idea that's back of every Lucky
Strike Cigarette - the idea that in a cigarette it's the tobacco
that counts. Get the idea? You will when you light a Lucky.

ATX01 0016274

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 29, 1942 (Morning)

Tom Boggs
AS BROADCAST

BLOCK: But you know, friends, there's one expression that's used very very often, and personally I think it's a little bit unkind. But too often it's - it's true. You know when somebody falls down on the job - somebody you know turns out not to be the good upright citizen you expect him or her to be, they have an expression that says - you can't make a silk purse out of a sow's ear? You've heard that said, haven't you? Well, all that that expression actually means is nothing can be any better than the source from which it comes. And - while I hate to hear that expression ever applied to a human being, man it sure fits cigarettes to a "T." You can't make a silk purse out of a sow's ear, and you can't make a fine cigarette out of anything but fine tobacco. Now, I know there's no use of my going all over the same old story with you again today. You've heard time after time how at auctions all over the South, the makers of Lucky Strike Cigarettes always pay the price to get the finer tobacco. And I've told you that tobacco experts - these men who know tobacco best - choose Luckies on the evidence of what they see and hear at these auctions. I'll only ask you today to believe me when I say - that people who know tobacco associate the name Lucky Strike with fine tobacco. Prove it to yourself next time. Buy a package of Luckies. Light up and let that finer, lighter, milder tobacco speak for itself.

ATX01 0016275

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 29, 1942 (Evening)

Mr. Poggiano

AS BROADCAST

BLOCK: How well I remember a vacation that I spent when I was thirteen years old. The folks sent me to a farm for the whole summer, and while I was at that farm I learned one of the greatest lessons that any young man can ever learn. I'll tell you how it came about. The farmer's wife suggested that if I'd go out with a basket and find some wild grapes she'd make a whole batch of grape jelly for me to take home with me to my mother. Well, bright and early one morning I left the farm with a basket over my arm. How many miles I walked that day I'll never know, but I do know that by five o'clock I was absolutely exhausted and I hadn't found a single wild grape. I must have walked all the way to the Connecticut border and back again - no wild grapes. And as I was crawling under a fence that marked the end of the property of the farm where I was staying I ran right smack into a vine just loaded with wild grapes - ripe, and ready to be picked. In just five minutes I had that basket full and was back again at the house. farm/ That was a great lesson to me. It just shows that all too often the very things we're searching for are to be found not far afield but right in our own back yard. And to you folks who have spent years searching for a better cigarette - a cigarette that would give you the utmost in smoking satisfaction, and who've gone far afield in your search, may I remind you that one needn't search through artificially created slogans and praises, in order to determine what makes a good cigarette. One need only use good common sense, the common sense and logic that God gave us, and realize that no cigarette can ever be any better than the tobacco from which it's made. We need only to ascertain what cigarette contains the finer tobaccos in order to know that we're smoking the best. And I think over a period of years the makers of Lucky Strike Cigarettes have

ATX01 0016276

BLOCK: proven that at market after market all over the South they
consistently pay the price to buy only the finer, lighter, milder
tobacco that goes into Luckies. The tobacco experts see this and
they know this to be true. That's why these men who know
tobacco best make Luckies their own personal smoking preference. And
so again I say to you ... You needn't search far afield for your
smoking enjoyment. Just ask at the tobacco counter in your own
back yard for a package of Lucky Strike, the cigarette that's come
to mean fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 30, 1942 (Morning)

Mr. Boggs
AS BROADCAST

BLOCK: You know, friends, what with all the gas rationing we're having now and the scarcity of tires, people instead of going away for week-ends and on vacations are going to spend a great deal more time at home. And as soon as the family and friends drop in and sit around of an evening, as soon as that gets to be a national habit, you're going to find that we're going back to the old days of playing parlor games. You may think not, but listen. I can't think of anything that was more fun than playing spin the bottle - remember that - post office, Truth or Consequences. Did you ever play Truth or Consequences? That was a lot of fun! Somebody would ask a question, you'd have to tell the truth or take the consequences. Of course, I always took the consequences when there was a cute little girl playing and I figured I might have to kiss her - you never can tell. Really, though, the makers of Lucky Strike Cigarettes are very firm believers in that little game of Truth or Consequences, and I guess that's why it is that we - we always try to tell you the truth about Lucky Strike Cigarettes. That's why you never hear any wild, exaggerated claims. We know that the consequences of this type of advertising would be total disbelief on your part. Now, we just - we just have the idea that the average listener has sufficient intelligence that if he's told the truth about a product and permitted to form his own opinion, he'll have confidence in that product and want to buy it. And that's why I think that it's only necessary to remind you constantly that the men who earn their livelihood and spend their entire lives handling tobacco - of course I mean the independent tobacco experts - those warehousemen, and buyers and auctioneers - the men who know tobacco best - smoke Luckies two to one! They have the evidence right in front of their eyes! They see the makers of Lucky Strike

ATX01 0016278

BLOCK: Cigarettes at market after market, year after year, consistently pay the price to get the better quality leaf. Now you can't fool these gentlemen - they know tobacco! And I also know that no matter what I were to tell you about Lucky Strikes, unless they tasted better to you - unless they gave you more smoking enjoyment, nothing in this world would make you continue to smoke them. Now friends, I know that your taste can't be much different than the tastes of those tobacco experts. And I'm sure that if you'll smoke Lucky Strikes regularly with you, too, it'll be Luckies two to one!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 30, 1942 (Evening)

Mr. Bayne
AS BROADCAST

BLOCK: I suppose most of you folks have heard about the old shell game, haven't you? Ever hear of the old shell game - maybe you've even seen it worked, I don't know. The professional gambler, gaudily dressed, a big gold chain across his vest - stands at the little table with the three shells and the one bean. And you've seen how he lifts the shells, moves the bean around, manipulates them? And after he's moved them around a bit he says, Now, ladies and gentlemen, 'ya pays your money and ya takes your chance.' The idea being of course, you're supposed to tell him which shell the bean is under. If you're right you win - if you're wrong, and you usually are, you lose. Well, the odds against you of being right are about three to one! But of course, he always pays off in even money, and I guess that's why nobody ever got rich playing the old shell game. How different from making the selection of a cigarette you choose to smoke, because in picking a cigarette there's only one thing you have to know - and that is, that in a cigarette it's the tobacco that counts. It makes no difference whether the eye is quicker than the hand, or vice versa, just so long as the hand that made your Lucky used that finer tobacco for which we consistently pay higher than average market prices at auctions all over the South. Independent tobacco experts who attend these auctions know that no cigarette can ever be any better than the tobacco it contains. And that's why their own personal smoking preference is for Luckies. So remember folks, in the old shell game where you pays your money and takes your chance the odds are three to one against you! But when you buy a package of Lucky Strike Cigarettes you pays your money and you takes no chance. And with men who know tobacco best it's Luckies - two to one! Well any way you look at it, when you select Luckies for your smoking pleasure you can't help but win - you're bound to be paid off in greater smoking enjoyment.

ATX01 0016280

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 1, 1942 (Morning)

Mr. Boggiano
AS BROADCAST

BLOCK: You know, friends, this is really a wonderful nation we live in. We've been told that we have to cut down on the use of gasoline and rubber. So instead of those little trips in our car that we've been taking, we're - we're walking again. We're finding relaxation and pleasure, just as our forefathers did in the days before the automobile. And when you speak of this country being a wonderful nation, do you know what that means? That doesn't only mean that we have beautiful high mountains and lush green valleys and fertile soil and an incalculable source of raw materials - when I say this is a wonderful nation, I mean the people who live here. Grand people, willing to do everything in their power to cooperate with their government in bringing the war to a successful end. And you know friends, just as it's true that no nation can be any greater than the people who live there, just so true is it that no cigarette can be any better or any finer than the tobacco it contains. And don't you think that you're really missing a great bet if you haven't tried the cigarette that's come to mean fine tobacco - the cigarette that tobacco experts smoke? There's no reason why you should deprive your taste of the better things in life. Now there's real pleasure which comes to every smoker of Lucky Strike Cigarettes. Now these are tense times - trying times - times when our nerves are liable to be more on edge. Remember that the finer tobacco in Lucky Strike Cigarettes helps give you a more relaxing smoke. And so this very day, why don't you light up a Lucky and enjoy the smoke tobacco experts smoke?

ATX01 0016281

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 1, 1942 (Evening)

Mr. Boggs
AS BROADCAST

BLOCK: You know, friends, it's truly amazing how the entire success story of Lucky Strike Cigarettes - a success story that has been developed over a period of many years can be condensed into just a few words. Well, I guess I could write a book on why Lucky Strikes are the cigarette you should smoke. I think it's far simpler, and far more convincing tonight to just realize that Lucky Strike has come to mean two words - fine tobacco. Truly, in a cigarette, it's the tobacco that counts. You can't get away from it, ladies and gentlemen. The finer the tobacco the better the cigarette. Those few words tell you the entire story about Lucky Strike Cigarettes, and those few words explain why, tobacco experts who attend auctions all over the South and who see the makers of Luckies at auction after auction pay the price to buy that finer tobacco, today choose Luckies for their own personal smoking satisfaction. And so I say to you tonight - let's not confuse the issue. Let's take a good clear look at the picture. And if you do, you'll realize that no cigarette can be any better than the tobacco it contains, and that since Lucky Strike has come to mean fine tobacco, Lucky Strike is the cigarette that you should smoke.

ATX01 0016282

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 2, 1942 (Morning)

Mr. Proggans
AS BROADCAST

BLOCK: I'm sure most of you folks know that old expression about that certain place that's supposed to be paved with good intentions. When good old Christopher Columbus made up his mind that this earth of ours was round and that by sailing in a certain direction he'd find a new route to India, it was just a good thing for all of us listening right now he didn't say to himself - Yeah! I'm sure the earth is round. Oh, I know I can find a new route to India but I don't think I'll bother about it right now. I'll just wait a couple of years. If Columbus had procrastinated - if he put off from day to day doing what he wanted to do - well, maybe - maybe we wouldn't be here right now. Maybe there wouldn't be any you and I living in this great country. So I say - thank goodness that when Mr. Columbus made up his mind to do a thing he did it. And you know I'll bet that thought applies to a lot of you folks who listen to the Ballroom every day. You've heard how at auctions throughout the South, the makers of Lucky Strike Cigarettes pay the price in order to acquire fine tobacco. And I'm sure that you agree with the statement that no cigarette can be any better than the tobacco it contains. There's little doubt but that you're impressed by the fact that tobacco experts - men who know tobacco best - men who see the makers of Luckies paying the price to get the finer tobacco - choose Luckies for their own personal smoking pleasure. And I'm just willing to bet that all of these things together have impressed you with the fact that Lucky Strike is the cigarette you should smoke. And every time you say - I think I'll buy a pack of Luckies and try them - well, the next time you step up to a tobacco counter you just sort of procrastinate - you forget - you - you put off. And so today, I'm going to ask you to remember that if Christopher Columbus had forgotten to sail across the ocean in his three ships, he'd never

ATX01 0016283

BLOCK: have discovered America. And if you continue to put off or forget
to ask for Lucky Strike Cigarettes, you'll never discover the
real pleasure that comes from smoking a cigarette that's made of
fine tobacco, carefully aged and blended, and waiting now at your
nearest tobacco counter, to definitely increase your smoking
pleasure!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 2, 1942 (Evening)

Mr. Boyland
AS BROADCAST

BLOCK: (After selection) Well, that's "The Backing Talkwards Song." Oh my goodness, they've got me doing it now. Well, as long as I talk straight forward to you folks when I'm talking about Lucky Strike Cigarettes, that's all I have to worry about for the moment. But I suppose you folks can well remember back in the days when they used to have automobile shows. Remember? Remember when all the new cars were placed on display and all the manufacturers vied with each other for the sale of new cars? It seems like a long time ago, doesn't it? Oh well, those days will be back again in the not too distant future, I'm sure, if we all just chip in and do everything that we can to help bring this war to a successful termination. Now I mention the automobile show because I once knew a lady whose husband said, Dear, it's about time we got a new car. Yeah, that's what her husband said, and she said - and more than that he said - this year, I'm going to let you choose it. Well, the lady went to the Auto Show. She looked over all the new cars, and finally she placed an order for one. When her husband asked her why she had bought it, her surprising answer was that it just matched the color of her new Spring outfit. Can you imagine anyone buying an automobile because the color matched their new Spring outfit? It seems sort of silly, doesn't it? Personally, of course, I'd want to know what was under that hood. I'd want to know that that car was solid and substantial, that it was going to transport my family safely and economically. And I'm just afraid that too many of us today select our cigarettes the way that lady selected an automobile. You know friends, that's not the way to pick a cigarette. There's only one thing that determines the quality of a cigarette - whether in the long run it's going to give you smoking satisfaction, and that of course, is the tobacco from which it's made. And you know how the

ATX01 0016285

BLOCK: makers of Lucky Strike Cigarettes have consistently paid the price at auction after auction all over the South in order to acquire only that finer tobacco. We've told you how independent tobacco experts - men who know tobacco best - choose Luckies for their own personal smoking pleasure. And with this evidence before you don't you think you should try a Lucky this very night? / ^{Course} just remember one thing - the only assurance you have that a cigarette will really please is that the tobacco from which it's made is of the finest quality. You have this assurance in Lucky Strike . Buy a package tonight and let the tobacco in Luckies speak for itself.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 5, 1942 (Morning)

Tom Boggs
AS BROADCAST

BLOCK: Friends, the other day I happened to be visiting a friend of mine. He's in the office of a famous diamond importer in downtown New York. While I was down there, I saw rough stones being ground and polished. It was most interesting. And after I watched these processes for a little while, they asked me if I'd like to see the opening of a box containing raw diamonds, just as they're taken out of the ground. You know I was quite amazed when they opened it to see what looked like several pounds of dirty looking brown stones all covered with dirt. Looked no more like diamonds than a - than a pebble on a beach. There were big pebbles and little pebbles but certainly nothing that looked like dia--- I wouldn't have given you a nickel for the whole box! It was quite interesting to discover that the representatives of these diamond merchants in England bid for these boxes sight unseen. They can't even open them. They can't look inside them. They don't know what's in there. They only know that there are so many ounces or pounds of these dirty brown stones. They have no idea of the quality or the size. Yes, rough diamonds are purchased very much like a -like a cat in the bag. That's the only thing I can think of right now. Then I thought how different from the way our buyers purchase tobacco to go into Lucky Strike Cigarettes. They carefully see and examine the quality of the leaf and when they put in a bid, they know what they're bidding for. They know what they're going to get. Really you folks aren't much different than our tobacco buyers, because when you put in a bid at the tobacco counter for a package of Lucky Strike Cigarettes, you too, know what you're bidding for. You know what you're going to get. You're bidding for the cigarette that tobacco experts smoke. You're bidding for the cigarette that means fine tobacco. And you know you're going to get the utmost in smoking enjoyment from every Lucky Strike!

ATX01 0016287

LUCKY STRIKE "MAKE BELIEVE BALLROOM!"
Commercial - June 3, 1942 (Evening)

Mr. Boggs
AS BROADCAST

BLOCK: You know friends, more and more people every day are becoming interested in amateur photography. And from my own experience I can tell you that it's a particularly powerful little bug, that photography bug. I guess nearly everybody today has a camera in their home. Most of us, of course, just use it to snap pictures of things that we want to retain, but when that photography bug really bites you it's amazing how quickly you go from the old-fashioned box camera to the more elaborate cameras, and how you start looking around the house with that peculiar glint in your eye. Your wife knows what it means. She knows that you're searching for a spot to build your own dark room, and do your own developing and enlarging. But photography's a very fascinating hobby, and as we learn more about it we eventually get to the point where the composition of the picture is all important. A good photographer knows that the actual subject of a picture is the main thing and that nothing should detract from it if he hopes to have an outstanding composition. And the making of Lucky Strike Cigarettes is very much like the making of a prize picture, because we know that the - the main subject of a cigarette is the tobacco it contains. Nothing can be permitted to detract from the kind of tobacco, if we're to have a smoke that gives real pleasure. That's why the makers of Luckies gladly pay the price at auctions all over the South to acquire this finer tobacco. And that's why this tobacco's permitted to age from two to four years before it's used. And that's why such pains are taken to get the correct blend of tobaccos, because we all know, that in a cigarette it's the tobacco that counts. Now may I suggest tonight that whether you're a photographic fiend or not, you focus your eye on a package of

ATX01 0016288

BLOCK: Lucky Strike Cigarettes, snap one between your lips, light it, and see if it doesn't click with you just as it does with men who know tobacco best? With independent tobacco experts it's Luckies two to one. Once you've learned the pleasure of smoking Luckies, the cigarette that means fine tobacco, well nothing else will give that same pleasure.

BLOCK: May I tell you about a little saying that I came across several years ago, that made a great impression on me? I don't think I'll ever forget it. I'd like to pass it on to you. The saying was titled the difference between dollars and ideas, and if I recall it went something like this. You have a dollar and I have a dollar. You give me your dollar and I give you mine. We each still have only one dollar. But you have an idea. And I have an idea. You give me your idea and I give you mine. We each now have two ideas. That's the difference between dollars and ideas. And I wanted to repeat that little saying for you because it's so applicable to Lucky Strike Cigarettes. There's just one idea back of Luckies. And all of the dollars in the world couldn't make us change that idea. It is that no cigarette can be any better than the tobacco from which it's made. Now in a cigarette it's truly the tobacco that counts. And maybe by using inferior grades of tobacco we could make more dollars, but if we did that - well then, the whole idea of Lucky Strike Cigarettes' quality would be lost. To be perfectly truthful with you folks, we've made too many millions of friends who rely on us three hundred and sixty-five days in the year to supply them with the cigarette that's come to mean fine tobacco. You've heard how at market after market all over the South, we consistently pay the price for that finer, lighter, milder tobacco that makes your Lucky Strike the grand smoke it is today. So believe me when I tell you the makers of Lucky Strike Cigarettes are proud to be able to say - that with men who know tobacco best, it's Luckies two to one. And even though it may cost a few dollars

BLOCK: more per hundred pounds for that finer tobacco, we'll never forget
the idea that's back of every Lucky Strike Cigarette...The idea
that in a cigarette it's the tobacco that counts. Get the idea?
Well you will when you light a Lucky.

BLOCK: I suppose most of you folks today know that the popularity of a radio program is judged by the number of listeners it attracts. that And/in order to rate programs several organizations make it a business of taking a survey of the listening public. Maybe sometime your telephone has rung and somebody said to you ... Do you mind telling me what station you're listening to now? And you say ... why certainly, such and such a station, and such and such a program. Now tens of thousands of such calls are made in order to determine the popularity of different radio programs. You know, the makers of Lucky Strike Cigarettes conducted a little survey of their own, only instead of checking up on the listening habits of the general public, we decided to check up on the smoking habits of the independent tobacco experts - the auctioneers, the buyers, the warehousemen, the men who earn their living through their knowledge of tobacco. Now instead of calling them on the phone, hundreds and hundreds of them were asked personally what cigarette gave them the most smoking enjoyment. And believe you me folks, our faith in the axiom that it takes finer tobacco to make a finer cigarette was really borne out when the sworn records showed that Lucky Strike had twice as many exclusive smokers as had all other cigarettes combined. Now friends, when I talk to you about Luckies I'm on - I'm on your side. I'm on your side of the tobacco counter. I'm just an ordinary smoker who's permitted by the makers of Lucky Strikes to come to the microphone and tell you the things that I know to be true and have seen with my own eyes. Not one single piece of copy has ever been written for me to read to you. And I know you believe me when I tell you that with my own eyes I have seen these identical sworn records. Now won't you take a tip from the experts? Won't you be guided by the facts? Take my suggestion... Smoke the smoke tobacco experts smoke. Light up a Lucky tonight.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 5, 1942 (Morning)

AS BROADCAST

BLOCK: I want to tell you folks what I think was rather an interesting little story. When I was just a youngster about thirteen, my folks sent me up to a farm in Dutchess County for the whole summer. While I was at that farm I learned one of the greatest lessons that any young man could ever learn, and I'll tell you how it came about. The farmer's wife suggested that if I go out with a basket and bring back some wild grapes, she'd make a whole batch of grape jelly for me to take home to my mother when I went back home again. Well, bright and early one morning, I left the farm with a basket over my arm and how many miles I walked that day, I'll never know. But I do know that by five o'clock I was completely exhausted and I hadn't found a single wild grape. I guess I must have walked all the way to the Connecticut border and back again - no wild grapes. As I crawled under the fence that marked the end of the property of the farm where I was staying, I bumped right smack into a vine just loaded with - wild grapes - you guessed it. In five minutes I had the whole basket full and I was back at the farmhouse again. That was a great lesson to me. All too often the very things we're searching for are to be found not far afield, but right in our own back yard. And to you folks who have spent years searching for a better cigarette, the cigarette that would give you the utmost in smoking satisfaction - and who have gone far afield in your search, may I remind you that one needn't search through artificially created slogans and phrases in order to determine what makes a good cigarette. One need only use good common sense and logic and realize that no cigarette can ever be any better than the tobacco from which it's made. We need only make sure what cigarette contains the finer tobaccos in order to

ATX01 0016293

BLOCK: know that we're smoking the best. I think over a period of years, the makers of Lucky Strike Cigarettes have proven that at market after market all over the South they consistently pay the price to buy only the finer, lighter, milder tobaccos that go into Luckies. When tobacco experts see this, they know it to be true. And that's why these men who know tobacco best make Luckies their own personal smoking preference. So again I say you needn't search afar for your smoking enjoyment. Just ask at the tobacco counter in your own back yard for a package of Lucky Strike, the cigarette that's come to mean fine tobacco.

BLOCK: Now perhaps many of you folks have wondered why the makers of Lucky Strike Cigarettes constantly emphasize the fact that at market after market they pay more than the average market price for the tobacco they buy. Have you ever wondered about that? Well, perhaps it's best explained this way: If you ladies were out shopping for a hat, you tried on a half a dozen hats and then finally you tried on one hat that was just so attractive, so chic that it made you look just perfectly adorable. Now if that hat cost just a little more than the others and you wanted it badly enough, if you could afford it, wouldn't you pay the difference to buy that hat? - Especially if it made so much difference in your appearance. Of course, you would. Well, the folks who make Lucky Strike Cigarettes feel very much the same way about it. We know that an average tobacco makes an average cigarette and that quality tobacco makes a finer cigarette. And we're proud of the fact that Lucky Strike has come to mean fine tobacco, particularly with men who know tobacco best. And that's why, in order to maintain the higher quality of Lucky Strike Cigarettes, we're always ready and willing to pay that little extra cost. Now remember, friends, this extra cost is not passed on to you. You pay no more for Luckies, but you certainly do get more - more of that finer tobacco, that makes a finer cigarette. Now just as you ladies get the greater satisfaction from knowing that you're wearing a hat that's just a little better, so I think you all will derive more pleasure from smoking a cigarette that contains that finer tobacco.

BLOCK: I suppose most of you folks have heard about that old Shell game - maybe you've even seen it work. A professional gambler, gaudily dressed - big gold chain across his vest - seated at a little table, three shells in front of him and one little bean. You've seen how he lifts the shells, moves the bean around, manipulates them. After he's moved them around a bit he says ... now ladies and gentlemen, you pays your money and you takes your chance. Of course, the idea being you're supposed to tell him which shall the bean is under. If you're right you win. If you're wrong you lose. The odds are about three to one against you. He pays off even money and that's why nobody ever got rich playing a Shell Game.

How different that is from making the selection of the cigarette you choose to smoke, because in picking a cigarette there's only one thing you have to know, and that is that in a cigarette it's the tobacco that counts. It makes no difference whether the eye is quicker than the hand or not, so long as the hand that made your Lucky used that finer tobacco for which we consistently pay higher than average market prices at auctions all over the South.

Independent tobacco experts who attend these auctions know that no cigarette can ever be any better than the tobacco from which it's made. That's why their own personal, smoking preference is for Luckies. So remember, folks, in the old Shell Game where you pays your money and takes your chance the odds are three to one against you, but when you buy a package of Lucky Strike Cigarettes you pays your money and you takes no chance, because with men who know tobacco best it's Luckies two to one. Now anyway you look at it...when you select Luckies for your smoking pleasure you can't help but win and you're paid off in greater smoking enjoyment.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
C. mercial - June 6, 1942 - (Evening)

BLOCK: Friends, so many times on these broadcasts you've heard me make the statement...that with independent tobacco experts - men who know tobacco best - it's Luckies two to one. Now every word in that statement means something. Tonight though, I want to call your attention to just one of the words in that statement - the word independent.

When the makers of Lucky Strike Cigarettes appointed an impartial surveying organization to check on the personal smoking preferences of tobacco experts, we wanted it to be an absolutely impartial check. Now we knew it was only natural that...well, if for example, we asked employees of the company that makes Lucky Strike Cigarettes, which cigarette they liked best, naturally they'd say Lucky Strike. And that wouldn't be exactly what we could call a fair check, and so this survey was taken among independent warehousemen, auctioneers, and buyers - men who are in no way affiliated with - with any cigarette manufacturing company - men who were independent in their work and consequently in their opinions. And you can just bet your bottom dollar that we were mighty proud when the report on that survey came back to us and showed... with these independent tobacco experts - these men who were free and unhampered in their opinion - it was Luckies two to one.

Now that means that among these men Luckies have twice as many exclusive smokers as all other cigarettes combined. I think you'll admit that we play pretty fair when we made this survey only among independent tobacco experts. And that same spirit of fair play prevails in the making of Lucky Strike Cigarettes. You'll like Luckies for the same reason the experts like them, because Lucky Strikes means fine tobacco, and fine tobacco means a better smoke.

ATX01 0016297

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 8, 1942 - (Morning)

AS BROADCAST

BLOCK: You know, friends, it's truly amazing how the entire success story of Lucky Strike Cigarettes - a success story that has been developed over a period of many years, can be condensed into just a few words. And while I guess I could write a book on why Lucky Strikes are the cigarette you should smoke, I think it's far simpler and far more convincing to just realize that today Lucky Strike has come to mean fine tobacco.

Truly, in a cigarette, it's the tobacco that counts! The finer the tobacco, the finer the cigarette. Those few words tell you the entire story about Lucky Strike Cigarettes and those few words explain why tobacco experts who attend auctions all over the south and who see the makers of Luckies at auction after auction pay the price to buy the finer tobaccos, today choose Luckies for their own personal smoking satisfaction. Why don't you light up a Lucky today?

ATX01 0016298

BLOCK: Say, if you folks who were listening last Saturday night here at the Ballroom remember I - I took that statement so often used on Lucky Strike broadcasts... the one that goes... With independent tobacco experts, with men who know tobacco best, it's Luckies two to one. And I said that every word in that statement means something to you. Remember last Saturday night I told you the meaning of the word independent as applied to the tobacco experts.

Well, tonight let's take the next part of that statement... the part that follows the independent tobacco experts, with men who know tobacco best. Now if you spent your entire working life digging ditches wouldn't you expect to dig a better ditch than the next man. If as a child you had been apprenticed as a shoe maker and spent your whole life making shoes, you'd naturally be expected to make a better pair of shoes. And just so true is it that if you'd spent your entire life handling tobacco you'd be expected to know more about tobacco than the next fellow. Tobacco warehousemen, auctioneers, buyers, are usually brought up in that business. Tobacco's their livelihood. These are the men who know tobacco best. And just as they know tobacco so do they know that it takes a finer tobacco to make a finer cigarette, and that no cigarette can be any better from the tobacco from which it's made. Now when they see the makers of Luckies pay the price at auctions all over the South they realize that we're buying the kind of tobacco they want to smoke. So little wonder that with these men who know tobacco best Luckies have more exclusive smokers than have all other brands of cigarettes combined. Why not learn for yourself, friends, that in a cigarette it's truly the tobacco that counts? Why not light up a Lucky tonight?

Mr. Boggs

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 9, 1942 (Morning)

AS BROADCAST

BLOCK: Say how many of you folks can remember way back to the days when they used to have an automobile show every year? Remember the automobile shows - all the new cars on display - all the manufacturers trying with each other for the sale of new cars? Seems like it was a long, long time ago, doesn't it? Oh well, those days will be back again and in the not too distant future, I'm sure - that is, if we all chip in and do everything we can to help bring this war to a successful end. I mention the automobile show because, I once knew a lady whose husband said ... Dear, it's about time we got a new car. Now this year, I'm going to let you choose the car. Well, she went to the auto show. She looked all the new cars over and over and she finally placed an order for one, and it was delivered. When her husband asked her why she bought it, her very surprising answer was that it just matched the color of her new spring outfit. Can you imagine anyone buying an automobile because the color matched their new Spring outfit? It seems sort of silly, doesn't it? Personally, I'd want to know what was under that hood. I'd want to know that that car was solid and substantial, that it was going to transport my family safely and economically. And I'm just afraid that too many of us today select our cigarettes exactly the way that lady selected an automobile. You know, friends, that's not the way to pick a cigarette. There's only one thing that determines the quality of a cigarette - whether in the long run it's going to give you smoking satisfaction, and that, of course, is the tobacco from which it's made. Yes sir, that's the one important thing - the tobacco. Now you know how the makers of Lucky Strike Cigarettes have consistently paid the price at auction after auction all over the South in order to acquire only the finer tobacco.

ATX01 0016300

BLOCK: We've told you how independent tobacco experts - men who know tobacco best - choose Luckies for their own personal smoking pleasure. And with this evidence before you don't you think you should try a Lucky this very day? Cause just remember one thing - the only assurance you have that a cigarette will really please is that the tobacco from^{which}/it is made is of the finest quality. You have this assurance in Luckies. Buy a pack today and let the tobacco in Lucky Strike Cigarettes speak for itself.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 9, 1942 (Evening)

AS BROADCAST

BLOCK: Well friends, just four days more here at the Make Believe Ballroom and then, thanks to my many nice sponsors, I'm going to leave on a little vacation - a vacation where I'll have an opportunity to rest a little and to plan even bigger and better Make Believe Ballroom broadcasts. When I made arrangements up at Scroon Lake - to spend my vacation up there, first question I asked was - how's fishing? And they said it was fine - plenty of trout, and bass, and land-locked salmon. I guess you all know by this time if there's one thing I like it's good fishing, and you can bet your bottom dollar the first thing I'm going to do when I get up there is to circulate around town and talk to some of the old time guides up there, the men who have been fishing in those waters for years and years. And if possible, I'm going to get one to show me the good spots to fish, because - well you fishermen know that while a lake may be full of fish, unless you know where to get them and when to get them, you're just wasting your time. Yep! I've always found that it pays to take the advice of the men who are experts. That goes for selecting a cigarette just as it does for fishing. You and I know that when a man makes his living by working in the tobacco industry - well, he's bound to know more about tobacco than the average person. Independent tobacco experts, auctioneers, warehousemen, buyers - well they make it their business to attend public auctions throughout the South and to see who buys what tobacco. And these independent experts see the makers of Lucky Strike paying the price to buy the finer, lighter, milder leaf. And with these independent tobacco experts - Lucky Strike - have twice as many exclusive smokers as all other cigarettes combined. To me that's proof enough that Lucky Strike

ATX01 0016302

BLOCK: means fine tobacco. Yes sir, you can't go very far wrong when you will take the advice of the experts, especially when you remember that talk is cheap. These men not only say they smoke Luckies, but they spend their cigarette money to buy them. Why don't you try Luckies tonight?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 10, 1942 (Morning)

Mr. Egan
AS BROADCAST

BLOCK: (After musical selection) "If Money Grew on Trees!" Wouldn't that be swell? Yes sir! Everybody would have all the money that -- but then -- wait a minute. That wouldn't be so good. That money wouldn't be worth anything. It wouldn't be worth any more than the leaves on the trees are worth right now. No, that wouldn't be so good, Erskine. You'd better get up another idea while I talk to our friends about photography. It's amazing the way more and more people every day are becoming interested in amateur photography. Let me tell you from my own experience, it's a very potent little bug that that photography bug, and once it bites you -- look out! Guess just about everybody has a camera around the house today. Most of us just use it to snap pictures of the things we want to retain. But when that photography bug really bites you, it's amazing how quickly you go from the old-fashioned box camera to the more elaborate cameras, and how you start looking around the house with a peculiar glint in your eye. Your wife will recognize that glint. It means that you're searching for a spot in which you can build your own dark room. Yeah you're going to blacken up the windows, you'll do your own developing and your own enlarging. Man! By the time you get to that stage you're really bitten badly. Photography really is a very fascinating hobby. And as we learn more about it, we get to the point where the composition of the picture is the all-important thing. Now, a good photographer knows that the actual subject of a picture is the main thing in that picture, and nothing should detract from it if he wants to have an outstanding composition. And you know, really, the making of Lucky Strike Cigarettes is something like the making of a prize picture; because we know that the main subject of a cigarette is the tobacco.

ATX01 0016304

BLOCK: Nothing can be permitted to detract from the kind of tobacco which should be used in cigarettes if we're to have a smoke that gives real pleasure. And that's why the makers of Luckies gladly pay the price at auctions all over the South to acquire this finer tobacco. And that's why this tobacco is permitted to age from two to four years before it's used. That's why such pains are taken to get the correct blends of tobacco; because we all know that in a cigarette, it's the tobacco that counts. And may I suggest tonight that whether you're a photographic fiend or not, you focus your eyes on a package of Lucky Strike Cigarettes? Snap one between your lips, light it, and just see if it doesn't click with you just as it does with men who know tobacco best. With independent tobacco experts, it's Luckies two to one. And once you've learned the pleasure of smoking Luckies - the cigarette that means fine tobacco - nothing else will give you that same pleasure.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 10, 1942 (Evening)

Mr. Rogge
AS BROADCAST

BLOCK: (After selection) Gosh, that's beautiful! Why can't I write songs like that? Speaking of beautiful songs, I wonder how many of you folks remember "Smoke Rings?" Remember? Ah, from listening to that lovely melody you could just picture great rings of smoke slowly wafting their way upward. Did you ever notice that when an artist attempts to show a man in a picture complete^{ly}/relaxed, you usually find in that picture these things ... the man in a comfortable smoking jacket, a pair of bedroom slippers on his feet - usually he'll be seated beside a fireplace in a great big easy chair, his head thrown back, rings of smoke coming from his mouth. I guess there's a reason for that. Some things are always associated with other things. And when we think of relaxation we can't help but think of that comfortable chair, a fireside, and smoke from a good cigarette. You know friends, the makers of Lucky Strike Cigarettes feel that in these times when everyone's nerves are more on edge than ever before, when all people are working harder than ever before, you'll find a double measure of relaxation in a finer cigarette. And what makes a cigarette finer? Well of course, by this time you know the answer is finer tobacco, and that this finer tobacco is the basis of every Lucky Strike Cigarette, is borne out by the fact that independent experts - men who know tobacco best, men who attend public auctions and see who buys what tobacco and see the makers of Luckies paying the price to get that finer tobacco - smoke Luckies two to one. The next time you feel the need for that complete relaxation that unquestionably will enable you to do a better day's work tomorrow, won't you remember to light up a Lucky?

ATX01 0016306

BLOCK: I suppose most of you folks know that the popularity of a radio program is judged by the number of listeners it has. In order to rate programs, there are several organizations that make it a business of making a survey of listening - of the listening public. Now maybe sometime your phone has rung-- somebody has said to you ... do you mind telling me what station you are listening to? And you say - No, not at all! Such and such a station, such and such a program. Now thousands of such calls are made to determine the popularity of radio programs. And the makers of Lucky Strike Cigarettes conducted a little survey of their own. Only instead of checking up on the listening habits of the general public, we decided to check on the smoking habits of the independent tobacco experts - auctioneers, buyers, warehousemen - men who earn their living through their knowledge of tobacco. Instead of calling them on the phone, however, hundreds of them were asked personally, what cigarette gave them the most smoking enjoyment. And believe you me, folks, our faith in the saying that it takes fine tobacco to make a fine cigarette was really borne out when the sworn records showed that with these men Lucky Strike had twice as many exclusive smokers as had all other cigarettes combined. Now when I talk to you about Luckies, remember - I'm on your side of the tobacco counter. I sort of feel that I'm just an ordinary smoker who is permitted by the makers of Lucky Strike to come to the microphone and tell you the things that I know to be true - things that I've seen with my own eyes. And when I tell you that I have these with my own eyes seen/ sworn records, you must believe me. Won't you take a tip from the experts - won't you be guided by the facts? Take my suggestion: Smoke the smoke tobacco experts smoke. Light up a Lucky today!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 11, 1942 (Evening)

AS BROADCAST

BLOCK: Well friends, as you know, tonight was new release night at the Make Believe Ballroom and we played all the new records for you. And you know, I only wish that the producing of fine cigarettes such as Lucky Strike was as simple and quick a matter as producing a good record. Let's take just a moment and look at it. A month ago a famous song writer wrote a song. Three weeks ago a famous band recorded it. Tonight you heard it on the air. You enjoyed it, you appreciated it, and maybe you want to go out and buy it. So let's take just a second to look at what it takes to produce just one of those fine Lucky Strike Cigarettes, just like this one I've got here right now. Way back in 1938 or 1939 it took months of care on the part of the tobacco farmers to grow tobacco. And when the makers of Lucky Strike Cigarettes paid the price at auction to buy the finer tobacco, well, it then had to be shipped to our storage sheds where from two to four years was allowed to age and mellow the tobacco and then it had to be blended with other fine tobaccos in a most painstaking process before it was ready to go into the cigarette making machine. And in the final analysis there's one great difference between making a record of a new song and producing a Lucky Strike Cigarette. No one knows whether the record he selects tonight as the outstanding record of the week will turn out to be a hit, but you can bet your bottom dollar, the result of those years of work in producing Lucky Strike Cigarettes will have produced a cigarette that's bound to make a hit with every smoker. Now you've allowed me to play the new records for you tonight. Won't you do me a favor? Light up a Lucky real soon? I know you're going to like them. Thanks a lot!

ATX01 0016308

BLOCK: I want to talk to some of the folks who perhaps have been wondering why the makers of Lucky Strike Cigarettes always emphasize the fact that at market after market they pay more than the average market price for the tobacco they buy. Maybe it's best explained this way: If you ladies were out shopping for a hat and you tried on half a dozen hats and then finally you tried on one hat that was just so attractive and so chic. It made you look perfectly adorable. Now, if that hat cost just a little more than the others, and you wanted it badly enough, if you could afford it, wouldn't you pay the difference to buy that hat - if it made so much difference in your appearance? Of course you would! Well, the folks who make Lucky Strike Cigarettes feel very much the same way about it. We know that an average tobacco makes an average cigarette. We know that quality tobacco makes a finer cigarette. And we're proud of the fact that Lucky Strike has come to mean fine tobacco, particularly with men who know tobacco best. And that's why, in order to maintain the higher quality of Lucky Strike Cigarettes, we're always ready and willing to pay the extra cost. Now remember friends, this extra cost is not passed on to you. You pay no more for Luckies but you certainly do get more - more of that finer tobacco that means a finer cigarette. Now, just as you ladies get the greater satisfaction from knowing that you're wearing a hat that's just a little better, so I think you will all derive more pleasure from smoking a cigarette that contains finer tobacco.

BLOCK: Well now, before our next number by Tommy and the band ... tonight, tonight I want to touch on a subject that may perhaps be a little embarrassing, but I know that after I explain myself you'll agree with me that it's true. Have you ever noticed how invariably when a group of people get together there's always one man or woman who - who sort of takes over, who's looked up to more or less as the leader in that particular group. With you ladies, for example - in your group of girl friends, there's this one girl - you know who she is - maybe it's you, I don't know - who sort of sets the pace which all the rest follow. Her clothes are always in good taste. And the other girls say to her - Where do you buy your dresses? Where do you buy your hats and your shoes? I'd like to go there too. And the same thing applies to you men who are listening. It never seems to fail that in every group of people you'll always find some one who is looked up to by the rest as a leader, as one who sets the style, as one who may always be relied upon to do the smart thing. And if you'll check carefully, I think you'll find that it's usually that type of person who shows that they can recognize the outstanding quality of a hat or a pair of shoes, and it's that type of person who recognizes the outstanding tobacco in a Lucky Strike Cigarette. You just check around in your own circle of friends and see if I'm not right. Of course, if I happen to be wrong then I have a suggestion to make. Why shouldn't you be the one in that group to set the style, to prove your discrimination. Now ~~just~~ ^{just} a little suggestion, but after all, since Lucky Strike Cigarettes do mean fine tobacco, and since Lucky Strikes are the cigarettes that independent tobacco experts choose for their own smoking pleasure, I think you'll agree that you'd be plenty safe in making Luckies

BLOCK: your smoke. Don't misunderstand me! I'm not claiming that if you change tonight to Lucky Strikes that you'll immediately become a leader in your set, but I do think that no one will ever be able to disagree with your selection of the cigarette that gives more smoking enjoyment. And you know, you never can tell -- maybe one thing will lead to another and the next you know - well - well you know what I mean.

BLOCK: Well friends, so many times on these broadcasts you've heard me make the statement that with independent tobacco experts - men who know tobacco best - it's Luckies two to one. You know, every word of that statement means something by itself. This morning I want to call your attention to just one of the words in that statement - the word "independent." When the makers of Lucky Strike Cigarettes appointed an impartial survey organization to check on the personal smoking preferences of tobacco experts we wanted it to be an absolutely impartial check. We knew it was only natural that if we asked the employees of the company that makes Lucky Strike Cigarettes which cigarette they liked best, naturally they'd say Lucky Strike. And that wouldn't be exactly what I'd call a fair check, and so this survey was taken amongst independent warehousemen, auctioneers, and buyers who are in no way affiliated with any cigarette manufacturing company - men who are independent in their work, and consequently in their opinions. And you can just bet your bottom dollar that we were mighty proud when the report on that survey came back to us and showed that with these independent tobacco experts - these men who were free and unhampered in their opinions - it was Luckies two to one. Now that means that among these men Luckies have twice as many exclusive smokers as all other cigarettes combined. And I think you'll admit ^{that} we played very fair when we made this survey only among independent tobacco experts. And that same spirit of fair play prevails in the making of Lucky Strike Cigarettes. You'll like Luckies for the same reason the experts like them - because Lucky Strike means fine tobacco.

BLOCK: Friends, this is the last time on the Make Believe Ballroom, at least for the next two weeks that I'll have the opportunity to remind you to smoke the smoke tobacco experts smoke, because right after my broadcast on Your Hit Parade tonight, I'm leaving for that little bit of rest and relaxation that everybody needs once in awhile. And I know that when Maurice Hart takes up the reins next week at the Ballroom, you'll give him the same attention you've so kindly given to me. Believe me, when I catch that first fish, or get that first par on the golf course I'll sure enough think of you. Speaking of golf, I'll never forget the golf pro who gave me my first lesson - particularly the first thing he told me. He said - Martin in golf, always keep your eye on the ball! The score card will take care of itself! You know, that's how the makers of Lucky Strike Cigarettes feel too, only they must keep their eye on the tobacco. The cigarette sales will take care of themselves. Believe me friends, we really keep our eye on the tobacco - not a single, solitary auction where the type of tobacco we want is placed on sale, that our buyers aren't "Johnny on the Spot" ready to pay the price to acquire the finer tobacco that's made the name Lucky Strike mean so much to the American smoking public. And you know that old saying - "No matter how you slice it it's still baloney?" That goes for cigarettes too. No matter what claims you make, it's still nothing but tobacco and - and paper and our good common sense tells us that the only way we can give you a finer cigarette is to make it of finer tobacco. And speaking of slicing/^{it} - I sure hope I leave that slice of mine/_{at} home when I get out on the golf course tomorrow. I sure do!

HART: And so, Martin's off on a well earned vacation. This Saturday night I went over to the house to watch him pack and I noticed that both he and Mrs. Block were like so many other Americans who will leave on their vacations during the next few weeks ... Two cartons of Luckies went into the most easily accessible handbag. You know, a vacationist is a funny sort of animal. It hibernates in an office all year, planning how it will crowd the most pleasure and enjoyment into two weeks. Oh, it loves horse-back riding, and it packs everything, but forgets the boots. Yes, our vacationist loves fishing, but forgets that new lure it bought - it forgets to pack many trifles and important things but somehow or other it rarely forgets to pack its cigarettes. Is it because it can stand anything but not having a cigarette at the right time? I think so. But having a cigarette at the right time also means having the right cigarette, and friends, millions will attest to the fact that Lucky Strike is the right cigarette. It has to be! No tobacco could be grown, purchased, aged, mellowed and blended so carefully as Lucky Strike and not be the right cigarette. No tobacco could go through the exclusive process - It's Toasted - as do Lucky Strikes and not be the right cigarette. And these are only a few of the things in Lucky Strike Cigarettes that has made them the overwhelming favorite among millions. These are only a few of the reasons why among the independent tobacco experts - the buyers, auctioneers, and warehousemen - it's Luckies two to one!

HART: You know, it's been quite some time since I first started to listen to the Lucky Strike programs, and I've been hearing about the independent tobacco experts who smoke Luckies two to one, so I decided that I'd look up the meaning of the word expert, according to the dictionary. Well, it means one who is taught by practice or experience - one who has special skill or knowledge. That seems to be the dictionary explanation and well, I think it's important that having this superior knowledge and skill, the independent tobacco experts - men who know tobacco best - choose Luckies two to one. You know, these experts over a period of years, actually live with tobacco - handle it, see it, day after day. And of course, they know so much more about tobacco than a fellow like you or I, who are just average people. And I'm willing to follow the experts' example, and after really giving Lucky Strike Cigarettes a fair trial, I say it's not surprising that these independent tobacco experts overwhelmingly prefer this one cigarette. You see, Lucky Strike means fine tobacco. You can't get away from it ... in a cigarette it's the tobacco that counts. Make your next pack Lucky Strikes.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 16, 1942 (Morning)

AS BROADCAST

HART: Friends, did you know/^{that} in the coffee and tea business, and also in the wine business, there are men who make a living working for their firms just tasting the different samples of coffee, tea and wine submitted to them by people who'd like to do business with their respective concerns? And these big distributors are perfectly willing to wait for the judgment of these experts before deciding whether or not to buy the various products from the samples submitted. And it's upon the judgment of these experts that these big coffee and tea, and wine firms are willing to base their entire sales campaign, and also the success or failure of their business.

So therefore, when we tell you that sworn statements show that independent tobacco experts - the auctioneers, buyers, and warehousemen - these men who know tobacco best prefer Luckies two to one. Why don't you take the word of the experts and try a package of Lucky Strikes tonight? I know you'll enjoy them.

ATX01 0016316

HART: Friends, do you remember your school days when the height of your ambition was to get an A on your report card? - because that A meant the highest rating. Most of us tried pretty hard to get A's in all our subjects, but from ^{our} schoolwork up, the quality of so many things is graded and rated by letters - either A, B, C, or D and so forth, but no matter what field an A has always stood for the top. Isn't that so?

that
Now, it just so happens ^{at} the tobacco auctions every basket of tobacco purchased by the American Tobacco Company has a big letter A marked on the sales ticket and although that letter A stands for Sold American, it's no coincidence that it also stands for the excellence of the tobacco; for the American Tobacco Company makes it a part of its business to buy fine tobacco.

Of course, you will agree that a cigarette can be no better than the tobacco it contains and therefore these finer, lighter, milder, better tasting tobaccos for which the makers of Lucky Strike Cigarettes consistently pay the price and which are put into your Lucky Strike Cigarette ultimately result in a fine cigarette.

And that's one of the reasons why the name Lucky Strike and the words 'fine tobacco' have come to mean the same thing. And so it's little wonder that among independent tobacco experts - the auctioneers, buyers, warehousemen - among men who know tobacco best, it's Luckies two to one.

But, as for yourself, if you want to enjoy fine tobacco at its best, then I know that you, too - like the tobacco experts—will choose Lucky Strike Cigarettes. So why not try a pack tonight?

LUCKY STRIKE "Make Believe Balroom"
June 17, 1942 (Morning)

HART: Now, let's pause for a moment while I have a word with the ladies. Haven't you often gone shopping with a lady friend, maybe one who had more money to spend than you had, and on this shopping tour, you're each going to buy a dress? Let's say you could afford to spend ten dollars for your dress, whereas your lady friend could afford to spend twenty-five for her dress. Now, as a woman you certainly know the difference between two dresses at these two different prices, and you'd know that your friend would get the finer dress in every respect as she paid so much more for it. And doesn't it ^{then} stand to reason that when the makers of Lucky Strike pay the price to get the finer tobaccos for their cigarettes and other fine tobacco products that a Lucky Strike Cigarette will turn out to be a finer cigarette? For example, at Statesboro, Georgia, at auctions of the 1939 crop, The American Tobacco Company paid forty-five per cent more for the tobacco it bought - forty-five per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, mellowed and blended with other fine crops, is in the Lucky Strike Cigarettes that you smoke today. That's why the finer tobaccos in Lucky Strike Cigarettes ultimately mean a finer smoke for you. So smoke the smoke tobacco experts smoke. Make your next package Lucky Strike Cigarettes.

ATX01 001631B

LUCKY STRIKE "Make Believe Ballroom"
June 17, 1942 (Evening)

HART: Friends, let me ask you a question. When you go out to buy something about which you know very little, don't you think it a pretty good idea to take along someone who knows more about what you want to buy than you do? For instance, I know that if I went out to buy a diamond ring, that I would certainly take someone with me who knows considerably more about diamonds than I do - an expert whose word I'd greatly respect. That goes for a fur coat or any other object. But those are expensive things and so many of us will take an expert's opinion on an expensive item, yet will haphazardly spend our money on smaller items. But if you look back over the year's expenses you'll see that a lot of your money has gone for the smaller things. For instance, a package of cigarettes - a very small outlay for so much pleasure. Isn't that so? And like the diamond business the tobacco business also has its experts...the independent buyers, warehousemen, and auctioneers - those men who make it their business to know fine tobacco. And among those independent experts -
that
among men who know tobacco best sworn records show At's Lucky Strike two to one. So if you take the word of an expert in buying a diamond, so should you take the word of an expert in choosing your cigarette. Make your next pack Lucky Strike.

LUCKY STRIKE "Make Believe Ballroom"
June 18, 1942 - (Morning)

HART: You know these days when our country is trying so hard to produce the finest in precision machinery and equipment for our fighting forces, don't you sometimes feel as I do, that - well, no piece of fighting machinery can be better than the parts that go into making it? For instance, what good would it be for us to build a beautiful dive bomber if that airplane didn't have an engine with sufficient power and stamina to pull it through the skies so that our country might have its job well done? What good would it be for us to fill the finest cannon and machine guns if we didn't equip them with the proper shells and bullets to do their job? And so it is with a cigarette. What good would it be if the makers of Lucky Strikes would offer you a beautiful cigarette without fine tobacco? And the American Tobacco Company knowing this, is willing to pay the price to get the finer, lighter, milder, better tasting tobacco to add to your smoking pleasure. That's why at Fairmount, North Carolina, The American Tobacco Company paid thirty-three per cent more for the 1939 crop of tobacco it bought for its cigarettes and other fine tobacco products - thirty-three per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, and mellowed, and blended with other fine crops is in the Luckies you buy today. And that's why, when I tell you that Lucky Strike Cigarettes are finer cigarettes, you know it must be because Lucky Strike means fine tobacco!

ATX01 0016320

LUCKY STRIKE "Make Believe Ballroom"
June 18, 1942 - (Evening)

HART: You know, friends, when a person is ill, we often call in for consultation, not only our regular family physician but the specialist - the man who for the most part, has cast aside his ordinary practice to devote his entire life to one particular phase of medicine or surgery. Now this specialist to whom we turn is an expert in his field. We go to him because...well, because we know he's the last word. And so we listen to him. We take his treatment and advice. And doesn't it stand to reason that an expert in the tobacco field is just as well qualified to be consulted about cigarettes? Certainly it does. That's why The American Tobacco Company is proud to tell you that with independent tobacco experts - the buyers, auctioneers, and warehousemen, with men who know tobacco best - it's Luckies two to one. You see, just as the specialist in any field almost lives his job, so does the specialist in the tobacco industry. Almost all of these men have been practically born and brought up in the tobacco business. They've all lived tobacco for years. And just as the medical and surgical specialists study their case histories, so these tobacco specialists know the history of the tobacco leaf. At market after market all over the South they also see the fine tobaccos purchased by the American Tobacco Company. And then when they buy their Lucky Strike Cigarettes, the first few puffs tell them that those finer, milder tobaccos, plus Lucky Strike's exclusive toasting process have justified their judgment. And that's why with these independent experts - these buyers, and auctioneers, and warehousemen, with these men who know tobacco best - it's Luckies two to one. So smoke the smoke tobacco experts smoke. Smoke Luckies!

ATX01 0016321

HART: Now we have a little something to speak to you about. If you've ever seen a sale of fine horses - you might see two horses standing side by side, looking almost exactly alike...Apparently the same in their measurements and to all outward appearances identical, yet in the actual sale one horse might bring two hundred dollars where the other will sell for two thousand dollars.

Well, anyone who knows horses will tell you that the big difference in horses is in the breeding. Yes, and it's just the same in cigarettes - the difference is in tobacco. For instance, it's because of its breeding that one horse has more stamina - can run faster and last longer. And it's because of its breeding that a horse brings a better price.

And the same with tobacco! If the tobacco is carefully bred so that the leaf will be lighter, milder, and better tasting, it will bring a higher price. And these better tobaccos are the ones that Lucky Strike people make it their business to buy. That's why, at market after market, the makers of Lucky Strike Cigarettes consistently pay the price to get the finer tobaccos.

For instance at Conway, South Carolina, at auctions of the 1939 crop, The American Tobacco Company paid thirty-five per cent more for the tobacco it bought for its cigarettes and other fine tobacco products - thirty-five per cent more than the average market price as published by the United States Department of Agriculture.

Now, that crop, properly aged, blended, and mellowed with other fine crops is in the Luckies you buy today. So if careful breeding of the finest strains in horses will turn out a better horse, so do the careful strains of breeding and blending the finer tobaccos make Lucky Strike a better cigarette.

Won't you try a package of Luckies next time?

HART: Friends, did you ever notice that in putting up a building the most important part of the entire construction job is the foundation. Most care and time is taken with the foundation. For if that were not just right, regardless of how the entire building were put up, all its usefulness and beauty might crumble to the ground under stress and strain.

And although it looks different, the construction of the cigarette is no different. The makers of Lucky Strike know that the actual tobacco itself is the foundation of their cigarette. They know that in a cigarette it's the tobacco that counts, and that's why at auctions all over the south you'll find the buyers from the American Tobacco Company prepared to pay the price to insure your having that finer, milder smoke you've learned to expect from a Lucky Strike.

For instance, in Greenville, Tennessee at auctions of the 1939 crop The American Tobacco Company paid twenty-six per cent more for the tobacco it bought for your Lucky Strike Cigarettes - twenty-six per cent above the average market price published by the United States Department of Agriculture. And these fine tobaccos properly aged, mellowed, and blended with other fine crops in the cigarettes you buy today, result in your Luckies having a foundation of finer, milder, lighter, better tasting tobacco - definitely favored by independent tobacco experts.

Among auctioneers, buyers, warehousemen - with men who know tobacco best it's Luckies two to one. So smoke the smoke tobacco experts smoke. Smoke Lucky Strikes!

HART: Say, you know what I was thinking of? How many times on a bright summer's night have you with maybe one or two of your friends looked up at the moon and well imagined that one or the other of you saw the man in the moon, or two lovers in the moon, or even old Maconos, Hiawatha's grandmother, who according to Longfellow's poem was supposed to have come down from the moon. Remember? Well, we can imagine that we see these things, but, when we turn to the astronomers, the experts who know all that is possible to know about these astronomical things, and then we're told that there is nothing on the moon but large mountains and craters and empty waste land. And, of course, we take the word of these experts. That's a fact! We're satisfied! And so it is with the expert in any field, he knows his business. He has to, because that's the way he earns his living. And when the independent tobacco expert tells us that they prefer Luckies, when sworn records show that among these auctioneers, buyers, warehousemen it's Luckies two to one, that's the time for you to once again take the word of the experts, just as you took the word of the astronomer that there really isn't a man in the moon, or an old Indian grandmother. That there are only mountains and craters... So should you take the word of the independent tobacco experts that Luckies are a finer cigarette! So smoke the smoke tobacco experts smoke. Try a package of Luckies tonight!

HART: You know, friends, I listen to Martin Block on these "Make Believe Ballroom" programs just as you - you do, and something he said recently struck me as being so clear and concise, and true, that I think it's worthwhile repeating to you. Speaking about Lucky Strike Cigarettes, Martin said...

It's truly amazing how the entire success story of Lucky Strike Cigarettes - a success story that has been developed over a period of many years - can be condensed into just a few words.

Well, I guess I could write a book on why Lucky Strike are the cigarette you should smoke. I think it's far simpler and far more convincing to just realize that Lucky Strike has come to mean two words - fine tobacco. Truly, in a cigarette it's the tobacco that counts. You can't get away from it, ladies and gentlemen! The finer the tobacco the better the cigarette! And these few words tell you the entire story about Lucky Strike cigarettes. And those few words explain why tobacco experts, who attend auctions all over the South, and see the makers of Luckies at auction after auction pay the price to buy that finer tobacco, prefer Luckies for their own personal smoking satisfaction.

And so I say to you, let's not confuse the issue, let's take a good, clear look at the picture! And if you do, you'll realize that no cigarette can be any better than the tobacco it contains, and that since Lucky Strike has come to mean fine tobacco, Lucky Strike is the cigarette that you should smoke.

Yes, friends, that's how Martin feels about Luckies, and well I go along with him one hundred per cent, and I think you will, too, if you'll just try Luckies now.

LUCKY STRIKE "HANE BELIEVE BALLROOM"
Commercial - June 22, 1942 - Monday (Morning)

Mr. Boggiano
AS BROADCAST

H.H.T: Say, you know it's been quite some time since I first started to listen to the Lucky Strike programs, and I've been hearing about the independent tobacco experts who smoke Luckies two to one. So I decided that I'd look up the meaning of the word 'expert' according to the dictionary. Well, it means - one who is taught by practice or experience; or one who has special skill or knowledge.

Well, that seems to be the dictionary explanation, and I think it's important that having this superior knowledge and skill the independent tobacco experts - men who know tobacco best - choose Luckies two to one. You know, these experts, over a period of years actually live with tobacco - handle it, see it day after day, and of course they know so much more about tobacco than a fellow like you or I. We're just average people. I'm willing to follow the experts' example. But after really giving Lucky Strike Cigarettes a fair trial, I say it's not surprising that these experts - these independent tobacco experts - overwhelmingly prefer this one cigarette.

You see, Lucky Strike means fine tobacco. And you can't get away from it....in a cigarette it's the tobacco that counts.

ATX01 0016326

HART: Now I have a little story I'd like to tell you. In one of the first jobs I ever had, I was sent by my boss to buy a certain article. And like most youngsters in a new job I was all set with impressing my boss with my superior knowledge and ability, and although he told me what to get and just how much to spend for it, I wanted to be smart and save money for him and so I bought what I thought was just as good for a lot less money. Well, when I returned to the office I got my first lesson in smart buying. Instead of bawling me out, as another boss might have done, he accepted the inferior product that I had bought, and set about showing me how I had wasted his money. Under the slightest strain the product that I had bought fell to pieces, whereas the more expensive one I was supposed to have replaced had been used by the firm for years and still was of some use even though worn out. I remember, the expression he used...You get what you pay for. And you know, it's the same way with tobacco. That's the reason why The American Tobacco Company is prepared to pay the price for the finer, milder, better tasting leaf that goes into Luckies. That is the reason why, for instance, in 1939 at the auctions in Kingston, South Carolina, The American Tobacco Company paid thirty-eight per cent more for the tobacco it bought for its cigarettes and other fine tobacco products - thirty-eight per cent above market price published by the United States Department of Agriculture. And these tobaccos, properly aged, mellowed, and blended with other fine tobaccos, are in the Lucky Strikes you buy today. So friends, take advantage of the experience and willingness of The American Tobacco Company to buy only the finer tobaccos for your Lucky Strikes, and smoke the smoke tobacco experts smoke.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial # - June 23, 1942 - (Morning)

Mr. Boggiano.

AS BROADCAST

HART:

Well, friends, do you remember your school days when the height of your ambition was to get an 'A' on your report card, because that 'A' meant the highest rating? Most of us tried pretty hard to get 'A's' in all our subjects, but from our school work up, the quality of so many things is graded and rated by letters, either A, B, C, or D, and so forth, but no matter in what field, an A has always stood for the top. Now it just so happens that at the auctions every basket of tobacco purchased by The American Tobacco Company has a big letter 'A' marked on the sales ticket. And although that letter 'A' stands for 'Sold American', it's no coincidence that it also stands for the excellence of the tobacco; for The American Tobacco Company makes it part of its business to buy fine tobacco. Of course, you'll agree that a cigarette can be no better than the tobacco it contains. ^{And} therefore, these finer, lighter, milder and better tasting tobaccos for which the makers of Lucky Strike Cigarettes consistently pay the price, and which are put into your Lucky Strike Cigarettes, ultimately result in a fine cigarette.

That's one of the reasons why the name Lucky Strike and the words fine tobacco have come to mean the same thing. And so it's little wonder that among independent tobacco experts - the auctioneers, buyers, warehousemen, among the men who know tobacco best - it's Luckies two to one. But as for yourself, if you want to enjoy fine tobacco at its best, then I know that you, too, like the tobacco experts will choose Lucky Strike Cigarettes. So why not try a pack tonight?

ATK01 001632B

LUCKY STRIKE "MAKE BELIEVE BALL ROOM"
Commercial - June 23, 1942 - (Evening)

AS BROADCAST

HART:

Well, friends, did you know that in the coffee and tea business, and also in the wine business, there are men who make a living, working for their firms, just tasting the different samples of coffee, tea, and wine submitted to them by people who'd like to do business with their respective concerns. And these big distributors are perfectly willing to wait for the judgment of these experts, before deciding whether or not to buy the various products from the samples submitted. And it's upon the judgment of these experts that these big coffee and tea and wine firms are willing to base their entire sales campaign; and also their success or failure. So therefore, when we tell you that sworn statements show that independent tobacco experts - the auctioneers, buyers, and warehousemen - these men who know tobacco best prefer Luckies, two to one, why don't you take the word of the experts, and try a package of Lucky Strikes tonight? I know you're going to enjoy them.

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HART: Friends, let me ask you a question. When you go out to buy something about which you know very little, don't you think it's a pretty good idea to take along some one who knows more about what you want to buy than you do?. For instance, I know that if I went out to buy a diamond ring that I would certainly take some one with me who knows considerably more about diamonds than I do - an expert whose word I would greatly respect, and that goes for a fur coat or any other object. But those are expensive things, and so many of us will take an expert's opinion on an expensive item, yet will haphazardly spend our money on smaller items.

But if you'll look back over the year's expenses you'll see that a lot of your money has gone for the small things...For instance, a package of cigarettes - a very small outlay for so much pleasure, isn't that right? And like the diamond business, the tobacco business also has its experts - the independent, buyers, warehousemen, and auctioneers - those men who make it their business to know fine tobacco. And among those independent experts, among those men who know tobacco best sworn records show that it's Lucky Strike two to one.

So if you take the word of an expert in buying a diamond, so should you take the word of an expert in choosing your cigarette. Make your next pack Lucky Strike.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 24, 1942 - (Evening)

AS BROADCAST

HART: Now let's pause for a moment while I have a word with the ladies. Haven't you often gone shopping with a lady friend...oh, maybe one who had more money to spend than you had? And on this shopping tour you were each going to buy a dress. Well, you could afford to spend ten dollars for your dress whereas your lady friend could afford to spend twenty-five for her dress. Now as a woman you certainly know the difference between two dresses at these two different prices, and you know that your friend will get the finer dress in every respect as she had payed so much more for it. But doesn't it then stand to reason that when the makers of Lucky Strike pay the price to get the finer tobaccos for their cigarettes and other fine tobacco products that a Lucky Strike Cigarette will be a finer cigarette? For example, at Statesborough, Georgia, at auctions of the 1939 crop The American Tobacco Company paid forty-five per cent more for the tobacco it bought - forty-five per cent above the average market price published by The United States Department of Agriculture. And that crop properly aged, mellowed, and blended with other fine crops is in the Lucky Strike Cigarettes that you smoke today. And that's why the finer tobaccos in Lucky Strike Cigarettes ultimately mean a finer smoke for you. So smoke the smoke tobacco experts smoke, make your next package Lucky Strike Cigarettes.

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HART: We'll pause in our Swing and Sway; and I'd like to tell you a story. In one of the first jobs I ever had, I was sent by my boss to buy a certain article. And like most youngsters in a new job, I was all set with impressing the boss with my superior knowledge and ability. And although he told me what to get and how much to spend for it, I wanted to be smart and save money for him. So I bought what I thought was just as good for a lot less money.

When I returned to the office, I got my first lesson in smart buying. Instead of bawling me out as another boss might have done, he accepted the inferior product that I had bought, and set about showing me how I had wasted his money. Under the slightest strain, the product I had bought fell to pieces, whereas the more expensive one I was supposed to have replaced had been used by the firm for years, and still was of some use, even though worn out. I remember the expression he used: You get what you pay for.

So it is with tobacco. That's the reason why the American Tobacco Company is prepared to pay the price for the finer, milder, better-tasting leaf that goes into Luckies. And that's the reason why, for instance, in 1939 at the auctions in Kingston, South Carolina, The American Tobacco Company paid 38 percent more for the tobacco it bought for its cigarettes and other fine tobacco products - 38 per cent above the average market price published by the United States Department of Agriculture. And these tobaccos - properly aged, mellowed, and blended with other fine tobaccos - are in the Lucky Strikes you buy today. So friends, take advantage of the experience and willingness of the American Tobacco Company to buy only the finer tobaccos for your Lucky Strikes. And smoke the smoke tobacco experts Smoke.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 25, 1942 (Evening)

AS BROADCAST

HART:A You know, these days when our country's trying so hard to produce the finest in precision machinery and equipment for our fighting forces, don't you sometimes feel as I do, that... well, no piece of fighting machinery can be better than the parts that go into making it? For instance, what good would it be for us to build a beautiful dive bomber if that airplane didn't have an engine of sufficient power and stamina to pull it through the sky so that our country might have its job well done? What good would it be for us to build the finest cannons and machine guns if we didn't equip them with the proper shells and bullets to do the job? And so it is with a cigarette... What good would it be if the makers of Lucky Strike Cigarettes were to offer you a cigarette without fine tobacco? And The American Tobacco Company knowing this is willing to pay the price to get the finer, lighter, milder, better tasting tobacco to add to your smoking pleasure. As an example, at Fairmont, North Carolina The American Tobacco Company paid thirty-three per cent more for the 1939 crop of tobacco it bought for its cigarettes and other fine tobacco products - thirty-three per cent above the average market price published by the United States Department of Agriculture. And that crop, properly aged, and mellowed, and blended with other fine crops is in the Luckies you buy today. That's why, when I tell you that Lucky Strike Cigarettes are finer cigarettes you know it must be because Lucky Strike means fine tobacco.

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HART: Friends, did you ever notice that in putting up a building, the most important part of the entire construction job is the foundation. Most care and time is taken with the foundation for if that were not just right - regardless of how the entire building were put up - all its usefulness and beauty might crumble to the ground under stress and strain. And, although it looks different, the construction of a cigarette is no different. The makers of Lucky Strike know that the actual tobacco itself is the foundation of their cigarette. They know that in a cigarette, it's the tobacco that counts. And that's why at auctions all over the South you'll find the buyers from The American Tobacco Company prepared to pay the price to insure your having that finer - milder - smoke you've learned to expect from a Lucky Strike. For instance, in Greenville, Tennessee at auctions of the 1939 crop The American Tobacco Company paid 26% more for the tobacco it bought for your Lucky Strike Cigarette - 26% above the average market price published by the United States Department of Agriculture. And these fine tobaccos, properly aged, mellowed, and blended with other fine crops, in the cigarettes you buy today, result in your Luckies have a foundation of finer, milder, lighter, better tasting tobacco. Definitely favored by independent tobacco experts. Among auctioneers, buyers, warehousemen - with men who know tobacco best - it's Luckies, two to one. So smoke the smoke tobacco experts smoke.

HART: Say, friends, if you've ever seen a sale of fine horses, you might see two horses standing side by side looking almost exactly alike, apparently the same in their measurements, to all outward appearances identical. And yet, in the actual sale one horse might bring two hundred dollars where the other will sell for two thousand dollars. Well any one who knows horses will tell you that the big difference in horses is in the breeding. Yes, and it's just the same in cigarettes. The difference is in the tobacco. For instance, it's because of its breeding that one horse has more stamina, can run faster, last longer. It's because of its breeding that a horse brings a better price. The same with tobacco ... if tobacco is carefully bred so that the leaf will be lighter, milder, and better-tasting, it will bring a higher price. And these better tobaccos are the ones that Lucky Strike people make it their business, to buy. That's why at market after market the makers of Lucky Strike Cigarettes consistently pay the price to get the finer tobaccos. For instance, at Conway, South Carolina, at auctions of the 1939 crop The American Tobacco Company paid 35 per cent more for the tobacco it bought for its cigarettes and other fine tobacco products - 35 per cent more than the average market price published by the United States Department of Agriculture. And that crop properly aged, blended, and mellowed with other fine crops is in the Lucky Strikes you buy today. So as careful breeding of the finer strains of horses will turn out a better horse, so do the careful strains in breeding and blending of the finer tobaccos make Lucky Strike better cigarettes. Won't you try a package of Luckies next time?

HART: You know, I listen to Martin Block on these Make Believe Ballroom programs just as you and you do. And something he said recently struck me as being so clear and concise, and true, that I think it's worthwhile repeating to you. Speaking about Lucky Strike Cigarettes Martin said ... It's truly amazing how the entire success story of Lucky Strike Cigarettes - a success story that's been developed over a period of many years can be condensed into just a few words. But I guess I would write a book on why Lucky Strikes are the cigarette you should smoke. I think it's far simpler and far more convincing to just realize that Lucky Strike has come to mean two words "fine tobacco." Truly, in a cigarette it's the tobacco that counts. You can't get away from it, ladies and gentlemen. The finer the tobacco the better the cigarette. Those few words tell you the entire story about Lucky Strike Cigarettes. And those few words explain why tobacco experts who attend auctions all over the South and see the makers of Luckies at auction after auction pay the price to buy that finer tobacco, prefer Luckies for their own personal smoking satisfaction. And so I say to you ... let's not confuse the issue. Let's take a good clear look at the picture, and if you do, you'll realize that no cigarette can be any better than the tobacco it contains. And that since Lucky Strike has come to mean fine tobacco, Lucky Strike is the cigarette that you should smoke. Yes, friends, that's how Martin feels about Luckies, and I go along with him one hundred per cent. And I think you will, too, if you'll just try Luckies now.

