

RADIO
CONTINUITY

LUCKY STRIKE

MARTIN LUTHER
KING, JR.
MEMORIAL
BATTALION

JAN. - JUNE
1965

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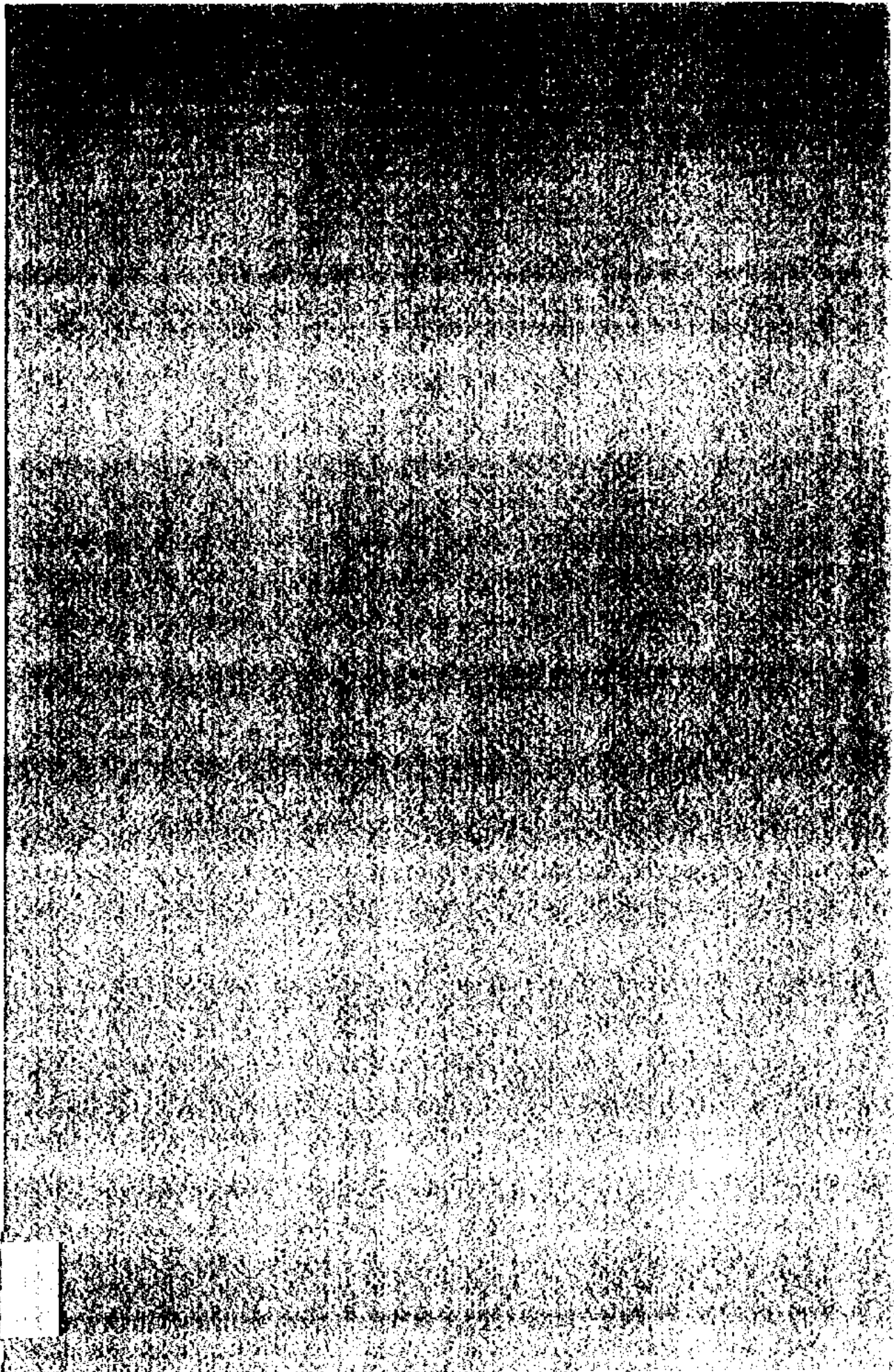
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RADIO CONTINUITY

Commercial Only

MARTIN BLOCK'S
MAKE BELIEVE BALLROOM

ATX01 0015713



JANUARY

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 1, 1943 - morning

AS BROADCAST

BLOCK: This portion of the program coming to you with the compliments and very best New Year wishes of the American Tobacco Company, makers of Lucky Strike Cigarettes.

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And so ends our music from Stage Three of the "Make Believe Ballroom", being Mark Harlow and the Hit Parade Orchestra with Barry Hood and Joan Edwards doing the singing - the program coming to you with the compliments and very best New Year wishes of the makers of Lucky Strike Cigarettes.

ATX01 0015715

BLOCK: Of course you folks all heard that record, didn't you? And you all know that as often as I play the record for you; or if you run out to the record store and get it, it will sound exactly alike each time you play it. Well, there's pleasure for all you music lovers in the fact that you know that while the turntable is revolving the music you want to hear comes out familiar and uniform. It's a satisfying and comfortable feeling, isn't it? Now all you smokers out there listening to me, there's a satisfying and comfortable feeling in knowing that every time you light a Lucky you're going to like a Lucky. Yes, friends, Luckies are uniformly good. You can count on that. Every Lucky you smoke is made from that fine, ripe, mild tobacco which our buyers take special pains in selecting for you at the public tobacco auctions down south. And whether it's your first, your hundredth, or your thousand and first Lucky you're smoking, you can rest assured that it will bring you that same increased smoking pleasure - because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: I want to tell you what I always thought was a very interesting little story. 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. The Gypsy said you're going to be even more wealthy than you are now. You'll make your great money in diamonds. Well, the farmer got very excited, and the very next day he 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 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. Soon he found that he had one of the largest diamond mines in the world right on his farm land. Of course, there's a moral to a story like that. We often have fortunes right in our own back yard. We don't have to wander far afield, which reminds me to ask you...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, if you are, stop searching, because right in your own backyard at your favorite tobacco counter are those Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw, so full of fine tobacco. And if you're a smoker searching for 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.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 2, 1943 - evening

Mr. Bragg
AS BROADCAST

BLOCK: You know, friends, when I was a little fellow one of my favorite books was "Alice in Wonderland". It was a wonderful fantastic story. You read it, of course. Remember the part about the white rabbit, and Tweedle-Dum and Tweedle-Dee, and the Mad-Hatter? Well, the one thing that impressed me most in the whole of "Alice in Wonderland" was the way Alice could grow or shrink, all on account of the mysterious workings of the magic mushrooms. When Alice wanted to be very tall - well, she nibbled on one side of the mushroom. When she wanted to be tiny enough to fit through a keyhole, she ate the other side of the mushroom. But that was all in a magic world of make-believe. Friends, when the makers of Lucky Strike Cigarettes want to see their sales grow and grow, there's no magic mushroom to do the trick. No sir, it takes steady patrons and satisfied smokers and they come from just one thing....fine tobacco. That's why Lucky Strike for the past quarter of a century has selected finer, lighter, milder leaf for your smoking pleasure. When you smokers out there want to see your smoking enjoyment grow and grow, just see that your next pack of cigarettes is Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015718

BLOCK: You know, with New Year's just around the corner, a lot of you folks listening are working on a batch of New Year's resolutions you made. I know I made a list about a foot long. On New Year's we sort of turn over a new leaf, we start fresh. From now on we say we're going to walk to work, we'll answer all our letters right away, we won't lose our temper. You know what New Year's resolutions are. The time when you try to look ahead and plan on doing things better. You know, folks, the people who make Lucky Strike Cigarettes have also made New Year's resolutions - only there are no fresh starts involved, no turning over to a new page. Luckies' resolutions look 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 was the most important ingredient in any cigarette, to make a fine cigarette one had to use fine tobacco. And from the beginning, Lucky Strike set out to give its smokers superior leaf which couldn't help but make a fine smoke. And that was one resolution that was kept from year to year, till the name Lucky Strike came to mean fine tobacco. Now all you smokers out there listening, why don't you resolve to get your share of increased smoking satisfaction? Say to the man behind the counter - Luckies, please - and you can count on Lucky Strike for fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: Say, I've got a little confession to make. You'd never guess what I was doing for about three hours yesterday...sitting on the floor in Petey's nursery playing with electric trains. A fine father I am! Poor kid, he doesn't even get a chance to play with his own toy trains when I'm around. Well, there I was in the middle of a circle of tracks watching the trains chug around and around. As long as I kept that current on - as long as I didn't pull the switch - the trains kept circling around and around on the tracks - no stopping. As I sat there cross legged, and almost cross eyed, I lit a Lucky and just watched - around and around. I'll bet you're saying what's this got to do with Luckies? You're not going to say Luckies are like electric trains, are you? No, I'm not going to tell you that at all. But I do say that the folks who make Luckies keep to their beaten track just as faithfully as those electric trains keep to the toy tracks. You see, that's the track of smoking satisfaction. Luckies will always keep moving on that track of increased smoking pleasure because Lucky Strike knows that the road to increased smoking pleasure is through the use of fine tobacco. We know that in a cigarette it's the tobacco that counts. And fine tobacco means a fine cigarette. So for over twenty-five years we've given the right way to finer, lighter, milder Lucky Strike leaf for which Luckies are famous. When you buy your first pack of Luckies, light your first Lucky and take that first delicious puff, you'll know you're on the right track for a superior smoke. You'll know it's the right track all right because every time you light a Lucky you'll like a Lucky

BLOCK: Did I ever tell you folks about the English teacher I had. She used to tell the class that we'd all become better readers if we'd read the end of a book before we read the beginning of it. It sounded sort of silly, but you see, by doing that we'd eliminate the suspense of the plot. We'd know how the book ended...know whether the hero married the right girl, or if the spy was caught. And in that way we'd read the whole book from the beginning more slowly without rushing through to see how it ended. And, of course, then we'd appreciate the writing and the language in 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 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 at public tobacco auctions down South. And then the story goes on to the aging and the blending of that personally selected Lucky Strike leaf, till it's ready to go into your cigarettos - so round, so firm, so fully packed, so free and easy on the draw. Friends, believe me, you'll be able to appreciate that fine tobacco - that expert care and the handling of the leaf until it reaches you in the Luckies you buy today once you've smoked Lucky Strike Cigarettes, 'cause that true smoking satisfaction everytime you light a Lucky can only come from 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: You know, the other night I was sitting in a chair after dinner, and listening to the radio. My favorite news commentator was on the air, and I was just thinking to myself what it would be like to be a commentator. A commentator has to do a lot more than read the newspapers and a few magazines the way most of us do. He has to read all the news dispatches as they come in. He has to be familiar with history and geography. He has to read all the special bulletins, and know about diplomacy, and international figures. And then he has to digest all he knows and reads, and prepare summaries based on his experience and knowledge for you, his listeners. You and I, on the otherhand, are not expert news analysts. We read a couple of papers a day, we listen to one or two commentators, and we form our own opinions, according to what the experts say about a situation. Now folks, it's really much the same with your choice of cigarettes. We can't all get to the tobacco auctions down South. We don't have the time. Even if we had the time we wouldn't have the training or the experience to pass judgment on the baskets of tobacco that are sold on the warehouse floor. So it's pretty safe to rely on the opinion of the tobacco expert. We can trust his judgment because he has made tobacco his life work. Now the independent warehousemen, the buyers, and auctioneers - they have no axe to grind, but they just naturally see who buys what leaf. And they can't help but see Lucky Strike buying finer, lighter, riper tobacco time after time. It's no wonder then, with these men who really know tobacco, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. That's why I say, friends, when you don't have the experience and the background of the experts, it pays to take a tip from those who are experts in their own field. You'll be well informed if you smoke Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - because Lucky Strike means fine tobacco, and fine tobacco means a fine smoke.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 6, 1943 - morning

AS BROADCAST

BLOCK: Did you ever stop to think much about the amount of rehearsing that goes into any of the shows you see on Broadway, or the movies, at your local theatre, or even the programs that you tune in on your radio? Usually they're 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 your enjoyment. Just take a picture like "Gone With the Wind". The work on it took three years. It was over three hours in length. The memory of that film is more lasting than those three hours. 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 movie, or a radio program. First there's the selection of good material. That fine, light, ripe Lucky Strike leaf that's bought at public tobacco auctions all over the South. Then there's two to four years of aging and mellowing of that superior tobacco that goes into Luckies. Well, that's similar to the preparation and rehearsal time of the play. 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 evident in your smoking satisfaction as your approval of a smoothly performed, well-acted play. And 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 forever. You'll find increased smoking pleasure in every Lucky, because to light a Lucky is to like a Lucky. That's because Lucky Strike truly means fine tobacco.

ATX01 0015723

BLCK: You know that old saying "birds of a feather flock together?" Well, that's pretty true as a rule. Think over your acquaintances. Don't those whose tastes are alike usually stick together - they like the same things? The ones who are artistic find their common interests stimulating. That weekly golf foresome gets such a kick out of the game that they get out every week they can and play. Like seeks like! And you know, friends, here's another kind of a bird that flocks together. Sworn records show that the independent tobacco men - the auctioneers, buyers, and warehousemen - by an overwhelming majority, flock to Lucky Strike as their personal smoking preference. Now these men have had similar training and experience. They've worked at buying, selling and handling tobacco for many years. Tobacco is their business. And when they see the makers of Luckies invariably getting fine, ripe, light, mild leaf you can understand why with these men Luckies have more than twice as many exclusive smokers as have all other brand of cigarettes combined. They just naturally know that finer tobacco makes a finer smoke. And since Lucky Strike truly means fine tobacco, if you have a taste for greater smoking pleasure, why don't you join the flock of satisfied smokers who say Luckies please, and mean it?

LUCKY STRIKE - MAKE BELIEVE BALLROOM!
Commercial - January 7, 1943 - morning

AS BROADCAST

BLOCK: Well, folks, I was looking through an album that I had made up of my trip down to the tobacco auctions last August. Remember I went down there to see with my own eyes how those public tobacco auctions were conducted - and how the Lucky Strike buyers bought that fine, mild, ripe Lucky Strike tobacco? Well, I've got about a hundred snapshots as keepsakes of the trip, and I have some golden tobacco leaves, and I have a little envelopethat's full of tobacco seeds. Well, there's a strange things...those tobacco seeds - they're tiny. You have no idea how tiny they are. A hundred thousand of them fit on one teaspoon... just an ordinary teaspoon, right in the bowl of it - a hundred thousand. That's how tiny they are. And yet from this almost microscopic seed grows the tobacco leaves which are responsible for that golden ripe, mild tobacco that your Lucky Strike buyers select in open competition for your smoking pleasure. And after that superior quality Lucky Strike tobacco has been aged and cured and mellowed from two to four years, it's ready to be put into your Lucky Strike Cigarettes - so round, so firm, and so fully packed - so free and easy on the draw. Yes, folks, it all starts with those little, tiny tobacco seeds, but that's no measure of the greater smoking enjoyment all smokers get from Luckies. Try a pack today and see if it isn't really true that when you light a Lucky you like a Lucky. Of course, that's because Lucky Strike means fine tobacco.

ATX01 0015725

BLOCK: Now you folks all know what a scoop is in newspaper language, don't you? It's the publication of an important piece of news in one paper before the other papers get wind of it. In other words, it's exclusive. All the newspaper writers in the world over, try to scoop each other to get that story through first. The way they manage to do this is by hard work and diligence and persistence, and shrewdness in judging the importance of different news items, and fitting them into the whole picture. Now, if you're a smoker looking for increased smoking pleasure well then, Lucky Strike has a scoop for you, and that scoop is the use of fine, ripe, mild, mellow tobacco. Yes, friends, the scoop in the cigarette manufacturing world since Lucky Strikes were first made has been the realization by the makers of Luckies that in a cigarette it's the tobacco that counts. Tobacco is the all important ingredient. And our buyers follow this basic idea of Lucky Strike Cigarettes in order to obtain that fine, true Lucky Strike leaf for the Luckies you smoke today. Luckies are truly so round, so firm, so fully packed, so free and easy on the draw. Our buyers look over the tobacco that's offered for sale carefully. And then when they find leaf which comes up to our specifications it's purchased. Yes folks, and you too, will scoop a heap of smoking enjoyment when you smoke Luckies. Try a pack tonight. Ask for Luckies. You'll see it's true that everytime you light a Lucky you'll like a Lucky.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 6, 1943 - morning

AS BROADCAST

BLOCK: You all heard that record, didn't you? Pretty good, wasn't it? You know as often as I play that record for you, or if you go out and buy it and play it at home, it will sound alike each time it's played. There's pleasure for all you music lovers in the fact that you know while that turntable is revolving, the music you want to hear comes out familiar and uniform. It's a satisfying and comfortable feeling. Now all you smokers out there listening to me - there's a satisfying and comfortable feeling in knowing that every time you light a Lucky you're going to like a Lucky, because Luckies are uniformly good. You can count on that. Every Lucky you smoke is made from that fine, ripe, mild tobacco which our buyers take special pains in selecting for you at public tobacco auctions down South. Now whether it's your first, your hundredth, or your thousand and first Lucky you're smoking, you can rest assured it will bring you that same increased smoking pleasure because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015727

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 8, 1943 - evening

Mr. Bogy
AS BROADCAST

BLOCK: You know, a couple of days ago I was walking to my office and a big snow flurry came up. Big snow flakes were falling. It wasn't a real snow storm, but those flakes were being whirled around by a strong wind. As I walked along Madison Avenue with my coat collar turned up and a Lucky between my lips, I was thinking a little bit about those snow flakes...millions of them falling all around me, but each one of them a different shape - a different size. If you examine snow flakes under a microscope you'd be amazed at their infinite variety - white, pure and delicate. But each one of them different. And as I was just turning into the office building, took the last puff of the Lucky, and tossed it away, you know I thought how different were those Lucky Strike Cigarettes from the flakes of snow, because each and every Lucky is so round, so firm, so fully packed, so free and easy on the draw, and each Lucky I've ever smoked has always given me uniform quality that can come only from the consistent use of fine tobacco. Yes friends, our Lucky Strike buyers year in and year out always make sure of obtaining fine, light, mild tobacco at the public tobacco auctions...the kind of leaf which is essential in the manufacture of a superior smoke. Now there may be infinite variety in those snow flakes on a winter's day, but there's infinite uniformity in every pack of Luckies you smoke. You'll find that every time you light a Lucky, you'll like a Lucky because Lucky Strike uniformly means fine tobacco.

ATX01 0015728

BLOCK: You know, friends, one of my favorite books when I was just a little fellow was "Alice in Wonderland". It was really a wonderfully, fantastic story, especially the part about the white rabbits - Tweedle-dum, and Tweedle-Dee. Oh yeah, and the Mad Hatter. He was quite a guy, wasn't he. The one thing that impressed me most in the whole "Alice in Wonderland" story was the way Alice could grow or shrink all on account of that mysterious magic mushroom - remember? Whenever Alice wanted to be tall, she just nibbled on one side of the mushroom, and when she wanted to be tiny enough to fit through a key-hole, she ate the other side. But that was all in the magic world of make believe. But when the makers of Lucky Strike Cigarettes wanted to see their sales grow and grow there was no magic mushroom to do the trick. Steady patrons and satisfied smokers come with just one thing...fine tobacco. And that's why Lucky Strike for the past quarter of a century has selected finer, lighter, milder leaf for your smoking pleasure. When you smokers out there want to see your smoking enjoyment grow and grow, just see that your next pack of cigarettes is Lucky Strike - so round, so firm, and so fully packed, so free and easy on the draw.

BLOCK: Are you an ice box raider? Well, I am. I'm a confirmed ice box raider. I'm a regular commando at it. In fact, our kitchen really starts to get busy after everybody has officially retired for the night. I don't know - there's something about robbing the ice box in the wee small hours of the morning, munching on a cold piece of ham, or making yourself a sandwich out of odds and ends...I don't know just what it is. Just suppose you crawled out to the kitchen looking for a midnight snack late one evening, only to find nothing in the ice box to tempt your appetite. That wouldn't be so good. You'd be disappointed. And similarly, you'd be disappointed to light a cigarette, intending to have a good smoke and find that it was lacking that fine tobacco which is so necessary for complete smoking enjoyment, because without that all-important ingredient - fine, light, mellow leaf - a cigarette is bare of true smoking pleasure. That's why I say you'll always find that important ingredient in Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. Yes, friends, every Lucky you light is so full of that fine, mild tobacco that you can't help but find Luckies the peak in smoking satisfaction. And it's just as satisfying to know that you have in your ice box tempting things for that midnight snack of yours, and just so it's a comfort to know that fine tobacco in Luckies is ready at all times to give you complete smoking satisfaction. Don't forget - next time say - Luckies, please.

BLOCK: This is Martin Block, not in the Crystal Studio, but speaking to you from the Studios of WMBG in Richmond, Virginia, which reminds me to remind you that this part of the broadcast comes 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. Yes, and I'm right down in Richmond because, you know what I always say to you, folks... anything I tell you about Lucky Strike Cigarettes I tell you because I know it and I've seen it myself. So I'm down here today and tomorrow to spend a lot of time out at the Lucky Strike factory, and out at the storage sheds seeing where that tobacco is sleeping out there, getting ready to be made into these fine Lucky Strikes you're going to smoke.

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Now before our next number by Professor Lombardo, I don't know whether I told you about the other night - I was sitting at home in my easy chair listening to the radio - finished dinner, and I sat there smoking a Lucky - my favorite news commentator was on the air and as I sat there smoking I began to think what it would be like to be a commentator. Have you ever thought of that? He has a lot of work to do. He has to do more than just read the newspapers and a few magazines the way most of us do. He has to read all the news dispatches just as they come in. He must be familiar with history and geography. He has to read all the special bulletins, and must know about diplomacy and international figures. And then he has to digest all that he knows and reads and prepare summaries based on his experience and knowledge for his listeners. You and I, on the other hand - well we just aren't expert news analysts. We read a couple of papers a day, and we listen to one or two commentators, and we form our own opinions that way - according to what the experts say about a

BLOCK:
(CONT.)

situation. You know, it's really much the same with your choice of cigarettes. We can't all go to the tobacco auctions down South. We don't have the time. Can't all go down to Richmond - the way I'm down here now. And even if we had the time we wouldn't have the training and the experience to pass judgment on the baskets of tobacco that are sold on the warehouse floor. And so it's pretty safe to rely on the opinion of the tobacco experts. You can trust their judgment because they've made tobacco their life work. Now the independent warehousemen, the buyers, the auctioneers - they have no axe to grind, and they naturally see who buys what tobacco. They can't help but see Lucky Strike buying finer, lighter, ripper tobacco time after time. Then no wonder, that with these men who really know tobacco - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. That's why I say, friends, when you do not have the experience and the background of the experts, it pays to take a tip from these men who are expert in their own field. You'll be well-informed if you smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw - because Lucky Strike means fine tobacco, and fine tobacco means a fine smoke.

BLOCK: This part of the broadcast as usual, sent to you with the best wishes of Lucky Strike Cigarettes, the cigarette that means fine tobacco. And if you're saying...Richmond, Virginia - what in the world is the Ballroom doing down there? Well, as I explained a little earlier in the broadcast, anytime I tell you folks anything on the Ballroom about any of our sponsors' products, we like to know about them first hand. So here we are down in Richmond, Virginia, and all day today I've been going thru the big factory here in Richmond and over there to the big storage sheds sheds that I was telling you about where they have that sign outside, you know, that says...Quiet, please - Tobacco asleep! And it's over there asleep and let me tell you, too, there's a lot of mighty fine tobacco to go into your Lucky Strike Cigarettes.

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Did you every stop to thank about the meaning of a good investment? You hear people talking about making investments. Did you ever stop to think of the meaning of that. A War Bond, for example. A War Bond is an excellent investment, because you're placing your money in the future of your country, and the preservation of our way of life. A good education is a good investment because...well, you can collect a good rate of interest for the rest of your life with it. Yes, friends, a good investment is one which gives you a good return for your money. Now that's why Lucky Strike Cigarettes are such a fine investment for smokers looking for increased smoking pleasure. You see, friends, when you invest your money in Lucky Strike, you're investing in fine tobacco, and since a fine smoke depends on the use of superior leaf, it's obvious that smoking the smoke the independent tobacco experts smoke, is truly a good investment.

LUCKY STRIKE - MAKE BELIEVE BALLROOM!
Commercial - January 11, 1943 - evening

AS BROADCAST

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BLOCK: Now these are the tobacco men who can't help but see who buys what leaf
(CONT) at the public tobacco sales down South. These are the men who naturally
must know which tobacco will smoke best. And when these men choose
Luckies two to one, you can just bet that Luckies are a safe investment,
paying off a high rate of interest in smoking enjoyment. You'll feel
that you're collecting generous smoking dividends when you discover that
everytime you light a Lucky you'll like a Lucky, because Lucky Strike
means fine tobacco...so round, so firm, so fully packed, so free and
easy on the draw.

ATX01 0015734

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 12, 1943 - morning

Mr. Boggs
AS BROADCAST

BLOCK: The next quarter hour of our program will be spent on stage two at the Ballroom. It brings you music of Jimmy Dorsey 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. And this is Martin Block - not in the Crystal Studio - but speaking to you from the studios of WMBG in Richmond, Virginia. And if you weren't listening yesterday, the reason we're down here in Richmond today and yesterday is so that I can report back to you first hand the many interesting things that are to be seen in the factories where we make Lucky Strike Cigarettes.

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Well, ladies and gentlemen, there you have our first number by Jimmy Dorsey - a little tune titled "What Makes Sammy Run?" Well, I don't know what makes Sammy run. I know what's been keeping me running around, though. And that is visiting these Lucky Strike factories, seeing how Luckies are made, seeing the fine quality of tobacco that's used in Lucky Strike Cigarettes. You know that old saying about birds of a feather flock together. Guess we've all heard it or used it at some time or another. It's pretty true, as a rule. Just think over all of your acquaintances. Don't those whose tastes are usually alike stick together? They like the same things. The ones who are inclined to be artistic find their common interests stimulating, or that weekly golf foursome - when they can get out to the golf course, get a big kick out of the game. Like seeks like! That's an old saying. But you know folks, here's another kind of bird that flocks together. Sworn records show that the independent tobacco men - you know, the auctioneers, the buyers, and the warehousemen - by an overwhelming majority, they flock to Lucky Strike as their personal smoking preference. Now, these men have had similar training and experience. They've worked at buying and selling and handling tobacco for many years. Tobacco is their business

ATX01 0015735

MAKE BELIEVE BALLROOM - January 12, 1943 - morning

-2-

BLOCK: and they're alike. When they see the makers of Luckies invariably
(CONT.) getting fine, ripe, mild leaf, you can understand why with these men
Luckies have more than twice as many exclusive smokers as have all
other brands of cigarettes combined. They just naturally know that
finer tobacco means a finer smoke, and since Lucky Strike truly means
fine tobacco, if you have a taste for greater smoking pleasure, why
don't you join the flock of satisfied smokers who say...Luckies, please,
and mean it.

ATX01 0015736

BLOCK: This next quarter hour with the compliments of the makers of Lucky Strike Cigarettes - the cigarette that means fine tobacco. And brothers and sisters, take my word for it, I wish I could have you down here in Richmond, Virginia with me right now. I saw more fine tobacco today than I ever knew existed in the whole world. And it's going to take all that fine tobacco to keep you folks supplied with those better than ever Luckies.

* * * *

You know, friends, when I receive a letter the first thing I do is look at the envelope and the hand writing. Then I turn it over and tear it open. And then I get an impression of the hand writing and the general appearance of the letter. Is it neat, or is it untidy, is it a feminine hand writing, or is it a man's, is it legible. All these things I notice in a few seconds before I even read the opening of the letter. And then I start to read. And the hand writing and the appearance of the letter fade away. The words, the meaning of that letter becomes the important thing. That's the essential part of the letter - the only thing that really interests me. Now friends, the reason I bring this up in connection with Lucky Strike Cigarettes is that perhaps at first glance, some of us average smokers notice other things about a cigarette. But just as the note paper and the hand writing fade away as we grasp the meaning of a letter - just so when we smoke a cigarette - the important thing, the thing that really gets our interest is the excellence of the tobacco it contains. The sentiment of that letter counts. And in a cigarette it's the tobacco that counts. Now friends, the finer, riper, milder tobacco that goes into your Lucky Strikes today is purchased by our keen buyers at the public tobacco warehouses down south. These sales are attended by the independent tobacco experts who can't help but see who buys

-2-

BLOCK:
(CONT.)

what kind of leaf. When among these independent experts, who should know how tobacco will smoke, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined...the underlying meaning becomes clear. Since tobacco is the all-important thing in any cigarette, and since Luckies - so round, so firm, so fully packed, so free and easy on the draw means fine tobacco, you'll find it a wise decision to follow the experts who smoke Luckies. You'll find that the underlying meaning behind the fine tobacco in every Lucky you light is the peak in smoking satisfaction.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 13, 1943 - morning

AS BROADCAST

BLOCK: Of course, I think most of you folks know the meaning of a 'scoop' in newspaper slang. The scoop is the publication of a valuable piece of news in one paper before the other papers get wind of it. In other words, it's exclusive. All the newspaper writers the world over try to scoop each other to get that story through first. And the way they manage to do this is by hard work, diligence, persistence, and by shrewdness in judging the importance of different news items and fitting them into the whole picture. Now if you're a smoker looking for increased smoking pleasure, then Lucky Strike has a scoop for you. And that scoop is the constant use of fine, ripe, mellow tobacco. Yes, friends, the scoop in the cigarette manufacturing world since Lucky Strikes were first made, has been the realization by the makers of Luckies that in a cigarette it's the tobacco that counts. Tobacco is the all-important ingredient. And then our buyers, following this basic idea of Lucky Strike leaf for the Luckies you buy today, scout the tobacco offered for sale at public auctions all over the south, to find the leaf that comes up to our specifications. Yes friends, let me assure you that you, too, will be scooping a heap of smoking enjoyment when you smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw. Just try a pack. Ask for Luckies and you'll see it's true that everytime you light a Lucky you'll like a Lucky.

ATK01 0015739

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 13, 1943 - evening

Mr. Boggiere
AS BROADCAST

BLOCK: This part of the broadcast comes to you with the compliments of the makers of Lucky Strike Cigarettes, the cigarette that means fine tobacco. Fine tobacco - yes sir, that's the secret - the secret that really isn't a secret after all - fine cigarettes are real smoking enjoyment. You know, Lucky Strike means fine tobacco. I learned that. I learned that, but plentifully these last two days. Sure enough wish I could have had you with me down in Richmond to see the sights I saw. Man oh man, and lady oh lady, there would be no question about the cigarette you'd smoke if you could have visited the factories with me day before yesterday and yesterday. Well, that wasn't possible, so a little later on I'll tell you a little bit about those things I found out down there.

* * * *

Do you know how to brush your teeth? Don't laugh! I'm perfectly serious. I want to know if you really know how to brush your teeth. I know time and time again I've gone to the dentist and he's asked me that question, and I've always said sure, I brush them real hard - this way - twice a day. Then the dentist would tell me that there's a right and a wrong way of doing it. Mere elbow grease won't substitute for the right way. You should do it up and down - up and down. Yes sir, there's a right and a wrong way of doing lots of things - every day things like brushing your teeth, baking a cake, putting a piece of machinery together. The results always show whether or not you've been using the right method. Now friends, there's also a very clear right method of making a fine cigarette. Since tobacco is the main ingredient in any cigarette, and since no cigarette can be any better than the tobacco from which it's made, it just stands to reason that the only right way to manufacture a superior smoke is to fill it with finer tobacco. And since Lucky Strike first came out on the market we've pursued the right - the Lucky Strike way of giving you smokers complete smoking happiness. Our buyers are

ATX01 0015740

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BLOCK: experienced and trained for years in the tobacco business, and they make
(CONT.) it their business to choose fine, light, mild tobacco, so essential to
your increased smoking pleasure. Now these independent tobacco experts
are the men who can't help but overhear the tobacco sales going on in
the great tobacco warehouses. These are the men who know tobacco best.
And when by an overwhelming majority they make Lucky Strike their
cigarette, I guess that's pretty conclusive evidence. When you've tried
your first pack of Luckies - that superior smoke made of finer tobacco -
you, too, will agree that their cigarette should be your cigarette.
Lucky Strike, the right way to complete smoking satisfaction.

BLOCK: I want to tell you something quite funny. One day last week I spent about three hours on the floor of Patie's nursery, and you'll never guess what in the world I was doing ... I was playing with his electric trains! Fine father I am. Poor kid never gets a chance to play with them when I'm around. There I sat in the middle of a circle of tracks, watching the trains chug around and around. As long as I kept the current on - as long as I didn't pull the switch, the trains kept going around the tracks ... no stopping, just kept going in that inevitable circle. And sitting there, I lit up a Lucky and watched. I'll bet you're saying to yourself ... what's all this got to do with Luckies - electric trains! You're not going to say that Luckies are like electric trains. No, I'm not going to say anything of the kind, but I do say that the folks who make Luckies keep to their beaten track just as faithfully as those electric trains are kept to the toy tracks we have set up in the nursery. The track we keep to is the track of smoking satisfaction. Luckies will always keep moving on that track of increased smoking pleasure because Lucky Strike knows that the road to increased smoking pleasure is the use of fine tobacco. We know that in a cigarette it's the tobacco that counts - that fine tobacco means a fine cigarette. Ever since Luckies were first made we've given the right of way to finer, lighter, milder Lucky Strike leaf. Now, when you buy your first pack of Luckies, when you light your first Lucky and take that first delicious puff, you'll know you're on the right track for a superior smoke. You'll know it's the right track all right because every time you light a Lucky, you'll like a Lucky!

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - January 14, 1943 (Evening)

AS BROADCAST

BLOCK: You know, Potie's more than a year old now - almost a year and a half. And I remember when we used to prepare a special formula for him. It was always the same ... just so much condensed milk, so much dextrous - all of it sterilized carefully. And he thrived on that formula so perfectly that we continued it until he was old enough to have real food. Formula! Hm. A formula according to the dictionary is any set form, method or established rule. You know, folks, the makers of Lucky Strike Cigarettes have found the one formula that agrees perfectly with all smokers. It's a formula that makes smoking enjoyment thrive. And that formula is the use of fine, light, ripe tobacco. You know the way tobacco is bought down in Tobaccoland. Among those people milling around the great tobacco warehouses are the independent tobacco experts who just naturally hear what's going on. And they can't help but see what kind of leaf is "Sold American." Now these experts who have made tobacco their life's work naturally should know how tobacco will smoke. And these men must know the perfect formula for complete smoking enjoyment. When sworn records show that among these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined, why it's a pretty strong recommendation - a pretty strong hint that if you're looking for increased smoking pleasure, you'd better try Lucky Strikes - based on the formula of fine tobacco in every Lucky - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015743

LUCKY STRIKE "TAKE BELIEVE BALLROOM"
Commercial - January 15, 1943 (Morning)

AS BROADCAST

BLOCK: You know, not so many weeks ago I was walking over to the office - a big snow flurry came up - great big snow flakes were falling. It wasn't a real snow storm, but the flakes were being whirled around by a strong wind. And as I battled along Madison Avenue with my coat collar turned up, I began to think about those snow flakes - there were millions of them falling all around me - millions? - hmmm - there were billions of them, each one of them a different shape and a different size. If you could examine snow flakes under a microscope you'd be amazed at their variety - they're white, and pure, and delicate, but each one of them is different. And as I was turning into my office building, I took the last puff on a Lucky I was smoking, and as I hold it between my fingers, you know to flick it away - you know like that - I thought how different were those Lucky Strike Cigarettes from those flakes of snow. Why, our each and every Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - each Lucky I'd ever smoked gave me uniform quality which comes only from the constant use of fine tobacco. Yes, friends, our Lucky Strike buyers year in and year out, always make sure of obtaining fine, light, mild tobacco - the kind of leaf which is essential in the manufacture of a superior smoke. Now there may be infinite variety in those snow flakes - but there's infinite uniformity in every pack of Luckies. You'll find that every time you light a Lucky you'll like a Lucky, because Lucky Strike uniformly means fine tobacco.

ATX01 0015744

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - January 15, 1943 (Evening)

BLOCK: When you've written a letter, and addressed it, and sealed the envelope, as you lick the stamp, do you ever stop and think how wonderful that stamp is? Have you ever stopped to think how far that letter can travel on railroads, and trucks, and ships, and airplanes until it's safely delivered just on the strength of that little stamp? Yes sir, our postal service is a wonderful thing all right. The few cents we pay for that little stamp are certainly not proportionate to the painstaking care and attention that the letter receives. But the thousands and thousands of stamps that citizens buy make our postal service possible. We pool our efforts. A great many people pay out a few cents for those stamps, and so many of them are sold that our accurate mail delivery is the result. Now that little that you spend for Lucky Strike Cigarettes is not proportionate either to the painstaking care and experience involved in selecting those fine tobaccos - to aging, and blonding, and mellowing that tobacco from two to four years, and to place in each Lucky - so round, so firm, so fully packed, so free and easy on the draw. The small price is not proportionate to the peak in smoking satisfaction you enjoy with every Lucky you light. That extra care in choosing for you that superior tobacco is so essential in a fine smoke is made possible for each of us by the tremendous volume of Lucky Strike smokers ... a long, long list of satisfied smokers who have learned that since in a cigarette, it's the tobacco that counts, and since Lucky Strike means fine tobacco, Lucky Strike is the way to greater smoking enjoyment. Why don't you smokers out there just stamp this in your memory and mark it special delivery? Next time you walk into your favorite tobacco store say Luckies, please. You'll find that when you light a Lucky you'll like a Lucky.

BLOCK: Ever raid the ice box? I do. I'm a confirmed ice box raider. Our kitchen really starts to get busy after everybody's officially retired for the night, and then you hear footsteps. I don't know, there's something about robbing the ice box in the wee small hours of the morning, munching on a cold piece of ham, or making up a sandwich out of odds and ends. Just suppose you went out to the kitchen looking for a midnight snack late one evening and you found the ice box with nothing in it at all to tempt your appetite. You'd go back to bed - you'd have trouble going to sleep. It wouldn't be so good. You'd be disappointed. And similarly, you'd be disappointed to light a cigarette intending to have a good smoke, and find it lacking the fine tobacco so necessary for complete smoking enjoyment. Because without that all-important ingredient, that fine, light, mellow leaf, a cigarette is bare of true smoking pleasure. And that's why I say you'll always find that important ingredient in Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. You see, friends, every Lucky you light is so full of that fine, mild tobacco that you can't help but find Luckies the peak in smoking satisfaction. just as it's satisfying to know that you have in your ice box something tempting for that midnight snack - just so it's a comfort to know that that fine tobacco in Luckies is ready in every Lucky you light to give you complete smoking satisfaction.

BLOCK: You know, a couple of hours ago I was sitting upstairs, doing some figuring with pencil and paper, and it struck me all of a sudden what a wonderful thing the multiplication table is. Don't know who invented it, but whoever he was, he was a smart man. Two times two is four, two times four is eight, twelve times twelve is a hundred and forty-four ... pretty clever. You know, it's a pretty easy thing to multiply things on paper, but quite a different thing to multiply objects - say, pencils, or loaves of bread, or spoons. As any business man will tell you it's quite a different thing to multiply customers. Now, the tremendous volume of satisfied Lucky Strike Cigarette smokers can come from only one thing - as the result of that fine, light, mild tobacco that fills each Lucky - so round, so firm, so fully packed, so free and easy on the draw. Lucky Strike knows that in a cigarette, it's the tobacco that counts. So we go out of our way to get for your smoking enjoyment that superior leaf. Now friends, I have a Lucky right here in my hand - round, and firm, and fully packed. And I light it and I take that first, delicious puff, and boy! you can't help but say -- good! Now, you multiply that cigarette by twenty, and that's the enjoyment you get out of one pack of Luckies. Why don't you start multiplying your smoking pleasure as so many thousands of smokers have done? Just try Luckies, the cigarette that means fine tobacco!

BLOCK: Have you ever thought of the meaning of a good investment? A War Bond's an excellent investment because you're placing your money in the future of your country and in the preservation of your way of life. A good education is a good investment. A good investment is one which gives you a good return for your money. That's why Lucky Strike Cigarettes are such a fine investment for smokers looking for increased smoking pleasure. You see, when you invest your money in Lucky Strike you're investing in fine tobacco. And since a fine smoke depends on the use of superior leaf it's obvious that smoking the smoke the independent tobacco experts smoke is truly a good investment. These are the tobacco men who can't help but see who buys what leaf at the public tobacco sales down South. These are the men who naturally must know which tobacco will smoke best, and when these men choose Luckies two to one, you can just bet that Luckies are a safe investment paying off a high rate of interest in smoking enjoyment. You'll feel that you're collecting generous smoking dividends when you discover that every time you light a Lucky you'll like a Lucky, because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: You know, folks, it was just last week at this time that I was down in Richmond, Virginia visiting the Lucky Strike factories - looking around down there, seeing what I could see that would interest you listeners. Well, as I wandered around the large airy rooms, I watched the many machines and devices that make your Lucky Strikes so round, so firm, so fully packed, so free and easy on the draw, so completely enjoyable as you know them today. But you know, as efficient as that machinery is, there's something involved in creating that smoking pleasure you find in every Lucky you light, that no machine or modern device can duplicate. I'm talking about the keen judgment, the mature selection of our Lucky Strike buyers who, as they move in and out among the baskets of tobacco on the warehouse floor at the tobacco sales, make their decision as to what tobacco reaches Lucky Strike's high standard - the tobacco you want to smoke. And that's the tobacco they buy for your Lucky Strike smoking pleasure - fine, light, mellow leaf. There may be efficient machines in our factories to get those Luckies to you with uniform 20th Century speed, but the old craft of knowing and selecting good tobacco for your Luckies is based on the right knowledge and experience of generations of wise tobacco men. The next time you buy cigarettes just try Luckies, the cigarette whose makers firmly believe that there is a craft to making a fine smoke - an old craft based on the use of fine, light, mellow tobacco. Try Luckies tonight! Let this historic chant remind you that Lucky Strike means fine tobacco.

RIGGS: (CHANT - SOLD AMERICANS!)

HART: Say, do you folks realize the amount of rehearsing in back of any of the shows you see on Broadway, or the movies you see at your local theatre, or even the network programs you tune in on your radio? Well usually, they're the result of hours of preparation - often 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. Now just take a picture like "Gone With The Wind." The work on it took about three years. It was over in three hours length. But the memory of that film is more lasting than those three hours. It makes you want to see it again. Now folks, the preparation of a Lucky Strike Cigarette is very similar to the preparation of a good play, or movie, or radio program. First, there's the selection of good material. That fine, light, ripe Lucky Strike leaf that is bought at public tobacco auctions all over the South. Then there are two to four years of aging, and mellowing of that superior tobacco that goes into your Luckies. Now that's similar to the preparation and rehearsal time of a play. Then your Lucky Strikes emerge as you know them today - satisfying, mild, and fresh. Now your Lucky may only take 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 that you'll like that first package of Luckies so well, that you'll want to buy a second, a third - yes, a hundred. And 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.

BLOCK: You know, there's an old saying that a chain is as strong as its weakest link. You've heard that said time and again. No matter how heavy and firm some of the links may be, one weak link will break the whole chain and make it useless. Now there's also a chain to your complete smoking satisfaction. Each and every cigarette should give you the utmost in enjoyment, and that chain of smoking pleasure also rests on the strength of just one link - the most important link in the chain of smoking satisfaction is the use of fine tobacco. Now friends, Lucky Strike knows that in a cigarette it's the tobacco that counts, and our buyers strengthen that link at every opportunity by buying mild, ripe, true Lucky Strike leaf at the public sales in tobaccoland. With their years of training and experience to help them in their selection, these Lucky Strike buyers choose that superior tobacco which they know makes a better smoke for you. There are no weak links in the Lucky Strike chain of smoking contentment. There's fine tobacco in every Lucky - so round, so firm, so fully packed, so free and easy on the draw. That's what makes you feel that every time you light a Lucky you'll like a Lucky, because Lucky Strike truly means fine tobacco - superior tobacco - the link to a fine smoke.

RIGGS: (CHANT - SOLD AMERICAN)

BLOCK: Let that historic chant remind you that Lucky Strike truly means fine tobacco.