HART: Say, how many times on a bright summer's night have you with maybe one or two of your friends looked up at the moon and imagined that one or the other of you saw a man in the moon, or two lovers in the moon, or even old Maconas, Hiawatha's grandmother, who according to Longfellow's poem was supposed to have come down from the moon. Well, we can imagine that we see these things, but, then we turn to the astronomers, the experts who know all that is possible to know about these astronomical things, and then we're told that there's nothing on the moon, but large mountains, and craters and empty wasteland. And we take the word of these experts. That's fact, and we're satisfied. And so it is with the expert in any field. He knows his business. He has to, because that's the way he earns his living. And when the independent tobacco expert tells us that they prefer Luckies, when sworn records show that among these auctioneers, buyers, warehousemen, it's Luckies two to one - that's the time for you to once again take the word of the experts, just as you took the word of the astronomer that there really isn't a man in the moon, or an old Indian grandmother, that there are only mountains and craters, so should you take the word of the independent tobacco experts that Luckies are a finer cigarette. So smoke the smoke tobacco experts smoke! Try a package of Luckies tonight!

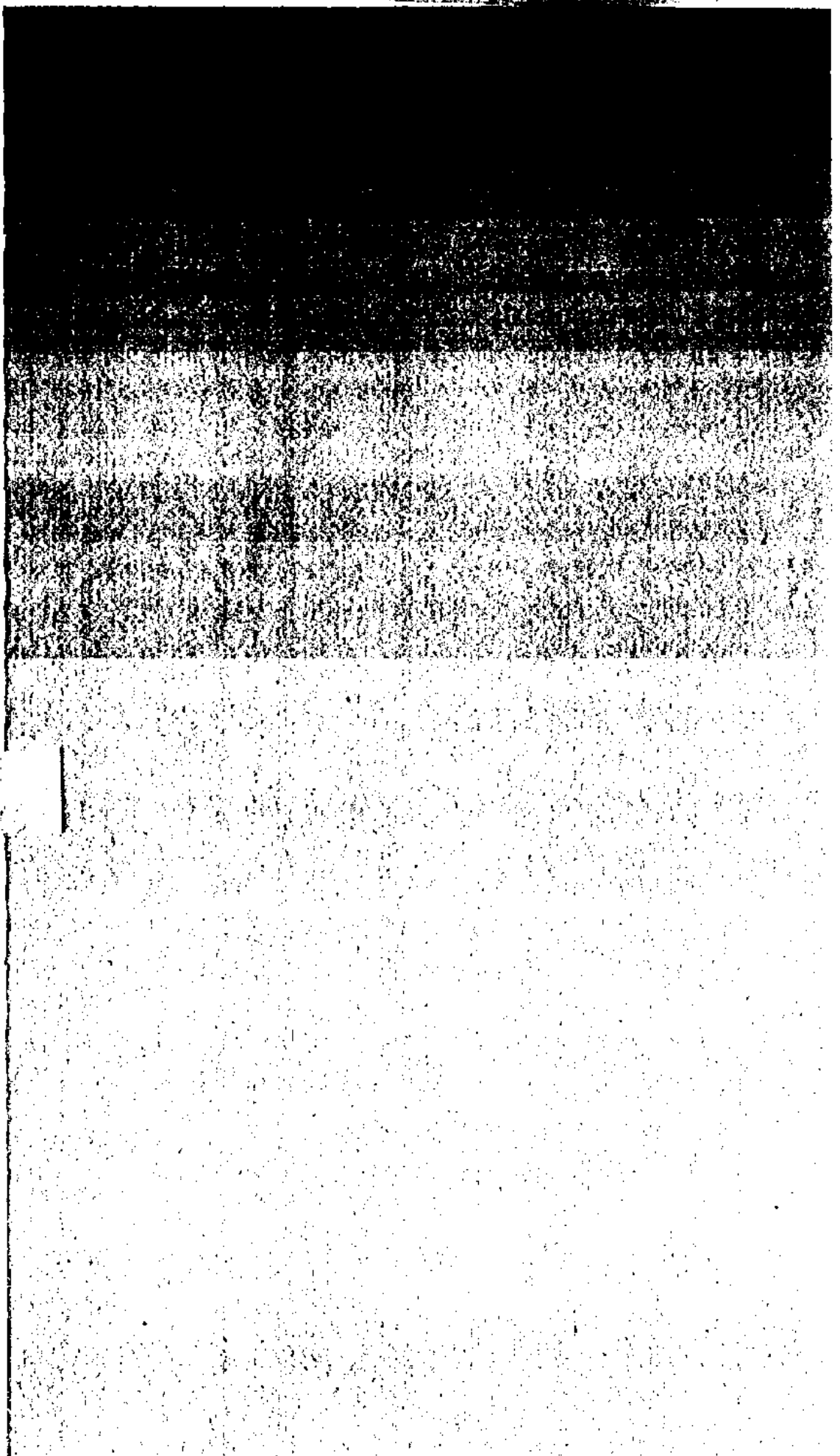
BLOCK: Well folks, another vacation finished. And in spite of the fact that I looked forward for so many weeks to this vacation, I want to be truthful and say, starting a week ago, I really looked forward to getting back here to the Ballroom again. It was a nice restful vacation, but you know how it is. When one is really interested in his work, you can't forget it - even on vacation. Hope I didn't make a nuisance of myself with the guests up there at the Brown Swan Inn at Schroon Lake; but while I was away, I asked every person I met who smoked cigarettes why they smoked that particular brand. And honestly, friends, I was amazed at the answers. Nine out of every ten people said the same thing: "Because I'm in the habit of smoking 'em." That's what they all said: "Because I'm in the habit of smoking 'em." And I think I asked just as many women as I did men that question; and it led me to wonder - to wonder if you, as a housewife, had been in the habit of buying your meat in one butcher shop, and another butcher shop opened up a few doors away; and all of your friends told you that that new butcher carried better meat, whether you'd say, "I'm not interested. I'm in the habit of buying my meat at my old butcher." Ladies, that wouldn't make good sense. Any time you can give your family something better, you owe it to them to do so. Any time you can give yourself a better-tasting cigarette, you owe it to yourself to try it. So this morning, I'm going to ask you ladies a favor. The only reason that you're smoking any cigarette other than Luckies is because you are in the habit of doing it. Permit us to prove to you that the finer tobaccos for which Lucky Strike pays the price to secure, makes a better smoke. When you go shopping this morning, remember to ask for the cigarette that means fine tobacco - the cigarette that tobacco experts smoke. Remember to try a pack of Luckies.

BLOCK: I don't know whether I ever told you folks, but when I was just a kid I wanted to be a reporter - you know, a newspaper reporter, and I really haunted the newspaper offices for months. Finally, I wound up as a cub reporter on the old New York Evening Mail. The work was really fascinating except that as usual the full-fledged reporter covered the million-dollar fires, and the shootings, and the big important events, but the poor little cub reporter he covered all the little inconsequential things that occur in the daily routine of a big city. Well, the difficulty that I used to have in writing up a wedding was to take a simple little line like ... At the Little Church Around the Corner at high noon today, Miss Mary Jones became the bride of Mr. John Smith ... and elaborating on it to such an extent that I had a readable story using several hundred words to tell what actually could have been said in just that one sentence. And you know, I was thinking about that the other day. It's quite a coincidence how today my job is exactly the opposite - having at my finger tips tens of thousands of words on the interesting subject of the manufacture of cigarettes, and how to pick a good cigarette, and then condensing them into just a few words. Funny, isn't it, how things change? Believe me, I'm glad I work for Lucky Strike because condensing those thousands of words is very simple when talking about Luckies. It all boils down to this ... in a cigarette it's the tobacco that counts. We pay the price at market after market to buy the finer tobacco, that finer tobacco that makes a finer cigarette. Now while any good newspaper reporter could elaborate greatly on those two brief statements I prefer to merely quote to you the fact that independent tobacco experts who know tobacco best and who see who buys what tobacco, smoke Luckies two to one.

BLOCK: I bet most of you folks remember the story about Aladdin and his little lamp. Aladdin was a very lucky boy. All he had to do was rub his lamp, and ask for what he wanted, and lo and behold there it was. Yes, getting the best of anything was a very simple matter for Aladdin. It's just too bad that all of life isn't so simple that all we have to do is wish for a thing, and there it is. But I'll bet if you had a magic lamp, and you rubbed it and said, "Genie, I want you to bring me the finest cigarette you can find," that before you could say Jack Robinson, a package of Lucky Strikes would drop right into your lap. Genies are smart. They know everything. You know, that genie reminds me of those tobacco experts. You can't fool 'em. If you asked the warehousemen - the auctioneers, or the buyers of tobacco - what cigarette they prefer chances are they'd tell you Luckies. And believe you me, friends, they know tobacco. And really, that's all you have to know in order to pick a good cigarette, because after all ... well, what is a cigarette but tobacco? The finer the tobacco, the finer the cigarette. And since these experts see the makers of Lucky Strikes paying the price, at market after market all over the South to get that finer tobacco, no wonder their preference is Luckies. Now friends, I really can't give you a magic lamp to rub. I wish I could. But as soon as you decide that you want to smoke a truly fine cigarette, just step up to a tobacco counter and rub a few coins right on the top of it and say to the man in back, "Give me a package of the cigarette the tobacco experts smoke." And don't be surprised in the least when he hands you that good looking green package with the red bull's eye with the words "Lucky Strike" right in the middle.

BLOCK: Gee, you know, I was thinking somethin' a little while ago. When I was up in the mountains last week, it was raining most of the time. Fact, I think we had about two days it didn't rain - very little sunshine. Nothing much to do but sit around and read and listen to the radio. Well I happened to be tuning across the dial one afternoon and I picked up a station up in Connecticut. I can't remember just which station it was - maybe some of the folks up there could tell me ... but they were selling horses and buggies. They were talking about a big sale of horses and buggies, and wagons, and carriages that was to take place the next day. And you know, it struck me as being sort of odd. It looks as though the horse and buggy is really coming back. I wonder how many of us would remember how to hitch a horse to a buggy. Could you? You? How about you? Hmm, I thought not. I'm afraid if I had to go to work by horse and buggy, and had to do the hitching myself, I'd just never get there. The only part of the harness I know is the blinders ... you know, those two things, I think they call them blinders. I'm not even sure about that, but it's the two things that they put on the side of a ... look at me, with my hands up along side of my eyes trying to show you ... those two things that they put on the side of a horse's head so that he can only see straight in front of him. He can't look to either side or in back of him - only straight ahead of him. You know, after talking to a few hundred people who are non-smokers of Luckies and asking them why they smoked that particular brand I've come to the conclusion that most of those folks wear blinders, particularly when they walk up to a tobacco counter. Just because they've always been in the habit of asking for one brand of cigarette they just never seem to

BLOCK: take off their blinders and look around a little bit - investigate, and find out just what each particular brand has to offer. Believe me, friends, the makers of Luckies welcome that investigation. We welcome it because we know that the only thing to be investigated in a cigarette is the tobacco. And we know that we pay above the average market price to acquire the finer tobacco. We know that that tobacco is in Luckies, and the final result of your own investigation - your own investigation into the various brands of cigarettes could only result in one decision on your part ... to hitch your smoking pleasure to Lucky Strikes. Now come on, giddyap down there and make that next pack Luckies, huh?



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BLOCK: You know, it's very funny. A couple of weeks ago I was looking through a book of popular sayings. All of the different sayings were listed according to subjects. Under the subject money was this statement ... A penny saved is a penny earned. Then right on the next line was the expression ... Penny wise and pound foolish. Ah, no, it just doesn't make sense, does it? - sort of leaves you up in the air. Personally, I think the makers of Lucky Strike Cigarettes have actually based their business on an understanding of the second saying. I really do. Penny wise and pound foolish. Certainly, it would be foolish to lose the opportunity of buying the finer tobacco just because it cost more, especially when everyone knows that a cigarette is only as good as the tobacco from which it's made. We never let the penny stand in the way of giving you a finer cigarette. I know, I know, right now you may be thinking to yourself ... But Martin, is it good, sound business policy to pay more for your tobacco than other people pay? Well, friends, the answer to that is very simple, too. If we can give you a better cigarette - a cigarette that you're sure to like, then you're sure to smoke it. When you make better cigarettes you sell more cigarettes. That tremendous volume of business makes it possible for us to use the finer ingredients. Now I'm sure that as a business man or woman you will agree with me that that is a good sound business policy. And I'm just as sure that you'll want to reap the benefits by smoking Lucky Strike, the cigarette that really means fine tobacco.

BLOCK: You know, friends, listening to Fred Allen's show a couple of weeks ago when he had Doc Rockwell as his guest, it gave me a great big laugh. Did you hear it? Especially when the good doctor suggested that he and Fred start out on the road with an old time Medicine Show. You know, I could just picture Fred playing his banjo and Doc Rockwell with his tin whistle, seated on the back of a wagon. And then when the entertainment was all over selling the audience some old Indian Herb Cure that was guaranteed to cure dyspepsia, heart trouble, dandruff, falling hair, corns and callouses, stomach ailments, liver ailments - oh, just about everything. Yee, ladies and gentlemen, guaranteed if you could ever catch up with the medicine chest. You know, when people talk about the good old days, I often wonder just how good they were. Of course, when you - when you paid your dollar for three bottles of a miraculous cure you got something for your money. Yeah, you got a little colored water and a half hour of mighty good entertainment. But nowadays those things are all changed. Nowadays when a man stands before a microphone and talks about a product he is compelled by law to tell you the truth ... to tell you the truth. Really, that's not a drawback to us in the field of Lucky Strike Cigarettes, because we know that when - when I tell you the truth about the fine tobacco from which Luckies are made we can prove it - prove it by telling you that for example, at auctions of the 1939 crop at Palham, Georgia, the makers of Luckies paid 37 per cent above the average market price as published by the United States Department of Agriculture, and that that tobacco blended with other fine tobaccos is in the Luckies you smoke today. No sir, we don't have to resort to the methods used in the days of the old Medicine Show, making exaggerated claims. We need only tell you the truth about Luckies and hope that this truth in itself will make you want to smoke the cigarette that means fine tobacco - will make you make that next pack Lucky Strike.

BLOCK: You know, friends, I often wonder whether people who live in big cities don't miss out on a great many things in which rural folks take a lot of pleasure. Very few city people have ever attended a country fair. But I remember one county fair in particular, out in California, where I spent one of the most enjoyable days of my life. One of the notable things about a country fair is the fact that all the folks from miles around bring to that fair the preserves and the jellies they've made - the fruits and vegetables they've grown - the farm animals they've raised - and they - and they proudly place them on display in the hopes that the product of their toil may win a blue ribbon, or even just an honorable mention. People who work take pleasure in exhibiting their wares so that everyone can see them and admire them. And I guess that's one of the reasons why most tobacco is sold, not over a counter, but at public auctions. Men who grow fine tobacco are proud to display it - proud to have tobacco experts see and handle it. And every time a tobacco grower's crop is placed on sale, and the auctioneer winds up his chant with "Sold American," the farmer who grew that crop should be a mighty proud man; because people in the tobacco business know that the success of Lucky Strike Cigarettes is based on one fact which can't be disputed - that no cigarette can be any better than the tobacco from which it's made; and that the makers of Lucky Strike willingly pay the price to acquire the better tobacco. Now friends, just as surely as two and two makes four, finer - lighter - milder tobacco makes a finer, more enjoyable smoke. And I guess that's why those experts who are closest to the tobacco picture - those independent tobacco experts who attend auction after auction throughout the South, and see who buys what tobacco, choose Lucky Strike for their own smoking satisfaction.

BLOCK: You know, friends, in this country of ours we speak of democracy and freedom. To some of us that word freedom is very often misunderstood. There's always that infinite minority who believe that freedom gives us all the right to do anything we want to do regardless of how it may affect others. Of course, we know that to be ridiculous. When any one of us strays from the straight and narrow it's always nice to know that we're entitled to a fair trial. Now since I ask you so often to try Luckies, let's have a little trial right here now. Let's assume that you ladies and gentlemen are the jury. I representing Lucky Strike Cigarettes. Your own common sense will be the judge. And so ladies and gentlemen, of the jury I have only one exhibit to present for my client. I have here a package of Lucky Strike Cigarettes - right here. See? Oh, we haven't television, have we? Well, I remove one of the cigarettes from the package ..(PAUSE).. split one of the cigarettes down the middle ..(PAUSE).. remove the tobacco ..(PAUSE).. all that nice tobacco. See it? Here it is in the palm of my hand. Now that is my only exhibit. We'll mark it Exhibit A, because A has always stood for tops in quality. A also stands for American Tobacco, the makers of Luckies. Now this tobacco which I present in this case is tobacco for which the makers of Luckies at market after market throughout the South paid above the average market price. Now I could introduce witnesses - independent tobacco experts who saw us buy tobacco, and I could present their testimony - testimony that would prove that these men smoke Luckies because they see us pay the price for the finer tobacco, the kind of tobacco they want to smoke. But I don't think that's necessary, because my summation is simple. No cigarette can be any better than the tobacco it contains. I've presented in evidence that we buy that finer tobacco, you ladies and gentlemen of the jury can bring in but one verdict, and that verdict, if your taste is any judge will be in favor of Lucky Strike.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 3, 1942 (Morning)

Mr. Coggiano
AS BROADCAST

BLOCK: Incidentally, have you ever noticed how certain things seem to have an affinity for each other? Certain things that just aren't at their best unless they have something else to go along with them. I mean like corned beef and cabbage and you know - what corned beef be without cabbage? Wouldn't be anything, would it. What would ham be without eggs? - or pork be without beans? - or coffee without doughnuts? It just wouldn't mean anything. You can carry that thought a step further. What would a cigarette be without tobacco? Actually, it would be nothing but a piece of paper. It wouldn't even be a cigarette. I guess that makes it pretty clear that in a cigarette it's the tobacco that counts. And I guess it's also pretty clear that it takes better tobacco to make a finer cigarette. So tonight - I should say - this morning I want to take just a little time to tell you how the makers of Lucky Strike Cigarettes make sure that they get that better tobacco, in order to make your Lucky Strike. Now in tobacco, just as in many other things, different crops grown in different localities by different farmers will vary. There are many reasons for this. There's the soil, the climate - exceptional weather conditions. Yes, there's lots of things that cause the grade and the quality of the tobacco to vary. But in tobacco, just as in everything else, if you want the better quality, you have to pay for it. If tobacco could be bought back of closed doors where nobody knew how much was paid for it, then we'd have no way of knowing which tobacco went into what cigarette. But tobacco is sold at auction - right out in the open for everyone to see. The different tobacco buyers attend the auction and publically bid for the crop they want. Naturally, the keener competition is for the finer leaf tobacco. And at these auctions, the independent tobacco

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BLOCK: men - the buyers, warehousemen, auctioneers - see the makers of Lucky Strike Cigarettes pay higher than average market prices to get this finer tobacco for your Lucky Strikes. And believe me, friends, just as when I say "ham" you think of "eggs," when I say "doughnuts" you think of "coffee," when I say "corned beef" you think of "cabbage," - and so when I say "Lucky Strike Cigarettes" you can't help but think of "fine tobacco." Lucky Strike means fine tobacco; and fine tobacco means a better smoke.

BLOCK: Friends, do you ^{the old} remember/ story about Sir Isaac Newton and the law of gravity ... how Sir Isaac was drowsing under an apple tree one summer afternoon, dreaming about ... oh, I don't know, some new doublet and hose or his latest lady-love? All of a sudden a bright red apple bounced off of one of the branches and hit him on the head. Remember how he sat up with a jolt, picked up the apple, took a bite, lay back to resume his nap? He began to think ... Why did that apple fall earthward and land on my head instead of falling into the sky? Well, it was by just such a haphazard accident that the law of gravity was discovered. It isn't by such a simple accident that among tobacco experts - men who know tobacco best - Lucky Strike Cigarettes have more exclusive smokers than all other cigarettes combined. These men - warehousemen, auctioneers, buyers - they see who buys what tobacco. They see the makers of Lucky Strike Cigarettes at auction after auction paying the price to get the finer tobaccos - finer, lighter, leaf that they themselves would use for their own smoking enjoyment. In fact, it's no mere chance that among independent tobacco experts it's Luckies two to one. Now why don't you take a tip from the experts? If that apple hadn't fallen on Sir Isaac the law of gravity might have gone undiscovered. So don't you rely on chance to have a Lucky fall into your hand, to discover real smoking enjoyment. Walk up to your tobacco counter tonight and say ... I'll try a pack of Luckies, please. I'm sure you won't be disappointed.

LUCKY STRIKE "MAKE BELIEVE HALLROOM"
Commercial - July 4, 1942 (Morning)

Mr. Bigliano
AS BROADCAST

BLOCK: I'm sure you folks will all agree with me that you couldn't possibly make a strawberry jam that would be good unless you used good strawberries. You couldn't make a good pair of shoes out of poor leather. The finest tailoring in the world wouldn't turn out a good looking suit unless the material in the suit was top quality. And it's every bit as true that only through the use of finer, lighter, milder tobaccos can you make a better cigarette. Now everything that I've said up to this point is what is commonly known as a truism - a statement of fact. And in order to convince you that Lucky Strike is the cigarette you should smoke it's only necessary for me to prove conclusively that Lucky Strike means fine tobacco. Now I can't walk into your home and wave before your eyes hundreds of sworn statements from independent tobacco experts - from men who earn their living by handling and knowing tobacco. I can only tell you that these men see that at tobacco auctions throughout the South, the makers of Lucky Strikes pay the price to acquire that finer tobacco for you. For instance, at auctions of the 1939 crop in Tifton, Georgia, the makers of Lucky Strikes paid 59 per cent above the average market price as published by the United States Department of Agriculture. That crop mellowed and aged is blended in the Luckies you buy today. And you know, it's one thing to know this fact, but it's another thing to show that this fact means something to you by actually smoking the cigarette that contains that finer tobacco. With these tobacco experts it can be conclusively proven that their choice for their own smoking pleasure is Luckies by a two to one margin. When I ask you folks to light up and enjoy a Lucky Strike, the cigarette tobacco experts smoke, I do so because I know that while these tobacco experts may have a greater knowledge of tobacco there's very little difference between their tastes and yours. I know, you, too, will enjoy the cigarette that gives you all the benefits of the lighter, milder tobaccos in Lucky Strike.

ATX01 0016351

BLOCK: Say, I wonder how many of you folks ever stopped to think about the modern conveniences we all enjoy today - rapid transportation, the telephone, the radio. Why, it wasn't so many years ago if you wanted to talk to a friend of yours who lived a couple of miles away you'd have to get on "Shank's Mare," get on over to his house and tell him about it. Today - well, today, you just pick up a little black instrument, talk into it, and there's your friend on the other end of the wire. And if you do wish to see your friend - well, modern transportation takes you to him in no time at all. These modern miracles, however, didn't just happen over night. Bell didn't discover his telephone in a day. Edison played with the idea of the electric light and the phonograph for many years before he actually saw it become a reality. Now, you may be saying just what's all this got to do with Lucky Strike Cigarettes? And so, I want to tell you. You see, the first settlers in America found the Indians using their wild tobacco, stuffing it into their native instruments, that might pass as a pipe. And the tobacco which the first colonists took home with them to England was far different from the tobacco you now smoke in your Lucky Strike Cigarettes for here is the perfect blend, the cream of the crop of tobaccos. The makers of Luckies scour the country for the finer, milder, better tasting tobacco. And they put that tobacco through a careful aging and blending process. Yes, ^{just} just as Edison watched his idea of the electric light and the phonograph grow into a reality, so the makers of Lucky Strikes have watched the finer tobaccos make their cigarette the one that independent tobacco experts prefer two to one. In fact, today with these independent tobacco experts Luckies have

BLOCK: more than twice as many exclusive smokers as all other cigarettes combined. So remember, friends, when you light up a Lucky you not only get fine tobacco, but you also reap the benefit of the years of painstaking care that goes to turn this fine tobacco into a finer cigarette.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 6, 1942 (Morning)

AS BROADCAST

BLOCK: Did I ever tell you folks before that when I was just a kid, I wanted to be a reporter? I guess all kids have that idea ^{they} -/want to go round chasing fire engines - see everything that's happening. Well, I haunted the newspaper offices for months, and finally wound up as a cub reporter on the old New York Evening Mail. The work was really fascinating except that, as usual, the full fledged reporter covered the million dollar fires, and the shootings, and the big important events. Whereas the cub reporter covered all the little inconsequential things that occur in the daily routine of a big city. The great difficulty I used to have in writing up a wedding was to take a simple line like - At the Little Church Around the Corner at high-noon today, Miss Mary Jones became the bride of Mr. John Smith - and elaborating on it to such an extent that I had a readable story, using several hundred words to tell what could be said in just one sentence. I think it's quite a coincidence how today my job is exactly the opposite - having at my fingertips tens of thousands of words on the interesting subject of the manufacture of cigarettes and how to pick a good cigarette and condensing them into just a few words. Believe you me, I'm glad I work for Lucky Strike because condensing those thousands of words is very simple when you're talking about Luckies. It all boils down to - in a cigarette it's the tobacco that counts. We pay the price at market after market to buy the finer tobacco that makes a finer cigarette. Now, while any good newspaper reporter could elaborate greatly on that brief statement, I prefer to merely quote to you the fact that independent tobacco experts who know tobacco best and who see who buys what tobacco smoke Luckies two to one!

ATX01 0016354

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 6, 1942 (Evening)

(Parts of this commercial in parentheses had to be taken from copy submitted by Mr. Block because recording was bad due to static caused by storm.)

BLOCK: Well, friends, tonight I'm going to make a frank admittance. My reading (tastes) I don't think are as high as they might be, (because) frankly, I get a great kick out of reading those scientific (fiction magazines). You know the ones I mean - sure you do - you've read them yourself sometime or other - the ones that tell you how life will be in the year two thousand and fifty A.D. I think they're interesting though because - of course, it's known to every man that anything that man can think of doing (man can do, and who knows - perhaps) these type of stories may be the forerunners of what this world will be like (centuries from now.) You know, after reading many of these stories there's one thing that I know I won't like in the year two thousand and fifty. Now wait a minute - I won't be here then, will I? Well, all right, if I could be here I wouldn't like it anyhow. That one thing is instead of sitting down to a nice fruit cocktail, a steaming plate of chicken noodle soup, a nice piece of fried chicken, and some mashed potatoes, with homemade gravy all over it, a steaming cup of coffee, and a piece of apple pie, the man of that age is going to reach into his pocket and he's gonna take out five little round pills and swallow the first one ... That's the appetizer - and the second one - that's the soup - the third one, that's the entree - of course - and then the fourth one for the dessert and the fifth for the coffee. Before you can say Jack Robinson he's had his dinner. Now tell me honestly, could you smack your lips over that kind of a meal? Of course not. There would be no real pleasure in eating, (and personally) I like good things to eat! (I'll just be doggone if) I'll let anyone do me out of a taste of a well prepared meal. (I bet you feel that

ATX01 0016355

BLOCK: way too.) And you know you ought to feel that way about the cigarette you smoke. You can make any claims you want but unless that cigarette (is made of fine tobacco,) mild and pleasant tasting you can't enjoy it. Now remember, I said it before and I say it again. Lucky Strike means fine tobacco. And just as you judge a meal by how good it tastes - a good way to judge a cigarette (is by its taste.) The taste test alone will tell you that Lucky Strikes are the cigarettes you should smoke.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 7, 1942 (Morning)

AS BROADCAST

BLOCK: You know, turning on the radio a couple of weeks ago when I was up in the mountains, I happened to tune in to a station up in Connecticut. What do you think they were selling? Horses and buggies - advertising them right over the radio. Yes it looks as though the horse and buggy is coming back. But I wonder how many of us would remember how to hitch a horse to a buggy. I'm afraid if I had to go to work by horse and buggy and had to do the hitching myself I'd just never get there. The only part of a harness I know is the blinders. You know, the ^{two} things they put up on the side of the horse's head so he can only see straight in front of him. After talking to a few hundred people who are non-smokers of Luckies and asking them why they smoke that particular brand, I've come to the conclusion that most of those folks wear blinders, particularly when they walk up to a tobacco counter. You see just because they've always been in the habit of asking for one brand of cigarette, they just never seem to take off their blinders and look around a little bit - investigate - find out just what each particular brand has to offer. And believe me friends, the makers of Luckies welcome that investigation. We welcome it because we know that the only thing to be investigated in a cigarette is the tobacco. We know that we pay above the average market price to acquire the finer tobacco. We know that that tobacco is in Luckies and the final result of your own investigation into the various brands of cigarettes could only result in one decision on your part - to hitch your smoking pleasure to Lucky Strike. Come on now, giddy-up down and make that next pack Luckies - huh?

ATX01 0016357

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 7, 1942 (Evening)

AS BROADCAST

BLOCK: Friends, do you remember how when you were a kid, you used to admire the frosting on the birthday and anniversary cakes in all the neighboring back shop windows? How when there was a family birthday cake with fancy frosted icing, you teased to be allowed to take the beautiful pink and green rosettes which looked so tempting and delicious to eat? Do you remember your disappointment when you found out that though they looked so good they were just hard sugar with very little flavor? Well, the proof that finer tobacco is in Luckies is in the tasting. And independent tobacco experts in no way connected with any cigarette manufacturing company, who attend auctions all over the South, seeing who buys what tobacco, find so much real smoking pleasure in Luckies, that a survey made among these men shows that Luckies have twice as many exclusive smokers as all other brands combined. These men know their tobacco. They know that a finer leaf makes a finer cigarette. And they've seen us pay the price to get that finer tobacco. Next time you buy cigarettes remember ... the taste that comes from the use of that finer tobacco makes Lucky Strike a finer cigarette. Won't you make your next pack Luckies?

ATX01 0016358

BLOCK: You know listening to Fred Allen's show a couple of weeks ago - remember when he had Doc Rockwell on as his guest - well I got a big laugh out of it. Especially when the good doctor suggested that he and Fred start out on the road with an old time Medicine Show. You know, I could just picture Fred playing his banjo and Doc Rockwell with that tin whistle and both of them seated on the back of a wagon. And then when the entertainment was all over selling the audience some of that fine old Indian Herb Cure - guaranteed to cure dyspepsia, heart trouble, dandruff, falling hair, corns and callouses, stomach ailments, liver ailments. Yes, ladies and gentlemen, guaranteed if you can catch up with us. You know, when people talk about the gold old days, I often wonder just how good they were. Of course, when you pay your dollar for three bottles of a miraculous cure, you've got something for your money I'll admit - a little colored water and a half hour of mighty good entertainment. But now-a-days, those things are all changed. Now-a-days when a man stands before a microphone and talks about a product, he's compelled by law to tell you the truth. And frankly, that's no drawback to us of Lucky Strike, because we know that when I tell you the truth about the finer tobacco from which Luckies are made, we can prove it! We can prove it by telling you that for example at auctions of the 1939 crop at Pelham, Georgia, the makers of Luckies paid 37 per cent above the average market price as published by the United States Department of Agriculture. And / ^{that} that tobacco blended with other fine tobaccos is in the Luckies you smoke today. No sir, we don't have to resort to the methods used in the old days - the old medicine show, making those exaggerated claims. We need

BLOCK: only tell you the truth about Luckies and hope that this truth in
 itself will make you want to smoke this cigarette that means fine
 tobacco - will make you make that next pack Lucky Strikes.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 8, 1942 (Evening)

AS BROADCAST

BLOCK: Well, friends, it seems as though there's a hot and heavy orchestra popularity contest raging right now - a popularity contest that we can't tell yet who's going to win, who's going to end up in first, second, or third place. It's a fight to the finish and the best bands will win of course, by - by token of the number of votes that you, and you, and you cast for them. Well, just so was it conducted among independent tobacco experts - auctioneers, buyers, and warehousemen - who are in no way affiliated with any tobacco firm, in order to find out what brand of cigarettes was tops in their estimation. Yes sir, this impartial poll was conducted among these independent tobacco experts. Well sir, just as all of you are going to choose your favorite band leaders in the true democratic fashion, these men who knew tobacco best, who had spent years in the South following auction after auction, seeing what people bought what tobacco, watching The American Tobacco Company pay the price to get the finer, milder leaf, stated their preference for Luckies. Yes sir, it was found after studying the statements of these tobacco experts that Luckies had more exclusive smokers than all other brands of cigarettes combined. Just as in a few weeks we'll be able to tell you, according to the voting returns on the ballots you send in who is top ranking band leader in these parts, so the makers of Lucky Strikes were proud to find that their cigarette led all others among men who know tobacco. Now why not take a tip from the experts? Smoke the cigarette which, because it's made from that finer tobacco, tastes better. Make your next pack Lucky.

ATX01 0016361

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 9, 1942 (Morning)

M. Boggiano
AS BROADCAST

BLOCK: You know friends, in this country we speak of democracy and freedom. Well, to some of us, that word - freedom - is misunderstood. There's always that minority who believes that freedom gives us all the right to do anything we want to do regardless of how it may effect others. Of course, we know that to be ridiculous, and when anyone of us strays from the straight and narrow, it's always nice to know at least that we're entitled to a fair and equitable trial. Now since I've asked you so often to try Luckies - let's have a little trial right here now. You ladies and gentlemen are the jury and I'd like to be the attorney that represents Lucky Strike. Your own common sense will be the judge incidentally. Now, I have only one exhibit to present for my client, and that's a package of Lucky Strike cigarettes. I remove one of the cigarettes from the package - split one of the cigarettes down the middle, remove the tobacco, and place it before you. This is my only exhibit and we'll mark it A because A is always good for tops in quality and A also stands for American Tobacco. Now this tobacco which I present in this case is tobacco for which the makers of Luckies - at market after market throughout the South - pay above the average market price. Now, I could introduce witnesses - independent tobacco experts who saw us buy tobacco - and present their testimony - testimony that would prove that these men smoke Luckies because they see us pay the price for the finer tobacco - the kind of tobacco they want to smoke. But I don't think that will be necessary because my summation is simple: No cigarette can be any better than the tobacco it contains. And I present it in evidence that we buy that finer tobacco. You ladies and gentlemen of the jury can bring in but one verdict, and that verdict - if your taste is any judge - will be in favor of Lucky Strike.

ATX01 0016362

BLOCK: How many of you folks remember the old-fashioned hour glass? I guess there was a time when no home was without its hour glass, and that glass was in constant use. The grains of sand passed through the narrow neck of glass indicating the passage of time. Now there was no doubt about the accuracy of the timing. It was sure. As long as that glass stood upright, the grains of sand poured through with their usual rate of speed. And you know in this same steady manner the tobacco that goes into your Lucky Strike Cigarettes passes unhurriedly through the hour glass of aging and mellowing - only the process doesn't last for three minutes, or three hours, or three days, or even three weeks. For your utmost smoking satisfaction this Lucky Strike process lasts for from two to four years. Now a survey of independent tobacco experts who are in no way affiliated with any tobacco company whatsoever, showed that among these men Luckies had twice as many exclusive smokers as all other brands of cigarettes combined. Now we've already told you that these men who follow auction after auction see who buys what tobacco. They see The American Tobacco Company pay the price to get the finer tobacco that they like to smoke. Now there is another reason why people prefer Luckies. It's because after these finer tobaccos have been purchased they will have the best possible care as they pass from leaf to finished cigarette, that the tobacco is carefully conditioned for aging, and then sent to - to great storage sheds, and there is allowed to age from two to four solid years. Imagine that! All those millions of pounds of tobacco tied up for years. Each day as it passes adding new flavor

BLOCK: and richness. Yes sir, it's little wonder that with men who know tobacco best it's Luckies two to one. And just as nothing stops the sand from falling through the hour glass nothing stops Lucky Strikes finer tobacco from getting its full amount of aging and careful mellowing. / We know that no substitute has been found by modern science to give the same effect as those unburied years of aging. And now you know it, too, so why not make your next pack Luckies?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 10, 1942 (Morning)

M. Bygones
AS BROADCAST

HART:

Friends, do you remember the old story about Sir Isaac Newton and the law of gravity - how Sir Isaac was drowsing under an apple tree one summer afternoon, dreaming about some new doublet and hose or his latest lady love when, all of a sudden, a bright red pippin bounced off one of the branches and hit him on the head, and how he sat up with a jolt to pick up the apple, and took a bite and then as he lay back to resume his nap, he began to think of why the apple fell earthward instead of falling into the sky? Well, by just such a haphazard accident, the law of gravity was discovered. It isn't be such a simple accident that among tobacco experts - men who know tobacco best - Lucky Strike Cigarettes have more exclusive smokers than all other cigarettes combined. These men - warehousemen, auctioneers, buyers - see who buys what tobacco. They see the makers of Lucky Strike Cigarettes, at auction after auction all over the South, paying the price to get the finer tobaccos, the finer, milder, lighter leaf that they themselves would choose for their own smoking enjoyment. In fact, it's no mere chance that among independent tobacco experts, it's Luckies two to one. Now, why don't you take a tip from the experts? If that apple hadn't fallen on Sir Isaac, the law of gravity might have gone undiscovered. Don't you rely on chance to have a Lucky fall into your hand to discover real smoking enjoyment. Walk up to your tobacco counter today and say ... I'll try a package of Luckies, please. And I'm sure that you won't be disappointed.

ATX01 0016365

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 10, 1942 (Evening)

AS BROADCAST

BLOCK: Friends, how many of you have ever heard the old proverb "You can't tell a book by its cover?" Sure, I guess we've all heard it one time or another. And you know, it's just as true of people, and radio programs, and music, and of cigarettes. You can't tell the first thing about a subject until you've tried it. I could stand here all day and tell you that among independent tobacco experts it's Luckies two to one. I can tell you that these men know their tobacco and although they're in no way affiliated with any tobacco company, they do see who buys what tobacco, and they do see The American Tobacco Company paying the price to get the finer tobaccos that they themselves would like to smoke. I can tell you about the Toasting process of Luckies - the mild, light, smooth, flavor. I can tell you many things but the old adage still goes "You can't tell a book by its cover." You won't be convinced - not really - until you've gotten into the first chapter, until you've bought your first package of Luckies, torn off the cellophane top, and lighted the first cigarette. That's when you'll know what real smoking enjoyment is. Now why don't you turn to the first page of the book of true smoking enjoyment tonight? Walk into your favorite tobacco store and say ... Make mine a pack of Luckies, please.

ATX01 0016366

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 11, 1942 (Morning)

AS BROADCAST

BLOCK: Have you ever stopped to think about all the modern conveniences we enjoy today - rapid transportation, the telephone, the radio? Wasn't so many years ago if you wanted to talk to a friend of yours who lived two or three miles away, you'd have to ride on over and tell him about it. Today, you just pick up a little black instrument and talk into it and there's your friend on the other end of the wire. And if you want to see somebody who lives a long distance away - well, modern transportation gets you there in no time at all. But you know, all these modern miracles didn't just happen overnight. Bell didn't discover the telephone in a day. Edison played with the idea of the electric light and the phonograph for many years before it became a reality. Now, you may be saying... what's all this got to do with Lucky Strikes. I'll tell you! The first settlers in America found the Indians using their wild tobacco and the tobacco which the first colonists took home with them to England is far different from the tobacco you now smoke in your Lucky Strike Cigarettes; because here's the perfect blend - the cream of the crop of tobaccos. Why, the makers of Luckies scour the country for the finer, milder, better tasting tobacco and then put that tobacco through a careful aging and blending process. And just as Edison watched his idea of the electric light and the phonograph grow into a reality, so the makers of Lucky Strike have watched the finer tobaccos make their cigarette - the one that independent tobacco experts prefer two to one. In fact today, with these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other cigarettes combined. So friends, remember when you light up a Lucky you are not only getting fine tobacco but you also are reaping the benefit of the years of painstaking care that goes to turn this fine tobacco into a finer cigarette.

ATK01 0016367

BLOCK: Then friends, have you ever noticed how carefully professional sportsmen choose their equipment? They really take care. Donald Budge carries his favorite tennis racket onto the court with him for every match. And that racket is strung properly and^{is} inspected carefully before every game. There's just one certain kind of racket that he favors. Take Gene Sarazen - he guards his favorite golf clubs jealously; because they, the professional sportsmen know more about the game in which they excel. The amateur golfer, the tennis player follows the professional in his choice of equipment. And Donald Budge knows tennis. His racket suits him. Chances are if you're an amateur tennis fan, you'll follow his selection. After all, you say he's a pro - he ought to know his stuff. Now, you take the professional tobacco experts - another example. The men who make their living in the great, buzzing tobacco warehouses - at auction after auction - even when they're not financially interested in the sales - these independent buyers, auctioneers and warehousemen see who buys what tobacco. They see the makers of Lucky Strike Cigarettes paying the price again and again to get the finer, milder, lighter leaf. So it's no wonder that with these independent tobacco experts it's Luckies two to one. They know that fine tobacco means a fine cigarette. And what's more, they know that Lucky Strike means fine tobacco. Now look, if Don Budge told you that this racket was the best he had found, you'd take the tip, wouldn't you? Why not take a tip from the pros of the tobacco industry, from the men who know tobacco best? Better tobacco is the first step to the enjoyment of the cigarette. So light up a Lucky tonight, won't you?

BLOCK: So friends, this morning, I want to make a little admission: My reading tastes may not be as high as they should be because frankly I get a great kick out of reading the scientific fiction stories.... you know, the ones that tell you how life's going to be in the year 2050 A.D. They're interesting though, because it's plain to see that anything man can think of doing, man can do and who knows, perhaps these types of stories are the forerunners of what this world will be like centuries from now. But after reading many of these stories, there's one thing I know I won't like in the year 2050. Oh! I won't be here then, will I? Well, all right, if I could be here, I wouldn't like it anyhow. That one thing is that instead of sitting down to a nice fruit cocktail, a steaming plate of soup, a piece of fried chicken, mashed potatoes, a steaming cup of coffee, the man of that age is going to reach into his pocket and he's going to take out five little round pills. He's going to swallow the first pill - that's the appetizer. The second one will be the soup - the third the entree - the fourth the dessert, and then coffee. Before you can say Jack Robinson, he's had his dinner! Now, tell me honestly friends, could you smack your lips over that kind of a meal? Of course not. There'd be no real pleasure in eating, and personally, I like good things to eat. I'll just be doggone if I'll let anyone do me out of the taste of a well prepared meal. And I/^{think} you feel that way too. And you ought to feel that way about the cigarettes you smoke. You may make any claims you want to make about a cigarette, but unless that cigarette is made of fine tobacco - mild, and pleasant tasting - you can't enjoy it. Now remember,^{I've} said it before and I say it again ... Lucky Strike means fine tobacco. And just as you judge

BLOCK: Friends, I wonder how many times this has happened to you and your family. Suppose you want to go to the movies this evening. Now you don't know exactly what you want to see, so you take the newspaper and you look over the long list of advertisements in the evening paper. Let's see, there's such and such playing there, this picture/^{is}playing there. Now that last picture - that one got a good write-up - you think to yourself. The critics liked it. And so you and the family go to see the picture that has been highly praised by the moving picture experts, and ten to one you enjoy the picture which you chose because it was so highly recommended. And you know, this same method of choice may also be applied to your selection of a cigarette. Yes friends, with my own eyes I've seen the statements of independent tobacco experts - auctioneers, buyers, and warehousemen - men who really know tobacco, who see who buys what tobacco at auctions all over the South, and time after time these men have watched The American Tobacco Company buy the finer leaf for that very reason. These statements show that among the experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now that's the opinion of the experts - the critics of the tobacco industry. They know tobacco just the way the movie critics know the movies. They make their living by dealing in it. Now why not take a tip from them just as you take the advice of the movie critics? A good movie may insure your evening's entertainment, but the discovery of a finer cigarette will take care of your smoking enjoyment for/^{the}many years to come. And here's a feature presentation with an all star cast - finer, milder, lighter, better tasting tobacco in Luckies.

BLOCK: a meal by how good it tastes, a good way to judge a cigarette
 is by how good it tastes. The taste test alone can tell you
 that Lucky Strikes are the cigarettes you should smoke!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 14, 1942 (Morning)

AS BROADCAST

BLOCK: Friends, remember how when you were kids you used to admire the frosting on the birthday cake in the neighborhood bake shop window? Remember how there was a family birthday cake with fancy frosted icing on it, you always wanted to be allowed to take the beautiful pink and green rosettes and taste them? They looked so tempting and so delicious. Well do you remember, too, how disappointed you were when you found that although they looked good, they were just hard sugar with very little flavor? The proof that finer tobacco is in Luckies is in the tasting. And independent tobacco experts - in no way connected with any cigarette manufacturing company - who attend auctions all over the South seeing who buys what tobacco, find so much real smoking pleasure in Luckies that a survey made among these men shows that Luckies have twice as many exclusive smokers as all other brands combined. Now these men know their tobacco. They know that a finer leaf makes a finer cigarette. And they've seen us pay the price to get that finer tobacco. The next time you buy cigarettes, please remember - remember that it's the taste that counts. And that taste comes from the use of finer tobacco ... makes Lucky Strike a finer cigarette.

ATX01 0016372

BLOCK: Say, I wonder how many of you folks out there are cross-word puzzle fiends. Lots of you, I'll bet. Then I guess you'll know what I mean when I speak about the thrill you get when you're doing a particularly hard corner of a cross-word puzzle and you just can't get any of the words and then all of a sudden one word comes to you, and that one word makes it possible for you to solve the rest of the puzzle. All right now, I want to talk to you about another word that can solve your smoking pleasure, and that word is tobacco. I want to tell you folks that the independent tobacco experts - the warehousemen, the auctioneers, and buyers - who attend auctions all over the South who watch who buys what tobacco ... these men know their tobacco just as you cross-word puzzle addicts know your synonyms. These men see the makers of Lucky Strike Cigarettes pay the price at auction after auction to get the finer leaf that they themselves would like to smoke. And so it was discovered in an impartial survey that among these independent tobacco experts Luckies had twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, they know that a cigarette can be no finer than the tobacco from which it's made. And since they saw with their own eyes The American Tobacco Company bought that finer tobacco - they knew that Luckies must be a finer cigarette. Just as you cross-word puzzle fans will testify that you have to find exactly the right word at the right time, just so the right cigarette is the key word for true smoking enjoyment. Oh, by the way, do you want a seven letter word for fine tobacco? All right, here it is ...
L U C K I E S ... Luckies.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 15, 1942 (Morning)

Mr. Boggiani
AS BROADCAST

BLOCK: You know, folks, right now here at the Make Believe Ballroom there's a hot and heavy contest raging. It's a popularity contest. And of course, we can't tell yet who's going to end up in first, second, or third place; it's a fight to the finish the best bands will win, and it will be judged by the number of votes that you and you and you cast for your favorite bands. Well, just so, was conducted among independent tobacco experts - auctioneers, buyers, and warehousemen - an impartial poll. Now, remember that these tobacco experts - these independent tobacco experts are in no way affiliated with any tobacco firm. And we conducted this poll in order to find out what brand of cigarettes was tops in their estimation. Well sir, just as all of you are going to choose your favorite band leaders in a true democratic fashion - these men who knew tobacco best, who have spent years following auction after auction - seeing what people bought what tobacco - watching the American Tobacco Company pay the price to get the finer, milder leaf - stated their preferences for Luckies. Yes sir, it was found after studying the statements of these tobacco experts that Luckies had more exclusive smokers than all other brands of cigarettes combined. And just as in a few weeks we'll be able to tell you according to the voting returns on the ballots you send in who's the top ranking band leader in these parts, so the makers of Lucky Strike were mighty proud to find that their cigarettes led all others among men who know tobacco best. Now, why not take a tip from the experts - smoke the cigarette which because it's made from that finer tobacco tastes better. Make your next pack Luckies!

ATX01 0016374

LUCKY STRINE "MAKE BELIEVE BALLROOM"
Commercial - July 15, 1942 (Evening)

Mr. Roggiard
AS BROADCAST

BLOCK: Being really serious for a moment, friends, that program of Beatrice Kaye singing songs of the Gay Nineties somehow brought back a lot of memories to me. It started me thinking. It's funny how memories do come back to you - memories of silly little incidents that happened in your past life. I'll never know what brought it to my mind but when I was about twelve years old my family used to spend the summers down in Pikesville, Maryland. The house where we stayed was about a quarter of a mile from an armory where the Cavalry was situated...And on Sunday afternoon they had their parade. Well, in the several years that we spent out there I got to know many of the officers. And one Sunday afternoon I asked one of the men if I could ride one of the horses around the inclosure. And laughingly he said...Sure, kid, go ahead. So without knowing anything at all about horses I proceeded to pick one that looked good to me and I got on its back. How I ever stayed on I'll never know, but when the Army finally caught up with me about three miles away I was a mighty scared kid hanging on to that horse's back for dear life. Actually, he'd taken me over all the jumps and finally stopped to graze on the banks of a stream. It seemed that I had picked the wildest horse in the entire outfit. They called him Dynamite. Believe me, from then on I left horses pretty much alone, because even at that tender age I had sense enough to know that I knew nothing about horses. They all looked alike to me. And I guess with most of you folks that's the way it is with cigarettes. They all look pretty much alike. And that's why it's so important that in picking a cigarette you take the advice of the tobacco experts - the men who know

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tobacco. They see the makers of Luckies paying the price to get the finer, milder, lighter leaf that they themselves would choose for their own smoking enjoyment.^{And} From an authoritative survey we know that with these men who know tobacco best Luckies have more than twice as many exclusive smokers as all other cigarettes combined. And just as I can assure you folks that I will never again attempt to select a horse without knowing a great deal more than I know now about horse flesh, I'll never attempt to select a cigarette based on anything but the opinion of independent tobacco experts. I think you'll find that a pretty good rule, too. With these men who know tobacco best it's Luckies two to one, but with you as an average smoker I think you'll find that for tops in smoking enjoyment it's Luckies ten to one.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 16, 1942 (Morning)

Mr. Boggiano
AS BROADCAST

BLOCK: Now, I just wonder, you folks remember the old-fashioned hour glass? Well, there was once upon a time when there was no home without its hour glass and it was in constant use. The grains of sand would pass through the narrow neck of glass indicating the passage of time. There was never any doubt about the accuracy of the timing, either. It was sure. As long as that glass stood upright, the grains of sand poured through at their usual rate of speed. And in the same steady manner the tobacco that goes into your Lucky Strike Cigarettes passes unhurriedly through the hour glass of aging and mellowing, only the process doesn't last for just three minutes or three hours. No sir! For your utmost smoking satisfaction, this Lucky Strike process lasts from two to four years. Now, a survey of independent tobacco experts who are in no way connected with any tobacco company, showed that among these men Luckies had twice as many exclusive smokers as all other brands of cigarettes combined. We've told you that these men who follow auction after auction - see who buys what tobacco - see The American Tobacco Company paying the price to get the finer tobacco that they like to smoke. Now, there's another reason why people prefer Luckies. It's because after these finer tobaccos have been bought, they'll have the best possible care as they pass from leaf to finished cigarette - the tobacco is carefully conditioned, aged, and then sent to great storage sheds, and there is't allowed to age from two to four solid years. Imagine that! All those millions of pounds of tobacco tied up for years, and each day - as it passes - adding new flavor and richness. Well, it's little wonder that with men who know tobacco best, it's Luckies two to one. And just as nothing stops the sand from falling through the hour glass, nothing stops Lucky Strike's finer tobacco from getting its full stint of aging and careful

ATK01 0016377

BLOCK: mellowing. We know that no substitute has been found by modern
 science to give the same effect as those unrushed years of aging.
 And now you know it too. So why not make your next pack Luckies?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 16, 1942 (Evening)

M. Boggiano
AS BROADCAST

BLOCK: You know, really there's a difference between being in a groove and being in a rut. For example, how often do you walk into a store and order something, and when the salesman in back of the counter asks you what brand you prefer you say ... Oh, just give me my usual brand. Now I wonder, do you have a reason for ordering the same brand all the time, or is it because that's the way you've been doing it for years, and it's just too much effort to change? Ham, I thought so. That's it! It's - it's like being a Republican or a Democrat all your life, just because your family has for years back. Well sir, in that case you're in a rut. You are a creature of habit. And really, that's no way to buy anything if you want the utmost in satisfaction ... And that applies to cigarettes. For example, have you tried a package of Luckies recently? You know, independent experts can't be wrong. These tobaccomen - the warehousemen, buyers, and auctioneers - who earn their livelihood in handling tobacco and who attend auctions all over the South and watch who buys what tobacco, well they see us pay the price for the finer tobacco, and it isn't likely that they'd be wrong in their opinions. Remember, a survey of these men's smoking preference shows that Luckies have more than twice as many exclusive smokers as all other brands combined. Come on now, get out of the rut - get into the groove. Smoke the smoke tobacco experts smoke.

ATX01 0016379

BLOCK: that goes
How many of you folks know that old proverb/... you can't tell a book by its cover. I guess you've all heard of it at one time or another. And you know, it's just as true of people, of radio programs, of music, and of cigarettes - you can't tell the first thing about a subject until you've tried it. Now I could stand here all day and tell you that among independent tobacco experts it's Luckies two to one. And I could tell you that these men know their tobacco and although they're in no way affiliated with any cigarette company, they do see who buys what tobacco, and they do see The American Tobacco Company paying the price to get the finer tobaccos that they themselves would like to smoke. I can tell you about the Toasting Process - about the mild, light, smooth flavor - yes, I can tell you many things. The old adage still goes, ... you can't tell a book by its cover! You won't be convinced - not really - until you've gotten into the first chapter - until you've bought your first package of Luckies, torn off the cellophane top and lighted the first cigarette. That's when you'll know what real smoking enjoyment is! So why don't you turn to the first page of the book of real smoking enjoyment tonight? Walk into your favorite tobacco store and say ... Make mine a pack of Luckies, please!

BLOCK: About twelve years ago I had occasion to go to Chicago on business in the middle of the winter. It was the dead of winter. Well, I had to have a car out there. It was necessary to get around. You remember those days, don't you? Sure, everybody had a car and could drive wherever they wanted to go. They'll be back again. So ... what's the matter here, anyhow ... I don't know where it's gone, but that thing that they call a voice has just disappeared, so we'll just try and get through it anyhow. As I started to say, I had to have a car out in Chicago, so I drove out there, and arrived in Chicago in the middle of the winter in a terrific blizzard, and it was blizzarding, believe you me. The snow was piled up high on every street and the first night I arrived in town I had an appointment at a certain address. I don't recall it now, but I do recall that I drove away from the front of the house where I was staying and I intended to go South. Well, the wheels of my car got onto the trolley track, which they had brushed clean of snow to permit the trolleys to run, and the trolley tracks ran West and East - well, of course, you couldn't go East because you'd go into the lake. Believe it or not, I had to ride on those trolley tracks all the way to the end of the line and into the car barn before I could get out of those grooves and head back in the direction I wanted to go. Now it's needless to say I was pretty burned up about all the time I had wasted and all the fun I had missed by not getting off those trolley tracks. Of course, that was an extreme case, but there are many cases of the same kind going on right now. Some of you slipped into the groove and that leads you to a tobacco counter where because of habit you continue to ask for one brand of cigarette. Did you ever stop to think if you haven't tried Luckies lately you also may

BLOCK: be missing out on a lot of pleasure and enjoyment? Now don't wait until you get to the end of the line to at least try the cigarette that's bound to give you more smoking enjoyment because it's made from finer, lighter, milder tobacco. And if you're saying to yourself ... how do we know that Luckies are made of finer tobaccos... well, just remember friends, independent tobacco experts who attend tobacco auctions see us pay the price for this superior quality tobacco that makes your Luckies the finer cigarette it is today. And with these independent tobacco experts it's Luckies two to one. I do hope that maybe this little story I've told you this evening may be instrumental in lifting you out of your cigarette smoking rut and set you on the right track toward greater smoking enjoyment. All you have to do is next time remember to say to the man back of the tobacco counter ... Luckies, please - and you bet they do.

BLOCK: I wonder whether you folks have ever noticed how carefully professional sportsmen choose their equipment. You take Don Budge... he carries his favorite tennis racket onto the court with him for every match. The racket must be strung properly. He inspects it carefully before every game and there's a certain kind of racket that he favors. Well take Gene Sarazen ... why, he guards his favorite golf clubs jealously. He wouldn't let them out of his sight. Now why is that? I'll tell you. It's because they, the professional sportsmen, know more about the intricacies of the game in which they excel. The amateur golfer and the tennis player follows the professional in their choice of equipment. Don Budge knows his tennis, and that racket suits him, and the chances are, if you're an amateur tennis fan, you'll follow his selection. After all, you say to yourself ... he's a professional. He should know his stuff. Now you take the professional tobacco expert as another example...The men who make their living in the great buzzing tobacco warehouses. At auction after auction - even when they're not financially interested in the sale - these independent buyers, auctioneers, and warehousemen see who buys what tobacco. They see the makers of Lucky Strike Cigarettes paying the price again and again to get the finer, milder, lighter leaf. And so it's/^{small} wonder that with these independent tobacco experts it's Luckies two to one. Now they know that fine tobacco means a fine cigarette. And what's more, they know that Lucky Strike means fine tobacco. Now if Don Budge told you that this racket was the best he had found, you'd take the tip. Why don't you take a tip from the pros of the tobacco industry, from the men who know tobacco best? Better tobacco is the first step to the enjoyment of a cigarette. Light up a Lucky tonight, won't you?

BLOCK: Friends, a little while ago before I went on the air I happened to be seated at my desk upstairs and I was toying with a little platinum trinket; dangling it in my fingers, I began to wonder why it was that platinum was such a valuable metal. After all, there isn't much difference between platinum and any other ore. They search for it and they dig it out of the ground. Why shouldn't iron be just as valuable as platinum? Well, my common sense told me maybe it was because there was more iron than there was platinum, maybe it was easier to get the iron than it was to get the platinum, and that man always places a greater value on the things that are hard to get. There's a lot of tobacco in this world - tons and tons of it. Why should the makers of Lucky Strike Cigarettes pay the price they do for the tobaccos they buy to go into Luckies. And you know, the answer to that is just as obvious as to why platinum is so much more valuable. It's because the supply of finer, lighter, milder tobaccos is far less than the supply of ordinary tobacco. And we believe, honestly we do, that it's worth paying the price to buy this finer tobacco, this harder to get tobacco, especially when it makes Luckies a finer cigarette. And/since we all, unquestionably, want to enjoy the finer things in life, and since Luckies cost no more than just ordinary cigarettes, don't you think you ought to give yourself this pleasure? Why not do as the tobacco experts do, and this very night try a pack of Luckies. Remember, with these men who know tobacco best, it's Luckies two to one.

BLOCK: Wonder how many times does it happen to you and your family - you want to go to the movies - it's evening. You don't know exactly what you want to see, so you take the newspaper and you go down a long list of advertisements. Let's see, there's this picture playing here, and that picture's playing there. Then you say to yourself ... Ah, now that picture got a good write-up. The critics liked it. So you and the family go to see the picture that's been highly praised by the motion picture experts, and ten to one you enjoy the picture which you chose because it was so highly recommend. And you know, this same method of choice may also be applied to your selection of a cigarette. Yes friends, with my own eyes, I've seen the statements of independent tobacco experts - auctioneers, buyers, warehousemen - men who really know tobacco - who see who buys what tobacco at auctions all over the South. And time after time, these men have watched The American Tobacco Company buy the finer leaf. For that very reason these statements show that among the experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, that's the opinion of the experts - the critics of the tobacco industry. They know tobacco just as the movie critics know their movies. They make their living dealing in it. Why not take a tip from them just as you take the advice of the movie critic? Now, a good movie may insure your evening's entertainment, but the discovery of a finer cigarette will take care of your smoking enjoyment for many, many years to come. So here's a feature presentation with an all-star cast ... finer, lighter, milder, better-tasting tobacco in - Luckies!

BLOCK: You know there is an old saying about 'shoemaker stick to thy last.' Now there's only five words in that saying but I think if everybody paid attention to it there'd be a lot less trouble. Just to give you a little example, I remember several years ago, I'd been given a fairly good watch. One day the watch started gaining. It picked up about ten minutes every hour - you know, a little on the fast side. Well, I didn't think there was anything very complicated about adjusting a watch so I proceeded to open the back and go to work on it. Ah me, after about five hours of work and eye-straining effort I gave up in disgust. I just couldn't get all the parts back together, and no matter how many times I put it together I always had a few parts left over. A perfectly good watch was ruined. How much easier it would have been, how much simpler to have taken that watch to a watchmaker and let him adjust it. I just forgot to stick to my last. Now friends, really we can't all hope to be experts, particularly tobacco experts, because there's so many things to know about tobacco. It takes almost a lifetime to acquire a comprehensive ^{only} knowledge. So it's certainly/natural when you want to know anything about the basis of every cigarette that you should go to an independent tobacco expert for that information. And with these experts who see the makers of Luckies pay the price for the finer tobacco we found that Lucky Strike had more than twice as many exclusive smokers as all other cigarettes combined. Now remember, tobacco experts seldom if ever attempt to be butchers, or bakers, or candlestick makers, or even shoemakers. They stick to their last. They're tobacco experts first and last. And I think we could all do well to accept their opinion in choosing the cigarette designed to give us more smoking enjoyment. If you want to smoke the smoke tobacco experts smoke you need only say to the man behind the counter ... Make this pack Luckies.

BLOCK: Say, how many of you folks are cross-word puzzle fiends? Plenty of you I'll bet. And I guess you'll know what I mean when I speak of the thrill you'll get when you're doing a particularly hard corner of a cross-word puzzle and you just can't get any of the words and then all of a sudden one word comes to you. That one word makes it possible for you to solve the rest of the puzzle. Well now, I'd like to talk to you about another word that can solve your smoking pleasure, and that word is tobacco. I want to tell you folks that the independent tobacco experts - the warehousemen, auctioneers, the buyers - who attend auctions all over the South, who see who buys what tobacco - these men know their tobacco, just as you cross-word puzzle addicts know your synonyms. And these men see the makers of Lucky Strike Cigarettes pay the price at auction after auction to get the finer leaf that they themselves would like to smoke. And so it was found in an impartial survey that among these independent tobacco experts Luckies have twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, they know that a cigarette can be no finer than the tobacco from which it's made. And since they saw with their own eyes that The American Tobacco Company bought that finer tobacco - well, they knew that Luckies must be a finer cigarette. Now just as you cross-word puzzle fans will testify that you have to find exactly the right word at the right time, just so the right cigarette is the key word for true smoking enjoyment. Do you want a seven letter word for fine tobacco? That's it ... L U C K I E S - Luckies.

BLOCK: You know, folks, last night while I was talking to you about Lucky Strike Cigarettes, I couldn't help but notice the number of times that I used the word tobacco. So after I was all through I went back over what I had said to you, and checked up on it, and I found that I had used that word - the word tobacco - eight times. Now, maybe you wonder why I talked so much about tobacco in telling you the reasons why you should smoke Luckies. But I think if you'll take any cigarette in your hand right now, split the paper and empty it, you'll find that actually all/you have in a cigarrtte is tobacco. And naturally, the tobacco is the most important thing about it. Now, there are many grades of tobacco, and it's a common known fact that the finer the tobacco the finer the cigarette. That's why we pay the price at market after market - that's why at the auctions of the 1939 crop at Pamplico, South Carolina, we paid 34 per cent above the average market price as published by the United States Department of Agriculture. It was to get that finer tobacco. Now friends, don't let anyone ever kid you! You can't make a fine cigarette without fine tobacco. And today Lucky Strike means fine tobacco!

BLOCK: You know, it's funny how memories come back to you - memories of silly little incidents that happened in your past life. I'll never know what brought it to my mind but when I was about twelve years old, my family used to spend the summers in Pikesville, Maryland. Did you ever hear of Pikesville, Maryland? Very few people ever did. The house where we stayed was about a quarter of a mile from an armory where the cavalry was housed. And on Sunday afternoon they used to have their parade. Well, in the several years that we spent out there, I got to know many of the officers. One Sunday afternoon, I said to one of the men...Do you mind if I ride one of the horses around the enclosure? You know they had a ring with the jumps and all that. Around there the boys used to work out the horses. He said...sure, kid! Go ahead. So without knowing anything at all about horses, I proceeded to pick one that looked good to me and climbed up on his back. Ah me! How I ever stayed on I'll never know. But when the whole army finally caught up with me about three miles away, I was about the scarest - est - est - est kid in the country. There I was, hanging onto that horse's back for dear life. He'd taken me over all the jumps, and finally decided he was a little bit hungry so he stopped to graze on the banks of a stream. Just picture me hanging on, a horse's head down, munching grass, and me hanging on for dear life! What actually had happened: I had picked the wildest horse in the entire outfit. They called him Dynamite. So that gives you a pretty fair idea. Well, from then on, I left horses pretty much alone; because at that tender age, I had sense enough to know that I knew nothing about horses. They all looked alike to me. And I guess

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial, July 22, 1942 (Morning)

AS BROADCAST

BLOCK: with most of you folks, that's the way it is with cigarettes. They all look pretty much alike. And that's why it's so important that in picking a cigarette, you take the advice of the tobacco experts - the men who know tobacco. Now, they see the makers of Luckies paying the price to buy the finer, milder, lighter leaf that they themselves would choose for their own smoking enjoyment. From an authoritative survey we know that with these men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other cigarettes combined. And just as I can assure you folks that I will never again attempt to select a horse without knowing a great deal more than I know now about horse flesh, I'll never attempt to select a cigarette based on anything but the opinion of independent tobacco experts. And I think that you, too, will find that's a pretty good rule to follow. With these men who know tobacco best, it's Luckies two to one. But with you as an average cigarette smoker, I think you'll find that for tops in smoking enjoyment, it's Luckies ten to one!

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BLOCK: You know, friends, now that my vacation has been over for several weeks I'm going to break down and tell the truth about what happened in my attempt to catch THE big fish. You know, I pride myself on being quite a fisherman - all you have to do is show me a body of water and ten minutes later I'm out fishing. Well, I spent ten days fishing in this beautiful lake in Upper New York, and the best I had to show for all my work was a few measly yellow perch. Now I knew that that lake was plentifully supplied with lake trout, and bass, and pickerel. But what did I get? Perch! It wouldn't have been so bad if I hadn't happen^{ed} on the last day as I rowed on my boat into shore, another chap came rowing up in another boat at the same time. As he came on to the dock I said... How did you do, Bud? He said...oh, fair - three lake trout. When he held them up the biggest one must have weighed all of eight pounds. Man, were they big fish! Now, I think I'm a pretty good fisherman, so why did this man get big fish and I get perch? I'll tell you why...He lives up there. He's fished that lake since he was a youngster. He knew just where the big fish lived. In fact, when he called on them they had their latch caught on the outside of the door and I...I was just a stranger on a big lake, which just goes to prove that if you want to catch fish you have to go out with a native who knows fishing in that locality. ^{And} It proves something else, too. If you want to catch more smoking enjoyment get yourself a capable guide - a tobacco expert - a man who has spent his life in the tobacco business - who sees what companies buy what tobacco. Watch him when he steps up to a tobacco counter and you'll see that with these tobacco experts Luckies have twice as many exclusive smokers as all other cigarettes combined. Yes sir, if you'll smoke the smoke tobacco experts smoke you'll be sure to land your share of smoking enjoyment.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 23, 1942 (Morning)

AS BROADCAST

BLOCK: You know, though, there's a difference between being in the groove and being in a rut. So often you walk into a store to order something and when the man back of the counter says what brand do you prefer, you say...Oh, just give me the usual. I wonder whether you have a reason for ordering the same brand all the time or is it because that's the way you've been doing it for years and it's just too much effort to make any change? Um! I thought so. That is it, isn't it? It's like being a Republican or a Democrat all your life just because your family has been for years back. Well, in that case, and if that's how you behave, then you're in a rut. You're a creature of habit. And really, that's no way to buy anything if you want the utmost in satisfaction. And that applies especially to cigarettes. For example, have you tried a package of better-than-ever Luckies? You know, independent experts can't be wrong. These tobacco men - the warehousemen, buyers, and auctioneers - men who earn their livelihood in handling tobacco - men who attend auction after auction throughout the South, watching who buys what tobacco, see us pay the price for the finer tobaccos. And it isn't likely that they'd be wrong in their opinions. Now, remember that a survey of these independent tobacco experts' smoking preference shows that Luckies have more than twice as many exclusive smokers as all other brands combined. Come on, now. Get out of that rut, and get into the groove. Smoke the smoke tobacco experts smoke!

ATK01 0016392

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 23, 1942 (Evening)

AS BROADCAST

BLOCK: I'll tell the folks something, or I've been trying to remind them of something that happened to me last week. We were going with some friends out on Long Island and we passed that huge bakery out on the way - you know the one I mean. Well, we were about a block away from it and that delicious aroma of fresh baked bread began to strike our nostrils. Man, it took me back many many years to when I was just a little tot. Be around five o'clock on a winter's afternoon, nothing to do, didn't want to go home and wash our neck and ears yet, and one of the fellows in the gang would say... Hey, what do you say, we go down by Wilson's Bakery and smell the fresh bread, eh? So down we'd go to Wilson's. You know, it came back to my mind so vividly I could actually picture myself standing in front of that little bake shop inhaling that wonderful aroma and wondering if we'd have fresh baked bread that night at home. Man, oh man, what an appetizer that was. Then, after standing around and indulging our nostrils a while we'd all make a bee-line home ravenously hungry and ready to eat. It just goes to show how the sense of smell can whet our appetite. Now the next time you buy a pack of Luckies open the top of the package and smell the cigarettes. Note the delightful, clean, fresh aroma that comes from the finer tobacco that's blended in Lucky Strikes. Why it's that makes-you-want-to-light-one-in-a-hurry aroma, the aroma that not only pleases your sense of smell, but gives you promise of even greater pleasure that comes from the actual smoking. And then friends, remember that Luckies never let you down because we pay the price at market after market in order to obtain that finer tobacco. And I think you'll find that it's not only the tobacco experts that know about the finer tobacco in Luckies. You'll find that your nose knows, too.