BLOCK: Do you know how to brush your teeth? No, no, don't laugh. I'm perfectly serious. I want to know if you really know how to brush your tooth. I know time and time again I go to the dentist and he asks me that question, I always say - sure, I brush 'em real hard twice a day. Then the dentist tells me that there's a right and a wrong way to do it. That mere elbow grease won't substitute for the right way. You've got to brush your tooth up and down. There's a right and a wrong way of doing lots of things - every day things like brushing your teeth, baking a cake, or putting a piece of machinery together, and the result always shows whether or not you've been using the right method. Now there's also a very clear, right method of making a fine cigarette. Since tobacco is the main ingredient in any cigarette, and since no cigarette can be any better than the tobacco from which it's made, why it just stands to reason that the only right way to manufacture a superior smoke is to fill it with fine tobacco. And since Lucky Strike first came out on the market we've pursued the right - the Lucky Strike way of giving you smokers complete smoking happiness. Our buyers, experienced and trained for years in the tobacco business, make it their business to choose fine, light, mild tobacco - so essential to your increased smoking pleasure. Now the independent tobacco experts are the men who can't help but overhear the tobacco sales going on in the great tobacco warehouses. These are the men who know tobacco best. And when by an overwhelming majority they make Lucky Strike their cigarette, I guess that's pretty conclusive evidence. When you've tried your first pack of Luckies - that superior smoke made of finer tobacco - you, too will agree that their cigarette should be your cigarette ... Lucky Strike - the right way to complete smoking satisfaction.

RIGGS:
BLOCK:

(CHANT - SOLD AMERICAN)
Let that historic chant remind you that in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

BLOCK: . You know, friends, there are a great many ways to show your hospitality to a guest. In olden times it was the custom to leave the latch string which manipulated the front door lock on the outside of the door so that strangers could come in if they wished to share your table and fire. Today we like to give our guests the best of everything - a delicious meal, a special dessert, and maybe haul out that old bottle of rare wine and uncork it for that special visitor. You know, one of the best ways to show your hospitality is to make sure that your guests have plenty of fine cigarettos on hand. You like to give your guests the best of everything, don't you? All right then. I say they'll enjoy the superior Lucky Strikes made of finer, lighter, ripier tobaccos carefully aged and blended. Luckies - so round, so firm, so fully packed, so free and easy on the draw - are bound to please. Our buyers basing their selection on their long years of experience and training choose only that leaf which comes up to rigid, Lucky Strike standards, and that's the tobacco that fills every Lucky you light today. The thoughtful host offers his guest Luckies because he knows that Luckies mean fine tobacco, and since in a cigarette it's the tobacco that counts, Luckies are truly a superior smoke. Try them tonight, won't you? Remember, every time you light a Lucky you'll like a Lucky.

RIGGS: (CHANT - SOLD AMERICAN)

BLOCK: Just let this historic chant remind you that Lucky Strike means fine tobacco.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 21, 1943 - morning

AS BROADCAST

BLOCK: You know, Petie's more than a year old now. In fact, he's almost a year and a half. And I remember so well when we used to prepare a special formula for him...it was always the same - so much condensed milk, so much dextrous - all of it had to be sterilized carefully. And he thrived on that formula so perfectly that we continued it until he was old enough to have real food. Formula! Ha! A formula, the dictionary says, is any set form, method, or established rule. Now, the makers of Lucky Strike Cigarettes have found the one formula that agrees perfectly with all smokers - a formula that makes smoking enjoyment thrive, and that formula is the use of fine, light, ripe tobacco. Now, you know the way tobacco is bought down South in TobaccoLand. And among those people milling around the great tobacco warehouses are the independent tobacco experts who just naturally hear what's going on. They can't help but see what kind of leaf is 'Sold American'. Now, these experts who have made tobacco their life work naturally should know how tobacco will smoke. These men must know the perfect formula for complete smoking pleasure. And when sworn records show that among these independent tobacco experts Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined - well, folks, that's a pretty strong recommendation - a pretty strong hint that if you're looking for increased smoking pleasure, you'd better try Lucky Strike, based on the formula of fine tobacco in every Lucky - so round, so firm, so fully packed, so free and easy on the draw.

(CHANT - SOLD AMERICAN) Let that historic chant remind you that with men who know tobacco best, it's Luckies 'two to one'.

ATX01 0015754

BLOCK: I don't know whether when you were a kid you liked to read Grimm's Fairy Tales. Gosh, I think I read them through from cover to cover time and time again. Remember the story about the beautiful young princess who was so sensitive that she detected a tiny bean which had been placed under ten mattresses on her bed? You remember that one! Sure you do! That tiny bean caused her so much discomfort that she couldn't sleep well even though the ten mattresses were soft and fluffy. That's how sensitive she was. Now I don't know how sensitive the tobacco experts are as far as their sleep is concerned, whether any of them suffer from insomnia or not, but I do know that they are sensitive to tobacco. After all, they make tobacco their business... their life work. They see it! They handle it! They live it all day long. And these are the independent tobacco experts who can't help seeing who buys what tobacco. They can't help seeing Lucky Strike buyers obtaining finer leaf at the public tobacco sales time after time. Now you and I probably wouldn't notice a tiny bean under ten mattresses, and I doubt if it would disturb our sleep. But the sensitive princess did and similarly, we average smokers would find it pretty difficult to choose superior tobacco. But independent tobacco experts are sensitive to the qualities of tobacco...to its ripeness, its texture, because of their long years of experience. They just naturally must be sensitive to how tobacco will smoke, so it's no wonder that when these independent tobacco experts see finer leaf consistently sold American, among these men Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why don't you make their smoke your smoke? Smoke the smoke tobacco experts smoke, and you'll find that you'll be sensitive to that wonderful increased smoking pleasure in every Lucky you light, because of that superior tobacco in Luckies. (CHANT - SOLD AMERICAN) Yes, friends, let that historic chant remind you that Lucky Strike means fine tobacco.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 22, 1943 - morning

AS BROADCAST

BLOCK: You know, friends, when you've written a letter, and addressed it and sealed the envelope, as you lick the stamp, do you ever stop to think how wonderful that stamp is? Ever thought how far that letter can travel on railroads, trucks, ships and airplanes until it's safely delivered - just on the strength of that - that one little stamp? Our postal service is a wonderful thing all right. And the few cents we pay for that little stamp is certainly not proportionate to the painstaking care and attention that that letter receives. But the thousands and thousands of stamps that citizens purchase make our postal service possible. We pool our efforts. A great many people pay out a few cents for those stamps and so many of them are sold that our accurate mail delivery is the result. Now, similarly, the little you spend on your Lucky Strike Cigarettes is not proportioned to the painstaking care and experience involved in selecting those fine tobaccos - the aging, blending and mellowing that tobacco for from two to four years - then of placing it in each Lucky - so round, so firm, so fully packed, so free and easy on the draw. This small price is not proportionate to the peak in smoking satisfaction we enjoy with every Lucky we light. But that extra care in choosing for you that superior tobacco - so essential in a fine smoke is made possible for each of us by the tremendous volume of Lucky Strike smokers...a long, long list of satisfied smokers who have learned that since in a cigarette it's the tobacco that counts and since Lucky Strike truly means fine tobacco, that Lucky Strike is the way to greater smoking enjoyment. Next time you walk into your favorite tobacco store, say...Luckies, please. You'll find that when you light a Lucky, you'll like a Lucky. (CHANT - SOLD AMERICAN) Let that historic chant remind you that with men who know tobacco best, it's Luckies 'two to one'.

ATK01 0015756

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 22, 1943 - evening

AS BROADCAST

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BLOCK: You know, one of my best friends gave me a fine wrist watch as a Christmas present. It has a beautiful face, a sweep second hand. It really fits my wrist well - it's not too heavy, and the strap's just right. But as good looking as that watch is, the most important thing about it is its accuracy. Now perhaps some of you smokers are looking for greater smoking pleasure, and yet you're side tracked by the things in your choice of a cigarette. Since your common sense will tell you that in a cigarette it's the tobacco that counts - the accurate way of getting a fine cigarette is to choose one that fine, light, mild tobacco. Now the main thing in this wrist watch is its accuracy, and the main thing about a superior smoke is that fine tobacco it contains. And so our buyers for Lucky Strike lose no time at the public tobacco sales down South in obtaining for your smoking pleasure the fine Lucky Strike leaf. That's how they make certain that Lucky Strike means fine tobacco...so round, so firm, so fully packed, so free and easy on the draw. Now why don't you stop losing enjoyable smoking minutes? Make your next pack Luckies and you'll find that it's accurately said that when you light a Lucky you'll like a Lucky. (CHANT - SOLD AMERICAN) Let that historic chant remind you that Lucky Strike truly means fine tobacco.

ATX01 0015757

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 23, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall - Yes, the best tunes of all move to Carnegie Hall. You know, folks, while the multiplication table is a wonderful things, and it's a pretty easy thing to multiply things on paper, it's quite a different thing to multiply objects....like pencils, or loaves of bread, or spoons. As any business man will tell you, it's also quite a different thing to multiply customers. Now, the tremendous volume of satisfied Lucky Strike Cigarette smokers can come of only one thing...it's the result of their preference for fine, light, mild tobacco that fills each Lucky - so round, so firm, so fully packed, so free and easy on the draw. Lucky Strike knows that in a cigarette, it's the tobacco that counts, and so we go out of our way to get for your smoking enjoyment that superior leaf - that fine Lucky Strike Tobacco. Now, friends, I have a Lucky Strike right here in my hand - round, and firm, and fully packed. And I want to tell you that having lit this cigarette, and taking a delicious puff, you can't help but enjoy it. Now, if you'll just multiply that cigarette by twenty - well, that's the enjoyment you get out of one pack of Luckies. Why don't you start multiplying your smoking pleasure as so many other thousands of smokers have done? Just try Luckies, the cigarette that means fine tobacco. Remember, the best tunes of all move to Carnegie Hall - yes, the best tunes of all move to Carnegie Hall.

ATX01 0015758

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 23, 1943 - evening

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall - Yes, the best tunes of all move to Carnegie Hall. And you know, folks, a couple of years ago - maybe it was a little longer than that - they came out with a new idea. They called it streamlining. Everything - well, almost everything was being streamlined...airplanes, railroad engines, automobiles. And in this way they were able to move faster because there wasn't as much wind resistance, and the tapered noses of the engines traveled faster than the square older type engines did. Now you may be able to streamline an auto or train to make it travel faster, but the way to make a cigarette travel, as the makers of Luckies have known ever since Luckies first came out on the market, is to fill it with fine tobacco. That's why there are so many thousands of satisfied Lucky Strike smokers. It's no new construction we've discovered. Your common sense will tell you that since tobacco is the main ingredient in any cigarette - since it's the tobacco that counts - no cigarette can be any better than the tobacco it contains. And that's why our buyers have always bought finer, riper, milder leaf - tobacco which has made Luckies the choice of the independent tobacco experts by such an overwhelming majority. Now, friends, why don't you treat yourself to a superior smoke? You'll find new streamline smoking enjoyment in Luckies...so round, so firm, so fully packed - so free and easy on the draw. (CHANT - SOLD AMERICAN) Let that chant remind you, friends, that Lucky Strike has always meant fine tobacco. The best tunes of all move to Carnegie Hall - Yes, the best tunes of all move to Carnegie Hall.

ATX01 0015759

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 25, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall - Yes, the best tunes of all move to Carnegie Hall. And now, before our next number, you know, two weeks ago when I was down in Richmond, Virginia, going through the Lucky Strike factories, looking around seeing what I could see that would interest you - well, as I wandered around the large airy rooms and watched the many machines and devices making Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw, so completely enjoyable as you know them today - you know friends, as efficient as that machinery is, there's something involved in creating that smoking pleasure you find in every Lucky that no machine or modern device can duplicate. I'm talking about the keen judgment - the mature selection of our Lucky Strike buyers who as they weave in and out among the baskets of tobacco on the warehouse floor, make their decision as to what tobacco reaches Lucky Strike high standards - the tobacco you'll want to smoke. And that's the tobacco they buy for your Lucky Strike smoking pleasure...fine, light, mellow leaf. Now, there may be efficient machines in our factories to get those Luckies to you with uniform Twentieth Century speed, but the old craft of knowing and selecting good tobacco for your Luckies is based on the right knowledge and experience of generations of wise tobacco men. Next time you buy cigarettes, try Luckies, the cigarette whose makers firmly believe that there is a craft to making a fine smoke - an old one based on the use of fine, light, mellow tobacco. Try Luckies today!

ATX01 0015760

BLOCK: The best tunes of all move to Carnegie Hall - Yes, the best tunes of all move to Carnegie Hall. You know, folks, a couple of days back you remember, I visited a large War plant, and while I was there I noticed the men and women working from blue prints. I couldn't understand the finely drawn lines at all, but those expert workers knew what they were doing. You know, if you and I, just average smokers, were to visit the public sales down in tobacco land, we probably wouldn't understand the buzz of excitement as a specially fine basket of leaf came up for sale. We probably wouldn't even recognize that it was superior tobacco, that it was a lighter, better tasting, or a finer texture, or that it was riper. But you can bet your bottom dollar our Lucky Strike buyers recognize these signs. They know fine tobacco when they see it. And the independent tobacco experts who attend these sales can't help seeing those baskets of fine, mild tobaccos sold American. And that's why it's little wonder that with the independent tobacco experts - the men who can follow the blue prints of tobacco buying - Luckies have ^{more than} twice as many exclusive smokers as all other brands of cigarettes combined. Why don't you follow the blue print to greater smoking enjoyment, and make their cigarette your cigarette? Next time ask for Luckies, the cigarette that means fine tobacco.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 28, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall - yes, the best tunes
of all move to Carnegie Hall.

* * *

You know, there's an old saying that a chain is just as strong as
its weakest link. I guess you've all heard that one often enough.
No matter how heavy and firm some of the links may be, one weak
link will break the whole chain and make it useless. Now there's
also a chain to your complete smoking satisfaction. Each and every
cigarette should give you the utmost in enjoyment, and that chain
of smoking pleasure also rests on the strength of just one link --
the most important link in the chain of smoking satisfaction is the
use of fine tobacco. Now Lucky Strike knows that in a cigarette it's
the tobacco that counts, and our buyers strengthen that link at every
opportunity by buying mild, ripe, truly Lucky Strike leaf at the
public tobacco auctions. With their years of training and experience
to help them in their selection, these Lucky Strike buyers choose
that superior tobacco which they know makes a better smoke for you.
There are no weak links in the Lucky Strike chain of smoking con-
tentment. There's fine tobacco in every Lucky - so round, so firm,
so fully packed, so free and easy on the draw. That's what makes
you feel that every time you light a Lucky you'll like a Lucky,
because Lucky Strike truly means fine tobacco. Remember, the best
tunes of all move to Carnegie Hall - yes, the best tunes of all
move to Carnegie Hall.

ATX01 0015762

BLOCK: The best tunes of all move to Carnegie Hall - yes, the best tunes of all move to Carnegie Hall. And say, do you remember the old Arabian Nights story about Ali Baba and the Forty Thieves? Well, Ali Baba was a good man, in Ancient Bagdad, and he was smart enough not only to do away with a band of robbers, but he also followed them to their secret hiding place and learned the magic password that opened the door to their hidden treasure. And when Ali Baba went to the secret panel and he said "Open Sesame", sure enough the door slowly opened and showed great chests of gold and silver and precious stones. By saying those two words Ali Baba became the richest man in Bagdad. Now, as an average smoker looking for increased smoking enjoyment, maybe you think there's some magic word that will open the door to greater satisfaction. And it's true that if next time you buy cigarettes you say 'Lucky Strike' you'll be opening up new horizons of pleasure. But there's nothing magic about the superior smoke that Luckies brings to you. For years Lucky Strike has realized that since no cigarette can possibly be any better than its main ingredient - tobacco - why to make a superior smoke one has to use superior tobacco. And so our buyers basing their choice on their long years of experience and training select only that fine, light, mild leaf which comes up to our high Lucky Strike standards for your Lucky Strike Cigarettes. Why don't you start reaping your share of that Lucky Strike treasure of fine tobacco? You'll find that every time you light a Lucky you'll like a Lucky. Now before we go back to Bing, don't forget - the best tunes of all move to Carnegie Hall - yes, the best tunes of all move to Carnegie Hall.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 27, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. And you know, there are a great many ways to show your hospitality to your guests. In olden times, it was the custom to leave the latch string which manipulated the front door lock on the outside of the door so that strangers could come in if they wished to share your table and fire. Well today, we like to give our guests the best of everything - a delicious meal, a special dessert - perhaps you haul out that old bottle of rare wine and uncork it for your visitors. But you know, one of the best ways to show your hospitality is to make sure that your guests have plenty of fine cigarettes on hand. You like to give your guests the best of everything, don't you? Then I say they'll enjoy those superior Lucky Strike - made of finer, lighter, riper tobaccos carefully aged and blended - Luckies, so round, so firm, so fully packed, so free and easy on the draw are bound to please. Our buyers basing their selection on their long years of experience and training choose only that leaf which comes up to rigid Lucky Strike standards. And that's the tobacco that fills every Lucky you light today. The thoughtful host offers his guests Luckies because he knows that Luckies mean fine tobacco. And since in a cigarette it's the tobacco that counts, Luckies are truly a superior smoke. Try them today, won't you? Remember, every time you light a Lucky you'll like a Lucky.

ATX01 0015764

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, friends, when you pick up your phone and dial a number, that number registers automatically and rings the phone in your friends' home. It's an automatic signal for attention. Your friend hears the bell, picks up his own telephone receiver and the two of you have established a connection and you talk over the line. Now when our Lucky Strike buyers attend the tobacco sales down South and they come upon a basket of superior leaf lined up among the others waiting for sale, their reaction is just as automatic as your reaction to your ringing telephone. They want to establish connection with that basket of superior tobacco and carry it away for your Lucky Strike cigarettes. These keen buyers with their mature judgment based on long years of experience realize that fine tobacco is the only guarantee of a fine smoke. The experience of those men has taught them to react almost automatically to the fine, golden, ripe tobacco that comes up to Lucky Strike's high standards. That's the leaf they buy for your smoking pleasure. And this better tasting, mild leaf in every Lucky you light is your assurance that Luckies will ring the bell with you. Next time you walk into your favorite tobacco store pick up a pack of Luckies and see if you don't establish a clear, pleasant connection with greater smoking enjoyment.

Mr. Biggins

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 28, 1943 - morning

AS BROADCAST

BLOCK: I guess you've all heard the old saying 'birds of a feather flock together' and it's pretty true as a rule. Just think over all your acquaintances and you'll find that those whose tastes are alike usually stick together. And you know, there's another kind of bird that that flocks together. Sworn records show that the independent tobacco men...you know, the auctioneers, and buyers, and warehousemen, by an overwhelming majority flock to Lucky Strike as their personal smoking preference. These men have had similar training and experience. They've worked with buying and selling, and handling tobacco for many years. Tobacco is their business and their life. When they see the makers of Luckies invariably getting fine, ripe, mild leaf, you can understand why with these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. They just naturally know that finer tobacco means a finer smoke. Since Lucky Strike truly means fine tobacco, if you have a taste for greater smoking pleasure, why don't you join the flock of satisfied smokers who say...Luckies, please and mean it? And don't forget, friends, the best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

ATK01 0015766

LUCKY STRIKE - MAKE BELIEVE BALLROOM
COMMERCIAL - January 28, 1943 - evening

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. And you know, folks, a little while ago, I was watching a group of people operating large electric drills. These machines would bear down on the metal plates under them and with microscopic precision bore a hole cleanly and accurately. Figured to a fraction of an inch, each hole was exactly like the other, each of the same proportion. You know, it's with exactly that same precision that your Lucky Strike Cigarettes are manufactured for greater smoking pleasure. Our buyers, with their many years of experience, and with their keen, mature judgment accurately select the fine, light, ripe tobacco - the true Lucky Strike leaf. And then this fine tobacco after it has been carefully aged from two to four years - after it has been mellowed and blended to perfection - is put into your Luckies...so round, so firm, so fully packed, so free and easy on the draw. Yes folks, I can predict with the accuracy and precision of those drilling machines that when you light a Lucky you'll like a Lucky, because Lucky Strike means fine tobacco, and fine tobacco means a fine smoke. Try Luckies tonight. The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

ATX01 0015767

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 29, 1943 - morning

AS BROADCAST

BLOCK: Yes sir! The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, one of my best friends gave me a wonderful wrist watch as a Christmas present - a good looking watch, nice face, sweep second hand, fits wonderfully - not too heavy. It straps just right. As good looking as that watch is, however, the most important thing about it is its accuracy. Maybe some of you smokers are looking for greater smoking pleasure and yet you are sidetracked by the little things in your choice of a cigarette. Since your common sense will tell you that in a cigarette, it's the tobacco that counts, I think the accurate way of getting a fine cigarette is to chose one that contains fine, light, mild tobacco. If the main thing in your wrist watch is its accuracy, the main thing about a superior smoke is that fine tobacco it contains. So our buyers for Lucky Strike lose no time at the public tobacco sales in obtaining for your smoking pleasure the fine Lucky Strike leaf. That's how they make certain that Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Why don't you stop losing enjoyable smoking minutes? Make your next pack Luckies, and you'll find that it's accurately said that when you light a Lucky, you'll like a Lucky. And remember, the best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

ATX01 0015768

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, there's an old expression about it not being necessary to gild the lily. It's pretty perfect as it is. That's just the way I, as an average smoker, feel about Lucky Strike Cigarettes. There's no need to gild them with superlatives and flowery adjectives. Luckies need no gilding. They travel far and they've gathered the confidence of thousands of satisfied smokers on the strength of one, main thing. You see, the makers of Luckies realize that no cigarette can be any better than the tobacco it contains, and so their aim, ever since Luckies first came out, is to fill each and every Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - with fine, mild tobacco. That's all...just fine tobacco. And that's what's responsible for your finding that every time you light a Lucky you'll like a Lucky. You don't have to gild the lily. It's beautiful as it stands. And I don't have to tell you any more than that...Lucky Strike means fine tobacco, because fine tobacco is your guarantee of a fine smoke, of increased smoking pleasure. Try Luckies tonight!

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The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 30, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. And you know, a couple of years ago - maybe a little longer than that - they came out with a new idea called streamlining. Everything - well, almost everything became streamlined...airplanes, railroad engines, automobiles. In this way they were able to move faster because there wasn't as much wind resistance. The tapered noses of the engines traveled faster than the square old engines. Now you may be able to streamline an auto or train to make it travel faster, but the way to make a cigarette travel, as the makers of Luckies have known ever since Luckies first came on the market, is to fill it with fine tobacco. That's why there are so many thousands of satisfied Lucky Strike smokers. It's no new construction we've discovered. Your common sense will tell you that since tobacco is the main ingredient in any cigarette - since it's the tobacco that counts - no cigarette can be any better than the tobacco it contains. And that's why our buyers have always bought finer, riper, milder leaf - tobacco which has made Luckies the choice of the independent tobacco experts by such an overwhelming majority. Now why don't you treat yourself to a superior smoke? You'll find new streamline smoking enjoyment in Luckies...so round, so firm, so fully packed - so free and easy on the draw.