ATX01 0016393

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 24, 1942 (Morning)

Mr. Berglund
AS BROADCAST

BLOCK: Just a moment - I^{just} want to remind our friends about something -/rather
I want to
/tell you about something that I think, may prove interesting. About -
oh, ten or twelve years ago, I had to go out to Chicago on business in
the middle of the winter. And I had to have an automobile out there.
So I drove out from New York, and when I got into Chicago they were
having a terrific blizzard. Snow was piled up high on every street -
as they get blizzards in Chicago you know. Well, the first night I
was in town I had an appointment to meet a certain party at a certain
address. I don't recall it now, but all that I do recall is that as
I drove away from in front of the house where I was staying, intending
to go South, the wheels of my car got on the trolley tracks. And
while they were brushed clean of snow to permit the trolleys to run,
the snow was piled up high on both sides of the track and just packed
with snow and ice. Now, the trolley tracks ran West, and believe it
or not, I had to ride on those trolley tracks all the way to the end
of the line and then go right into the car barn itself before I could
get out of that groove and head back to the direction I wanted to go.
Needless to say, I was pretty badly burned up at all the time I had
wasted - all the fun I had missed by not being able to get off those
trolley tracks. Now that was an extreme case, I'll admit. But there
are many cases of the same kind going on right now. Some of you have
slipped into the groove that leads you to a tobacco counter where,
because of habit, you continue to ask for one brand of cigarettes. Do
you ever stop to think that if you haven't tried Luckies lately, you
may be missing out on a lot of pleasure and enjoyment? Now, don't
wait until you get to the end of the line to at least try the
cigarette that's bound to give you more smoking enjoyment because it's
made from the finer, lighter, milder tobaccos. And if you're saying
to yourself ... how do we know that Luckies are made of finer tobacco ,

ATX01 0016394

BLOCK: well just remember friends, that independent tobacco experts - who attend auctions and see us pay the price for this superior quality tobacco that makes your Luckies the finer cigarette that it is today - that with these independent tobacco experts, it's Luckies two to one! Now I hope that this little story/^{that}I've just told you may be instrumental in lifting you out of your cigarette smoking rut and setting you on the right track toward greater smoking enjoyment. All you have to do is next time, remember to say to the man back of the counter ... Luckies, please! And you just bet they do!

BLOCK: Folks, do you remember the story about Cinderella, the poor little girl whose stepmother made her do all the work in the house? Then when evening came and there'd be a dance or a party little Cinderella had to sit home by the fire and wish that she could be there? Remember how one night her fairy godmother appeared before Cinderella and waved her magic wand and transformed her into a beautiful princess rich with all the lovely things of life, cautioning her only that while she might go to the Prince's Ball that night, she'd have to return home before the stroke of twelve or all of her lovely clothes would at once turn to rags? You remember that story. Sure you do. It must have been wonderful to have had a fairy godmother. The makers of Lucky Strike Cigarettes were never so blessed. We can't just wave a magic wand. We have to attend tobacco auctions all over the South. We have to pay the price in order to get that finer tobacco that makes Luckies such a royally good smoke. Little Cinderella could - could only enjoy those beautiful clothes and that coach and four and the coachman, and footman for a - for a brief span of hours. But you need never fear that the arrival of the stroke of twelve when you smoke Luckies, because their natural goodness put there by the use of finer tobacco stays good day in and day out, and year in and year out. Oh yeah ... Oh, I did, didn't I? I forgot to mention anything about the little glass slipper that Cinderella lost in her haste to get home before the stroke of midnight. Well, perhaps you'd better not say anything about that because you ladies and gentlemen have everything to gain and nothing to lose when you rush to the nearest tobacco counter and ask for Luckies.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 25, 1942 (Morning)

M. Boggiano
AS BROADCAST

BLOCK: A couple of afternoons ago I happened to be seated at my desk upstairs toying with a little platinum trinket. I had it dangling in my fingers and the thought occurred to me ... why was it that platinum is such a valuable metal? After all, there isn't much difference between platinum and any other ore. You have to search for it, you have to dig it out of the ground, you have to refine it. Why shouldn't iron be just as valuable as platinum? And/of course, common sense came to the rescue and told me maybe it was because there was more iron than there was platinum available. Maybe it was easier to get iron than it was to get platinum, and that man always places a greater value on the things that are hard to get. Now there's lots of tobacco in this world - tons and tons of it. Why should the makers of Lucky Strike Cigarettes pay the price they do for the tobaccos they buy to put into Luckies? Well the answer is just as obvious as to why platinum is so much more valuable. It's because the supply of the finer, lighter, milder tobacco is far less than the supply of ordinary tobacco. And we truthfully believe that it's worth paying the price to buy this finer tobacco, this harder to get tobacco, especially when it makes Luckies into a finer cigarette. Now since we all unquestionably want to enjoy the finer things in life, and since Luckies cost no more than just ordinary cigarettes, don't you think you ought to give yourself this pleasure? Why not do as the tobacco experts do and this very night, this very day, try a pack of Luckies? Remember, that with these men who know tobacco best it's Luckies two to one.

ATX01 0016397

HART: Say, remember the story of Cinderella, the poor little girl whose step-mother made her do all the work in the house, and when evening came, and there was a dance or a party, little Cinderella would have to sit home by the fire and wish that she could be there? Remember how one night her fairy godmother appeared before Cinderella and waved her magic wand and transformed her into a beautiful Princess - rich in all the beautiful things of life, cautioning her only that while she might go to the Prince's ball that night, she must return home before the stroke of twelve or all her lovely clothes would turn to rags? You remember that story? Surely you remember it. Must have been a wonderful thing to have a fairy godmother. Well, the makers of Lucky Strike Cigarettes were never so blessed. We just can't wave a wand. We must attend tobacco auctions all through the South and pay the price in order to get that finer tobacco that makes Luckies such a royally good smoke. You know, little Cinderella could only enjoy those beautiful clothes and that coach and four, and coachmen and footmen for a brief span of hours. But you need never fear that arrival of the stroke of twelve when you smoke Luckies; because their natural goodness, put there by the use of finer tobacco, stays good day in and day out, year in and year out. Oh, I forgot to mention anything about the little glass slipper that Cinderella lost in her haste to get home before the stroke of midnight. Well, perhaps we'd better not say anything about that. You ladies and gentlemen have everything to gain and nothing to lose when you rush to your nearest tobacco counter and ask for Luckies. Make sure you do it tonight!

BLOCK: You know that old saying ... Shoemaker, stick to thy last. If all of us would remember that, there'd be a lot less trouble. To give you a little example, I can remember several years ago when I had a pretty good watch. One day the watch started gaining. It picked up about ten minutes every hour - a little bit on the fast side, you know. Well, I didn't think there was anything very complicated about adjusting a watch so I proceeded to open the back and go to work on it. Work ... did I say? After about five hours of it and straining my eyes and putting in all kinds of effort, I just had to give up in disgust. I couldn't get all the parts back again and a perfectly good watch was ruined. How much easier it would have been to take that watch to a watchmaker - a man who knew how and let him adjust it. I just forgot to stick to my last. We can't all hope to be experts, particularly tobacco experts - there are so many things to know about tobacco. It takes almost a lifetime to acquire a comprehensive knowledge. So it's only natural when you want to know anything about the basis of every cigarette, you should go to an independent tobacco expert for that information. With these tobacco experts who see the makers of Luckies pay the price for the finer tobacco, we found that Lucky Strike had more than twice as many exclusive smokers as all other cigarettes combined. Now, tobacco experts, seldom if ever, attempt to be butchers, or bakers, or candlestick makers, or even shoemakers. They stick to their last. They're tobacco experts. And I think we could all do well to accept their opinion in choosing the cigarette designed to give us more smoking enjoyment. If you want to smoke the smoke tobacco experts smoke, you need only to say to the man behind the tobacco counter ... Make this pack - Luckies!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - July 27, 1942 (Evening)

AS BROADCAST

ANNOUNCER: (After announcing selection) And speaking of music, one of the loveliest operettas ever written was composed by those two very prolific writers, Gilbert & Sullivan, and of the many fine operettas that they wrote I think you'll remember "Pinafore." Remember "Pinafore," the one about the admiral with his sisters and his cousins that he counted by the dozens, and his aunts? Remember how he polished up the handles of the big front door so carefully that they made him the ruler of the king's Navy? Remember how the hero was just an ordinary seaman until the bum boat lady told him about how things are seldom what they seem...skim milk masquerades as cream? I guess most of us at some time or other went to High School and either took part in or listened to other members of the school in that grand production of "Pinafore." In fact, that saying of the bum boat lady...things are seldom what they seem - skim milk masquerades as cream...has been quoted many, many times since Gilbert & Sullivan wrote the lines. I mention it tonight because in the making of Lucky Strike Cigarettes there can't be any masquerading. The most important ingredient in a cigarette is tobacco. Now when the tobacco is sold at auction independent tobacco experts see exactly who buys what tobacco. And you can't fool these tobacco experts. They've been born and raised in the business and they know good tobacco. When they see us buy the choice tobacco that they want to smoke it's only natural they should make their choice Luckies. So again tonight I'm going to suggest you put on your best bib and tucker, or maybe I should say pinafore, and visit your nearest tobacco store. They'll be glad to supply you with the cigarette tobacco experts smoke - the smoke that means fine tobacco. Well, which cigarette? Why, Luckies, of course.

ATX01 0016400

BLOCK: Now friends, before Bing sings his next number - something funny happened last night - after I finished talking to you about Lucky Strike Cigarettes, I went back over what I said and noted that I had used the word tobacco eight times - eight times in one little talk I mentioned tobacco. And that led me to wonder whether you wondered why I talked so much about tobacco in telling you the reasons why you should smoke Luckies. But I think that if you'll take any cigarette in your hand right now - split the paper - empty the cigarette, you'll find that actually all you have in a cigarette is tobacco, and naturally the tobacco's the most important thing about it. Now, there are many grades of tobacco and it's a common known fact that the finer the tobacco, the finer the cigarette. And that's why we pay the price - at market after market - that's why at the auction of the 1939 crop at Pamlico, South Carolina, the makers of Luckies paid 34 per cent above the average market price as published by the United States Department of Agriculture to get that finer tobacco. Now friends, - don't - don't let anyone ever kid you. You can't make a fine cigarette without fine tobacco. And today, Lucky Strike means fine tobacco. And now, let me see - I just want to see something here. One, two, one two, three, four, four, five, six, seven, eight - huh! Only eight times last night ... Nine times this morning did we mention tobacco. That ought to indicate pretty clearly to you that tobacco is really the all-important thing in any cigarette. Don't forget, make that next pack Luckies!

BLOCK: Friends, did you ever stop to think about the difference in automobiles? Now I know that not many folks are thinking about automobiles today, especially about buying one. You're thinking how to make the car you now own last longer. But I bring up the subject of automobiles because there's a great lesson to be learned in the selection of a car. Have you ever wondered why two automobiles both able to go at about the same rate of speed, both good looking, both equally economical to operate, will sell for widely different prices? One car will cost ... oh, a thousand dollars - the other car maybe twenty-five hundred or three thousand dollars. Now what accounts for this great difference in price when actually both cars will take you to the same place and get you there and back? Now the answer, of course, lies in the quality of every part of that car. The more expensive car has a finer motor - has a finer motor that's smoother running. It will last longer. The body is made of heavy gauge metal. The upholstery is more luxurious. But remember, both cars will get you there. Now carrying that thought a little further ... Suppose you had your choice of either a thousand dollar car or the three thousand dollar car, neither one to cost you one penny more to buy or to operate. You could have your pick ... cost you the same amount and it wouldn't cost you one penny more to run. Which car would you take? I mean if you could get the gas for it. Of course, the answer is obvious, you'd take the more expensive car because you knew that it would give you most lasting satisfaction. And we could apply the same reasoning to the selection of a cigarette in spite on the fact that an automobile may cost several thousand dollars and a cigarette only a fraction of a penny.

BLOCK: You'd want the better car because it's made of finer material,
 and you should choose the cigarette that's made of finer tobacco.
 Now remember, Lucky Strike means fine tobacco because we pay the
 price at auctions all over the South to get the milder, lighter
 leaf from which we make Luckies. Now I don't think that you have
 to be a tobacco expert in order to realize that the finer tobaccos
 used in Luckies will give you a smoother, longer lasting sense of
 satisfaction each time you light one and the nice part about it
 is that Luckies cost no more than ordinary cigarettes. If I were
 you, this very night I'd switch to Luckies, the finer cigarette
 that costs no more.

BLOCK: I suppose you folks remember around the end of June, I started off on a vacation - the middle of June. Well, now that the vacation is over - now that I've been away and had my attempt at catching the big fish, I don't think there's any harm in breaking down and telling the truth about what happened. You see, I sort of pride myself on being a fisherman. I think I'm pretty good. All you have to do is show me a body of water, and ten minutes later I'm out fishing. Well, I spent ten days fishing this beautiful lake in upper New York. And the best I had to show for all of my work was a few measly yellow perch! Now, I knew that that lake was plentifully supplied with big lake trout and bass and pickerel. But what did I get? Perch! It wouldn't have been so bad if it hadn't happened that on the last day as I rowed my boat into shore, another chap came rowing up in another boat at the same time. And as he came in to the dock, I said ... How did you do, Bud? He said ... Oh, fair! Three lake trout! When he held them up, the biggest one must have weighed all of eight pounds. Man, they were big fish! Now, I think I'm a pretty good fisherman, so why did this man get the big fish and why did I get the perch? I'll tell you why! He lives up there! He's fished that lake ever since he was a youngster. He knew just where the big fish lived. In fact, when he went to call on them, they had their latch cord on the outside of the door. But me - I was just a stranger on a big lake. And that just goes to prove that if you want to catch fish, you have to go out with a native who knows fishing in that locality. And to prove something else, too - if you want to catch more smoking enjoyment, get yourself a capable guide - a tobacco expert -

BLOCK: a man who has spent his life at the tobacco business - who sees what companies buy what tobacco. Watch him when he steps up to a tobacco counter and you'll see that with these tobacco experts Luckies have over twice as many exclusive smokers as have all other cigarettes combined. Yes sir, if you'll smoke the smoke tobacco experts smoke, you'll be sure to land your share of smoking enjoyment.

BLOCK: Wonder how many of you folks have ever gone to a magician's tent at a fair. Have you ever gone in, eh? Well I suppose that all of you at one time or another have. Maybe it was the World's Fair, the Circus, or maybe one of the nearby amusement parks. Remember that good old trick where the magician pulled some rabbits out of a hat? I remember I used to stand up there in the crowd completely mystified. I never did find out where those really white rabbits really came from. I guess those wizards in the black capes were just vested with special magical powers or maybe they just knew a little more about their business than us folks on the outside. And you know, friends, making a fine cigarette is not like pulling a rabbit out of a hat, although it may seem like magic to you. It's not a case of slight of hand but of finer tobacco. Just as the magician knows that his nimble fingers are a necessary factor in his trade so the makers of Luckies know that in a cigarette it's the tobacco that counts. There's no wizardry involved in a statement that among independent tobacco experts it's Luckies two to one. These auctioneers, buyers, and warehousemen - well they attend auctions all over the South seeing who buys what tobacco, seeing The American Tobacco Company pay the price at auction after auction for the finer leaf. And so it's small wonder that among these independent experts Luckies have twice as many exclusive smokers as all other cigarettes combined. Yes sir, and next time step up to your tobacco counter and say ... Make mine a pack of Luckies, please.

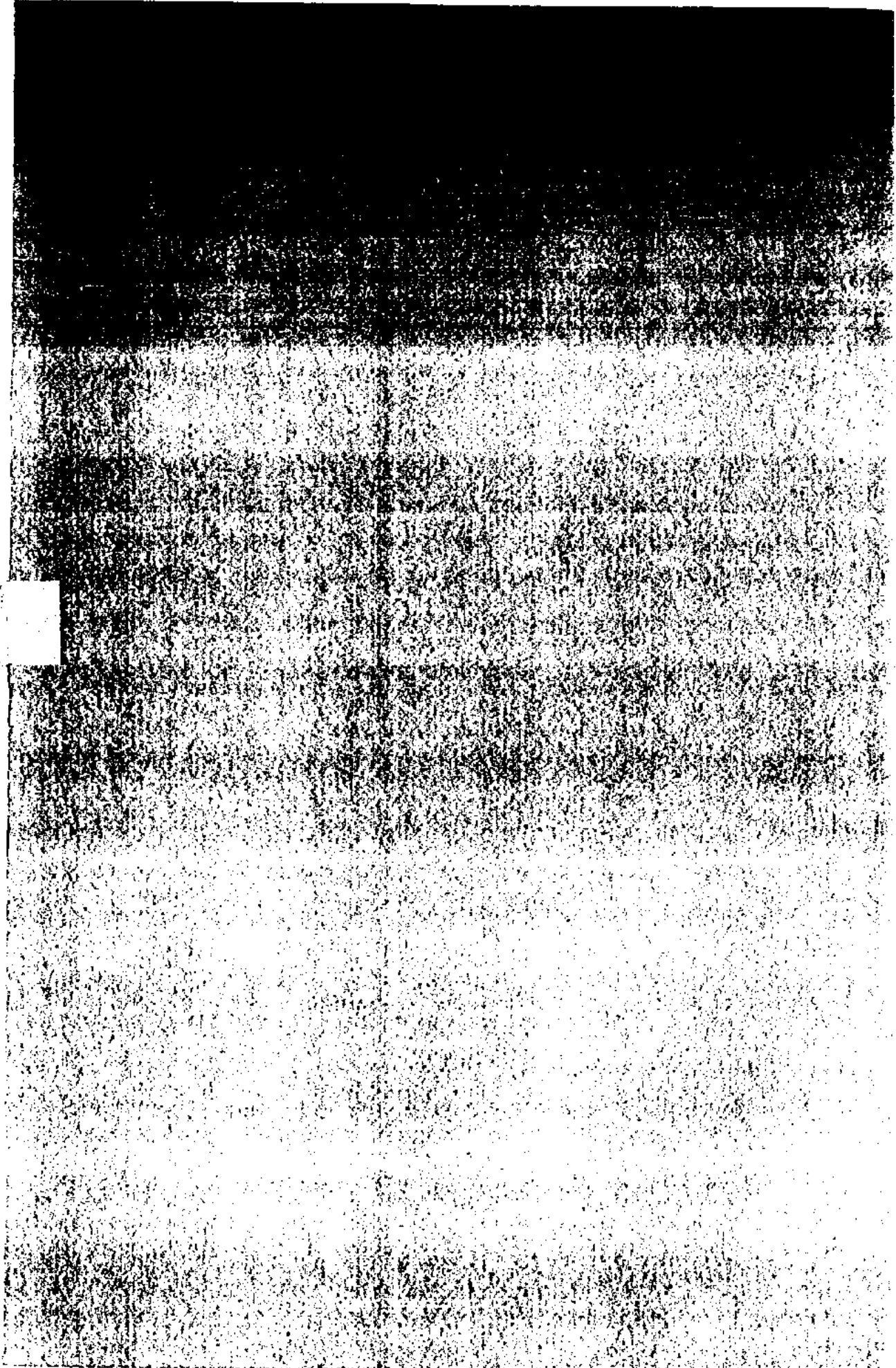
BLOCK: You know, friends, a couple of weeks ago we were driving out to Long Island with some friends. And we passed that huge bakery along the way, you know. Well we were about a block away from the bakery that delicious aroma of fresh-baked bread began to strike our nostrils. Ah. Was that good! It took me back many, many years to when I was just a kid - a winter's afternoon about five o'clock - nothing to do - kids didn't want to go home and wash their neck and ears - one of the fellows would say - Hey let's go down by Wilson's bakery and smell the fresh bread baking. It came back to my mind so vividly I could actually picture myself standing in front of that little bakeshop - just inhaling that wonderful aroma and wondering if we'd have fresh baked bread that night at home. Man, oh man, what an appetizer that was! After standing around and smelling for awhile, we'd all make a bee-line home, ravenously hungry - ready to eat. And that just goes to show how the sense of smell can whet our appetites. Now, the next time you buy Luckies, do me a favor, will you? Do yourself a favor, too. Open the top of the package and smell the cigarettes. Note the delightful, clean, fresh aroma that comes from the finer tobacco that's blended in Lucky Strikes - that makes-you-want-to-light-one-in-a-hurry- aroma - that's what it is - the aroma that not only pleases your sense of smell, but gives promise of even greater pleasure that comes from the actual smoking. And then, friends, remember that Luckies never let you down because we pay the price at market after market in order to obtain that finer tobacco. And then, I think you'll find that it's not only the independent tobacco experts that know about the finer tobaccos in Luckies. You'll find that your nose knows, too!

BLOCK: Say, I wonder how many of you folks remember the birthday parties you used to attend when you were a kid. They were almost as much fun to go to even when it wasn't your birthday that was being celebrated ... You know the heaps of birthday presents stacked up in front of the gift table, and at a given signal the youngster would hurriedly unwrap all the packages and before they were unwrapped the guessing that was going around the table as to the contents of those oddly shaped boxes all done up in tissue paper and colored ribbons. Then somehow when all the tissue paper was torn open and the gifts revealed ... somehow there was a let down. The anticipation was the best part of it. You know, friends, there's no guess work involved when you buy a package of Lucky Strike Cigarettes. You don't have to wonder because you know that Lucky Strike means fine tobacco. You see, experts don't guess. They know. And so when we tell you that a survey among independent tobacco experts shows that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, you must realize that these men are not fooled by outside appearances, by the sort of thing that baffled you when you were a kid at your pal's birthday party. No sir. These men know their tobacco. They see who buys what leaf. And they see the makers of Luckies paying the price at auction after auction to get the finer, milder, lighter, better tasting tobacco - the tobacco they would choose for their own smoking enjoyment. These independent tobacco experts know that a cigarette can be no better than the tobacco it contains. They know, too, that Luckies mean fine tobacco. Now why not take a tip from the experts? Why don't you stop guessin'? The makers of Luckies offer you a cigarette whose actual smoking satisfaction will exceed your greatest anticipation. Why not make that next pack Luckies?

BLOCK: I wonder if I might tell you a little story - a story that maybe your mother told you when you were a little girl or a little boy - the story of Cinderella. Remember poor little Cinderella, the little girl whose stepmother made her do all the work in the house, then when evening came, and there was a dance or a party, little Cinderella would have to sit home by the fire and just wish that she could be there? Remember how one night the fairy godmother appeared before Cinderella and waved her magic wand and transformed her into a beautiful Princess - rich in all the lovely things of life, cautioning her only that while she might go to the Prince's ball that night, she must be sure to be home before the stroke of twelve or all of those lovely clothes would at once turn to rags? Now, I bet you remember that story. Everybody knows it! And you know I was thinkin' it must have been wonderful to have a fairy godmother. I wish I had one. The makers of Lucky Strike Cigarettes were never so blessed, either. They can't just wave a magic wand in order to obtain that finer tobacco. They have to attend tobacco auctions all throughout the South and pay the price in order to get the tobacco that makes Luckies such a royally good smoke. Little Cinderella could only enjoy those beautiful clothes and the coach and the footmen for a brief span of hours, but you need never fear the arrival of the stroke of twelve when you smoke Luckies because of their natural goodness... put there by the use of that finer tobacco and that natural goodness stays there, day in and day out. Oh, I forgot to mention anything about that little glass slipper that Cinderella lost in her haste to get home before the stroke of midnight, didn't I? Well, perhaps we'd better not say anything about that; because you ladies and gentlemen have everything to gain and nothing to lose when you rush

BLOCK: to your nearest tobacco counter and ask for Luckies. And now we've
told you our - our little bedtime story for this morning, and I do
hope you'll remember just one thing ... remember to ask for Luckies
next time. Then you'll know that you're smoking the smoke tobacco
experts smoke.

BLOCK: This world today is very signal conscious. In fact, we all live under a system of signals. Did you ever stop to think about that? An alarm clock bell goes off in the morning. That means it's time to get up. A whistling teapot - breakfast's ready. A ringing telephone bell - somebody wants to talk to us. A green light - we can cross the street. The International Code - a ship at sea with a message. And then in specialized industries there are different signals which outsiders find very bewildering. For example, if you were to wander through the great warehouses in the South while a tobacco auction was in progress you mightn't be able to detect exactly how the bids were made. One buyer might seem to scratch his ear - another one wrinkles his nose - still another one might roll his eyes. It might take you a while to catch on to these signals which the auctioneer interprets so readily, but it wouldn't take you long at all to catch on to the familiar "Sold American," as one basket after another of fine tobacco leaf changed hands. You'd soon notice the frequency with which The American Tobacco Company pay the price to get the finer, tobacco that you smoke in your Lucky Strike Cigarettes. You don't have to join the signal corps to find out that Lucky Strike means fine tobacco. Just take a tip from the independent tobacco experts - the buyers, warehousemen, the auctioneers - who make their living in tobacco, seeing who buys what leaf. Yes sir, among these men who know tobacco best it's Luckies two to one. You know, just as they know, that a cigarette can be no better than the tobacco it contains. And just as your alarm clock bell means wake up, Lucky Strike means fine tobacco. And next time you walk up to your tobacco counter give the signal that's going to bring you complete smoking enjoyment. All you have to do is say ... Luckies please.



AUGUST

BLOCK: You know, one of the liveliest operettas that was ever written, was composed by those two very prolific writers - Gilbert and Sullivan - it's called Pinafore. You know the one about the admiral, and his sisters, and his cousins that he counted up by dozens, and his aunts? Remember how the young fellow polished up the handles of the big front door so carefully that they made him the ruler of the Queen's Navy - and how the hero was just an ordinary seaman until the bumboat lady told him about how things are seldom what they seem - skimmed milk masquerades as cream? I guess most of us at sometime or another went to High School and either took part in or listened to other members of the school in that lovely production. In fact, that saying of the old lady's about things are seldom what they seem - skimmed milk masquerades as cream, has been quoted so many, many times that it has become a standard quotation. Well, I mention it today because in the making of Lucky Strike Cigarettes, there's no masquerade. The most important ingredient in a cigarette is tobacco. Now with tobacco sold at auction, independent tobacco experts see exactly who buys what tobacco, and you can't fool these experts. They've been born and raised in the business and they know good tobacco. When they see us buy the choice tobaccos they want to smoke, it's only natural they should make their choice Luckies. Again today, I'm going to suggest to you to put on your best bib and tucker, or maybe I should say your newest pinafore, and visit your nearest tobacco store. They'll be glad to supply you with the cigarette tobacco experts smoke - the smoke that means fine tobacco. Which cigarette do I mean? Why, Luckies of course!

BLOCK: I'm sure you folks all know that old saying about the proof of the pudding is in the eating. Well, really I'm not here tonight to sell you pudding, so let's change that saying and make it read ... The proof of a cigarette is in the smoking! You see, friends, I have a problem. I know that no cigarette can be any better than the tobacco from which it's made. I know that the makers of Luckies pay the price for the finer, lighter, milder tobacco. I know that the utmost care is used to age and blend that tobacco with other fine tobaccos. I've seen millions and millions of pounds of tobacco sleeping in huge storage sheds for from two to four years, until it reaches that just right stage. I've visited the factory where Luckies are made, and I've seen the care that's taken in manufacture to make sure that each cigarette is made just right - to see that there are no loose ends. And I've seen the careful, final inspection that's given to Luckies - to make sure that this finer tobacco comes to you at its best. I have seen all these things - I know them to be true! Now, I mentioned a problem a little while ago. Well, my problem is to prove it to you. If I could succeed in doing that, why I know that I will have accomplished something really worthwhile - that I'll have been responsible for you changing to a brand of cigarette that will unquestionably bring you more smoking enjoyment. And that I regard as my greatest opportunity on these broadcasts ... if I can feel responsible for increasing your smoking pleasure, it'll certainly make me very happy. Now my only way of accomplishing this - since as we said at the beginning - the proof of a cigarette is in the smoking! - is to ask you tonight to make that next pack Luckies. I know that when you light up that first Lucky Strike you'll have all the proof you need that Lucky Strike means fine tobacco - that Luckies are the cigarette you'll want to smoke from now on.

BLOCK: You know, when Mr. Jaeger - a little while ago - was telling us about the new dia-out regulations on automobiles and about how we're going to have to eliminate the use of headlights and use only parking lights, the thought occurred to me...wonder whether you ever stop to think about the difference in automobiles. I know not many of you folks today are thinking about automobiles - especially about buying one. You're thinking more about how to make the car you now own last longer. But I bring up the subject of automobiles because there's a great lesson to be learned in the selection of a car. Maybe you've wondered at times why two automobiles - both able to go at the same rate of speed - both good looking - both equally economical to operate - will sell for widely different prices. One car will cost - oh, say, a thousand dollars...the other car three thousand dollars. Now what accounts for the great difference in price when actually both will take you to the same place - get you there and get you back. Well, the answer, of course, lies in the quality of each and every part in that car. The more expensive car has the finer motor - it's smoother running. It will last longer. The body is made of heavy gauge metal. The upholstery is more luxurious. But remember, both cars will get you there! Now, carrying that thought a little further ...suppose you had your choice of either the thousand dollar car or the three thousand dollar car - neither one to cost you any more to own or to operate. Which/^{car}would you take?... (Laughs)...I mean if you could get gas for it. Of course, the answer is obvious. You'd take the better car; because you know it would give you more lasting satisfaction. And we can apply that same reasoning to the selection of a cigarette in spite of the fact that an automobile may cost

BLOCK:
(CONT'D.)

thousands of dollars - a cigarette only a fraction of a penny.
You'd want the better car because it was made of finer material.
And you should choose the cigarette that's made of finer tobacco.
Now, please remember, Lucky Strike means fine tobacco. It means
it because we pay the price at auctions all over the South in
order to get the milder, lighter leaf from which Luckies are made.
Now, I don't think you have to be a tobacco expert in order to
realize that the finer tobaccos used in Luckies will give you
a smoother, longer lasting sense of satisfaction each time you
light one. And the nice part about it is that Luckies cost no
more than ordinary cigarettes. Now, if I were you, this very
night - this very day, in fact - I'd switch to Luckies, the finer
cigarette that costs no more.

BLOCK: Say, do you happen to be a shoemaker? Well, if you are, you know all about the different grades of leather, don't you? And, of course, if you were going to make a pair of shoes for yourself, or for your family, naturally you'd make them from the leather that you knew to be of the best quality. Or maybe you're not a shoemaker! Maybe you are a lady and you work in a dress factory - you handle material all day long. You know which are the best materials, don't you? No one could fool you about 'em! Well, if you were going to make a dress for yourself, wouldn't you try and make it of the best material available, so that the dress would be lovelier and last longer? Sure, you would! It's only natural. And friends, isn't it just as natural that tobacco experts - men who know tobacco best - when it comes to choosing a cigarette for their own pleasure and satisfaction would choose the cigarette they know contains the finer, lighter, milder tobacco? Personally, I think it's only natural! Now, if I'm going to convince you that Luckies are the cigarettes you should smoke, there are only two things I need call to your attention. The first is that most tobacco, for your cigarettes is sold publicly at auction. And these auctions are attended by independent experts - warehousemen, buyers and auctioneers - men who earn their living in the tobacco business. And at the auctions they see the makers of Luckies paying the price to buy the finer tobacco that makes for real smoking pleasure. Now remember, they hear and see ^{that} with their own ears and eyes - no one tells it to them. Now the second important thing is to find out just which cigarette is smoked consistently by the greatest number of these independent experts. We can't get

BLOCK:
(CONT'D)

away from the fact that they see who buys what tobacco - and when I tell you folks that with my own eyes I've seen hundreds and hundreds of sworn statements by these selfsame tobacco experts attesting to the fact that they smoke Luckies...So I think that this in itself is one of the best reasons in the world for you smoking the smoke tobacco experts smoke. I know it convinced me, I hope that I may in turn have convinced you. Try a package of Luckies tonight! Give them a fair trial.

BLOCK: Wonder how many of you folks have ever visited a magician's tent at a fair. I suppose all of you have at one time or another - maybe it was out at the World's Fair - at the circus, or an amusement park, or a block party. Well, do you remember that good old trick where the magician pulls rabbits out of a hat? Gosh, I can stand in front of a magician and just wonder and wonder - completely mystified. I've never been able to find out where those wiggly white rabbits really come from - could never figure it out. I guess those wizards in the black capes were invested with special magical powers, or maybe it was that they just know a little more about their business than I do. You know, folks, making a fine cigarette is nothing like pulling a rabbit out of a hat, although it may seem like magic to you. It's not a case of slight of hand - it's a case of finer tobacco. Just as the magician knows that his nimble fingers are a very necessary factor in his trade, so the makers of Lucky Strike Cigarettes know that in a cigarette it's the tobacco that counts. Yes sir, there's no wizardry involved in the statement that among independent tobacco experts, it's Luckies two to one. These auctioneers, buyers, and warehousemen attend auctions all over the South. They see who buys what tobacco, and when they see the makers of Luckies pay the price at auction after auction for the finer leaf, naturally it's small wonder that among these independent experts Luckies have twice as many exclusive smokers as all other cigarettes combined. Yes sir, next time stop up to your tobacco counter and say...make mine Luckies, please. And you just bet your bottom dollar they do!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 4, 1942 (Evening)

AS BROADCAST

BLOCK: You know, friends, the first job I ever had was as an office boy down at the old General Electric Company, at 120 Broadway, in New York City. The first job I^{ever} went on, I was about thirteen or fourteen years old. In that time - that time of my life - I was most fascinated by Wall Street. I wanted to be a big broker some day. I'm afraid the closest I ever got to it was just being broke. I used to run around several times a day delivering messages and packages and I always used to pass Wall and William Street. Well, on one side was a great, big, beautiful building that housed the Stock Exchange. And a block further down was the Curb Exchange. Now, in those days the curb was just as the name indicated - a place where people dealt in stocks and bonds right out on the sidewalks. Yeah, they actually transacted business right there on the street. I used to stand there in wide-eyed amazement watching these men signal their bids in stocks and bonds to other men up in the windows. Well, little did I think that some day I'd be talking to you about Lucky Strike Cigarettes, a cigarette that bases its claim to your smoking patronage on the finer tobacco from which it's made...And that that tobacco would be bought and sold in almost the same manner as I used to see stocks and bonds sold out there on that curb exchange - only, of course, this happens in tobacco warehouses down South. Now, if you could see as I've seen tobacco buyers giving their signals to the auctioneer, signifying their bids for those baskets of tobacco, you'd be just as amazed as I was at the signals given on the curb market many years ago. And while those signals on the curb market had little meaning to me personally, the signals by the buyers of tobacco affect your personal smoking enjoyment every day, 'cause every time a buyer from the American Tobacco Company sees a basket of finer, lighter, milder tobacco offered for sale, well you can bet your bottom dollar that he's going to go after it. We know that no cigarette can ever be any better than the tobacco from which it's made. And you'll know it, too, when you try a Luckies. Their finer tobacco means that in Luckies you can count on getting your full share of smoking pleasure. And just in case the man in back of the tobacco counter may not understand signals, I suggest that you just say...A pack of Luckies, please.

ATX01 0016420

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 5, 1942 (Morning)

Mr. Boggs
AS BROADCASTER

BLOCK: I wonder how many of you folks can remember the birthday parties you used to attend when you were a kid? Well I - I don't mean your own birthday parties. I mean the ones you used to go to when your pal, the little boy who lived next door - the little girl who lived across the street had a birthday. You'd go over there and you'd walk in and you'd say...Happy Birthday! They'd say...Thank You! And then you'd go into the table and there'd be just heaps of birthday presents stacked up in front of the child who was celebrating the birthday, you know - each package wrapped nicely, and all different odd-shaped packages done up in tissue paper and colored ribbons. And you'd look at the presents - your eyes sort of pop a little bit, even though they weren't for you, you know. You were just trying to anticipate what was in the presents. Then came the work of opening them. Somehow when the paper was taken off and the packages were opened and the gifts were taken out - well, it was sort of a let-down, you know? The packages looked so nice! The anticipation there was about the best part of it, I guess. And you know, friends, that bit of the guessing what's inside the package - there's no guesswork involved when you buy a package of Lucky Strike Cigarettes. You don't have to wonder because you know that Lucky Strike means fine tobacco and experts don't guess, either. They know! When we tell you that a survey among independent tobacco experts shows that with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, you must realize that these men aren't fooled by outside appearances - the sort of things that baffled you and baffled me when we were kids at a pal's birthday party.

ATX01 0016421

Now, these men know their tobacco. They see who buys what leaf. They see the makers of Luckies paying the price to get the finer, milder, lighter, better tasting tobacco - the tobacco that they chose for their own smoking enjoyment. Now, these independent tobacco experts know that a cigarette can be no better than the tobacco it contains. And they know, too, that Luckies mean fine tobacco. Why not take a tip from the experts? Why not stop guessing? The makers of Luckies offer you a cigarette whose actual smoking satisfaction will exceed your greatest anticipation. Why not make that next pack Luckies?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 5, 1942 (Evening)

AS BROADCAST

BLOCK: You know, friends, here at the "Ballroom" I have the habit of calling a spade a spade. And I think one of the reasons why you folks have been such consistent buyers of products advertised on the "Ballroom" is because you know that I never try to fool you. Now, I'm particularly lucky in that the owners of this radio station give me the privilege of first investigating every product before I talk about it. And unless I, personally, am thoroughly convinced that I really have something to offer - well, I have the privilege of turning down that sponsor. Tonight, in talking to you about Lucky Strike Cigarettes I want to exercise that prerogative of telling you the truth about cigarettes. Now, I know that what I'm going to say has oft-times happened in your mind. Now, see if I'm not right! If you remove the outer wrappings from any number of packages of cigarettes of different makes, mix the cigarettes all up in a bowl...Now, if you'd failed to look at the names stamped on each cigarette, you'd have great difficulty telling one cigarette from another. They all look almost exactly alike. Isn't that right? Now, that's just a frank plain statement. Now, the next logical step is to say...Well then, Martin, what is it that makes Luckies a better smoke? And I don't blame you one bit for asking that question!.. 'Course I might feel a little embarrassed if I didn't have the right answer. But, I have that right answer. And it's so right that I'm glad you asked the question. The thing that determines the difference in cigarettes is the quality of the tobacco. It's a quality that can only be discovered by the actual smoking. Now, you know that just as one diamond of one carat size might sell for - oh, two hundred dollars, and another diamond of the same, identical size might sell for two thousand dollars, due, of course, to

ATX01 0016423

BLOCK:
(CONT'D)

the difference in quality which might be obvious only to a diamond expert. So there are different grades of tobacco. And as in the diamond, one kind of tobacco will bring one price, the better kind a higher price. Now, this difference in tobacco is obvious to the independent tobacco expert, too. They see us pay the price at auctions all over the South for the finer tobacco, which explains why these men prefer Luckies two to one. But remember, friends, the superior quality of the tobacco in Luckies - to the average smoker - only becomes obvious when you smoke that tobacco. Now, I know that that finer tobacco is in Luckies. I know that that finer tobacco makes Luckies a finer cigarette. The only way that I can prove it to you is if you'll light up a Lucky tonight and notice the difference.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 6, 1942 (Morning)

AS BROADCAST

BLOCK: Just a few words about Lucky Strike Cigarettes, the cigarette that means fine tobacco. You know, nowadays, this whole world is signal conscious. We all just about live under a system of signals. Did you ^{ever} think of that? In the morning, you're just pounding your ear nicely when all of a sudden...prrrrt!...off goes that alarm clock. Well, that alarm clock bell means that it's time to get up. Then in the daytime, you want a pot of tea. All right! The teapot starts whistling, and that's a signal that breakfast's ready. A telephone rings. That means someone wants to talk to you. A green light - that means you can go across the street. Oh yes, there's all kinds of signals. And in specialized industries, there are different signals, too, which outsiders find bewildering sometimes. For example, if you were to wander through the great warehouses down in the South while a tobacco auction was in progress, you mightn't be able to detect exactly how the sales was made. One buyer might seem to scratch his ear, another one wrinkle his nose, still another one might roll his eyes, and it might take you a while to catch on to these signals while the auctioneer can interpret them so easily - that they're just like falling off/a ^{-off a} log. But you know, it won't take you long to catch on to the familiar 'Sold American' that you'll hear as one basket after another of fine tobacco changes hands. You'd soon notice the frequency with which the American Tobacco Company pay the price to get the finer tobacco that you smoke in your Lucky Strike Cigarettes. Now, you don't have to join the Signal Corps to

ATK01 0016425

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 6, 1942 (Morning)

AS BROADCAST

BLOCK:
(CONT'D)

find out that Lucky Strike means fine tobacco. Just take a tip from the independent tobacco experts - buyers, warehousemen, auctioneers, who make their living at tobacco, seeing who buys what leaf. Yes sir, among these men who know tobacco best, it's Luckies two to one. And you know - just as they know - that a cigarette can be no better than the tobacco it contains. And just as your alarm clock bell means wake up, just so Lucky Strike means fine tobacco. Now, the next time you walk into a tobacco store, signal for your smoking pleasure - for your complete smoking pleasure - signal simply. Just say...Luckies, please! They're sure to understand that!

ATX01 0016426

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 6, 1942 (Evening)

AS BROADCAST

BLOCK: You know, friends, in my lifetime I've met many people in many different walks of life. I've spent evenings with band leaders who talked about nothing but what a great game of golf they shot that morning and song writers who talk of nothing but about that swell little house they have, and the nice little piece of ground that they have up in Connecticut. I've talked to radio announcers who spend every minute in a dark room making enlargements of the baby's picture. In fact, most people in different walks of life have varied interests. But, ever since I've been working for the makers of Luckies on the "Hit Parade" and the "Kay Kyser" show, I've had occasion to spend a great deal of time with a young fellow by the name of Speed Riggs. Now, Speed, as you know, is the famous tobacco auctioneer who does all that double-talk stuff - you know - that tobacco talk that they work in there. You can't hardly understand it unless you know what it's all about. Well, Speed is typical of other tobacco experts. And if he is, all I can say is...A men in the tobacco business certainly lives, eats and breathes nothing but tobacco. You know, if Speed isn't telling me about how many baskets of tobacco he sold last year, he's telling me about the farm he owns, where he grows tobacco. Now, I feel that Speed has given me ^{-a} liberal education on the subject of tobacco just sitting backstage and talking to him. Now, don't misunderstand me! It's not that Speed may not talk of other things, and doesn't have other interests in life, but he's so wrapped up in the tobacco business that it's the one thing he delights in talking about most.

ATK01 0016427

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 6, 1942 (Evening)

AS BROADCAST

BLOCK
(CONT'D)

You can just bet your bottom dollar no one could fool Speed Riggs on the quality of tobacco. And believe it or not, Speed is not the exception to the rule. It applies to most people in the tobacco business. It's a fascinating business - it's a business that calls for knowing your business if you want to make a success of it. These men really appreciate fine tobacco. And when independent tobacco experts know that Lucky Strike means fine tobacco to such an extent, that with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined - brother, you've got something there! And that's exactly how I feel about Luckies!.. Brother, we've got something there! And I'd like to see you get your share of that something. So this very night, won't you remember to try a pack of better than ever Luckies?

ATX01 0016428

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 7, 1942 (Morning)

AS BROADCAST

BLOCK: I'm sure all of you folks know that saying about the proof of the pudding being in the eating. Well, of course, I'm not here this morning to sell you ladies pudding. So let's change that saying and make it read...the proof of the cigarette is in the smoking. You see, ladies and gentlemen, I have a problem. I know that no cigarette can be any better than the tobacco from which it is made. I know that the makers of Luckies pay the price for the finer, lighter, milder leaf. I know that the utmost care is used to age and blend that tobacco with other fine tobaccos. I've seen millions, and millions of pounds of tobacco sleeping in huge storage sheds - sleeping there from two to four years until it reaches the just-right stage. I've visited the factories where Luckies are made and I've seen the care that is taken in the manufacture to make sure that each cigarette is packed just right - to see that there are no loose ends. And I've seen the careful, final inspection that is given to Luckies to make sure that this finer tobacco comes to you at its best. Now, I've seen all these things and I know them to be true. My problem is to prove it to you. If I succeed in doing that - well then I will have accomplished something really worth while. I will have been responsible for you changing to a brand of cigarettes that will unquestionably bring you more smoking enjoyment, and that I regard as my greatest opportunity on these broadcasts. Now, if I can feel responsible for increasing your smoking pleasure, it will make me very happy. My only way of accomplishing this ~~is~~, since the proof of the cigarette is in the ^{is} smoking, to ask you today to make that next pack Luckies. Now, when you light up that first Lucky Strike, you'll have all the proof you need that Lucky Strike means fine tobacco, and that Lucky Strike is the cigarette you'll want to smoke from now on.

ATX01 0016429

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 7, 1942 (Evening)

AS BROADCAST

BLOCK: You know, friends, the average person attempting to select a brand of cigarette is something like ^{-like a} a man lost in the woods. No matter which way he looks, all he can see is more trees. While he knows which way he wants to go, he knows what he wants to get to, he doesn't know which way is north, east, south and west. Of course, you know that you could take an expert woodsman, put him down in the middle of any woods, and tell him that all he has to do is walk to the north in order to get where he has to go ^{he'd} -/HE knows just which way to go and how to get there in no time. But, a city-bred youth would have his troubles. There are many sign posts that point out the correct direction to an accomplished woodsman - there are the stars at night, the sun in the daytime, the moss growing at the base of a tree. But, to a city man these sign posts would be invisible. He'd just wander around in circles and never reach his destination. It's little wonder then I say that to the average smoker the selection of a cigarette is like a man lost in the woods. But, you know, there are sign posts pointing clearly to the cigarette you want to smoke. And you don't have to be an expert to be able to read them, if you'll just remember that in a cigarette it's the tobacco that counts...that the makers of Luckies pay the price to get that finer tobacco...that finer tobacco that independent tobacco experts prefer to smoke and prove that they do by choosing Luckies two to one...Then this forest of confusion will become to you like a broad highway leading straight to greater smoking enjoyment. Remember, on every sign post you'll find the two words - Lucky Strike - pointing the sure way to greater smoking enjoyment.

ATX01 0016430

Mr. Boggiano

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 8, 1942 (Morning)

AS BROADCAST

BLOCK: Say, do you by any chance happen to be a shoemaker? Well, if so, I guess you know all about the different grades of leather, and if you were going to make a pair of shoes for yourself - naturally, you'd make them from leather that you knew would be of the best quality. Maybe you happen to work in a dress factory where you handle material all day long. You know which are the best materials, don't you? If you were going to make a dress for yourself, wouldn't you try to get the best material available so the dress would last longer and be more beautiful - give you more happiness? Guess it's only natural that you would. You know, friends, it's just as natural that tobacco experts - men who know tobacco best when choosing a cigarette for their own pleasure and satisfaction - would choose a cigarette that they know contained ^{the} finer, lighter, milder tobacco. Yes sir, I'd say that's only natural. Now, if I'm going to convince you that Luckies are the cigarettes you should smoke, there are only two things I have to call to your attention: The first is, that most tobacco for your cigarette is sold publicly at auction. And these auctions are attended by independent experts - men who earn their living in the tobacco business. At the auctions, they see the makers of Lucky Strike pay the price to buy the finer tobacco that makes for real smoking pleasure. Now remember, they hear and see - they hear and see with their own ears and eyes. No one tells it to them, and that's important to remember. Now the second thing - to find out just which cigarette is smoked consistently by the greatest number of these independent experts. We can't get away from the fact that they see who buys what tobacco. And when I tell you folks that I've seen with my own eyes hundreds and hundreds of sworn statements by these self-same tobacco experts attesting to the fact that they smoke Lucky Strike Cigarettes. And I think this in itself ^{should be} ~~is~~ the best reason in the world that you're smoking the smoke tobacco experts smoke. I know it convinced me! I hope I in turn may convince you. Won't you buy a package of Luckies today and give them a trial? Well, thanks.

ATX01 0016431

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 8, 1942 (Evening)

AS BROADCAST

BLOCK: Now, listen all you baseball fans out there, I just want to ask you a question: Just what do you think the Yankees would be without Joe DiMaggio or Lefty Gomez, and what would the Dodgers be without Pete Reiser, or the Giants without Hubbel, or Hal Schumaker? Uh, uh, I sort of knew/^{that}you'd answer that...not so good. Sure, they're all good teams. I guess you have your favorite. I know I have. But there are certain men who are outstanding on each team. They do more than their share of playing. They can make or break the whole group. They're the men who rate salaries in the higher brackets. They're the all-star attractions - the men you really go to see - the men who really count on the team. And you know, friends, the star attraction - the most important thing in any cigarette is the tobacco it contains. The baseball team can be no better than its leading players. And the cigarette's leading player is the tobacco from which it's made. The makers of Luckies know this, and for that reason, they instruct their tobacco buyers to pay the price at tobacco auctions all over the South to get the finer, milder, better tasting leaf. And the independent tobacco experts who attend these auctions see The American Tobacco Company consistently buying this finer Lucky Strike leaf - the tobacco they want to smoke. And so it's no wonder at all that among these men, Luckies have more than twice as many exclusive smokers as all the other brands of cigarettes combined. These men know that in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Now, all you folks out there listening to me, how's your batting average? Don't take a rain check. Try a pack of Luckies tonight. Just walk into your local tobacco store and say...Lucky Strike, please. You'll learn to enjoy a real good cigarette!

ATX01 0016432

BLOCK: I just want to talk to you for a little bit about -- oh, about a lot of things...cabbages and kings and such. First job I ever had was down around the Wall Street section - worked down at the General Electric Company, 120 Broadway. I think the most fascinating thing to me at that time was Wall Street. I had an idea I wanted to be a big broker some day. The closest I ever got to it was just being broke. Used to run around several times a day delivering packages and envelopes down there in the Wall Street section. Naturally, went by Wall and William Street. Well, on one side was a great big beautiful building that housed the Stock Exchange, and a block further down was the Curb Exchange. In those days, the Curb was just as the name indicated - was a place where people dealt in stocks and bonds right down on the sidewalk - actually transacted business in the street. I used to stand there in wide-eyed amazement watching those men signal their bids in stocks and bonds to other men up up in the windows. Little did I think some day I'd be talking to you about Lucky Strike Cigarettes, the cigarette that bases its claim to your smoking patronage on the finer tobacco from which it's made and that tobacco to be bought and sold in almost the same manner - only in huge tobacco warehouses down South. Now, if you could see it as I've seen tobacco buyers giving their signals to the auctioneer, signifying their bids for those baskets of tobacco, you'd be just as amazed as I was at the signals given on the curb market many years ago. While those signals on the curb market had little meaning to me, the signals by the buyers of tobacco affect your smoking enjoyment every day 'cause every time a buyer from the American Tobacco Company sees a basket of finer, lighter, milder leaf offered for sale, you can bet your bottom dollar he's going to go after it. You know that no cigarette could be any better than the tobacco

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 10, 1942 (Morning)

AS BROADCAST

BLOCK: from which it's made. And you'll know it, too, when you try Luckies.
(CONT'D.) Their finer tobacco means that in Luckies you can count on getting your full share of smoking pleasure. Just in case the man back of the tobacco counter doesn't understand signals, I suggest that you say...A pack of Luckies, please!

BLOCK: You folks like detective stories? Man, oh man, do I! I have stacks of 'em piled up at home. ^{And} I never read all the ones I've got, but I'm always buyin' more - always like to add to that collection of brain twisters. The more crimes, the better, says I, on paper, of course! And the more tricky the murderer - ~~WOW! What~~ ^{WOW! What} fun I have following the star detective as he always tracks down the guilty one - always proving that crime does not pay! Have you ever come to the solution of a mystery story and thought to yourself...Now, why didn't I think of that - why didn't I suspect him? After all, it was just as obvious as the nose on my face! I never think the obvious solution is the right one - it seems too easy! And I guess that's the way it often is with many things that are obvious. They're so plain that somehow we overlook them. We're looking for something, you know, tough, more difficult, more involved. Wonder how many of you overlooked the obvious in your choice of cigarettes? Perhaps you're overlooking the best ^{that} clue to your real smoking enjoyment and that is/in a cigarette it's the tobacco that counts. That's the main thing! And don't the independent experts know it? They sure do! These men attend auctions all over the South, seeing the sale of tobacco. And they see the makers of Luckies pay the price, time and again to get the better leaf. That's why with these independent warehousemen, buyers and auctioneers Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. That means something to you, ladies and gentlemen! With these independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why? Well, because they know that no cigarette can be any better than the tobacco it contains! Yes, and Lucky Strike means fine tobacco, the same tobacco that they and all of us want to smoke. You don't have to be Philo Vance, or Perry Mason, to ~~XXXX~~ ^{track}

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 10, 1942 (Evening)

AS BROADCAST

BLOCK: down the best in smoking enjoyment. Next time you walk into your
(CONT'D.) favorite tobacco store just say...Make mine Luckies, please. Won't
 you try a pack this very night?

BLOCK: You know, friends, here at the "Ballroom" we have a habit of calling a spade a spade, and I think one of the reasons why you folks have been such consistent buyers of products advertised on the "Ballroom" is because you know we never try to fool you. And I'm particularly lucky in that the owners of this radio station give me the privilege of first investigating every product before I talk about it. Unless I'm personally and thoroughly convinced that I really have something to offer, I have the privilege of turning down that sponsor. Today, in talking to you about Lucky Strike Cigarettes, I want to exercise that prerogative of telling you the truth about cigarettes. I know that what I'm going to say has oftentimes happened in your mind. Now see if I'm not right. If you remove the outer wrappings from any number of packages of cigarettes of different makes, mix them all up in a bowl - if you fail to look at the name stamped on each cigarette, you'd have difficulty telling one cigarette from another. They all look pretty much alike. Now, that's a frank, plain statement. The next logical step is to say...well then, Martin, what is it that makes Luckies a better smoke? And I don't blame you one bit for asking that question. Of course, I might feel a little embarrassed if I didn't have the right answer. But I do have that right answer, and it is so right that I'm glad you asked the question. The thing that determines the difference in cigarettes is the quality of the tobacco. It's a quality that can only be ascertained by the actual smoking. And you know that just as one diamond of one carat size might sell for two hundred dollars, and another diamond of the same identical size might sell for two thousand dollars, due to the difference in quality, which might be obvious only to a diamond expert, so there are

LUCKY STRIKE "MAKE BELIEVE BALLROOM!"
Commercial - August 11, 1942 (Morning)

AS BROADCAST)

BLOCK:
(CONT'D)

different grades of tobacco. And as in the diamond, one kind will bring one price, and the better kind the higher price. This difference in tobacco also is obvious to the independent tobacco experts. And they see us pay the price at auctions all over the South for the finer tobacco which explains why these men prefer Luckies two to one. Remember friends, the superior quality of the tobacco in Luckies to the average smoker only becomes obvious when you smoke that tobacco. I know that that finer tobacco is in Luckies. I know that that finer tobacco makes Luckies a finer cigarette. The only way I can prove it to you is that if you'll light up a Lucky today - then just notice the difference.

ATX01 0016438

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial August 11, 1942 (Evening)

AS BROADCAST

BLOCK: Do you mind if we do a little supposin'? Let's suppose that you decided to go out to dinner tonight. It's a typical August night - you decide that you would like to go to your favorite restaurant. Maybe it's the little place down the street, or one of the hotel rooms, or a road house. You go into the restaurant and you say...Well, Charlie, what's good tonight? What's the specialty of the house? He says...corned beef and cabbage!..or he says roast chicken, or he says steak - whatever happens to be the specialty of the house. Now, Charlie is your favorite waiter, so he'll tell you just exactly what's good. Maybe it's lamb - I don't know - pot roast with that special gravy and the potato pancakes on the side..(Clicks his tongue).Oh, my goodness and I have an hour to go yet - am I hungry!..even talking about it. But anyway, you say to him, all right, make it pot roast! 'Cause Charlie told you it's good, and you know that Charlie knows what he's talking about. You've asked Charlie's expert advice and he's never given you a wrong steer, and I don't mean steak. No sir, he's in and out of that kitchen hundreds of times a day, he sees the meats come in, he sees the vegetables being delivered, he knows what dishes seem to please the greatest number of people. He's an expert waiter, Charlie is, and you can depend on him for sound, unprejudiced advice. Now you know who the independent experts of the tobacco industry are, don't you? Well, they're the buyers, the auctioneers and the warehousemen, who are in no way affiliated with any tobacco company whatsoever. They attend the tobacco auctions all over the South, and they see the farmers bringing in their tobacco, and they see who buys what leaf. They see the makers of Lucky Strike Cigarettes pay the price again and again to get the finer leaf that they themselves prefer to

ATX01 0016439

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial August 11, 1942 (Evening)

AS BROADCAST

BLOCK
(CONT'D)

smoke. Yes, among these independent experts it's Luckies two to one. They know that no cigarette can be any better than the tobacco it contains. Charlie always knows when they're cooking an especially fine piece of beef out in the kitchen, doesn't he? Well, if you want to increase your smoking enjoyment, why not take a tip from the tobacco experts, too? They know that the specialty of Lucky Strike is fine tobacco.

ATX01 0016440

BLOCK: You know, friends, during my lifetime I've met many people in many different walks of life. I've spent evenings out with band leaders who talk about nothing but the great game of golf that they shot that morning...and song writers who talk about nothing but that swell little house and the little piece of ground that they have up in Connecticut...and radio announcers who spend all their time in dark rooms making enlargements of the baby's picture. Everybody has hobbies and everybody has one thing they're particularly interested in. Most people in different walks of life have varied interests. But ever since I've been working for the makers of Luckies - particularly on the "Hit Parade" and the "Kay Kyser" show, I've spent a great deal of time with a young fellow by the name of Speed Riggs. You've heard of Speed, haven't you? He's the famous tobacco auctioneer who does all that tobacco talk stuff. Well, all I can say is: that if Speed is typical of other tobacco experts, then a man in the tobacco business must live, eat and breathe nothing but tobacco; because if Speed isn't telling me about how many baskets of tobacco he sold last year, he's telling me about the farm he owns where he grows tobacco. Just talking to Speed has given me a pretty liberal education on the subject of tobacco. Now, don't misunderstand me, please. It's not that Speed doesn't talk of many other things and doesn't have interests in life. But he's so wrapped up in the tobacco business that it's the one thing he delights in talking about most. And you can just bet your bottom dollar: ^{no one} could fool Speed Riggs on the quality of tobacco. Believe it or not, Speed is not the exception to the rule. It applies to most people in the tobacco business. It's a fascinating

"MAKE BELIEVE BALLROOM"

BLOCK business. It's a business that calls for knowing your business if
(CONTD.) you want to make a success of it. These men really appreciate fine
 tobacco. And when independent tobacco experts know that Lucky Strike
 means fine tobacco to such an extent - that with these men Luckies
 have more than twice as many exclusive smokers as all other brands
 of cigarettes combined. So brother, you've got something there.
 And that's exactly how I feel about Luckies. Brother, we've got
 something there! And I'd like to see you getting your share of that
 something. So this very day, won't you remember to try a pack of
 better-than-ever Luckies?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 12, 1942 (Evening)

AS BROADCAST

BLOCK: You know, friends, a couple of days ago, I was talking to a friend of mine who is now a lieutenant in the Navy Air Corps. He was in town on furlough, and he just dropped in to say "hello". You know what he told me? Well, we got to talking about planes and such, and he told me that aside from the human element, the most important thing in any airplane is the motor. The wingspread is important, the instruments, the armor, the armament... all of these things are important, yes... But the main thing in the performance of a plane is the excellence of its motor. On it rest the rate of climb, the speed, all the operating power. And I began to think about that. And while thinking, I happened to glance at the cigarette I was holding in my hand. How like that cigarette, where it's the tobacco that counts. Yes, in a cigarette, the tobacco is the important thing. Independent tobacco experts know that no cigarette can be any better than the tobacco it contains. And that's why among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These men follow the auctions down South; they see the makers of Luckies pay the price time and time again to obtain the finer, lighter, milder leaf which they prefer to smoke...which we all prefer to smoke. Now those are the facts behind the sworn statements I have read with my own eyes, which show that these independent tobacco men choose Luckies two to one! Yes, sir, in a cigarette it's the tobacco that counts...and you can rest assured in Lucky Strike, it's fine tobacco! The best way to insure the perfect performance of those bombers and fighters that we're making these days, is to produce excellent motors for them. And the best way that you can be sure of a smoke that brings you increased smoking pleasure, is to buy a pack of Luckies... the cigarette that means finer, better tasting tobacco. Contact. Let's go, folks...make that next pack, Luckies.

ATX01 0016443

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 15, 1942 (Morning)

AS BROADCAST

BLOCK: You know, the average person attempting to select a brand of cigarette is something like a man lost in the woods. No matter which way he looks all he can see is more trees. While he knows which way he wants to go - while he knows what he wants to get to, he doesn't know which way is North, East, South, or West. Of course, you know you could take an expert woodsman - put him down in the middle of any woods and tell him that all he has to do is go to the North and to get where he had to go, and he'd know just which direction to walk off in - how to get there in no time. But a city bred fellow would have his troubles. There are many sign posts that point out the correct direction to an accomplished woodsman. The stars at night, sun in the daytime - many little signs - the moss growing at the base of the tree, and things like that. To the city man these sign posts would be absolutely invisible. He'd just wander around in circles and possibly never reach his destination. Little wonder, then, I say that/^{to}the average smoker the selection of a cigarette is like a man lost in the woods. But you know, there are sign posts pointing clearly to the cigarette you want to smoke, and you don't have to be an expert to be able to read them, if you'll just remember that in a cigarette it's the tobacco that counts - that the makers of Luckies pay the price to get that finer tobacco - that finer tobacco that independent tobacco experts prefer to smoke, and prove that they do by choosing Luckies two to one - then, this forest of confusion will become to you like a broad highway leading to greater smoking enjoyment. And on every sign post, you'll find those two words...Lucky Strike, pointing the sure way to greater smoking enjoyment.

ATX01 0016444

BLOCK: You know, some things are a matter of taste or whim or fancy...like the kind of movies you like or the kind of flowers you send your best girl, or the baseball team you root for, but some things are facts. They don't change no matter who you are or what you are. When you throw a ball up into the air it comes down to earth all the time, and the seasons follow each other, summer, fall, winter, spring, no matter what. Yes, these are facts and they can't be altered. Now, I guess by this time you folks out there listening to me know/^{that} it's a fact that no cigarette can be any better than the tobacco it contains. Under any circumstances, no matter what the wrapper looks like, no matter where they're sold, no matter who buys them, cigarettes can't be any better than the tobacco from which they're made. In all those independent tobacco experts who attend auctions all over the South - well, they see The American Tobacco Company pay the price for the finer, lighter, milder, better tasting leaf. And when they see us buy basket after basket of this finer Lucky Strike tobacco, when they hear the auctioneer call 'Sold American!' - time and time again - well, it's no surprise at all that records show that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These men know for a fact that in a cigarette it's the tobacco that counts. And Lucky Strike makes sure of getting that finer tobacco that makes a better smoke. Sure, there's no use quibbling about it - it's absolutely true! If you want the utmost in smoking pleasure, the peak in smoking enjoyment - well, here's the best axiom you can learn. It's simple as one and one make two! Just walk into your favorite tobacco store and say...Luckies, please!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 14, 1942 (Morning)

AS BROADCAST

BLOCK: Now, listen all you baseball fans out there! I'd like to ask you a little question. Just what do you think the Yankees would be without Joe DiMaggio, or Lefty Gomez? What would the Dodgers be without Pete Reiser, or the Giants without Hubball, or Schumaker, huh? I sort of knew you'd say that - not so good! Oh, of course, they're all good teams, and I guess you have your favorites. I know I have. But there are certain men who are outstanding on each team. They do more than their share of playing, and they can make or break the whole group. They're the men who rate salaries in the higher bracket. They're the all-star attractions - the men you really go to see - the men who really count on the team. And you know, friends, the star attraction - the most important thing in any cigarette is the tobacco it contains. A baseball team can be no better than its leading players, and a cigarette's leading player is the tobacco from which it's made. The makers of Luckies know this. For that reason they instruct their tobacco buyers to pay the price at tobacco auctions all over the South to get the finer, milder, better tasting leaf. The independent tobacco experts who attend these auctions, see the makers of Luckies consistently buying this finer Lucky Strike leaf - the tobacco they'd want to smoke. And so it's no wonder at all that among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These men know that in a cigarette it's the tobacco that counts. And friends, Lucky Strike means fine tobacco. Now, all you folks out there listening to me, how's your batting average? And incidentally, don't take a rain check. Try a pack of Luckies today. Just walk into your local tobacco store and say...Lucky Strike, please!

ATX01 0016446

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 14, 1942 (Evening)

AE BROADCAST

BLOCK: Well, I don't know whether I ever told you folks before or not, but I'm one of these camera fiends that go around snappin' everything, you know. I just got some pictures back now, Petie's first birthday party last Sunday. And this one here really turned out something - the cake in the middle of the table, M.B. Junior on the side of it, one year, and a candle in the middle, and Petie leaning over... (Sound of blowing)...blowin' the candle out. Pretty good picture if I do say so myself! As far as I'm concerned well there's nothing sacred while I have a camera in my hand - I'm snappin' this, snappin' that - snappin' everything. ^{And} You know, one lesson in photography I don't think I'll ever forget! I was traveling up in Canada a few years ago - you know those little old streets up in Quebec? They're exactly like everybody describes them - they're twisting and colorful - real old-fashioned streets. And there I was all set with my camera to get some good pictures. Yes sir, there was ther perfect shot right in front of me. Looking through an old stone arch I saw this statue of a general. And the arch made a perfect frame for the figure on a horse. Well, when I finally developed the negative I found I had a - a lopsided view of the arch - in fact, the picture was all ^{And} arch! / I couldn't see the general and it was the general that I wanted. I guess I didn't know how to get that shot at the proper angle, - that was the trouble. You know, that's often the difference between an amateur piece of work and an excellent professional job. It's true of photography, it's true of painting, dress designing, decorating, writing, and also of making cigarettes. The emphasis is the important thing in a good photo, a smart dress, a beautiful room, a book, and a fine cigarette. Now, in a cigarette the ~~main~~ emphasis is the tobacco. And you can bet your bottom dollar that the makers of Lucky Strike Cigarettes realize this. They realize that in a cigarette it's the tobacco that counts...That the tobacco is the important thing. They realize that no cigarette can be any better than the

ATX01 0016447

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 14, 1942 (Evening)

AS BROADCAST

BLOCK: tobacco it contains. For that reason buyers for the makers of Luckies are instructed to pay the price to get that finer leaf that we all want to smoke. And the independent tobacco experts, who follow auctions in the South and see us pay the price time after time - well, you can hardly blame them, with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, these men know the value of fine tobacco, and they prefer to smoke Lucky Strikes. Now, if you want to see a perfect picture with the emphasis on contentment and relaxation, just look at a man lighting a Lucky, sitting back, drawing in that first delicious puff that comes from the mild, better tasting tobacco. Next time you walk into your favorite tobacco store, just ask for Luckies, please, will you?

ATX01 0016448

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 15, 1942 (Morning)

AS BROADCAST

BLOCK: You folks like detective stories? Well, I go for detective stories in a big way. I've got stacks of those books piled up at home - brain--twisters, the more crimes the better on paper, says I. And the more tricky the murderer, the more fun I have following the star detective as he always tracks down the guilty one. Have you ever come to the solution of a mystery story and thought to yourself...now, why didn't I think of that? Why didn't I suspect him? After all, it's just as obvious as the nose on my face. Now, I don't seem to think that the obvious solution is the right one. Somehow it's too easy. That's the way it is with many things that are obvious. They're so plain that somehow we overlook them. We're looking for something tougher - something more involved. Wonder how many of you overlook the obvious in your choice of cigarettes. Maybe you're overlooking the best clue to your real smoking enjoyment and that's the true importance of fine tobacco. In a cigarette, it's the tobacco that counts. That's the main thing. And don't the independent experts know it! They sure do! These men - well, these men attend auction after auction all over the South, seeing the sale of tobacco. And they see the makers of Lucky Strike pay the price time and again to get the finer leaf. And that's why with these independent warehousemen buyers and auctioneers, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. They know that no cigarette can be any better than the tobacco it contains. They know that Lucky Strike means fine tobacco - tobacco that they - in fact, that all of us would want to smoke. You don't have to be Philo Vance to track down the best in smoking enjoyment. Next time you walk into your favorite tobacco store, just say...Make mine Luckies, please! And try a pack today.

ATX01 0016449

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 15, 1942 (Evening)

AS BROADCAST

BLOCK: Now I guess most of you folks like your radio all right, or - or else you wouldn't be listening right now. I guess you - you know pretty much about radio programs, too. Have you ever enjoyed a program so much that you look forward to it every day, or every week? And have you ever stopped to consider what it is that makes that show - so, I mean your "Hit Parade", or Fred Allen's "Town Hall", or Kay Kyser's Show or Jack Benny's Program - ^{Have 'ya} ever stopped to think what makes those shows so much fun? Why do you tune in so eagerly each week? I'll tell you! It's a combination of things - it's good music, peppy dialogue, funny comedians, colorful personalities, good material, lots of jokes, many things that go into the making of a good radio program - everything mixed together in a smooth production that makes you want to listen regularly. You know, friends, there are many things whose excellence depends on one ingredient! You take a cigarette, for instance, a cigarette depends on one thing - tobacco. Yes, in a cigarette it's the tobacco that counts. And your common sense will tell you that no cigarette can be any better than the tobacco that's in it. For its success your favorite radio program can rest on many things to keep you interested, but to keep a keen smoker interested, the makers of Luckies realize that they have to furnish him with fine tobacco. And that's why at auctions all over the south, we pay the price to obtain the better leaf. Independent tobacco experts who see these sales going on, see that Lucky Strike consistently pays the price for the milder, better tasting leaf. That's why with these men who know tobacco best - men who are unbiased and unprejudiced in their opinions - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. They know as you know that Lucky Strike means fine tobacco. And that's what we all want in a cigarette - fine tobacco.

ATX01 0016450

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 15, 1942 (Evening)

AS BROADCAST

BLOCK: Now, here's a program for your increased smoking enjoyment - a program
you'll rate tops - one you can tune in on right away! Just walk into
your neighborhood tobacco store right now and say...Luckies, please!

ATX01 0016451

BLOCK: Well now, here's a pleasant thought. Just suppose that you folks decided to go out to dinner tonight - an August night. You may decide to go to that little place down the street, or to one of the New York Hotels. Maybe you're going to your favorite road-house near where you live. You get into the restaurant and you say...well, tell me Charlie, what's good tonight? And Charlie's your favorite waiter. Charlie says to you... well, the lamb is good tonight. The pot roast with the special gravy is always good. So you say...all right! Pot roast it is. Now, you've asked Charlie's expert advice, and he's never given you a wrong steer. He's in and out of the kitchen a hundred times a day. He sees the meat come in and he sees the vegetables being delivered. He knows what dishes seem to please the most people. Charlie's an expert waiter - he is, and you can depend on him for sound, unprejudiced advice. Now, you know who the independent experts of the tobacco industry are. They're the buyers, the auctioneers and the warehousemen who are in no way affiliated with any tobacco company. They attend tobacco auctions all over the south and they see the farmers bringing in their tobacco and they see who buys what leaf. They see the makers of Lucky Strike Cigarettes pay the price again and again to get the finer leaf that they themselves prefer to smoke. And among these independent experts, it's Luckies two to one! They know that no cigarette can be any better than the tobacco it contains. Now Charlie always knows when they're cooking an especially fine piece of beef in the kitchen; and if you want to increase your smoking enjoyment why not take a tip from the tobacco experts, too? They know the specialty of Lucky Strike is fine tobacco!