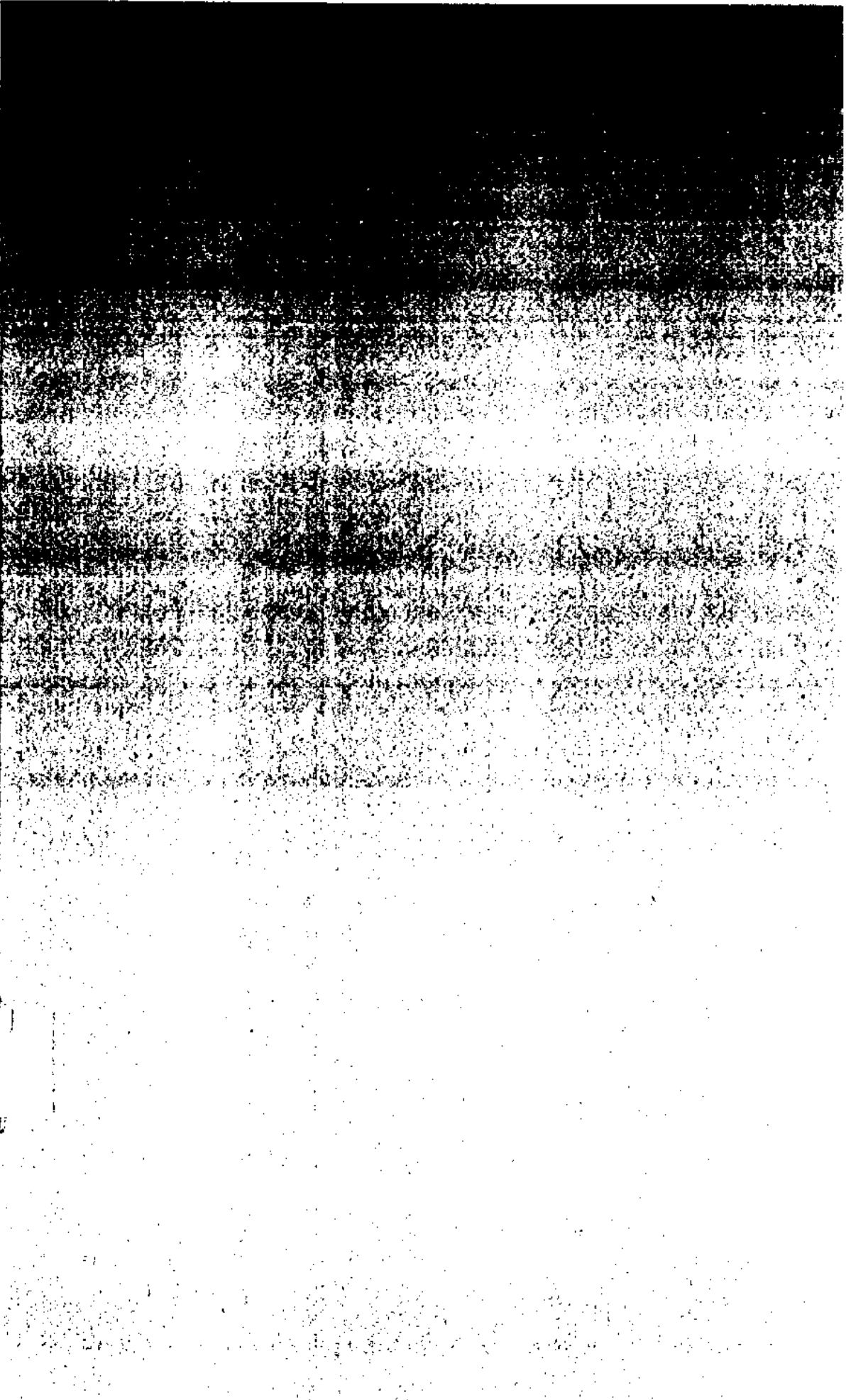
ATX01 0015770

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - January 30, 1943 - evening

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall! You know, folks, there's an old saying that if you build a better mouse-trap, the world will beat a path to your door. You know, if you build a better cigarette, that line of satisfied smokers who always come back for more will keep on growing, too. That's what the makers of Lucky Strike's have discovered and they found that the only way to make a finer cigarette is to fill it with finer tobacco. Friends, in a cigarette it's the tobacco that counts. And since Lucky Strike means fine tobacco - since their buyers spare no effort to obtain for you milder, lighter, riper leaf, it's little wonder that with independent tobacco experts - with men who certainly must know tobacco best, it's Luckies 'two to one! Friends, why don't you join the ranks of those satisfied smokers who find that everytime they light a Lucky, they like a Lucky - so round, so firm, so fully packed, so free and easy on the draw. Make your next pack Luckies - tonight! The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall!

ATX01 0015771



FEBRUARY

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 1, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. And you know, a couple of days back, if you remember, I visited one of those large war plants, and I noticed men and women working from blue prints. And those finely drawn lines made no sense to me at all, but to the expert workers - ah, it was as plain as day. And you know, if you or I, just average smokers, were to visit the public sales down south, we probably wouldn't understand the buzz of excitement as a specially fine basket of leaf came up for sale. We wouldn't even recognize that it was superior tobacco; that it was lighter, better tasting, of finer texture. But you can bet your bottom dollar our Lucky Strike buyers recognize these signs. They know fine tobacco when they see it. And the independent tobacco experts who attend these sales - well, they can't help seeing those baskets of fine, mild tobacco "Sold American". That's why it's little wonder that with independent tobacco experts, the men who can follow the blue prints of tobacco buying, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Why don't you follow the blue print to greater smoking enjoyment and make their cigarette your cigarette? Next time ask for Luckies, the cigarette that means fine tobacco. And don't forget - the best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

ATX01 0015773

BLOCK: Last week we went over to see a brand new show on 52nd Street....
"Something For The Boys". And let me tell you it is something for the boys, starring Ethel Merman. You know, I always get a thrill out of seeing a show like that one. Ethel's a real trouper. She comes out on the stage and you can feel how completely the audience is fascinated. The audience knows she's good, and so they're assured of complete enjoyment. And you know, when I light up a Lucky Strike I get that same feeling of confidence of placing my smoking enjoyment in competent hands. Luckies are a tried and tested trouper, too. Lucky Strike has a reputation for complete smoking satisfaction that's based on the use of fine, light, ripe tobacco - the truly Lucky Strike leaf which our buyers obtain consistently at public tobacco sales down South. That's the tobacco that's put into every single Lucky - so round, so firm, so fully packed, so free and easy on the draw. Now friends, when you place your trust in Luckies you're confiding in an old trouper...the cigarette the independent tobacco experts prefer by such an overwhelming majority. Lucky Strike means fine tobacco and fine tobacco can't help but mean a superior smoke. So make your next pack Luckies. The best tunes of all move to Carnegie Hall, Yes, the best tunes of all move to Carnegie Hall.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 2, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. Folks, do you remember the old Arabian Nights story about Ali Baba and the Forty Thieves? Well, Ali Baba was a good man of ancient Bagdad who was smart enough not only to do away with a band of robbers but he also followed them to their secret hiding place and learned the magic password that opened the sliding door to their hidden treasure. And when Ali Baba went to the secret panel and said - Open, Sesame, sure enough the door slowly opened, showing great chests of gold and silver, and precious stones. Now by saying those two words, Ali Baba became the richest man in Bagdad. Now friends, as an average smoker looking for increased smoking enjoyment, perhaps you think there's some magic word that will open the door to greater smoking satisfaction. And it's true that if next time you buy cigarettes, you say - Lucky Strike, you'll be opening up new horizons of pleasure. But there's nothing magic about the superior smoke Luckies bring you. For years Lucky Strike has realized that since no cigarette can possibly be any better than its main ingredient, tobacco, to make a superior smoke one must use superior tobacco. And so our buyers, basing their choice on their long years of experience and training select only that fine, ripe, mild leaf which comes up to our high Lucky Strike standard for your Lucky Strike Cigarettes. Now, why don't you start reaping in your share of that Lucky Strike treasure of fine tobacco? You'll find that every time you light a Lucky, you'll like a Lucky!

ATX01 0015775

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, we were sitting around after lunch at a table at one of our favorite restaurants right here near the studio, and one of my friends said to me....Say, Martin, can you make something out of nothing? I thought for a while and I said... No, I guess not. So he says, here I'll show you. So, he took out his pencil and he wrote the word 'none' on a piece of paper - it was N-O-N-E. Then he crossed out the letter N, the first letter N. And that made it one, which certainly is something out of nothing. Now, that's a trick. But I say as a rule you can't make something out of nothing. Take a fine cigarette, for example... A Lucky Strike Cigarette comes of something. And that something is fine tobacco. And no cigarette can be any better than the tobacco it contains. That stands to reason. So, to make a superior smoke the folks who make Luckies make it their business to buy for your smoking enjoyment finer, riper, milder tobacco - true Lucky Strike leaf. Now, if you find that your smoking enjoyment is nothing to speak of, you just try Luckies - so round, so firm, so fully packed - so free and easy on the draw, and you'll find that fine tobacco in every Lucky you light is something that will bring you increased smoking pleasure with every puff. Try Luckies tonight! And don't forget... The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 3, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. And you know, when you pick up that telephone of yours and dial a number, the number registers automatically and rings the phone in your friend's home. It's an automatic signal for attention. Your friend hears the bell, he picks up the telephone, and the two of you have established a connection and you talk over the line. Now when our Lucky Strike buyers attend tobacco sales down South and they come upon a basket of superior leaf lined up among the others awaiting sale, their reaction is just as automatic as your reaction to your ringing telephone. They want to establish connection with that basket of superior tobacco and carry it away for your Lucky Strike Cigarettes. These keen buyers with their mature judgment based on long years of experience realize that fine tobacco is the only guarantee of a fine smoke. The experience of these men has taught them to react on this automatically - on the fine, golden ripe tobacco that comes up to Lucky Strike's high standards. That's the leaf they buy for your smoking pleasure - and mine, too. And this better tasting, mild leaf in every Lucky you light is your assurance that Luckies will ring the bell for you. Next time you walk into your favorite tobacco store pick up a pack of Luckies and see if you don't establish a clear, pleasant connection with greater smoking enjoyment!

ATX01 0015777

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 3, 1943 - evening

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes sir, the best tunes of all move to Carnegie Hall. And you know, when I woke up this morning, the very first thing I did was roll over and turn off the alarm clock. Yes, that's what wakes me up every morning - that darned old alarm clock. This evening I'll set it and wind it, and tomorrow morning it will go off and I'll get to work on time. Really, you know, an alarm clock is a mighty handy little invention. You know, folks, I'm afraid there are a lot of people who need an alarm clock or some sort of signal to wake them up to the fact that they're not getting the utmost in smoking satisfaction out of their brand of cigarettes. That's when I say it's time to wake up and just try that finer tobacco in Luckies - so round, so firm, so fully packed, so free and easy on the draw. You see, realizing that no cigarette can be any better than the tobacco it contains, that in a cigarette it's the tobacco that counts, our Lucky Strike buyers consistently select for your increased smoking pleasure finer, milder, riper tobacco. And that's the truly Lucky Strike leaf which fills every single Lucky you light. Make that next pack Luckies and just see if Lucky Strike doesn't ring the bell with you. You'll find sure enough when you light a Lucky you'll like a Lucky. Yes, the best tunes of all move to Carnegie Hall. Yes sir, the best tunes of all move to Carnegie Hall.

ATX01 001577B

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 4, 1943 - morning

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

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You know last week, folks, during my visit to one of the war plants, I saw a group of men operating those big electric drills - machines that would bear down on the metal plates put under them and - with microscopic precision - would bore a hole cleanly and accurately. Figured to a fraction of an inch, each hole was exactly like the other - each of the same proportion. You know, it's with exactly that same precision that your Lucky Strike Cigarettes are manufactured for your greater smoking pleasure. Our buyers, with their many years of experience, and with their keen, mature judgment accurately select the fine, light, ripe tobacco - the true Lucky Strike leaf. And then this fine tobacco after it has been carefully aged from two to four years - after it's been mellowed and blended to perfection - is put into your Luckies...so round, so firm, so fully packed, so free and easy on the draw. Yes sir, I can predict with the accuracy and precision of those drilling machines that when you light a Lucky you'll like a Lucky, because Lucky Strike means fine tobacco, and fine tobacco means a fine smoke. Try Luckies today! The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

ATX01 0015779

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 4, 1943 - evening

AS BROADCAST

BLOCK: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. Do you like dogs? I love them...big ones, little ones, medium ones, thoroughbreds, mutts. It doesn't make any difference as long as it's a dog. Have you ever been to a dog show and watched the judges select the winners? These judges are impartial men and women who base their choice of the best dog in each class on their knowledge and experience. And you know, they say a man's best friend is his dog, and that may be true, but then I'd say his second best friend is his cigarette. That is, if the cigarette gives him the utmost in enjoyable smoking minutes. Now at the public tobacco sales down South, among the people who see the goings on, the buying, the selling, are the independent tobacco experts who can't help seeing how Lucky Strike buyers consistently select fine, ripe, mild tobacco. These men, mature with years of experience and training in tobacco naturally must be good judges of how tobacco will smoke. And so when among these independent experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, I guess that's a pretty sure tip that Lucky Strike is a blue ribbon winner. Why don't you try Luckies - so round, so firm, so fully packed, so free and easy on the draw? You'll find that Lucky Strike is truly a long time friend.

ATX01 0015780

BLOCK: You know, folks; there's an old expression about it not being necessary to gild the lily. It's pretty perfect as it is. You know, that's just the way I, as an average smoker, feel about Lucky Strike Cigarettes. There's no need to gild them with superlatives and flowery adjectives. Luckies need no gilding. They travel far and they've gathered the confidence of thousands of satisfied smokers on the strength of one, main principle. The makers of Luckies realize that no cigarette can possibly be any better than the tobacco it contains. And so their aim, ever since Luckies first came out, has been to fill each and every Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - with fine, mild tobacco. That's all... just fine tobacco. That's what's responsible for your finding that every time you light a Lucky you'll like a Lucky. You don't have to gild the lily. It's beautiful as it stands. And I don't have to tell you any more than that, Lucky Strike means fine tobacco, because fine tobacco is your guarantee of a fine smoke, of increased smoking pleasure. Try Luckies today!

BLOCK: You know, folks, the other day I was talking to a friend of mine who happens to be a paratrooper - one of those men who leaps out of an airplane, you know. I asked him how it felt bailing out of a plane like that. And he said, "Well, Martin", he said, "it's a hard feeling to describe to anyone who hasn't experienced it. You've got to try it to know the thrill." I said....oh, oh! And you know, that's the way it is with a great many things. You don't know the thrill of swimming, or making a good golf shot, baking a swell cake until you've tried it. And similarly, you don't know the thrill that comes with smoking a finer cigarette that brings you the utmost in smoking pleasure until you've tried a Lucky Strike. You see, knowing that in a cigarette it's the tobacco that counts, our Lucky Strike buyers select finer, riper, milder leaf - the truly Lucky Strike tobacco we think you'll want to smoke. Why don't you treat yourself to a cigarette that means fine tobacco? To Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. There's a thrill in knowing that whenever you light a Lucky you'll like a Lucky.

HART:

The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, folks, there's an old saying that if you build a better mouse-trap the world will beat a path to your door. And you know, if you build a better cigarette, that line of satisfied smokers who always come back for more will keep on growing, too. That's what the makers of Lucky Strikes have discovered and we've found that the only way to make a finer cigarette is to fill it with finer tobacco. Now friends, in a cigarette it's the tobacco that counts. And since Lucky Strike means fine tobacco - since our buyers spare no effort to obtain for you milder, lighter, riper leaf, it's little wonder that with independent tobacco experts - with men who certainly must know tobacco best, it's Luckies two to one. Now friends, why don't you join the ranks of those satisfied smokers who find that everytime you light a Lucky, you'll like a Lucky - so round, so firm, so fully packed, so free and easy on the draw. Make your next pack Luckies. And remember, the best tunes of all move to Carnegie Hall!

HART:

The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. Have you ever heard a sportsman say 'there's only one way to play the game'? Joe Louis and Gene Tunney - the prize fighters know it - Jim Sullivan knew it - Red Grange, the football star knew it. There's only one way to play the game - the right way, according to the rules - cleanly, fairly, squarely. And you know, the same thing is true of cigarette manufacturing. The folks who make Lucky Strike Cigarettes know that the only way to make a superior smoke is to fill that cigarette with fine tobacco. That's the first rule. And for that reason, our buyers look around the warehouses at the tobacco sales and choose for your smoking enjoyment the lighter, milder, finer tobacco which their keen perception and years of experience tell them will smoke better. Yes sir, that's how Lucky Strike has actually come to mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Now, why not give your smoking taste a sporting chance. Try Luckies. Notice that every time you light a Lucky you like a Lucky. That, of course, because Lucky Strike means fine tobacco. The best tunes of all move to Carnegie Hall.

HART:

The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, folks, while the multiplication table is a wonderful thing, it's pretty easy to multiply things on paper. It's quite a different thing to multiply objects. Say, pencils, or loaves of bread, or spoons. And as any business man will tell you it's quite a different thing to multiply customers. Now, friends, the tremendous volume of satisfied Lucky Strike Cigarette smokers can come of only one thing...It's the result of their preference for fine, light, mild tobacco that fills each Lucky - so round, so firm, so fully packed, so free and easy on the draw. Lucky Strike knows that in a cigarette, it's the tobacco that counts. And so we go out of our way to get for your smoking enjoyment that superior leaf - that fine Lucky Strike tobacco. Now, friends, I have a Lucky Strike right here in my hand - round, and firm, and fully packed. Now, I light it...(PAUSE)...I take that first delicious puff. Hmm! That's good! Now multiply that cigarette by twenty. That's the enjoyment you get out of one pack of Luckies. So, why don't you start multiplying your smoking pleasure as so many thousands of smokers have done and just try Luckies, the cigarette that means fine tobacco!

HART:

The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, folks, a couple of years ago I was shown around the vaults of the Library of Congress where they keep a great many of the country's most valuable books under lock and key. I've never in my life seen such gorgeously bound books. Oh, some had jewels on the cover, some were done in velvet and satin, some had gold leaf on the pages. And very often the printing was hand done in bright colors and very elaborate. You know, friends, unless you're a collector of rare objects of art, that's not how you choose a book. Well, that is, I couldn't. I choose a book because I want to read it, because I like the contents, and as long as they're legibly printed and comfortably bound, that's all that matters. The contents of the book are the all-important thing to me. And similarly, I think I can honestly say that if I could get a cigarette bound in satin and wrapped in a jeweled package, it would still be the tobacco that counted in my selection of a smoke that would bring me complete satisfaction. That's why I smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw. You see, I know for a fact that Lucky Strike means fine tobacco. I know that our Lucky Strike buyers buy riper, milder, better smoking tobacco, so I recommend to you, if you're interested in true smoking pleasure, if you make that next pack Luckies, you'll find that Luckies are a truly long time friend because of that fine tobacco in every single Lucky you light.

HART: Say, have you ever thought when you were playing a game - say 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 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. The purpose of actors in a play is to bring you several 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. The makers of Lucky Strikes 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 at the public tobacco auctions down South, finer, 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. 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 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. You see, friends, I've found, and millions of other smokers have found it, too, that whenever you light a Lucky you'll like a Lucky. The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall.

HART:

The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. Folks, you've often heard me mention the independent tobacco experts - the men who by reason of their training and experience naturally must know tobacco best. You've often heard me mention that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Well, this afternoon up in my office I was looking through a pile of statements - hundreds of them by these experts - and I came across one by Benjamin Cleveland Pearce of Danville, Virginia, an independent buyer for sixteen years, and a smoker of Luckies for thirteen. Ben says...and I quote him...There's an old, old saying in the tobacco country that no cigarette is better than the tobacco bought for it. And since Luckies buy the finer, lighter, milder tobaccos I know they'll give me a smoke that's better tasting and more enjoyable all around. End of quotation. Now friends, I guess that in a nutshell sums up why Lucky Strike is the cigarette choice of discriminating smokers, who, realizing that in a cigarette, it's the tobacco that counts, have found that Lucky Strike fills the bill, because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. So, why don't you take a tip from the experts and thousands and thousands of satisfied average smokers? Make that next pack Luckies and notice the difference.

HART: . The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, folks when I woke up this morning, the very first thing I did was roll over and turn off the old alarm clock. Sure, that's what wakes me up each morning - that darned alarm clock. This evening I'll set it and wind it up, and tomorrow morning it will go off and I'll get to work on time. But really, an alarm clock is a mighty handy little invention. And you know, I'm afraid there are a lot of people who need an alarm clock or some sort of signal to wake them up to the fact that they're not getting the utmost in smoking satisfaction out of their brand of cigarettes. That's why when I say it's time to wake up and just try that finer tobacco in Luckies - so round, so firm, so fully packed, so free and easy on the draw. You see folks, realizing that no cigarette can possibly be any better than the tobacco it contains, that in a cigarette it's the tobacco that counts, our Lucky Strike buyers consistently select for your increased smoking pleasure finer, milder, riper leaf. And that's the truly Lucky Strike tobacco which fills every single Lucky you light. Now why don't you make that next pack Luckies. Just see if Lucky Strike doesn't ring the bell with you. You'll find that when you light a Lucky you'll like a Lucky.

HART:

You know, folks, I believe that a good thing is worth passing along. When I was a youngster learning arithmetic one of my teachers showed me a short cut - a good formula that is - that they didn't show to the rest of them in school, and I've been glad to have it ever since. I remember my aunt showing my girl cousins a great many short cuts in baking and sewing. Sure, I believe when you find a good thing pass it along...whether it's a good restaurant, a good recipe for cooking chicken, training dogs, or choosing a cigarette. And so, friends, I want to pass along a good word to you that just as Lucky Strike has always meant fine, ripe, mellow tobacco properly aged and blended, so it will continue to bring you fine leaf in the future thus guaranteeing you complete smoking pleasure in every Lucky you light. The next time you walk into your tobacco store, just say ... Luokies, please, and let your tobacco dealer pass along to you twenty examples of the utmost in smoking satisfaction...so round, so firm, so fully packed, so free and easy on the draw, so full of fine tobacco you're bound to find that when you light a Lucky you'll like a Lucky.