BLOCK: I wonder how many of you folks out there used to go swimming in some old swimming hole. We used to have one when I was a kid - had to hike a long way to get to it. When we finally got there...man, off came our clothes in a hurry, and we just plunged right into that icy water. Brrrrr, was it cold! I don't know how we ever learned to swim, we did somehow. We were in and out of that water all day long. And you know, one thing that I remember about that old swimming hole - that is aside from the cold water - well, somebody - I don't know who it was - some farmer, I guess, painted a sign on a plank and nailed it up to the tree stump that we used as our diving board. You know what that sign said? It didn't say 'No Swimming'. No, nothing like that. He was a nice feller. He didn't mind the kids swimming down there. That sign said...'Look before you leap'. That was a good rule to follow if you didn't want to dive in on top of some friend of yours. That warning is certainly a good one to follow in all of our actions, even when we grow up. It's a particularly good thing when it comes to your choice of cigarettes. You know, the way to buy your cigarette is not by habit, or because some friend smokes that particular brand, or because you like the color scheme of the wrapper. In a cigarette it's the tobacco that counts. That's the important thing. And if you want a finer, milder, better tasting smoke you'll choose a cigarette that contains a finer, milder, better tasting tobacco. That's why it's especially important to you that the makers of Luckies pay the price at auction after auction to get the finer leaf. Now you know the independent tobacco experts - the buyers, the auctioneers and the warehousemen - well they're - they're pretty wary fellers. They know their tobacco and after all, they should. It's their business. They see us

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 17, 1942 (Evening)

AS BROADCAST

BLOCK:
(CONT'D)

consistently buying the kind of tobacco we believe they want to smoke. So it's no surprise that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, these experts look before they leap. They've looked at the fine tobacco that's purchased by Luckies. And records show that they've leaped at the chance to make Luckies their smoking preference two to one. Now that old swimming hole may be out of the question these days for refreshment, but if you really want the utmost in smoking pleasure, if you want that contented feeling, just try a pack of Luckies real soon, won't you?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 18, 1942 (Morning)

AS BROADCAST

BLOCK: Friends, about a week ago an old friend of mine who's now a Lieutenant in the Navy Air Corps came into town on furlough - dropped in to say 'Hello'. We sat around and chewed the fat and he told me a lot of interesting things. We got to talking about planes and such, and he told me that aside from the human element the most important thing in an airplane is the motor. Yes, I know the wing spread is important, the instruments, the armor, the armament - all of these are important, but the main thing that determines the entire performance of a plane is the excellence of its motor. On that motor rests the rate it climbs, the speed, the overall operating power. And you know I began to think about that, and while thinking I looked down at the cigarette I was holding in my hand - how like that cigarette where it's the tobacco that counts. Yes, in a cigarette the tobacco is the important thing and independent tobacco experts know that no cigarette can be any better than the tobacco it contains. That's why among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These men follow the auctions down South. They see the makers of Luckies pay the price time and time again to obtain the finer, lighter, milder leaf which they prefer to smoke, which we all prefer to smoke. Now those are the facts behind the sworn statements that I've read with my own eyes, which show that these independent men choose Luckies two to one. Yes sir, in a cigarette it's the tobacco that counts, and you can rest assured in Lucky Strike it's fine tobacco. The best way to insure the perfect performance of those bombers and fighters we're making these days is to produce excellent motors for them. And the best way that you can be sure of the smoke that brings you increased smoking pleasure is to buy a pack of Luckies, the cigarette which means finer, better tasting tobacco.

ATK01 0016455

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 18, 1942 (Evening)

AS BROADCAST

BLOCK: You know everybody today is trying to do something to help our country at war - not only by buying Bonds, but by acting as - as air raid wardens, patrolling the streets from two to seven every morning, knitting, rolling bandages for the Red Cross, or First-Aiding it. Whatever way you've chosen to help it means added working hours for you - hours you're more than glad to give, but nevertheless added strain and fatigue. Now if you're on duty during the wee hours of the morning you'll want warm clothes and a good flashlight. If you're knitting you'll want good lighting and strong needles, and if it's First Aid - well, that pair of slacks is a comfort. But what is it that's a perfect companion no matter what your job may be? Yes, folks, it's a fine cigarette, a cigarette made from finer, milder, better tasting tobacco that will insure your greater smoking pleasure and contentment. You know, friends, the makers of Lucky Strike Cigarettes pay the price for that finer leaf at auction after auction all over the South. They realize that no cigarette can be any better than the tobacco it contains. And the independent tobacco experts - the men who see these auctions going on, who witness the sales in the great buzzing warehouses - these men see time and time again baskets of finer tobacco sold American! So it's small wonder that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. For truly, friends, in a cigarette it's the tobacco that counts. And in Lucky Strike you can rest assured it's fine tobacco. Now, for added smoking enjoyment why not take a tip from the tobacco experts - the men who know tobacco best? As you pause for a minute to catch your breath on that job of yours, light up a Lucky. Just taste that finer tobacco and learn what real smoking pleasure is.

ATX01 0016456

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 19, 1942 (Morning)

AS BROADCAST

BLOCK: You know, friends, some things are a matter of taste or whim, or fancy like - well, like the movies you like or the kind of flowers you send your best girl, or the baseball team you root for. But some things are facts - tried and true. They don't change, no matter who you are or what you are. You throw a ball up into the air. It comes down. And the seasons follow each other...summer, fall, winter, spring. No matter what - nothing makes any difference. That's the way things go. Now, these are facts and they can't be altered. I guess by this time you folks out there listening to me know it's a fact that no cigarette can be any better than the tobacco it contains. Under any circumstances, no matter what the wrapper looks like, no matter where they're sold, no matter who buys them, cigarettes can be no better than the tobacco from which they're made. You know all those independent tobacco experts who attend auction after auction all over the South - well, they see these makers of Luckies pay the price for the finer, lighter, milder, better tasting leaf. When they see us buy basket after basket of this finer Lucky Strike Tobacco - when they hear the auctioneer call...Sold American! time and time again, no wonder at all that records show that among these independent experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, these men know for a fact that in a cigarette, it's the tobacco that counts. And Lucky Strike makes sure of getting that finer tobacco - makes a better smoke. No use quibbling over it. It's absolutely true. If you want the utmost in smoking pleasure - the peak of smoking enjoyment, here's the best thing to learn! Just walk into your favorite tobacco store and say... Luckies, please!

ATX01 0016457

BLOCK: I think just about everybody listening to this broadcast now loves good dance music. You know your dance music, don't you? You bet you do and you have your favorite among the bands. After all, you did choose Harry James as your top band leader. I'd like to ask you a little question....What do you think is the most important thing in Harry James' band. I know you'd say that. It's Harry and his trumpet. Sure, the band is swell. The team work is excellent. Yes, and you'd have to go a long way to find a better vocalist than Helen Forrest. But after all, it's Harry and his trumpet that's really the top attraction. Now you go to see the band whenever you can. You listen for it on the radio. You voted that band number one, and you feel that it deserves it - but in Harry's band it's Harry James ^{who} ~~that~~ counts. Now you know, friends, just as in a band there's one player who's more important than the others, so in a cigarette there's one ingredient that's more important to you as a smoker than anything else, and that ingredient is the tobacco from which your cigarette is made. The makers of Lucky Strikes realize that no cigarette can be any better than that tobacco for that reason, and send its buyers into the South to scour the tobacco auctions for lighter, milder, better-tasting leaf that you and I want to smoke. The independent experts see baskets of golden leaf going again and again to Lucky Strike. Among these men - these men who know tobacco best - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. You see, friends, in a cigarette it's the tobacco that counts and Lucky Strike means fine tobacco. Now all you hep cats out there listen...Are you in the groove? The best way to insure your complete smoking enjoyment is to walk into your local tobacco store and say...Make mine Luckies, please, and then you'll know the meaning of real smoking pleasure.

BLOCK: You know, I guess I haven't kept it exactly a secret from all of you folks but I'm pretty 'hep' as a camera fiend. Um huh! Always have that little camera of mine along with me - as witnessed by the boys around the studio here - and the engineers, and the announcers - always snapping pictures, one right after another. There's one lesson in photography that I don't think I'll ever forget. I learned it when I was traveling up in Canada a few years ago. You know those little old streets in Quebec? Well, they're exactly like everybody describes them - they're twisting and colorful, and real old-fashioned. And there I was all set with this new camera of mine to get some new pictures, and right ahead of me was the perfect shot. Looking through an old stone arch, I caught sight of a statue of a General. The arch made a perfect frame for the figure of the horse. When I finally developed the print, I had a lop-sided view of the arch. In fact, the picture was all arch and I could hardly see the General, and it was the General I had meant to emphasize. Now, I just didn't know how to get that shot at the proper angle. You know, that's often the difference between an amateur piece of work and an excellent professional job. It's true of photography, it's true of painting, it's true of many things, and it's also true of making a cigarette. The emphasis is the important thing in a good photo, or a dress, or a room. In a cigarette the main emphasis is on the tobacco. And you can bet your bottom dollar that the makers of Lucky Strike know this. They realize that in a cigarette it's the tobacco that counts - the tobacco is the important thing. They realize that no cigarette can be any better than the tobacco it contains, and for this reason, our buyers are instructed to pay the price at auction after auction to get that

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 20, 1942 (Morning)

AS BROADCAST

BLOCK: finer leaf that we all want to smoke. The independent tobacco experts
(CONT'D.) who follow these auctions in the South see us pay the price time
after time. ^{so} And/it's little wonder that among these men Luckies have
more than twice as many exclusive smokers as all other brands of
cigarettes combined. These men know the value of fine tobacco and
they prefer to smoke Lucky Strike. Want to see a perfect picture
with the emphasis on contentment/^{and} relaxation? Well, just look at a
man lighting a Lucky, sitting back and drawing in that delicious
puff that comes from the mild, better tasting tobacco. The next
time you walk into your favorite tobacco store, you say emphatically...
Lucky Strike, please, and you'll know you're stressing fine tobacco.

ATX01 0016460

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 20, 1942 (Evening)

AS BROADCAST

BLOCK: You know, friends, when I was a kid I always used to save the best things for last! Um Huh! I'd always eat the fried chicken first and then get around to the spinach. It never failed. Always eat the plain soda cracker and then get around to the fancy cookie with the nuts and the chocolates on it. That was a good system to follow all right except that very often I missed out on seconds that way. I saved the chicken so long that when the platter came around for seconds there I was with the first piece still untouched. Now it just occurred to me that many of you folks out there listening may be saving the best things for last. Wonder whether you've been saving Lucky Strike Cigarettes for last. In other words, are you playing the field and experimenting, leaving the cigarette that insures you a finer, better tasting tobacco for last? Maybe you're not doing it consciously, but ^{if} you haven't tried a Lucky lately you're really doing yourself out of a lot of smoking pleasure, and you're doing yourself out of the opportunity of taking as many second helpings of this finer cigarette as you wish. You know, friends, no cigarette can be any better than the tobacco from which it's made, because in a cigarette it's the tobacco that counts. That's why it's especially important to us smokers that the makers of Lucky Strike Cigarettes pay the price at auction after auction to get the finer, milder leaf that you and I want to smoke. And speaking of me wanting to smoke...light a Lucky. Now maybe you're wondering who are the impartial authorities on this finer leaf. Well, they're the independent auctioneers - the warehousemen, the buyers who see the makers of Luckies getting that finer, Lucky Strike tobacco. And records show that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Don't you think that's proof that Lucky Strike means fine tobacco? My suggestion to all you folks is that you don't put off until tomorrow what you can do today. Stop saving Lucky Strikes and start enjoying them right now. Just walk into your tobacco store and say...Make mine Luckies, please, and I'll bet you'll be ready for your second portion in no time at all.

ATK01 0016461

BLOCK: Do you like your radio? Sure you do! If you didn't like it, you wouldn't be listening right now, would you? I guess you know pretty much about radio programs, too. Have you ever enjoyed a program so much that you really look forward to it every day or every week? ^{And} Have you ever stopped to consider just what it is that makes "Your Hit Parade" or Fred Allen's "Town Hall" or Kay Kyser's Show or Jack Benny's program so much fun? Why do you tune in so eagerly each week? I'll tell you, it's a combination of things, good music, good dialogue, funny comedians, colorful personalities, lots of good jokes. Yes, many things go into the making of a good radio program...Everything mixed together in a smooth production makes you want to listen regularly. And you know, friends, there are many things whose excellence depends on one ingredient...For instance, a cigarette. Now, a cigarette depends on one thing - tobacco. In a cigarette it's the tobacco that counts and your common sense will tell you that no cigarette can be any better than the tobacco it contains. For its success, your favorite radio program can rest on many things to keep you interested. But, to keep a keen smoker interested, the makers of Lucky Strikes realize that they have to furnish him with fine tobacco. And that's why at auctions all over the South, buyers of the American Tobacco Company pay the price at auction after auction to obtain the better leaf. ^{And} The independent tobacco experts who see these sales going on see that we consistently pay the price for the molder, better tasting leaf. And that's why with these men who know tobacco best - these men who are unbiased and unprejudiced in their opinions - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. They know just as you know that Lucky Strike means fine tobacco. And that's what we all want in a cigarette - fine tobacco. Now, here's a little program designed for your increased smoking enjoyment - a program you'll rate tops - one you can tune in on right away...Just go into your neighborhood tobacco store and say...Luckies, Please!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 21, 1942 (Evening)

AS BROADCAST

BLOCK: Say, I wonder how many of you folks remember "Gulliver's Travels"? Remember that book - the one where Gulliver ^{visits} ~~explores~~ the little Lilliputians - those little tiny midgets, you know - that make him feel so big and absurd. I used to love that story when I was a kid - good exercise. I had to stretch my imagination pretty far, because Gulliver went from one extreme to another. You know, first he was with the big boys and then with the little boys. You never knew just where you were going to find Gulliver next. I tell you why I mention it...because I want to show you that when I speak to you of Lucky Strike Cigarettes each evening you don't have to stretch your imagination. No sir! The claims we make for Luckies never go to extremes. You see, I merely appeal to your common sense as an average smoker who wants the most smoking enjoyment out of his cigarette. That's all. I tell you folks that no cigarette can be any better than the tobacco it contains. Now that's certainly pretty straight down to earth thinking, isn't it?...when I tell you how with my own eyes I've seen the statements of the independent tobacco experts who have been steeped in the tobacco industry for five, ten, twenty, and even thirty years. These sworn records show that among these men Luckies have more than twice as many exclusive as all other brands of cigarettes combined. And why shouldn't they? After all, these men know tobacco, they see the makers of Luckies consistently paying the price at auction after auction for that finer Lucky Strike leaf. No wonder then, these independent tobacco men prefer Luckies two to one. Now folks, that's my story about Luckies - no superlatives, no extremes, no wild flights of the imagination, and no impossible claims. What I've told you is all fact. You know that in a cigarette it's the tobacco that counts. I've tried to show you that Lucky Strike means fine tobacco. And the next time you walk into your tobacco store why don't you just order a pack of Luckies. You won't need any imagination at all to realize that Luckies mean greater smoking satisfaction, and that Luckies are truly a long time friend.

ATX01 0016463

BLOCK: I wonder how many of you folks out there used to go swimming in an old swimmin' hole. We used to have one when we were kids. Had to go a long way to get ~~there~~ ^{to it} but when we finally got there, man - off ripped those clothes and we jumped right into that icy water. I don't know how we ever learned to swim but we did. We were in and out of that water all day long. You know what I remember about that old swimmin' hole - I mean aside from the cold water? Well, somebody - I guess it must have been the farmer who lived near there - had painted a sign on a plank and nailed it to the tree that we used for a diving board - the stump of the tree. You know what that sign said? No, it did not say... no swimming. It said...look before you leap! And that was a good rule to follow if you didn't want to dive in and land right on top of some other kid. That warning is certainly a good one to follow in all of our actions - even when we grow up. It's a particularly good saying when it comes to your choice of a cigarette. The way to buy your cigarette is not by habit or because some friend smokes that particular brand, or because you like the color scheme of the wrapper. No sir, in a cigarette, it's the tobacco that counts. That's the important thing! And if you want a finer, milder, better tasting smoke, you'll choose a cigarette that contains a finer, milder, better tasting tobacco. And that's why it's especially important to you that the makers of Lucky Strike Cigarettes pay the price at auction after auction all over the South to get the finer leaf. You know the independent tobacco experts - ^{and} these buyers, auctioneers/warehousemen - they're pretty smart fellows. They know their tobacco. And why shouldn't they? It's their business. And they see the makers of Luckies consistently buying the kind of tobacco we believe they'd want to smoke. So it's no surprise that among these men Luckies have more than twice as many exclusive smokers as all

August 22, 1942 (Morning)

- 2 -

other brands of cigarettes combined. Yes sir, these experts look before they leap. They've looked at the fine tobacco that's purchased by Lucky Strike. And records show that they've leaped at the chance to make Luckies their smoking preference two to one. Now, that old swimming hole may be out of the question these days for refreshment, but if you really want the utmost in smoking pleasure - if you want that contented feeling, just try a pack of Luckies real soon, won't you?

ATX01 0016465

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 22, 1942 (Evening)

AS BROADCAST

BLOCK: Well, you know, folks, a couple of days ago I went over to the House of Chen for dinner. Ever been there? Oh, it's a fine Chinese restaurant, and believe me, the food's wonderful. Well, I ordered Chop Suey, and as I ate it, I asked the waiter how Chop Suey was prepared. And he told me it was a combination of many things...stewed meats, rice and sprouts, and onions - all flavored with oil and brewed for a long time over a low flame. Well, that Chop Suey wouldn't taste nearly so good if all of those ingredients hadn't been in it. The total flavor depends upon the mixture of foods and the expert cooking. Ah, boy! Was it good! And then after my meal I sat smoking a Lucky Strike Cigarette, and ate those delicious little almond cakes and candied kumquats that they serve. That cigarette was a perfect finish to a satisfying meal. And yet how different it was from that Chop Suey. No, I don't mean in flavor. I guess that would be pretty silly, but I do contrast them with respect to their ingredients. That Chop Suey's excellence rested on a lot of things - all equally important...The meats, the vegetables, the oil, the cooking time. But that Lucky Strike Cigarette rests mainly on one important thing, and that's the tobacco from which it's made. You know, friends, in a cigarette, it's the tobacco that counts, and no cigarette can hope to be any better than the tobacco it contains. That's why at auction after auction, The American Tobacco Company pays the price in order to obtain that finer Lucky Strike tobacco. Among the men who know tobacco best - the independent tobacco experts who see these auctions going on - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Well, I guess they know, too, that Lucky Strike means fine tobacco. That's why I say to you if you want to add to the enjoyment of a good meal, why don't you reach for a smoke that will give you increased smoking pleasure - the cigarette whose reputation is based on fine tobacco? Just light up a Lucky and notice the difference.

ATK01 0016466

LUCKY STRIKE "MAKES BELIEVE BALLROOM"
Commercial - August 24, 1942 (Morning)

AS BROADCAST

BLOCK: You know everybody today is trying to do something to help our country at war - not only by buying bonds, but by acting as air raid wardens, patrolling the streets from two until seven every morning, knitting and rolling bandages for the Red Cross, or First Aiding it. Well, whatever way you've chosen, to help, it means added working hours for you - hours that you're more than glad to give, but nevertheless added strain and fatigue. Now, if you're on duty during the wee hours of the morning, you want warm clothing and a good flashlight, and if you're knitting you want good lighting and strong needles. And if it's First Aid - well, that pair of slacks is a comfort. But what - you know, what is it that's a perfect companion no matter what your job may be, huh? Yes, it's a fine cigarette, a cigarette made from finer, milder, better tasting tobacco that will insure your greater smoking pleasure and contentment. Now, you know, friends, the makers of Lucky Strike Cigarettes pay the price for that finer leaf at auction after auction all over the south. They realize that no cigarette can be any better than the tobacco it contains. And the independent tobacco experts - the men who see these auctions going on - who witness the sales in the great buzzing warehouses - these men see, time and time again, baskets of finer tobacco sold American! and so it's no small wonder that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined; for truly, friends, in a cigarette it's the tobacco that counts, and in a Lucky Strike, you can rest assured it's fine tobacco. For added smoking enjoyment, why don't you take a tip from the tobacco experts - the men who know tobacco best? And as you pause for a minute to catch your breath in that job of yours, why don't you light up a Lucky? Just taste that finer tobacco and learn what real smoking pleasure is!

ATX01 0016467

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 24, 1942 (Evening)

AS BROADCAST

BLOCK: You know, friends, last week I was riding in a bus along Riverside Drive, and as I looked over toward the Jersey shore, the beauty of the George Washington Bridge caught me all over again - that beautiful suspension of clean, glistening steel. You know, folks, it's a really miraculous piece of art that bridge. The main material that holds it in place is high tensioned steel designed in perfect balance. The piers and cables without which it might very well fall into the Hudson the way that bridge out West collapsed several years ago. Remember? Yes sir, the most important thing in that bridge - that is leaving out the brilliant engineers who conceived it - is the steel. If that weren't of superior quality all the plans on paper wouldn't be quite - well they'd just be useless. And you know, that also applies to the manufacture of a cigarette. Just as that suspension bridge rests ultimately on the strength and flexibility of the steel used in its construction so a cigarette ultimately depends on the tobacco it contains. Finer tobacco makes a finer cigarette. Now the makers of Lucky Strike Cigarettes realize this. The independent tobacco experts who follow the auctions down South have seen Lucky Strikes pay the price again and again for finer, lighter, milder leaf. Sure, they've seen it with their own eyes, and that's why I say it's no wonder that with independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now we all know that in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. That's why if you want a bridge...or, if you want to bridge the gap of greater smoking enjoyment...well, I suggest that you light up a Lucky and learn the meaning of true smoking pleasure. Make your next pack Lucky Strike.

ATX01 0016468

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 25, 1942 (Morning)

AS BROADCAST

HART: I know you have your favorites among the bands. After all, didn't you choose Harry James as your top band leader? Now I just want to ask you a little question...What do you think is the most important thing in Harry James' band? Yes sir, I knew you'd say that. It's Harry and his trumpet. Sure, the band is swell - the team work is excellent. But Harry and his trumpet are really the top attraction. You go to see the band whenever you can. You listen to it on the radio. You voted for that band as number one, and you feel it deserves it. But in Harry's band it's really Harry who counts. Now you know, friends, just as in a band there's one player who is more important than all the others to you rug cutters, in a cigarette there is one ingredient that's more important to you as a smoker than anything else. What's that ingredient? It's the tobacco from which your cigarette is made. The makers of Lucky Strike realize that no cigarette can be any better than the tobacco from which it is made, and for that reason it sends its buyers into the south to scour the tobacco auctions for lighter, milder, better tasting leaf that you want - you and I want to smoke. You know, the independent experts see baskets of golden leaf going again and again to Lucky Strike. And among these men - these men who know tobacco best Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. You see, friends, in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. Listen all you hey cats out there...are you in a groove? Well, the best way to insure your complete smoking enjoyment is to walk into your local tobacco store and say...Make mine Luckies, please. Brother, then you'll know the meaning of real smoking pleasure.

ATX01 0016469

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 25, 1942 (Evening)

AS BROADCAST

HART: Friends, have you ever watched a beautiful woman walking down the street? She may not be extravagantly dressed. Her hair may not be done according to the latest fashion, and her make-up may be negligible but she is beautiful, nevertheless. Her face is lovely. Better clothes might enhance her beauty but nothing seems to detract from it. Now the same statement might be made about...oh, say, a handsome man or a beautiful picture. The picture may be poorly hung in a frame but you can tell it's an excellent picture. See if a thing is basically fine that fineness will show no matter what. And you know, this might be very well said of a fine cigarette. If the cigarette is made of finer tobacco you can recognize it all right. That finer tobacco will make itself evident in the smoking because in a cigarette it's the tobacco that counts. It's basic. In the manufacture of Lucky Strike Cigarettes everything possible is done to enhance their perfection. The tobacco is mellowed, cured, aged and blended scientifically, but the chief concern of the American Tobacco Company is that finer Lucky Strike Tobacco which is basic to every Lucky Strike Cigarette, and basic to your increased smoking pleasure. At auctions all over the South buyers for the American Tobacco Company pay the price to get the finer, milder, better tasting leaf which you and I want to smoke. And I guess that's the kind of tobacco the independent experts want to smoke, too, because among these men - these men who know tobacco best, mind you - these men who see these public auctions in progress - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. If it's a quality smoke you want, if it's increased smoking enjoyment you wish, if you want a cigarette whose reputation is founded on the use of finer tobacco, then just try Luckies, won't you?

ATX01 0016470

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 26, 1942 (Morning)

HART: You know folks, this is a world of new materials, and pretty good materials they are, too. Nylon has taken the place in the ladies' silk stockings and plastic is being used instead of metals for jewelry and containers - cellophane has taken the place of the old-fashioned paper wrapping. I've even read in the papers that they're making dress material out of glass. But, you know, folks, there are some things for which we've never been able to find replacements...Cases where new materials just don't come up to the original...And one of those things you can't find a replacement for is fine tobacco. The American Tobacco Company sends its buyers all over the South to get finer, lighter, better-tasting tobacco - the true Lucky Strike leaf - the kind of leaf that the independent experts obviously prefer to smoke. You know, friends, among these independent auctioneers - buyers, and warehousemen - these men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These men know their tobacco. They've lived with it - traded in it for years. So why shouldn't they know good leaf when they see it? and when they see the makers of Lucky Strike Cigarettes paying the price, time and time again, for finer tobacco, it's little wonder that with these independent tobacco experts, it's Luckies two to one. Yes sir, in a cigarette it's the tobacco that counts. There is no substitute for fine tobacco! And that's why I urge you...if you're looking for the utmost in smoking pleasure - if you want to know the meaning of real smoking enjoyment, why don't you walk into your favorite tobacco store and order the cigarette that means fine tobacco? Just say...Luckies, please!

ATX01 0016471

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 26, 1942 (Evening)

Mr. Boggiano
AS BROADCAST

HART: You know, folks, there are a great many customs which have fallen by the wayside in the past century or so, and some of them quite charming, too. Take the custom of having a coat of arms, for instance...a beautiful design is combined with a motto that could be painted over the door, on the shields of the soldiers, embroidered on linens for everyone to see. The coat of arms was a great thing of pride, you know. It was something for the world at large to recognize and admire, it stood for honor and glorious deeds. And to bring disgrace on it was a great misfortune. Now you know ^{friends,} very few of us today have a coat of arms and certainly the American Tobacco Company doesn't have one. But truly the makers of Lucky Strike Cigarettes manufacture their product with the same sense of honor and loyalty as if they were living up to a coat of arms. You know what their coat of arms might very well be? I picture it as a basket of ripe, mellow, golden leaf and underneath it the words fine tobacco, because The American Tobacco Company knows that in a cigarette it's the tobacco that counts. That's why at auctions all over the South its buyers spare no effort to obtain finer, milder, better tasting leaf for Lucky Strike tobacco. Wherever they are these men are instructed to go after and get the finer leaf. And you know, folks, among the independent tobacco experts - the men who know tobacco best - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Lucky Strike is proud of its heritage, the reputation based on finer, milder, lighter tobacco. Now why don't you make the acquaintance of this truly, long time friend? Why don't you walk into your favorite tobacco store and treat yourself to a cigarette that has come to mean fine tobacco? Just say to the man behind the counter...Luckies, please!

ATX01 0016472

HART: But I want a word with you right now. Supposing one of you ladies out there are planning a special dinner this week. Oh, let's suppose your son, Bill, is coming home on furlough, or that your husband's boss is coming up for dinner. Well, there are certain special courses you'll think of having right away, won't you? Sure, so: something like steak and french fried potatoes, and home made apple pie and cheese; or perhaps you'll make a nice juicy roast beef with pan browned potatoes. In any case, you'll think of your best company dinner with all the fixings. You'll make sure you get a good steak or a fine roast, won't you, and you'll take special care that the apples are just the right kind for your pie. True? Now, I have a suggestion to make - an addition to your shopping list. After that excellent meal you're planning your guests will want a fine smoker, and that's why I suggest that you add Luckies to your shopping list. You know it takes a good cut of meat to make a good roast, and so it takes fine tobacco to make a fine cigarette. For in a cigarette it's the tobacco that counts. The makers of Lucky Strike Cigarettes realize this, you know. That's the reason they send their buyers into the tobacco country to public auctions all over the south to get finer, lighter, milder leaf - the kind of leaf that you and I want to smoke. The independent tobacco experts who see this fine tobacco sold American time and time again, prefer Luckies two to one. Yes, among these men - these independent buyers, auctioneers, and warehousemen - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And that's why I say to you...if you want to top off a good meal with a finer smoke, if you want to increase your smoking enjoyment just try a pack of Luckies, won't you? I'm sure that you'll find them a long time friend.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 27, 1942 (Evening)

AS BROADCAST

HART: Well, last week a couple of friends and I all went down to Coney Island to see how the old fun resort was taking the dip-out. And believe me, folks, the lights may not be as bright as they used to be, but everybody sure has a good time. Well, we went on the roller coaster, and the loop, and the whip, and the carrousal - we even had our fortunes told. And I guess I'm just one of those Doubting Thomases 'cause I'm not one of those who believes in crystal gazing. Oh, lots of people do believe though. But, I always think that when a fortune teller hits on something that happens to be true, it's either a matter of luck, pure and simple, or else she's deduced the correct answer from facts that she gathered while observing you. I guess you all know by this time that I'm a great believer in facts! That's why I tell you that no cigarette can be any better than the tobacco it contains...and that in a cigarette it's the tobacco that counts. The American Tobacco Company realizes these facts. It sends its buyers into the tobacco country to scour the South for the finer, better tasting tobacco. And it's also a fact that sworn records show that among the independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now friends, I don't have to be clairvoyant to know that Lucky Strike Cigarettes will please you, just as they have the independent tobacco experts and millions of others. I know that Lucky Strike means fine tobacco. So why don't you take this little suggestion...gaze into that crystal-like showcase at your favorite cigarette counter, and just indicate the cigarette that's going to bring you greater smoking pleasure. Say to the man behind the counter...Make mine Luckies, please!

ATX01 0016474

M. Boggiano

HART: I'd like to ask you folks out there if you remember a little game we used to play when we were kids. It was called "Association." One person would start off by saying one word, and then you'd say the first thing that popped into your mind. And, if you were to say steak, I'd probably say french fried potatoes. And if you said ham, I'd say eggs. But, if someone said fine tobacco, to me the first thing I would say would be Lucky Strike. You know, folks, it stands to reason that no cigarette can be any better than the tobacco from which it is made. That's a fact, plain and simple. Now, ham added to your eggs gives you increasing eating pleasure, doesn't it? Steak plus french fried potatoes are perfect partners, aren't they? And just so fine tobacco put into a cigarette insures your increased smoking enjoyment. The American Tobacco Company, makers of Luckies, realizing this, instructs its buyers to go after and get the finer, lighter, better tasting leaf that you and I and millions of others want to smoke. These buyers participate in public auctions in order to get that finer Lucky Strike tobacco. The independent tobacco buyers - the warehousemen and auctioneers who attend these auctions see just who buys what tobacco. And these men who know tobacco best give their stamp of approval to the cigarette that aims to give you the best in smoking pleasure. With these men, Luckies have more than twice as many exclusive smokers as all the other brands of cigarettes combined. Yes sir, if you would have increased smoking enjoyment, why don't you make the acquaintance of a cigarette whose name has been associated with fine tobacco for years and years? Just walk into your favorite tobacco store and say...Luckies, please. And I'm sure you'll find them more than a good acquaintance, and truly a long-time friend.

HART:

How many of you folks listening out there have seen "Bambi," you know, Walt Disney's new film? Well, I saw it a few days ago and it's really a charming picture. I surely did enjoy it. I guess you will, too, and I know the kids will. When I got home after I'd seen it, I sat down in an easy chair, lighted up a Lucky and leaned back to think about the picture. What was it that made it so enjoyable? Well, I thought to myself...It was the color and the music, and ^{the} characters, and the movements, and the whole fairyland effect, plus the combined ingenuity of all those men whose names had appeared on the screen before the film began. And believe it or not, as I sat there thinking about it, the smoke from my cigarette began to curl into the shape of Bambi. It looked just like a deer. And so I naturally got to thinking about the Lucky Strike Cigarette in my hand which offered me so much enjoyment also, but of a different kind. What was it that made that cigarette so outstanding? No, it wasn't so much a combination of things as in "Bambi"; for in a cigarette there is one main emphasis, and that's the tobacco. Yes, in a cigarette it's the tobacco that counts. Disney's cartoon couldn't be any better than the music, the direction, the humor, the color, and the movement all combined, but a cigarette can't be any better than the tobacco from which it is made. And that's why the makers of Luckies instruct their buyers to go into the tobacco country and in open competition, at public auctions buy that fine, Lucky Strike tobacco which has won the stamp of approval from the independent tobacco experts. These men who see finer, milder, better tasting leaf sold American time and time again, choose Luckies two to one. Among these independent auctioneers, buyers, and warehousemen - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined.

BLOCK: Yes, friends, I think that you'll get a great deal of pleasure when you see "Bambi", but if you want a different kind of pleasure - if it's the utmost in smoking enjoyment you want, why don't you smoke the cigarette that means fine tobacco? Why don't you walk into your neighborhood tobacco store this very night and say to the man behind the counter...Make mine Luckies please.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 29, 1942 (Morning)

AS BROADCAST

Mr. Boggans

HART: Say friends, have you ever wondered about the origin of words - I mean where they come from? I think the origin of the word 'news' is mighty interesting. Have you ever seen a weather vane - you know, one of those things that stands on top of a house or barn and has two horizontal bars that cross each other pointing north, east, south, and west, and then above it there's some kind of an object that can swing freely in the wind and always point in to the wind so that you can tell whether it comes from the north, the east, the west, or the south. Well, the word 'news' comes from that object. Bet you never knew that before. The information that comes to a central point from the four corners of the earth is known as news because the word is made of n - e - w - s ... north, east, west, south. Sort of interesting, don't you think? Well folks, you don't need any weather vane to tell which way the wind's blowing with regard to cigarette news these days. We all know that no cigarette can be any better than the tobacco from which it is made. Common sense tells us that. And we all know that in a cigarette it's the tobacco that counts. For that reason the American Tobacco Company sends its buyers in to the tobacco country where at public auctions they go after finer, milder, better tasting leaf that you and I and millions of others want to smoke. Ever hear of the independent tobacco experts - the independent buyers, warehousemen, and auctioneers who see finer, lighter tobacco sold American time and time again? Well, among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, these men have given Lucky Strike Cigarettes their stamp of approval. That's the way the wind's blown! And it will be good news to you when you smoke the cigarette that means fine tobacco. Why don't you treat yourself to a smoke that will bring you increased smoking enjoyment? Why don't you make your next pack Luckies?

ATX01 0016478

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - August 29, 1942 (Evening)

AS BROADCAST

HART: Say, folks, do you remember that old riddle...which came first the chicken or the egg? Sure, I know - it's as old as the hills! But, as ancient as it is there's still no answer to it! Oh, we could argue about it for days...there's just some questions that are unanswerable...they always remain a riddle. But, take a different type of question...say... where does the sun rise every day? And naturally, you've got the answer right there on the tip of your tongue! The sun rises in the East every day no matter what. Yes, there are some questions whose answers are undisputed. Now, there's another question I might ask you. You don't have to hesitate a bit over the answer to this one either. If I were to ask you what's the most important thing in a cigarette, you'd answer just as I would, and millions of others...why, the tobacco! Yes, folks, the most important thing in a cigarette is the tobacco from which it's made. No cigarette can hope to be any better than the tobacco it contains. That's why fine tobacco is at a premium. It's not easy to get and all cigarette manufacturers compete at public auctions to obtain it. That's why the makers of Lucky Strike Cigarettes send buyers into the tobacco country to obtain at public auctions all over the South, the finer, milder, lighter Lucky Strike Tobacco. And that's why these buyers pay the price to obtain those baskets of fine, golden leaf. The independent tobacco experts, the warehousemen, auctioneers, and buyers, see these auctions in progress - see who buys what tobacco. They see fine tobacco, time and time again sold American. And so these men who know tobacco best, give their stamp of approval to Luckies. Sworn records show that among these experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, obviously, these men know, just as you and I know, that in a cigarette it's the tobacco that counts. You know, friends, this is no riddle without a solution! When the man behind the counter asks...What's your, please?...the only answer, if you want to treat yourself to increased smoking pleasure, to the cigarette that means fine tobacco is...Luckies, please!

ATX01 0016479

BLUCK: You know, friends, when I was a little kid I had a funny habit. I always used to save the best of anything for last. What I mean is I'd eat the spinach before I'd eat the fried chicken, or I'd eat up all those plain little crackers before I'd take the extra fancy cookie, you know, the one with the nuts on the top and the chocolate frosting. I guess it was a good system to follow all right, except that too often I missed out on seconds. I saved the chicken so long that when the platter came around, here I was with the first piece still untouched. Now, it just occurred to me that many of you folks out there listening may be saving the best thing for last. I'm wondering, are you saving Lucky Strike Cigarettes for last? In other words, have you been playing the field and experimenting, leaving the cigarette that insures you finer, better tasting tobacco for last? Maybe you're not doing it consciously, but if you haven't tried a Lucky lately, you're really doing yourself out of a lot of smoking pleasure. And you're doing yourself out of the opportunity of taking as many second helpings of this finer cigarette as you wish. You know, friends, no cigarette can be any better than the tobacco from which it's made. Um huh! In a cigarette it's the tobacco that counts. And that's why it's especially important to smokers that the makers of Lucky Strike Cigarettes pay the price at auction after auction to get finer, milder leaf that you and I want to smoke. Now, there are impartial authorities on tobacco. You know that. They're the independent auctioneers, the warehousemen - they're the buyers who see the makers of Luckies getting that finer Lucky Strike tobacco. And records show that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, isn't that proof that Lucky Strike means fine tobacco? My suggestion to all you folks is that you don't put off until tomorrow what you can do today. Stop saving Luckies - start enjoying them right now. Step into that tobacco store and say... Make mine Luckies, please! And I bet you'll be ready for your second portion in no time at all.

BLUCK: I don't know - maybe you folks are wondering why you didn't hear Martin Bluck on the Make Believe Ballroom last week. Truthfully, the reason was that I had a one week leave of absence to sort of kind of recuperate so that I could be back here tonight to pitch and bring you a better and more interesting Make Believe Ballroom. You know, a couple of weeks ago Speed Riggs ... you know, he's the auctioneer you hear with me on the Kyser and the "Hit Parade" shows ... well, Speed Riggs told me about the opening of the tobacco auction sales down in North Carolina, and since I heard them reenacted so many times just as you, too, have heard them, I decided to get myself on a train and go down to Wilson, North Carolina, and see an opening first hand. Well, I want to tell you that trip was really worthwhile. Last Tuesday morning I arrived in Wilson, North Carolina, and the city was bathed in sunshine. And the narrow streets around the warehouse were packed and jammed with tobacco growers, and warehousemen, and auctioneers, and buyers, and sightseers. For months and months the tobacco growers had carefully tended their crops and had reaped their harvest and cured their tobacco. And on trailers, and trucks, in mule drawn carts, yes, even on the back of the seat of a 1912 jalopy, the tobacco had been brought to the warehouse in Wilson, where on that Tuesday morning, it now reposed in row upon row of baskets on the warehouse floor. I wish you could have been with me, to have seen and felt the excitement as the warehouseman stepped up to the first basket and called the opening bid. And now you know what I'm going to do? I'm going to ask Basil Rhyssdael to reenact the opening sales of a typical tobacco auction....

WBSMN: Good tobacco, boys! Thirty-eight!

MAN: (Sing song chant)

RUYSDAEL: Warehouseman opens the bidding at thirty-eight - thirty-eight dollars a hundred pounds, but this is fine, light, mild tobacco and there are over a dozen buyers bidding in open competition. But the price goes up - up. The better the tobacco the higher the price. And yet, it's going, going to Lucky Strike.

AUCT'R: (Sing song chant) Sold American!

WHSMN: Thirty-two!

MAN: (Sing song chant)

RUYSDAEL: Each basket of tobacco is sold individually - sold to the highest bidder.

WHSMN: Thirty-nine!

MAN: (Sing song chant)

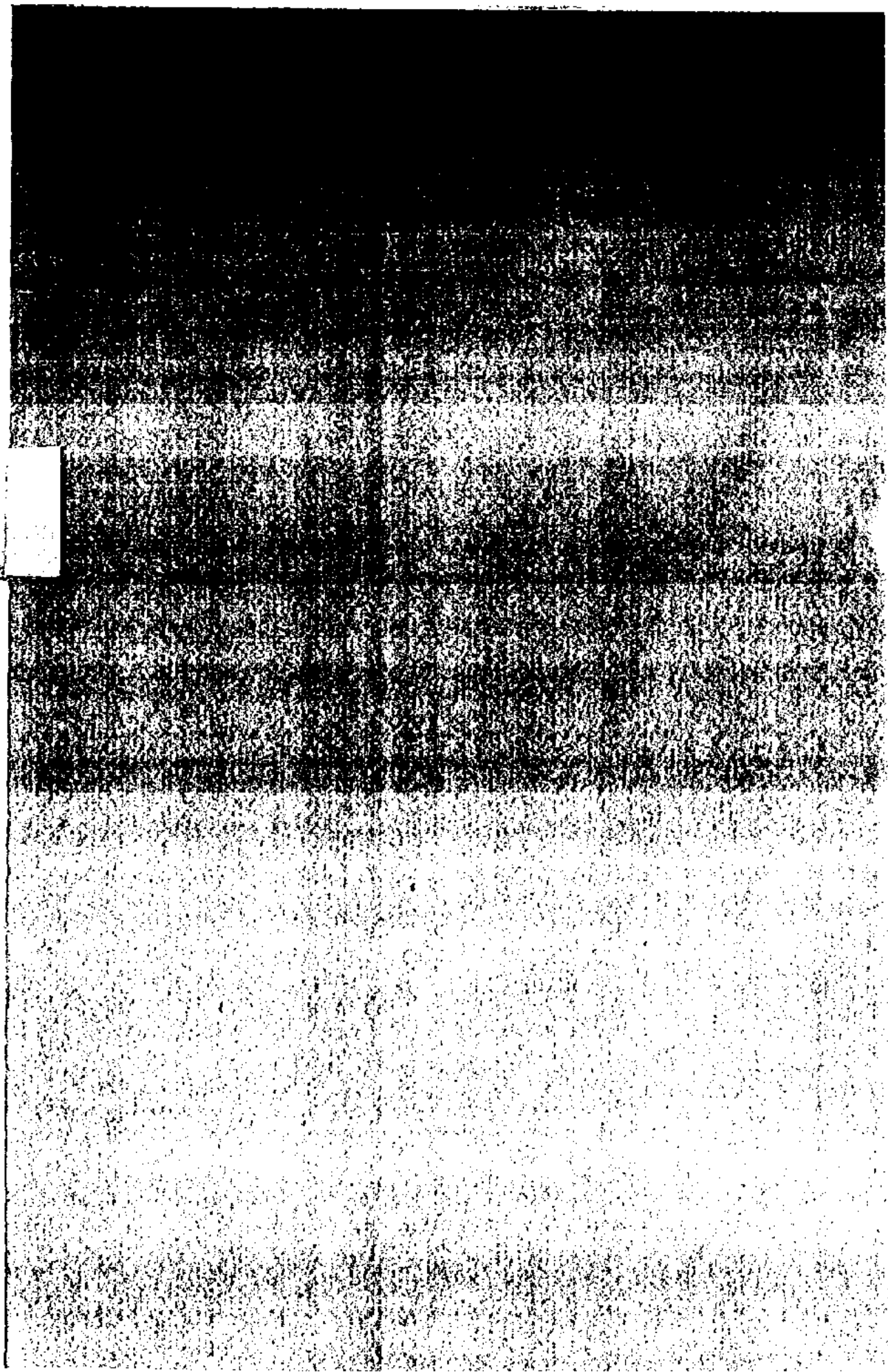
RUYSDAEL: You can tell by the way the buyers examine this next basket of tobacco that it's fine, mild leaf - the kind they all want; for again the price is shooting up and up from thirty-nine to forty, forty-one. Now a leaf company bids forty-two - Lucky Strike forty-three - an export company forty-four - another cigarette company forty-five. But Lucky Strike raises it to forty-six - forty-six dollars. And here's the sale...

MAN: (Sing song Chant) Sold to American!

BLOCK: Now friends, from nine-thirty that morning until twelve-thirty when everyone takes time out for lunch, a basket of tobacco is sold on an average of every ten seconds, and since a basket of tobacco contains from anywhere from around ten up to four hundred pounds, there's oft-times a great deal of money involved in each individual sale. It calls for the ability on the part of the warehouseman and the buyers to instantly, in their mind, grade the particular basket of tobacco being offered for sale. And after spending one day in the four biggest tobacco markets in North Carolina I came to the conclusion that very few of us appreciate just how expert a tobacco expert has to be. Their knowledge of tobacco

BLOCK: is amazing. And after watching these men working, I have even more
(cont'd) respect for their opinions. All I can say now is that if any of you
folks ever get down to Wilson, or to Kingston, or to Rocky Mount, ask
any independent auctioneer, buyer, or warehouseman about Luckies. I'm
pretty sure his answer will do more to convince you that Lucky Strike
is the cigarette that you should smoke than anything else I could
say.

SEPTEMBER



LUCKY STRIKE "Make Believe Ballroom"
Commercial - Sept. 1, 1942 (Morning)

AS BROADCAST

BLOCK: Friends, I wonder if you ever watched a beautiful woman walking down the street. Now, she doesn't have to be extravagantly dressed - her hair may not be done according to the latest fashion - her make-up may be negligible. But she's beautiful, nevertheless. Her face is lovely. Better clothes might enhance her beauty. But nothing seems to detract from it. Now, the same statement might be made about - well, a handsome man, or a beautiful picture. The picture may be poorly hung and framed but you can tell it's an excellent picture. If a thing is basically fine, that fineness will show - no matter what. And you know, folks, this might very well be said of a fine cigarette. If a cigarette is made of finer tobacco, you can recognize it all right. That finer tobacco will make itself evident in the smoking because in a cigarette, it's the tobacco that counts. That's basic. In the manufacture of Lucky Strike Cigarettes, everything possible is done to enhance their perfection. The tobacco is mellowed, cured, aged, and blended scientifically. But the chief concern of the makers of Luckies is that finer, Lucky Strike tobacco which is in every Lucky Strike Cigarette. Yes, sir! And that's important to your increased smoking pleasure. And now, at auctions all over the South, buyers for The American Tobacco Company pay the price to get finer, milder, better-tasting leaf - the kind that you and I want to smoke. I guess that's the kind of tobacco the independent tobacco experts want to smoke, too; because with these men who know tobacco best - these men who see these public auctions in progress, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, if it's a quality smoke you want - if it's increased smoking enjoyment you wish - if you want a cigarette whose reputation is founded on the use of finer tobacco, then just try Luckies, won't you?

ATK01 0016485

LUCKY STRIKE "Make Believe Ballroom"
Commercial - Sept. 1, 1942 (Evening)

AS BROADCAST

BLOCK: They say there's nothing better than an old craze - an old game. Remember the old jig saw puzzles? Well, I can remember a couple of years ago when everybody was going just crazy about jig saw puzzles. Everybody used to gather around the dining room table, spread the pieces out flat, and then go to work trying to build up a corner, out of all those oddly shaped pieces. Remember? Ah, then were the days all right. We didn't know where to start, and yet somehow we began to build a picture up slowly piece by piece. Just by luck until the pieces began to shape into a recognizable picture. Haphazardly we fit the pieces together using the old trial and error method, till we finally struck the right one. Now that was a good method for puzzles in a game - sure enough. But you know, folks, I know a lot of people who use it for more than that - people who use the trial and error method for their daily living. For instance, how do you choose the brand of cigarette you're now smoking, ummh? Come on, now, confess. Have you been trying one brand after another just waiting to hit the right one, just going about it haphazardly? You know, friends, in choosing a cigarette there's one important thing to remember. In a cigarette it's the tobacco that counts, and no cigarette can hope to be any better than the tobacco it contains. And that's why I tell you again and again that Lucky Strike means fine tobacco. That's why I tell you how The American Tobacco Company sends its buyers into the South to auctions all over the tobacco country to buy finer, milder, true Lucky Strike leaf. They spare no effort to bring back that milder, smoother tobacco that you and I want to smoke. While these sales are in progress those warehouses where the public auctions take place are jammed with many people - the independent tobacco experts,

ATX01 0016486

LUCKY STRIKE

"Make Believe Ballroom"

Commercial Sept. 1 (Evening) Cont'd

- 2 -

BLOCK: for example, the warehousemen, auctioneers, and buyers. And folks, these men...well, they see who buys what tobacco, and when sworn records show that among these men Luckies have more than twice as many exclusive smokers as all other brands combined, I think it's a pretty good indication that these men know that Lucky Strike means fine tobacco. Now I have a little suggestion to make to all of you who may be playing the hit or miss game with your brand of cigarettes. ..If you haven't tried Luckies you're surely missing increased smoking enjoyment. One Lucky Strike Cigarette and one average smoker fit together like two dovetail pieces of a jig saw puzzle, and complete the picture of contentment. Why don't you just try a pack of Luckies tonight?

ATX01 0016487

LUCKY STRIKE "Make Believe" Ballroom
Commercial, Sept. 2, 1942 (Morning)

AS BROADCAST

BLOCK: You know, there are a great many customs which have fallen by the wayside in the past century or so. Some of them are quite charming, too. Take the custom of having a coat of arms - a beautiful design combined with a motto that could be painted over the door, on the shields of soldiers - and embroidered on linens for everyone to see. The coat of arms was a great thing of pride. It was something for the world at large to recognize and admire. It stood for honor and glorious deeds, and to bring disgrace on it was a great misfortune. Now, you know, friends, very few of us today have a coat of arms. Certainly, the makers of Lucky Strike Cigarettes do not have one, but truly the makers of Lucky Strike Cigarettes manufacture their product with the same sense of honor and loyalty as if they were living up to a coat of arms. Do you know what their coat of arms might very well be? A basket of ripe, mellow golden leaf, and underneath it the words 'fine tobacco'. Because the American Tobacco Company knows that in a cigarette it's the tobacco that counts. And that's why at auctions all over the South its buyers spare no effort to obtain finer, milder, better-tasting leaf. You know that - Lucky Strike Tobacco. Now, wherever they are, these men are instructed to go after and get that finer leaf. And you know, folks, among the independent tobacco experts - the men who know tobacco best - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, Lucky Strike is proud of its heritage - a reputation based on finer, milder, lighter tobacco. Why don't you make the acquaintance of this truly long-time friend? Why don't you walk into your favorite tobacco store and treat yourself to the cigarette that has come to mean fine tobacco. Just say to the man behind the counter...Luckies, please.

ATX01 0016488

LUCKY STRIKE "Make Believe Ballroom"
Commercial, Sept. 2, 1942 (Evening)

AS BROADCAST

BLOCK: You know, folks, the other day I had a very interesting experience. I was going up to the very top floor of Macy's, and I had lots of time so I decided to take the escalator up all the way up. Have you ever done that? Well, for nine sets of moving stair cases I watched men and women fingering the goods they wanted to buy - inspecting it and looking over its quality and its value. On the fifth floor in the Camera Department I remember there were a few men looking over lenses - inspecting them, trying to decide if they were exactly what they wanted. On the sixth floor, right up above, there were dozens of women feeling lengths of dress goods, trying to decide if the materials would be hard wearing, and how they'd look in the finished costume. Yes sir, there are lots of things you can buy that way - things you can sort of see the quality of, things you can inspect and judge for yourself. There are some things whose quality can only be determined by authoritative recommendation and by actual experience. These are more or less what you might call blind articles to the layman. For example, take a cigarette. Now all of you out there listening to me know that no cigarette can hope to be any better than the tobacco it contains. You all know that in a cigarette it's the tobacco that counts. But how can you, an average smoker determine the quality of that tobacco. Well, now that's why I tell you how the buyers for the American Tobacco Company attend auction after auction all through the South to obtain finer, lighter, milder leaf - the kind of tobacco that they think you and I want to smoke. These men are instructed by the makers of Luckies to pay the price, if necessary, in order to obtain the truly Lucky Strike Tobacco. And you know, the independent tobacco

ATX01 0016489

LUCKY STRIKE "Make Believe Ballroom"
Commercial - Sept. 2, 1942 (Evening) Cont' d

BLOCK: experts - the warehousemen, the buyers, and the auctioneers... well, these are the men who see these baskets of fine leaf time after time Sold American. And sworn records show that among these experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These are the men who know tobacco best and they prefer Luckies two to one. Now I've shown you that in a cigarette it's the tobacco that counts. I've shown you that Lucky Strike means fine tobacco, quality tobacco. And I've shown you that Luckies are the preference of the independent tobacco experts. I guess that's a pretty high recommendation. But just as those ladies in Macy's won't know the real durability of that dress material until they've worn it for a while, just so you won't know real smoking enjoyment - the true value of that fine tobacco in Lucky Strike until you've had your first pack of Luckies. Why not make that tonight?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 3, 1942 (Morning)

Mr. Boggiando
AS BROADCAST

BLOCK:

S ay, didya ever read Gulliver's Travels? Sure you did. You remember it - the one where Gulliver visits the Lilliputians - you know those little midgets - who, oh wait, you can't say that...little midgets. That doesn't mean anything. If you're a midget you are little - that's too much, isn't it. All right, the midgets who make him feel so big and so awkward. And then all of a sudden Gulliver finds himself in the land of the giants where everybody towers over him -- really had his hands full. I used to love that story when I was a kid. It was good exercise. I had to stretch my imagination pretty far as Gulliver went from one extreme to another. Tell you why I mention it. It's because I want to show you that when I speak to you of Lucky Strike Cigarettes each day, you don't have to stretch your imagination. The claims we make for Luckies never go to extremes. You see, folks, I merely appeal to your common sense as an average smoker who wants the most smoking enjoyment out of his cigarette. I tell you that no cigarette can be any better than the tobacco which it contains. Now that's certainly pretty straight down-to-earth thinking. And then I tell you how with my own eyes I've seen the statements of the independent tobacco experts - men who have been steeped in the tobacco industry for five, ten, twenty - even thirty years - and sworn records show that among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why not? After all, these men know tobacco. They see the makers of Luckies consistently paying the price for that finer Lucky Strike leaf. No wonder then, these independent tobacco men prefer Luckies two to one. And that, friends, is my story

ATX01 0016491

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - Sept. 3, 1942 - morning (contd)

AS BROADCAST

BLOCK:
(CONTD)

about Luckies...no superlatives - no extremes - no wild flights
of the imagination - no impossible claims. What I have told
you is all fact. You know that in a cigarette it's the
tobacco that counts. And I've shown you that Lucky Strike
means fine tobacco. The next time you walk into the tobacco
store, just order a pack of Luckies. And you won't need any
imagination at all to realize that Luckies are going to mean
greater smoking satisfaction - that Luckies are truly a
long-time friend.

ATX01 0016492

BLOCK: You know, friends, when you pick up a telephone and you pay a nickel for a telephone call you expect to be connected with the party with whom you wish to speak, but actually you're paying for service. When you go to a fine hotel - I mean one that's just a little better than the ordinary - you expect fine service. When you go to a restaurant with a reputation just a little better than any other restaurant, in addition to fine food, you also get fine service. You see, the makers of Lucky Strike Cigarettes also feel that in order to maintain their reputation they owe you a service. And we feel that the best way in which we can serve the American smoking public is to give you a cigarette that is made only from the finer tobaccos. And it's interesting to note that there's no extra charge for this extra service. You see, friends, we know that the only way we can give you a finer cigarette is by using finer tobacco. And independent tobacco experts - men who know tobacco best - have expressed their preference for Lucky Strikes to such an extent that with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now there's another thing about Lucky Strike's service to you...When you go to a finer hotel when the bell boy gives you extra service you give him a tip. When you go to a restaurant and the waiter takes extra good care of you, you give him a tip. Well, tonight let me reverse the procedure. While the makers of Luckies serve you with finer tobacco tonight the tip comes your way, and that tip is...Smoke the smoke tobacco experts smoke and make your next pack Luckies.

BLOCK: You know, folks, a couple of ~~evenings~~ ^{over} ~~and~~ I went to the House of Chan for dinner — d'you ever go there? A fine Chinese restaurant over on 52nd Street and 7th Avenue, I guess -- on the corner. Now, they have wonderful Chinese food. I ordered chop suey and all the usual things -- you know -- you order in one of those places and I ate it. And the waiter came over later on to see if there was anything else we wanted. and I was a little curious about that chop suey. I often wondered how it was prepared. So I said "Come here, little fellow. How do you make that chop suey anyway?" He says, "Much business." I said -- "Much business -- what do you mean?" He said, "Yes, a ^{hell} lot of stuff in chop suey." I said, "Such as what?" There's stewed meats, and there's rice, and there's sprouts, and there's onions and its flavored with oil and then they brew it for a long time over a low flame. You know, I tell you Chop Suey wouldn't taste nearly so good if all of those - all of those ingredients hadn't been in it. Everything was important - the total flavor - the mixture of the food - the expert cooking. And I'm telling you after he told me all these things about how difficult it was to make Chop Suey and everything that went into it, it began to taste just that much better. After eating it - I sort of leaned back and lit up a Lucky - eating one of those little almond cakes, you know. Well, that cigarette was a perfect finish to a mighty satisfying meal. And yet how different was that cigarette from the Chop suey. Now, I don't mean in flavor. That would be pretty silly. I only contrast the cigarette and the Chop Suey with respect to the ingredients. You see, the Chop Suey's excellence rested on

BLOCK:
contd.

a lot of things all equally important. Told you all about those things so we won't go into it. But that Lucky Strike Cigarette - well, it's goodness rested mainly on one thing - the tobacco from which it was made. You know, friends, in a cigarette it's the tobacco that counts and no cigarette can ever hope to be any better than the tobacco from which it's made. And that's why at auction after auction, the makers of Luckies pay the price to obtain that finer Lucky Strike tobacco. Now, among the men who know tobacco best - I mean, of course - the independent tobacco experts who see these auctions going on, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And I guess they know, too, that Lucky Strike means fine tobacco. And that's why I say to you if you want to add to the enjoyment of a good meal, you reach for a smoke that will give you increased smoking pleasure - a cigarette whose reputation is based on fine tobacco. You light up a Lucky and notice the difference!

LUCKY STRIKE "DON'T BELIEVE BALLOON"
Commercial - September 4, 1942 (Evening)

AS BROADCAST

BLOCK: You know
Well, a couple of evenings ago I really had a time for myself.
It was one of those rainy nights - one of those nights when you
feel like curling up with a good book, or reading a magazine,
or just taking a cat nap. Well, we hauled out the old family
album, and, believe you me, I had a couple of really good laughs.
You know, it's funny what a couple of years difference will make
in the dresses the girls are wearing. Boy, those real tight
hobble skirts sure looked uncomfortable. I turned back enough
pages in that old album and there was Mother in her latest
wasp waist model. And you should have seen the suits all the
men wore - boy, oh boy! I'm glad I don't have to wear those
stiff, high collars today. You know, as I leaned back in the
easy chair and thought about the good old days, I happened to
light up a Lucky and I watched the smoke from that first
delicious puff weave up into the air. It reminded me that
styles in clothes and in hair-do, and styles in many things
change,
might, but style makes no difference, day in day out, year in and
year out in what's important in a cigarette. It's true...in a
cigarette it's the tobacco that counts, and that's always true.
And no cigarette can hope to be any better than the tobacco it
contains. And for that reason the makers of Luckies send their
buyers into the tobacco country.....to attend public auctions,
and these men are instructed to buy the finer, milder, lighter
leaf - that true Lucky Strike tobacco, so that your Lucky Strike
Cigarette may bring you increased smoking enjoyment. Now these
buyers pay the price again and again in order to obtain the
tobacco that you and I want to smoke. These men, you know -
you know, the independent tobacco experts who go to these

ATX01 0016496

BLOCK:
contd.

auctions, too...well, they're the independent auctioneers, and buyers, and warehousemen, and they see these sales taking place. They see who buys what tobacco, and so it's little wonder^{at all} that among these independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, whether skirts are longer or shorter, whether trousers are cuffless or not, in a cigarette it's still the tobacco that counts. And Lucky Strike means fine tobacco. Why don't you try a pack of Luckies this very night?

Mr. Boggiano

LUCKY STRIKE "MAKE BELIEVE BALLOON"
Commercial - September 5, 1942 - (morning)

BLOCK: Say, I wonder if you remember that old riddle...which came first, the chicken or the egg? I know - it's as old as the hills but as ancient as it is, there's still no answer to it. We could argue about it for days. There are just some questions that are unanswerable. They'll always remain a riddle. But take a different type of question - say, where does the sun rise every day? Well, naturally, you've got the answer right there on the tip of your tongue. The sun rises in the East every day - no matter what! Yes, there are some questions whose answers are undisputed. Now, there's another question I might ask you. You don't have to hesitate a bit over the answer to this one, either. If I were to ask you...what's the most important thing in a cigarette, you'd answer just as I would and millions of others...why, the tobacco, of course! Yes, folks, the most important thing in a cigarette is the tobacco from which it's made, and no cigarette can hope to be any better than the tobacco from which it's made, and no cigarette can hope to be any better than the tobacco it contains. And that's why fine tobacco is at a premium. It's not easy to get and all cigarette manufacturers compete at public auctions to obtain it. And that's why the manufacturers of Lucky Strike Cigarettes send buyers into the tobacco country to obtain at public auctions all over the South the finer, milder, lighter Lucky Strike tobacco. And that's why these buyers pay the price to obtain those baskets of fine golden leaf. The independent tobacco experts - the warehousemen, auctioneers, and buyers see these auctions in progress - see who buys what tobacco. They see fine tobacco time and time again Sold American! And so these men who know

BLOCK: tobacco best give their stamp of approval to Luckies. Sworn
contd. records show that among these experts Luckies have more than
twice as many exclusive smokers as all other brands of cigarettes
combined. Well, obviously, these men know just as you and I
know that in a cigarette, it is the tobacco that counts. You
know, friends, this is no riddle without a solution. When the
man behind the counter asks, what's yours, please, the only
answer - if you want to treat yourself to increased smoking
pleasure - to the cigarette that means fine tobacco - is
Luckies, please!

BLOCK:
contd.

Been to the zoo recently? Well, you ought to go up there
sometimes! Might be interesting. There are the zebras, and the
leopards, the elephants, the deer - take a look around and
notice that every animal you'll find in the zoo has its own
distinguishing mark...how you can tell them apart...the zebras
with their stripes, the leopards with their spots, the elephant
has a long trunk, the deer has his antlers. Most everything
that we contact every day has a distinguishing mark. Except one
important item that a great many of us meet daily, and that's a
cigarette. Now, if you were to take a cigarette out of each
pack of several well-known brands, conceal their names from view,
and then try to pick out a certain one, you'd have a pretty hard
time of it. All right, you say, you can tell a leopard by its
spots, Martin, but how can you tell a good cigarette? Folks,
I'll tell you: All of you know that no cigarette can hope to be
any better than the tobacco from which it's made. And you all
know that in a cigarette it's the tobacco that counts. Well,
that's the distinguishing mark of a fine cigarette - fine tobacco.
And let me tell you, Lucky Strike means fine tobacco. You see,
the makers of Luckies spare no effort to obtain the finer, milder,
lighter leaf that you and I want to smoke. We send our buyers
into the tobacco country, to auctions, with orders to obtain -
for your increased smoking enjoyment - the truly fine Lucky
Strike leaf. The independent tobacco experts who see these
public auction sales going on in the great warehouses, these men
see who buy what tobacco. You can't fool them! And so I say
to you...It's little wonder that with men who know tobacco best -
"It's Luckies two to one"! And there's little wonder that with

BLOCK: these independent tobacco experts Luckies have more than twice
contd. as many exclusive smokers as all other brands of cigarettes
 combined. Yes, folks, if it's fine tobacco you want, if it's
 greater smoking pleasure you're after, just walk into your
 favorite tobacco store and say...luckies, please! And, you'll
 be sure of fine tobacco, and you, too, will be able to notice
 the difference.

BLOCK: Sup.osing all you ladies out there are planning to have a special dinner this week. Oh, let's assume that Bill is coming home on furlough, or the husband's boss is coming to the house for dinner. There are certain special dishes that you think of having right away like - you know - steak and french fried potatoes, home-made apple pie and cheese, or maybe you'd make a nice juicy roast beef with pan browned potatoes. I don't know, but in any case you'll think up your best company dinner with all the fixings. You'll make sure you'll get a good steak or a nice roast, and you'll take special care that the apples are just the right kind for the pie. Now, I have a little suggestion to make...in addition to your shopping list. After that excellent meal you're planning, your guests will want a fine smoke, and that's why I suggest you add Luckies to your shopping list. You know, it takes a good cut of meat to make a good roast, and just so it takes fine tobacco to make a fine cigarette, because in a cigarette you bet your bottom dollar it's the tobacco that counts. The makers of Lucky Strike Cigarettes realize this, and that's the reason we send our buyers into the tobacco country to public auctions all over the South to get finer, lighter, milder leaf - the kind of tobacco that you and I want to smoke. The independent tobacco experts who see this fine tobacco sold American time and time again prefer Luckies two to one. Among these independent buyers, auctioneers, and warehousemen, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And that's why I say to you if you want to top off a good meal with a finer smoke, if you want to increase your smoking enjoyment try a pack of Luckies. I'm sure you'll find them a long time friend.

BLOCK: I guess most of you folks have been following the Gubernatorial race in the paper. Each night I usually sit me down after dinner and read along with the war news the speeches and the statements made by all the candidates for the office of governor during the day. In that way we try to make up our minds as to the qualities of the various men who are running for office...judging their honesty, their knowledge of business ^{and} wisdom...kindness, loyalty, patriotism. It would be difficult indeed to summarize all the various qualities that we look for in somebody we want to elect to an important office. All of them combined make the ideal leader. You know, last night I was thinking over all the news I had read in the papers and I glanced down at the cigarette that I held in my hand. It was a leader in its field, too, but for an entirely different reason. That Lucky Strike I was smoking was a leader, not so much because of its combination of many good qualities, but rather because of one outstanding quality...because of its fine tobacco. You folks all know by now that no cigarette can be any better than the tobacco it contains. It stands to reason. You all know that in a cigarette it's the tobacco that counts. And that's why I want to tell you now the makers of Luckies spare no effort to obtain for you that fine tobacco that we believe you want to smoke. Yes sir, the makers of Luckies send their buyers into the tobacco country to the public tobacco auctions to buy riner, lighter, milder leaf for your Lucky Strike Cigarettes. And these buyers pay the price again and again for that true Lucky Strike tobacco. And among those who see these sales taking place are the independent tobacco experts - the auctioneers, buyers, and warehousemen - who

BLOCK:
contd.

know tobacco as you and I know our left from our right hand.
These men see who buys what leaf. That's why I think it's
pretty important that among these experts Luckies have more than
twice as many exclusive smokers as all other brands of cigarettes
combined. Folks, if it's quality or fine tobacco you're looking
for in your cigarette, and who isn't?...if it's increased smoking
enjoyment you want, you just walk into your favorite tobacco store
this very evening and select as your choice Lucky Strike, the
cigarette that means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE HAPPINESS"
Commercial - September 8, 1942 (morning)

M. N. Bazziano

ad BRODCAST

BLOCK: Wonder if you folks remember the days when the jigsaw puzzle craze was going full blast? Everybody used to get around the old dining room table, down on the floor - spread the pieces out flat, and then go to work trying to build up a corner out of all those oddly shaped pieces. You never knew where to start and yet somehow you began to build the picture up slowly, piece by piece...just by luck, of course, so the pieces began to shape into a recognizable picture. Haphazardly, we fit the pieces together, using the trial and error method, till we finally strike the right one. Now, that was a good method for puzzles. But I know a lot of people who use it for more than just that - people who use the trial and error method in their daily living. For example, how do you choose the brand of cigarette you're now smoking? Ha? Been trying one brand after another just waiting to hit the right one - just haphazardly? Now, that's not the right way. In choosing a cigarette, there's one important thing to remember. In a cigarette it's the tobacco that counts and no cigarette can be any better than the tobacco it contains. And that's why I tell you again and again that Lucky Strike means fine tobacco...that's why I tell you how the makers of Luckies send their buyers into the South - to auctions all over the tobacco country to buy finer, milder, true Lucky Strike leaf - they spare no effort to bring back the milder, smoother tobacco that we think you and I would want to smoke. And while these sales are in progress, the warehouses where the public auctions take place are jammed with many people - independent tobacco experts, for example - warehousemen, auctioneers, and buyers. And these men see who buys what tobacco and when sworn records

ATK01 0016505

LUCKY STRIKE "MAY I BELIEVE BALLROOM"
Commercial - Sept. 8, 1942 (morning) contd.

BLOCK:
contd.

show that among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, I think that's pretty good indication that these men know that Lucky Strike means fine tobacco. Now I have a little suggestion to make to all of you ladies playing the hit-or-miss game with your brand of cigarettes....if you haven't tried Luckies, you're surely missing increased smoking enjoyment. One Lucky Strike Cigarette and one average smoker fit together like - well, like two dovetail pieces of a jig-saw puzzle and complete the picture of contentment. So why not try a pack of Luckies today?

ATX01 0016506

BLOCK:

Have you folks ever stopped to consider the main qualities of fineness? When something is fine, it's delicate - it's not coarse, it's of excellent quality, it's perfect. We find, in fact...take a...well, take any house that's fine, for instance. Like as not you'd choose a rather modern house with good lines - a simple one without too much showy trim. Take a fine dress - usually made as simple - simple lines - it's not gaudy, made out of quality material. Take a fine piece of jewelry, it usually turns its emphasis on one beautiful stone, or one lovely pattern - one main focal point. Fineness seems to denote a quiet, but substantial, and yet simple elegance. Now, when I tell you folks that Lucky Strike is a fine cigarette, I mean it. We make no gaudy, ostentatious claims for Luckies. We merely say that Lucky Strike means fine tobacco. That's enough, because in a cigarette it's the tobacco that counts. All of you folks know that no cigarette can hope to be any better than the tobacco from which it's made. That's why the makers of Luckies send their buyers into the tobacco country - to public auctions - with instructions to obtain the milder, lighter, better tasting leaf, the finer leaf that you want to smoke. Yes sir, with the independent tobacco experts - the warehousemen, buyers and auctioneers - who see these sales going on, who see who buys what tobacco, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, these men know tobacco best. And these men choose Luckies two to one! And that's why I say to you...if it's fine tobacco you're looking for - and who isn't - if it's increased smoking enjoyment you're after, why don't you try a pack of Luckies tonight? You'll find them a truly long time friend!