HART: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. Do you like dogs? I love them... big ones, little ones, medium ones...well, I guess I just love all dogs. But, have you ever been to a dog show and watched the judges select the winners in each group? These are impartial men and women who base their choice of the best dog in each class on their knowledge and experience with dogs. Now, you know, they say that a man's best friend is his dog...Well, that may be true, but then I'd say his second best friend is his cigarette....That is, if his cigarette gives him the utmost in enjoyable smoking minutes. At the public tobacco sales down South, among the people who see the goings on, the buying and selling, are the independent tobacco experts who can't help seeing our Lucky Strike buyers consistently buying fine, mild, ripe tobacco. Now these men, mature with years of experience and training in tobacco land naturally must be good judges of how tobacco will smoke. And so when among these independent experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, that's a pretty sure tip that Lucky Strike is a blue ribbon winner. Why don't you try Luckies, so round, so firm, so fully packed, so free and easy on the draw. You'll find that Lucky Strike is truly a long time friend.

HART:

The best tunes of all move to Carnegie Hall - yes, the best tunes of all move to Carnegie Hall. Folks, a couple of days ago, I was visiting some friends and just as I rang the front door bell I noticed that I was standing on a big woolly door mat which covered the whole door step. And on the door mat was printed a large, intelligent looking reindeer. I guess that reindeer dates back to the fact that reindeers have long been a domestic animal, so they're used to symbolize welcome. But you know, I have another symbol of welcome that you can use to greet your guests. The next time you have friends over, just put some Lucky Strikes in your cigarette boxes. Offer them that superior smoking satisfaction that can only come with the use of milder, lighter, riper tobacco - that Lucky Strike tobacco which our Lucky Strike buyers select consistently at the public tobacco sales. All their long years of training and experience are poured into that constant selection of the tobacco they think you will want to smoke. Buy a carton of Luckies the next time you walk into your local tobacco store. Keep them handy at all times and I'm sure that you'll find their superior smoking quality a welcome addition, because when you light a Lucky you'll like a Lucky -- so round, so firm, so fully packed, so free and easy on the draw.

HART: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. You know, there's an old expression about it not being necessary to gild the lily. It's pretty perfect as it is. And that's just the way I, as an average smoker, feel about Lucky Strike Cigarettes. There's no need to gild them with superlatives and flowery adjectives. Luckies need no gilding. They travel far and they've gathered the confidence of thousands of satisfied smokers on the strength of one, main thing. You see, the makers of Luckies realize that no cigarette can be any better than the tobacco it contains. And so their aim, ever since Luckies first came out, is to fill each and every Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw - with fine, mild tobacco. That's all...just fine tobacco. And that's what's responsible for your finding that every time you light a Lucky you'll like a Lucky. You don't have to gild the lily. It's beautiful as it stands. And I don't have to tell you anymore than that, Lucky Strike means fine tobacco, because fine tobacco is your guarantee of a fine smoke, of increased smoking pleasure. Try Luckies today!

HART: The best tunes of all move to Carnegie Hall. Yes, the best tunes of all move to Carnegie Hall. When you talk of tobacco tradition, you're talking my language. You see, I'm part of a long tobacco heritage that stretches way back into the last century. My grandfather was the first man to grow tobacco here in Marion County, South Carolina, and the original curing barn he used stood as a historical monument until only a few years ago. My father followed in my grandfather's footsteps on this same farm, plowing the same acres, and it was on this farm that I was born. Today I'm carrying on where my father left off, and out of the same rich earth that produced the first tobacco crop in this country I hope to grow another golden harvest for next season's markets. That, ladies and gentlemen, is part of a statement by Wilbur Reamer Rogers of Mullins, South Carolina, who's been a tobacco auctioneer for thirteen years, and a smoker of Luckies for ten. He's typical of the hundreds of independent tobacco experts with a long heritage in the tobacco industry, who prefer Luckies to such an extent that among these men, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. That's how steeped in the tobacco industry they are. That's how long they've lived with their trade. I guess that statement speaks for itself. Nothing I could add could make it more convincing. When men like Wilbur Rogers, who knows tobacco, as his father and his grandfather before him knew tobacco, choose Luckies by an overwhelming majority, it seems just common sense that we average smokers ought to just try Lucky Strike and start getting our share of that fine leaf that fills every Lucky - so round, so firm, so fully packed, so free and easy on the draw. Buy Luckies this very night.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 13, 1943 - morning

AS BROADCAST

HART: I want to ask you if you ever heard a sportsman say 'there's only one way to play the game'? Prizefighters know it - football stars know it - any competing athlete knows it. There is only one way to play the game - the right way, according to the rules - cleanly, fairly and squarely. And you know friends, the same thing is true of cigarette manufacturing. The folks who make Lucky Strike Cigarettes know that the only way to make a superior smoke is to fill it with fine tobacco. That's the first rule. And for that reason, our buyers lock around the warehouses at the tobacco sales and choose for your smoking enjoyment the lighter, milder, finer tobacco which their keen perception and years of experience tell them will smoke better. Yes folks, that's how Lucky Strike has actually come to mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Now, why don't you give your smoking taste a sporting chance? Try Luckies! Notice that every time you light a Lucky you like a Lucky, because Lucky Strike means fine tobacco.

ATX01 0015795

HART: You know, folks, every once in a while a group of practical astronomers will get together and organize a trip to the moon. Oh, there's a lot of publicity and talk - letters explaining the adventure sent out. Perhaps they'll use a rocket, or a balloon or some other method. But, naturally the trip never comes off. At any rate no one of the adventurers has ever reached the moon. Now, friends, when those who make Luckies formulated their basic policy in a promise to serve smokers with the finest tobacco obtainable, some people may have regarded such high standards as incredible - as incredible as a trip to the moon. But the many, many years of Lucky Strike's constant maintenance of that high standard, and the many, many thousands of Lucky Strike smokers stand testimony that the average smoker realizes that in a cigarette it is the tobacco that counts. And that Lucky Strike has always, and always will mean fine tobacco. You as an average smoker aren't reaching for the moon when you expect greater smoking enjoyment from your cigarette. That's why I say that no cigarette can hope to be any better than the tobacco it contains. And the superior tobacco in every Lucky Strike you light is bound to give you a better tasting smoke. (CHANT - SOLD AMERICAN) Let that historic chant of the tobacco auctioneer remind you that in a cigarette it's the tobacco that counts, and that Lucky Strike brings you fine tobacco.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 15, 1943 - morning

AS BROADCAST

HART: You know, folks, a couple of years ago I was shown around the vaults in the Library of Congress where they keep a great many of the country's most valuable books under lock and key. I've never in my life seen such gorgeously bound books - some have jewels on the covers, some are done with velvet and satin, some had gold leaf on the pages and very often the printing was hand done in bright colors and very elaborate. But, you know, unless you're a collector of rare objects of art that's not how you choose a book...that is, I couldn't. I choose a book because I want to read it, because I like the contents, and as long as they're legibly printed and comfortably bound that's all that matters. The contents of the book are the all-important thing to me. And similarly I think that I can honestly say that if I could get a cigarette bound in satin, and wrapped in a jeweled package it would still be the tobacco that counted in my selection of the smoke that would bring me complete satisfaction. That's why I smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw. You see, I know for a fact that Lucky Strike means fine tobacco. I know that our Lucky Strike buyers buy riper, milder, better smoking tobacco. And so I recommend to you, if you're interested in true smoking pleasure, that you make that next pack Luckies. You'll find that Luckies are truly long time friends, because of that fine tobacco in every single Lucky you light.

ATX01 0015797

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 15, 1943 - evening

AS BROADCAST

BLOCK: When I think back in our school days, we all had one particular subject in which we excelled, and one particular subject in which we were especially poor. One subject I never got the hang of was grammar - and I don't mean my Grandfather's wife. I never could get through my head the difference between a verb, and an adverb, a preposition and a conjunction. The adjectives used to particularly throw me with their positive, comparative and superlative. And consequently I think I've always had an inborn hatred of superlatives. In fact, in glancing back over the many little talks I've given to you about Lucky Strike Cigarettes I'm mighty pleased to note an almost complete absence of superlatives. I never believed in getting up and shouting...We are the best! We are the tops! We have the finest! I've always felt there's no need of using superlatives. To my way of thinking there's only one way of selling Lucky Strike Cigarettes to you, and that's by the quality of the tobacco. I believe the only way is to remind you that in a cigarette it's the tobacco that counts, and that Lucky Strike means fine tobacco.....to occasionally suggest you accept the opinion of the independent tobacco experts who by their own statements clearly indicate that with them it's Luckies two to one. And tonight I want to ask a favor of each and every one of you. If you agree that the sane and sensible way to sell any product is merely to tell an intelligent listening audience the sane and truthful facts about that product, the next time you think of buying cigarettes, think of Lucky Strike, the cigarette that speaks for itself.

ATX01 0015798

HART: Folks, you've often heard me mention the independent tobacco experts - the men who, by reason of their training and experience, naturally must know tobacco best. You've often heard me mention that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Well, this morning up in my office I was looking through a pile of statements - hundreds of them, by these experts, and I came across one by Benjamin Cleveland Pearce of Danville, Virginia... an independent buyer for sixteen years and a smoker of Luckies for thirteen. And Ben says ... There's an old, old saying in the tobacco country that no cigarette is better than the tobacco bought for it. And since Luckies buy the finer, lighter, mild tobaccos I know they'll give me a smoke that's better tasting and more enjoyable all around. End of quotation. Now friends, I guess that in a nut-shell sums up why Lucky Strike is the cigarette choice of discriminating smokers who, realizing that in a cigarette, it's the tobacco that counts - have found that Lucky Strike fills the bill because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Well, why don't you take a tip from the experts - and thousands and thousands of satisfied average smokers. Make that next pack Luckies and notice the difference.

HART: You know, folks, a couple of years ago I got me a portable radio. Oh, it's really a very tiny thing - it looks something like a little camera. Maybe you have one like it. In fact, maybe while I'm saying these very words you're listening to my voice coming out of that tiny radio. No matter where I am - I can be at home, carrying it with me on the street, or lolling on the grass in the country - all I have to do is open the little portable radio, release the automatic catch, and there waiting for me are hours of enjoyment stored up in those batteries. And you know, folks, you'll find that same kind of portable enjoyment in your Lucky Strike Cigarettes, made from exceptionally ripe, mild, light leaf which our Lucky Strike buyers select at public tobacco sales. Luckies are just waiting to give you your share of that greater smoking enjoyment that can only come from finer tobacco. All you smokers have to do is release the automatic catch....Walk into your favorite tobacco store, ask for a pack of Luckies, then light up and take that first delicious puff. You'll find that there are hours of true smoking enjoyment stored up - just waiting for you in Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw.

HART: You know, folks, I believe that a good thing is worth passing along. When I was a little boy learning arithmetic one of my uncles showed me a short cut - a good formula they didn't show us in school, and I've been pretty glad to have it ever since. I remember my aunts showing my girl cousins a great many short cuts in baking and sewing. Sure, I believe that when you find a good thing pass it along, whether it's a good restaurant, a good recipe for cooking chicken, or training dogs, or choosing a cigarette. And so, friends, I want to pass along the good word to you...that just as Lucky Strike has always meant fine, ripe, mellow tobacco, properly aged and blended, so it will continue to bring you fine leaf in the future - thus guaranteeing you complete smoking pleasure in every Lucky you light. The next time you walk into your tobacco store just say Luckies, please. And let your tobacco dealer pass along to you twenty examples of the utmost in smoking satisfaction - so round, so firm, so fully packed, so free and easy on the draw, so full of fine tobacco you're bound to find that when you light a Lucky you'll like a Lucky.

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 17, 1943 - evening

AS BROADCAST

HART: I have a question. Would any of your ladies out there listening to me call up your favorite department store, ask for the dress department, and just off hand tell the clerk to send you a blue dress in size fourteen, sight unseen, just like that? Or you men.. would you call up your favorite clothing store and ask for a grey suit, size forty-two - just any grey suit? I don't know about you folks, but that's not the way I shop. I like to see what I'm getting. I guess it goes back to that old saying that you should never buy a pig in a pulp. I always like to see what I'm getting. And you know, even in a simple thing, like the purchase of a package of cigarettes it's a good idea to know exactly what you're buying. Now unfortunately, all of us can't get down to the tobacco sales down South and choose exactly the tobacco we want to smoke. But we can all do the next best thing, and that is - smoke Luckies. When you smoke Lucky Strikes you're sure you're not buying a pig in a pulp because our Lucky Strike buyers act as your personal representatives at the tobacco sales. They examine every basket of leaf and when they see finer, lighter, riper leaf coming up for sale, truly Lucky Strike tobacco, leaf they think you would like to smoke because they themselves know it will smoke well, then our buyers go after it for Luckies. That's why you can't be misled when you smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw. You can rest assured that Lucky Strike consistently means fine tobacco, and that fine tobacco means a superior smoke.

ATX01 0015802

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - February 18, 1943 - morning

AS BROADCAST

HART: Folks, a couple of days ago I was visiting some friends. Just as I rang the front doorbell I noticed that I was standing on a big wooly door mat that covered the whole door step. And on the door mat was printed a large, intelligent looking reindeer. I guess that reindeer dates back to the fact that reindeers have long been a domestic animal and so they're used to symbolize welcome. But you know, I have another symbol of welcome that you can use to greet your guests. The next time you have friends over, just put some Lucky Strikes in your cigarette boxes. Offer them that superior smoking satisfaction that can come only with the use of a milder, lighter, riper tobacco - that Lucky Strike tobacco which our Lucky Strike buyers select consistently at the public tobacco sales. All their long years of training and experience are poured into that constant selection of the tobacco they think you will want to smoke. Buy a carton of Luckies the next time you walk into your local tobacco store. Keep them handy at all times. I'm sure that you'll find their superior smoking quality a welcome addition because when you light a Lucky you'll like a Lucky - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015803

HART: Folks, did you ever hear the old saying that every cook praises his own broth? And I guess it's true, too. When you spend a lot of time and effort making something, whether it's broth or a new dress, or a victory garden, or a cigarette, it's perfectly natural that you should praise your own work, so it's perfectly natural for the makers of Luckies to talk about their own cigarette, knowing the fine tobaccos, the years of aging and mellowing, and blending that have gone into each perfect Lucky. But when another cook praises our broth...well sir, that's really a compliment, a compliment that must be truly deserved. That's how we feel when the independent tobacco experts - the buyers, auctioneers, and warehousemen - affiliated with no tobacco company whatsoever, choose Luckies for their own smoking pleasure. Now these men make their living dealing in tobacco. They must know it, and they certainly must know how it will smoke. And while attending the public tobacco sales they can't help seeing tobacco being sold, can't help seeing Lucky Strike buyers time and time again getting milder, better tasting, better smoking leaf. And so when these independent tobacco experts praise our broth to the extent that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, as far as I'm concerned that's really a straight from the shoulder recommendation from the men who know tobacco best. Friends, why don't you make their smoke your smoke? Smoke Lucky Strike - and you'll be smoking fine tobacco.

HART: When you talk of tobacco tradition you're talking my language. You see, I'm part of a long tobacco heritage that stretches way back into the last century. My grandfather was the first man to grow tobacco here in Marion County, South Carolina, and the original curing barn he used stood as a historical monument till only a few years ago. My father followed in my grandfather's footsteps on this same farm, plowing the same acres, and it was on this farm that I was born. Today I'm carrying on where my father left off, and out of this same rich earth that produced the first tobacco crop in this county I hope to grow another golden harvest for next season's market. That, ladies and gentlemen, is part of a statement by Wilbur Reamer Rogers of Mullins, South Carolina, who's been a tobacco auctioneer for thirteen years, and a smoker of Luckies for ten. He's typical of the hundreds of independent tobacco experts with a long heritage in the tobacco industry, who prefer Luckies to such an extent that among these men, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And that's how steeped in the tobacco industry they are. That's how long they've lived with their trade. I guess that statement speaks for itself. Nothing I could add could make it more convincing. When men like Wilbur Rogers, who knows tobacco as his father and his grandfather before him know tobacco, choose Luckies by an overwhelming majority, it seems just common sense that we average smokers ought to just try Lucky Strike and start getting our share of that fine loaf that fills every Lucky - so round, so firm, so fully packed, so free and easy on the draw. Buy Luckies this very day.

HART: You know, folks, the other day a window cleaner came into our studio and started polishing up all the windows. Out on the window ledge he stood, fourteen stories above the street. Hum, makes me dizzy just to think of it. But our window cleaning friend couldn't fall, you see. He had his safety belt fastened to the sides of the window, and that heavy, leather strap held him fast. It was his safety catch, and a safety catch is a mighty handy little thing to have around, whether it prevents you from losing your balance, or your wrist watch, or anything else you wish to keep secure. You know, folks, the makers of Lucky Strike cigarette have a safety catch of their own. It gives us smokers that all-important smoking satisfaction in every Lucky we light. That safety catch which keeps that smoking enjoyment locked in every Lucky until we smoke it is the Lucky Strike high standard for tobacco to be used in Luckies. You see, Lucky Strike realizes that no cigarette can possibly be any better than the tobacco it contains. And so since obviously, in a cigarette it's the tobacco that counts, we make sure of selecting finer, lighter, milder leaf for your Luckies. By putting that finer tobacco into every single Lucky - so round, so firm, so fully packed, so free and easy on the draw - we fasten the safety catch on perfect smoking satisfaction. Now why don't you make that next pack Luckies and start getting your share of that finer tobacco that makes Luckies a superior smoke?

HART: You know, folks, every-once-in-awhile a group of practical astronomers will get together and organize a trip to the moon. Oh, there's a lot of publicity and talk and letters explaining the adventurous set-out, and perhaps they'll use a rocket or a balloon or some other method. And naturally the trip never comes off. At any rate, no one of the adventurers has ever reached the moon. Now friends, when the folks who make Luckies, formulated their basic policy in a promise to serve smokers with the finest tobacco obtainable, some people may have regarded such high standards as incredible as a trip to the moon. But the many years of Lucky Strike's constant maintenance of that high standard and the many, many thousands of Lucky Strike smokers stands testimony that the average smoker realizes that in a cigarette it's the tobacco that counts...And that Lucky Strike has always, and always will mean fine tobacco. You, as an average smoker, aren't reaching for the moon when you expect greater smoking enjoyment from a cigarette. That's why I say that no cigarette can hope to be any better than the tobacco it contains. And that superior tobacco - in every Lucky Strike you light, is bound to give you a better-tasting smoke.

HART: You know, folks, when I was a little boy, magicians used to fascinate me. I used to watch them come out on the stage and before hundreds of people pull rabbits, and singing canaries, and colored flags out of no where. That is, it seemed like out of no where until one day I managed to visit back stage and examine a celebrated magician's coat, and discovered all the secret pockets and devices he used for producing his magical effects. It was disillusioning, all right, but it just serves to prove that old saying - from nothing, nothing can come. And you know, friends, that's a good thing to remember when you're selecting your brand of cigarettes, too.... from nothing, nothing can come, which is just another way of saying that no cigarette can possibly be any better than the tobacco it contains. For a superior smoke you need satisfying, mild, better tasting tobaccos, properly aged, blended and mellowed. That's why I urge you to try Lucky Strikes. Our buyers realizing through their long years of experience and training that in a cigarette it's the tobacco that counts, after careful examination of each basket of leaf that comes up for sale at the public tobacco auctions down south, select finer, milder, truly Lucky Strike tobacco for your smoking enjoyment. Yes friends, something from something comes, and you'll find that increased smoking satisfaction comes from that superior tobacco in every Lucky you light - so round, so firm, so fully packed, so free and easy on the draw.

HART: A word from me! You know, I think back in our school days we all had one particular subject in which we excelled, and one particular subject in which we were especially poor. The one subject I never got the hang of was grammar - and I don't mean my Grandfather's wife. I never could get through my head the difference between a verb, and an adverb, a preposition and a conjunction. And the adjectives used to particularly throw me with their positives, and comparatives, and superlatives. Consequently, I think I've always had an inborn hatred of superlatives. In fact, in glancing back over the many little talks that I've given to you about Lucky Strike Cigarettes I'm mighty pleased to note an almost complete absence of superlatives. I never believed in getting up and shouting...We are the best! We are tops! We have the finest! I've always felt that in talking to you about Lucky Strike Cigarettes that there's no need of using superlatives, because to my way of thinking there's only one way of selling Lucky Strike Cigarettes to you, and that's by the quality of the tobacco. I believe the only way is to remind you that in a cigarette it's the tobacco that counts, and that Lucky Strike means fine tobacco...to occasionally suggest that you accept the opinion of the independent tobacco experts who by their own statements clearly indicate that with them it's Luckies 'two to one'. And tonight I want to ask a favor of each and everyone of you. If you agree that the sane and sensible way in which to sell any product is merely to tell an intelligent listening audience the sane and truthful facts about that product - well, when you go out to buy cigarettes today think of Lucky Strike - the cigarette that speaks for itself,

HART: You know, folks...the other day I was fixing our phonograph at home, had it all put together - all but one piece which I had clear forgotten about. And so apart it came, and I had to start the whole job all over again, all because I had carelessly overlooked that one part. And as I worked along, fuming over my own carelessness, one phrase - a saying somebody told me long ago when I was a kid - kept going through my head...Do it well that thou mayst not do it twice. It is true, friends, do a thing right the first time and you won't have to go through those same operations again. And friends, the same axiom holds good in your selection of the right cigarette. Choose the right cigarette the first time, and you can stop floundering around for a better tasting smoke. You won't have to try again. You see, that's why I urge you to try Luckies for real smoking enjoyment...the smoke the independent tobacco experts - the men who really know tobacco best - prefer by such an overwhelming majority. You'll find that you won't be switching from one brand to another once you try Luckies. You see, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. And since in a cigarette it's the tobacco that counts, that fine, mild, leaf in every single Lucky you light will prove to you more convincingly than any words I might say that Luckies are the right choice for a smoker who wants complete smoking enjoyment. You'll find that Luckies are a long time friend. Try Luckies tonight.

HART: You know, folks, a couple of years ago I got me a portable radio. Oh, it's really a very tiny thing - looks like a camera. Maybe you have one like it. In fact, maybe while I'm saying these very words, you're listening to my voice coming right out of that tiny, little radio set. Now no matter where I am - I can be at home, or carrying it with me on the street, or rolling on the grass in the country - all I have to do is open the little portable radio, release the automatic catch, and there waiting for me are hours of enjoyment stored up in those batteries. And you know, folks, you'll find that same kind of portable enjoyment in your Lucky Strike Cigarettes, made from exceptionally ripe, mild, light leaf which our Lucky Strike buyers select at public tobacco sales. Luckies are just waiting to give you your share of that greater smoking enjoyment that can only come from finer tobacco. All you smokers have to do is release the automatic catch, walk into your favorite tobacco store, ask for a pack of Luckies, and then light up and take that first delicious puff. You'll find that there are hours of true smoking enjoyment, stored up just waiting for you in Lucky Strike Cigarettes...so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: Well, I just got through, telling you folks a little while ago about my trip down South where I had the pleasure of playing nine of the United States Naval Air Training Stations. But, you know, I put the Make Believe Ballroom shows on for the men down there at night. And consequently, I managed to find a little time in the daytime to get around to my favorite sport which just happens to be fishing. There's no fishing out in the ocean but you can get inland. You can get into some of the lakes in there. I happened to run across a young chap down there by the name of Charlie, and he was a guide. He really know where to find the fish. Well, he took us in and we picked our spot and cast our lines, and we'd been out there about a half an hour and I reached into my pocket for a Lucky, and Oh, what a sensation...twenty miles from nowhere and no Luckies. I asked Charlie if he had a cigarette; He opened a box and took out four packs of Luckies. Now, he didn't know me from Adam. Remember that, will you? He didn't know anything about me. He didn't know that I talk about Luckies on the air - anything like that. And when he pulled out those four packs of Luckies I was pretty delighted I want to tell you. I said, do you always carry them, Charlie? He said...Yes sir, that's part of my provisions, that's part of what it takes to be a good guide to make sure that you're going to keep the people you takeout satisfied and happy. I always make sure that I have plenty of Luckies with me before I start out.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - February 23, 1943 - evening

AS BROADCAST

BLOCK:
(CONTD)

And, you know, Charlie showed me a thing or two...right out there in the middle of a lake country of Florida. This old fisherman-farmer had devised a way of guaranteeing that he always had plenty of real smoking enjoyment on hand by carrying a couple of packs of Luckies with him at all times. I guess he knew just as I, another average smoker, that Lucky Strike means fine tobacco - mild, ripe, better tasting leaf...so round, so firm, so fully packed, so free and easy on the draw. Say, by the way, have you tried a pack of Luckies lately? Well, you ought to because they're bound to prove a good catch. 'Cause when you light a Lucky you'll like a Lucky. Hmmm, Lucky Strike sure means fine tobacco.

ATX01 0015813

BLOCK: Would any of you ladies listening right now call your favorite department store, ask for the dress department and just off-hand tell the clerk to send you a blue dress, size fourteen. Sight unseen, just like that? Naturally you wouldn't. You men, you wouldn't call your favorite clothing store and ask for a gray suit, size forty-two, just any gray suit. Well, I don't know about you folks but that's not the way I shop. I like to see what what I'm getting. I guess it goes back to that old saying - you should never buy a pig in a poke. I always like to see what I'm getting. And you know, even in a simple thing like the purchase of a pack of cigarettes, it's a good idea to know exactly what you're buying. Now, unfortunately, all of us can't get down to the tobacco sales in the South and choose exactly the tobacco we want to smoke. But, we can all do the next best thing and that is - smoke Luckies. When you smoke Luckies you're sure you're not buying a pig in a poke, because our Lucky Strike buyers examine every basket of leaf. When they see finer, lighter, riper leaf coming up for sale - truly Lucky Strike tobacco - leaf they think you'd like to smoke because they themselves know it will smoke well, then our buyers go after it for Luckies. That's why you can't be misled when you smoke Luckies... so round, so firm, so fully packed, so free and easy on the draw. You can rest assured that Lucky Strike consistently means fine tobacco. And of course, you know, that fine tobacco means a superior smoke.

BLOCK: You know, pearls are very interesting. There's quite a difference though between real pearls and cultured pearls. Yes, I've been investigating - not that I'm going to buy any - but there is a difference, all right. The real pearl I found out is the result of an actual accidental irritation in the oyster. The oyster feels the irritation and covers it with a hardening smooth, substance in order to ease the discomfort. That's what we call the pearl. But in a cultured pearl, man puts the irritation into the oyster on purpose, and thus forces the oyster to manufacture the pearl around it. And it's pretty hard, if you're not an expert to tell the difference between a real and a cultured pearl. Like a great many cases, man has found a way to manufacture something almost as good as nature's original. But friends, no one has yet discovered another way to manufacture a finer cigarette...another way, that is, than filling it with fine, ripe better tasting tobacco. And so Lucky Strike, realizing that there can be no substitute for fine tobacco in the making of a fine smoke, instructs our buyers to scout the tobacco sales for that high standard, true Lucky Strike leaf. And the proof that our buyers bring home the bacon, that they do get finer, lighter, milder leaf lies in the fact that among the independent tobacco experts - the men who attend these public sales and can't help seeing who buys what leaf - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now why don't you treat yourself to a fine smoke - a fine smoke made from fine tobacco? Try Luckies - so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE
Commercial "Make Believe Ballroom"
February 25, 1943 - morning

AS BROADCAST

ELOCK: Of course, you've heard that old saying many times
.... every cook praises his own broth? I guess it's
true, too, because when you spend a lot of time and
effort making something, whether it's broth or a new
dress, or a Victory Garden, or cigarettes, it's
perfectly natural for the makers of Lucky Strikes to
talk about their own cigarette, knowing the fine
tobaccoes, the years of aging and mellowing, and
blending that have gone into each perfect Lucky. But
when another cook praises our broth - well, that's
really a compliment, a compliment that must be truly
deserved. And that's how we feel when the independent
tobacco experts - the buyers, auctioneers, and
warehousemen - affiliated with no tobacco company
whatsoever, choose Luckies for their own smoking
pleasure. These men make their living dealing in
tobacco. They must know it, and they certainly must
know how to smoke. While attending the public
tobacco sales they can't help seeing tobacco being
sold. They can't help seeing Lucky Strike buyers
time and time again getting milder, better tasting,
better smoking leaf. So when these independent

(MORE)

ATX01 0015816

LUCKY STRIKE (CONTD)
Commercial "Make Believe Ballroom"
February 25, 1943 - morning

AS BROADCAST

BLOCK:
(CONTD)

tobacco experts praise our broth to the extent that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Well, as far as I'm concerned that's really a straight from the shoulder recommendation from the men who know tobacco best. Why don't you make their smoke your smoke? Smoke Lucky Strike and you'll be smoking fine tobacco.

ATX01 0015817

LUCKY STRIKE "Make Believe Ballroom"
Commercial - February 25, 1943 - evening

AS BROADCAST

BLOCK: You know, whether it's a matter of a man settling his
 business affairs, or a lady finishing a piece of Red
 Cross knitting, nobody likes to have loose ends. When
 a job is done neatly and completely, there are no loose
 ends. And similarly, when a cigarette is manufactured
 correctly - a cigarette like Lucky Strikes - there are no
 loose ends. No loose ends in those Luckies - so round,
 so firm, so fully packed, so free and easy on the draw.
 And there are no loose ends in the Lucky Strike
 conception of a fine cigarette for your smoking
 pleasure. It's plain fact - common sense logic that no
 cigarette can be any better than the tobacco it contains.
 And that's why our buyers make sure of selecting for
 your smoking enjoyment finer, lighter, better-tasting
 tobacco. There are no loose ends in that logic - no sir!
 And that's why Lucky Strikes have become synonymous with fine
 tobacco. Friends, have you tried a Lucky lately? You'll
 find that when you light a Lucky, you'll like a Lucky.

ATX01 0015818

LUCKY STRIKE "Maks Believs Ballroom"
Commercial - February 26, 1943 - morning

AS BROADCAST

BLOCK: Say, not so long ago I was talking to a friend of mine who is a paratrooper - one of those men who jumps out of an airplane. I asked him how it felt bailing out of a plane like that, and he said - well, Martin, it's a hard feeling to describe to anyone who hasn't experienced it. You've got to try it to know the thrill. You know, that's the way it is with a great many things. You don't know the thrill of swimming, or making a good golf shot, baking a beautiful cake, until you've tried it. And similarly, you'll never know the thrill that comes with smoking a finer cigarette that brings you the utmost in smoking pleasure until you've tried Lucky Strike. You see, knowing that in a cigarette it's the tobacco that counts, our buyers select finer, riper, milder leaf - the true Lucky Strike tobacco which we think you'll want to smoke. Now why don't you treat yourself to the cigarette that means fine tobacco? The Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. There's a thrill in knowing that whenever you light a Lucky you'll like a Lucky.

ATX01 0015819

LUCKY STRIKE "Make Believe Ballroom"
Commercial - February 26, 1943 - evening

AS BROADCAST

BLOCK: You know, I once read a very fine Modern History book. It was written by a very famous Historian, and on the title page of the book the author had written...What is past is prologue. Now what he meant, of course, was that...all the history that happened before the opening of his discussion was merely a preface to the book. Now as I stand here every night telling you why Lucky Strikes are the smoke for you, pointing out why they'll bring you greater smoking pleasure, our past is also our prologue. I may tell you that Luckies mean fine tobacco, lighter, milder, riper leaf selected at public sales by our keen, experienced tobacco buyers. I may tell you that the independent tobacco experts - the men who know tobacco best - choose Luckies for their own, personal smoking enjoyment by an overwhelming majority. But as a prologue to all this is the fact that Lucky Strike, since their very start, have grown into a synonym for fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. And that firm foundation of a well-kept, never forgotten pledge for the smoking public is our ever present prologue...a preface to whatever else I may tell you about Luckies. Now why don't you just try that finer tobacco in Luckies tonight? Light a Lucky, enjoy that better tasting leaf, and then I'll be able to add this epilogue to your smoking problem. It will say... here's another smoker who has found smoking satisfaction in Lucky Strike, the cigarette that means fine tobacco, and greater smoking pleasure.

ATX01 0015820

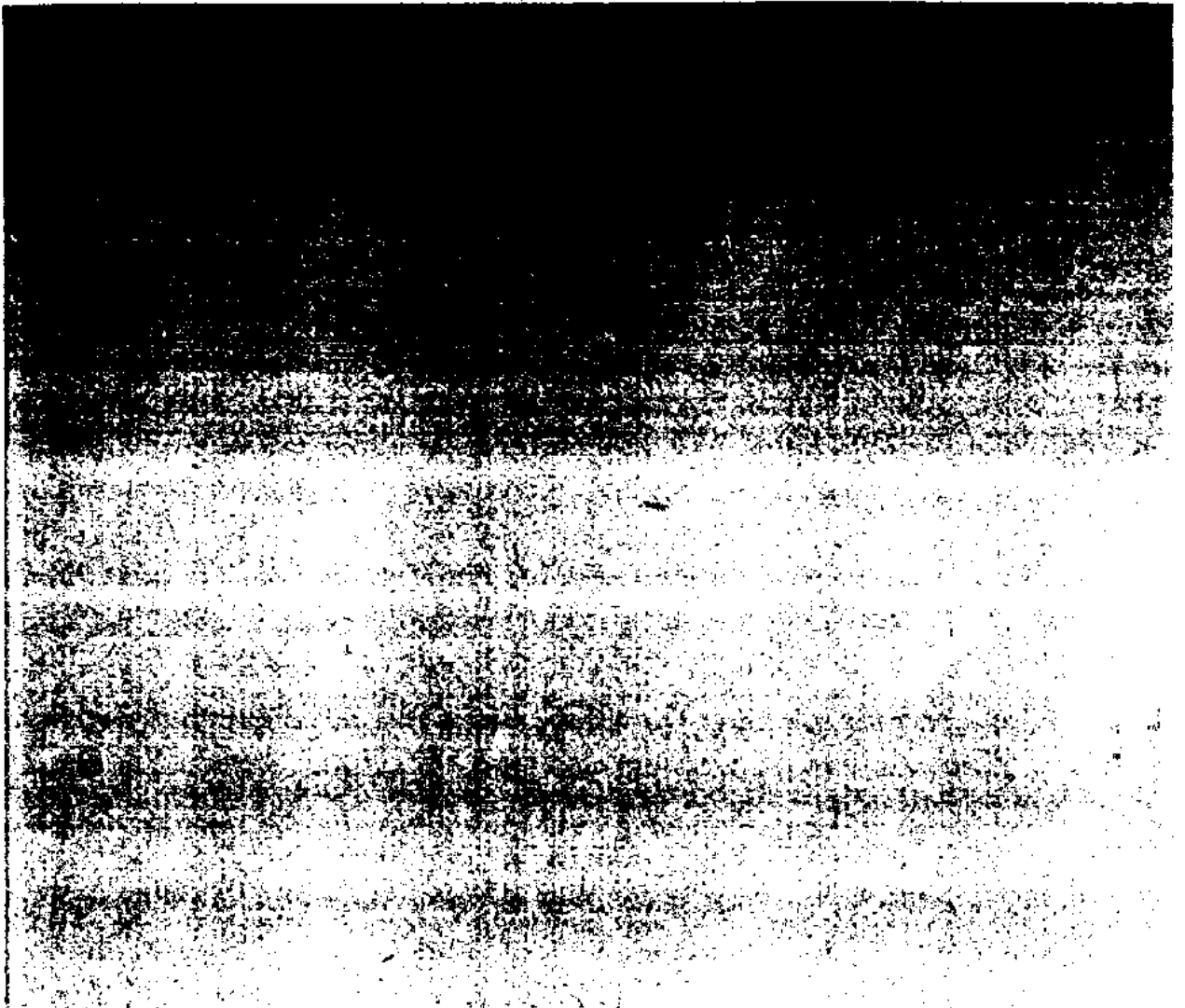
LUCKY STRIKE "Make Believe Ballroom"
Commercial - February 27, 1943 - morning

AS BROADCAST

BLOCK: Say, did I ever tell you folks about the day we were sitting around after lunch at a table right near the studio here in one of the restaurants where we usually go every day? One of the fellows at the table said, Say Martin, can you make something out of nothing? Did I tell you about that? I thought it was very cute. Of course, I thought for a while and I said...No, I guess not. I couldn't make something out of nothing. And this friend of ours said... Well, I'll show you. He took out his pencil and he wrote the word 'none' - N O N E - on a piece of paper, and then he crossed out the letter N and that made the word 'one' which certainly is something out of 'none' which is nothing. Now that was a trick. As a rule, I still say... you can't make something out of nothing. A fine cigarette - a Lucky Strike Cigarette - comes of something and that something is fine tobacco. No cigarette can be any better than the tobacco it contains. And that stands to reason. And so to make a superior smoke, the folks who make Luckies make it their business to buy for your smoking enjoyment finer, riper, milder leaf - true Lucky Strike tobacco. Now if you find your smoking enjoyment is nothing to speak of, you just try Luckies - so round, so firm, so fully packed, so free and easy on the draw. You'll find that fine tobacco in every Lucky you light is something that will bring you increased smoking pleasure with every puff. Remember to try Luckies today.

ATX01 0015821

BLOCK: You know, on my way North last week- going by Washington - I took in the great Pentagon Office Building in Arlington, Virginia. There's a building you really ought to see. It houses thirty thousand war department employees, and this gigantic structure is built in the shape of a five-sided figure, instead of a four sided structure that you and I are used to seeing. This is in order to be able to use every available inch of space to provide more light and air for the offices and the corridors. In fact, it may well be the beginning of a new trend in architecture. Apartment buildings in the future may all be Pentagon. They may all be made of glass bricks with intricate corridors and court-yards on the inside. You know, though there may be changing trends in styles and the building of a house or an office building, there's only one way to build a fine cigarette - and that's to build that cigarette with fine tobacco. That's a strong foundation that guarantees increased smoking enjoyment. The makers of Lucky Strikes realize this - realize that no cigarette can be any better than the tobacco from which it's made. So our buyers are instructed to select finer, lighter, riper leaf for your Luckies, basing their selection on their mature judgment that comes from years of training and experience. Yes, friends, Lucky Strike doesn't worry about style changes. Day in, day out - year in, and year out - Lucky Strike means fine tobacco...so round, so firm, so fully packed, so free and easy on the draw. Now whether you're sitting in a Pentagon office building, or a tiny bungalow, or a lighthouse tower, you'll find that when you light a Lucky you'll like a Lucky, because Lucky Strike always means fine tobacco. Try Luckies tonight.



MARCH

LUCKY STRIKE "Make Believe Ballroom"
Commercial - March 1, 1943 - morning

AS BROADCAST

BLOCK: You know, it was just recently that I saw a brand new show on 52nd Street. It's called "Something For The Boys", starring Ethel Merman. And I always get a thrill out of seeing a show like that one, because Ethel's a real trouper. She comes out on the stage and you can feel how completely the audience is fascinated. The audience knows she's good, so they're assured of complete enjoyment. You know, when I light up a Lucky Strike I get that same feeling of confidence of placing my smoking enjoyment in competent hands. Luckies are a tried and tested trouper. Lucky Strike has a reputation for complete smoking satisfaction that's based on the use of fine, light, ripe tobacco...The Lucky Strike leaf which our buyers obtain consistently at the public tobacco sales down South. And that's the tobacco that's put into every single Lucky - so round, so firm, so fully packed, so free and easy on the draw. Friends, when you place your trust in Luckies you're confiding in an old trouper....the cigarette the independent tobacco experts prefer by such an overwhelming majority. Lucky Strike means fine tobacco, and fine tobacco can't help but mean a superior smoke. Make your next pack Luckies.

ATX01 0015824

LUCKY STRIKE "Make Believe Ballroom"
Commercial - March 1, 1943 - evening

AS BROADCAST

BLOCK: You know, friends, lately there's been a new craze floating around. Everything is personalized - everything in your wardrobe...scarves, handkerchiefs, note paper, luggage - almost anything and everything has your name on it or your initials. That's a pretty good thing, too. You can tell your bags at a glance in a crowded station, you can identify the writer of a letter by the letterhead. Yes, it's a mark of possession or ownership to have something personalized. You know, although they're not initialed for each individual, millions of discriminating smokers have also found a personalized cigarette - a cigarette that meets their individual smoking requirements. My cigarette, they call it - my brand of cigarettes. That's how they feel about Lucky Strikes. They feel about Lucky Strikes. They feel they own Luckies, and we folks who make Luckies feel that way, too, because without the satisfied approval of these millions of average smokers Lucky Strike couldn't exist. So we've taken it upon us - we've pledged it as our responsibility to keep on giving you that fine, that ripe, that naturally milder Lucky Strike tobacco that makes every Lucky Strike smoker feel that when he lights a Lucky he's bound to like a Lucky - so round, so firm, so fully packed, so free and easy on the draw. The independent tobacco experts, the men who after all know tobacco best, have chosen Luckies for their cigarette by an overwhelming majority, and millions of just plain average smokers such as - you and I - have found increased smoking pleasure in Luckies. So why not make their cigarette and my cigarette your cigarette, too? Just remember that in a cigarette it's the tobacco that counts - that Lucky Strike means fine tobacco, and always will mean fine tobacco. So make that next pack Luckies.

ATX01 0015825

FLOCK: You know, when I was down South a few weeks ago bringing a little music and entertainment to some of the men at the Army camps down there, in between shows I managed to get in a little of that wonderful Southern fishing. I want to tell you a little thing that happened to me one day when I was out with a native guide down there. We had just picked our spot after having paddled nine miles up a drainage canal - nine miles we went in that water fighting our way through lily pads. And we must have been fifteen miles from the nearest town and the nearest person. We had just picked our spot to start fishing, and made the first cast with a plug, and I reached into my pocket for a Lucky. None there. And I looked in my other pocket. There I was miles from anything or anybody and out there for the whole day and no cigarettes. So I asked Charlie if he had any cigarettes with him. He opened his box where he kept his fishing tackle and he took out four packs of Luckies. Well, of course, my eyes popped out a little bit and was pretty glad to see them. He told me that was part of his provisions. He said that's part of being a good guide - he makes sure he has plenty of cigarettes along before he starts out. You know, Charles really showed me a thing or two right there in the middle of the lake country of Florida because fisherman - farmer he's devised a way of guaranteeing that he'd have plenty of real smoking enjoyment on hand by always carrying a couple of packs of Luckies with him at all times. Yes, I guess he knew just as I and other average smokers know, that Lucky Strike means fine tobacco - mild, ripe, better tasting leaf - so round, so firm, so fully packed, so free and easy on the draw.

(MORE)

LUCKY STRIKE "Make Believe Ballroom"
Commercial - March 2, 1943 - morning

AS BROADCAST

BLOCK:
(CONTD)

Have you tried a pack of Luckies lately? They're
bound to prove a good catch because when you light
a Lucky you'll like a Lucky. Lucky Strike means
fine tobacco. Remember that, won't you?

ATX01 0015827

BLOCK: You know, the old postman in our town was a great man. He was a bit of a thinker, too. We were pretty good friends, he and I, when I was a kid. I'd often walk around with him on his route while he delivered the mail. We talked of lots of things, but there's one bit of homely philosophy that old postmaster told me. It was a proverb, and I never forgot it. He used to say... Deliberate slowly and then execute promptly. It was a pretty good rule to have with you all the time. Reason things out slowly - not in haste...Weigh all the evidence. And then when you've made your decision act immediately. You know, even in an everyday thing like the selection of a cigarette, it's still a good rule to follow. Now just follow this evidence and weigh it slowly. It's just common sense logic that tobacco is the all-important thing in a cigarette, that no cigarette can be any better than the tobacco it contains. And Lucky Strike, realizing this, goes out of its way to get finer, lighter, riper leaf for your smoking satisfaction at the public tobacco sales which are held down South. You know, the sales that are attended by the independent tobacco experts, who can't help seeing who buys what tobacco! And it's significant that among these independent tobacco experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now, that's the evidence the choice of men who know tobacco best...Luckies are made from finer, lighter, leaf. It's bound to smoke better. Now, remember that other half of the old motto. You've deliberated slowly over the soundness of the Lucky Strike way of smoking enjoyment - the way of fine tobacco. Now, execute promptly. Walk into your favorite tobacco store and just say to the man behind the counter... a pack of Luckies, please. That's your bi-word for greater smoking pleasure.