BLOCK:

Did I tell you folks about an interesting experience I had in Macy's a few days ago? I was going up to the top floor of Macy's and I had lots of time so I decided I'd go up on the escalators - still childish enough to like to ride the escalators - could have gotten in the elevator. Well, for nine sets of moving stair cases, I watched men and women fingering the goods they wanted to buy - inspecting it, looking at its quality and its value. Went by the fifth floor - the camera department - there were men pouring over lenses, trying to decide just exactly what they wanted for their cameras. On the sixth floor, right above, dozens of women were looking at dress goods, trying to decide if the materials would be hard wearing and how they'd look in the finished costume. And you know, it reminded me that there are lots of things you can buy that way - things you can sort of see the quality of, and inspect and judge for yourself. There are some things whose quality can only be determined by authoritative recommendation and by actual experience. They're what you call blind articles to the layman. You take a fine cigarette. All of you out there listening know that no cigarette can be any better than the tobacco it contains. You all know that in a cigarette it's the tobacco that counts. But how can you - an average smoker - determine the quality of that tobacco? Well, that's why I tell you how the buyers for the makers of Luckies attend auction after auction all through the South to obtain finer, lighter, milder leaf - the kind of tobacco that we think you and I want to smoke. Now, these men are instructed by the makers of Luckies to pay the price to obtain that true Lucky Strike tobacco. And the independent

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - Sept. 9, 1942 - morning (contd)

BLOCK:
contd.

tobacco experts - the warehousemen, buyers, and auctioneers who see these baskets of fine leaf 'Sold American!' - well, with these men sworn records show that Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These are the men who know tobacco best and they prefer Luckies two to one! Now, I told you that in a cigarette it's the tobacco that counts. I've shown you that Lucky Strike means fine tobacco - quality tobacco. And I've shown you that Luckies are the preference of the independent tobacco experts. Well, I guess that's pretty high recommendation. But just as those folks in Macy's won't know the real durability of the dress material until they've worn it for a while, just so you won't know real smoking enjoyment and true value of the fine tobacco in Lucky Strike Cigarettes til' you've smoked your first pack of Luckies. Why not make the next pack Lucky Strike?

ATX01 0016509

BLOCK: You know, folks, over at my house we have a lot of toys. Petie loves toys. And naturally, in the last year and a month we've accumulated a great many of them. There's only one thing wrong. I think Petie's father - that's me, you know - gets as much fun out of a toy as Petie does and maybe more. When I'm around the poor kid doesn't stand a chance to play with them. Yes, I was playing with those little toy magnets - have you ever seen them? The one we have at home will attract any kind of a metal object - hairpins, or spoons, or bits of steel - often times things that are much heavier than the magnet itself. And as I was sitting there playing with that toy magnet I got to thinking of all the things that respond to each other almost the way that magnet and those - and those pieces of steel did...their magnetic personalities that draw others to them involuntarily. In fact, lots of things have an affinity for each other. For example, I've noticed that a smart dress and a stylish woman just seem to gravitate toward each other. Honey attracts bees. And the buyers of tobacco for Lucky Strike Cigarettes seem to be automatically attracted to the finer baskets of tobacco at auction sales throughout the South. You know, folks, in a cigarette it's the tobacco that counts. And it stands to reason that no cigarette can be any better than that tobacco, so the makers of Luckies spare no effort to get for your increased smoking enjoyment this finer, milder, lighter leaf that you and I want to smoke. That's why we pay the price to get that finer Lucky Strike leaf. The independent tobacco experts who see these sales going on - well, they see who buys what tobacco. They also see the makers of Luckies pay the price again and again.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - Sept. 9, 1942 - evening (contd)

BLOCK:
contd.

It's little wonder at all that among these independent experts
Luckies have more than twice as many exclusive smokers as all
other brands of cigarettes combined. And it's little wonder that
sworn records show that these men choose Luckies two to one.
Now if you have a taste for finer tobacco you're bound to be
attracted to Luckies.

ATX01 0016511

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 10, 1942 - morning

Mr. Boggiano
AS BEFORECAST

BLOCK: You know, friends, when you pick up a telephone and you pay a nickel for a call, you expect to be connected with the party with whom you wish to speak, but actually, you're paying for service. You go to a fine hotel - one that's just a little better than the ordinary - you expect fine service. When you go to a restaurant where the reputation is a little better than any other restaurant, in addition to fine food, you'll also get fine service. Now, you see, the makers of Lucky Strike Cigarettes also feel that in order to maintain our reputation, we owe you a service, and we feel that the best way in which we can serve the American smoking public is to give you a cigarette that is made from only the finer tobaccos. And it's interesting to note that there's no extra charge for this extra service. You see, friends, we know that the only way that we can give you a finer cigarette is by using finer tobacco. And independent tobacco experts - men who know tobacco best, have expressed their preference for Lucky Strike Cigarettes to such an extent that with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, there's another thing about Lucky Strike service to you: When you go to a finer hotel - when the bellboy gives you extra good service, you give him a tip. When you go to a restaurant and the waiter takes extra good care of you, you give him a tip. But today, let us reverse the process. While the makers of Luckies serve you with finer tobacco, today the tip comes your way. And that tip is... smoke the smoke tobacco experts smoke - make that next pack Luckies!

ATX01 0016512

BLOCK: Folks, ever go down to the baker's for your mother when you were a kid? Ever go down there and say...Please, Mr. Bakerman, mother wants a dozen rolls. And then he'd take the rolls - take three at a time and put them in the bag...three, six, nine, twelve, and hand you the bag, and then you'd just stand there and wait for the bonus that the baker was sure to give you...you know, a couple of those nice, big, sweet cookies with the raisins in them. I remember shopping with my mother in a big general store. They sold everything there... fruits, and vegetables, and groceries. I can remember the scales being tipped to exactly a pound of sugar, three pounds of flour, and then the clerk would always put in a few more grains for good measure. Guess everybody knows the meaning of that phrase 'one for good measure'. It's a mark of good will among trades people, to show that they appreciate your patronage, and that by their act of generosity they're - they're bidding for your return in the future. The reason I mention this is because the makers of Lucky Strike Cigarettes also realize the meaning of 'one for good measure'. And the good measure I'm talking about is that finer tobacco that goes into every Lucky Strike you smoke today. Yes sir, we instruct our buyers to spare no effort to get the finer leaf that you and I want to smoke. These buyers at public auctions pay the price again and again for finer, lighter, milder, better tasting tobacco. And these independent tobacco experts - the auctioneers, and the buyers, and the warehousemen - well, they see us paying the price. They hear the auctioneer say Sold American...Sold American. To these experts those words mean that the makers of Luckies have acquired another basket of fine tobacco. And it's little wonder to me that among these men who know tobacco best Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. The extra measure you get in Luckies is the extra quality leaf that has made the name Lucky Strike mean fine tobacco. Your share of that finer tobacco awaits you now at your neighborhood tobacco counter. Ask for Luckies!

BLOCK: Say, you know, a couple of evenings ago I had a time for myself. One of those rainy nights, you know, didn't know whether to have a good book and sit down and read, or read a magazine, or take a cat nap, or what to do. Sitting around the house I happened to pick out the old family album. We have one. Believe you me, I got some good laughs out of that album. You know, it's really funny what a couple of years difference will make in the dresses you girls wear. Those hobble skirts were mighty uncomfortable. If you turned back enough pages in that old album of mine you'd see Mother in her waist model. If I ever showed it to her now...if she even knew that I had it there'd be trouble. And the suits the men wore in those days. Man, I sure was glad I didn't have to wear those stiff, high collars. As I was leaning back in the chair thinking about those good old days I happened to light up a Lucky and watch the smoke from the cigarette go up into the air. It reminded me that styles in clothes, and in hair-dos -- styles in many things might change, but style makes no difference day in, day out, year in and year out in what's important in a cigarette. In a cigarette it's the tobacco that counts, and there's never any change in that fact from one season to another. And no cigarette can hope to be any better than the tobacco it contains. And that's why the makers of Lucky Strike Cigarettes instruct their buyers to buy the finer, milder, lighter leaf -- that truly Lucky Strike tobacco. Why independent tobacco experts - the men who see who buys what tobacco - can't help but see the makers of Luckies pay the price for this finer tobacco. And it's little wonder at all that among these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, sir, take my word for it, whether skirts are longer or shorter, trousers are cuffless or not, in a cigarette it's still the tobacco that counts. Since Lucky Strike means fine tobacco why not try a pack of Luckies today?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 11, 1942 - evening

AS BROADCAST

BLOCK: Did you ever stop to think of the value of a label - I mean a label from a good shop - a label that means excellent quality? You see a good looking coat that someone's wearing, and then notice the label to be that of a favorite store - an excellent store with the reputation for carrying good clothes. Don't you subconsciously form an even better opinion of that coat? You see a suit - a suit with a good label -- a suit suit -- oh, it's a zoot-suit, I guess, if it has that good label...don't you mentally rely on the customary service of that company and make up your mind it's a fine suit? I'm trying to illustrate that labels are important things - that they stand for quality if they're based on confidence and past performance. You take the label...Lucky Strike! It stands for a great deal to the average smoker like you and me. The label, Lucky Strike stands for fine tobacco in a fine cigarette. And your favorite store realizes that quality goods are necessary to give you confidence in its reputation and its label. And the makers of Lucky Strike realize that the reputation of a cigarette - your trust in its label - depends on the tobacco it contains. No cigarette can be any better than the tobacco from which it's made; for in a cigarette it's the tobacco that counts. Your common sense will tell you that. And so it's little wonder that Lucky Strike is a good label - one based on excellent reputation. Yes sir, Lucky Strike means fine tobacco - fine tobacco made into a cigarette, so round, so firm, so fully packed, so free and easy on the draw that you can't help but like them. Remember, friends, to light a Lucky is to like a Lucky.

ATK01 0016515

BLOCK: Been to the Zoo recently? No? Well, you've been there some time or the other - you saw the sebras, the leopards, the elephants, all the different animals. Did you ever notice that all these different animals at the Zoo all have their distinguishing marks...the zebras with their stripes - the leopards with their spots - the elephant has that long trunk. Most everything that we come in contact with every day has a distinguishing mark except one important item. That's a cigarette. If you were to take a cigarette out of each pack of several well-known brands of cigarettes, conceal their names from view, and then try to pick out a certain one, you'd have a pretty hard time of it. Now, you can tell a leopard by his spots, but how can you tell a good cigarette? Well, look, it's this way: You all know that no cigarette can be any better than the tobacco from which it's made. You all know that in a cigarette it's the tobacco that counts. Well, that's the distinguishing mark of a fine cigarette - fine tobacco. You folks, by this time, I think know that Lucky Strike means fine tobacco, because we spare no effort to obtain the finer, milder, lighter leaf that you and I want to smoke. We have our buyers attend auctions with orders to obtain for your increased smoking enjoyment that true Lucky Strike leaf. And these independent experts who attend these auctions in the warehouses - they see who buys what tobacco. It's little wonder that with these men who know tobacco best it's Luckies two to one - it's little wonder that with these independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now friends, if it's fine tobacco you want, if it's greater smoking enjoyment you're after just do this: Walk into your favorite tobacco store and say 'Luckies please', and you'll be sure of fine tobacco, and you'll be able to notice the difference, because to light a Lucky is to like a lucky.

BLOCK: Are you a Gin Rummy fiend? I guess that's just about a foolish question to ask anybody now-a-days. No matter where you go - walk into a nightclub, you find people playing Gin Rummy. Go to your friends, first thing they do - Gin Rummy. Yes, I have to admit, it fascinates me, too. I sort of kind of like it. And since most of us are playing it these days, I guess you know what I mean when I refer to a Gin card. It's the card that gives you a perfect hand - a rinning hand. That card makes your hand unbeatable - it's the final touch. Well, you know how important ^{a gin card is in playing} fine tobacco is in the Gin Rummy. That's just how important making of a fine cigarette. And there's no substitute for it. Your common sense will tell you that no cigarette can be any better than the tobacco it contains. In a cigarette, it's the tobacco that counts. The tobacco's the most important thing. And that's why we pay the price to get that finer, milder, better tasting tobacco. Yes, indeed...that's something to think about when you're buying cigarettes. Now, another thing you want to remember is that when we buy tobacco, present at the warehouses, you'll find independent tobacco experts - men who see who buys what tobacco. They see the fine leaf time after time 'Sold American'. It's little wonder that sworn records show that among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, with these independent experts - these men who know tobacco best, mind you, it's Luckies two to one. So firm, so round, so fully pecked, so free and easy on the draw, Luckies are a sure favorite. Now, you folks know how decisively a Gin card wins a Gin Rummy game - well, that's how surely Luckies will bring you greater smoking enjoyment. Why don't you try a peck tonight? Just say...Luckies, please. And you'll know you'll be smoking fine tobacco.

BLOCK: I guess most of you folks have been following the gubernatorial races in the papers. Each time I sit down to dinner, read the paper, along with the war news I always look at the speeches and the statements made by all the candidates for the office of governor during the day. In that way, of course, I try to make up my mind as to the qualities of the various men who are running for office...honesty, knowledge of business, wisdom, kindness, loyalty, patriotism. It would be difficult indeed to summarize all the various qualities that we look for in somebody we want to elect to an important office. All of them combined makes the ideal leader. You know, friends, just the other night I was thinking over all the news I'd read in the papers and I glanced down on the cigarette that I held in my hand. There was a leader in its field, too, but for an entirely different reason. That Lucky Strike I was smoking was a leader, not so much because of its combination of many good qualities, but because of one outstanding quality...because of its fine tobacco. You folks all know that no cigarette can be any better than the tobacco it contains. In a cigarette it's the tobacco that counts. And that's why I always want to tell you how the makers of Luckies spare no effort to obtain for you that fine tobacco that we believe you want to smoke. Yes sir, we send our buyers into the tobacco country to public auctions to buy finer, lighter, milder leaf for your Lucky Strike Cigarette. And these buyers pay the price again and again for that true Lucky Strike tobacco. Among those who see these sales taking place are the independent tobacco experts - the auctioneers, buyers and warehousemen - who know tobacco as you and I know our left from our right hand. These men see who buys what leaf. And that's why I think it pretty significant that among

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - Sept. 14, 1942 - morning (contd)

BLOCK: these experts Luckies have more than twice as many exclusive
(contd) smokers as all other brands of cigarettes combined. Yes folks, if
it's the quality of fine tobacco you're looking for in your
cigarette, and who isn't?...If it's increased smoking enjoyment
you want, I suggest that you walk into your favorite tobacco store
this very day and select as your choice Lucky Strike, the
cigarette that means fine tobacco.

ATX01 0016519

BLOCK: You know, folks, last night I went to a party. What a party! And what a morning after! Well, took time out from the general milling around of the crowd last night and sat down in a chair on the side of the room and just watched the people. Did you ever do that at a party - just watch the people? There were some real live wires at that party all right - full of personality and pep. And that's what makes people click - personality ...they're vivacious, full of jokes, a good sport, interesting, distinctive mannerisms. Lots of things go into personality. I just sat there watching and thinking. And as I lit a Lucky I couldn't help but think that cigarettes have personality, too. But there's one main thing that goes into a cigarette's personality and that's the tobacco. No cigarette can be any better than the tobacco from which it's made. Truly, in a cigarette it's the tobacco that counts and so because they're made of fine tobacco - milder, better tasting leaf for which our buyers have paid the price at public auctions all over the South, I say that Luckies are bound to have a personality that you'll enjoy. Now a person with personality may furnish you with entertaining conversation, but a Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw, will furnish you with increased smoking pleasure when you're alone or when you're in company, and at any waking hour of your busy day. Now why don't you try a pack of Luckies tonight? Choose the cigarette that means fine tobacco, the one with personality, the one the independent tobacco experts prefer two to one. Yes sir, when you light a Lucky you'll like a Lucky.

STRIKE "MAKE BELIEVE BALLROOM"
 cial - September 15, 1942 - morning

Did you ever stop to consider the main qualities of fineness? When something is fine, it's delicate - not coarse...it's of excellent quality. Refined, in fact. You take a house that's fine - like as not you choose a rather modern house with good lines - a simple one with not too much shory-trim. Or take a fine dress - it's usually simple, not gaudy - made out of quality material. A fine piece of jewelry - it usually trains its emphasis on one beautiful stone, or one lovely pattern - one main focal point. Fineness seems to - to denote a quiet, but substantial and yet simple elegance. Now, when I tell you folks that Lucky Strike is a fine cigarette, I mean it. You see, we make no gaudy, ostentatious claims for Luckies. We merely tell you that Lucky Strike means fine tobacco. And that's enough, because in a cigarette it's the tobacco that counts. Now, all of you folks know that no cigarette can hope to be any better than the tobacco from which it's made. And that's why we send our buyers into the tobacco country to public auctions - with instructions to obtain that milder, lighter, better tasting leaf, that finer leaf that you want to smoke. Yes sir, with the independent tobacco experts - warehousemen, buyers and auctioneers - who see these sales going on, who see who buys what tobacco, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now these men know tobacco best. And these men choose Luckies two to one! And that's why I say to you...if it's fine tobacco you're looking for - who isn't? - you're after, why don't you try a pack of Luckies today? You'll find them a truly long time friend!

BLOCK: Now, last week I was reading a mighty interesting book by
Cornelia Otis Skinner. And in it, among other things, Miss
Skinner tells of how she learned several foreign languages from
a book, but years later the only thing that she could remember
learning was: Halt, my postilion has been struck by lightning.
And she learned that in Russian. Now they're not very useful
words, especially if you're traveling abroad and you want food
and shelter. While it's fun to accumulate all sorts of
knowledge it's best to have a good supply of useful information
in stock. When I tell you folks that among the independent
tobacco experts Luckies have more than twice as many exclusive
smokers as all other brands of cigarettes combined, that's
useful information. And when I tell you that it's little wonder
that these men who know tobacco best choose Luckies two to one
because after all, they attend these public auctions...they see
who buys what tobacco and they see the buyers for the makers of
Luckies pay the price again and again for the finer leaf...well
that's useful information. That's all knowledge that's worth
acting on...information that brings results - increased smoking
pleasure. Yes, from these facts it's pretty obvious that Lucky
Strike means fine tobacco - the kind of leaf that you and I and
evidently the independent tobacco expert, too, wants to smoke.
So round, so firm, so fully packed, so free and easy on the
draw - Luckies are truly a long time friend. The next time
your tobacco dealer asks "what's yours?", why, you just answer
"Luckies, please", and then watch your smoking enjoyment grow
and grow.

BLOCK: Say, have any of you folks ever thought of the value of a label - I mean a label from a good shop - a label that means excellent quality? If you see a good looking coat someone's wearing, then notice the label to be that of a favorite store - an excellent store with the reputation for carrying good clothes, don't you subconsciously form an even better opinion of that coat? If you see a suit with a good label, don't you mentally rely on the customary service of that company and make up your mind that it's a fine suit? Labels are important things if they stand for quality - if they're based on confidence and past performance. Now the label....Lucky Strike.... stands for a great deal to the average smoker like you and me. The label, Lucky Strike, stands for fine tobacco in a fine cigarette. And your favorite store realizes that quality goods are necessary to give you confidence in its reputation - its label. And so the makers of Lucky Strike realize that the reputation of a cigarette, your trust in its label - depends on the tobacco it contains. No cigarette can be any better than the tobacco from which it is made; for in a cigarette it's the tobacco that counts. Your common sense will tell you that. And so it's little wonder that Lucky Strike is a good label - one based on excellent reputation. True Lucky Strike means fine tobacco - fine tobacco made into a cigarette, so round, so firm, so fully packed, so free and easy on the draw that you can't help but like them. And remember, friends, to light a Lucky is to like a Lucky.

BLOCK: Have you folks ever been down to the ready-to-wear clothes market in New York? I was never there till just the other day and I happened to walk by and there it was - all those tall buildings between Seventh and Eighth Avenue, all the lofts in every building occupied by wholesale houses selling clothes to buyers from the various stores all over the country. The crowds were milling around down on the streets talking prices and job lots....I never heard such language in my whole life....things I never heard of before. There was an immense clothes market right in the heart of the city, and yet most of us here in New York, New Jersey, and Connecticut don't patronize it at all. We rely on the taste and good judgment of the buyers from our favorite department stores and specialty shops to pick out the quality goods and the best models. We have confidence in these buyers, we trust their opinions. The reason I mention this is to show a similarity in the purchase of cigarettes. As smokers we must have confidence, too....we-we can't all go down to the tobacco auction down South and make sure of selecting the finer tobacco that we'd like to smoke. And that's why we rely on the tobacco buyers for our particular brand of cigarette. That's why, too, I think it's a good idea to rely on Lucky Strike if you want increased smoking enjoyment, because I've seen the buyers for Luckies paying the price again and again at public tobacco auctions in order to get that truly Lucky Strike tobacco. Now we take it for granted that in a cigarette it's the tobacco that counts, and because I've seen those Lucky Strike tobacco buyers at work out in open competition getting tobacco the experts regard as the milder, better tasting leaf. I say that we can also take it for granted that Lucky

BLOCK: Strike means fine tobacco - so round, so firm, so fully packed, so
(contd) free and easy on the draw. Luckies are a ready made bid for any
smoker who wants increased smoking pleasure. Now, why don't you
try the smoke the independent tobacco experts choose two to one?
Put your confidence in a cigarette that means fine tobacco - in a
cigarette with character.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 17, 1942 - morning

Mr. Boggiano
AS BROADCAST

BLOCK: Did you ever go to the baker's for your mother when you were a kid? Send you down to the bakery shop to bring back a loaf of bread and two dozen rolls. After you go down and give the baker the order and he puts all the bread and rolls in a bag, remember how you used to stand there and wait for the bonus that the baker usually gave you - one of those big sweet cookies - sugar all over the top of it? I know I remember shopping with my mother in a big general store. They sold everything there - fruits, and vegetables and groceries. And I know I can remember watching the scales being tipped to exactly one pound of sugar or three pounds of flour, and then the clerk would always put in just a little bit more for good measure. Guess everyone knows the meaning of the phrase....one for good measure. It's a mark of good-will among tradespeople to show that they appreciate your patronage, and that by their act of generosity they want you to come back again and buy more in the future. The reason I mention this is because the makers of Lucky Strike cigarettes also realize the meaning of....one for good measure. and the good measure I'm talking about is that finer tobacco that goes in to every Lucky Strike you smoke today. You see, we instruct our tobacco buyers to spare no effort to obtain the finer leaf that you and I want to smoke. And these buyers - at public auction - pay the price again and again for finer, lighter, milder better tasting tobacco. Now, among the men who see these sales going on are the independent tobacco experts - the auctioneers, buyers, and warehousemen. They hear the auctioneer chant....Sold American! To these experts, those words mean that the makers of Luckies have acquired another basket of fine tobacco. That's why it's small wonder that among these men who know tobacco best, these

ATX01 0016526

BLOCK: men who make their living in the tobacco business - Luckies have
(contd) more than twice as many exclusive smokers as all other brands of
cigarettes combined, and that with these independent experts,
it's Luckies two to one. Now, the extra measure you get in
Luckies is the extra quality leaf that has made the name 'Lucky
Strike' mean fine tobacco. Your share of that finer tobacco waits
you now in your next pack of Luckies!

BLOCK: Have you ever looked up into the sky on an especially clear night and just wondered at all those stars up there? Did you ever notice that milky way and thought to yourself....What makes it so white and cloudy looking? Well, I once took a course in Astronomy. I remember what the professor said....Martin, there are millions and millions and millions of stars up there. You can't see them with the naked eye but they're concentrated in a path across the sky that we call the Milky Way. Now that old professor was a learned man and I believed him, and yet somehow I wasn't completely convinced - not completely until I looked at the Milky Way through a thirteen inch telescope one night. Then it just seemed to open right up. Thousands and thousands of stars - uncountable stars that I just couldn't see with the naked eye. You know, folks, that feeling I had was very similar to the one I had about Lucky Strike Cigarettes. I knew that among independent tobacco experts - among men who knew tobacco best - just as my old professor knew astronomy, Luckies had more than twice as many exclusive smokers as all other brands of cigarettes combined. I knew that these men saw the public auction sales in progress down south, that these men saw who bought what tobacco. Yet somehow that fact didn't really hit home until I saw for myself our buyers really going to town when I visited the opening of the public auctions down in Wilson, North Carolina last month. There I saw with my own eyes how our buyers do go after that Lucky Strike leaf again and again. Now unfortunately, all of you folks listening just can't get down to the auctions in the South to see for yourself. But truly, Lucky Strike means fine tobacco and the independent tobacco experts who have seen those sales going on have signified their preference for Luckies two to one. Here's, however,

BLOCK:
(contd)

one experience that all you smokers can have that will prove to you beyond a shadow of a doubt that Lucky Strike is the cigarette that will bring you increased smoking pleasure. Just walk into your favorite tobacco store and order a pack of Luckies. You won't need a telescope to open up new vistas of greater smoking enjoyment. You'll find that every time you light a Lucky you'll like a Lucky.

Commercial - September 18, 1942 - Morning

BLOCK: Right now I want to talk about toys - toys, that's right. We have a lot of them home. Petie loves toys. Only trouble is that in spite of the fact that we have a lot of toys at home and they're Petie's I think Petie's father - that's me, of course, gets just as much fun out of those toys as the youngster does...Maybe more, I don't know. When I'm around the house the kid doesn't have much of a chance to get at them. The other night I was playing with a little toy magnet he had. Did you ever see one of them? It will attract any metal object - you know, hairpins, and spoons, and bits of steel - often times things heavier than the magnet itself. And as I was playing with that toy magnet I got to thinking of all the things that respond to each other almost the way that magnet and those pieces of steel did...their magnetic personalities that draw others to them almost involuntarily. In fact, lots of things have an affinity for each other. For example, I've noticed that a smart dress and a stylish woman just seem to gravitate toward each other. Honey attracts bees. And the buyers of tobacco for Lucky Strike Cigarettes seem to be automatically attracted to the finer baskets of tobacco at auction sales throughout the South. You see, folks, really in a cigarette it's the tobacco that counts, and it stands to reason that no cigarette can be any better than the tobacco it contains. So, the makers of Luckies spare no effort to get for your increased smoking enjoyment the finer, milder, lighter leaf that you and I want to smoke. That's why we pay the price to get that finer Lucky Strike leaf. And the independent tobacco

Lucky Strike "MAKE BELIEVE BALLROOM

Commercial - September 18, 1942 - Morning (Continued)

BLOCK:

experts who see these sales going on can't help but see who buys what tobacco. They see the makers of Luckies pay the price again and again. So, it's little wonder that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. It's little wonder that sworn records show that these men choose Luckies two to one. Now, if you have a taste for finer tobacco, you're bound to be attracted to Luckies.

ATX01 0016531

BLOCK:

Friends, do you know that old saying 'there are many ways to skin a cat?' That applies to a great many things ... a great many ways to bake a good cake. Each cook will have his or her favorite recipe, his own method of mixing the ingredients. Many ways of making a fine coat ... Each tailor has his own method of cutting his pattern and fitting the pieces of cloth to your figure. And many ways to build a fine house ... one architect may lean to simple, modern lines, and another to Colonial. There's one cat that can be skinned in only one way. I speak of the making of a fine cigarette, because in a cigarette it's the tobacco that counts. And it stands to reason that no cigarette can be any better than the tobacco from which it's made. The makers of Luckies knows that only by making Luckies out of finer tobaccos can it hope to bring you a finer smoke. - one that will surely bring you increased smoking enjoyment. We want you to feel that everytime you light a Lucky you're bound to like a Lucky, that Luckies so round, so firm, so fully packed, so free and easy on the draw, are the peak of smoking enjoyment. And so they take great pains to get that lighter, milder, mellow tobacco for you. At public auctions all over the South they pay the price again and again. Now I saw these men in action with my own eyes when I was down South at the opening of the tobacco auctions in Wilson, North Carolina last month. The independent tobacco experts also see these sales going on. They see who buys what tobacco and that's why it's especially significant ... with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. No getting around it - there's only one way to get a fine cigarette, and that's to choose one that's made from fine tobacco. And that means to choose Luckies. You'll find them a truly long time friend.

BLOCK: Say, did you ever play Gin Rummy? Well, that's a foolish question to ask now-a-days. No matter where you go, you find people playing Gin Rummy - fascinating game. And since most of us are playing it these days, I guess you know what I mean when I refer to a Gin Card. It's the card that gives you a perfect hand - a winning hand. That card makes your hand unbeatable. You know how important a Gin Card is in playing Gin Rummy. Well, that's just how important fine tobacco is in the making of a fine cigarette. There's no substitute for it. Your common sense will tell you that no cigarette can be any better than the tobacco it contains. In a cigarette, it's the tobacco that counts. Tobacco's the important thing. For that reason the makers of Luckies send their buyers down into the tobacco country to public auctions with instructions to get that finer tobacco. We pay the price again and again to obtain it for your increased smoking pleasure. Now, among those present at these great public auctions are the independent tobacco experts, men who see who buys what tobacco. They see fine leaf time after time "Sold American." So, it's little wonder that sworn records show that among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, with these independent experts - these men who know tobacco best, mind you, it's Luckies two to one. So firm, so round, so fully packed, so free and easy on the draw, Luckies are a sure favorite. Now, you folks know how decisively a Gin Card wins a Gin Rummy game - well, that's how surely Luckies will bring you greater smoking enjoyment. Why don't you try a pack today? Just say ... Luckies, please. And you'll know you're smoking fine tobacco.

Commercial - September 19, 1942 - Evening

BLOCA:

Did you ever hear the one about the man who was out walking one night with a friend of his, and it was pretty dark - they were walking along the street - reached into his pocket - he knew he had a ten dollar bill there? When he looked in his pocket for the ten dollar bill, it was gone. Naturally he wanted to go back and look for it. So he hurried over to the nearest lamp-post and started to search around on the sidewalk. Charlie, said his friend, why are you searching over there? We were walking down that street. Yeah, I know, muttered Charlie, still searching under the lamp-post, but it's lighter over here. Did you ever hear that one before? Guess a lot of you folks have. I bet none of you out there though think you're the least bit like poor old Charlie. Charlie's bill was a ten dollar bill. The bill all you average smokers want to fill is your increased smoking pleasure. Now, when it's greater smoking enjoyment you want and who doesn't - do you just the same keep ordering the same brand of cigarettes just out of habit? Well, then you're just like Charlie - who kept hanging around that lamp-post trying to find his lost ten dollars. Your common sense ought to tell you that no cigarette can be any better than the tobacco it contains; that in a cigarette, it's the tobacco that counts. And Lucky Strike means fine tobacco. Now, I've seen our buyers at public auction paying the price for the real Lucky Strike tobaccos. And the independent tobacco experts - the auctioneers, and warehousemen and

ATX01 0016534

Commercial - September 19, 1942 - Evening (Continued)

buyers who attend these public auctions and who see who buys what tobacco - give Luckies their stamp of approval 'two to one'.

In fact, among these men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why don't you make sure - why don't you just definitely make sure that you find what you're looking for in your cigarette. Next time you walk into the tobacco store, order Luckies - so round, so firm, so fully packed - so free and easy on the draw. They're bound to prove a truly long-time friend.

Lucky Strike MAKE BELIEVE BALLROOM
Commercial - September 21, 1942 - Morning

AS BROADCAST

BLOCK: Say you know, friends, the other night I attended a party - had a lot of fun. However, I got away from the general crowd that was milling around, sat down in a chair at the side of the room and just watched the people. Did you ever do that? It's really mighty funny. There were some real live wires at that party - full of personality and pep. Did you ever stop to think what makes people click - what makes personality? These people are so vivacious and full of jokes, a good sports. Lots of things go into personality. And I was sitting there smoking a Lucky Strike watching the smoke curl up around me and I began to think that cigarettes have personality, too. But there's just one main thing that goes into cigarette personality makes it click, and that's the tobacco it contains. No cigarette can hope to be any better or have any more personality than the tobacco from which it's made. In a cigarette it's the tobacco that counts. And this is so because they are made of fine tobacco - milder, better tasting leaf for which our buyers have paid the price at public auctions all over the South, I say that Luckies are bound to have a personality you'll enjoy. Now a person with personality may furnish you with entertaining conversation, but a Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw, will furnish you with increased smoking pleasure when you're alone or when you're in company, at any waking hour or any busy day. Why don't you try a pack of Luckies today? Choose the cigarette that means fine tobacco, the one with personality, the one the - the independent tobacco experts prefer two to one.

ATX01 0016536

BLOCK: A couple of days ago I had a piece of sheet music and I had to have a photostatic copy made of it. Have you ever seen a photostatic copy of anything? Well, as the name implies it's an exact photographic reproduction of any document. It's especially reassuring because you know that there can be no mistakes, because each copy is an exact duplicate of the original. Now you may say... Martin, that's all very interesting, but what in the world has a photostatic copy got to do with Lucky Strike Cigarettes? Well, look, it's this way... When you smoke Luckies you're impressed with the truly fine tobacco from which they're made. You can't help but be. That finer, milder, better tasting leaf for which our buyers pay the price again and again at public auctions all over the South is evident in Luckies. And there's still a further reassurance that Luckies will continue to give you that increased smoking enjoyment you've experienced. Because just as that photostatic copy is an exact duplicate of the original document just so all the Luckies you smoke, every package of Luckies you buy - all Luckies are exactly alike - in that they're made consistently of finer tobacco - finer tobacco which makes them a finer cigarette. You know, friends, no cigarette can hope to be any better than the tobacco from which it's made, and that's why it's especially important to us average smokers that Luckies guarantee fine tobacco in each and every Lucky Strike by obtaining the better leaf at these public auctions. And it's small wonder that among the independent tobacco experts who see these tobacco sales going on, who can't help but see who buys what tobacco, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Truly, it's a fact that Lucky Strike means fine tobacco - uniformly, steadily, unswervingly. Each and every cigarette waiting to give you greater smoking pleasure. Remember, friends, to light a Lucky is to like a Lucky... so round, so firm, so fully packed, so free and easy on the draw.

Lucky Strike "MAKE BELIEVE BALLROOM"

Mr. Bigger
AS BROADCAST

Commercial - September 22, 1942 - Morning

BLOCK: You know, I was reading a very amusing book by Cornelia Otis Skinner, and in it, among other things, Miss Skinner tells of how she learned several foreign languages from a book, but that years later the only thing that she could remember learning was one thing she learned in Russian, and that was 'Halt, my carriage has been struck by lightning.' After studying a language that wasn't very much to remember, was it? They're not very useful words, if you're traveling abroad and you want food and shelter. While it's fun to accumulate all sorts of knowledge it's best to have a good supply of useful information on hand. Now when I tell you folks that among the independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined - that's useful information. When I tell you that it's little wonder that these men who know tobacco best choose Luckies two to one, because after all, they attend these public auctions and see who buys what tobacco, and they see the buyers for the makers of Luckies pay the price again and again for the finer leaf, that's useful information. That's all knowledge and it's worth acting on - information that brings results - increased smoking pleasure. From these facts it's pretty obvious that Lucky Strike means fine tobacco - the kind of leaf that you and I and evidently the independent tobacco experts, too, want to smoke - so round, so firm, so fully packed, so free and easy on the draw. Luckies are a truly long time friend. The next time your tobacco dealer asks what's yours, why you just answer... Luckies, please, and then watch your smoking enjoyment grow and grow.

ATX01 0016538

Lucky Strike "NAKI BELIEVE BALLROOM
Commercial - September 22, 1942 - Evening

AS BROADCAST

BUCK: You know, friends, there's one place in these United States that has always fascinated me, and that's the desert. Have you ever been out there - miles and miles of dry sand, and hot sun, and cactus? Have you ever seen it? Here and there you'll see a little fertile spot - a spring. They call it an oasis. Now in all the books I've ever read about the desert and all the movies I've ever seen about it - villains and heroes alike all make for the oasis. Now thank goodness, all of you out there listening to me have enough water... wells, springs, rivers, lakes, and reservoirs. Sure, we have plenty of water, all right. But there's another kind of oasis all of us average smokers look to, and that's that oasis of greater smoking enjoyment. Yes sir, if you're after a really fine smoke. Do you know how important water is to an oasis? Well, just as basic to a fine smoke as water to an oasis, is the fine tobacco in a cigarette. Your common sense will tell you that no cigarette is any better than the tobacco from which it's made. In a cigarette it's the tobacco that counts. Truly, friends, Lucky Strike means fine tobacco. Our buyers pay the price again and again for the finer, lighter, milder, better tasting leaf that you and I want to smoke. The independent tobacco experts - the buyers, auctioneers, warehousemen - the men who know tobacco best, these men see who buys what tobacco. They see fine leaf consistently sold American. So it's little wonder that sworn records show that among these men Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now if you're looking forward to that oasis of greater smoking enjoyment in these busy workman days, just say to the man back of the counter... Luckies please. I'm sure you'll find that every time you light a Lucky you'll like a Lucky. Truly, Luckies are a long time friend.

ATX01 0016539

BLACK. When you were a kid, did you ever read Gulliver's Travels? Sure you remember - the one where Gulliver visits the Lilliputians, and the little - the midgets who make him feel so big and awkward. And then all of a sudden he finds himself in the land of the giants where everybody just towers above him. Why, I used to love that story when I was a kid. It was good exercise. I had to stretch my imagination to keep up with Gulliver as he went from one extreme to another. And, do you know why I mention that? It's because I want to show you that when I speak to you of Lucky Strike Cigarettes, you do not have to stretch your imagination. Claims we make for Luckies never go to extremes. You see, friends, I merely appeal to your common sense as an average smoker who wants the most smoking enjoyment out of a cigarette. I merely tell you folks that no cigarette can be any better than the tobacco which it contains. And that's certainly pretty straight down-to-earth thinking. And then I tell you how with my own eyes I have seen the statements of the independent tobacco experts who've been steeped in the tobacco industry for five, ten, twenty - sometimes thirty years - and sworn records show that among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And why not? After all, these men know tobacco. And they see the makers of Lucky Strike paying the price at auctions all over the South for that finer Lucky Strike leaf. No wonder then, these independent tobacco men prefer Luckies two to one. Friends, that's my story about Luckies... no superlatives - no extremes - no wild flights of the imagination - and no impossible claims. What I've told you is all fact. You know that in a cigarette it's the tobacco that counts. And I've shown you that Lucky Strike means fine tobacco. Now, the next time you go into a tobacco store, order a pack of Luckies. You won't need any imagination at all to realize that Luckies mean greater smoking satisfaction - that Luckies are truly a long-time friend.

BLOCK: Do you usually judge people on their appearance - by the way they look, you know? I guess we all do that once in a while. You know, you meet two people who rather resemble each other in clothing and mannerisms, before you've had a chance to really get to know them, you leap to conclusions that they're alike in character as well as in looks. It's a pretty tricky business this jumping to conclusions - judging/on their surface appearance. You take another example. Take these two cigarettes of different brands. Now if I conceal their names from view, I guess to the average smoker they'd look pretty much alike... two tubes of white paper with tobacco in them. But again I say ... it doesn't do to leap to the conclusion that these two cigarettes are alike, because if you do you may be doing yourself out of a great deal of smoking enjoyment. Now in a person character and personality are the basis for individuality, but in a cigarette it's the tobacco that makes the difference. You see, no cigarette can hope to be any better than the tobacco from which it's made, because in a cigarette it's the tobacco that really counts. Now Lucky Strike means fine tobacco, and our buyers who attend tobacco auctions all over the South are instructed to pay the price to obtain the finer, lighter, milder, better tasting leaf that you and I want to smoke. And independent tobacco experts see these auctions in progress. They see who buys what tobacco. They see our buyers paying the price consistently for that Lucky Strike tobacco. So it's pretty significant that with these men who know tobacco best Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smoker as all other brands of cigarettes combined. That's why I say to you... don't choose your brand of cigarettes by surface appearance. Take a tip from the experts and choose the cigarette with character, the cigarette that means fine tobacco. You'll notice the difference when you light a Lucky.

BLOCK: Say have you ever looked up into the sky on an especially clear night and wondered at all those stars up there - particularly that Milky Way. Did you ever notice it and thought to yourself...just what makes that thing look so white and so cloudy? Well, I once studied astronomy and the old gentleman who was teaching me about astronomy said...Marti there's millions and millions of stars up there in that thing called the Milky Way. You can't see all of them with your naked eye but they're concentrated in a path across the sky. Now that old gentleman was a learned man and I believed him, somehow I wasn't completely convinced - that is, not completely until I looked at the Milky Way through a good, husky telescope one night. Then was I amazed...thousands and thousands of stars...uncountable stars. You know, that feeling I had was very similar to the one I had about Lucky Strike Cigarettes. I knew that among the independent tobacco experts - the men who knew tobacco best - Luckies had more than twice as many exclusive smokers as all other brands of cigarettes combined. And I knew that these men saw the public auction sales in progress down South and that they saw who bought what tobacco. But somehow that fact didn't really hit home until I saw for myself the buyers for the makers of Luckies really going to town when I was down visiting the opening of the public auctions in Wilson last month. I saw with my own eyes how our buyers do go after that Lucky Strike leaf again and again. Now unfortunately, all of you folks listening can't go down to the tobacco auctions and see for yourself. Let me tell you that truly Lucky Strike means fine tobacco and the independent tobacco experts who have seen those sales going on have significantly shown a two to one preference for Luckies. There's one experience that all you smokers can have that will prove to you beyond a shadow of a doubt that Lucky Strike is the cigarette that will bring you increased smoking pleasure. You just walk into your favorite tobacco store and ask for a pack of Luckies. You won't need a telescope to open up new vistas of greater smoking enjoyment. You'll find that everytime you light a Lucky you'll like a Lucky.

BLOCK: You remember the old story about Cinderella and the glass slipper - how at the stroke of midnight little Cinderella ran down to her waiting coach and as she hurried down the palace steps, her small glass slipper fell off her foot? And then the prince, on finding the little shoe searched and searched throughout his Kingdom to find the owner and make her his bride? Remember how Cinderella's ugly sisters tried to squeeze their toes into that shoe, too, and how only Cinderella's foot could fit into the fragile slipper? Then I guess you remember how Prince Charming searched for that perfect fit. Well, just as hard as he searched, so the buyers for the American Tobacco Company, makers of Lucky Strike Cigarettes search for the finer tobacco - that truly Lucky Strike Tobacco that will fit the high standards of the Luckies you smoke today...only this is no fairy story. Our buyers consistently pay the price at public auctions all over the South to get the finer, lighter, better tasting leaf that we think you want to smoke. Tobacco that's made the name 'Lucky Strike' mean fine tobacco. Now, our buyers know that no cigarette can hope to be any better than the tobacco from which it's made - that in a cigarette, it's the tobacco that counts. So when they spot a basket of excellent leaf - tobacco that fits the Lucky Strike bill - well, you can bet they really go after it! And then the independent tobacco experts - the auctioneers, buyers, and warehousemen who attend these public auctions - can't help but see who buys what tobacco. And that's why it's especially significant to all smokers that among these men who know tobacco best, Luckies -- so round, so firm, so fully pecked, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. Just as surely as that glass slipper fit Cinderella's foot, if you want a perfect fit for your smoking requirements, or if you're looking for increased smoking pleasure, you must try a pack of Luckies - the cigarette that means fine tobacco. Yes, sir, when you light a Lucky, you'll like a Lucky.

BLOCK: Just wondering - when you were a kid, did you ever go down to the baker's for your mother? Did you ever go down there and order a dozen rolls and stand there patiently waiting for the bonus that the baker was sure to give you - that big, sweet cookie? I know I remember shopping with my mother in a big general store. They sold everything - fruits, and vegetables, and groceries. I always used to wonder -- I remember I could see the man in back of the counter when he'd measure out the sugar - one pound, three pounds of flour. He'd always add a few more grains for good measure. You know why, don't you - you know what that one for good measure means? Well, it's a mark of good-will among trades people to show that they appreciate your patronage, and by their act of generosity they're asking you to come back again and buy more. Now, the reason I mention this is because the makers of Lucky Strike cigarettes also realize the meaning of that one for good measure. And the good measure I'm talking about is the finer tobacco that goes into Lucky Strike. Yes, folks, the makers of Luckies instruct their tobacco buyers to spare no effort to obtain the finer leaf that you and I want to smoke. And these buyers, at public auctions, pay the price again and again for finer, lighter, milder better tasting tobacco. Now, among these men who see these sales going on are the independent tobacco experts - the suctioneers, buyers and warehousemen. And 'Sold American' to these experts means that the makers of Luckies have acquired another basket of fine tobacco. And that's why

BLOCK:
(contd)

it's small wonder that among these men who know tobacco best -
Luckies have more than twice as many exclusive smokers as all
other brands of cigarettes combined. Yes sir, with these
independent tobacco experts it's Luckies two to one. The
extra measure you get in Luckies is the extra quality leaf
that has made the name 'Lucky Strike' mean fine tobacco.
Your share of that finer tobacco awaits you now in that
next pack of Luckies.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 25, 1942 (Evening)

Mr. Boyer
AS BROADCAST

BLOCK: Say, did you ever see the window cleaner at work? One of them came into the office the other morning, strapped himself out on the window ledge, got out there on the sill fifteen stories above the ground, and went to work. Boy, I remember how my mother used to polish the windows in our house when I was a kid. She used a wet rag, soapy water, chamois cloth. What a job to get those windows polished so they were shining and no streaks on them! That window cleaner out there was working away with one of those things they call a squeegee - it's a little rubber window wiper, just a flick of the wrist and the whole window was washed, and wiped clean and shining. That little invention certainly improved the looks of those windows a hundred per cent. There are lots of methods of doing things, however, that no invention of modern science has been able to improve. You take the making of a fine cigarette. The secret of making a good cigarette is to take great pains in the selection of tobaccos that go into it. Now the window cleaner out there ... he's armed with his rubber squeegee window wiper to help him do his job. The makers of Luckies know that no cigarette can be any better than the tobacco it contains, for in a cigarette it's the tobacco that counts. And that's why our buyers pay the price again and again at public auctions to get finer, truly Lucky Strike leaf. That's why, when a basket of milder, lighter leaf comes up for sale you'll often hear the auctioneer say ... "Sold American." And the independent tobacco experts - those men who've been steeped in the tobacco business for many years ... these men see these public auctions in progress. It's no surprise at all that with these men, Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive

ATX01 0016546

BLOCK: smokers as all other brands of cigarettes combined. Yes sir, if
 you're after increased smoking enjoyment then you simply can't
 improve on this method. Just walk into your favorite tobacco store
 and order a Lucky Strike, a cigarette that means fine tobacco.
 You'll find that when you light a Lucky you'll like a Lucky.

Mr. Biggs

BLOCK: Say did you ever hear the one about the man and his friend who were talking down the street? He reached his hand into his pocket to take out some money and found he had lost a ten dollar bill? Well, as soon as he saw the ten dollar bill was gone he rushed right over to the nearest lamp post and started to look around on the sidewalk for his ten dollar bill. His friend turned to him and said ... Charlie, what are you looking over here for? We were talking down the other street. Yeah, I know, said Charlie, but it's lighter over here. Did you ever hear that one before? I guess a lot of you folks have. I bet none of you out there think you're the least bit like old Charlie. Charlie's bill was a ten dollar bill. But the bill all you average smokers want to fill is your increased smoking pleasure, and when it's greater smoking enjoyment you want, do you just keep ordering that same brand of cigarettes just out of habit? If you do you're just like Charlie who kept hanging around the lamp post to find his ten dollar bill. Friends, your own common sense will tell you that no cigarette can be any better than the tobacco it contains. In a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. Why I've seen our buyers at public auction paying the price for the real Lucky Strike tobaccos. And the independent tobacco experts who attend these auctions see who buys what tobacco, and they give Luckies their "Stamp of Approval" two to one. In fact, among these men who know tobacco best Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now why don't you make sure you find what you're looking for in your cigarette. The next time you're ordering cigarettes say - Luckies - so round, so firm, so fully packed, so free and easy on the draw.

Mr. Braggins

BLOCK: You know, I guess we're all pretty Army conscious these days, and also, I guess all of you folks know what a Quartermaster is in the United States Army. It's the duty of a Quartermaster to find food and clothing for his regiment. I guess you know how important he is to the well being of his buddies. Yes sir! Well, just as important as the Quartermaster is to the regiment, just so important is the tobacco buyer to the cigarette his company manufactures, because if an Army travels on its stomach, a cigarette sure travels on its tobacco. And a cigarette's reputation is dependent on whether or not it contains fine tobacco. And I'm sure all of you folks will agree that no cigarette can hope to be any better than the tobacco it contains. And in a cigarette it's the tobacco that counts. Lucky Strike means fine tobacco. You may say ... Well, how do we know that? Well, I'll tell you. It's because The American Tobacco Company sends its buyers into the tobacco country with orders to pay the price for finer leaf, for truly Lucky Strike tobacco that we think you want to smoke. The independent tobacco experts - the warehousemen, buyers, auctioneers - who see these public auction sales in progress, see who buys what tobacco. Time after time they hear the auctioneer call "Sold American" when it comes up for sale - a basket of this specially fine leaf that our buyers think will fit the high standards of Lucky Strike. And among these independent experts, these men who know tobacco best, Luckies, so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, the independent tobacco experts give Luckies their "Stamp of Approval," because sworn records show that they prefer Luckies two to one! I guess that's reason

BLOCK: enough to fall in line! You'll be putting your smoking pleasure
in good hands if you order a pack of Luckies next time you buy
cigarettes. You'll know you'll be smoking fine tobacco. Remember,
friends, when you (SOUND: STRIKING OF MATCH) light a Lucky, you'll
like a Lucky!

BLOCK: Have you folks ever seen a photostatic copy - a paper? Well, as the name implies, a photostatic copy is an exact photographic reproduction of a document. It's nice when you have a photostatic copy of something valuable made because you have a complete record of it - an exact duplicate of the original. There can be no mistake. Now perhaps you're wondering what photostats have to do with Lucky Strikes. Well, when you smoke Lucky Strikes you're impressed with the truly fine tobacco from which they're made. You can't help but be...that finer, milder better tasting leaf for which our buyers pay the price. There's still a further reassurance that Luckies will continue to give you that increased smoking enjoyment you've experienced. Because just as that photostatic copy is an exact duplicate of the original document just so all the Luckies you smoke every package of Luckies you buy - all Luckies are exactly alike - in that they're made consistently of finer tobacco - finer tobacco which makes them a finer cigarette. And you know, friends, no cigarette can possibly be any better than the tobacco from which it's made. And that's why it's especially important to us average smokers that Luckies guarantee fine tobacco in each and every Lucky Strike by obtaining the better leaf at public auction. Now it's small wonder that among the independent tobacco experts who see these tobacco sales going on, and who can't help but see who buys what tobacco, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Truly, it's a fact that Lucky Strike means fine tobacco - uniformly, steadily, unserv-
ingly....each and every cigarette waiting to give you greater smoking pleasure. Remember, friends, to light a Lucky is to like a Luckyso round, so firm, so fully packed, so free and easy on the draw.

BLOCK: Say, did you ever hear the old story Mark Twain used to tell about himself? Mark said that when he was fourteen he found his father so ignorant that he could hardly bear to talk to him. When he got to be twenty-one he was quite amazed to find out how much the old man had learned in seven years. That's what Mark said. Did you ever feel like that?...when you were impatient with everything and everybody and then all of a sudden you found out that you weren't such a wise apple after all. Now, I guess most things are relative -- relative to how old we are, and how old we feel, and relative to outside things, too. But there is one thing that is not relative. It's an absolute fact. Your common sense will tell you that no cigarette can be any better than the tobacco from which it's made. That in a cigarette it's the tobacco that counts. Nothing can change that. That's why I tell you over and over again that Lucky Strike means fine tobacco. And we send our buyers out with instructions to obtain the finer, mild leaf. And again and again baskets of finer, better tasting tobacco are sold American. And the independent tobacco experts who attend the auctions see these sales in progress....when they see who buys what tobacco, they can't help but see our buyers consistently paying the price. And that's why it's especially significant to you as an average smoker that with these men who know tobacco best, Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. You see, friends, fine tobacco is fine tobacco, no matter who you are or what you are. There's nothing relative about the increased smoking enjoyment you'll get from Lucky Strikes except that your relatives will like them. Why don't you treat yourself to that greater smoking pleasure? Remember, when you light a Lucky you'll like a Lucky.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - September 29, 1942 - morning

AS BROADCAST

BLOCK: Have you ever been way out West? Out on the desert? The desert has always fascinated me, I don't know why. I could spend, I guess, my whole life there if I had to....miles and miles of dry sand and hot sun, and cactus, sagebrush....then there's here and there a little fertile spot with a spring. They call it an oasis. In all the books you've ever read about the desert and all the movies you've ever seen about it - the villains and the heroes alike all make for the oasis. Now, thank goodness, all of you out there listening to me have enough water. You have plenty of water. But there's another kind of oasis that all we average smokers look to, and that's the oasis of greater smoking enjoyment. Yep, we're after a really fine smoke. Well, you know how important water is to an oasis. Well, just as basic to a fine smoke as water is to an oasis is fine tobacco in a cigarette. Your common sense will tell you that no cigarette can be any better than the tobacco from which it's made. In a cigarette it's the tobacco that counts. Now, truly, friends, Lucky Strike means fine tobacco. Our buyers pay the price again and again to get that finer, lighter, milder, better tasting leaf that you and I want to smoke. And the independent tobacco experts - the men who know tobacco best, they attend these auctions and they see who buys what tobacco. They see this fine leaf consistently Sold American. So, it's little wonder that sworn records show that among these men, Luckies, so round, so firm so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, if you're looking forward to the oasis of greater smoking enjoyment in these busy work-ridden days, just say to the man in back of the tobacco counter....Luckies, please. I'm sure you'll find that every time you light a Lucky you'll like a Lucky.

ATX01 0016553

ELOCK: You folks remember when jazz was all the rage, back in the twenties...remember when a few daring women bobbed their hair? Sure, jazz had everybody agog in the twenties, but now it's swing. Bobbed hair was once considered shocking, and now it's an accepted fact. The Charleston was once the dance of the moment, now they do the Lindy. Those things are a matter of style - a few laughs, and most of them just peter out. There's one thing in our daily life that's unaffected by style trends. Day in, day out, year in, year out, there's only one style for a fine cigarette to maintain, and that's its steady standard of fine tobacco. Back in 1917, when Luckies first came out on the market, The American Tobacco Company pledged itself to the manufacture of a cigarette containing fine tobacco. Twenty-five years ago we realized that no cigarette could be any better than the tobacco it contained - that in a cigarette it was the tobacco that counted. And to this very day our buyers are instructed to get that finer, milder, better tasting leaf - leaf that has come to make the name Lucky Strike mean fine tobacco. And independent tobacco experts - the warehousemen, auctioneers, and buyers - can't help but see who buys what tobacco at public auction. They can't help but hear the auctioneer say "Sold American", as another basket of true Lucky Strike leaf goes to our buyers. Now, these men have been in the tobacco business for - well, some of them as much as thirty years. They've seen plenty of styles come and go in their time. But, you know, it must mean something when sworn records show that among these men Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - has more than

BLOCK: twice as many exclusive smokers as all other brands of cigarettes
(contd) combined. Yes sir, with these men who know tobacco best - "It's
Luckies two to one"! Come Charleston or Big Apple, Rhumba or Samba,
the style of Luckies doesn't change one bit. And if it's increased
smoking pleasure you're after, you'll find that fine tobacco in
every pack of Luckies you buy. Try a pack tonight! You'll find
that every time you light a Lucky, you'll like a Lucky.

BLOCK: Do you judge people on appearances? Most of us do. I guess we all do it once in a while. You meet a person and the first impression seems to be the one that is the lasting one. We look at a person and we say ... well, I think he's a nice guy, or he's not so nice. Have you ever met two people who look very much like each other in clothing and mannerisms and before you've had a chance to really get to know them you lead to the conclusion that they're alike in character as well as looks? It's pretty tricky business jumping to conclusions - judging things on their surface appearance. You take two cigarettes of different brands. Now if I were to show you two cigarettes and conceal the name from view, I guess to the average smoker they'd look pretty much alike ... two tubes of white paper with tobacco in them. But again it doesn't do to lead to the conclusion that these two cigarettes are alike, because if you do - why, you may be doing yourself out of a great deal of smoking enjoyment. In a person character and personality are the basis for individuality, but in a cigarette it's the tobacco that makes the difference. No cigarette can be any better than the tobacco from which it's made, because in a cigarette it's the tobacco that counts. Now Lucky Strike means fine tobacco. And the buyers for Luckies who attend tobacco auctions all over the South are sent out into the market and told to pay the price if necessary to get the fine, light, mild, better tasting leaf that you and I want to smoke. And independent tobacco experts see these auctions in progress. They see who buys what tobacco. They see our buyers paying the price consistently for that Lucky Strike tobacco. And so it's pretty

LUCKY STRIKE "MAKE BELIEVE BALLROOM!"
Commercial - Sept. 30, 1942 - morning (contd)

BLOCK:
(contd)

significant that with these men who know tobacco best Luckies -
so round, so firm, so fully packed, so free and easy on the
draw - have more than twice as many exclusive smokers as all
other brands of cigarettes combined. That's why I say to you ...
choose your brand of cigarettes by knowing what's inside of
every cigarette. Don't choose by surface appearance. Take a
tip from the experts. Pick the cigarette with character -
the cigarette that means fine tobacco. You'll notice the
difference when you light your first Lucky.

ATX01 0016557

BLOCK: Do you mind if we do a little supposing? Suppose you went into a restaurant in New York, and you sat down and ordered a big, juicy hamburger. Now let's assume that this restaurant was famous for its hamburgers. What would you say if you ordered that hamburger and after five minutes of smacking your lips at all the good food around you, the waiter finally brought you a plate, and on that plate would be a toasted roll, some catsup, and raw onions, but no hamburger? What would you say, um? I know what I'd say. I'd get good and mad. When I want a hamburger - that meat cooked and seasoned to a turn is the main thing I'm looking forward to. The crisp roll, the relish - all these make it taste good, but the hamburger itself is the most important thing. You wouldn't accept a plate with that forlorn roll on it. You know, folks, that's just about the same as accepting a cigarette that doesn't have as its main ingredient fine tobacco, because just as the hamburger meat is the important thing in a hamburger, in a cigarette it's the tobacco that counts. Yes sir, no cigarette can be any better than the tobacco it contains, and Lucky Strike means fine tobacco. You know, those independent tobacco experts I'm telling you about - the warehousemen, buyers, and auctioneers - who see the public tobacco auction sales going on down South in the tobacco country ... now these men have been steeped in the tobacco industry for years and years, and attending these auctions they can't help but see who buys what tobacco. They can't help but hear the auctioneer call Sold American time after time when a basket of truly Lucky Strike leaf comes up for sale. So it's not at all

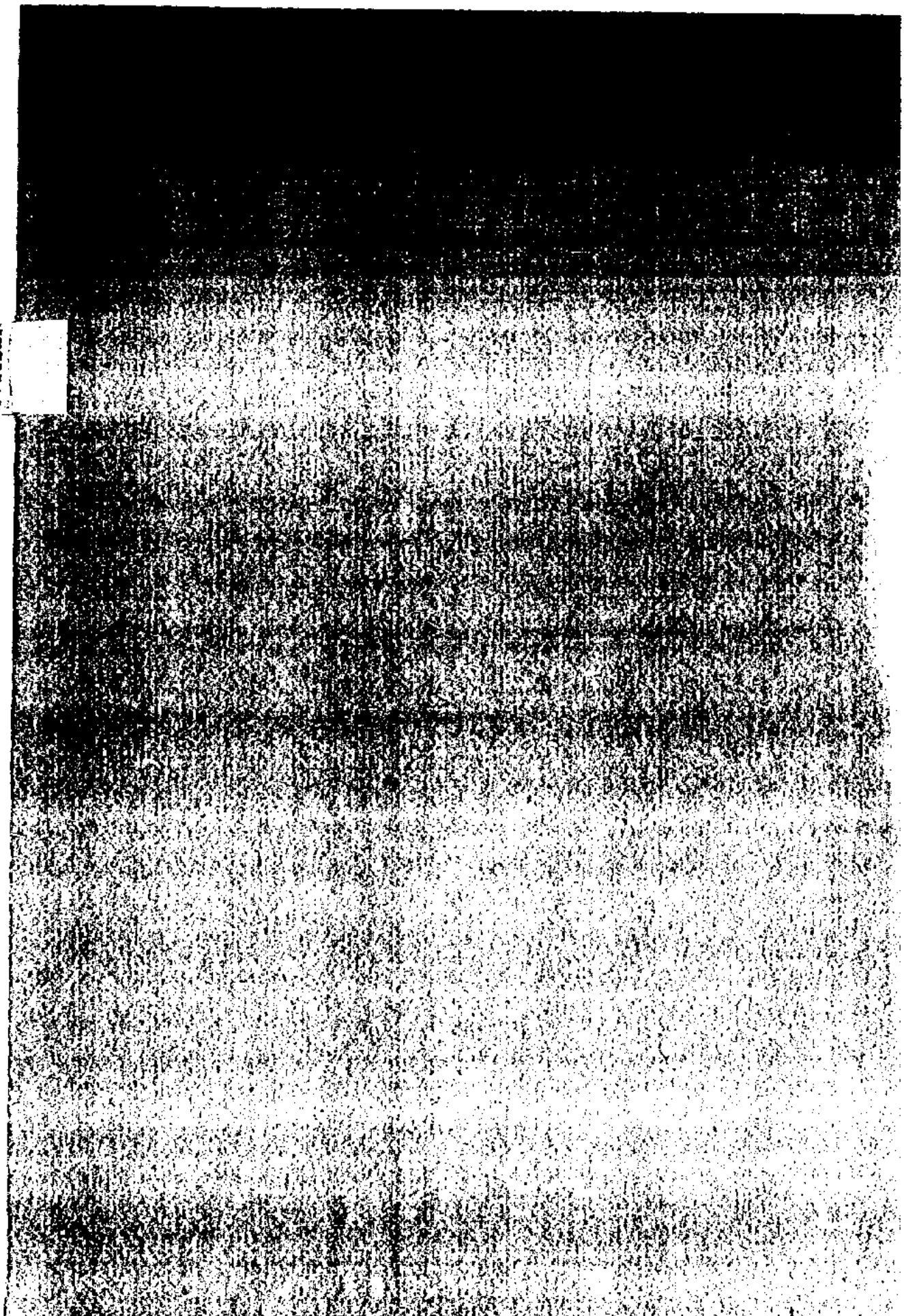
LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - Sept. 30, 1942 - evening (contd)

BLOCK:
(contd)

odd that among these men who really know tobacco Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. And that's why I say to all of you folks out there listening to me, if you want to be sure of getting that main ingredient that makes a fine smoke and a fine cigarette, take a tip from the experts. Choose the cigarette that means fine tobacco. You'll find you won't be disappointed because when you light a Lucky you'll like a Lucky.

ATX01 0016559

OCTOBER



LUCKY STRIKE "MAKE BELIEVE BALLET" *Mr. Boggs*
Commercial, October 1, 1942 - morning AS BROADCAST

BLOCK: You folks remember the old story about Cinderella and the glass slipper? At the stroke of midnight Cinderella runs to her coach, and she hurries down the palace steps and the little glass slipper falls off her foot. The prince finds it and he searches all through the kingdom to locate the owner and make her his bride. Remember how Cinderella's ugly sisters tried to squeeze their big feet into the shoe, and how only Cinderella's delicate little foot could fit the slipper? Well, you know how hard Prince Charming searched for the perfect fit. Just as hard as he searched, so the buyers for the makers of Luckies search for the finer leaf - look for that truly Lucky Strike tobacco that will fit the high standards of the Luckies you smoke today. The only difference is that this is no fairy story. Our buyers consistently pay the price at public auctions all over the South to get the finer, lighter, better tasting leaf we think you want to smoke. Tobacco that's made the name Lucky Strike mean fine tobacco. Now our buyers know that no cigarette can be any better than the tobacco from which it's made, and in a cigarette it's the tobacco that counts. When they spot a basket of excellent leaf - tobacco that fits the Lucky Strike bill - you can bet they really go after it. Yes sir, I wish you'd try a Lucky - so round, so firm, so fully packed, so free and easy on the draw. Just as surely as that glass slipper fit Cinderella's foot, if you want the perfect fit for your smoking requirements, why don't you just try a pack of Luckies, the cigarette that means fine tobacco. Don't forget, when you light a Lucky you'll like a Lucky.

ATX01 0016561

BLOCK: Did you ever go walking in Times Square and there, with thousands and thousands of people around you, bump into a friend of yours you haven't seen in a long, long time - a friend of yours from way out West? That's a coincidence. Did you ever buy a dress or a suit exactly like one your best friend had, without knowing it? That's a coincidence. Did you ever think of someone you haven't seen in a long time, and then you hear the telephone ring and on the other end of the phone is the person you're thinking about? That's a coincidence, too. But you know, folks, it's no coincidence that again and again the buyers for Lucky Strike cigarettes pay the price for the finer, milder, lighter leaf at public auctions all over the South. No sir, that's no coincidence. Our buyers attend these tobacco auctions with the express instructions to get the kind of leaf we think you'll want to smoke - the true Lucky Strike tobacco. You see, friends, we know that no cigarette can be any better than the tobacco from which it's made, that in a cigarette it's the tobacco that counts. So in the past twenty-five years we've tried to make the name Lucky Strike synonymous with fine tobacco. And I guess we have, too, because you know, that among the independent tobacco experts - the warehousemen, auctioneers, and buyers, the men who know tobacco best - the men who see these public auction sales in progress - well, do you know that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined? That's no coincidence either. These men can't help but see who buys what tobacco. They can't help but hear the auctioneer say ... Sold American, to one of our buyers.

LUCKY STRIKE "MAKE BELIEVE BILLBOARD"
Commercial, Oct. 1, 1942 - evening (contd)

BLOCK:
(contd)

obtains another basket of Lucky Strike tobacco. So it's no wonder at all you take a tip from the experts. You'll find it's no coincidence that every time you light a Lucky you'll like a Lucky, because, brother, we've planned that by cramming each and every Lucky Strike with fine tobacco. Why don't you just try a pack of Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0016563

HART: You know, folks, this is a world of new materials, and pretty good they are, too. Nylon is taking the place of my lady's silk stockings - and plastics are being used instead of metals for jewelry and containers - cellophane is taking the place of the old fashioned paper wrapping. I even read in the papers that they're making dress materials out of glass. Do you know there are some things for which we've never been able to find a replacement?.... cases where new materials just don't come up to the original. And one of the things that you can't find a replacement for is fine tobacco. The American Tobacco Company sends its buyers all over the South to get finer, lighter, better tasting tobacco - the true Lucky Strike leaf, the kind of leaf that the independent tobacco experts obviously prefer to smoke. You know, friends, among these independent auctioneers, and buyers, and warehousemen - these men who know tobacco best - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These men know their tobacco. They've lived with it - traded in it for years. Why shouldn't they know good leaf when they see it? And when they see the makers of Lucky Strike cigarettes paying the price time and time again for finer tobacco it's little wonder that with these independent tobacco experts it's Luckies two to one. Yes sir, in a cigarette it's the tobacco that counts. There's no substitute for fine tobacco. That's why I urge you ... if you're looking for the utmost in smoking pleasure, if you want to know the meaning of real smoking enjoyment, why don't you walk into your favorite tobacco store and order the cigarettes that mean fine tobacco? Just say Luckies, please.

ATK01 0016564

HART: Now, friends, just remember that every time you light a Lucky you'll like a Lucky. Now that's a fact. That's what I - just an average smoker, and millions of other average smokers - think about Lucky Strike cigarettes. That phrase explains exactly how we feel. Did you ever think of the importance of the right word at the right time? Here I stand in front of the microphone talking to you, telling you my experiences, how I feel, and I certainly know the meaning of finding the right word at the right time. It's the difference between getting my point across to you folks, and missing it. Now just as important as the right word is in the right sentence, that's how important tobacco is in a cigarette. It's the main thing in a cigarette, because no cigarette can hope to be any better than the tobacco from which it's made, you know in a cigarette it's the tobacco that counts. And so the makers of Luckies who have realized this important fact since Luckies first came out on the market in 1917, have devoted themselves to the quest for finer tobacco, to cramming every Lucky Strike you smoke today with fine, light, mild leaf. And that's why our buyers who attend public tobacco auctions all over the South consistently select the ripier, milder leaf that we think you want to smoke. It's because of this comprehension that we ^{must} give you the right tobacco in order to give you an excellent cigarette, that the name Lucky Strike has really come to mean fine tobacco. Now if you're looking around for increased smoking pleasure, and greater smoking enjoyment you'll now you've hit the nail on the head when you try Luckies - so round, so firm, so fully packed, so free and easy on the draw. Now when you've tried your first pack of Luckies I'm willing to wager that this description will be the perfect one for you as it is for me. Yes sir, everytime you light a Lucky you'll like a Lucky. They're bound to prove a long time friend.

BLOCK: Well, I guess we're all pretty Army conscious these days, and so I guess most of you folks know what a quartermaster is in the United States Army. The duty of the Quartermaster is to find food and clothing for the regiment. I guess you all know how important he is to the well-being of his buddies. Well, just as important as the Quartermaster is to his regiment, just so important is the tobacco buyer to the cigarette his company manufactures; because if an Army travels on its stomach, a cigarette sure travels on its tobacco. And a cigarette's reputation is dependent on whether or not it contains fine tobacco. I'm sure all of you folks will agree that no cigarette can be any better than the tobacco from which it's made. In a cigarette it's the tobacco that counts. And you know, I'm mighty happy that today Lucky Strike means fine tobacco! I'll tell you how we know that. It's because The American Tobacco Company sends its buyers into the tobacco country, with orders to acquire that finer leaf - that truly Lucky Strike tobacco that we think you want to smoke. And the independent tobacco experts - the warehousemen, buyers, auctioneers - who see these public auctions in sale - in progress I should say, can't help but see who buys what tobacco. Time after time they hear the auctioneer say "Sold American"! And they hear that whenever a fine basket of special leaf, that our buyers think will fit the high standards of Lucky Strike, is offered for sale. Now, among these independent tobacco experts, those men who know tobacco best, Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, the independent tobacco experts give Luckies their stamp of

ATX01 0016566

LUCKY STRIKE "MAKE BELIEVE BALLOONS"
Commercial, Oct. 3, 1942 - morning (contd)

BLOCK: approval, because sworn records show that they prefer Luckies two to
(contd) one. And I guess that's reason enough to fall in line. You'll be
putting your smoking pleasure in good hands if you order a pack of
Luckies next time you buy cigarettes. You know you'll be smoking
fine tobacco! Remember, friends, when you light a Lucky you'll like
a Lucky.

ATX01 0016567

LUCKY STRIKE "MAKE BELIEVE BULLDOGS"
Commercial, October 3, 1942 - evening

RE BROADCAST

BLOCK: You know, there's a definition of genius that says: It's the capacity for taking infinite pains. Well, if that's the definition of genius you can't help but admire the genius of Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. You see, the genius of every Lucky you light lies in the painstaking care that The American Tobacco Company employs in the selection of the fine tobaccos that go into your Lucky Strike. Every year, our buyers attend the public tobacco auctions all over the South. They inspect the leaf that the farmers have brought in for the public auction sale. They feel it, and smell it, and judge it. And finally, they select the kind of leaf they think you'll want to smoke. Yes, again and again when a basket of true Lucky Strike leaf comes up for sale - if you were listening on the sidelines - you'd hear the auctioneer say Sold American. So you see, the genius of Luckies relies on one, common sense axiom ... we take infinite pains to carry it out! Now, it's obvious to you, the average smoker - like you and me - that in a cigarette it's the tobacco that counts. No cigarette can be any better than the tobacco from which it's made. Therefore, the genius of Lucky Strike cigarettes depends on the careful selection of those finer tobaccos that insure your greater smoking pleasure. In fact, such infinite pains are taken in getting this fine leaf for your increased smoking enjoyment, that the name Lucky Strike has actually come to mean fine tobacco. Why don't you light a Lucky tonight? Relax, notice the difference! You'll find that when you light a Lucky you'll like a Lucky.

ATX01 0016568

BLOCK: Friends, did you ever hear that old story that Mark Twain used to tell on himself? Mark said that when he was fourteen he found his father so ignorant that he could hardly bear to talk to him. But when he got to be twenty-one years old, he was amazed to find how much the old man had learned in seven years. Do you ever feel like that - when you are impatient with everything and everybody, and then, all of a sudden, you found out you weren't such a wise apple, after all? I guess most things are relative: relative to how old we are, to how we feel inside, and relative to outside things, also. But there's one thing that's not relative, and it's an absolute fact! Your common sense will tell you that no cigarette can be any better than the tobacco from which it's made: that in a cigarette it's the tobacco that counts. Nothing can change that. And that's why I tell you over and over again that Lucky Strike means fine tobacco. We send our buyers into the tobacco country down South with instructions to obtain the fine, mild leaf. And again and again baskets of fine, better tasting tobacco are sold American. The independent tobacco experts who attend these auctions -- who see the sales in progress, who see who buys that tobacco -- can't help but see the buyers for Lucky Strike consistently buying the fine tobacco. Now, that's why it's especially significant to you as an average smoker that with these men who know tobacco best, Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. You see, friends, fine tobacco is fine tobacco. No matter who you are or what you are, there's nothing relative about the increased smoking enjoyment you'll get from Lucky Strike, except that your relatives will like them, too. So why don't you treat yourself to a portion of greater smoking pleasure? Remember every time you light a Lucky, you'll like a Lucky.

BLOCK: Have you ever given much thought to headlines? The headlines in your newspaper for example. Do you know what they're there for? Oh, I know, they attract your attention. Yes, they may perhaps make you buy a copy of the paper as you pass the newsstand, because you want to read more about it. But did you ever stop to think about the real purpose of each headline? You see, it's the aim of the editor of that newspaper to cram the most important news in each article into the several words at the headline. That headline gives you the clue, whether you're a busy working man, or a housekeeper, or a student, as to exactly what's in the article below it. And if you're interested you're going to read on and learn all about the details. Now friends, if I were writing an article about Lucky Strike cigarettes for your reading, do you know what headline I'd put right up there at the top? Just two words ... fine tobacco ... because that sure enough sums up Lucky Strike. That would be a clue as to exactly what Luckies are. And then, if you're a smoker interested in increased smoking pleasure I know you'd read further for further details. And then I'd tell you that Luckies are also so round, so firm, so fully packed, so free and easy on the draw that you're bound to like them. I'd tell you how we go about getting that fine leaf that's the basis of every Lucky Strike cigarette. I'd tell you how our buyers visit public auctions all over the South and examine the various baskets of tobacco as they come up for sale -- inspect, and judge, and if they think the tobacco is worthy of the name Lucky Strike, they go after and get that fine, mild, golden tobacco. Now this is the kind of tobacco that's sold American again and again. Among those who attend these public tobacco auctions -- the independent tobacco experts -- warehousemen, auctioneers, and

LUCKY STRIKE "WAKE BELIEVE BELLIGERS"
Commercial - October 5, 1942 - evening (contd)

BLOCK:
(contd)

buyers — men who really know tobacco — these men see these ads as
going on, and they can't help but see who buys that tobacco. So
it's little wonder that among these men Luckies have more than
twice as many exclusive smokers as all other brands of cigarettes
combined. Now the next time you walk into your favorite tobacco
store why don't you make sure of greater smoking enjoyment? You'll
find that when you light a Lucky you'll like a Lucky, because Lucky
Strike means fine tobacco.

ATX01 0016571

BLOCK: I bet you folks remember when jazz was all the rage. Sure! Remember back in the twenties, too, when a few daring women bobbed their hair? Well, jazz had everybody agog in the twenties, but now it's swing. Bobbed hair was once considered shocking, and now it's an accepted fact. The Charleston was once the dance that everybody was doing, and now it's the Lindy. Of course, those things are all a matter of style. A few laughs and most of them just peter out. But there's one thing in our daily life that's unaffected by style trends. Day in and day out, year in and year out, there's only one style for a fine cigarette to maintain and that's its steady, standard of fine tobacco. Now back in 1917 when Luckies first came out on the market The American Tobacco Company pledged itself to the manufacture of a cigarette containing fine tobacco. Twenty-five years ago we realized that no cigarette could be any better than the tobacco it contained. That in a cigarette it was the tobacco that counted. Until this very day our buyers are instructed to collect that finer, milder, better tasting leaf - the leaf that has come to make the name Lucky Strike mean fine tobacco. And independent tobacco experts -- warehousemen, auctioneers and buyers -- who attend the auctions can't help but see who buys what tobacco. They can't help but hear the auctioneer say Gold American as another basket of true Lucky Strike leaf goes to our buyers. Now these men have been in the tobacco business for ... well, some of them as much as thirty years. They've seen lots of styles come and go in their time. You know it must mean something when sworn records show that among these men Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - has more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes sir, with these men who

LUCKY STRIKE "MAKE BELIEVE BELLBOOS"
Commercial - Oct. 6, 1942 - morning (contd)

BLOCK: know tobacco best it's Luckies two to one. Come Charleston or Big
(contd) Apple, Rhubarb or Samba, the style of Luckies doesn't change one bit.
And if it's increased smoking pleasure you're after you'll find that
fine tobacco in every pack of Luckies you buy. Try a pack today.
You'll find that every time you light a Lucky you'll like a Lucky.

ATX01 0016573

BLOCK: You know, folks they say that actions speak louder than words. That's true in a great many cases. For a long time I've been using words to describe to you that Lucky Strike means fine tobacco. Now, let's look at some actions that speak for themselves. Let's look at the actions of the buyers for Lucky Strike cigarettes as they attend the public tobacco auctions. They don't bid on every basket of leaf indiscriminately. They wait. They inspect each basket. They deliberate over its quality as it comes up for sale. and finally, when they judge it worthy of being called Lucky Strike tobacco, they bid on that leaf. Yes, Lucky Strike buys the kind of tobacco we think you'll want to smoke in your Lucky Strike cigarettes. For we know that no cigarette can be any better than the tobacco it contains -- that in a cigarette it's the tobacco that counts. So our buyers act this way! Again and again they select the fine, mild, light leaf, the leaf that has come to make the name Lucky Strike mean fine tobacco. And then, there's another set of actions that speak for themselves -- and they'll speak much louder than words: the men who, after all, know tobacco best, the independent tobacco experts -- the auctioneers, buyers, warehousemen -- attend the public tobacco auctions, so they obviously see who buys what tobacco. They can't help but see what kind of leaf is sold American. Now that's pretty significant, I think -- pretty significant action on their part. That among these men Luckies -- so round, so firm, so fully packed, so free and easy on the draw -- have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, these independent tobacco experts have given their stamp of approval to Luckies two to one. But, here's one action on your part that'll

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - Oct. 6, 1942 - evening (contd)

BLOCK: speak louder than all words, and all other actions. All you do is
(contd) buy a pack of Luckies. Tear off the little red cellophane t.b.
Put a Lucky between your lips, light it, take that first delicious
puff. Yes sir, then you'll really be convinced. You'll find that
every time you light a Lucky, you'll like a Lucky, because Lucky
Strike means fine tobacco.

ATX01 0016575

BLOCK: Do you mind if I do a little supposing? Suppose you went into a restaurant, sat down, ordered a big juicy hamburger. Now, let's assume that this restaurant was famous for its hamburger. What would you say if you ordered that hamburger and after sitting there for five minutes watching your lips, seeing everybody eating all those juicy hamburgers around you, the waiter finally brought you a plate, and on that plate you'd find a toasted roll, some catsup, raw onions -- no hamburger -- what would you say, huh? I know what I'd say. I'd get good and mad. I want a hamburger that meat cooked and seasoned to a turn is the main thing I'm looking forward to. The roll and the relish ... all those things make it taste good, but the hamburger itself is the most important thing, and you wouldn't accept a plate with a forlorn roll on it. You know, folks, that's just about the same as accepting a cigarette that doesn't have as its main ingredient fine tobacco. So just as the hamburger meat is the important thing in a hamburger, in a cigarette, it's the tobacco that counts. No cigarette can be any better than the tobacco it contains, and Lucky Strike means fine tobacco. You know, those independent tobacco experts I'm telling you about the warehousemen, buyers, and auctioneers ... who see the public tobacco auction sales going on down south in the tobacco country -- these men have been steeped in the tobacco industry for years and years attending these auctions, they can't help but see who buys what tobacco. They can't help but hear the auctioneers say Sold American time after time when a basket of true Lucky Strike leaf comes up for sale. Not at all odd, that among these men who really know tobacco, Luckies, so

LUCKY STRIKE "MIKE BELIEVE BILLBOO!"
Commercial - October 7, 1942 - morning (contd)

BLOCK:
(contd)

round, so firm, so fully packed, so free and easy on the draw,
have more than twice as many exclusive smokers as all other brands
of cigarettes combined. And that's why I say to all of you folks
out there listening to me if you want to be sure of getting that
main ingredient that makes a fine smoke and a fine cigarette, take
a tip from the experts — choose the cigarette that means fine
tobacco and you'll never be disappointed because when you light a
Lucky, you'll like a Lucky!

ATX01 0016577

BLOCK: Do you like sandwiches? So do I! You can make so many different kinds of tasty sandwiches. Do you know why they call them sandwiches? Well, let me tell you. Once upon a time several hundred years ago in England there was a Lord Sandwich -- a very nice gentleman. That was his name: Lord Sandwich. He was very fond of preparing himself a little delicacy at the table when he dined. He used to take two big pieces of bread, and between the two slices he'd put a little meat or cheese or fish. His guests and his servants soon adopted his habit. And naturally, they named that delicacy after him, and from his name you have the modern sandwich. If you ordered yourself a nice roast beef sandwich at your favorite lunch counter one day, wouldn't you be a little bit disappointed if you got two pieces of bread with nothing in between them? Mad? I'll say you'd get mad. You'd send them right back. You know, just as important as the filling is in a sandwich, that's how important fine tobacco is in a cigarette, because in a cigarette, sure enough, man, it's the tobacco that counts. You just take it from me ... just another average smoker like all of you out there ... Lucky Strike means fine tobacco. Our buyers consistently at auctions all over the south select the finer, lighter, milder leaf that we think you'll want to smoke. And moreover, sworn records show that among the independent tobacco experts -- the warehousemen, buyers, and auctioneers -- it's Luckies two to one. I guess that means something to us average smokers. I guess that shows that we can always find in Lucky Strike that main ingredient -- fine tobacco. It has come to make the name Lucky Strike actually synonymous with fine tobacco. This very night why don't you light up a Lucky -- so round, so firm, so fully pecked, so free and easy on the draw. You'll find yourself getting greater smoking enjoyment and increased smoking pleasure. You'll find, too, that Luckies will prove a life long friend.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 8, 1942 - morning

1/3 BROADCAST

BLOCK: Have you ever been in downtown New York around 42nd Street when the streets were just packed and jammed with people, walking along minding your own business, and suddenly you bump into a friend of yours you haven't seen for a long time? Well, didn't you ever think it was rather strange two people should meet at this identical spot at the identical moment? That's what you call a coincidence. Did you ever buy a dress or a suit exactly like your best friend's without knowing it? That's a coincidence. Did you ever think of someone you haven't seen in a long time and have the telephone ring and pick it up and say "Hello" and on the other end is the person you were just thinking about. That's a coincidence, too. You know, it's no coincidence that again and again the buyers for Lucky Strike cigarettes, buy the finer, milder lighter leaf at public auctions all over the South. Yes, sir, our buyers attend these public tobacco auctions with instructions to spare no effort in obtaining the kind of leaf we think you'll want to smoke... the true Lucky Strike leaf. You see, friends, we know that no cigarette can be any better than the tobacco from which it's made, that in a cigarette it's the tobacco that counts, so in the past twenty-five years we've tried to make the name Lucky Strike mean fine tobacco, and I guess we have, too. You know, that among the independent tobacco experts - the men who know tobacco best, men who see and attend public auctions when they're in progress - did you know that among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined? Well, that's no coincidence either. These men having attended these auctions naturally can't help but see who buys what tobacco. They can't help but hear the auctioneer say Sold American...as one of our buyers obtains another basket of true Lucky Strike leaf. So it's really no wonder at all that these experts choose Luckies two to one. Now I think you ought to take a tip from the experts. You'll find that it's no coincidence that every time you light a Lucky you'll like a Lucky, because brother, we've planned that, by cramming each and every Lucky Strike just full of fine tobacco. Why don't you try a pack of Luckies today and notice the difference.

ATX01 0016579

BLOCK: Friends, have you ever watched a stenographer taking shorthand notes? I was sitting upstairs in an office the other day watching a secretary take down a letter. You know, I got to thinking about - oh, those weird little pothooks that she was busy putting down in her book -- they were funny looking little lines, but, she knew what she was doing. She had the key to that right in her head. Sure, as soon as she got out to the typewriter she read them back to herself - typed them into a finished letter. See, those notes were just a means to an end - the end was the finished letter - all signed. And the notes didn't mean anything in themselves. You know, folks, when the makers of Lucky Strikes go out of their way, and spare no expense and no effort to get fine tobacco, that's a means to an end. That fine, mild, golden leaf is the means to your increased smoking pleasure. You don't need shorthand to know that fine tobacco makes a fine cigarette - that no cigarette can hope to be any better than the tobacco it contains. And so, when we send our buyers into the tobacco country, with instructions to obtain that truly Lucky Strike tobacco, we do so because we know that that leaf transcribed into a Lucky - so round, so firm, so fully packed, so free and easy on the draw - is the key to your greater smoking enjoyment. And friends, that's our aim -- fine tobacco for your satisfaction. Next time you walk into a local tobacco store, just dictate these words ...Luckies, please! and when you inhale that first puff, just watch it grow into the conviction that Luckies are the smoke for you.

BLOCK: Every time you light a Lucky, you'll like a Lucky. Now that's a fact! That's what I - just an average smoker, and millions of other average smokers - think about Lucky Strike Cigarettes. That phrase explains exactly how we feel. Do you ever think of the importance of the right word at the right time? Here I am standing in front of the microphone talking to you, telling you my experiences -- how I feel and I certainly know the meaning of finding the right word at the right time. It's the difference between getting my point across to you folks and missing it. Now, just as important as the right word is in the right sentence, that's how important tobacco is in a cigarette -- it's the main thing. No cigarette can hope to be any better than the tobacco from which it's made. Yes, friends, in a cigarette it's the tobacco that counts. So the makers of Luckies who have realized this important fact since Luckies first came out on the market in 1917, devoted themselves to the quest of fine tobacco, to creating every Lucky Strike you smoke today with fine, light, mild leaf -- that true Lucky Strike leaf. And that's why our buyers who attend public tobacco auctions all over the south consistently select the ripper, milder tobacco that we think you want to smoke. And it's because of this comprehension that we must give you the right tobacco in order to give you an excellent cigarette -- that the name Lucky Strike has actually come to mean fine tobacco. Now, if you're browsing around for increased smoking pleasure, or greater smoking enjoyment, you'll know that you've hit the nail on the head when you've tried Luckies, so round, so firm, so fully packed -- so free and easy on the draw. When you've tried your first pack of Luckies, I'm willing to wager that this description will be the perfect one for you as it is for me ... That every time you light a Lucky, you'll like a Lucky. They're bound to prove a long-time friend.

BLOCK: You know, when I was a kid, sometimes I used to go marketing with my mother, and I remember how she used to pick out the fruits and vegetables we'd buy. When she was buying cantaloupe she'd take it and push in on the end of it to see if it was ripe enough, but not too ripe. And the tomatoes just had to be red and firm, otherwise she wouldn't buy them. Oranges had to have that certain feel -- soft enough to be juicy and not soft enough to be bad. She never made a mistake that way. She'd been shopping for years and years, and her judgment was pretty good. The foods that were on our table were mighty good foods. You know, friends, our expert shoppers at the public tobacco auctions, which are held every year, are the buyers for the American Tobacco Company, and these men inspect all the tobacco as it comes up for sale. They feel it, and smell it, and put it to the test that their years of experience have devised. When they think a basket of leaf is good enough to grace the name Lucky Strike tobacco then they bid on it. Not because they know that fine tobacco means fine smoking our buyers time after time go after and get that truly Lucky Strike leaf. That's how they make sure that each and every Lucky that's offered to you on cigarette counters throughout the country is creamed with the tobacco you want to smoke, the kind of leaf that's come to make the name Lucky Strike mean fine tobacco. Yes, Mother was an expert in picking out the foods the family used to eat, and the buyers for Lucky Strike are experts in selecting the fine tobacco that make Lucky Strike a fine cigarette. Now why don't you show your expert judgment in choosing a cigarette that's sure to afford you greater smoking pleasure. You can't go wrong when you light a Lucky.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 10, 1942 - morning

AS BROADCAST

BLOCK: You know, the other night after I said goodnight to you folks, and left the Make Believe Ballroom, the missus and I went to the movies. After the movies, they had a stage show, and it was a mighty good one too. One of the acts was a ventriloquist. He came out with his dummy and had a very lively conversation. I guess you've all seen a ventriloquist -- you know, one of those performers who throws his voice so that it seems to come from the dummy he holds on his knee. Naturally, he can make the dummy appear to be saying what he wants him to say, but he's really doing the talking. You know, it occurred to me just a little while ago to tell you that when I talk to you about Lucky Strike cigarettes -- about how good they taste because they're made from that fine Lucky Strike tobacco, this is not a ventriloquist's act. The makers of Luckies put no words into my mouth. I'm just an average smoker like you and you and you -- an average smoker reporting to you things I've observed with my own eyes, ears and sense of taste. You see, friends, I've seen for myself the care with which the buyers for Lucky Strike at public auction select that mild, truly Lucky Strike tobacco. I've tasted for myself that fine tobacco in every Lucky -- so round, so firm, so fully packed, so free and easy on the draw. Yes, friends, ventriloquism may be an amusing illusion. But when I talk to you about Luckies, there's no illusion involved. I'm giving you down-to-earth common sense facts -- my own observations. And the easiest way you can prove them to yourself is to treat yourself to a pack of Luckies, and then you, too, will be able to notice the difference. You'll be able to enjoy that fine tobacco which has come to make the name Lucky Strike mean fine tobacco.

ATX01 0016583

BLOCK: Do you know what genius is? They say that genius is the capacity for taking infinite pains. And if that's the definition of genius then you can't help but admire the genius of Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. You see, the genius of every Lucky you light lies in the painstaking care that the makers of Luckies employ in the selection of the fine tobacco that go into your Lucky Strike cigarettes. Every year buyers for our company attend the public tobacco auctions all over the South. They inspect the leaf that the farmers have brought in for public auction sales. They feel it, smell it, judge it. Finally they select the kind of leaf they think you'll want to smoke. Yes, again and again, when a basket of truly Lucky Strike leaf comes up for sale, if you were listening ⁱⁿ on the side lines you'd hear the auctioneer say ... Sold American. So you see, the genius of Luckies relies on one common sense axiom. We take infinite pains to carry out that axiom. Of course, it's obvious to even the average smoker like you and me that in a cigarette it's the tobacco that counts, and that no cigarette can hope to be any better than the tobacco from which it's made. For that reason the genius of Lucky Strike cigarettes depends on the careful selection of those finer tobaccos that insure your greater smoking pleasure. In fact, such infinite pains are taken in getting this fine leaf for your increased smoking enjoyment the name Lucky Strike has actually come to mean fine tobacco. Why don't you light a Lucky today, relax and notice the difference? You'll find that when you light a Lucky you'll like a Lucky.

BLOCK: And now, just a few words before we go on with our music. I wonder whether you've ever thought of the functions of the headline in the newspaper. Sure, they attract your attention but what's the real purpose of each headline? Well, look! It's the aim of the editor of the newspaper to get the most important news in each article into the several words of the headline. And that headline gives you the clue - if you're a busy working man - as to what's in the article. If you're interested, you're going to read it and learn all about the details. Now, if I were writing an article about Lucky Strike cigarettes, do you know what headline I'd put on it? Fine tobacco; because that sums up Lucky Strike. That would be the clue as to exactly what Luckies are, and then if you are a smoker, interested in increased smoking pleasure, you'd read further for further details. And then I'd tell you that Luckies are so round, so firm, so fully packed, so free and easy on the draw, that you're bound to like them. I'd tell you how we go about getting that fine leaf that's the basis of every Lucky Strike. And I'd tell you how the buyers for Lucky Strike visit public auctions all over the South and examine the various baskets of tobacco as they come up for sale -- they inspect it and judge it, and if they think it's worthy of the name Lucky Strike tobacco, they go after that fine, mild, golden leaf -- it's the kind of tobacco that's sold American again and again. Now, among those who attend these public auctions are the independent tobacco experts, the warehousemen, auctioneers, and buyers - men who really know tobacco. And they see these sales going on, and they can't help but see who buys what tobacco. So it's little wonder that among these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Next time you go into your favorite tobacco store, why don't you make sure of greater smoking enjoyment? Cause you'll find that when you light a Lucky you'll like a Lucky; because Lucky Strike means fine tobacco.

BLOCK: Did you ever stop to think about a mirror? There it is on your wall. You look into it when you knot your tie, or when you put on your hat, or brush your teeth. When you want an honest reflection of how you look you walk over to your mirror and peep into it. Now you know, that mirror doesn't lie. It tells you the unbiased truth. It tells you when your makeup looks good, and when your coat fits well. Now when the makers of Lucky Strike cigarettes checked into the smoking habits of the independent tobacco experts, they were looking for an honest, unbiased reflection of the preferences of the men who know tobacco best. And because they were looking for an unbiased reflection -- one as honest as your mirror sends back to you -- only the preferences of the independent tobacco experts -- those affiliated with no cigarette company -- were tabulated. Now these experts are the men who attend the public tobacco auctions. They're the warehousemen, the auctioneers, the buyers. They obviously see who buys what tobacco, and they can't help but see the makers of Luckies selecting fine, light, mild leaf. And we found that among these independent experts Luckies had more than twice as many exclusive smokers as all other brands of cigarettes combined. I guess that pretty clearly indicates that in a cigarette it's the tobacco that counts. Friends, Lucky Strike means fine tobacco. Why don't you light up a Lucky tonight? -- because every time you light a Lucky you'll like a Lucky

BLOCK: You know, folks, there's an old saying that actions speak louder than words, and it's true in a great many cases. For a long time I've been using words to describe to you that Lucky Strike means fine tobacco. But let's take a look at some actions that speak for themselves. First, let's look in at the actions of the buyers for Lucky Strike cigarettes as they attend the public tobacco auctions in the South. Now, they don't bid on every basket of leaf indiscriminately. They wait. They inspect each basket. They deliberate over its quality as it comes up for sale. Finally, when they judge it worthy of being called that truly Lucky Strike tobacco, they bid on that leaf. Yes, Lucky Strike buys the kind of tobacco we think you'll want to smoke in your Lucky Strike cigarettes today. We know that no cigarette can be any better than the tobacco it contains. That in a cigarette it's the tobacco that counts. And so our buyers act this way. Again and again they select the fine, mild, light leaf - tobacco that has come to make the name Lucky Strike mean fine tobacco. And here's another set of actions that speak for themselves, and they'll speak louder than words. The men, who after all know tobacco best -- I mean the independent tobacco experts, auctioneers, buyers, and warehousemen -- attend the public tobacco auctions as they obviously see who buys what tobacco. And they can't help but see what kind of leaf is sold American. So I think it's pretty significant action on their part that among these men, Luckies - so round, so firm, so fully packed, so free and easy on the draw - have more than twice as many exclusive smokers as all other brands of cigarettes combined. Yes, these independent tobacco experts have given their stamp of approval to Luckies, two to one.

LUCKY STRIKE "TOMAS HILL E BALLROOM"
Commercial - Oct. 13, 1942 - morning (contd)

LUCKY:
(contd) out here's one action on your part that will speak louder than all words and all other actions. All you have to do is buy a pack of Luckies, tear off the little red cellophane tab, place a Lucky between your lips, light it, take that delicious puff. Yes sir, and then you'll really be convinced! You'll find that every time you light a Lucky, you'll like a Lucky, 'cause lucky strike means fine tobacco.

BLOCK: You know, friends, there's really something fascinating about taking a railroad trip. Not so many of us are traveling right now, but there's still something fascinating about seeing a long line of trains go whizzing down those steel rails headed for goodness only knows where, but going some place. And that locomotive that pulls them ... Isn't it amazing how it can pull all that weight at such high speed? A locomotive is a mighty powerful instrument. It weighs hundreds of tons itself, and it can pull many, many times its own weight if there is steam in the boilers. Without that fire letting that steam build up there would be just a dead weight unable to move - completely paralyzed. Without steam a locomotive can go no place. Isn't that just like a cigarette without fine tobacco? Just as that steam makes your steam engine travel, just so that fine tobacco in Luckies makes them go places, because in a cigarette it's the tobacco that counts, and no cigarette can be any better than the tobacco it contains. Now the buyers for Luckies know this and they're always on the alert for that true Lucky Strike leaf -- the kind of tobacco we think you'll want to smoke. Our buyers go out of their way and spare no effort to select finer, lighter, milder leaf as it comes up for sale at public auction. And it's that selection of finer leaf that has come to make the name Lucky Strike mean fine tobacco. Now if you folks out there listening to me want to make sure of getting increased smoking enjoyment why don't you try the cigarette that goes places because it's built with that fundamental ingredient: fine tobacco? Treat yourself to a pack of Luckies -- so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: Do you like sandwiches? Ever wonder why they call them sandwiches?
Quite interesting! Once upon a time - several hundred years ago -
in England, there was a man by the name of Lord Sandwich. He was
very fond of preparing himself a little delicacy at the table
whenever he dined. He'd take a couple of pieces of bread and
between the two slices he'd put some meat or cheese or fish. And of
course his guests and servants soon adopted his habit, and they named
the delicacy after him. Now there comes your twentieth century
sandwich. That's where it got its name. You order yourself a nice
tasty roast beef sandwich at your favorite lunch counter one day.
You'd be a little disappointed if you got two pieces of bread with
nothing in between. You'd be mad, too. But you know just as
important as the filling is in a good sandwich, that's how important
fine tobacco is in a cigarette, because in a cigarette it's the
tobacco that counts. And take it from me -- just another average
smoker like all you out there -- Lucky Strike means fine tobacco. Our
buyers, consistently at auctions all over the South, select the finer,
lighter, milder leaf that we think you want to smoke. Moreover,
sworn records show that among the independent tobacco experts - the
warehousemen, the buyers, and auctioneers - it's Luckies two to one.
I guess that means something to us average smokers. Guess that shows
we can always find in Lucky Strike that main ingredient - fine
tobacco - that has come to make the name Lucky Strike mean fine
tobacco. Now why don't you light up a Lucky - so round, so firm, so
fully packed, so free and easy on the draw? You'll find yourself
getting greater smoking enjoyment and increased smoking pleasure.
You'll find that Luckies will prove a life-long friend.

BLOCK: Right now I want to talk to the ladies who are listening to this broadcast. I want to rattle a little bit. We're playing old songs, and so I want to go back a little bit in time. Do you remember when you and your husband were keeping company? Remember how ... oh, just about eight o'clock he used to pop around to your house and ring the front door bell? You were busy helping mom with the dishes, had an apron around your waist, and more than likely your hair was up in curlers, and you'd be so embarrassed. He didn't seem to think anything of it though. See how he told you you were cute. Remember when he popped the question? That was a big day, wasn't it? Remember the first thing you bought for your home chest? I'll bet I can tell you what it was. It was a cook book. And if it was a cook book you were a smart girl, because you knew that the way to a man's heart is through his stomach. You were going to see that you kept him well fed, and you have kept him, haven't you? And just as you know that the way to a man's heart is through his stomach, so the makers of Luckies know that the way to a smoker's heart is through the use of fine tobacco. Tonight I'd like to ask all you cigarette smokers a little question. Wouldn't you prefer to smoke a cigarette made from finer, lighter, milder tobacco? Well, just such a cigarette is Lucky Strike. If you'll only remember that right from the very beginning the makers of Luckies, realizing that the quality of their cigarette was entirely dependent on the quality of the tobacco they bought, instructed their buyers to select the better quality tobacco, never deviating from that plan. I'm sure that when you've tried your first pack of Luckies you'll be able to add you to the ranks that include the independent tobacco experts who score Luckies two to one. Yes indeed, the heart of every Lucky Strike is fine tobacco. I guess that's why every time you light a Lucky you'll like a Lucky. So try a pack of Luckies tonight.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 15, 1942 - morning

M. Boggs
AS BROADCAST

BLOCK: Have you ever watched a stenographer taking shorthand notes? I was watching one the other day. Got to thinking about those little weird pothooks she was putting down in her book - queer little lines. She knew what she was doing, though. Soon as she got out to her typewriter, she read them back, typed them into a finished letter. You know, those shorthand notes were just a means to an end -- the end was the finished letter. The notes didn't mean anything in themselves. You know, that's like the makers of Lucky Strike when they go out of their way to spare no effort to get fine tobacco -- as a means to an end. That fine, mild, golden leaf is the means to your increased smoking pleasure. You don't have to know shorthand to know that fine tobacco makes a fine cigarette -- that no cigarette can hope to be any better than the tobacco it contains. So when we send our buyers into the tobacco country with instructions to get that truly Lucky Strike tobacco, well, we do it because we know that leaf transcribed into a Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- is the key to your greater smoking enjoyment. Friends, that's our aim -- that's our end -- fine tobacco for your satisfaction. Next time you walk into your local tobacco store, why don't you just dictate those words ... Luckies, please! And as you inhale that first puff, watch it grow into the conviction that Luckies are the smoke for you!

ATX01 0016592

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 15, 1942 - evening

Mr. Boggs
AS BROADCAST

BLOCK: Did you ever think about letters? That's right, letters of the alphabet - A B C D E and so forth. What do you think the most important letter in the English language is - the one that's used most often? I bet you think it's I! That is from how often we seem to use it sometimes - I! But, you'd be wrong. The letter E is the one that's used most often in English. Now let's do a little supposing. Supposing you were writing a letter to a friend, and you found that the E on your typewriter wouldn't work. You'd have to stop and call in the repair man. You just couldn't type an average letter without the use of the letter E. Now you know, folks, that's just how important fine tobacco is in a cigarette. You just can't get true smoking enjoyment from a cigarette that's missing that precious ingredient ... fine tobacco. You see, it stands to reason that the most important thing in a cigarette is the tobacco. That's why Lucky Strike makes sure of getting that fine tobacco. That's why our buyers go to those public tobacco auctions, and inspect the leaf so carefully as it comes up for sale. That's why they judge it, select it, put it to tests their years of experience have devised. When they come across a basket of fine Lucky Strike leaf, then they enter the bidding competition, and the chances are that it isn't long before you hear the auctioneer call ... Sold American. After you've tried your first pack of Luckies -- so round, so firm, so fully packed, so free and easy on the draw -- I bet you folks will be using the letter E more than ever because that E will stand for Excellent. Excellent tobacco in an excellent cigarette. Yes, sir, Lucky Strike is the cigarette that means fine tobacco.

ATX01 0016593

BLOCK: You know, when I was a kid, sometimes I used to go to market with my mother and I remember how she used to pick out the fruits and vegetables. When buying cantalope, you know, she'd push the bottom of it to see if it was ripe, and smell it to make sure it was nice and sweet. Tomatoes had to be red and firm. The oranges had to have that certain feel - soft enough to be juicy, but not so soft as to go bad on her. She never made a mistake, either. She'd been shopping for years and years and her judgment was pretty good. The foods that were on our table were excellent. You know, our expert shoppers at the public tobacco auctions -- which are held every year - are the buyers for the American Tobacco Company. These men inspect all the tobacco as it comes up for sale. They feel it and smell it, and put it to the tests that their years of experience has devised. When they think a basket of leaf is good enough to bear the name Lucky Strike tobacco, then they bid on it. Now, because they know that fine tobacco means fine smoking, our buyers, time after time, go after and get that truly fine leaf. That's how they make sure that each and every Lucky Strike that's offered to you on cigarette counters, is crammed with the tobacco you want to smoke. The kind of leaf that's come to make the name Lucky Strike mean fine tobacco. Now, mother was an expert in picking out the food her family was to eat. And the buyers for Lucky Strike are experts in selecting the fine tobaccos that make Lucky Strike a fine cigarette. Why don't you show your expert judgment in choosing the cigarette that's sure to afford you greater smoking pleasure? Remember, you can't go wrong when you light a Lucky.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 16, 1942 - evening

Mr. Boggs
AS BROADCAST

BLOCK: You know, there's one sport I've never tried. I've never gone Big Game Hunting. But I've thought about it often though, haven't you? Did you ever think about what a thrill it must be for Frank Buck and the other big game hunters to track down a tiger or an elephant? The tingle of getting ready for adventures, of preparing your traps, and your guns, then the excitement of the chase -- your human knowledge against the animal's instinct. Imagine tracking a lion through miles of wild jungle and at last feeling the thrill of knowing that you've got him cornered -- that he's yours! Well, you know, folks, the buyers for Lucky Strike, when they attend the public auctions down South -- they don't carry guns -- but let me tell you, they do feel that thrill -- the thrill of the chase, they're hunting for something special, and they're armed with the knowledge that a cigarette can be no better than the tobacco it contains. And therefore, to make Luckies the quality smoke, Luckies must be made of quality tobacco. So our buyers at these public tobacco auctions are hot on the trail of finer, milder, lighter leaf. They inspect that leaf as it comes up for sale, they judge it, and when they think it's worthy of being called Lucky Strike tobacco, they bid for it. And that's why Lucky Strike has come to mean fine tobacco. Now if you want a perfect specimen of a cigarette -- a cigarette designed to give you greater smoking enjoyment, why don't you try Luckies? And then you'll have the thrill of finding more smoking pleasure, because Lucky Strike means fine tobacco.

ATX01 0016595

BLOCK: A couple of nights ago, when I finished up here at the "Make Believe Ballroom", the missus and I went over to the movies. Now after the movies they had a stage show, you know. And it was excellent. One of the acts I liked so much was a ventriloquist. You know, the fellow who comes out on the stage, sits down on a chair, puts the dummy on his knee. Guess you've all seen a ventriloquist. You know, he's one of those guys who can throw his voice so that it seems to come from any place he wants it to come from. Naturally, he can make the dummy appear to be saying just what he wants him to say. But really he's doing the talking. Now, it also occurred to me to tell you that when I talk to you about Lucky Strike cigarettes and about how good they taste because they're made from that fine Lucky Strike tobacco, that this is not a ventriloquist act. The makers of Luckies put no words into my mouth. I'm just an average smoker -- just like you -- an average smoker reporting to you things that I've observed with my own eyes, ears, and sense of taste. You see, I've seen for myself the care with which the buyers for Lucky Strike at public auction select that mild, truly Lucky Strike leaf. I've tasted for myself that fine Lucky Strike tobacco in every Lucky -- so round, so firm, so fully packed, so free and easy on the draw. Yes, friends, ventriloquism may be an amazing illusion. When I talk to you about Luckies, there's no illusion involved. I'm giving you down-to-earth common sense facts - my own observations. The easiest way to prove them to yourself is to treat yourself to a pack of Luckies, and then you too, will be able to notice the difference. You will be able to enjoy that fine tobacco that has come to make the name Lucky Strike mean fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALIRUOL"
Commercial - October 17, 1942 - evening

Mr. Boggs
AS BROADCAST

BLOCK: Do you ever day dream, cum? Ever relax and build castles in the air? It's fun. You ought to try it some time. The other night after dinner I sort of relaxed, and lit up a Lucky, and watched the smoke build up into air castles -- imagined what it would be like to be the Rajah of India. That'd be something, wouldn't it? Sitting in your white marble palace, a big gold turban around your head, a star sapphire glistening in the front of it. There I was. Yeah, I had on a suit of gold cloth, gleaming diamonds and emeralds and rubies all over me. Outside the window a huge herd of white elephants. Had a few in the apartment, too. In my garage there were ten automobiles with tires enough for twenty. Boy, what a life! It's amazing what you can do in your dreams, especially daydreams. But, you know, as I sat there dreaming all these things, I looked at that Lucky I held in my hand, and you know something -- a ^{little} thought struck me! That Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw -- was one thing that just couldn't be any better even if I were the ruler of all India. You see, in any cigarette it's the tobacco that counts! And since I know for a fact that Lucky Strike means fine tobacco, that our buyers select finer, lighter, milder leaf. For each and every Lucky, there isn't a doubt in my mind that if I were the richest, most powerful guy in the whole world, Luckies would still be my smoking preference. Now, friends, that's why I think you ought to try Lucky Strike this very night. Fit for a King! Lucky Strike means fine tobacco! Yes, sirree!

ATX01 0016597

HART: Say, did you ever think^{of} what a peculiar thing a mirror is? There it is on your wall. You look into it when you knot your tie, or when you put on your hat, or when you brush your teeth. And when you want an honest reflection of how you look, you walk over to your mirror and peer into it, don't you? Now, friends, that mirror doesn't lie. It tells you the unbiased truth. It tells you when your make-up looks good and when your coat fits well. And when the makers of Lucky Strike cigarettes checked into the smoking habits of the independent tobacco experts, they were looking for an honest, unbiased reflection of the preferences of the men who know tobacco best. And because they were looking for an unbiased reflection -- one as honest as your mirror sends back to you -- only the preferences of the independent tobacco experts: those affiliated with no cigarette company --- were tabulated. Now, these experts are the men who attend these public tobacco auctions -- they're the warehousemen, the auctioneers, and buyers. And they obviously see who buys what tobacco. And they can't help but see the makers of Luckies selecting fine, light, mild leaf. And we found that among these independent experts, Luckies had more than twice as many exclusive smokers as all other brands of cigarettes combined. I guess that pretty clearly indicates that in a cigarette, it's the tobacco that counts. And Lucky Strike means fine tobacco. Why don't you light up a Lucky today, because every time you light a Lucky you'll find you'll like a Lucky!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 19, 1942 - evening

Mr. Boggs
AS BROADCAST

HART: Did you know that nowadays they give an intelligence test to all men entering our Armed Forces? Well, they do. And they're of the type that you probably took when you went to school. Now if you've ever seen one you know that the object is not to find out if you have any specialized knowledge -- if you've been to college; if you have a lot of social poise; or whether you can solve a very difficult problem and get the correct answer. No sir! Oh, true there are questions in arithmetic, and vocabulary, and history, and geography, and even some current events, but what that intelligence test wants to find out about you is mainly if you are prepared to face a problem squarely and go about solving it intelligently for yourself. That intelligence test wants to find out how good you are on the common sense angle -- how good you are in getting to the heart of things, and then making the intelligent decision. Now, folks, here's an example of common sense intelligence. See if you don't agree. You see, the folks who make Lucky Strikes realize that no cigarette can be any better than the tobacco from which it's made. So it's just an ordinary, every-day intelligent thing that to give you smokers a fine smoke, they've got to give you fine tobacco. And that's why their keen tobacco buyers attend the public tobacco auctions, and after careful inspection selecting that fine Lucky Strike leaf that they think you'll want to smoke for your Luckies. Now, friends, don't you think that since in a cigarette it's the tobacco that counts, and since Lucky Strike means fine tobacco, that it's just the intelligent thing to do to smoke Luckies? Now why don't you try a pack tonight and notice the difference?

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HART: Say, isn't there something fascinating about taking a railroad trip? Not so many of us are traveling right now, but there's still something fascinating about seeing a long line of trains go whizzing down those steel rails headed for goodness knows where, but headed for some place. Isn't it wonderful about that steam locomotive ... I mean how it can pull all that weight at such high speed? A locomotive is a mighty powerful instrument -- weighs hundreds of tons itself and can pull many times its own weight, if there is steam in the boiler. Of course, without the fire letting that steam escape, why it would be just dead weight unable to move ... completely paralyzed. Without steam a locomotive can go no place. Isn't that just like a cigarette without fine tobacco? Just as the steam makes your steam engine travel, just so that fine tobacco in Luckies makes them go places, because in a cigarette it's the tobacco that counts, and no cigarette can hope to be any better than the tobacco it contains. Now the buyers for Lucky Strike, knowing this, are always on the alert for that truly Lucky Strike leaf -- the kind of leaf we think you'll want to smoke. Our buyers go out of their way, spare no effort to select the finer, lighter, milder leaf as it comes up for sale at public auction. And it's that selection of finer leaf that's come to make the name Lucky Strike mean fine tobacco. Now if you folks out there listening to me want to make sure of getting increased smoking enjoyment, why don't you try the cigarette that goes places because it's stocked with that fundamental ingredient: fine tobacco? Just treat yourself to a pack of Luckies -- so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: But now, for just a minute, if I may, I'd like to talk to some of the business men who are listening to me. Let's do a little assuming -- let's say that you're a factory salesman. You've just sold a prospective buyer a shipment of your factory's products. You've just got a very big contract. You're a pretty lucky guy, aren't you? Got home last night, and told your wife all about how you had bearded the old lion right there in his own office. Yes sir, and you came in with the order. Maybe you took the wife out for a big time -- went out for dinner and a show. And that night you tell her she can have that new coat she's been talking about for the past two months. Later on, when you're emptying your pockets, before going to bed, you take out your wallet, and your watch, and that good old rabbit's foot, and say ... "Good old rabbit's foot. You sure worked hard today, didn't you?" You know, it wasn't the rabbit's foot that got you that contract. It was because you delivered the goods! You had what that prospective buyer wanted. He was an expert in his field -- he knew what he wanted. When I tell you folks that with independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, we've no rabbit's foot or lucky horseshoe to thank for it. No sir. We just deliver the goods! These independent experts -- the warehousemen, the auctioneers, and buyers -- attend the public tobacco auctions all over the South. And they can't help but see our buyers going after that truly Lucky Strike leaf. So it's really not surprising at all that these independent experts prefer Luckies two to one. You see, friends, Lucky Strike delivers the goods that experts and average smokers alike want, and that's fine tobacco to make a fine smoke. Why don't you walk into your local tobacco store and place your order for a pack of Luckies? You'll find that you'll be renewing your contract for the cigarette that means fine tobacco, every time you buy a cigarette. Yes sir, when you light a Lucky, you'll like a Lucky!

BLOCK: Ladies, I want to see how good your memory is. Remember when you and your husband were keeping company? Remember how sharp - eight o'clock - he used to pop around to the house, ring the front doorbell. Maybe you were busy helping Mom with the dishes, you had an apron around your waist, more than likely your hair was up in curlers. And you'd be all embarrassed when you went to the door. He didn't think anything of it, though. Even told you you were cute, didn't he? Remember when he popped the question? That was a big day. Remember the first thing you bought for your hope chest? Bet I can tell you what it was. It was a cook book. Thought so! Well, if it was a cook book, you were a smart girl because you knew the way to a man's heart was through his stomach. You were going to see that you kept him well-fed. You have kept him, haven't you? Just as you know the way to a man's heart is through his stomach, so the makers of Lucky Strike cigarettes know that the way to a smoker's heart is through the use of fine tobacco. Tonight -- rather today -- I'd like to ask all you cigarette smokers a little question. Wouldn't you prefer to smoke a cigarette made from finer, lighter, milder tobacco? Well, just such a cigarette is Lucky Strike. If you'll all remember that right from the very beginning the makers of Luckies realizing that the quality of their cigarette was entirely dependent on the quality of the tobacco they bought -- instructed their buyers to select the better quality tobacco, never deviating from that plan, I'm sure that when you've tried your first pack of Luckies, we'll be able to add you to the ranks that include the independent tobacco experts who smoke Luckies two to one. Yes, indeed the heart of every Lucky Strike is fine tobacco. And that's why every time you light a Lucky you'll like a Lucky. Try a pack of Luckies today!

BLOCK: Do you go shopping very often? Do you get all tired out when you do go shopping? I know I do. You get home, your feet ache. You've been running all around town going from one store to another to get just what you want. Maybe you have to have a new hat ... it had to be just the right shade to match that new coat. Maybe it was a new tie, or a pipe, or a birthday present for some one. I don't know what you were buying. How do you expect me to know? After all, I can't go along with you. We'll just admit that you were shopping and you're all tired out. It took a lot of time to try and find just what you wanted, marching from store to store, picking and selecting until you finally got the thing that exactly answered your needs, and then you were satisfied. You may be tired. You may have spent a little more than you intended, but you've really bought something super special. You know, folks, the buyers for your Lucky Strike cigarettes go shopping, too, only instead of going around to the specialty shops and department stores, they shop at the public tobacco auctions. They look over the tobacco leaf as it comes up for sale. Inspect it. If it comes up to the mark of truly Lucky Strike leaf that's made the name Lucky Strike mean fine tobacco, they bid on it. Now maybe you folks have been cigarette shopping for the past few years. I don't know. Shopping for a cigarette that will match your smoking needs. You know, there's only one way to judge a cigarette and that's by the tobacco it contains. Since Lucky Strike actually means fine tobacco why not stop shopping around? Let our buyers shop that extra fine leaf for you. All you have to do is make it a standing order at your favorite cigarette counter for Luckies. And then just sit back and watch your smoking pleasure grow and grow.

BLOCK: Have you ever stopped to think about what is the most important letter in the English language -- the one that's used most often? I bet you think it's "I". Maybe that's how it seems -- so many people use it so often. But you'd be wrong. It's a fact that the letter "E" is the one that's used most often in English. Now, let's just do a little supposing. Suppose you know if you were writing a letter to a friend on a typewriter and you found that the "E" on your typewriter wouldn't work. You'd have to stop and call in the repair man. You just couldn't type an average letter without the use of the letter "E". You know, folks, that's how important fine tobacco is in a fine cigarette. You just can't get real true smoking enjoyment from a cigarette that's missing that precious ingredient: fine tobacco. You see, it stands to reason that the most important thing in a cigarette is the tobacco it contains and that's why -- well, that's why Lucky Strike makes sure of getting fine tobacco. That's why our buyers attend public tobacco auctions -- inspect the leaf so carefully as it comes up for sale. That's why they judge it, select it, put it to tests their years of experience have devised. And when they come across a basket of fine truly Lucky Strike leaf, then they enter the bidding competition, and chances are it isn't long before the auctioneer calls Sold American. Now, after you've tried your first pack of Luckies -- so round, so firm, so fully packed, so free and easy on the draw, bet you folks will be using the letter "E" more than ever. 'Cause that "E" will stand for excellence: excellent tobacco in an excellent cigarette. That makes Lucky Strike truly the cigarette that means fine tobacco.

BLOCK: Well, a couple of nights ago the missus and I were out to dinner. At the restaurant, walking, you know, from table to table making sketches of the diners as they ate, was one of those artists all dressed up in a blue smock with long sleeves and a beret on his head -- wandered around the room with his drawing board, and just as we were drinking our coffee and lighting up a lucky -- a perfect finish to a perfect meal -- the artist came over to the table and wanted to draw a sketch of the missus. I watched him for a while, marveling at how he caught the resemblance. He got the very essence of the personality he was sketching. Didn't miss a thing. As I watched him my glance wandered to that Lucky Strike I held in my hand, I began to think ... here was an art, too, an art which captured the very essence of the fine tobacco for which Lucky Strike is justly famous. How can we be sure that each and every Lucky we smoke today captures it? Well, I'll tell you: we rely on the keen judgment of our tobacco buyers who attend the public tobacco auctions all over the tobacco country -- watching, inspecting, handling the leaf. And finally, if the tobacco comes up to Lucky Strike specifications, buying it -- selecting that true Lucky Strike tobacco. That's how you and I, as just average smokers, can be sure that every Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw -- not only captures but is the very essence of that fine tobacco from which it's made. Now, you know, when I got that pencil sketch of Mrs. B. home I had it framed. That's how much I liked it. And after you've tried your first pack of Luckies I bet you're going to frame this mental notation in your mind for future reference: Lucky Strike means fine tobacco. Every time you light a lucky you'll like a lucky! So why don't you start enjoying Luckies this very night?

BLOCK: You know, I've tried my hands at various sports -- football, baseball, skating -- yeah, lots of different sports -- golf, particularly. Oh, the golf clubs I've broken, the balls I've lost. There's one sport I never tried and that's big game hunting. Thought about it lots of times, though. It must be a real thrill to get out there and track down a tiger, an elephant, and see a lion ... brrrrrrr bing! You've got him. There's real excitement there... yes sir, your human craft against the animal's instinct. Just imagine tracking a lion through miles of wild jungle, and at least the thrill of knowing you've got him cornered and he's yours. Well, you know, the buyers for Lucky Strike when they attend the public auctions down South they have no guns or traps. But they feel that thrill of the chase, too. They're hunting for something special. They're armed with the knowledge that a cigarette can be no better than the tobacco it contains, and therefore, to make Luckies a quality smoke, Luckies must contain quality tobacco. So our buyers at these public tobacco auctions are hot on the trail of finer, milder, lighter leaf. They inspect that tobacco as it comes up for sale. They judge it. When they think it's worthy to be called Lucky Strike tobacco, they bid for it. And that's why Lucky Strike has come to mean fine tobacco. Now, if you want a perfect specimen of a cigarette -- a cigarette designed to give you greater smoking enjoyment, just try Luckies. You'll have the thrill of finding more smoking pleasure because Lucky Strike means fine tobacco.

BLOCK: There are lots of parades around town these days. You know, the other day I saw one going up Park Avenue with an Army Band and all the soldiers parading. Leading a long column of men was the standard bearer carrying the regimental colors and guarded by two soldiers -- one on each side. That standard bearer knew better than anyone else that everybody was watching him. You could tell it by the way he walked. So firmly, and proudly. His dignity had to live up to the flag. Well, you know, folks, each and every pack of Lucky Strikes coming to you across tobacco counters all over the country is the standard bearer for Lucky Strike. They carry with them the Lucky Strike reputation for fine tobacco. And each and every Lucky you smoke has to live up to that reputation, just as the standard bearer in a parade must live up to the flag in his every movement. Just so each Lucky Strike must live up to our high standard for finer leaf -- making a finer smoke for you. In every parade you notice there's a color guard to protect that flag. Well, just so that fine tobacco in Luckies -- our banner for your smoking enjoyment -- is guarded by making each Lucky so round, so firm, so fully packed, so free and easy on the draw, that they can't help but bring you complete satisfaction. And that's how we can be sure that you'll get the maximum pleasure out of that fine Lucky Strike tobacco we select for your Lucky Strike cigarettes today. So why don't you join the parade of satisfied smokers who've found that to light a Lucky is to like a Lucky? You really can't go wrong when you ask for a Lucky Strike .. pledged of finer tobacco for a finer cigarette for you.

ELOCK: Do you ever do any day dreaming? It's lots of fun. It's even better than night dreaming. You go to bed at night ... I get on my back and I start dreaming -- usually it turns out to be a nightmare. I can't control my dreams at night, but day dreams are something else again. You have a little control over day dreams. You can put yourself into any situation you would like to be in. You can imagine that you're anyone you'd like to be. I know once in a while I like to indulge in day dreaming, particularly after a good dinner ... sit back in a comfortable chair, and light a cigarette, watch the smoke build up in the air -- into air castles, you know. Well, it was just the other night I was thinking what it would be like to be a Rajah of India, what it would be like to be a king. And watching that smoke wind up towards the ceiling, forming those castles in the air, I could just picture myself seated in that white marble palace with a big turban around my head, a star sapphire fastening the front of it. Oh, I was day dreaming all right. I had on a suit of gold cloth, it was all encrusted with gleaming diamonds, and emeralds, and rubies. Outside the window was a herd of white elephants, in the garage were ten automobiles with enough tires for twenty. If I hadn't had the tires they'd have been white elephants, too. What a life that was, hmm hmm! But you know, as I was thinking about all those things something else occurred to me. If I were a king, if I were a rajah of India it would have been impossible for me to have enjoyed a finer cigarette than I was enjoying at that very moment. That's interesting. Yes, sir, Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw -- was one thing that just couldn't be any better even in my day dreams, because, you see, folks, in a cigarette it's the tobacco that counts. And since I know for a fact that

LUCKY STRIKE "MAKE BELIEVE BALLERON"
Commercial - October 24, 1942 - morning (contd)

AS BROADCAST

Lucky Strike means fine tobacco, that our buyers select finer, lighter, milder leaf for each and every Lucky, there isn't any doubt in my mind that if I were the richest, most powerful man in the world, Luckies would still be my smoking preference. Now that's why I think you ought to try Luckies today. Fit for a king, Lucky Strike means fine tobacco.

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BLOCK: Say, did you get over to see the rodeo -- over at Madison Square Gardens? Boy, I went over to see it. Was it fun -- cucking broncos, trick riding, lassoing -- all those tricks and everything. Oh, don't misunderstand me. I was only watching. I learned long ago that I should only watch those things but when I was a kid I used to practice those lasso tricks with a piece of wash line for a rope, you know. I didn't get very far, though, because I remember the first time I tried it, I lassoed my mother's pet lamp. We couldn't find the lamp after that. You couldn't find me, either, as far as that's concerned. I had disappeared back of the woodshed. You have to be pretty expert to get your line around what you're aiming for... have to know your stuff. You know, the buyers for Lucky Strike have to know their stuff, too ... yes, sir, if they want to get that fine Lucky Strike leaf that gives you such a perfect smoke! And they've been practicing for years just as those cowboys practiced for years. So when they go down South to the tobacco auctions they can look over the leaf when it comes up for sale, and judge it, and put it to their own test ... when they think a basket comes up to Lucky Strike standards -- well, they enter the bidding. Now, our buyers open that finer, milder better tasting leaf that we think you'll want to smoke. The independent tobacco experts -- the auctioneers, the buyers, and warehousemen attend these auctions, and they can't help but see what's going on. Consequently, they can't help but see what tobacco is sold American, and thus these independent experts according to sworn records smoke Luckies two to one. Why don't you take a tip from them? Lasso yourself a solid wedge of increased smoking enjoyment by asking for Luckies next time. You'll find you can't miss when you smoke the cigarette that means fine tobacco; 'cause to light a Lucky is to like a Lucky.

BLOCK: Friends, do you know that nowadays they give an intelligence test to all the men entering our Armed Forces? Well, they do, and they're the same type you probably took when you went to school. If you've ever seen one, you know that the object is not to find out if you have any specialized knowledge -- if you've been to college, have a lot of social poise, or whether you can solve a very difficult problem and get the correct answer. No sir. It's true there are questions in arithmetic, and vocabulary, and history, and geography, and even some current events. But what that intelligence test wants to find out about you is mainly if you're prepared to face a problem squarely and go about solving it intelligently for yourself. That intelligence test wants to find out how good you are on the common sense angle -- how good you are in getting to the heart of the thing and then making the intelligent decision. Now, here's an example of common sense intelligence. See if you don't agree. The folks who make Lucky Strikes realize that no cigarette can be any better than the tobacco from which it's made, and so it's just an ordinary every day intelligent thing that to give you smokers a fine smoke, we have to get you fine tobacco. And that's why our keen buyers attend the public tobacco auctions, and after carefully inspecting, selecting that fine Lucky Strike leaf that they think you'll want to smoke in your Luckies. Now, friends, don't you think that since in a cigarette it's the tobacco that counts, and since Lucky Strike means fine tobacco, that it's just the intelligent thing to do to smoke Luckies? Why don't you try a pack today and notice the difference?

BLOCK: You know, folks, the other day I had a good laugh. A friend of mine who is a dog lover happened to come into my office to see me for a while. The girl came in to tell me he was there and a door opened as I went out ... and you know what happened? Before I could even get a glimpse of friend Bill a great, big, gangly great dane jumped in on me. You'll have to admit, when you expect to see an old friend and you stand with your hand extended, it's a bit of a shock to see a great dane dog come bounding into the room, and lops over to you, and rear on his hind legs and put his front paws on your shoulders and give you one of those big, fat, wet joy kisses. Snooksy was her name. That's what Bill told me. Snooksy. She wasn't full grown yet, but she stood nearly six feet on her hind legs. You thought I was going to say in her stocking feet, didn't you? No, she doesn't wear stockings. She had a pedigree that showed she was really a blue blooded dog -- every bit of her. You know what a dog pedigree means. It tells you a dog's line of descendants, and because you can trace its heritage, because you know its background, you can just assume that you have a pretty good hunk of dog there -- a pure breed. It's a recommendation that pedigree, because it shows that the dog comes from good stock. You know, each and every Lucky Strike cigarette you smoke has a pedigree, too. That pedigree means that Luckies from the very time they came out on the market in 1917 -- twenty-five years ago -- they've had a long line of descent from fine tobacco. That's the ancestor of your Luckies, that's the start from which they come -- fine tobacco. You see, we folks who make Lucky Strike cigarettes realize that no cigarette can hope to be any better than the tobacco from which it's made. That's why we make sure to select finer, lighter leaf for your Luckies -- true Lucky Strike tobacco that we think you'll want to smoke. That's our pedigree. And knowing that each and every Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- has a background of fine tobacco is pretty safe to assume. Don't you think you'll like Luckies, too? Buy a pack tonight. And remember, every time you light a Lucky you'll like a Lucky because Lucky Strikes are made from fine tobacco.

BLOCK: I wonder if I have any salesmen listening to the program now. Well, if I have or if I haven't, let's assume that you're a salesman working for a big factory. You just sold a prospective buyer a shipment of your factory's products. You got a big contract. You're pretty lucky. You ought to go home tonight and tell your wife how you walked in and bearded the old lion right there in his own office, how you walked out with that contract. And maybe you're going to take your wife out to dinner and a show. Maybe you're going to tell her she can have that new coat she's been talking about for the past two months. Yes, a little later on when you're emptying your pockets before going to bed and you take out your wallet, and your watch, and the good old rabbit's foot, and you say, "Good old rabbit's foot. You sure worked hard today." You men, if you're a salesman, you'd know it wasn't the rabbit's foot that got you that contract. It was because you were ready to deliver the goods. You have what the prospective buyer wanted. He knew what he wanted, too. He was an expert in his field. Now when I tell you folks that with independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined we've no rabbit's foot or lucky horse show to thank for it. We just deliver the goods. These independent experts, warehousemen, auctioneers, and buyers attend the public tobacco auctions all over the south. They can't help but see our buyers going after that truly Lucky Strike leaf. So it's no surprise at all that these men -- these independent experts -- prefer Luckies two to one. You see, friends, Lucky Strike delivers the goods that experts and average smokers alike want. And that's fine tobacco to make a fine smoke. Now, why don't you walk into your local tobacco store and put down your order for a pack of Luckies? You'll find that you'll be renewing your contract for the cigarette that means fine tobacco every time you buy cigarettes. Yes sir, when you light a Lucky you'll like a Lucky.

BLOCK: Well, a few nights ago we went to the Ballet that's being given up there at the Metropolitan Opera House. What an old building it is. How full of glamour. You know, if you get a chance you really -- you really ought to go to see the Ballet. When I was a kid I used to think the Ballet was sissy stuff -- just a bunch of girls floating around the stage in short, white, fluffy dresses. You know, the Ballet is a lot more than that. It's really an art, a science, based on a real tradition. Those steps the dancers are doing aren't just invented on the spur of the moment. They're old! And no matter whether the dancer was renowned Nijinski or famous Pavlova, or just a little beginner ballet dancer, they all have to learn the same basic steps. Did you ever see pictures of ballet dancers training on one of those long bars that run around a room lined with mirrors? Now those steps they learn in the ballet room are basic to the finished dance. You can see right now at the Metropolitan. Now, the basic steps that we folks who make your Luckies had to learn before we could give you a cigarette that would bring you increased smoking pleasure -- that we had to get a fine, light, mild tobacco. Quality leaf makes a quality smoke. And that's why our buyers after looking over and judging the tobacco as it comes up for sale at public auction, select the truly Lucky Strike leaf, that has actually come to make the name Lucky Strike mean fine tobacco. Now, after the ballet dancers are skilled in their basic steps -- after they've learned the routine of the dance, they're beautifully costumed, the finishing touches of setting and music are added. And likewise, after we're sure that the basis of every Lucky Strike is that strong foundation of fine tobacco, we make Luckies -- so round, so firm, so fully packed, so free and easy on the draw -- that with such a setting you can't miss any of that fine leaf that guarantees you a fine smoke. Why don't you just try the cigarette whose makers know that the basic step in any cigarette is fine tobacco. Try Luckies tonight.

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - October 28, 1942 - morning

Bill Roggen
AS BROADCAST

BLOCK: I guess you ladies spend quite a bit of time shopping, don't you? You come home all tired out. Your feet ache. You've been walking from store to store to get just what you wanted. Maybe it was a purple hat you were looking for just the right shade to match that new coat you got, or maybe you gentlemen wanted a new tie or a pipe, or you wanted to buy a birthday present for someone. So you go from store to store choosing and selecting until you find the thing that exactly answers your need, and then you're satisfied. You may be tired. You may have spent a little more than you intended. But you've really bought something super-special. Now you know, the buyers for your Lucky Strike cigarettes go shopping, too. Only instead of going around to the specialty shops and department stores they shop at public tobacco auctions. They look over the tobacco leaf as it comes up for sale. They inspect it. If it comes up to the mark of truly Lucky Strike leaf, which has made the name Lucky Strike mean fine tobacco, they bid on it. Now maybe you folks have been cigarette shopping for the past few years yourself -- shopping for a cigarette that will match your smoking needs. You know, there's only one way to judge a cigarette, and that's by the tobacco it contains. Since Lucky Strike actually means fine tobacco, there's no need to shop around any longer. Let our buyers shop that extra fine leaf for you. All you have to do is make it a standing order at your favorite cigarette counter for Luckies. Then just sit back and watch your smoking pleasure grow and grow.

ATX01 0016615

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 28, 1942 - evening

Mr. Boggs
AS BROADCAST

BLOCK: You know, when I was a kid I was a holy terror. Honest, I was! You'd never think it to look at me now. One of those wise guys -- always asking a question that nobody wanted me to ask. When my aunt and her new boyfriend came visiting I asked them when they were going to get married. Right just like that ... Hey, when are you going to get married, Aunt Leddy? When our new, very young, and very flustered grade school teacher got safely through her first arithmetic lesson, and was just breathing a sigh of relief, I raised my hand and asked the question that she wasn't prepared to answer. And we used to go to the movies and see those thriller serials -- you know the ones that are always to be concluded next week. I always asked how the heroine could possibly be snatched from under the feet of those stampeding buffalo, or from the on-coming train, or rescued from the precipice by the daring hero. Yeah, I was even the little kid who, at the age of four, wanted to know why Santa Claus looked just like my father. From then on, of course, I didn't believe in Santa Claus anymore. I was a real little toughy from Missouri. I had to be convinced or I was just a doubting Thomas. You know, that's the kind of man the American Tobacco Company, the folks who make Luckies, got a hold of -- just an average smoker but a doubting Thomas. So I was given free rein to look into the records, visit the public tobacco auctions, as just an average smoker, and then come back and report to you. And believe me, folks, here's the man from Missouri who is really convinced that Lucky Strike means fine tobacco and therefore increased smoking pleasure. Why, I've seen Lucky Strike buyers inspecting, judging and finally selecting the leaf they think they want to smoke in Luckies. They think that you'll want to smoke that tobacco right across the nation -- it's the tobacco that comes up to Lucky Strike standards. You see,

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from the very beginning Lucky Strike has realized that no cigarette can possibly be any better than the tobacco it contains. And that's why our buyers go out of their way and spare no effort to get finer, milder, ripper leaf. Now that's straight and clear thinking. I know it convinced me, and if you still have any doubts that Luckies are the cigarette that will bring you greater smoking enjoyment, you just try a pack of Luckies tonight -- so round, so firm, so fully packed, so free and easy on the draw. You'll find that every time you light a Lucky you'll like a Lucky.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 29, 1942 - morning

AS BROADCAST

BLOCK: You know, a couple of nights ago the missus and I went out to dinner. At the restaurant walking from table to table making sketches of the diners as they ate was an artist. He was all dressed up -- a red beret on his head. He wandered around the room with his drawing board, and just as we were finishing our dinner, lighting up a Lucky, the artist came over to the table and started to sketch the missus. And I watched him for a while, marveling at how he caught the resemblance. He got the very essence of the personality he was sketching. Didn't miss a thing. As I watched him, my glance sort of wandered down to that Lucky Strike I held in my hand, and I began to think here was an art, too ... an art which catches the very essence of the fine tobacco for which Lucky Strikes are famous. And how can we be sure that each and every Lucky we smoke captures that very essence? Well, we rely on the keen judgment of our tobacco buyers who attend the public tobacco auctions all over the tobacco country, watching, inspecting, handling the leaf, and finally if the leaf comes up to Lucky Strike's specifications, selecting that true Lucky Strike tobacco. That's how you and I, as just average smokers, can be sure that every Lucky Strike, so round, so firm, so fully packed, so free and easy on the draw, not only captures but is the very essence of that fine tobacco from which it's made. And you know, when I got that pencil sketch of Mrs. Block home, I had it framed. That's how much I liked it. And after you've tried your first pack of Luckies, I wager you'll frame this mental notation in your mind for future reference ... Lucky Strike means fine tobacco. And every time you light a Lucky, you'll like a Lucky. Why don't you start in enjoying Luckies today?

ATK01 0016618

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - October 29, 1942 - evening

AS BROADCAST

BLOCK: You know, last week the Missus and I went over to Radio City Music Hall, and it was really a swell show. You know what I really liked best though? The Rockettes doing their stuff. There were thirty-six of them out there on the stage. I counted them. Rhythm, and brilliant costumes. I guess everybody who sees them thinks they're just about tops in dancing choruses. And they are! Now, don't you think it's amazing how they never miss a step, and how they all look so much alike in their costumes as you watch them from your seat? Each one does the same step at exactly the same time. That's what gives them such precision movement -- like clock work. They look as much alike as peas in a pod, which reminds me... right here in my hand I have a package of Lucky Strike cigarettes. Now I'm going to pull that little red cellophane tab, and ...(PAUSE)... tear the paper wrapper at one end of the package. Now you can see the cigarettes inside ... it's three, six, nine, ten. And the other ten are still covered by the gray paper. Now you take out the first cigarette, the third cigarette, and the seventh cigarette. Look at those three Luckies -- so round, so firm, so fully packed, so free and easy on the draw ... they're all alike, just as alike as those Rockettes up there on the stage and right in step to give you greater smoking pleasure. Now if I were to shuffle those cigarettes I couldn't tell one Lucky Strike from another. They're uniformly good. The Rockettes need rhythm, and balance, and costumes, and grace to give you that good dancing. What is it that makes each and every Lucky Strike you smoke today uniformly good? Well, it's based on one main thing and that's fine tobacco. That's why our buyers take such care when they inspect the tobacco leaf as it comes up for sale at public auctions. That's why they handle it, and test it, and if they think it's up to Lucky Strike standards they select it for your Lucky Strike cigarettes. They know it takes quality tobacco to make a quality smoke. Friends, your favorite tobacco store is ready to supply you with a pack of uniformly fine Luckies this very night. Yes sir, every time you light a Lucky you like a Lucky because Lucky Strike means fine tobacco.

ATX01 0016619

BLOCK: There've been lots of parades around town these days. Seen any of them recently? I did. I saw one of them going up Park Avenue not so long ago. Leading a long column of men was the standard bearer, carrying his regimental colors -- a soldier on either side. You know, you could almost tell that that standard bearer knew that everybody was watching him. He stepped along firmly and proudly. His dignity had to live up to the flag. And you know, each and every pack of Lucky Strikes coming to you across tobacco counters all over the country is the standard bearer for Lucky Strike. They're carrying with them the Lucky Strike reputation for fine tobacco ... each and every Lucky you light must live up to that reputation. Just as the standard bearer in the parade must live up to his flag in his every movement, just so each Lucky Strike must live up to our high standard of finer leaf, making a finer smoke for you. And in every parade you notice there's a color guard to protect that flag. Well, just so that fine tobacco in Luckies, our banner for your smoking enjoyment, is guarded by making each Lucky so round, so firm, so fully packed, so free and easy on the draw, that it can't help but bring you complete satisfaction. That's how we can be sure that you'll get the maximum pleasure out of that fine Lucky Strike leaf we select for your Lucky Strike cigarettes. Why don't you join the parade of satisfied smokers who have found that to light a Lucky means to like a Lucky? You really can't go wrong when you ask for Lucky Strike, pledged to finer tobacco for a finer cigarette.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 30, 1942 - evening

Mr. Boggs
AS BROADCAST

BLOCK: Say, you want to be sure those men in our Armed Forces overseas have a little bit of Christmas cheer this year? Want to make sure they get that gift you send them by the twenty-fifth of December? Well, this is just by way of a last minute reminder that November 1st is the deadline the Army Postal Service has set for Christmas packages to be sent overseas to men in the Armed Service. Certain directions for packaging have also been given out. No package should weigh more than eleven pounds, nor should it be bigger than eighteen inches in length or forty-two inches in length and girth combined. The gifts should be boxed in a shoe box container and securely wrapped. Now you know, folks, all remembrances will be welcomed by those men in the outlying points of the world, but I'd like to suggest a gift that's bound to please, and that's a carton of better than over Luckies in that box you're fitting out for your Army or Navy or Marine friend. Because Lucky Strikes are actually made from finer, lighter, milder leaf than our buyers select at public auction. Lucky Strike actually means fine tobacco and fine tobacco means a fine smoke. Yes, friends, one way you can send your friends overseas a moment of relaxation and a true smoking enjoyment is to send them some Luckies -- so round, so firm, so fully packed, so free and easy on the draw. You can be sure that every time they light a Lucky they'll like a Lucky. Here's one Christmas gift that will make them say and moan it, too ... Just what I wanted ... some good old American Luckies.