BLOCK: Say, friends, do you know the difference between a real pearl and a cultured pearl. There's a difference, all right. You see, the real pearl is the result of an actual accidental irritation in the oyster. The oyster feels the irritation and covers it with a hardening, smooth substance in order to ease the discomfort. That's what we call the real pearl. Now, in a cultured pearl, men put the irritation into the oyster on purpose, and thus force the oyster to manufacture the pearl around it. And it's pretty hard, if you're not an expert to tell the difference between the real and the cultured pearl. Like a great many cases, man has found a way to manufacture something almost as good as nature's original. But friends, no one has yet discovered another way to make a finer cigarette ... another way, that is, than filling it with fine, ripe, better tasting tobacco. And so Lucky Strike, realizing that there can be no substitute for fine tobacco in the making of a fine smoke, instruct their buyers to scout the tobacco sales for that high standard, true Lucky Strike leaf. And the proof that our buyers bring home the bacon, that they do get the finer, lighter, milder leaf lies in the fact that among the independent tobacco experts - the men who attend these public sales and can't help seeing who buys what leaf - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Why not treat yourself to a fine smoke, a fine smoke made from fine tobacco? Try Luckies - so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE "Make Believe Ballroom"
Commercial - March 3, 1943 - evening

AS BROADCAST

BLOCK: Did you ever hear that old saying 'Never put off until tomorrow what you can do today'? Sure you have! There's just something about that old manana that makes you say... Oh, why do it now? I'll do it tomorrow - you may really be doing yourself out of a lot of enjoyment. Maybe you're in the habit of ordering a certain brand of cigarettes. Of course, you'd be interested in increasing your smoking enjoyment. Now if you're one of those persons who say...Oh, I'll try Luckies tomorrow, take my advice and do it today. Don't lose even one day of the pleasure that comes from smoking a cigarette made from that finer tobacco. Just remember that tobacco is the important ingredient in any cigarette, and you'll see why no cigarette can be any better than the tobacco it contains. That's why Lucky Strike year after year, at the public tobacco sales down South consistently obtain lighter, riper, better tasting leaf... tobacco that's bound to smoke better. And that's why I urge you to try Luckies today - this very night. You'll find that every time you light a Lucky you'll like a Lucky, and that all your mananas will be filled with real smoking enjoyment.

ATX01 0015830

LUCKY STRIKE "Make Believe Ballroom"
Commercial - March 4, 1943 - morning

AS BROADCAST

BLOCK: You know, whether it's a matter of a man settling his business affairs, or a lady finishing a piece of Red Cross knitting, nobody likes to have any loose ends. When a job is done neatly and completely there are no loose ends. And similarly, when a cigarette is manufactured correctly - a cigarette like Lucky Strike, there are no loose ends. There are no loose ends in those Luckies, so round, so firm, so fully packed, so free and easy on the draw. And there are no loose ends, either in the Lucky Strike conception of a fine cigarette for your smoking pleasure. It's a plain fact - common sense logic that no cigarette can hope to be any better than the tobacco it contains. And that's why our Lucky Strike buyers make sure of selecting for your smoking enjoyment finer, lighter, better-tasting tobacco. No loose ends in that logic - no sir! And that's why Lucky Strikes have become synonymous with fine tobacco. Have you tried a Lucky lately? Well, you'll find that everytime you light a Lucky, you'll like a Lucky.

ATX01 0015831

LUCKY STRIKE "Make Believe Ballroom"
Commercial - March 4, 1943 - evening

AS BROADCAST

BLOCK: Can I ask you a little question? May I? It may sound silly at first, but it's really not. When you walk into your apartment or your house at night and it's real dark outside, what's the first thing you do? No, I don't mean take off your hat and coat. If you're anything like me you'll fumble around for the nearest light switch, and you'll turn on the light so that you can see your way about. It's as easy as that. You turn the switch and the lights go on. Now if you're an average smoker fumbling around for increased smoking satisfaction switch to Luckies, the cigarette that means fine tobacco. You see, Lucky Strike knows that no cigarette can possibly be any better than the tobacco from which it's made...that the only way to make a fine cigarette is to make it from fine tobacco. And so year in and year out our buyers are instructed to buy the finer, riper tobacco that their mature and experienced judgment can select at the public auction sales...that Lucky Strike tobacco that they know will smoke better in your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Switch to Luckies tonight and, brother, you'll see the light, then you'll really understand what I mean when I say that in a cigarette it's the tobacco that counts. Yes sir, you'll find that every time you light a Lucky you'll like a Lucky, 'cause Lucky Strike means fine tobacco.

ATX01 0015832

BLOCK: You know, once I was reading a fine modern History book by a famous historian, and on the title page of the book the author had written...What is past is prologue. Now what he meant, of course, was that all the history that happened before the opening of his discussion was merely a preface to his book. Now, as I stand here every day telling you why Lucky Strikes are the smoke for you, pointing out why they'll bring you greater smoking pleasure, our past is also our prologue. I may tell you that Luckies mean fine tobacco, lighter, milder, riper leaf selected at public sales by our keen, experienced tobacco buyers. I may tell you that the independent tobacco experts - the men who know tobacco best - choose Luckies for their own, personal smoking enjoyment by an overwhelming majority. But as a prologue to all this is the fact that Lucky Strikes is their very start, grown into a synonym for fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. And that firm foundation of a well-kept, never forgotten pledge for the smoking public is our ever present prologue... a preface to whatever else I may tell you about Luckies. Why don't you just try that finer tobacco in Luckies today? Light a Lucky, enjoy that better tasting leaf, and I'll be able to add this epilogue to your smoking problem. Here's another smoker who has found smoking satisfaction in Lucky Strike, the cigarette that means fine tobacco, and greater smoking enjoyment.

BLOCK: Well, the other night just a few minutes before I turned in for the evening, I walked over to the window to see what the weather was like. I happened to look up at the sky and as I stood there looking up, two shafts of white lights from search lights somewhere around the city seemed to probe the clouds with their beams, looking for planes, I guess. And as I watched the lights flickering over the sky, exploring surely and thoroughly, I felt pretty good having those lookouts posted there, protecting us. And as I turned away from the window I lit my last Lucky for the night. I thought as I drew in that first puff how in a way our Lucky Strike buyers are very like those protective search lights that played over-head...Only our tobacco buyers probe, not the sky but the public tobacco markets. They examine the leaf and compare and select, and when they find tobacco that comes up to Luckies' high standards - fine, light, mellow, ripe tobacco - you can bet it isn't long before that basket is sold American. And that's the protection Lucky Strike offers us average smokers - the protection of fine tobacco... the only guarantee of a cigarette. And that's why thousands have entrusted their smoking contentment to Luckies. That's why thousands and thousands have found that their trust has not been misplaced when they say...Luckies please. Why not start getting your share of that increased smoking pleasure in that finer tobacco in every Lucky you light? Next time you want cigarettes, ask for Luckies...your by-word for greater smoking enjoyment.

LUCKY STRIKE "Make Believe Ballroom"
Commercial - March 6, 1943 - morning

AS BROADCAST

BLOCK: You know, friends, the last time I was down in Washington I stopped off for a little while to visit the great Pentagon Office Building in Arlington. Housing thirty thousand war department personnel, this gigantic structure is built in the shape of a five-sided figure, instead of a four-sided structure that you and I are used to. And this is to use every available inch of space - provide more light and air for the offices and the corridors. In fact, it may well be the beginning of a new trend in architecture. Apartment buildings of the future may all be Pentagons. They may all be made of glass brick with intricate corridors and court yards on the inside. But you know, though there may be changing trends in styles in the building of a house or office building, there's only one way to build a fine cigarette, and that's to fill it with fine tobacco. That's a strong foundation that guarantees increased smoking enjoyment. And the makers of Luckies know this - they know that no cigarette can be any better than the tobacco from which it's made. So our buyers are instructed to select, finer, lighter, ripe leaf for your Luckies, basing their selection on their mature judgment that comes from years of training and experience. Yes, friends, Lucky Strike doesn't worry about style changes. Day in, day out - year in, year out - Lucky Strike means fine tobacco... so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015835

BLOCK: The other night leaving the Make Believe Ballroom after the broadcast, I hopped on the bus to go up-town, and boy, was it jammed - packed right up to the door. So I stood up right near the bus driver and watched him work. He manipulated that heavy bus as if it were a toy. Stopped for lights, avoided a cab that turned out sharply, opened and closed doors, made change, gave directions to a lost passenger. Was he busy! But driving that bus, keeping all the passengers happy, delivering them safely to their destination was really the responsibility of an expert. I couldn't do it. And I began to look at that tired bus driver with new respect. Just then I got out at my corner, and as I turned up the street to walk a few blocks, I lit a Lucky and began to think how we average smokers are really very similar to the passengers in that crowded bus. We board a certain brand of cigarettes, wanting as our destination to be greater smoking pleasure. Now when you take the bus marked Lucky Strike, why you're riding with an experienced buyer of tobacco. He knows what tobacco it takes to bring you that greater smoking pleasure...his many years of matured judgment and experience buying tobacco at auction sales throughout the south explain why Luckies always get you safely to that point of greater smoking pleasure. Yes sir, in a cigarette it's the tobacco that counts, and we know that only fine tobacco goes into Luckies - so round, so firm, so fully packed, so free and easy on the draw. Let Luckies be your by-word for greater smoking enjoyment. Remember, with independent tobacco experts, with men who know tobacco best, it's Luckies two to one.

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
COMMERCIAL - MARCH 8, 1943 - MORNING

AS BROADCAST

BLOCK: You know, friends, lately there's been a new craze floating over town. Everything personalized - everything in your wardrobe ... scarves, handkerchiefs, note paper, luggage - almost anything and everything has your name on it or your initials. And it's a pretty good thing, too. You can tell your bags at a glance in a crowded station, you can identify the writer of a letter by the letterhead. It's a mark of possession and ownership to have something personalized. You know, although they're not initialed for each individual, millions of discriminating smokers have also found a personalized cigarette - a cigarette that meets their individual smoking requirements. My cigarette, they call it - my brand of cigarette. That's how they feel about Lucky Strikes. They feel that they own Luckies, and we folks who make Luckies feel that way, too, because without the satisfied approval of these millions of average smokers - well, Lucky Strike just couldn't exist. And so we've taken it upon us - we've pledged it as our responsibility to keep on giving you that fine, that ripe, that naturally milder Lucky Strike tobacco that makes every Lucky Strike smoker feel that when he lights a Lucky he's bound to like a Lucky - so round, so firm, so fully packed, so free and easy on the draw. The independent tobacco experts, the men, who after all, know

ATX01 0015837

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
COMMERCIAL - MARCH 8, 1943 - MORNING

AS BROADCAST

BLOCK: tobacco best, have chosen Luckies for their cigarette by an overwhelming majority, too. Millions of just plain average smokers, such as you and I, have found increased smoking pleasure in Luckies. Now, why don't you make their cigarette and my cigarette your cigarette? Huh? Just remember that in a cigarette it's the tobacco that counts - that Lucky Strike means fine tobacco, and always will mean fine tobacco. So, make that next pack Luckies.

ATX01 0015838

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
COMMERCIAL - MARCH 8, 1943 - EVENING

AS BROADCAST

BLOCK: You know, a couple of weeks ago I met a man of a well-known specie. I heard a great deal about his kind, but never came face to face with one before. This man was what you call a trouble shooter. Know what that is? It's his job to speed up bottlenecks in factories - to expedite things, as he called it, so that we can produce quickly and efficiently. For this man to walk into a completely strange factory look at the problem, and by using all his technical training he'd solve it. As I spoke to him I became more conscious than I'd ever been of the tremendous importance of the expert in our modern plan of production, to keep things running smoothly. You know, even this expert to whom I was talking relied on other experts for his smoking contentment. Yes, I'm talking about the pack of Lucky Strikes he pulled out of his pocket, before we had progressed very deep into conversation. Now, the efficiency experts of the American Tobacco Company, the folks who make Luckies, are our Lucky Strike buyers who realize the only way to make a fine cigarette is to fill it with riper, milder, better tasting leaf. Superior tobacco gives a superior smoke - can't help it. And Lucky Strike, realizing this, sends its buyers to the public tobacco sales down South to make sure of getting finer, milder, truly Lucky Strike tobaccos for your greater smoking enjoyment. Now why don't you start expediting your smoking pleasure? If that's what you're looking for, and what smoker isn't, then rely on Lucky Strike, because in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

ATX01 0015839

BLOCK: You know, in the town that I came from we used to have an old postman. He was really a great man. He was a bit of a thinker, too. When I was a kid we were great friends. I used to walk around with him on his route when he delivered the mail, and we'd talk about lots of things. But there's one bit of homey philosophy that old postmaster told me. It was a proverb that I never forget. He used to say... Martin, always deliberate slowly and execute promptly. It's a pretty good rule to have with you all the time. Reason things out slowly - not in haste. Weigh all the evidence. And then when you've made your decision act immediately. You know, even in an everyday thing like the selection of a cigarette, it's still a good rule to follow. Let's look at the evidence and weigh it slowly. It's just common sense logic that tobacco is the all-important thing in a cigarette, that no cigarette can be any better than the tobacco it contains, and Lucky Strike, realizing this, goes out of its way to get finer, lighter, riper leaf for your smoking satisfaction at the public tobacco sales which are held down South...The sales which are attended by the independent tobacco experts who can't help seeing who buys what tobacco. And it's significant that among these independent tobacco experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

LUCKY STRIKE - MAKE BELIEVE BALLROOM
COMMERCIAL - MARCH 9, 1943 - MORNING
(CONTINUED)

AS BROADCAST

BLUCK: Now that's the evidence - the choice of men who know tobacco best. Luckies are made from finer, lighter leaf that's just bound to smoke better. Now just remember the other half of that old motto... You've deliberated slowly over the soundness of the Lucky Strike way to smoking enjoyment - the way of fine tobacco. Now execute promptly. Just go into your favorite tobacco store and say to the man behind the counter - a pack of Luckies, please. That's your by-word for greater smoking pleasure.

ATX01 0015841

BLOCK: I want to tell you something that happened the other day. It was sort of a nice day and I decided to take a walk up to Central Park... a nice little jaunt out in the fresh air. That's something we city folks ought to do more often, too - get out and take a little walk. The ground is still pretty wintery looking, but if you look up - if you look at the trees here and there you can see evidences that - well, maybe Spring isn't so far away. Everything is pretty desolate under-foot, but I'm willing to bet my bottom dollar that in just a couple of months there'll be tight little buds unfolding into bright green leaves. You may not be able to see them now, but I'm as sure as can be that they're there. I guess I base that sureness on past performance - the leaves on the trees always come out every year - no matter how dreary things look a few weeks before. So, I'm willing to stake my last dollar that they'll keep right on coming out. And you know, that's exactly how sure I am of increased smoking satisfaction when I open a pack of Lucky Strike Cigarettes. If you looked at a leaf of tobacco - that mild, mellow, ripe tobacco - that fine Lucky Strike tobacco you might think that that leaf was a far cry from your Lucky Strike Cigarettes as you know them. Sure, it is! It takes from two to four years of aging and mellowing and blending before you see that fine leaf in your Luckies - so round, so firm so fully packed, so free and easy on the draw.

(MORE)

LUCKY STRIKE - MAKE BELIEVE BALLROOM
COMMERCIAL - MARCH 9, 1943 - evening
(CONTINUED)

AS BROADCAST

BLOCK: But our buyers recognize the signs - its golden color,
its fine texture. Their long experience in tobaccoland
have taught them to know the smoking quality of tobacco.
Why whenever you light a Lucky you can be sure of it -
just as sure as you are that Spring will be here in
just a few weeks - that you'll like that Lucky - that's
how sure thousands and thousands of satisfied Lucky
Strike smokers are about the cigarette that means fine
tobacco. Why not make their smoke your smoke? Make
Lucky Strike your bi-word for greater smoking pleasure.

ATX01 0015843

BLOCK: Did you ever hear the old saying 'Never put off until tomorrow what you can do today'? There's just something about that old manana that makes you want to say ... Oh, why do it now? I'll do it tomorrow. Well, in putting things off 'til tomorrow you may be doing yourself out of a lot of enjoyment. Maybe you're in the habit of ordering a certain brand of cigarettes. But of course, you'd be interested in increasing your smoking enjoyment. Now, if you're one of those persons who say...OH, I'll try Luckies tomorrow, take my advice and do it today. Don't lose even one day of the pleasure that comes from smoking a cigarette made from that finer tobacco. Just remember that tobacco is the important ingredient in any cigarette, and you'll see why no cigarette can be any better than the tobacco it contains. That's why Lucky Strike, year after year, at the public tobacco sales down South, consistently obtains lighter, riper, better tasting leaf ... tobacco that's bound to smoke better. That's why I urge you to try Luckies today - this very day. You'll find that every time you light a Lucky you'll like a Lucky, and that all your mananas will be filled with real smoking enjoyment.

BLOCK: Do you know how fast that auctioneer was singing his historic chant? Well, his average rate for that strange song was about four hundred words a minute. And Brother, that's pretty fast talk, but no faster than our Lucky Strike buyers, who when they attend the public auction sales, evaluate in a flash a basket of tobacco ... And if it's fine, ripe, mild leaf that comes up to Lucky Strike standards, know in a fraction of a second that it's the kind of leaf you'll want to smoke, the leaf that smokes better. And that's the tobacco that goes into each and every one of your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Ladies and gentlemen, the tobacco auctioneers chant is really fast. He conducts his sales with lightning speed. And our buyers make their selection of that finer Lucky Strike leaf quickly. Perhaps signaling by the mere flick of an eyelash. The transaction is fast, but you can bet it's efficient and it's breezed lightning speed is based on years of experience and training, and on the mature judgement of our Lucky Strike buyers that comes only through a sound knowledge of tobacco. The skill of these men helps make sure that every single time you light a Lucky you'll like a Lucky.

BLOCK: I'd like to ask you a little question. It may sound silly at first, but it's really not. When you walk into your apartment or your house at night and it's real dark outside, what's the first thing you do? No, I don't mean take off your hat and coat. If you're anything like me you'll reach around for the nearest light switch, and you'll turn on the light so that you can see your way about. Just as easy as that. You turn the switch and the lights go on. Now, if you're an average smoker fumbling around for increased smoking satisfaction, switch to Luckies, the cigarette that means fine tobacco. You see, Lucky Strike knows that no cigarette can possibly be any better than the tobacco from which it's made...and the only way to make a fine cigarette is to make it from fine tobacco. And so, year in and year out our buyers are instructed to buy the finest, ripest tobacco their mature and experienced judgment can select at public auction sales... that Lucky Strike tobacco they know will smoke better in your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Switch to Luckies today and, brother, you'll see the light, then you'll really understand what I mean when I say that in a cigarette it's the tobacco that counts. 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, when I was a little boy, I was very much afraid I wasn't just exactly the most respectful kid on our block. Whenever somebody tried to make me do something because it was good for me, or tried to impose any unwanted authority on me, like as not, my favorite reply would be... Oh, why don't you practice what you preach. Maybe if I didn't actually say it, lots of times though, I thought it. Now you may think this is far afield from cigarettes. But it really isn't. For a long time now I've told you that in a cigarette it's the tobacco that counts. For years and years Lucky Strike has told you that in a cigarette it's the tobacco that counts. Well here's one case of practicing what we preach. Lucky Strike buyers, realizing that no cigarette can be any better than the tobacco from which it's made, scout the public tobacco sales for the riper, the lighter, the milder leaf that we think you'll want to smoke... the tobacco that's bound to smoke better. That's the better tasting tobacco that assures you of greater smoking pleasure in every Lucky you light. And they go after and get that finer tobacco. Now certainly that's practicing what we preach. Why don't you hop on the bandwagon and start getting your share of finer tobacco that's in every single Lucky Strike. Just remember that Lucky Strike means fine tobacco and fine tobacco - well, fine tobacco means a better tasting, more enjoyable smoke.

BLOCK: You know, last night just a few minutes before turning in for the night I walked over to the window to see what the weather was like. I looked up into the sky and as I stood there looking up, two shafts of white lights from search lights somewhere in the city seemed to probe the clouds with their beams looking for planes. At least, I guess that's what they were doing. And as I watched the lights flickering over the sky, exploring surely and thoroughly, it felt pretty good having those lookouts posted there, protecting us. I turned away from the window and lit my last Lucky for the night and I thought as I drew in that first puff how in a way our Lucky Strike buyers are very like those protective searchlights that played over-head ... Only our tobacco buyers probe, not the sky but the public tobacco markets. They examine the leaf and compare and select, and when they find tobacco that comes up to Lucky Strikes' high standards - fine, light, mellow, ripe tobacco - you can bet it isn't long before that basket is sold American. And that's the protection Lucky Strike offers us average smokers - the protection of fine tobacco - the only guarantee of a fine cigarette. Now, that's why thousands have entrusted their smoking contentment to Luckies. That's why thousands and thousands have found that their trust has not been misplaced when they say ... Luckies please.

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 12, 1943 Morning

AS BROADCAST

BLOCK: Now, why don't you start getting your share of that increased smoking pleasure in that finer tobacco in every Lucky you light? Next time you want cigarettes, ask for Luckies, your by-word for greater smoking enjoyment.

ATX01 0015849

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 12, 1943 - Evening

AS BROADCAST

BLOCK: You know, when I was down South a few weeks ago, I made a tour of several of the Naval Air Training Stations down there, and I saw a great deal of the very careful sentry duty that protects the camps in the vital posts I visited. You know, I was amazed to find that today the pass-word, just as it was hundreds of years ago, is still one of the first means of identification in a lonely outpost after dark. And, on that pass-word depends the safety and the well-being of a great many men and valuable fortifications. Now, my friends, a pass-word may be used for a great many things. It may be used to gain admittance to an Army Post or to a secret society, and the proper pass-word may also admit you to the ranks of satisfied smokers. The pass-word for a truly fine cigarette is fine tobacco, and on quality leaf depends your smoking satisfaction and complete smoking enjoyment. The makers of Luckies realize the importance of fine tobacco and so our buyers, capable and experienced in the selection of tobacco, scout the public tobacco sales for finer, lighter, milder leaf - the truly Lucky Strike leaf for which Luckies are famous. That's the better tasting tobacco that fills your Luckies, so round, so firm, so fully packed, so free and easy on the draw. Now, friends why don't you just try this pass-word the next time, you walk up to your local tobacco counter? Say...Luckies,

ATX01 0015850

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 12, 1943 - Evening

AS BROADCAST

BLOCK: please! You'll find that once you've tried Luckies,
 you've reached the utmost in smoking pleasure. Yes sir,
 every time you light a Lucky, you'll like a Lucky,
 because Lucky Strike truly means fine tobacco.