ATX01 0016621

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - October 31, 1942 - morning

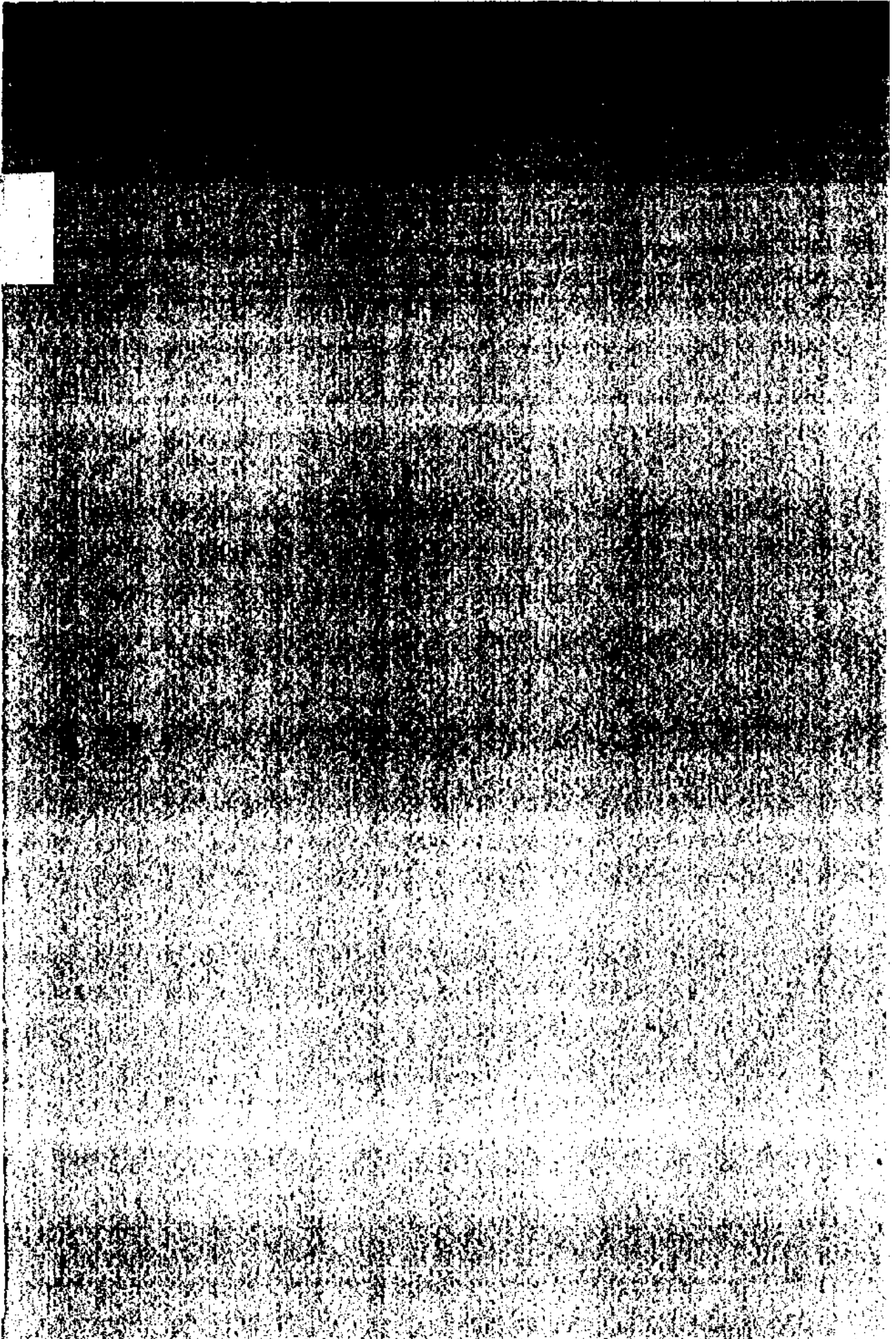
Mr. [unclear]
AS BROADCAST

BLOCK: Say friends, did you get over to see the rodeo at Madison Square Garden? I did, and man, was it fun! Those bucking broncos, the trick riding -- wow! Sure was glad I was seated comfortably up in the stands and not on one of those wild animals. And those tricks that they do with the rope -- man, they were really something. You know, when I was a kid I used to practice those lasso tricks with a piece of washline rope. But I never got very far -- always got into trouble. Never forget the day I lassoed my mother's pet lamp. Wasn't what I was aiming for ... (whistle) ... boy, did I eat off the mantle piece for a week! You have to be pretty expert to get your line around what you're aiming for -- have to know your stuff. You know, the buyers for Lucky Strike have to know their stuff, too, in order to get that fine Lucky Strike leaf that gives you such a perfect smoke. They've practiced for years just as those cowboys have practiced for years. So when they go down South to the tobacco auctions they can look over the leaf as it comes up for sale -- they can judge it and put it to their own tests, and if they think a basket comes up to Lucky Strike standards, they enter the bidding. That's how our buyers obtain that finer, milder, better tasting leaf that we think you want to smoke. And the independent tobacco experts -- I mean, you know, the auctioneers, buyers, and warehousemen who attend these auctions. Well, they can't help but see what's going on in the arena of that great warehouse -- can't help but see what tobacco is sold American. If those independent experts, according to sworn records smoke L^uckies two to one -- why not take a tip from them. Just lasso yourself a solid wedge of increased smoking enjoyment by ordering a pack of L^uckies the next time you buy cigarettes. You'll find that you can't miss when you smoke the cigarette that means fine tobacco. Yes sir, to light a Lucky is to like a Lucky.

ATX01 0016622

BLOCK: Well, today is Saturday. What's more, it's Saturday the thirty-first. Know what that means? I'm sure you do. No, I don't mean Halloween. The day was pay day. Yes sir, today is pay day for a lot of people. You know the thrill of getting that little white envelope with a slip of colored paper in it that means you've earned so many dollars this week? Did you ever stop to think that that little colored paycheck -- did you ever stop to think about what it means? It means that your boss promises to pay you your salary in cash when you present that check at the bank. That's how you can turn that promise into dollars and cents. Now, if you didn't think that he could make good that promise why you wouldn't go on working all week for just a piece of paper with his signature on it that couldn't buy your family food and clothing. How do I know he can pay, you say to yourself. Well, the answer is ... he's always paid before and that's a good sign. After all, just look at the foundation of his business. It's pretty solid. So you have faith you can cash your check. You know, friends, the makers of Lucky Strike cigarettes make a promise, too. Lucky Strike promises you smoking pleasure with each and every Lucky you light. I know you wouldn't accept somebody's check without thinking it over. So it's only fair that you think over our promise. We always made good that promise in the past. Well, records speak for themselves. And sworn statements show that among the independent tobacco experts Lucky Strike has more than twice as many exclusive smokers as all other brands of cigarettes combined. I guess that shows that Lucky Strike does pay out in smoking enjoyment. And look at the foundation of every Lucky -- so round, so firm, so fully packed, so free and easy on the draw. It's fine tobacco. Our buyers make sure that Lucky Strike gets fine, light, mild, ripe leaf -- quality leaf that makes a quality smoke. Since in a cigarette it's the tobacco that counts and since Lucky Strike has such a firm foundation in fine tobacco, I guess it just stands to reason that Lucky Strike will be able to make good its claim that every time you light a Lucky you'll like a Lucky. That's why I'd like all you folks to start cashing in on what we have to offer tonight ... fine tobacco making a fine cigarette. Just try a pack of Luckies!

NOVEMBER



BLOCK: Well, I really had a good laugh the other day. The telephone operator here at the station called to say there was a friend of mine outside to see me. And I said send him up. My door was closed, and I got up and opened the door to go out and greet him, and instead of my friend what jumped all over me but a great big Great Dane dog. Jumped up on my shoulder, licked my face ..(laughs).. quite a shock, you know. You expect to see a friend of yours when you open the door, and something that should have had a saddle on its back jumps up and kisses you right on the kisser. Snooksie was the dog's name. Wasn't full-grown yet. Stood nearly six foot on her hind legs. It was a pedigreed dog, too. You know what a pedigree means. It tells you a dog's line of descendants. Through that pedigree you can trace the dog's heritage. You know its background. A pure bred dog will always have a pedigree. It's a recommendation -- that pedigree -- because it shows that the dog comes from good stock. Now you know each and every Lucky Strike you smoke has a pedigree, too. That pedigree means that Lucky Strike from the very time it first came on the market in 1917 -- that was twenty-five years ago -- had a long line of descent from fine tobacco. That's the ancestor of your Luckies ... fine tobacco. You see, we folks who make Lucky Strikes realize that no cigarette can be any better than the tobacco from which it's made. So we make sure to select finer, lighter leaf for your Luckies -- truly Lucky Strike leaf that we think you'll want to smoke. That's our pedigree, and knowing that each and every Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- has a background of fine tobacco, it's pretty safe to assume that you'll like Luckies. Why don't you buy a pack today and remember, every time you light a Lucky you'll like a Lucky because Lucky Strikes are made from fine tobacco.

BLOCK: You know, when I was a kid I guess I was pretty lucky. Every vacation I had I used to go out to an aunt's farm. I think I've told you about it before. In the summer we'd go swimming and berrying and watch the corn grow tall and ripe. In the winter, well, we'd go up there and go out in the fields hunting, and skate on the pond. I used to remember watching my uncle and the hired man cutting these great blocks of ice out of the pond, and storing it in the icehouse. Pack it in sawdust, I think it was. That's how we had our supply of ice for the warm months. That's what kept the milk and the cream in good condition in July and August. It gives you a real sense of security and comfort to think that that cool, damp ice house crammed with its blocks of ice, stored up there for whenever we needed it -- gave me my first feeling of how nice it is to have something stored up for the future. You know, each package of Lucky Strike is very similar to that icehouse on our aunt's farm. Just as sure as that icehouse stored up for us ice cream and frosty pitchers of lemonade, that can be made only by using ice, just so each and every package of Luckies you buy today, stores up for you the smoking enjoyment the increased smoking pleasure that comes only from the use of fine tobacco. Now our buyers, knowing that no cigarette can be any better than the tobacco from which it's made, go out of their way to select fine, ripe, mild, better tasting tobacco -- true Lucky Strike leaf. That's how you and I, just average smokers, can be sure that every Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- is full of satisfying smoking minutes, just waiting for us to light up and take a puff. Why don't you unlock the door to this great storage reservoir of smoking pleasure? Say to the man behind the counter --- Luckies, please. It will be a comfort to you to know that you can rely on that fine tobacco in Luckies and it will be a comfort to you to know that every time you light a Lucky you'll like a Lucky.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial-- November 3, 1942 - morning

Mr. Boggs
AS BROADCAST

BLOCK: A couple of nights ago, we went to the Metropolitan Opera House to see the ballet. It's an old building. It's really chock full of glamour, too. You know, whenever I get a chance to go to the Old Opera House I love to go there. Like to see the ballet. I'll tell you why. When I was a kid I used to think the ballet was sissy stuff. You know, a bunch of girls floating around the stage in short white fluffy dresses. But actually the ballet's a lot more than that. It's an art. It's a science based on real tradition. You may not believe it, but those steps the ballet dancers are doing aren't just invented on the spur of the moment. They're old. Now it doesn't make a particle of difference whether the dancer is the renowned Nijinski or Pavlova, or just a little beginner ballet dancer, they all have to learn those basic steps. Did you ever see a picture of ballet dancers training? Now they know the steps they learn in the ballet room are just basic to the finished dances that you'll see at the Metropolitan. Now, the basic steps that we folks who make your Luckies have to learn before we can give you a cigarette that will bring you increased smoking enjoyment is that we have to make that cigarette from fine, light, mild tobacco. It takes quality tobacco to make a quality smoke. And that's why our buyers, after looking over and judging the tobacco as it comes up for sale at public auction select the truly Lucky Strike leaf that has actually come to make the name Lucky Strike mean fine tobacco. Now you know, after the ballet dancers are skilled in their basic steps -- after they've learned the routine, they're beautifully costumed, the finishing touches of setting and music are added. Likewise, after we make sure that the basis of every Lucky Strike is that strong foundation of fine tobacco, we make Luckies -- so round, so firm, so fully packed, so free and easy on the draw -- that in such a setting, you just can't -- you can't miss any of that fine leaf that guarantees you a fine smoke. Why don't you try the cigarette whose makers know that the basic step in any cigarette is fine tobacco? Try Luckies today!

ATX01 0016627

BLOCK: We have a sweet potato plant at our house. It's really something. Did you ever see one? Had it in water in a dark closet for about ten days and took it out and there were little green shoots all over it. Then you put some more water on it and keep it in the sun. And now, it's just about the biggest, leafiest plant I've ever seen. The stems sort of reddish and the leaves look like ivy. It's really very pretty and soft looking. You ought to try it. Get a sweet potato at the vegetable store and put it in water, and start your own plant. I just want to tell you something about that plant of ours. How smart it is. No matter how often we turn it around or put in in a different corner of the room, it always turns back toward the light so the leaves can have all the sun. Pretty clever. I guess it's only natural the way a plant turns to light. I guess it's only natural for the independent tobacco experts, who attend public auctions, to turn to Lucky Strike cigarettes, too, as their smoking preference. These are the warehousemen, the auctioneers, and the buyers, who as they carry out their business of buying and selling tobacco in the great tobacco warehouses where the public sales are held, can't help but see who buys what kind of leaf. And they're bound to hear Sold American time and time again, as our buyers go after and get another basket of truly Lucky Strike tobacco. Now, these men really know tobacco! And since they have no affiliation with any cigarette manufacturing company, they choose for their own smoke the cigarette that best meets their rigid smoking standards. Now, when sworn records show that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, I guess that ought to convince you, too, that Luckies are the cigarette you should smoke. Yes sir, after your first package just as surely as a plant turns to light, or a duck turns to water, you'll be turning to Lucky Strike for that added smoking enjoyment that you get from each and every Lucky -- so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: You know I'm frank to admit when I was a kid I wasn't a particularly good boy. I was always asking questions nobody wanted me to ask. When my aunt and her boy friend would come to the house, I'd right away say ... Hey, when are you two going to get married? It was a little embarrassing. Used to go to the movies and see those thriller serials - the ones always to be concluded next week. I'd always want to know how it was going to end. I was the little kid who asked at the age of four why Santa Claus looked like Papa -- you know. Yes, I had to be convinced or else I just was a doubting Thomas. That's the kind of man the American Tobacco Company, the folks who make Luckies, got a hold of, too ... just an average smoker but a doubting Thomas average smoker. Consequently I was given free reign to look into sworn records -- visit the public tobacco auctions down south as just an average smoker, and then to come back and report to you. Believe me, folks, I was really convinced that Lucky Strike truly means fine tobacco and therefore increased smoking pleasure. I've seen Lucky Strike buyers inspecting and judging and finally selecting a leaf they think we'll want to smoke in Luckies -- the tobacco that comes up to Lucky Strike standards. You see, from the very beginning Lucky Strike has realized that no cigarette can possibly be any better than the tobacco it contains. That's why Lucky Strike buyers go out of their way and spare no effort to get finer, milder, riper leaf. Now, that's straight clear thinking. I know it convinced me and if you still have any doubt that Lucky is the cigarette that will bring you greater smoking enjoyment, you just try a pack of Luckies today ... so round, so firm, so fully packed, so free and easy on the draw. You'll find that every time you light a Lucky you'll like a Lucky.

BLOCK: And now friends, I want to talk to you just a little bit about something I was just thinking about ... the day I graduated from public school. Seems as if it were just yesterday. I remember my first pair of long pants. I wore them that day. They were white flannel, and I had a blue jacket and there was a white carnation in my button hole. Boy, was I all dressed up. A warm June day. They had a lot of speeches, I remember that. And then we all marched down on the platform to get our diplomas, and then I went home. I remember putting my diploma in the bureau drawer, and then I went to a graduation party, and I ate a lot of cake and ice cream. I didn't feel quite as good when I came home as when I went, but that's usual, I understand. I clean forgot all about that diploma that I had put in the drawer, but not my mother. Gamp, she fished it out of the drawer and had it framed, and hung in on the wall in my room. Mom was pretty proud of that diploma. Now that diploma really meant something. It showed that the principal of the school and my teachers' who had been watching me work for eight years, who had seen my lessons, had approved of my work and thought that I had earned that diploma, which reminds me to remind you that the manufacturers of Lucky Strike cigarettes have what you might call a diploma, and they're mighty proud of it, too. That diploma is in the form of sworn records showing that independent tobacco experts prefer Luckies two to one. Now these independent auctioneers, warehousemen and buyers are faro-minded in their choice of their own cigarette, because, well, they're not affiliated with any cigarette manufacturing company. And when the tobacco auctions are in progress these men attend them, and naturally they see who buys what tobacco, and they can't help but see Lucky Strike buyers going after and getting that true Lucky Strike leaf. That's why when

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
COMMERCIAL - November 4, 1942 - evening (contd)

AS BROADCAST

sworn records prove that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, we're pretty proud of that diploma, which shows that we've learned that the elementary thing in a cigarette is tobacco. And the way to make a quality smoke is to make it with fine mild, ripe leaf. Now why not take a tip from the experts? Make that next pack Luckies. You'll find that we deserve that diploma, because each and every Lucky you light is so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0016631

HART: Now, folks, this is just a word to all you business men out there listening in to me. Uh, say you're a factory salesman, and you've just sold a perspective buyer a shipment of your factory's products. You just got a very big contract. Ha, you're a pretty lucky boy, aren't you? You come ^{home} at night and you tell your wife all about how you bearded the old lion right there in his own office. Maybe you take the wife out for a big time ... you know, dinner and a show. That night you tell her she can have a new fur coat she's been talking about for the past two months. Ha? And later on when you're emptying your pockets before going to bed, you take out your wallet, your watch, and the good old rabbit's foot. "Good old rabbit's foot", you say to yourself. "Boy, you sure worked hard today". But you know it wasn't the rabbit's foot that got that contract, don't you? It was because you delivered the goods. You had what that perspective buyer wanted, and he was an expert in his field. He know what he wanted. Now, when I tell you folks that with the independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined -- we've no rabbit's foot or lucky horseshoe to thank for it. We just deliver the goods. Now these independent experts -- warehousemen, auctioneers, and buyers -- attend the public tobacco auctions all over the south, and they can't help but see our buyers going after that truly Lucky Strike leaf. So it's no surprise at all that these men -- these independent experts -- prefer Luckies two to one. You see, friends, Lucky Strike delivers the goods that experts and average smokers alike want, and that's fine tobacco to make a fine smoke. So why don't you walk into your local tobacco store and place your order for a pack of Luckies. You'll find that you'll be renewing your contract with the cigarette that means fine tobacco every time you buy cigarettes. Yes sir, when you light a Lucky, you'll like a Lucky!

LUCY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 5, 1942 - evening

AS BROADCAST

BLOCK: You know, after I left you here at the Ballroom last night I walked over to the subway to get home, and went up to the turnstile and took out a handful of change. I picked out a nickel and a penny ... the nickel was for the carfare and a penny for some gum, that I wanted to get out of one of those machines. Well, I put the rest of the change back into my pocket and walked into the turnstile, inserted the coin, and pushed. Nothing happened ... I pushed again ... still nothing happened. I started to bang on the slot to make the coin go down. I thought maybe it had gotten stuck somewhere. And I pushed again. Still nothing happened. I was just about to make a flying tackle at the turnstile when I looked at the coin I still held in my hand. And there was the nickel. See, I had put the penny I had been saving for the gum into the turnstile. No wonder I couldn't ... and was my face red, making such a fuss about it. Couldn't fool that automatic machine even if I wanted to. I just couldn't substitute a penny for a nickel. And you know, folks, when our Lucky Strike buyers attend the public auctions down south their selection of that fine, mild, ripe Lucky Strike tobacco is just as automatic as the operation of the subway turnstile when you put a nickel in the slot. These buyers won't take a penny for a nickel either. They buy only the finer leaf for your Lucky Strike cigarettes, because they realize that no cigarette can possibly be any better than the tobacco it contains. And so to give you a fine smoke, a smoke you'll really like they've got to fill every Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- with fine tobacco. Why don't you just try a pack of Luckies tonight? You'll find your response to Lucky Strike will be just as automatic as that of the independent tobacco experts who just naturally choose Luckies two to one. Yes sir, you'll find that every time you light a Lucky you'll like a Lucky.

ATX01 0016633

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 6, 1942 - morning

AS BROADCAST

BLOCK: Well, friends, about a week ago I went over to Radio City Music Hall, and they had a swell show over there. One of the things I like best of all is the Rockettes doing their stuff. You know there are thirty-six of them on the stage. I counted them .. good rhythm, brilliant costumes. Guess everybody who sees them think they're just about tops in dancing choruses. And it's amazing the way they never miss a step -- how -- how much alike they look in their costumes as you watch them from your seat. Each one of them does the same step at exactly the same time. That's what gives them such precision movement -- like clockwork. They look as much alike as peas in a pod -- which reminds me of a pack of Lucky Strike cigarettes. You open the little red cellophane tab and tear the paper wrapper at one end of the pack. You can see the cigarettes in there...three, six, nine -- ten of them. The other ten are still covered by the gray paper. You take out the first cigarette, the third cigarette, the seventh cigarette. Look at all three of them -- so round, so firm, so fully packed, so free and easy on the draw. They're all alike, just as alike as those Rockettes up there on the stage and right in step to give you greater smoking pleasure. Now, if you were to shuffle those cigarettes, you couldn't tell one Lucky Strike from another. They're uniformly good. Now, the Rockettes need rhythm, and balance, and costume and grace to give you that good dancing. What is it that makes each and every Lucky Strike you smoke today uniformly good -- tops in smoking enjoyment? That uniformity is based on one main thing, and that's fine tobacco. That's why our buyers take such care when they inspect the tobacco leaf as it comes up for sale at public auctions. That's why they handle it, test it, and if they think it's up to Lucky Strike standards, select it for your Lucky Strike cigarettes. They know it takes quality tobacco to make a quality smoke. Your favorite tobacco store is ready to supply you with a pack of uniformly fine Luckies today. Yes sir, every time you light a Lucky you'll like a Lucky because Lucky Strike means fine tobacco.

ATX01 0016634

BLOCK: I want to talk to our friends about Lucky Strike cigarettes. But first, I'm really getting to be a seasoned subway traveler. Have you ever been in the subway at Forty-second Street and see the jumbled lines of green and red lights up in the ceiling ... people scurrying around underneath them? The other afternoon I took the subway over to Times Square, and got out of the train and started to walk along up the platform reading the signs as I went. I wanted to get the shuttle train over to the East Side, and sure enough there was a sign said follow the green lights for the East bound shuttle. So I just followed the green lights which stretched out in a long line on the ceiling overhead, and I walked, and I walked past change booths, flower vendors, and newsboys, exits into the street. Still the green light led on till finally there I was on the platform where the shuttle was waiting. Now let me tell you folks, if it hadn't been for that line of green lights directing me I would have been in a sad fix in that network of subway trains, and yet its very -- very simple to find your way if you watch the direction lights. I just wonder how many of you are lost in a labyrinth of cigarette claims. You know, if you're trying to get on the train bound for greater smoking enjoyment, you can't go wrong if you follow the signs. First of all, common sense directs that no cigarette can be any better than its tobacco. That's why the makers of Luckies make sure that each Lucky Strike is made from fine, ripe, carefully selected leaf. That's a direction light it will be wise to follow. Here's another signal: the independent experts -- the tobacco experts who attend the public auctions and naturally see who buys what leaf prefer Luckies two to one. That's why you can't take the wrong turn, you can't get on the wrong train, if you follow Lucky Strike to smoking pleasure. You can rest assured you're smoking fine tobacco, the kind of leaf the experts choose for themselves, and you'll find that every time you light a Lucky you'll like a Lucky,

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 7, 1942 - morning

Mr. Boggs
AS BROADCAST

BLOCK: You know, friends, there's a certain amount of satisfaction that comes from work well done, no matter what you're doing ... working in a war plant or working in a store, or an office. When you've done a good job, you're satisfied. And that satisfaction is intensified when the end of the week comes around and you get your pay check. That little pink or blue piece of paper -- it says: 'Pay to the order of John Smith, so many dollars. That's mighty satisfying, too, because you know it's going to help buy for your family the things they need. Do you ever stop to think about that check? You take it to the bank. It's your boss' promise to pay you your salary in cash. You can present it at the bank and turn that piece of paper into dollars and cents. If you didn't think that the boss' check was any good, you wouldn't go on working all week just to get a scrap of paper with a signature on it that wouldn't buy any of the things that you needed. And then, you may say: 'Well, how do I know he can pay? The answer to that, of course, is you've been working there a long time and he's always paid before, the check's always been good. So you know he has the foundation of solidity in his business, and you have faith in that check. You accept that piece of paper in payment of your entire week's work. Well, you know friends, the makers of Lucky Strike cigarettes make a promise, too. Lucky Strike promises you smoking pleasure with each and every Lucky you light. I know you wouldn't accept somebody's check without thinking it over. So it's only fair that you think over our promise. We always made good that promise in the past. Well, let's let the records speak for themselves. Sworn statements show that among the independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Guess that shows that Luckies do pay out in smoking enjoyment. And then, if you look at

ATK01 0016636

LUCY STRIKE "CAN I BELIEVE BALLROOM"
Commercial - November 7, 1942 - morning (contd)

AS BROADCAST

the foundation of every Lucky Strike cigarette -- so round, so firm, so fully packed, so free and easy on the draw, you'll see fine tobacco. Our buyers make sure that Lucky Strike gets light, ripe, mild leaf for your Luckies -- quality leaf that makes a quality smoke; and since in a cigarette it is the tobacco that counts, and Lucky Strike has such a firm foundation in fine tobacco, it just stands to reason that Lucky Strike will be able to make good its claim that every time you light a Lucky you'll like a Lucky. That's why I'd like all you folks to start cashing in on what we have to offer today. Try a pack of Luckies!

ATX01 0016637

LUCKY STRIKE "MAKE BELIEVE BILLBOARD"
Commercial - November 7, 1942 - evening

Mr. Boggs
..S BRO. DC. ST

BLOCK: Friends, a couple of nights ago I went out to LaGuardia Field to meet an
...ray friend of mine who was coming in on the midnight plane from Washing-
ton. Well, I'll tell you that airport at night is certainly one of the
most impressive sights I've ever seen. Got there about a half an hour
early, so I walked up and down the observation ramps which overlook the
field, and the hangars, and what activity every time a plane came in!
Passengers would scurry away and about half a dozen men would go to work
equipping the huge aircraft for the next flight. Then, I looked up over-
head. There was a huge beacon probing the sky with its bright finger, and
I thought of the incoming planes up there to whom that beacon was a lamp
guiding them home. That great swinging light -- it was a direction signal
showing the planes the location of their airport. Now, you know, folks,
there's a direction beam for all of you average smokers out there who
find the coiling zero when it comes to choosing your brand of cigarettes.
And that direction signal is the opinion of the independent tobacco
experts who choose Luckies two to one as their own, personal smoking
preference. Now these independent tobacco auctioneers, buyers and ware-
housemen who attend the public tobacco auctions in the great warehouses
look over the leaf. They can't help but see who buys what leaf, and so it's
a pretty significant factor that with these men who truly know tobacco
best, Luckies have more than twice as many exclusive smokers as all other
brands of cigarettes combined. Now, that's the beam to all you average
smokers out there listening -- that's the beam to guide you to that fine,
light, mild, truly Lucky Strike leaf that's in every pack of Luckies you
buy today. You'll find that you have only happy landings with Lucky
Strike. So try a pack! Remember, every time you light a Lucky you'll
like a Lucky.

ATX01 0016638

BLOCK: You know, when I was a kid I guess I was pretty lucky. When vacation time came around I used to go out to my uncle's farm. I guess I've told you about it before. Summertime I'd go swimming and berrying and watch the corn grow up. And in the winter get up and go hunting and skating on the pond. I remember watching my uncle and the hired man cutting those great blocks of ice out of the pond and storing it in the icehouse. That's how we had our supply of ice for the warmer months to come. That's what kept the milk and cream in good condition in July and August. You know, it gives you a real sense of security and comfort to think of that cool, damp icehouse, just crammed with blocks of ice, stored up there for whenever we might need it. It gave me my first feeling of how nice it is to have something stored up for future enjoyment. You know, each package of Lucky Strike cigarettos is very similar to that icehouse on my uncle's farm; for just as surely as that icehouse stored up for us ice so we could make ice cream and things like that during the summer, so each and every package of Luskies you buy today stores up for you the smoking enjoyment and increased smoking pleasure that comes only from the use of fine tobacco. Our buyers knowing that no cigarette can be any better than the tobacco from which it's made, go out of their way to select fine, ripe, mild, better tasting tobacco -- true Lucky Strike leaf. And that's how you and I, just average smokers, can be sure that every Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- is full of satisfying smoking minutes, just waiting for us to light up and take that first puff. Why don't you open the door to that great storage reservoir of smoking pleasure? Say to the man in back of the tobacco counter ... Luskies, please. It will be a comfort to you to know that you can rely on that fine tobacco in Luskies, a comfort to know that every time you light a Lucky you'll like a Lucky.

BLOCK: Lucky Strike Green has gone to war! You know, friends, a long time ago when you had a farm or when you bought a house and lot, you just didn't call up the water company and have a tap installed in the kitchen to bring water in through those nice, clean pipes. Most often you had to dig the well. And if it was new territory, well, you hardly knew where to begin. So you called on the local water finder. Yeah, they had water finders -- men who roamed around in your backyard for a while holding a rod in their hand, and that rod was supposed to have some kind of a magic property, and finally he hit on a spot for you to sink your well, and like as not you'd find water there -- if you dug deep enough. But you know, that water finder and his rod didn't really have any magical powers. Probably he knew the district and the soil on your land very well, and he could figure out by the vegetation and the condition of the earth if springs were near the surface or not. And you know, there's no divining rod method of choosing a fine cigarette either. There's nothing magical about it ... just a question of knowing the facts. You see, to make a fine cigarette you have to make it out of fine tobacco. The makers of Luckies realize that in a cigarette it's the tobacco that counts. And for that reason at public tobacco auctions our buyers buy finer, lighter, milder, truly Lucky Strike leaf for your smoking pleasure. And they know that after this fine leaf -- mellowed, aged, and cured to perfection -- is put into your Luckies: so round, so firm, so fully packed, so free and easy on the draw, you won't need any divining rod to find out that every time you light a Lucky you'll like a Lucky. May seem like magic to you but it's a fact, that those extra pleasant smoking minutes are due to that finer tobacco in every Lucky you light. Now it's time for another number by Kay Kysar. Yes sir. And Lucky Strike green has gone to war!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 10, 1942 - morning

Mr. Boggs
S. BRIDGEMAN

BLOCK: Lucky Strike Green has gone to war! Our program continues from the Make Believe Ballroom, etc. (MUSIC - OBLIVION) Lucky Strike Green has gone to war! (MUSIC - OBLIVION) Don't forget, friends, Lucky Strike Green has gone to war! Say, you know we have a sweet potato plant over at the house. Ever seen a sweet potato plant? Well, it's really something. You take a sweet potato, you put it in water in a dark closet, and leave it there for about ten days, and when you take it out there's little green shoots all over it, and then you add some more water and keep it in the sun. It gets to be the biggest, leafiest plant you've ever seen. The stems are sort of reddish. The leaves look like ivy. It's very pretty. You know, there's one thing very interesting about that plant. No matter which way you turn it, it always leans toward the sunlight --- always. Turn it around and the plant leans over towards wherever there's light in the room. The leaves can get all the light possible. Pretty clever! The only natural way for a plant to grow, I guess. And I guess it's only natural for the independent tobacco experts who attend the public tobacco auctions down south to turn to Lucky Strike cigarettes for their smoking preference. These're the warehousemen, the auctioneers and the buyers -- they're the men who carry on the business of buying and selling tobacco in the great tobacco warehouses where public sales are held. And they can't help but see who buys what kind of leaf. And they're bound to hear Sold American time and time again as our buyers go after and get another basket of Lucky Strike leaf. These men really know tobacco. Since they have no affiliation with any cigarette manufacturing company, well, they choose for their own smoke the cigarette that best meets their rigid smoking standards, and when sworn records show that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, I

ATX01 0016641

LUCKY STRIKE "TAKE BELIEVE BELIEVE"
Commercial - November 10, 1942 - morning (contd)

guess that ought to convince you, too, that L,olies are the cigarette
you should smoke. Yes sir, after your first pack, just as surely as a
plant turns to light, as a duck turns to the water, you'll be turning
to Lucky Strike for that added smoking pleasure which you get from each
and every Lucky -- so round, so firm, so fully packed, so free and easy
on the draw. Lucky Strike Green has gone to war! (USIC - 31111111)
and so, friends, we conclude, etc. and remember, Lucky Strike Green has
gone to war!

ATX01 0016642

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 10, 1942 - evening

Mr. Bergman
AS BLOC: C&ST

BLOCK: Lucky Strike Green has gone to war! Now we're back again at the "Make Believe Ballroom" to continue, etc. (MUSIC - ONE PIECE) Lucky Strike Green has gone to war! Say, I know this is meatless Tuesday, but would you ever think of shining your shoes with a piece of steak? Of course not. You wouldn't try to make a hat out of a pumpkin. Would you try to take a bite out of a piece of felt? After all, those questions aren't so silly, you know, because I can remember a couple of years ago when the college boys were swallowing live goldfish and eating phonograph records. You remember that. You and I know that a good steak is meant to be eaten, a pumpkin is good for a pie, a soft piece of felt makes a smart hat. Goldfish are meant to swim about in their bowl and phonograph records, well, you tell me. They're meant to give out with the sweet and hot music that you all like. Yes, folks, the different articles -- different articles have different uses. We use them differently and we expect different things from them. You take a cigarette for example. You wouldn't want to eat it or use it as a hat ornament. You smoke it. And you want it to be a fine, tasty smoke. That's the only test you put it to. It must bring you smoking enjoyment. Cause that's what you're gonna do with your cigarette -- smoke it. Common sense will tell you the only way to get a quality smoke is to use quality tobacco, because no cigarette can be any better than its main ingredient -- the tobacco that's in it. And that's why Lucky Strike goes out to get you smokers fine, ripe, mild, mellow, true Lucky Strike leaf. That's the purpose of Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw -- to bring you and me -- just average smokers -- the peak in smoking satisfaction. To expect a good smoke from a cigarette lacking fine tobacco would just about be the same as expecting to

ATX01 0016643

LUCKY STRIKE "MAKE BELIEVE B.L.L.R.O.K.E."

Commercial - November 10, 1942 - evening (contd)

get a good shine by rubbing your leather shoes with a piece of steak. .
Yes, you have only to light a Lucky in order to like a Lucky. The fine
leaf in Luckies is designed to bring you the peel in satisfying smoking
minutes. Now as we continue with, etc. Let me again remind you that
Lucky Strike Green has gone to war. (MUSIC - ONE FIFTEEN) Lucky Strike
Green has gone to war. And so, friends, we conclude, etc.

ATX01 0016644

BLOCK: Yes, Lucky Strike Green has gone to war! You know, folks, I was saying just the other night how I remembered the day I graduated from public school as if it were only yesterday. Had my first pair of long pants. They were white flannels, a blue jacket, a carnation in my button hole. Boy, was I all dressed up! There were a lot of speeches made, and then we all went up on the platform and got our diplomas, then rushed home, and threw the diploma in the drawer -- rushed off again to a graduation party. Had a lot of ice cream and cake, a tummy ache, and all that. I completely forgot about the diploma, but not my mother! She fished it out of the drawer and had it framed and hung it on the wall in my room. You see that diploma meant a lot to my mother. It meant the teachers who watched me working for eight years had approved of my work -- that I had earned that diploma. And you know, the folks who make Lucky Strike cigarettes have what you might call a diploma and they're mighty proud of it, too. That diploma is in the form of sworn records showing that independent tobacco experts prefer Luckies two to one. These independent auctioneers, warehousemen, and buyers are fair minded in their choice of their own cigarette because they're affiliated with no cigarette manufacturing company whatsoever. And when the tobacco auctions are in progress, why, these men attend them and naturally they see who buys what tobacco and they can't help but see Lucky Strike buyers going after and getting that truly Lucky Strike leaf. Maybe that's why sworn records prove that among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. You know, we're pretty proud of that diploma. It shows that we've learned that the elementary thing in a cigarette is tobacco. And the way to make a quality smoke is to make it with fine, mild, ripe leaf. Why not take a tip from the experts and make that next pack Luckies? You'll find that we deserve that diploma because each and every Lucky you light, so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: Do you know, friends, a famous writer once said that the pleasantest things in life are pleasant thoughts, and the great art of life is to have as many of them as possible. Now here's one pleasant thought that will make your life happier and more comfortable as a smoker, if you'll only remember ... the thought that in Lucky Strike you have a fine, light, mild, better tasting cigarette. The makers of Luckies realize that the tobacco in a cigarette is the most important thing, and they spare no effort to obtain for your greater smoking enjoyment the truly Lucky Strike leaf. They know the only way to give you a pleasant smoke every single time you light into the twenty cigarettes in every pack of Luckies is to fill each one -- so round, so firm, so fully packed, so free and easy on the draw -- with fine tobacco. Yes, friends, every time you light a Lucky you'll like a Lucky, and I guess that's a pleasant prospect when you light up after dinner, or while you're reading in your favorite easy chair during your working day -- no, that can't be. You can't do that. You can't be in an easy chair and working, too, can you? Well, when you're in your favorite easy chair, or during your working day -- let's make it that way, eh? -- that pleasant feeling of satisfaction that's brought to you by the fine tobacco in Luckies is really one of the better things in life. Why don't you just ask for Luckies next time? Remember, Lucky Strike Green has gone to war!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 12, 1942 - morning

Mr. [unclear]
AS BROADCAST

BLOCK: I had a funny one happen last week. Had to go some place so went down to the subway and as I was walking down the stairs, I took a nickel and a penny out of my pocket ... the nickel to put in the turnstile and the penny for some gum. Put the rest of the change back in my pocket and walked over to the turnstile, put in a coin and pushed. Nothing happened. I pushed again. Still nothing happened. I began to get mad so I knocked on the slot to try to make the coin go down. Thought the nickel had gotten stuck somewhere ~~then~~ I pushed again and still nothing happened. So I stepped back. Other people were trying to get through. And I took a look at the coin that I still held in my hand. Sure enough, it was the nickel I had put the penny I had been saving for the gum into the turnstile, and of course I couldn't get through. Was my face red! A fellow looked at me as much as to say ... what do you think - you could get in here for a penny? You know, I couldn't fool that automatic machine even if I wanted to. I couldn't substitute a penny for a nickel. And you know, when our Lucky Strike buyers attend the auctions down South their selection of that fine, mild, ripe, Lucky Strike tobacco is just as automatic as the operation of the subway turnstiles when you put a nickel in the slot. These buyers won't take a penny for a nickel. And you know when our Lucky Strike buyers attend the auctions down South their selection of that fine, mild ripe Lucky Strike tobacco is just as automatic as the operation of the subway turnstiles when you put a nickel in the slot. These buyers won't take a penny for a nickel. They buy only the finer leaf for your Lucky Strike cigarettes, because they know that no cigarette can be any better than the tobacco it contains. So to give you a fine smoke - a smoke you'll really like, they have to fill every Lucky - so round, so firm, so fully packed, so free and easy on the draw -- with fine tobacco. Why don't you try a pack of Luckies today? You'll find that your response to Lucky Strike will be just as automatic as that of the independent tobacco experts who just naturally choose Luckies two to one. You'll find that every time you light a Lucky, you'll like a Lucky.

ATX01 0016647

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 12, 1942 - evening.

7/17/43
AS BROADCAST

BLOCK: Do you ever think of the meaning of the word "good"? Just the word "good". If you say that's a good coat, well, that means the material is of excellent quality, and it has fine lines, it will last for many seasons. I know I had several coats in the past few seasons, but I always look back on one favorite and say to myself, "That was a good coat. I'll never forget how it fit, how comfortable it was, how well it wore". When I tell you that Lucky Strike is a good smoke, why here's what I mean ... first of all, it's made of good material, and that's fine, light, mild, ripe Lucky Strike tobacco, which Lucky Strike buyers select and buy in open bidding competition at the public tobacco auctions down south. They know that quality tobacco makes a quality smoke, and that's why Lucky Strike in the past twenty-five years has come to mean fine tobacco. Secondly, Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw -- has fine lines. Thirdly, Lucky Strike is a long time friend... always fresh, always made from fine, light leaf, properly cured, aged, and mellowed. Luckies wear well through years of friendship. Now that's why I say Lucky Strike is a good smoke, the cigarette I have chosen for myself, the one you should try, too. It's made of fine tobacco, good lines. A cigarette that will wear well. Why don't you make that next pack Luckies? See if you don't agree that every time you light a Lucky you'll like a lucky. Lucky Strike Green has gone to war!

ATX01 0016648

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 13, 1942 - morning

Mr. Boggan
AS BROADCAST

BLOCK: You know, I was down in the subway at 42nd Street, the other day and -- you've been down there, I know. Have you ever noticed those jumbled lines of green and red lights in the ceiling, and the people scurrying around underneath them? Well, you know at Times Square I got out of the train and started to walk along up the platform reading the signs as I went. I wanted to get to the shuttle train over to the East Side. There was the sign -- said: "follow the green lights for East Bound Shuttle". So I just followed the green lights, stretching out in a long line, and walked past change booths, and flower vendors and newsboys, passed exits, still following the green light.. Finally I was on the platform where the shuttle was waiting. If it hadn't been for that line of lights directing me, I'd have been in a sad fix. Very simple to find your way if you just watch the direction lights. Now, I know that many of you folks may think that you're lost in a labyrinth of cigarette claims. If you're trying to get on the train that's bound for greater smoking pleasure, you can't go wrong if you follow the sign.. Common sense directs that no cigarette can be any better than its tobacco. That's why the makers of Luckies make sure that each Lucky Strike is made from fine, ripe, carefully selected Lucky Strike leaf. Now, that's the direction. Light it and it will be wise to follow it. And here's another signal: The independent tobacco experts who attend the public tobacco auctions and who naturally see who buys what leaf prefer Luckies two to one. That's why you can't take a wrong turn -- you can't get on the wrong train if you follow Lucky Strike to smoking pleasure. You can rest assured that you're smoking fine tobacco -- the kind of leaf the experts choose for themselves. You'll find that every time you light a Lucky, you'll like a Lucky. Now, Lucky Strike Green has gone to war!

ATX01 0016649

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 13, 1942 - evening

Mr. Boggs
AS BROADCAST

BLOCK: You know, as I was walking over here to the Studio this evening, I passed a large glass container set out on the street, near the curb in front of a store. Through the glass I could see that it was half full of keys - all kinds of keys. You know, they're collecting.....keys. There were house keys, and box keys and trunk *keys*, pasted across the front of the glass was a big sign in red, white, and blue...Get in the scrap - give your old metal keys. Well, seeing that pile of assorted keys - some of them small, some big, some with those intricate little notches, some quite simple - I couldn't help but think about...how out of all those keys, only one would open one certain lock. Now a great many of the keys might look exactly alike to you and me, but only one of them would turn the lock that it was meant for. Now you don't have to be a locksmith or a tobacco expert to realize that there's just one key that unlocks the door to increased smoking pleasure. That's the key of fine tobacco. Your common sense will tell you that no cigarette can possibly be any better than its main ingredient - the tobacco it contains. Our Lucky Strike buyers know that, too, and so at public auctions all over the South they select for you, that finer, lighter, milder, truly Lucky Strike tobacco. Now when you stand looking in at the various brands of cigarettes in your ^{favorite} tobacco counter you have your hand on the door-knob of greater smoking enjoyment when you order a pack of Luckies - so round, so firm, so fully packed, so free and easy on the draw. Yes sir, you have the key in the lock, and when you light up your first Lucky you'll know that the door has swung open showing you the way to the utmost in smoking pleasure. You'll find that every time you light a Lucky, you'll like a Lucky, that's because Lucky Strike means fine tobacco. Lucky Strike Green has gone to War.

ATX01 0016650

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - November 14, 1942 - morning

M. Boggs
AS BROADCAST

BLOCK: Lucky Strike Green has gone to war! And you know, a couple of nights ago I went out to the airport out here to meet a friend of mine who was coming in on a midnight plane from Washington. That airport at night is certainly one of the most impressive sights I have ever seen. I was a little early when I got out there so I walked up and down the observation ramps that look out over the fields and the hangars, and my, what activity everytime a plane came in! People hurrying here and there - a lot of men would go to work equipping the plane for the next flight and you'd look up over head and there was that huge beacon up in the sky. And I thought of the incoming planes up there to whom that beacon was a lamp guiding them home...that great swinging light - a direction signal showing the planes the location of their airport. You know, there's a direction beam for all you average smokers out there who find the ceiling zero when it comes to choosing your brand of cigarettes, too. That direction signal is the opinion of the independent tobacco experts who choose Luckies two to one for their own personal smoking preference. Now these independent tobacco auctioneers, buyers, and warehousemen, who attend the public tobacco auctions in the great warehouses look over the leaf and they can't help but see who buys what tobacco. And it's pretty significant that with these men who truly know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, that's the beam to all you average smokers out there listening - that's the beam to guide you to that fine, light, mild Lucky Strike leaf that's in every pack of Luckies you buy today. Yes sir, there'll be lots of happy landings with Lucky Strike. Try a pack! Remember every time you light a Lucky, you'll like a Lucky. Lucky Strike green has gone to war!

ATX01 0016651

LUCKY STRIKE "FAKE BELLE VE BALLROOM"
Commercial - November 14, 1942 - evening

Mr. Boggs
AS BROADCAST

BLOCK: Lucky Strike Green has gone to war! Have you got a lead pencil handy? Look at it! I I mean just an ordinary lead pencil not an automatic one! If it's just a plain lead pencil, it's more than likely yellow, although it can be any color. It's a long, tube-like shape - can be fat or thin, maybe it has an eraser on the end of it, maybe it hasn't. The main thing about that pencil is that no matter what it looks like, it must write. The lead is the main thing! It should be smooth and black! Now, let's look at another everyday object - a cigarette. It's a white tube of paper filled with tobacco - almost the same shape as a pencil. You even hold it between the same fingers. Only in a cigarette, the main ingredient is the tobacco. Yes sir, in a cigarette the tobacco is the important thing. And that's why I recommend Luckies to you smokers out there listening. If you want a good smoke, one that tastes good, one that's mild and light - well, then just choose the cigarette the independent tobacco experts smoke by such a great majority. Smoke the cigarette that means fine tobacco, because its main ingredient is that fine, light, mild leaf that our buyers obtain at public tobacco auctions for your smoking pleasure. Next time you order cigarettes, say...Luckies, please! And then watch your smoking pleasure grow and grow, 'cause every time you light a Lucky, you'll ~~like~~ like a Lucky. Lucky Strike Green has gone to war!

ATX01 0016652

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 16, 1942 - morning

Mr. Boggs
AS BROADCAST

BLCK: Lucky Strike Green has gone to war! You know friends, a good many years ago when you bought a farm, or a house and lot, you didn't just call up the water company and have a tap installed in the kitchen to bring the water through the big heavy clean pipes right into the house. More often than not, you had to dig a well. And it was new territory to you - you didn't know where to begin so you called in the local water finder. And he'd roam around in the backyard for awhile, holding a rod in his hand and the rod was supposed to finally point out the spot where you should sink your well. And like as not, if you followed his advice, you'd find water where he told you to do your digging, if you dug deep enough. And you know that water finder and his rod did not have any magical powers! The answer to the thing is that he probably knew the district and the soil on your land, and knew it very well. He could figure out by the vegetation and the condition of the earth if springs were near the surface or not. And you know, there's no divining rod method of choosing a fine cigarette, either...there's nothing magical about it. It's a question of knowing the facts. You see, to make a fine cigarette, it must be made out of fine tobacco. The makers of Luckies realize that in a cigarette it's the tobacco that counts. And for that reason at public tobacco auctions our buyers purchase finer, lighter, milder, truly Lucky Strike leaf for your smoking pleasure. Now, they know that after this fine leaf, mellowed, aged, and cured to perfection is put into your Luckies - so round, so firm, so fully packed, so free and easy on the draw - you won't need any divining rod to find out that everytime you light a Lucky, you'll take a Lucky. It may seem like magic to you, but it's a fact that those extra pleasant smoking minutes are due to that finer tobacco in every Lucky you light.

ATX01 0016653

LUCY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - November 16, 1942 - evening

Mr. Boyce
AS BROADCAST

BLOCK: Quality of product is essential to continuing success. Do you know where I got that motto? Well, there's a bronze plaque that hangs in my office upstairs, and that one sentence sums up in eight words the policy of the American Tobacco Company, the folks who make Luckies. For twenty-five years we've been serving the smoking public by bringing smokers a fine cigarette - a cigarette which can only be made from fine tobacco. In fact, so obvious has the Lucky Strike policy of obtaining fine, light, mellow leaf, at public auctions been, that the independent tobacco experts - the warehousemen, auctioneers, and buyers - who attend these auctions and just naturally see who buys what leaf....these experts smoke Luckies by an overwhelming majority. That's the success that Lucky Strike quality of product has displayed. But realizing that we must continue to earn the public favor, Lucky Strike has pledged itself to continue the quality of each Lucky Strike Cigarette - so round, so firm, so fully packed, so free and easy on the draw - by filling each one of them with fine tobacco. That quality leaf is essential to our continuing to bring you increased smoking pleasure. That quality tobacco is what makes me say that you should try Luckies and see for yourself if it isn't true that everytime you light a Lucky you'll like a Lucky, because Lucky Strike means fine tobacco. Lucky Strike Green has gone to Paris

ATX01 0016654

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - November 17, 1942 - morning

Mr. Progenius
AS BROADCAST

BLOCK: I want to again remind you that Lucky Strike Green has gone to war. I want to ask you a question, too. You wouldn't think of shining your shoes with a piece of excellent steak, would you? You wouldn't try to make a hat out of a pumpkin? You wouldn't take a bite out of a piece of felt? After all, remember a couple of years ago when the college boys were swallowing gold fish alive - and phonograph records. You and I know that a good steak is meant to be eaten and pumpkin is good in a pie, and a soft piece of felt makes a smart hat....gold fish are meant to swim around in a bowl, and phonograph records - well, you tell me. They're meant to give out with the sweet and hot music that all you fans enjoy. Different articles have different uses. We use them differently and we expect different things from them. Take a cigarette ...You wouldn't want to eat it or use it as a hat ornament. You want to smoke it, and you want it to be a fine, tasty smoke. The only test you put it to will bring you greater smoking enjoyment. 'Cause that's what you do with your cigarette - smoke it. Common sense will tell you that the only way to get a quality smoke is to use quality tobacco; for no cigarette can be any better than its main ingredient - the tobacco it contains. And that's why Lucky Strike goes out to give you smokers fine, ripe, mild, mellow true Lucky Strike tobacco. That's the purpose of Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - to bring you and me, just average smokers, the peak in smoking satisfaction. Now to expect a good smoke from a cigarette lacking fine tobacco would be the same as expecting to get a good shine by rubbing your leather shoes with a piece of steak. You only have to light a Lucky to like a Lucky as the fine leaf in Luckies is designed to bring you the peak in satisfying smoking minutes. Lucky Strike Green has gone to war!

ATX01 0016655

LUCY STRIKE "TAKE BALIUS BALLROOM"
Commercial - November 17, 1942 - evening

Mr. Boggiano
AS BROADCAST

BLOCK: Do you like Sunday? I do! Particularly rainy Sundays when I don't have to get up early in the morning! I like to sleep late, get up, have breakfast - maybe some buckwheat cakes and country sausages - lounge around awhile, read the Sunday papers, look at the book review section. You know, you can get a pretty good idea about the new books, from what the expert reader critics think of them, by just reading these books reviews. I don't get much time to read during the week! I like to be sure that what I do select to read is worthwhile. So, I just watch the opinions of the book reviewers. After all, those critics know their books, and how! That's how I choose my reading! Now, I'm just taking the free advice of someone who knows when I do that! And when I ask you to try Luckies, I'm just asking you to listen to the free advice of those who know! No, I'm not talking about me! I know Luckies are good, but I'm just an average smoker like you! I'm referring to the tobacco critics, the independent tobacco experts - warehousemen, auctioneers, and buyers - who see the public tobacco auctions in progress. Now, these independent experts can't help but see who buys what leaf, and they naturally can't miss the fact that Lucky Strike goes after that fine, light, mild, really Lucky Strike Tobacco, time and time again. So here's a recommendation that's free advice from the cigarette critics, the independent tobacco experts, who know what's what in Tobaccoland. Among these independent experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why don't you just take a hint from the experts, who make Luckies their smoking preference? Try a pack of Luckies, the cigarette that means fine tobacco, and watch your smoking pleasure grow. In fact, you'll find that every time you light a Lucky you'll like a Lucky - so round, so firm, so fully packed - so free and easy on the draw! Lucky Strike Green has gone to War!

ATX01 0016656

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 18, 1942 - morning

Mr. P. J. ...
AS BROADCAST

BLOCK: Lucky Strike Green has gone to War! You know, a famous writer once said that the pleasantest things in life were pleasant thoughts. The great art of life is to have as many of them as possible. Well, here's one pleasant thought which can make your life happier and more comfortable as a smoker if you'll only remember it...the thought that in Lucky Strike you have a fine, light, mild, better tasting cigarette. The makers of Luckies, realizing that the tobacco in a cigarette is the most important ingredient, spare no effort to obtain for your greater smoking enjoyment the true Lucky Strike leaf. They know the only way to give you a pleasant smoke every single time you light each of the twenty cigarettes in every pack of Luckies is to fill each Lucky - so round, so firm, so fully packed, so free and easy on the draw - with fine tobacco. Yes friends, every time you light a Lucky, you'll like a Lucky, and I guess that's a pleasant prospect when you light up after dinner, or while you're reading in your favorite easy chair, or during your working day...that pleasant feeling of satisfaction that's brought to you by the fine tobacco in Luckies is really one of the better things in life. Ask for Luckies next time!

ATX01 0016657

BLOCK: Lucky Strike Green has gone to War! You know, I was sitting up in my office this afternoon just looking around the room, and happened to glance at the telephone. For no particular reason I got to thinking about the old party lines we used to have when I was a little boy.... party lines to a wide awake, mischievous and curious little fellow can really be a very interesting gadget, and it was. I think I was about the best informed person for miles around, just because I accidentally...oh yes, accidentally happened to hear all sorts of conversations on that party line - conversations between this person and that one. It was all very enlightening. You know, the great tanning tobacco warehouses where the public auctions are held each year are really very similar to those old party lines. I don't mean that the people who are milling around on the crowded floor between the rows of tobacco baskets are eavesdropping like I used to do. No, they have every right to be there. It's just, the open competition as the buyers enter the building and enter the bidding for the leaf as it comes up for sale is a transaction that can easily be heard by the people in the warehouse. Just like the conversation on a party line really. You're there and you can't help but hear. Now among those attending the auctions are the independent tobacco experts - the warehousemen, auctioneers, and buyers - who can't miss the fact that Lucky Strike time and time again obtains finer, milder, lighter tobacco. And so when among these men who know tobacco best Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, you can rest assured that these independent experts are well informed, that they know who buys what tobacco. Now, why don't you make sure of getting your share of that fine tobacco in Luckies? You know, folks, I won't have to eavesdrop to know that every time you light a Lucky, you'll like a Lucky, because Lucky Strike just means fine tobacco, and fine tobacco means a fine smoke.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 19, 1942 - morning

AS BROADCAST

Mr. Braggand

BLOCK: Lucky Strike Green has gone to War! You know, folks, the other day I got to thinking about the word 'good'...good - G-double O-D. Suppose I say that's a good coat;...naturally, I mean the material is of excellent quality - it has fine lines - it will last for many seasons. Now I've had several coats in my life, but I always look back on one favorite and I say to myself...that was a good coat. I won't forget for a long time - how well it fit, how comfortable it was, how well it wore. You know, when I tell you that Lucky Strike is a good smoke, here's what I mean...I mean first of all, it's made of good material - fine, light, mild, ripe, true Lucky Strike tobacco which Lucky Strike buyers select and buy in open^{bidding} competition at the public tobacco auctions. They know that quality tobacco makes a quality smoke. That's why Lucky Strike in the past twenty-five years has come to mean fine tobacco. Secondly, Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - has fine lines. And thirdly, Lucky Strike is a long time friend...always fresh, always made from the fine, light leaf - properly cured, aged, and mellowed. Luckies wear well through years of friendship. Now that's why I say Lucky Strike is a good smoke, the cigarette that I choose for myself, the one that you should try, too... made of fine tobacco with good lines - a cigarette that will wear well. Why don't you make that next pack Luckies? See if you don't agree that every time you light a Lucky you'll like a Lucky. Lucky Strike Green has gone to War!

ATX01 0016659

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 19, 1942 - evening

AS BROADCAST

Max Boggs

BLOCK: Lucky Strike Green has gone to War! You know, this is the pumpkin and squash season! And boy, do I love them in pies - a nice light crust, the filling all smooth and tasty with that autumn tang! You know, I've watched lots of women, good cooks too, walk into their vegetable store and say to the vegetable man... "Have any good pumpkins today?" "Well, please pick out a ripe one for me - one for a pie, you know!" And you can see the fruit dealer go thumping through his stock to get the kind of a pumpkin his customer wants! She trusts his knowledge of fruits and vegetables, and he in turn, wanting to keep her as a customer, does his best to give her what she wants! You know, friends, when you go out to buy yourself a pack of cigarettes, you have to trust the makers of those cigarettes, just as you have faith in your food dealer, to give you the kind of product you're after. And that's why I recommend Lucky Strike to you, 'cause the makers of Luckies instruct their buyers to select at public auction the mild, ripe, real Lucky Strike leaf that they think you'll want to smoke. And that light tobacco mellowed, cured, aged, and blended fills every Lucky - so round, so firm, so fully packed - so free and easy on the draw! You can have faith in Lucky Strike, the cigarette that has in the past twenty-five years come to mean fine tobacco because Lucky Strike knows that quality of product is essential to continuing success. And we want you to feel that every time you light a Lucky, you'll like a Lucky! Why don't you buy a pack this very night? You'll see that what I say is so!

ATX01 0016660

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 20, 1942 - morning

Mr. Boggs
AS BROADCAST

BLOCK: Lucky Strike Green has gone to war! Have you an ordinary lead pencil handy? Well, look at it! More than likely it's yellow, though it can be of any color. It's a long, tube-like shape, it can be fat or thin, it can have an eraser, or not! But, the main thing about the pencil is that no matter what it looks like it must write, the lead is the main thing and it should be smooth and black. Now, take another everyday object - a cigarette. It's a white tube of paper filled with tobacco - almost the same shape as a pencil. You even hold it between the same fingers...only in a cigarette the main ingredient is the tobacco! Yes sir, the tobacco is the important thing! And that's why I recommend Luckies to you smokers out there listening to me! You want a good smoke - one that tastes good, one that's light and mild. Well then, just choose the cigarette the independent tobacco experts smoke by such a great majority! Smoke the cigarette that means fine tobacco, because its main ingredient is that fine, light, mild, leaf that our buyers obtain at public tobacco auctions for your smoking pleasure. Now, the next time you order cigarettes, just say..."Luckies, please"...and then watch your smoking pleasure grow and grow, because every time you light a Lucky you'll like a Lucky. Lucky Strike Green has gone to war!

ATX01 0016661

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 20, 1942 - evening

AS BROADCAST

Mr. Boggs

BLOCK: Lucky Strike Green has gone to War! I want to ask all of you ladies out there listening to me a question. How do you know that your grocer is giving you a full pound of butter when you order it at the store? Well, you watch him weigh it on the scale, don't you? And how do you know you're getting a dozen rolls? You can count them, can't you? And you men out there...you especially who are handy with tools...now when you're making a table for the living room, how can you be sure all the parts will fit? You measure them. Maybe you use a ruler or a tape measure - I don't know - but you get the figures down pretty accurately, don't you? Sure, it's true, folks. Almost everything we use today can be measured by a mechanical device. But here's something a little different. Can you name a device for calculating the quality of a fine cigarette? No tape measure, or scale - no method of counting, no figures will tell you. You see, it's a more personal thing than that. The yardstick for a fine smoke is the amount of true smoking pleasure it gives you. And since in a cigarette it's the tobacco that counts, the way of ascertaining that you get a fine smoke - one that will give you increased enjoyment - is to make sure that cigarette is made of fine tobacco. That's the way to gauge a fine cigarette...fine tobacco. Now since our Lucky Strike buyers unhesitatingly obtain finer, milder, riper leaf at public auctions all over the South, it just stands to reason that Lucky Strike - the cigarette that means fine tobacco - will bring you greater smoking satisfaction. And that's why I suggest that at your earliest convenience you get acquainted with Luckies - so round, so firm, so fully packed, so free and easy on the draw. You'll find that everytime you light a Lucky you'll like a Lucky. And what, ~~more~~ could any smoker ask of any cigarette? ~~Just try Luckies tonight!~~
Lucky Strike Green has gone to War!

ATX01 0016662

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 21, 1942 - morning

AS BROADCAST

BLCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon throughout the country you'll meet the same fine Lucky Strike tobacco in Luckies' smart, new uniform. And now on with your Make Believe Ballroom....our Saturday morning Swing Session. This part of the broadcast sent to you with the best wishes of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw:

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War.

* * *

Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War! And soon throughout the country you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform.

* * *

And so friends, we conclude this quarter hour from the Ballroom sent to you with the compliments of the makers of Lucky Strike Cigarettes, the cigarette that means fine tobacco. Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War! And soon throughout the country you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform

ATX01 0016663

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 21, 1942 - evening

AS BROADCAST

Mr. Boyland

BLOCK: Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to war, and soon, throughout the country, you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform. Now on with your "Make Believe Ballroom" to visit the bands around town. This part of the broadcast sent to you with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Yes, Lucky Strike Green has gone to war! Um huh! Lucky Strike Green has gone to war.

* * * *

Remember, Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to war, and soon throughout the country you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart, new uniform.

* * * *

And so friends, we conclude this quarter hour from the Ballroom sent to you with the compliments of Lucky Strike Cigarettes. Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to war, and soon throughout the country, you'll meet that same, fine Lucky Strike Tobacco in Lucky's smart, new uniform.

ATX01 0016664

LUCKY STRIKE "Make Believe Ballroom"
Commercial - November 23 - morning.

As Broadcast

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to war, and soon throughout the country you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform. Now, on with your "Make Believe Ballroom" - and this part of the broadcast with the best wishes of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War!

* * * *

Remember Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon throughout the country, you'll meet that same fine Lucky Strike Tobacco in Luckies' smart new uniform.

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And so, friends, we conclude this quarter hour from the "Ballroom" sent to you with the compliments of Lucky Strike Cigarettes, the cigarette that means fine tobacco. Lucky Strike Green has gone to War, and soon throughout the country you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform.

ATX01 0016665

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon throughout the country you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform. And now, on with the Ballroom. This part of the broadcast with the compliments of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War!

* * * *

Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon throughout the country, you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart, new uniform.

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And so, friends, we conclude this quarter hour from the Ballroom sent to you with the compliments of Lucky Strike Cigarettes. Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon throughout the country you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart, new uniform.

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 24, 1942 - morning

AS BROADCAST

BLOCK: Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to war and soon throughout the country you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform. And now, on with the "Ballroom" - this part of the broadcast sent to you with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War. Yes, Lucky Strike Green has gone to war!

* * * *

Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon throughout the country you'll meet that same, fine Lucky Strike Tobacco in Luckies smart new uniform.

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And so friends, it's good-bye to Bing Crosby in conclusion of this quarter hour from the "Ballroom" sent to you with the compliments of Lucky Strike Cigarettes. Lucky Strike Green has gone to war. Yes, Lucky Strike Green has gone to war. And soon throughout the country, you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform.

ATX01 0016667

BLOCK: Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to war! And soon, throughout the country, you'll meet that same, fine Lucky Strike tobacco in Lucky's smart, new uniform. And now continuing with the Make Believe Ballroom - we're now on stage four. This part of the program sent to you with the compliments of Lucky Strike Cigarettes - so round, so firm, so fully packed - so free and easy on the draw!

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to war!

* * * *

Remember, Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to war! And soon, throughout the country, you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform!

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And so, friends, we conclude this quarter hour from the "Ballroom", sent to you with the compliments of the makers of Lucky Strike Cigarettes! Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to war! And soon, throughout the country, you'll meet that same, fine Lucky Strike tobacco in Luckies' smart new uniform!

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon - at your favorite tobacco counter - you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart, new uniform. And now, on with the "Ballroom" and music by Freddy Slack and his band - this part of the broadcast sent to you by the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War!

* * * *

Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War. And soon at your favorite tobacco counter, you'll meet that same Lucky Strike Tobacco in Luckies' smart, new uniform.

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And so, friends, we conclude this quarter hour from the "Ballroom" sent to you with the compliments of Lucky Strike Cigarettes, the cigarette that means fine tobacco. Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to War. And soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform.

BLOCK: Lucky Strike Green has gone to War. Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform. And now here is Freddy Martin and his Orchestra with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War!

* * * *

Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform.

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And so friends, we conclude this quarter hour from the Ballroom sent to you with the compliments of Lucky Strike Cigarettes. Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart, new uniform.

BLOCK: Lucky Strike Green has gone to War. Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart, new uniform. Now, on we go to the Make Believe Ballroom ... this part of the broadcast with the compliments of the makers of Lucky Strike Cigarettes, so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War. Yes, Lucky Strike Green has gone to War!

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Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform.

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And so friends, we conclude the first half of our Birth of the Blues broadcast - music by W. C. Handy, sent to you from the Ballroom with the compliments of the makers of Lucky Strike Cigarettes. Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War! Remember, soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform.

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War and soon at your favorite tobacco counter, you'll meet that same fine Lucky Strike Tobacco in Luckies' smart, new uniform. Now, this part of the program sent to you with the compliments of the makers of Lucky Strike Cigarettes, so round, so firm, so fully packed, so free and easy on the draw, brings you music by Gene Krupa and his orchestra.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War.

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Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War and soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform.

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And so friends, we say good-bye to Gene Krupa and conclude this quarter hour from the "Ballroom" sent to you with the compliments of Lucky Strike Cigarettes. Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter, you'll meet that same fine Lucky Strike Tobacco in Luckies' smart new uniform.

LUCKY STRIKE "MAKE BELIEVE BALLROOM!"
Commercial - November 27, 1942 - morning

AS BROADCAST

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to war, and soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform. Now, we continue with your Make Believe Ballroom Broadcast - this part of the program sent to you with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War.

* * * *

Remember Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same fine Lucky Strike tobacco in Luckies' smart new uniform.

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And so we conclude this quarter hour from the Ballroom sent to you with the compliments of Lucky Strike Cigarettes, the cigarette that means fine tobacco. Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same fine Lucky Strike Tobacco in Luckies' smart new uniform!

ATX01 0016673

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 27, 1942 - evening

AS BROADCAST

BLOCK: Lucky Strike Green has gone to War. Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform. Now continuing with the Ballroom ... this part of the broadcast with the compliments of the makers of Lucky Strike Cigarettes, the cigarette that means fine tobacco.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War!

* * * *

Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike tobacco in Luckies' smart new uniform.

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And so friends, we conclude this quarter hour from the Ballroom, sent to you with the compliments of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw. Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike tobacco in Luckies' smart new uniform.

ATX01 0016674

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 28, 1942 - morning

AS BROADCAST

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart new uniform.

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Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War!

* * * *

Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same fine Lucky Strike Tobacco in Luckies' smart new uniform.

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And so friends, we conclude this quarter hour from the Ballroom sent to you with the compliments of Lucky Strike Cigarettes. Remember, Lucky Strike Green has gone to War. Yes, Lucky Strike Green has gone to war, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart new uniform!

ATX01 0016675

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - November 28, 1942 - evening

AS BROADCAST

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform! And now, with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed - so free and easy on the draw, let's look around again and see where our hands are playing.

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Well, friends, Lucky Strike Green has gone to war! Yes, Lucky Strike Green has gone to War!

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Remember, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform!

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"Manhattan Serenade" concluding this quarter hour with the compliments of the makers of Lucky Strike Cigarettes. Yes, friends, Lucky Strike Green has gone to war, and soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform!

ATX01 0016676

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War! I want to ask all you ladies out there listening to me a question. How do you know your grocer is giving you a full pound of butter when you order it at the store? You mean you watch him weigh it on the scale, don't you? And how do you know you're getting a dozen rolls? Well, you can count them. And you men out there who are handling the tools when you're making a table for the living room, how can you be sure that all the parts will fit? You measure them! Maybe you use a ruler or tape measure...I don't know! But you get those figures down pretty accurately, don't you? Sure, it's true, folks, almost everything we use today can be measured by a mechanical device. But here's something a little different. Can you name a device for calculating the quality of a fine cigarette? No tape measure or scales, no method of counting, no figures will tell you. It's a more personal thing than that. You see, the yardstick for a fine smoke is the amount of true smoking pleasure it gives you. And since in a cigarette, it's the tobacco that counts, the way of ascertaining that you get a fine smoke - one that will give you increased enjoyment, is to make sure that cigarette is made of fine tobacco. That's the way to gauge a fine cigarette...fine tobacco. Now, since our Lucky Strike buyers unhesitatingly obtain finer, milder, riper leaf at public auctions all over the South, it just stands to reason that Lucky Strike, the cigarette that means fine tobacco, will bring you greater smoking satisfaction. That's why I suggest that at your earliest convenience, you get acquainted with Luckies - so round, so firm, so fully packed, so free and easy on the draw. You'll find that everytime you light a Lucky, you'll like a

Lucky. And what more could any smoker ask of any cigarette?
Just try Luckies tonight! Remember Lucky Strike Green has gone
to War. Yes, Lucky Strike Green has gone to war. And soon
at your favorite tobacco counter, you'll meet that same fine
Lucky Strike tobacco in Luckies' smart new, uniform.

LUCKY STRIKE - "Make Believe Ballroom"
Commercial - November 30, 1942 - evening

AS BROADCAST

BLOCK: Lucky Strike Green has gone to War! Yes sir, Lucky Strike Green has gone to War and soon at your favorite tobacco counter you'll meet that same fine Lucky Strike tobacco in Luckies' smart, new uniform. And now on with the Ballroom, this part of the broadcast with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

* * *

Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War!

* * *

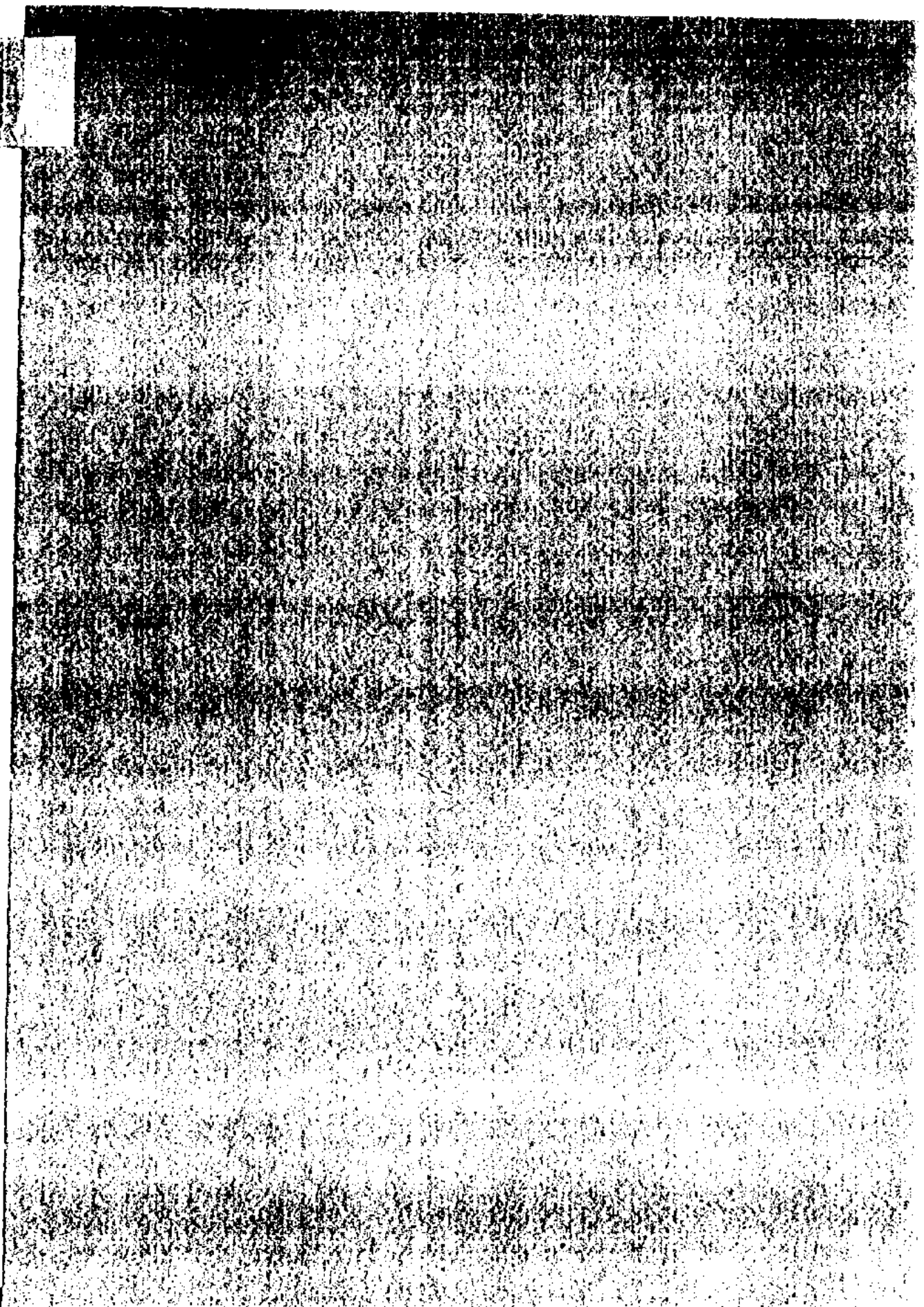
You know, friends, Lucky Strike Green has gone to War! Yes, Lucky Strike Green has gone to War, and soon at your favorite tobacco counter, you'll meet that same, fine Lucky Strike tobacco in Luckies' smart, new uniform.

* * *

And so friends, we conclude this quarter hour from the Ballroom sent to you with the compliments of the makers of Lucky Strike Cigarettes, the cigarette that means fine tobacco.

ATX01 0016679

DECEMBER
1963



LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 1, 1942 - morning

AS BROADCAST

BLOCK: Let me remind you that Lucky Strike Green has gone to War and soon at your favorite tobacco counter, you'll meet that same fine Lucky Strike Tobacco in Luckies' smart, new uniform. Now, "The Ink Spots" sent to you with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

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Lucky Strike Green has gone to War. Yes, Lucky Strike Green has gone to War.

* * *

Remember friends, Lucky Strike Green has gone to War. And soon at your favorite tobacco counter, you'll meet that same fine Lucky Strike Tobacco in Luckies' smart, new uniform.

* * *

And so friends, we conclude this quarter hour from the Ballroom sent to you with the compliments of Lucky Strike Cigarettes, the cigarette that means fine tobacco. Lucky Strike Green has gone to War. And soon at your favorite tobacco counter you'll meet that same, fine Lucky Strike Tobacco in Luckies' smart, new uniform.

ATX01 0016681

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 1, 1942 - evening

AS BROADCAST

BLOCK: Lucky Strike Green has gone to War! Yes, Lucky Strike
Green has gone to War! And soon, at your favorite
tobacco counter you'll find that same, fine Lucky Strike tobacco
in Luckies' smart new uniform.

* * *

Lucky Strike Green has gone to War!

* * *

Remember, Lucky Strike Green has gone to War, and soon
at your favorite tobacco counter you'll meet that same
fine Lucky Strike Tobacco in Luckies' smart, new uniform!

* * *

And that concludes this quarter hour from the "Ballroom"
with the compliments of Lucky Strike Cigarettes! Be
sure to ask for Lucky Strike, the cigarette that means
fine tobacco.

ATX01 0016682

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 2nd, 1942 - morning

AS BROADCAST

BLOCK: Did I tell you folks about the time I happened to look in at the glass barrel that they had set up in which they were collecting keys -- Remember when they were having the scrap drive - get in the scrap, give your old metal keys? Well, in that barrel were all kinds of keys...house keys, and box keys, and trunk keys. Some of them had big notches, others had little notches - quite simple. And some of the keys were very elaborate. I began to think about those keys. It's strange that only one key will open one certain lock. A great many of the keys might look exactly alike to us, but only one of them will turn the lock it's meant for. Now, you don't have to be a locksmith or a tobacco expert to realize that there's just one key that unlocks the door to increased smoking pleasure, and that's the key of fine tobacco. Your common sense will tell you that no cigarette can be any better than the tobacco it contains. Our Lucky Strike buyers know that, too. And so, at public auctions all over the South, they select for you that finer, lighter, milder, true Lucky Strike tobacco. Now when you stand looking in at the various brands of cigarettes in your favorite tobacco counter, you have your hand on the doorknob of greater smoking enjoyment when you ask for a pack of Luckies -- so round, so firm, so fully packed, so free and easy on the draw. You'll find that every time you light a Lucky, you'll like a Lucky because Lucky Strike means fine tobacco.

ATX01 0016683

BLOCK: Say friends, I have a make believe fireplace. No, not here in the Make Believe Ballroom. I have it home in the living room. It's a pretty good looking fireplace. It's made out of wood, has a few logs in the grate. Underneath the logs is that rod electric light. You turn it on and it looks like a real flame, almost. Have you ever sat in front of a real wood-burning fireplace with the flames licking the red hot logs and sending out a warm glow? Did you ever get to feeling drowsy and contented that you curl up in front of that open fire-^{that's} place/crackling? Well, if you've ever felt the warm, cozy pleasure of a real fireplace you'll know what I mean...when I say that artificial fireplaces just aren't the same. They're not the real McCoy. At a quick glance it looks the same, but it just isn't. You know, at first glance all cigarettes look more or less alike to the average smoker, but as your common sense will tell you that no cigarette can be any better than its most important ingredient - the tobacco - then the way to choose a cigarette that will bring you greater smoking enjoyment is to choose one that's made of fine tobacco. That's why I tell you about Lucky Strike Cigarettes and the Lucky Strike buyers who attend the public auctions down South for the one purpose of buying in open competition that tobacco that comes up to the Lucky Strike standard of high quality. Yes sir, the difference in smoking pleasure between a cigarette that contains fine, mild, ripe tobacco and one that does not, is the difference between night and day. You have only to light a Lucky to like a Lucky, to realize that in a cigarette it is the tobacco that counts, and that Lucky Strike most certainly means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
December 3, 1942 - morning

AS BROADCAST

BLOCK: I don't know whether you folks remember almost a year ago I paid a visit to Richmond, Virginia, to the American Tobacco Company factory where they make Lucky Strike Cigarettes. That was just before I started on the air to tell you about Luckies. One thing that I noticed in my trip through the factory in Richmond was something that I thought was very interesting. No matter which way you looked no matter which wall you looked at, you couldn't help but see a bronze plaque on the wall...just a small one with a picture of an Indian head on it, and it said...quality of product is essential to continuing success. Now that plaque was up there so that everyone who worked for the American Tobacco Company couldn't help but see it at least once every day. Now that one sentence sums up in eight words the policy of the makers of Luckies. For twenty-five years we've been serving the smoking public by bringing smokers a fine cigarette - a cigarette which can only be made from fine tobacco. In fact so obvious has the Lucky Strike policy in obtaining fine, light, mild leaf at public auctions been, that the independent tobacco experts - warehousemen, auctioneers, buyers, who attend auctions just naturally see who buys what leaf. These experts smoke Luckies by an overwhelming majority. That's the success that Lucky Strike quality of product has displayed, and realizing that we must continue to earn the public favor Lucky Strike has pledged itself to continue the quality of each Lucky Strike Cigarette - so round, so firm, so fully packed, so free and easy on the draw - by filling each one with fine tobacco. That quality leaf is essential to our continuing to bring you smokers increased smoking pleasure. That quality tobacco is what makes me say that you should try a pack of Luckies and see for yourself that everytime you light a Lucky you'll like a Lucky, and that's because Lucky Strike means fine tobacco.

ATX01 0016685

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 3, 1942, evening

AS BROADCAST

BLOCK: The other day down at the Pennsylvania Station, going through one of the gates down there - you've seen the kind I mean - that as you walk up to it the gate opens automatically! It has an electric eye in there. As soon as you break the beam of light the gate opens. Now, porters, travelers, laden down with baggage, walk towards the door and just as they reach the point about three feet away, the door swings open. They don't have to do a thing about it! They just pass the electric eye and automatically the door opens. All they have to do is walk through, it's as simple as that! You know, that electric eye took years of patient experimenting and developing before it worked as perfectly and mechanically as it does. You know ~~perhaps~~, if you were to attend a tobacco auction down South, you might be amazed at what seems to you the automatic and effortless way our Lucky Strike buyers time after time buy that light, mild, mellow Lucky Strike tobacco. Yes sir, when a basket of truly fine leaf comes up for sale, with the precision of that electric eye I was telling you about, our buyers enter the bidding. That action on their part, their keen perception of that fine leaf - in the past twenty-five years has made the name Lucky Strike mean fine tobacco - is based on years of experience, study and training, and the knowledge that in a cigarette it's the tobacco that counts. And if Lucky Strikes - so round, so firm, so fully packed - so free and easy on the draw - are to bring smokers more smoking enjoyment, they must be made of quality tobacco. Why don't you make that next pack Luckies? You won't need an electric eye to realize that Luckies furnish the utmost in smoking pleasure. You'll find that when you light a Lucky you'll like a Lucky, 'cause Lucky Strike means fine tobacco.

ATX01 0016686

BLOCK: Do you like Sunday? I do - particularly rainy Sundays when you don't have to get up. You just lie in bed and sleep, wake up and go back to sleep again. You get up and have a big breakfast, read the Sunday papers, look through the columns - see what the columnists have to say. Take a look around and see what's new in the shows, and pictures, the book critics - see what they pick out for reading. It pays, you know, to watch the opinions of the book critics, and the movie critics, because after all, these critics know. They know their books, and you'll find it pays to choose your reading that way. It's just like taking free advice from someone who knows. Now when I ask you to try Luckies I'm asking you to listen to the free advice of someone who knows...of a lot of people who know. I know Luckies are good, but I'm just an average smoker like you, so I suggest that you listen to the tobacco critics...the independent tobacco experts -- the warehousemen, auctioneers, and buyers - who see the public tobacco auctions in progress down South. These independent experts can't help but see who buys what leaf. They naturally can't miss the fact that Luckies goes after that fine, light mild, really Lucky Strike leaf time and time again. Here's a recommendation that's wise, free advice from the cigarette critics - the independent tobacco experts who know what's what in tobacco land. Among those independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Take a hint from the experts who make Luckies their smoking preference. Try a pack. In Luckies you find a cigarette so round, so firm, so fully packed, so free and easy on the draw, you can't help but like it.

BLOCK: You know, there's one section off the Sunday paper I always read carefully just from force of habit. I bet you'd never guess what section that is. I look it over from one end to the other...The Classified Want Ad Section. If the boss is listening, I'm not looking for a new job. It's just a matter of habit. I guess you've all looked there at those pages now and then. I know I always read the columns pretty carefully...Help Wanted Men - Office Manager, Office Boy, Engineer, Help Wanted Women - Secretary, Governess, Bookkeeper...long lists of Help Wanted Ads with notes on the qualifications you must possess, and where you may apply for further particulars. You know, interviewing some one for a job is really an involved thing. A prospective employer has to keep one eye on the job in question, an eye on the applicant he's already seen, and an eye on you. Well, he wants to know if you'll be able to do all the work, if you've had enough experience for the job, if you'll come up to the standards of the organization. You know, the Lucky Strike buyers who attend the public tobacco auctions down South are in much the same position as the prospective employer who advertises that he wants a new employee. They must have keen eyes, experience, steady decisive judgment when they see those baskets of tobacco coming up for sale, just the same as an executive choosing a new employee from a group of applicants. When the buyers for Lucky Strike see a basket of leaf that stands out from the others with respect to lightness, and mildness, and ripeness - when they see tobacco that they think comes up to our standards of quality - then and only then do they enter the open bidding competition. Lucky Strike selects fine tobacco for the job of filling every one of your Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw. Yes sir, I know that everything you light a Lucky you'll like a Lucky.

BLOCK: You know, friends, when I was a little boy, the only telephones we had practically at that time, were party lines...you know, half a dozen people all on the same line. If you phone rang three times and your ring was two you weren't supposed to answer it. Well, to a wide awake, or am I, mischievous, curious little boy, party lines can be a very interesting gadget. I think I was about the best informed person for miles around. I always used to be getting into trouble, accidentally, of course. Accidentally, I'd pick up the telephone when it would ring, and I'd hear all sorts of conversations. It was very enlightening. You know, the great teaming tobacco warehouses where the public auctions are held each year are really similar to those old party lines. Don't misunderstand me. I don't mean that the people who are milling around on the crowded floor between the rows of tobacco baskets are eavesdropping like I used to do. No, nothing like that. They have every right to be there. It's just that the open competition as the buyers enter the bidding for the leaf as it comes up for sale is a transaction that can easily be heard by the people in the warehouse. It's just like a conversation on a party line really. If you're there you can't help but hear. Now among those attending the auctions are the independent tobacco experts - warehousemen, auctioneers, and buyers. They can't miss the fact that Lucky Strike, time and time again, obtains finer, milder, lighter tobacco. And so when among these men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, you can rest assured that these independent experts are well informed that they know who buys what tobacco. Why don't you make sure of getting your share of that fine tobacco in Luckies! You know, folks, I don't have to eavesdrop to know that every time you light a Lucky, you'll like a Lucky, because Lucky Strike just means fine tobacco and fine tobacco means a fine smoke.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 5, 1942 - evening

AS BROADCAST

BLOCK: Did you ever think what a difference emphasis can make in talking?
I'm asking you a simple question. I want to know where you're going.
Now, I can say...WHERE are you going? I'm emphasizing the place, or
I can say...where are YOU going? Then I'm emphasizing you. Emphasis
gives different shades of meaning to our speech, and it also can
make a difference in clothes...a dress with the emphasis on the
trimmings is really for dress-up occasions...one that emphasizes the
heaviness and the durability of the material is for warthm and heavy
duty. And similarly, the emphasis in a cigarette can make all the
difference in the world to you as a smoker. You see, in a cigarette,
it's the tobacco that counts. That's the main ingredient. And that's
why it's important for you who are looking for increased smoking
pleasure to know that Lucky Strike means fine tobacco...choice
leaves selected at public auctions all over the South by our keen
experienced buyers who know that it takes quality leaf to make a
fine cigarette and a contented smoker. And that's why I suggest
that next time you buy cigarettes you emphasize the words Lucky
Strike. Then notice how every time you light a Lucky, you'll like
a Lucky; because we emphasize the use of fine tobacco in every
Lucky Strike - so round, so firm, so fully packed, so free and easy
on the draw.

ATX01 0016690

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 7, 1942 - morning

AS BROADCAST

BLOCK: Do you like pumpkins and squashes? This is the season for them, you know. I like them in a pie, and is that good...the filling all smooth and tasty. You know, I've watched lots of women, good cooks, too, walk into the vegetable store, and say to their vegetable dealer...Do you have any good pumpkins today? Well, will you pick out a ripe one for me - for a pie, you know. And the fruit dealer would go thumping through his stock to get the kind of pumpkin his customer wanted. Now she trusted his expert knowledge of fruits and vegetables, and he in turn, wanting to keep her as a customer, does his best to give her what she wants. You know, friends, when you go out to buy a pack of cigarettes, you have to trust the makers of those cigarettes, just as you have faith in your food dealer to give you the kind of a product you're after. That's why I like to recommend Lucky Strike to you, because the makers of Luckies instruct their buyers to select at public tobacco auctions the mild, ripe, really Lucky Strike leaf that they think you'll want to smoke. And that light tobacco - mellowed, cured, aged and blended - fills every Lucky - so round, so firm, so fully packed, so free and easy on the draw. You can have faith in Lucky Strike, the cigarette that has in the past twenty-five years come to mean fine tobacco, because Lucky Strike knows that quality of product is essential to continuing success. We want you to feel that everytime you light a Lucky you'll like a Lucky. Why don't you buy a pack this very day? Try Lucky Strike!

ATX01 0016691

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 7, 1942 - evening

AS BROADCAST

BLOCK: You know, I guess W. C. Fields is one of the very best jugglers I've ever seen. He could take five or six billiard balls, or oranges, or bananas, or bowling pins. It didn't matter to him what the objects were. He could keep them spinning up in the air for minutes at a time while keeping up a steady stream of chatter. I couldn't do that no matter how hard I tried. I can't even keep one dish from hitting the floor when I help the Missus do the dishes. Believe you me, when I drop one, she's the one who keeps up the steady stream of chatter. But you know, W. C. Fields can juggle anything. A skillful juggler who's well-trained and dexterous can juggle anything -- almost anything, that is. I don't think anyone in the world can juggle facts. You can't manipulate facts no matter how nimble you are. You can't change them. They're always there. They're basic. No friends, it's a fact...a common sense fact that no cigarette can hope to be any better than its main ingredient -- tobacco. That's a fact that can't be juggled with, and that's the fact that's really the basis of Lucky Strike's success with smokers who are seeking increased smoking enjoyment. You see, friends, realizing that in a cigarette it's the tobacco that counts, our buyers at public tobacco auctions select fine, light, ripe leaf - true Lucky Strike tobacco. We know it takes fine tobacco to make a fine cigarette, and a contented smoker. That's why I suggest that you stop juggling with your smoking pleasure, and recognize these down to earth facts which can't be manipulated....that in a cigarette it's the tobacco that counts, and since Lucky Strike consistently means fine tobacco, make your next pack Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0016692

BLOCK: Have you an ordinary lead pencil handy? Look at it! More than likely it's yellow, although it can be of any color...it's a long tubelike shape, it can be fat or thin, it can have an eraser or not. The main thing about that pencil is that no matter what it looks like it must write. The lead is the main thing. It should be smooth and black. Now take another everyday object...a cigarette. It's a white tube of paper filled with tobacco...almost the same shape as a pencil. You even hold it between the same fingers -- only in a cigarette the main ingredient is the tobacco. Yes sir, the tobacco is the important thing, and that's why I recommend Luckies to you smokers. You want a good smoke, one that tastes good, one that's mild and light...well, then just choose the cigarette the independent tobacco experts smoke by such a great majority. Smoke the cigarette that means fine tobacco, because its main ingredient is that fine, light, mild leaf that our buyers obtain at public tobacco auctions for your cigarette smoking pleasure. Next time you order cigarettes, just say...'Luckies please'. And then watch your smoking pleasure grow and grow, because everytime you light a Lucky you'll like a Lucky.

LUCKY STRIKE - "TAKE BELIEVE BALLROOM"
Commercial - December 8, 1942 - evening

AS BROADCAST

BLOCK: Have you ever thought when you're playing a game - a card game, or tennis, or football - that without a goal or a score to strive for the game might prove very dull and you might find that you're not playing as well as you could. In order to produce our best work we have to have a goal in mind - a purpose. Everybody's got to have a purpose in life. The purpose of actors in a play is to bring you hours of relaxation, the purpose of the letter carrier is to see that your mail reaches you without delay. The purpose of football is to score as many points as possible. And the makers of Lucky Strike Cigarettes have a purpose to fulfill, too! The purpose of Luckies is to bring you real smoking enjoyment. That's the purpose that keeps us constantly striving and consistently selecting, in open competition at public tobacco auctions down south, finer, lighter, milder, better tasting tobacco, the kind of leaf that means greater smoking satisfaction. Yes, friends, in a cigarette, truly, it's the tobacco that counts. It takes fine tobacco to make a fine cigarette; and that tobacco is in the Luckies you buy today. Now, I have only one purpose in urging you to try Luckies! I want you to start getting your share of that fine tobacco, that increased smoking enjoyment in every Lucky you light. You see, I've found it, and I guess millions of other smokers have found it, too, that whenever you light a Lucky, you'll like a Lucky.

ATX01 0016694

BLOCK: You know, I have one of those little things called a make believe fireplace in my living room. It's a pretty good looking fireplace, but it's just make believe. It has an electric light in there, you can put a switch on it, and it looks like a real fire. But if you've ever sat in front of a real wood burning fireplace with the flames licking the logs, sending out a warm glow, you'd know the difference. You know how you get to feeling drowsy and contented as you curl up in front of an open fire that's crackling. Well, if you've ever felt that way, you'll know what I mean when I say that artificial fireplaces just aren't the same - they're not the real McCoy. They may look the same, but they are not. And you know, friends, at first glance, all cigarettes look more or less alike to the average smoker. Since your common sense will tell you that no cigarette can be any better than its most important ingredient - the tobacco - the way for you to choose the cigarette that will bring you greater smoking enjoyment is to choose one that's made of fine tobacco. And that's why I tell you about Lucky Strike Cigarettes and the Lucky Strike buyers who attend the public auctions for the express purpose of buying in open competition that tobacco that comes up to the Lucky Strike standard of high quality. Yes sir, the difference in smoking pleasure in a cigarette that's made of fine, mild, ripe tobacco and one that is not is the difference between night and day. You have only to light a Lucky ... to realize that in a cigarette it is the tobacco that counts, and that Lucky Strike most certainly means fine tobacco.

BLOCK: You know, friends, when I hear a song that I like, or a poem, or a motto, I very often repeat it over and over to myself - sort of memorize it. Then often as I hear it again over the radio, or someone else sings it, or recites it - the more I hear it the more I like it. That repetition of a phrase or melody actually creates a desire to hear it again, and then again, and then again. It pleases you. You want more. It's like repeating the theme of a song. It's pleasant to have it come back, familiar, and satisfying. Well, friends, to the average smoker it's also gratifying to have the theme and idea of Lucky Strike recurring again and again...to realize that in every Lucky - so round, so firm, so fully packed, so free and easy on the draw - you'll find fine, light, mellow, properly aged and blended tobacco. Yes sir, that's a comfort to any smoker. Whenever you light a Lucky you'll like a Lucky because of that fine leaf of which every one without exception is made. It's the repetition of this familiar, reassuring way to complete smoking enjoyment. You'll never get tired of that fine leaf that repeatedly gives you fine smoking in every Lucky you light. Why don't you treat yourself to a pack of Luckies, huh? After your first pack, everytime you walk into your tobacco store you'll repeat those words which are the theme song of smoking satisfaction. You'll say..."Luckies please", because Lucky Strike means fine tobacco.

BLOCK: Well friends, the other day I went down to Penn Station here in New York to meet an old friend of mine who was coming to town. I was a little early, and his train turned out to be a little late, so I had a lot of time to kill, and walking around the depot watching people, I happened to notice a series of doors that were equipped with a contraption called an electric eye. I stood there and watched them fascinated. Porters and travelers laden down with baggage would walk towards the door, and when they got to a point about three feet away without anyone touching the door, it would swing wide open. They passed the electric eye and automatically, the doors opened. All they had to do was walk through - just as simple as that. You know, that electric eye took years of patient experimenting and developing before it worked as perfectly and as mechanically as it does. And if you were to attend a tobacco auction down South, you might be amazed at what seemed to you the automatic and effortless way our Lucky Strike buyers, time after time, buy that light, mild, mellow Lucky Strike tobacco. When a basket of really fine leaf comes up for sale, with the precision of that electric eye I was telling you about, our buyers enter the public bidding. That action on their part - their keen perception of that fine leaf which, in the past twenty-five years, has made the name Lucky Strike mean fine tobacco, is based on years of experience, study and training, and the knowledge that in a cigarette it's the tobacco that counts. And if Lucky Strikes - so round, so firm, so fully packed, so free and easy on the draw, are to bring smokers more enjoyment, they must be made of quality tobacco. Folks, why don't you make that next pack Luckies, huh? You won't need an electric eye to realize that Luckies furnish the utmost in smoking pleasure. You'll find that when you light a Lucky, you'll like a Lucky; because Lucky Strike means fine tobacco.

BLOCK: Any of you folks ever seen a gremlin? Well, if you missed the last express train home by a fraction of a minute, that's a bad gremlin. If you lose a five dollar bill through your pocket, that's a bad one, too. But if you get a raise in your pay check, ah, that's a good gremlin working for you. The term gremlin was originated by the R.A.F. pilots to describe their good or bad fortune in combat. A bad gremlin was a piece of whimsy thought up by a pilot who was having trouble with his plane. He was a hairy, dwarf-like sprite who was responsible for bad luck in the air. And, of course, there were the gay, happy gremlins who were responsible for good fortune. Now the gremlin idea may be a delightful fairy tale method of explaining things, but if you miss the last express home, it's probably no gremlin at work. It's simply that you hung around too long at your friends' house. If you lose a five dollar bill it's because you've been playing Gin Rummy for keeps...or maybe you have a hole in your pocket...I don't know. If you get a raise it's because you're conscientious and bright. If an R.A.F. pilot has good or bad luck it's due to his handling of his plane.. You know, similarly, friends, you may think there's a good smoker's gremlin at work when you draw in that first delicious puff of every Lucky Strike Cigarette you light - though it may seem a little like magic to you to find that every time you light a Lucky you like a Lucky - there are no gremlins involved...merely fine tobacco. Fine, light, ripe, mellow tobacco is responsible for the true smoking enjoyment afforded by every Lucky Strike. That's the tobacco our keen buyers go after to get at public auctions all over the South, because they know it takes quality leaf to make a quality smoke, and a contented smoker. That's why I urge you to make that next pack Lucky...the cigarette that means fine tobacco.

BLOCK: You know, friends, there's one section of the Sunday paper I always read very carefully, just from force of habit, and that's the Classified Want Ad section. I guess you've all looked through those pages now and then. I always read the column pretty carefully. There's always the "Help Wanted Men", Office Manager, Office Boy, Engineer... "Help Wanted Women"... Secretary, Governess, Bookkeeper. Long lists of Help Wanted with notes on the qualifications you have to possess, and where you apply for further particulars. You know, interviewing someone for a job is really an involved thing. A prospective employer has to keep one eye on the job in question and one eye on the applicants he's already seen, and one eye on you. He wants to know if you'll be able to do all the work, if you've had enough experience for the job, if you'll come up to the standards of the organization. You know, friends, the Lucky Strike buyers who attend the public tobacco auctions down South are in much the same position as the prospective employer who advertises that he wants a new employee. They need keen eyes, the experience, and the same steady, decisive judgment when they see those baskets of tobacco coming up for sale as an executive choosing a new employee from a group of applicants. Now when the buyers for Luckies see a basket of leaf that stands out from the others with respect to lightness, mildness, ripeness - when they see a basket of tobacco that they think comes up to Lucky Strike's standard, then they enter the open bidding competition. Lucky Strike selects fine tobacco for the job of filling every one of those Luckies - so round, so firm, so fully packed, so free and easy on the draw. And that's why all you smokers who are looking for increased smoking enjoyment - you don't have to interview every brand of cigarettes on the market today. One pack of Luckies will prove to you that that fine tobacco fills the bill. In fact, Luckies will become a life long employee because every time you light a Lucky you'll like a Lucky.

BLOCK: You know, friends, when you write on a piece of paper you don't stop to think about the rags or the lumber from which it's made. That paper is so far removed from its original state you probably don't give it a thought. When you eat a delicious cake you don't stop to think about the flour, and the eggs, and the baking soda that went in that cake. The finished product is so different from the original ingredients you don't even think about them. But you know, it's a little different when you smoke a cigarette. You're always conscious of its main ingredient. You can't help but be, because the all important thing in a cigarette is the tobacco. Luckies are so round, so firm, so fully packed, so free and easy on the draw but even with these advantages, it's still the tobacco that counts. Our keen, well-trained buyers know that. And they realize that no cigarette can be any better than the tobacco that's in it, so they spare no effort in purchasing finer, lighter, milder leaf. And that's the reason Lucky Strike has come to mean fine tobacco. When you light a Lucky and feel your smoking enjoyment grow you'll be able to trace that new found smoking satisfaction to the finer Lucky Strike leaf that fills every Lucky you smoke. That's why you can be absolutely sure that every time you light a Lucky you'll like a Lucky.

BLOCK: Did you ever think what a difference emphasis can make in talking. Suppose I want to ask you a simple question. I want to know where you're going. So I can say...WHERE are you going? And I'm emphasizing the place, or I can say...where are YOU going, and I'm emphasizing you. Emphasis gives different shades of meaning to our speech. It also can make a difference in clothing - a dress with the emphasis on the trimming is really for dress-up occasions. One that emphasizes the heaviness and durability of the material is for warmth and heavy duty. And similarly friends, the emphasis in a cigarette can make all the difference in the world to you as a smoker; because in a cigarette, it's the tobacco that counts. That's the main ingredient, and that's why it's important for you who are looking for increased smoking pleasure to know that Lucky Strike means fine tobacco...choice leaf selected at public auctions all over the South by our keen, experienced buyers who know that it takes quality leaf to make a fine cigarette and a contented smoker. And that's why I suggest the next time you buy cigarettes, you emphasize the words 'Lucky Strike'. Then notice how every time you light a Lucky, you'll like a Lucky because we emphasize the use of fine tobacco in every Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: I'd like to ask you ladies a question: When your husband finally gets a new overcoat and wears it, you recognize him, don't you? You know that no matter what he wears he's still the same man. And now, all you men listening, when the little woman tries on her new bonnet for you, you may be a little startled at first, you may even snicker if it looks so much like a monkey hat, but you recognize her in it. Friends, it's a fact that clothes don't really make the man or the woman for that matter. It's the sterling qualities underneath that you recognize - that endear a person to you. And similarly, it's a fact you'll always recognize a cigarette that's made of fine tobacco. The makers of Lucky Strike Cigarettes know that no cigarette can hope to be any better than its main ingredient - the tobacco. And for that reason, we send our buyers to the public auctions down South with instructions to compare, and select - when they come across baskets of fine leaf that come up to Lucky Strike's standards - to enter the bidding competition and obtain that tobacco for your smoking pleasure. Now, why don't you start getting your share of that ripe, mild, light tobacco this very night. Soon as you light up your first Lucky you'll be able to recognize the cigarette designed for your increased smoking enjoyment. Just walk in to your neighborhood tobacco store and say to the man behind the counter...Luckies, please! And you can bet they do!

BLOCK: Have you ever seen a juggler? I guess W. C. Fields was one of the very best jugglers I've ever seen. He could take billiard balls, or oranges, or bananas, or bowling pins -- didn't matter to him what the objects were -- and he'd keep them spinning up there for minutes at a time while keeping up a steady stream of chatter. I couldn't do that no matter how hard I tried. I can't keep even one dish from hitting the floor when I help the Missus do the dishes. And believe you me, when I drop one, she's the one who keeps up that steady flow of chatter. But you know, W. C. Fields can juggle anything. A skillful juggler who's well trained and dexterous can juggle anything -- almost anything, that is. But I don't think there's anyone in the world who can juggle facts. You can't manipulate facts no matter how nimble you are. You can't change them. They're always there. You can't move them because they're basic. Now it's a fact -- a common sense fact that no cigarette can hope to be any better than its main ingredient, tobacco. That's a fact that can't be juggled with, and that's the fact that's really the basis of Lucky Strike's success with smokers who are seeking increased smoking enjoyment. You see, folks, realizing that in a cigarette it's the tobacco that counts, our keen-eyed buyers at public tobacco auctions select fine, light, ripe leaf -- truly Lucky Strike tobacco for your Lucky Strike Cigarettes. Now we know that it takes fine tobacco to make a fine cigarette, and a contented smoker. Now that's why I suggest that you stop juggling with your smoking pleasure, and recognize these down to earth facts which cannot be manipulated, because in a cigarette it's the tobacco that counts. Since Lucky Strike consistently means fine tobacco, make your next pack Luckies -- so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: You know, folks, I have an interesting gadget at home. It's called a remote control. You sit in the bedroom, listen to the radio, change the radio station even though the radio is out in the living room, without getting up from the chair. All you have to do is press a button and the station changes. You can do a lot of things these days by simply pressing a button. It will get you a piece of chewing gum in a slot machine, a piece of pie at the Automat, a tune out of the juke box in the place at the corner. It will give you a handful of salted peanuts, and it tunes my radio. But you know, there's one thing that can't be done simply by pressing a button. No remote control has ever been invented that can take the place of that careful, personal selection of ripe, fine tobacco that goes into each and every one of the Luckies you light. That's why our buyers attend the public tobacco auctions. They want to be there. They want to see all the leaf as it comes up for sale, so they can choose that true Lucky Strike leaf from all the rest for your smoking pleasure. Yes, sir, it's that personal selection of that better tasting, milder leaf that has come to make the name Lucky Strike mean fine tobacco. Next time you order cigarettes, if you'll just say Luckies please to the man behind the counter you'll find it's really as easy as pressing a button to get the very utmost in smoking pleasure, because every time you light a Lucky, you'll like a Lucky. That's because Lucky Strike means fine tobacco.

BLOCK: Have you ever thought when you're playing a game like cards or tennis or football, without a goal or a score to strive for, the game would be very dull? You might find that you weren't playing as well as you could. You know, in other words, in order to produce your best work, you have to have a goal -- a purpose. And the purpose of actors in a play is to bring you several hours of relaxation. The purpose of a letter carrier is to see that the mail reaches you. The purpose of football is to score as many points as possible. The makers of Luckies have a purpose to fulfill also. The purpose of Luckies is to bring you real smoking enjoyment. That's the purpose that keeps us constantly striving, and consistently selecting in open competition -- at public tobacco auctions, the lighter, milder, better tasting leaf -- the kind of tobacco that means greater smoking satisfaction. Yes, sir, in a cigarette it's the tobacco that counts. And it takes fine tobacco to make a fine cigarette. That tobacco is in the Luckies you buy today. Now, I have only one purpose in urging you to try a pack of Luckies. I want you to start getting your share of that fine leaf -- of that increased smoking enjoyment in every Lucky you light. I've found it, and I guess that millions of other smokers have found it, too ... that whenever you light a Lucky you'll like a Lucky, too.

BLOCK: Say, did you ever watch your mother bake a cake when you were a kid? I can remember sitting out in the kitchen watching mother sift the flour, beat up the eggs, put in the baking powder and the flavor, and then the filling. She was a good cook all right! She always had perfect confidence in the results when she beat the batter, and put the ingredients in and put it in the oven. I used to get a little bit worried. I could never understand how that pasty looking mass of flour and eggs and spice could ever turn into a delicious layer cake. But it did, sure enough. And I was always amazed at it. But not mother. She knew exactly how it would turn out. The point I'm getting at is that the expert in any line, whether it be cooking, sewing, building or even tobacco buying, can visualize the finished product, and the satisfaction it would give just from the raw materials. And when the independent tobacco experts -- buyers, auctioneers, warehousemen -- in the course of the tobacco auctions which they attend, see Lucky Strike buyers getting finer, lighter, riper leaf again and again -- why it's obvious with these men, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined; for these experts certainly should know how tobacco will smoke. Good tobacco means fine smoking. And that smoke is Lucky Strike -- so round, so firm, so fully packed, so free and easy on the draw. That's why I say ... start smoking Luckies tonight. If you want to make sure of getting that fine, mild tobacco, it's guaranteed that every time you light a Lucky you'll like a Lucky.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 16, 1942 - morning

AS BROADCAST

BLOCK: You know, friends, when I hear a song that I like, or a poem, or a motto, I very often repeat it over and over to myself, sort of to memorize it. And then when ever I hear it again on the radio, or someone else sings it or recites it, the more I hear it the more I like it. That repetition of a phrase or melody actually creates a desire to hear it again and again. It pleases you. You want more. It's, well, it's like repeating the theme of a song. It's pleasant to have it come back - familiar and satisfying. Now friends, to the average smoker it's also gratifying to have the theme and idea of Lucky Strike recurring again and again, to realize that in every Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- you'll find fine, light, mellow properly aged and blended tobacco. That's a comfort to any smoker. Whenever you light a Lucky you'll like a Lucky, because of that fine leaf from which every one without exception is made. It's the repetition of a familiar and reassuring way to complete smoking enjoyment. You'll never get tired of that fine leaf that repeatedly gives you fine smoking in every Lucky. Now, why don't you treat yourself to a pack of Luckies today? And after that first pack every time you walk into your tobacco store you'll repeat those words which are the theme song of smoking satisfaction. You'll say "Luckies please", because Lucky Strike means fine tobacco.

ATX01 0016707

BLOCK: I just looked at the calendar. It's the sixteenth of December. That's nine days from Christmas and fifteen days from New Years. It's also the day of the Boston Tea Party. Today is its Anniversary -- back in 1773. That was the time when the colonial settlers destroyed a great shipment of tea in their struggle for the rights, which our constitution makes clear today. And on this Anniversary of the Boston Tea Party, let's just think of the various grades of tea there are -- tea that you can buy for a few cents, or a hundred dollars a pound. Do you know why some teas cost more than others? It's because the finer tea leaves are rarer and harder to get. You have to pay more for them. Now folks, tobacco leaves also range in quality and that's the business of the buyers for Lucky Strike Cigarettes, to obtain for your smoking pleasure finer, lighter, milder, better tasting tobacco. That's why they attend the public tobacco auctions to inspect all the leaf as it comes up for sale. And that's why they select only those baskets of tobacco that come up to Lucky Strike's high standards. Just as fine tea leaves make a finer cup of tea, just so Lucky Strike knows that finer tobacco can't help but make a finer smoke. The next time you buy cigarettes, treat yourself to a pack of Luckies. See if you don't agree that every time you light a Lucky, you'll like a Lucky, because Lucky Strike truly means fine tobacco.

BLOCK: Do you know what a gremlin is -- g-r-e-m-l-i-n, a gremlin? Well, I'll tell you this way: if you missed the last express train home by a fraction of a minute, a bad gremlin has been hanging around. If you have a five dollar bill in your pocket and you lose it, a bad gremlin's been at work. Yes, but if you get a raise in your paycheck, well then, a good gremlin has been working for you. You see, the term gremlin was originated by the RAF pilots to describe their good or bad fortune in combat. A bad gremlin was a piece of whimsy thought up by a pilot who was having trouble with his plane. And this bad gremlin was supposed to be a hairy, dwarf-like little sprite who was responsible for bad luck in the air. Of course, there were -- there were happy gremlins, too, who were responsible for good fortune. Now, the gremlin idea may be a delightful fairy tale method of explaining things. But if you miss the last train home, it's probably no gremlin at all. It's simply that you stayed too long at your friend's house ... we'll give you credit for having been at your friend's house. If you lose a five dollar bill, it's because you have a hole in your pocket, or you were just careless. If you get a raise, it's probably because you're conscientious and bright and stick to your job. And if an RAF pilot has good or bad luck, it's due to his handling of his plane. And similarly, friends, thus due to -- you know regardless of what you may think, there's gremlins that are good and gremlins that are bad. But when you first draw in that delicious puff on a Lucky Strike Cigarette, you're going to agree with me, that while it may seem like magic, actually it's fine tobacco that makes that Lucky so good. There are no gremlins involved ... merely fine tobacco. Fine, light, ripe, mellow tobacco is responsible for the true smoking enjoyment in every Lucky. That's why I urge you to make that next pack Luckies, the cigarette that means fine tobacco.

BLOCK: You know, there's an old saying that it takes more than one swallow to make a summer. I think you'll all agree with that, it's just like saying one snowflake doesn't make a blizzard. It doesn't do for us to leap to conclusions in any case. In the case of one swallow, or one snowflake, or one smoker. Now, folks, I'm not asking you to smoke Lucky Strike Cigarettes because I smoke them. After all, I'm just one average smoker. But, I do like to point out to you that among the independent tobacco experts, the men who make their living in the tobacco warehouses, the men who see who buys what leaf at the great tobacco auctions ...

Lucky Strike has more than twice as many exclusive smokers as all other brands of cigarettes combined. Now, these are the men who can't help but see Lucky Strike buyers, time and time again, getting better tasting, milder, riper leaf in open bidding competition. And so since they certainly should know how fine tobacco will smoke, it's perfectly obvious why these tobacco experts choose Luckies for their own smoking preference by an overwhelming majority. Now, when a whole flock of swallows migrate north, it's a pretty sure sign that summer's on the way, or when there's ten inches of snow on the ground, brother, that looks like a blizzard! And similarly when sworn records prove that not just one smoker, but that an overwhelming majority of independent tobacco experts smoke Luckies two to one, well, don't you think it's just common sense to follow that tip. And the next time you buy cigarettes, ask for Luckies. You're bound to like them, because they're made from fine tobacco.

HART: You know, friends, when you write on a piece of paper, you never stop to think about the rag or the lumber from which it's made, do you? That paper is so far removed from its original state that you probably don't give it a thought. When you eat a delicious cake, you don't start to think of the flour, and the eggs, and the baking soda that went into the cake. The finished product is so different from the original ingredients you don't even think of them. But you know, it's a little different when you smoke a cigarette. You're always conscious of its main ingredient. You can't help but be because the all-important thing in a cigarette is the tobacco. Luckies are so round, so firm, so fully packed, so free and easy on the draw that even with these advantages, it's still the tobacco that counts. Our keen, well-trained buyers know that. They realize no cigarette can hope to be any better than the tobacco that's in it, and so they spare no effort in purchasing finer, lighter, milder leaf at public auctions all over the South. And that's the reason Lucky Strike has come to mean fine tobacco. When you light a Lucky and feel your smoking enjoyment grow, you'll be able to trace that new-found smoking satisfaction to the finer Lucky Strike leaf that fills every Lucky you smoke. And that's why you can be absolutely sure that every time you light a Lucky, you'll like a Lucky.

BLOCK: You know, speaking of Brazil ... once upon a time there lived in Africa a very rich Dutch farmer. One day he had his fortune told by a gypsy who was passing by. The gypsy said ... you're going to be even more wealthy than you are now. And you'll make your great money in diamonds. Well, the farmer got very excited. So the very next day he went out and sold his farm and took the money that he got for it and started out to seek his fortune in diamonds. He bought first one piece of land and then another till he'd used up all his money and was quite poor, but he found no diamonds. Now the man to whom he had sold his prosperous farm, one day was out plowing the field and he came across a bright looking pebble. Soon he found he had one of the largest diamond mines in the world right on his farm land. Of course, friends, there's a moral to a story like that. We often have fortunes right in our own backyard, we don't have to wander far afield. And by the way, how has your smoking fortune been lately? Are you wandering far afield, trying one brand of cigarette and then another -- trying to reach the one that will bring you greater smoking satisfaction? Well, if you have, stop searching. Right in your own backyard, at your favorite tobacco counter are those Lucky Strikes -- so round, so firm, so fully packed, so free and easy on the draw, so full of fine tobacco. If you're a smoker and you're after increased smoking enjoyment, you'll be rich indeed when you discover that every time you light a Lucky, you'll like a Lucky, because Lucky Strike truly means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - December 19, 1942 - morning

AS BROADCAST

BLOCK: Now I want to ask you ladies a personal question, if I may. Your husband goes out and he buys a new overcoat. Oh, I know, you've had your coat. You've gotten your new coat, and your hat, and your shoes, and your dress and the bag -- everything that goes with it. And the kids have gotten everything. Your husband goes out and he buys a new overcoat, and he comes home with it. He takes his key out, and he opens the front door, and he walks in. There he stands in his new overcoat. You recognize him, don't you? Of course, you do. You men, when your wife comes home with a new hat, you might look at it and snicker a little bit, but you still recognize your wife -- or your husband. It's a fact that clothes don't really make the man or woman. It's the sterling qualities underneath that you recognize. That endear a person to you. And similarly, it's a fact that you'll always recognize a cigarette that's made of fine tobacco. Now, the makers of Lucky Strike cigarettes know that no cigarette can hope to be any better than its main ingredient -- tobacco. And that's why we send our buyers to the public tobacco auctions with instructions to compare and select and then when they find baskets of fine leaf that come up to Lucky Strike standards, to enter the bidding competition and buy that tobacco for your smoking pleasure. I suggest that you start getting your share of that mild, ripe, light tobacco today. As soon as you light up your first Lucky you'll be able to recognize the cigarette designed for your increased smoking enjoyment. You just walk into your neighborhood tobacco store and say to the man behind the counter ... Luckies, please. And you can bet they do!

ATX01 0016713

BLOCK: Done all your Christmas shopping yet? Oh, that's all right. Neither have I. It's true no matter how we are forewarned to shop early there are always a few last minute gifts we simply have to get. Have you been one of those who have rushed from store to store these past few days with your shopping list in your hand, only to find that stocks have been depleted and you can't get just what you want? Well, here's a last minute shopping tip -- a gift that will make people say ... just what I wanted, and mean it, whether it's Uncle John or Cousin Tim, or Sally, or -- no matter who it might be. A carton of Christmas packed Lucky Strike cigarettes! Folks, when you give a gift, you like to feel that you're giving the best, and that's where Luckies fill the bill so completely. You see, we know that it takes fine tobacco to make a fine smoke and so we buy that finer, milder, riper leaf for your smoking enjoyment, and place it in every Lucky -- so round, so firm, so fully packed, so free and easy on the draw. And when you walk into your favorite tobacco store, just finish that Christmas shopping list by ordering several cartons of Luckies...one way of wishing a smoker the merriest of all Christmases is to furnish him with greater smoking enjoyment. And you can be sure he'll thank you for showing him the road to increased smoking pleasure; because every time he lights a Lucky, he'll like a Lucky, 'cause Lucky Strike means fine tobacco.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - December 21, 1942 - morning

Mr. Baggett
AS BROADCAST

BLOCK: You know, they have all kinds of interesting gadgets now-a-days. Take that remote control arrangement on my radio...makes it possible to sit in the bedroom and listen to the radio - change the radio station even though the radio's in the living room. You don't even have to get up from your chair to do it. All you have to do is press a button, and presto, the station changes. You can do a lot of things these days by simply pressing a button...gets you a piece of chewing gum in the slot machine - a piece of pie at the Automat - a tune out of a juke box - a handful of salted peanuts - and it will tune my radio. See how wonderful pressing buttons is. But you know there's one thing that can't be done by simply pressing a button. No remote control can take the place of that careful, personal selection of ripe, fine tobacco...that goes into each and every Lucky you light today. That's why our buyers attend the public tobacco auctions down South because they want to be there - they want to see all the leaf when it comes up for sale; so they can choose that truly Lucky Strike tobacco from all the rest for your smoking pleasure. It's that personal selection of that better-tasting, milder leaf that's made the name Lucky Strike mean fine tobacco. And folks, the next time you order cigarettes, if you'll just say, Luckies please, to the man behind the counter, you'll find that it really is easy as pressing a button to get the utmost in smoking pleasure. Every time you light a Lucky, you'll like a Lucky because Lucky Strike means fine tobacco.

ATX01 0016715

BLOCK: Well, this is the twenty-first of December, Monday, and it has been all day. You know what that means, don't you? Just four days till Christmas. Have you bought that Christmas tree yet? Nice, full one with plenty of blue green needles, smelling all green and piney. Maybe some of you have even decorated your trees already - I don't know. If you've ever had a Christmas tree and if you've ever decorated it, if you've ever spent hours tying red, and green and blue and silver ornaments all over it, if you've ever worried about getting the tinsel even and the star on top exactly straight, you'll know exactly what I mean when I say that there's a thrill in seeing a job well done. Yes sir! And then after you're all through decorating that tree and just relax in an easy chair and admire it, light up a Lucky and enjoy that cigarette, too. I'm telling you, there's perfection in that tree as it stands there in the living room, and there's perfection in that Lucky Strike that you're smoking... a sense of satisfaction in knowing that every Lucky - is so round, so firm, so fully packed, so free and easy on the draw - that each one will give you uniform smoking enjoyment. And there's a sense of satisfaction not only to average smokers like you and me, but to folks who make Luckies in a job that's well done, too. We know we've brought you the peak in smoking pleasure. Our buyers have selected finer tobacco as it comes up for sale at public auction. And we've aged, and cured, and mellowed it from two to five years. And when that fine tobacco finally gets to you, in that famous package with the red bull's eye - well, then we, too, can relax and heave a sigh of content, because we know that if it's a fine smoke you're after, that fine tobacco will insure it every time you light a Lucky, you'll like a Lucky. If you want to see a sparkle of enjoyment come into your husband's or your wife's eye as he or she looks at that Christmas tree you've decorated together, just put a carton of Luckies under the tree on Christmas Eve, because Luckies are tops in smoking pleasure.

BLOCK: Did you ever watch your mother bake a cake when you were a kid? I was sitting out in the kitchen watching her sift the flour and beat up the eggs, put in the baking powder and the flavoring and the filling. She was a wonderful cook. She always had perfect confidence in the result when she beat the batter and put the ingredients in, and then put them in the oven. But frankly, I used to be a little worried. I never could understand how that pastry concoction of flour and eggs, and flavor could ever turn into a delicious layer cake. But it did, sure enough! It always did! It was a constant source of amazement about mother. She knew exactly how it would turn out. The point I'm getting at is that the expert in any line, whether it be cooking, or sewing, or building, or even tobacco buying, can visualize the finished product and the satisfaction it will give just from the raw materials. Now, the independent tobacco experts, the auctioneers, and buyers and warehousemen in the course of the tobacco auctions which they attend, see Lucky Strike buyers getting finer, lighter, riper leaf again and again. It's obvious why with these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. These experts certainly should know how tobacco will smoke! Good tobacco means fine smoking, and folks that smoke is Lucky Strike - so round, so firm, so fully packed - so free and easy on the draw. And that's why I say ... start smoking Luckies today, if you want to make sure of getting that fine, mild tobacco that guarantees that every time you light a Lucky you'll like a Lucky.

BLOCK: Well, friends, the other day I visited an old friend of mine that's on the staff of one of the daily newspapers here in New York. Just because I'd never been through the building, he volunteered to show me around. You know what interested me most in my whole trip through that great newspaper office was the basement, and the sub-basement of the building where the presses were rolling off this late city edition. Twenty-four presses, all rolling away at full blast, each press turning out pages exactly alike - each one exactly alike - just like the other. No difference at all! Exact copies that couldn't be told apart! And no mistakes - all identical to the master copy which the typesetting machines had set up. And, it seemed pretty wonderful to me that I could be reading exactly the same paper as Mr. X up in New Rochelle, and Mr. Y over in New Jersey. No variation - exact reproductions. As I walked out of the building and lit up a Lucky, I got to thinking about all the things I'd seen. And you know, that Lucky I held in my hand was very similar to those papers that the presses master /were turning out with such regularity. Yes sir, there's never any mistake in that uniformly fine tobacco in every Lucky you may buy. If for any reason that newspaper decided to keep one of those pages of type set up for them, for twenty-five years, it would go on printing the same reproductions exactly alike. And for twenty-five years Luckies have known that it takes fine tobacco to make a fine cigarette. So for twenty-five years that same recipe has been employed. Our buyers attending tobacco auctions in the South are constantly on the alert for the finer leaf. And that's why you'll find your second, your fourth, your hundredth package of Luckies - no matter where you buy them - an exact duplicate of the first Lucky you smoked - as delicious, ripe, better tasting tobacco. You can't make a mistake when you smoke Luckies. They're uniformly good because they're uniformly filled with fine tobacco.

BLOCK: Do you like Sunday? I love Sunday morning, particularly rainy Sunday mornings when you don't have to get up early - sleep late, get up, have a big breakfast - buckwheat cakes, syrup - lounge around and read the Sunday papers. Yes, I go through every page...stop and look at the book reviews. There you get a pretty good idea of the new books and what the expert reader critics think of them by just reading those book reviews. I don't get much time to read during the week. And I like to be sure that what I do select to read is worthwhile, so I look for the opinion of the book reviews. After all, those critics know their books, and that's how I choose my reading. I'm just taking the free advice of someone who knows. Now when I ask you to try Luckies, I'm asking you to listen to the free advice of those who know, too. No, I don't mean myself. I know Luckies are good, but I'm just an average smoker like you. I'm referring to the tobacco critics, the independent tobacco experts, warehousemen, auctioneers, and buyers, who see the public tobacco auctions in progress down South. These independent experts can't help but see who buys what leaf. And they naturally, can't miss the fact that Lucky Strike goes after that fine, light, mild, real Lucky Strike Tobacco time and time again. So here's a recommendation that's free advice from the cigarette critics - the independent tobacco experts who know what's what in tobacco land. Among these independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why not take a hint from the experts who make Luckies their smoking preference? Try a pack of the cigarettes that mean fine tobacco and watch your smoking pleasure grow. In fact, you'll find that every time you light a Lucky you'll like a Lucky - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: You know, when I went to high school I had a teacher who told her classes that we'd all become better readers if we read the end of the book before we read the beginning. It sounds funny, doesn't it? But you see, by doing that we'd eliminate the suspense. We'd know how the book ended. You know ... know if the hero married the heroine, or if the spy was caught, and so we could read the whole book from the beginning more slowly without rushing to see how it ended. And in that way, you could appreciate the writing and the language of the book, because we'd read more slowly and we're not impatient to reach the end. Now very often I've told you the end of the story of smoking a Lucky Strike Cigarette - the end of the Lucky Strike story is, of course, true smoking pleasure...the hero, that's average Lucky Strike smokers like you and I, find increased smoking enjoyment in every Lucky we light. That's the end of the Lucky Strike story. But the rest of the story which you can fully appreciate once you've tried Luckies involves the selection of ripe, mild, mellow tobacco by our buyers at public tobacco auctions. Then the story goes on to the aging and the blending of that personally selected Lucky Strike leaf until it's ready to go into your Lucky Strike cigarettes - so round, so firm, so fully packed, so free and easy on the draw. But friends, believe me, you'll be able to appreciate that fine tobacco, that expert care in the handling of the leaf until it reaches you in the Luckies you buy today, once you've smoked Lucky Strike Cigarettes. Because that true smoking satisfaction every time you light a Lucky can only come from fine tobacco excellently treated. They say that good books are good friends. Well, I'm sure that the story of Lucky Strike and that fine tobacco in Luckies will prove to you that Lucky Strike will be a long time friend.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - December 24th, 1942 - morning

AS BROADCAST

BLOCK: You know the old saying - 'It takes more than one swallow to make a summer'. I think you'll agree that's perfectly true. It's the same as saying one snow flake doesn't make a blizzard. In other words it doesn't do for us to leap to conclusions in any case ... in the case of one swallow, or one snow flake, or one smoker. Now, I'm not asking you to smoke Lucky Strike Cigarettes because I smoke them, because after all I'm just one average smoker. But I do like to point out to you that among the independent tobacco experts, the men who see who buys what leaf at the great tobacco auctions, Lucky Strike has more than twice as many exclusive smokers as all other brands of cigarettes combined. Now these are the men who can't help but see Lucky Strike buyers, time and time again, getting that better-tasting, milder, riper leaf in open bidding competition. And so since they certainly should know how fine tobacco will smoke, it's perfectly obvious why these tobacco experts choose Luckies as their own smoking preference by an overwhelming majority. Now, when a whole flock of swallows migrates north it's a pretty sure sign that summer's on the way. And when ten inches of snow covers the ground, brother, that looks like a blizzard. And similarly, when sworn records prove that not just one smoker but that an overwhelming majority of independent tobacco experts smoke Luckies two to one...then why don't you think it's just common sense to follow that tip and the next time you buy cigarettes ask for Luckies. You're bound to like them because they're made from fine tobacco.

ATX01 0016721

LUCKY STRIKE - MAKE BELIEVE BALLROOM!
Commercial - December 24, 1942 - evening

AS BROADCAST

BLOCK: Well, it's Christmas week all right. It's the gay time when all the kids are home from school - time for furloughs for some of the soldiers and sailors - time of lots of visiting and party dinners - rich smells coming from the kitchen - that old excitement. But here's just an extra thought for all of your festivities. Here's something the men on furlough will appreciate - something that, well, that's a perfect finish to your most perfect meal. Keep a carton of Luckies on hand. With droves of company dropping in unexpectedly, with the weather cold and blustery, you don't want to be caught short without any cigarettes in the house. Yes friends, by offering your guests Luckies you are offering them double hospitality. You can be sure you are giving them the best because that fine tobacco in Luckies can't help but bring them complete smoking satisfaction. Why don't you just get into the habit of keeping a carton of Luckies on hand. It's convenient, it's economical, it's just common sense for all you smokers out there to keep handy a ready supply of the cigarette that means fine tobacco - of Lucky Strike.

ATX01 0016722

LUCKY STRIFE - MAKE BELIEVE BALLROOM
Commercial - December 25, 1942 - morning

AS BROADCAST

BLOCK: This portion of the program comes to you with the compliments of the makers of Lucky Strike Cigarettes. And in their behalf and for them, may I take this opportunity of wishing all of you a very Merry Christmas.

* * * *

And so we end this quarter hour of records on the Make Believe Ballroom, the program with the compliments of the makers of Lucky Strike Cigarettes - a truly fine cigarette.

ATX01 0016723

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - December 25, 1942 - evening

AS BROADCAST

BLOCK: Now, at this time, I want to thank the American Tobacco Company, makers of Lucky Strike Cigarettes, for permitting us to bring you this evening Charles Dickens' "Christmas Carol".

I'll tell you more about that in a moment. First, I want to remind you that the makers of Luckies - so round, so firm, so fully packed, so free and easy on the draw - extend to each and everyone of our listeners at the Ballroom a real Merry Christmas and the best of wishes that future Christmases may be even merrier!

ATX01 0016724

BLOCK: You know, folks, once upon a time there lived in Africa a rich Dutch farmer who one day had his fortune told by a Gypsy who was passing by. "You are going to be even more wealthy than you are now," she predicted. "And you will make your great money in diamonds. Well, then the farmer got very excited and the very next day he sold the farm - took the money he got for it and started out to seek his fortune in diamonds. He bought first one piece of land and then another until he had used up all his money and he was quite poor. But he could find no diamonds. But the man to whom he had sold his prosperous farm, one day while he was plowing, came across a brilliant pebble, and soon found that he had one of the largest diamond mines in the world on his farm land. Of course, friends, there's a moral to a story like that. Yes, we often have fortune right in our own back yards. We don't have to wander far afield. How are your smoking fortunes lately? Are you wandering far afield - trying one brand of cigarettes and then another trying to reach the one that will bring you greater smoking satisfaction? Well, stop searching! Right in your own back yard at your favorite tobacco counter are those Lucky Strikes - so round, so firm, so fully packed, so free and easy on the draw, so full of fine tobacco. If you're a smoker after increased smoking enjoyment, you'll be rich indeed when you discover that everytime you light a Lucky, you'll like a Lucky because Lucky Strike truly means fine tobacco.

BLOCK: Well, Christmas is just one day gone! I'll bet a lot of you ladies out there listening are wearing some of that new Christmas perfume. Areg't you? Smells good, doesn't it? Nice and fresh. To smell it, I guess you'd never think that that perfume had been scientifically aged so that the scent will have ripened into its fullest beauty by the time you get it as a gift. That fine perfume essence, in order to reach the proper maturity has to be aged several years just like an excellent wine, or like - well, like that fine tobacco in your Lucky Strike Cigarettes. Guess you never thought about that similarity, did you? To make good perfume, you must gather excellent quality rose petals, or carnations, or whatever flower fragrance you want, and the scented oils have to be aged carefully until they reach perfection. And very similarly the makers of Lucky Strike Cigarettes choose that finer leaf. They select it in open competition at public markets all over the South. And then this finer, truly Lucky Strike leaf is aged and blended, and mellowed to perfection in a process which takes from two to four years. Now, when this superior leaf has been aged and cured, then and only then, is it placed in your Luckies - so round, so firm, so fully packed - so free and easy on the draw. Now, you know that sense of satisfaction, that lift, that a whiff of your favorite perfume will give you? Well, if you're a smoker looking for greater smoking enjoyment - and what smoker isn't - then just try that fine tobacco in every Lucky you light. Yes, folks, you'll find truly that every time you light a Lucky, you'll like a Lucky.

BLOCK: I don't think there's anything more fascinating than to watch a juggler at work. I guess W. C. Fields was one of the very best jugglers I've ever seen. He could take five or six billiard balls, or oranges, or bananas, or bowling pins - it didn't matter to him what the objects were - and keep them spinning up there in the air for minutes at a time, and keep up a steady stream of chatter. I couldn't do that no matter how hard I tried. I can't even keep one dish from hitting the floor when I help the Missus do the dishes. And believe me, when I drop one she's the one who keeps up the steady stream of chatter. But you know, W. C. Fields could juggle anything. A skillful juggler who's well trained and dexterous can juggle anything, almost anything, that is. I don't think any one in the world can juggle facts. You can't manipulate facts no matter how nimble you are. You can't change them. They're always there and they can't be moved. Now friends, it's a fact - a common sense fact that no cigarette can hope to be any better than its main ingredient - tobacco. That's a fact that can't be juggled with, and that's the fact that's really the basis of Lucky Strike's success with smokers who are seeking increased smoking enjoyment. You see, realizing that in a cigarette it's the tobacco that counts, our keen eyed buyers at public tobacco auctions select fine, light, ripe leaf - truly Lucky Strike tobacco for your Lucky Strike Cigarettes. We know that it takes fine tobacco to make a fine cigarette and a contented smoker. That's why I suggest that you stop juggling with your smoking pleasure, and recognize these down to earth facts which cannot be manipulated. Since in a cigarette, it's the tobacco that counts, since Lucky Strike consistently means fine tobacco make your next pack Luckies - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: And you know, folks, with New Year's just around the corner I'll bet a lot of you listening to me are thinking up a batch of New Year's resolutions. I got a list a foot long. At new Year's we sort of turn over a new leaf...start fresh! From now on I'm going to walk to work - from now on I'll answer all my letters right away - from now on I won't lose my temper. But, you know what New Year's resolutions are...the time when you try to look ahead and plan on doing things better. You know, friends, the folks who make Lucky Strike Cigarette have also made a New Year's resolution, only there's no fresh start involved - no turning over to a new page. Luckies' resolution looks back as well as forward, because Lucky Strike will keep on giving you that same, fine, mild, ripe tobacco that has always filled your Luckies. From the beginning Luckies decided that since tobacco is the most important ingredient in any cigarette to make a fine cigarette one has to use fine tobacco. From the beginning we set out to give our smokers superior leaf which couldn't help but make a fine smoke. That was one resolution that was kept from year to year, till the name Lucky Strike had come to mean fine tobacco. Now all you smokers out there listening why don't you resolve to get your share of increased smoking satisfaction. Just say to that man behind the counter...Luckies, please! You can count on Lucky Strike for fine tobacco - so round, so firm, so fully packed - so free and easy on the draw.

BLOCK: Well, the other day I happened to be over in the office of one of the daily newspapers here in New York. I had never been through the building and they offered to show me around. I think one of the most interesting spots was the basement and sub-basement where the presses were rolling off the late city edition. Twenty-four presses all rolling away full blast - each press turning out pages exactly like one another...exact copies that couldn't be told apart, no mistakes - all identical to the master copy. Seemed pretty wonderful. One person would be reading a paper in New Rochelle, another in New Jersey, and there would be no variations. As I walked out of the building and lit a Lucky I began to think about all the things I had seen. You know that Lucky I held in my hand was very similar to those papers that the master presses were turning out with such regularity. I'll tell you how. There's never any mistake in that uniformly fine tobacco in every Lucky you may buy. If for any reason that newspaper decided to keep one of those pages of type set up for twenty-five years, it would go on printing the same reproduction - exactly alike. And for twenty-five years Luckies have known that it takes fine tobacco to make a fine cigarette, so for twenty-five years that same recipe has been employed. Our buyers attending tobacco auctions in the South, are constantly on the alert for the finer leaf - that's why you'll find your second, your fourth, your hundredth package of Luckies, no matter where you buy them, will be the exact duplicate of that first Lucky you smoke - the delicious, ripe, better-tasting tobacco. You can't make a mistake when you smoke Luckies. They're uniformly good because they're uniformly filled with fine tobacco.

Mr. Boyer

LUCY STRIKE - MAKE BELIEVE BALLROOM
Commercial - December 29, 1942 - evening

AS BROADCAST

BLOCK: You know, the other day I sat down and started to think about the meaning of different words - the word good, for example. Suppose I say that's a good coat...what do I mean? I mean the material is of excellent quality. It has fine lines, and it will last for many seasons. I've had several coats myself. I always look back on one favorite and I say to myself...that was a good coat. I don't forget how it fit, and how comfortable it was, and how well it wore. Now friends, when I tell you that Lucky Strike is a good smoke here's what I mean: I mean first of all, it's made of good material - fine, light, mild, ripe, true Lucky Strike tobacco which our buyers select and buy in open bidding competition at the public tobacco auctions down South. They know that quality tobacco makes a quality smoke. And that's why Lucky Strike in the past twenty-five years has come to mean fine tobacco. Secondly, Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - has fine lines. Third, it's a long time friend, always fresh, always made from light, fine leaf properly cured, aged, and mellowed. Luckies wear well through years of friendship. And that's why I say Lucky Strike is a good smoke. See if you don't agree that every time you light a Lucky you'll like a Lucky.

ATX01 0016730

BLOCK: You know, when I went to high school I once had an English teacher who told the class that we'd all become better readers if we'd read the end of the book before the beginning. You see, by doing that we'd eliminate the suspense of the plot. We'd know how the book ended. We'd find out if the spy was caught or if the hero married the heroine. And so we could read the whole book from the beginning more slowly without rushing to see how it ended. And in that way, we'd appreciate the writing and the language of the book, because we'd read more slowly and were not impatient to reach the end.

Now very often I've told you the end of the story of smoking a Lucky Strike Cigarette - the end of the Lucky Strike story is, of course, true smoking pleasure...the hero, that's average Lucky Strike smokers like you and me, find increased smoking enjoyment in every Lucky we light. That's the end of the story but the rest of the story, which you can fully appreciate once you've tried Luckies involves the selection of ripe, mild, mellow tobacco by our buyers. And then the story goes on to the aging and blending of that personally selected Lucky Strike leaf until it's ready to go into your Lucky Strike cigarettes - so round, so firm, so fully packed, so free and easy on the draw. But friends, believe me, you'll be able to appreciate that fine tobacco, that expert care in the handling of the leaf much better once you've tasted Lucky Strike Cigarettes. That true smoking satisfaction everytime you light a Lucky can only come from fine tobacco excellently treated. They say that good books are good friends. Well, I'm sure the story of Lucky Strike and that fine tobacco in Luckies will prove to you that Lucky Strike will be a long time friend.

BLOCK: Do you folks realize the amount of rehearsing in back of any of the shows you see here on Broadway...or the movies you see at your local theatre...even the network programs you tune in on your radio. Usually, they are the result of hours of preparation...days of study and drilling...and then they're over in an hour or so. But all that preparation results in the audience's enjoyment. Take a picture like "Gone With The Wind"...the work on it took three years...it was over three hours in length...but the memory of that film is more lasting than those three hours...it makes you want to see it again. Now the preparation of a Lucky Strike Cigarette is very similar to the preparation of a good play or a movie or a radio program. First, there's the selection of good material...the fine, light, ripe Lucky Strike leaf that's bought at public tobacco auction. Then there are two to four years of aging and mellowing of that superior tobacco that goes into your Luckies...that's similar to the preparation and rehearsal time of a play. And then your Lucky Strike emerges as you know it today...satisfying, mild and fresh. Now your Lucky may take only a few minutes to smoke, but that aging and mellowing...that perfect blending is as evident in your smoking satisfaction, as your approval of a smoothly performed, well-acted play. Yes, friends, I believe you'll like that first package of Luckies so well, that you'll want to buy a second, a third and so on. You'll find increased smoking pleasure in every Lucky, because to light a Lucky is to like a Lucky....You see Lucky Strike truly means fine tobacco.

MAKE BELIEVE BALLROOM
LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - December 31, 1942 - morning

AS BROADCAST

BLOCK: Well, it's New Year's week...the gay time when all the kids are home from school, the time for furloughs for some of the soldiers and sailors, the time of lots of visiting and hearty dinners and good smells coming from the kitchen...getting ready for a nice dinner tomorrow. You know the old excitement. Well, here's just an extra thought for your festivities...something the men on furlough appreciate something that's a perfect finish. Why don't you keep a carton of Luckies on hand? With company dropping in unexpectedly - the weather unpleasant, you don't want to be caught short without any cigarettes in the house. Yes, friends, by offering your guests Luckies, you offer them double hospitality. You can be sure you're giving them the best because that fine tobacco in Luckies can't help but bring them complete smoking satisfaction. Get the habit of keeping a carton of Luckies on hand. It's convenient - it's economical and it's just common sense for all you smokers out there to keep handy a ready supply of the cigarettes that mean fine tobacco - Lucky Strikes!

ATX01 0016733

BLOCK: This part of the broadcast sent to you with the compliments of the makers of Lucky Strike Cigarettes, the cigarette that means fine tobacco, bringing New Year's Eve greetings to all of our listeners.

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Let me remind you that this past quarter hour was sent to you with the compliments of the makers of Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw. The makers of Luckies wish for you this coming year everything you wish for yourself. Make a good wish while you're about it.