ATX01 0015851

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 13, 1943 - Morning

AS BROADCAST

BLOCK: You know friends, the other night leaving here, leaving the Make Believe Ballroom and going home, I hopped on a bus, and it was packed and jammed, packed right up to the doors. So, I stood right up front near the bus driver and I watched him work. Man, the way he manipulated that heavy bus, just tossed it around as if it were a toy. Stopped for lights, avoided a cab that turned down sharply, opened and closed the doors, made change, gave directions to a lost passenger. You know, once upon a time I thought I was a pretty accomplished driver! But driving that bus and keeping all the passengers happy, delivering them safely to their destination was really the responsibility of an expert. I couldn't do it. And I began to look at that tired bus driver with new respect. Just then I got out at my corner, and as I turned up the street to walk a few blocks to the house, I lit up a Lucky and began to think how we average smokers are really very similar to the passengers in that crowded bus. We board a certain brand of cigarettes, wanting our destination to be greater smoking pleasure. When you take the bus marked Lucky Strike, - you're riding with an experienced buyer of tobacco. He knows what tobacco it takes to bring you that greater smoking pleasure your seeking ...

ATX01 0015852

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 13, 1943 - Morning

AS BROADCAST

BLOCK: his many years of matured judgment and experience buying tobacco at auction sales throughout the south, explain why Lucky Strike always gets you safely to that point of greater smoking pleasure. Yes sir, in a cigarette it's the tobacco that counts, and we know that only fine tobacco goes into Luckies - so round, so firm, so fully packed, so free and easy on the draw. Let Luckies be your by-word for greater smoking enjoyment. Remember, with independent tobacco experts, with men who know tobacco best, it's Luckies two to one.

ATX01 0015853

BLOCK: A famous poet, I think it was Shakespeare himself once wrote that ... 'Sleep knits up the ravelled sleeve of care'. And it's true, too. I get home from the office at night tired, weighed down with the problems and petty annoyances of a day's work. But after a good night's sleep things don't look quite so black the next morning - I wake up refreshed. And sleep is a wonderful refresher. Guess I'm just a believer of that proverb 'early to bed - early to rise', you know. I'll bet you folks out there listening don't know that tobacco sleeps too. Sure it does! Our Lucky Strike tobacco, after it has been carefully selected for your Luckies at the public tobacco sales down south, actually sleeps from two to four years before it's blended into Luckies - so round, so firm, so fully packed, so free and easy on the draw. Now, to be sure it's not our kind of sleep. It's not a question of refreshing that tobacco. But it's the sleep of aging and mellowing it to the very peak of its flavor ... like the sleep of a good wine. It's the sleep that just adds flavor to that extra special fine tobacco that goes into Luckies. Why don't you start taking advantage of that extra process of aging and mellowing that goes into that finer leaf in Lucky Strikes. Try Luckies, the cigarette that means fine tobacco - properly aged mellowed and blended, to give you the very utmost in smoking pleasure.

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 15, 1943 - Morning

AS BROADCAST

BLOCK: You know, a couple of weeks ago I met a man of a well-known specie. I heard a great deal about his kind, but I've never come face to face with one before. This man was a trouble shooter. Do you know what that is? It's his job to speed up bottlenecks in factories - to expedite things, as he called it, so that we can produce quickly and efficiently. The man would walk into a completely strange factory, look at a problem, and by using all of his technical training, he'd solve it. And as I spoke to him I became more conscious than I'd ever been of the tremendous importance of the expert in our modern plan of production, to keep things running smoothly. And you know, even this expert to whom I was talking relied on other experts for his smoking contentment. Yes, I'm talking about the pack of Lucky Strikes he pulled out of his pocket, before we progressed very deep into conversation. Now the experts of the American Tobacco Company, the folks who make Luckies, are our Lucky Strike buyers who realize that the only way to make a fine cigarette is to fill it with riper, milder, better tasting leaf. Superior tobacco gives a superior smoke - can't help but - And Lucky Strike, realizing this, sends its buyers to the public tobacco sales down south to make sure of getting the finer, milder, truly Lucky Strike tobaccos for your greater smoking enjoyment.

ATX01 0015855

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 15, 1943 - Morning

AS BROADCAST

BLOCK: Why don't you start expediting your smoking pleasure?
 If that's what you're looking for, and what smoker isn't,
 then rely on Lucky Strike, because in a cigarette it's
 the tobacco that counts, and Lucky Strike means fine
 tobacco.

ATX01 0015856

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 15, 1943 - Evening

AS BROADCAST

BLOCK: Folks, you all recognize that historic chant. It's the chant of the tobacco auctioneer - an auctioneer like.... well, like for example, Earl Ernest Forbes of Greenville, North Carolina. He's been a tobacco auctioneer and a smoker of Luckies for fifteen years. In fact, Earl takes his profession so seriously that he conducted a school for auctioneers a few years ago. One thing, says Earl, those students of mine had to have was a good, quick intelligence, added to their fundamental knowledge of tobacco. He goes on to say.... I guess anyone can sing out bids and sound sort of like an auctioneer, but to be a real auctioneer, you've got to recognize the grade and quality of tobacco to estimate its value. Now that very fact is why tobacco men, like me, are pretty good judges of tobacco. Yes, you're right Earl Forbes. Tobacco men, whether they're auctioneers, buyers, or warehousemen, must be able to tell at a glance the value of tobacco as it goes up for sale. That's why it's especially significant to average smokers like you and me, who can't hope to have such a thorough knowledge without the training and the experience of these men; that with these independent tobacco experts Luckies have twice as many exclusive smokers as have all other brands of cigarettes combined. These men while attending the tobacco sales obviously have seen finer, lighter, naturally better tasting leaf

ATX01 0015857

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 15, 1943 - Evening

AS BROADCAST

BLOCK: consistently sold American. And I guess that finer leaf going into Lucky Strikes has prompted tobacco expert Earl Forbes to say ... If I were having a special cigarette, tailor-made for me personally, I'd use exactly the kind of tobacco that Luckies buy at markets all over the south. Now friends, since in a cigarette it's the tobacco that counts, why don't you try the cigarette that's tailor-made to give you the peak in smoking contentment? Smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015858

BLOCK: You know, a few days ago I took a little walk around Central Park ... a nice little jaunt out for fresh air. That's something that we city folks should do more often. The ground still looks pretty wintery all right. But, you get out and walk about where there's grass and where there are trees, and you can't help but notice that while things may be very desolate under foot, in just a little while there's going to be bright green leaves on those trees and bright green grass on the ground. You can't see it now, but it's gonna' be there just as sure as anything. I guess we can base our sureness on past performance, you see, the leaves on the trees always come out at a certain time no matter how dreary things looked a few weeks before. I'm willing to bet my last dollar that they'll keep right on coming out. You know, that's exactly how sure I am of increased smoking satisfaction when I open a package of Lucky Strike Cigarettes. If you looked at a leaf of tobacco - that mild, mellow, ripe tobacco, that Lucky Strike tobacco - you might think that that leaf is a far cry from your Lucky Strike Cigarettes as you know - And it is, as it takes from two to four years of aging and mellowing and blending before you see that fine leaf in your Lucky - so round, so firm, so fully packed, so free and easy on the draw. But, our buyers recognize the signs - golden color, fine texture, their long experience in tobaccoland has taught them to know the smoking qualities of tobacco.

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 16, 1943 - Morning

AS BROADCAST

BLOCK: That's why whenever you light a Lucky you can be sure -
just as sure as you are that Spring will be here in a
few weeks, that you'll like that Lucky. That's how
sure thousands and thousands of satisfied Lucky Strike
smokers are about the cigarette that means fine
tobacco. Why don't you make their smoke your smoke?
Make Lucky Strike your by-word for greater smoking
pleasure.

ATX01 0015860

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 16, 1943 - Evening

AS BROADCAST

BLOCK: You know, friends, when I was a little boy I can so distinctly remember my mother telling me fairy tales sometimes it would be before I'd go to bed, sometimes when I'd be eating my dinner. And like as not those fairy stories would be fables, which as most fables do, pointed out a moral very pleasantly and very directly. There's one fable I remember in particular - I'm sure you've all heard it ... the one about Chicken Little. Remember Chicken Little? One day he was walking about and he felt a leaf fall on his shoulder. He didn't look around to see what it was. He just started scampering around the barn-yard warning his friends to run for their lives. Remember that one? He told them all the world was coming to an end, because he had just felt a piece of sky fall on his back. Of course, the moral of that story is ... Don't leap to conclusions. Try a little common sense and figure things out. You know, you may be doing a great deal of unnecessary running about yourself - unnecessary switching from one cigarette to another. So, why not let common sense be your guide. Just remember that since in a cigarette it's the tobacco that counts, no cigarette can possibly be any better than the tobacco from which it's made. Now, add to that bit of logic the fact that Lucky Strike means fine tobacco - finer, lighter, milder, naturally

ATK01 0015861

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 16, 1943 - Evening

AS BROADCAST

BLOCK: riper leaf, purchased at public tobacco sales down
 South by our confident Lucky Strike buyers who select
 only that tobacco which comes up to Lucky Strike
 standards. I guess that adds up to just one logical
 conclusion ... if you're looking for greater smoking
 pleasure do as the independent tobacco experts do
 Smoke Luckies - so round, so firm, so fully packed,
 so free and easy on the draw,

ATXQ1 0015862

BLOCK: (AUCTIONEER CHANTS - SOLD AMERICAN)

Do you know how fast that auctioneer was singing his historic chant? Well, his average rate for that strange song was about four hundred words a minute. And Brother, that's pretty fast talk, but no faster than our Lucky Strike buyers, who, when they attend the public auction sales, evaluate in a flash a basket of tobacco...And if it's fine, ripe, mild leaf that comes up to Lucky Strike standards, know in a fraction of a second that that's the kind of leaf you'll want to smoke, the leaf that smokes better. And that's the tobacco that goes into each and every one of your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Ladies and gentlemen, the tobacco auctioneers chant is really fast. He conducts his sales with lightning speed. And our buyers make their selection of that finer Lucky Strike leaf quickly. Perhaps signaling by the mere flick of an eyelash. The transaction is fast, but you can bet it's efficient. And it's greased lightning speed is based on years of experience and training, and on the mature judgement of our buyers that comes only through a sound knowledge of tobacco. Yes sir, the skill of these men help make sure that every single time you light a Lucky you'll like a Lucky.

(AUCTIONEER CHANTS - SOLD AMERICAN)

Friends, let that historic chant remind you that in a cigarette it's the tobacco that counts, and that Lucky Strike means fine tobacco.

BLOCK:

Say, I'll bet with the new Spring season coming on you're all dreaming up new Spring wardrobes, aren't you? Easter on its way, and you ladies have to get that new Easter bonnet with all the trimmin's on it, and an outfit to go with it, of course. Oh yea! You spend hours and maybe days matching fabrics, and colors. That light blue has got to be just right or the navy with the red trim. I don't know which you're going to wear. And you men listening in, you're beginning to want a new light suit, maybe a flower in your buttonhole. Are you looking at those new light gray hats? They're good lookin'. Ah me! That old Spring fever. And you know, while most of us spend a good deal of time assembling a new Spring wardrobe, deciding, matching, selecting - there's something most of us handle every day, almost an item of our wardrobe, it's so much of a part of us - something a lot of us spend no time in thought at all in selecting. Yes, I'm talking about cigarettes, the cigarette that travels with you all the time, a constant accessory. Now friends, just as you want a hat to go with your new Spring suit, so you as a smoker want a cigarette to suit your smoking needs. That's why I say Luckies are the cigarette for you. You see, Luckies are made from the finer, the lighter, the naturally milder tobaccos - leaf carefully and discriminatingly chosen at tobacco sales all over the South to bring you greater smoking enjoyment in every single Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 17, 1943 - Evening
(continued)

AS BROADCAST

BLOCK: Summer, winter, fall, or spring, you'll find that
Luckies match your smoking needs whether you're working
or playing. It's that fine tobacco - that better
tasting Lucky Strike leaf - which makes you feel that
everytime you light a Lucky you'll like a Lucky. Why
not try Luckies tonight huh?

ATX01 0015865

BLOCK: You know, when I was a little boy, I'm very much afraid that I was not the most respectful kid on the block. Whenever somebody tried to make me do something because it was good for me, or tried to impose any unwanted authority on me, like as not, my favorite retort would be...Ah! Why don't you practice what you preach? If I didn't actually say it, lots of times, I thought it. Now you may think this is far away from cigarettes. But it really isn't. For a long time now I've told you that in a cigarette it's the tobacco that counts. For years and years Lucky Strike has told you that in a cigarette it's the tobacco that counts. Well, here's one case of practicing what we preach. Lucky Strike buyers, realizing that no cigarette can be any better than the tobacco from which it's made, scout the public tobacco sales for the riper, lighter, milder leaf that we think you'll want to smoke...the tobacco that's bound to smoke better. That's the better tasting tobacco that assures you of greater smoking pleasure in every Lucky you light. And they go after and get that finer tobacco. Now, certainly that's practicing what we preach. So why don't you hop on the bandwagon and start getting your share of that finer tobacco that's in every single Lucky Strike? Just remember that Lucky Strike means fine tobacco, and fine tobacco - well, fine tobacco means a better tasting, more enjoyable smoke.

BLOCK: You know, there's an old proverb that four eyes see better than two. If you just stop and think you'll find it true enough. When you go to a crowded station with a friend to meet some one, like as not you'll say.. Now Joe, you watch this side and I'll watch the other side. And you find it's much easier to locate your friend than if you were alone. Perhaps you'd just miss him that second that your back was turned. And just as four eyes are better than two, just that much better are three hundred and twelve eyes. That's how many eyes every Lucky Strike smoker has representing him at the various tobacco sales scattered all over the country every year. Those are the three hundred and twelve eyes of our one hundred and fifty-six specially trained, experienced buyers. These men attend the auctions to select on the basis of their long experience and mature judgment the tobacco they think you want to smoke. And believe me, smokers, those are your well-trained, keen eyes - the eyes that assure you of fine, ripe, mild truly Lucky Strike tobacco in every Lucky you light. Rely on those eyes for your greater smoking enjoyment. Buy Luckies tonight. Light that first Lucky and relish that better tasting, mild tobacco which our keen Lucky Strike buyers have spared no effort to obtain for you. You'll recognize that fine tobacco in every Lucky you light - so round, so firm, so fully packed, so free and easy on the draw.

BLOSK: You know, folks, when I was down South a few weeks ago, I made a tour of several of the Naval Air Training Stations, and I saw a great deal of the very careful sentry duty that protects the camps in the vital posts I visited. You know, I was amazed to find that today the pass-word, just as it was hundreds of years ago, is still one of the first means of identification at a lonely post after dark. On that pass-word depends the safety and the well-being of a great many men and valuable fortifications. Now, a pass-word may be used for a great many things. It may be used to gain admittance to an Army post or a secret society, and the proper pass-word may also admit you to the ranks of satisfied smokers. The pass-word for a truly fine cigarette is fine tobacco, and on quality leaf depends your smoking satisfaction and complete smoking enjoyment. The makers of Luckies realize the importance of fine tobacco and so our Lucky Strike buyers, capable and experienced in the selection of tobacco, scout the public tobacco sales for finer, lighter, milder leaf - the true Lucky Strike leaf for which Luckies are famous. That's the better-tasting tobacco that fills your Luckies, so round, so firm, so fully packed, so free and easy on the draw. Now, friends, why don't you just try this pass-word the next time you walk up to your local tobacco counter? Just say....Luckies, please! You'll find that once you've tried Luckies you've reached the utmost in smoking pleasure. Yes sir, every time you light a Lucky you'll like a Lucky, because Lucky Strike means fine tobacco.

BLOCK: You know, folks, a long time ago - say about three hundred years ago when King James the First was ruling England - most of the ladies and gentlemen of the court wore as many as three pair of gloves at one time. Three pairs of elaborately jewelled and ornamented gloves, one over the other. That sounds sort of silly, too, doesn't it? Don't laugh. Those fashion plates of three hundred years ago might consider our hats today even sillier - or our suits..... Yes, styles change and they change rapidly. There's one item most of us handle daily...something who's style hasn't changed in all the years since it came into common usage...The style of manufacturing a fine cigarette. Since cigarettes were first introduced smokers have agreed that there's one important guarantee of a fine smoke, and that's a cigarette's main ingredient - tobacco. Fine tobacco can't help giving a fine smoke. Styles for wearing three pairs of gloves, or spats or capes may come and go, but there's one enduring style for complete smoking pleasure and that's quality tobacco. And that's why Lucky Strike is sure to bring you satisfaction. Made from finer, lighter, naturally better tasting leaf, Luckies are the personal smoking preference, of the independent tobacco experts - the men who know tobacco best. So friends, the next time you buy a cigarette, order a pack of Luckies and notice that after your first delicious puff your smoking pleasure grows and grows because of that fine tobacco in every Lucky - so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 20, 1943 - Morning

AS BROADCAST

BLOCK: Wasn't it Shakespeare who said something about 'Sleep knits up the ravelled sleeve of care'? It's true. I know when I get home from the office at night - tired - well, after a good night's sleep things don't look quite as bad the next morning. I wake up refreshed. Sleep is a wonderful refresher. Guess I'm just a believer in that proverb 'Early to bed, early to rise makes a man healthy, wealthy and wise'. Bet you folks out there listening to me don't know that tobacco sleeps. Sure it does. Our Lucky Strike tobacco after it's been carefully selected for your Luckies at the public tobacco sales down South actually sleeps from two to four years before it's blended into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. To be sure, it's not our kind of sleep - it's not a question of refreshing that tobacco, but it's the sleep of ageing and mellowing it to the very peak of its flavor - like the sleep of a good wine. It's the sleep that just adds flavor to that extra special fine tobacco that goes into Luckies. Why don't you start taking advantage of that extra process of ageing and mellowing that goes into that finer leaf in Lucky Strike? Try Luckies, the cigarette that means fine tobacco - properly aged, and mellowed, and blended to give you the very utmost in smoking pleasure.

ATX01 0015870

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 20, 1943 - Evening

AS BROADCAST

BLOCK: Well, here it is Saturday again, day before Sunday - you can sleep late. Saturday is sort of a holiday day, the day when the stores all over town are crowded with people shopping. You know, when you go shopping these days - oh, say you're shopping for a coat or a suit - you want something that's becoming, but you also want something that'll wear. You try it on - it looks well - but will the material stand up day after day - that's what you want to know? These days we're looking for quality, and it's just about the same thing with a cigarette. When we buy a certain brand of cigarette we're looking for quality, and quality tobacco in a cigarette is your only assurance of a fine smoke - a smoke that'll wear well, day in and day out, and year in and year out. Yes since tobacco is the most important ingredient in any cigarette - in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco - ripe, mild, mellow leaf, purchased by our experienced buyers at public tobacco sales all over the South. If you're shopping for increased smoking pleasure, for a quality cigarette that'll wear well, try Luckies - so round, so firm, so fully packed, so free and easy on the draw. You'll find that fine tobacco in every Lucky is your guarantee of complete smoking enjoyment that'll never wear out, 'cause in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

ATX01 0015871

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 22, 1943 - Morning

AS BROADCAST

BLOCK: Now folks, you all recognize that historic chant - the chant of the tobacco auctioneer - an auctioneer like... well, like Earl Ernest Forbes of Greenville, North Carolina. He's been a tobacco auctioneer and a smoker of Luckies for fifteen years. In fact, Earl takes his profession so seriously that he conducted a school for auctioneers a few years ago. One thing, says Earl, those students of mine had to have was a good, quick, intelligence added to their fundamental knowledge of tobacco. I guess anyone can sing out bids and sound sort of like an auctioneer, but to be a real auctioneer you've got to recognize the grade and quality of tobacco to estimate its value. Now that very fact is why tobacco men, like me, are pretty good judges of tobacco. Right, you are, Earl Forbes. Tobacco men, whether they're auctioneers, buyers, or warehousemen, must be able to tell at a glance the value of tobacco as it goes up for sale. And that's why it's especially significant to average smokers like you and me, who can't hope to have such a thorough knowledge without the training and the experience of these men, that with these independent tobacco experts, Luckies have more than twice as many exclusive smokers, as have all other brands of cigarettes combined.

ATX01 0015872

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 22, 1943 - Morning

AS BROADCAST

BLOCK: These men while attending the tobacco sales obviously have seen finer, lighter, naturally better tasting leaf consistently sold American. And I guess that finer leaf going into Lucky Strikes has prompted the tobacco expert, Earl Forbes, to say...and I quote.... If I were having a special cigarette, tailor made for me personally, I'd use exactly the kind of tobacco that Luckies buy at markets all over the South. Now friends, since in a cigarette it is the tobacco that counts, why don't you try the cigarette that's tailor made to give you the peak in smoking contentment? Smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015873

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 22, 1943 - Evening

AS BROADCAST

BLOCK: You know, friends, a friend of Mrs. Block's is taking a Nurses' Aide Course, and one night last week she was up to dinner and we got to talking about the various things she learned to do as a hospital aide. One of the most important things she'd mastered was the taking of a person's pulse...two fingers on his pulse, and her eyes on the second hand of her watch she could tell a great deal about his physical and mental condition, whether he was excited or feverish. You see, the pulse beat is often an indication of the entire tone of the body. And you know, just as the human pulse is an indicator of the entire body condition, so the opinion of the tobacco experts is the pulse of the tobacco business. If you wanted to take the pulse of the tobacco industry you've only to ask the independent tobacco experts - men affiliated with no cigarette company whatsoever - men who know tobacco because they've lived with it and grown up with it for years and years. And when sworn records show that with these independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, well, smokers you'd do well to make a note that obviously these men knowing tobacco as they do, and attending the public tobacco sales as they do, can't help seeing us buy finer, lighter, milder tobacco.

ATX01 0015874

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - March 22, 1943 - Evening

AS BROADCAST

BLOCK: So we make no bones about being proud that Luckies are
 the personal smoking preference of independent
 tobacco experts. Since these are the men who know
 tobacco best, why not take a tip from them? Try
 Luckies and just watch that truly Lucky Strike
 tobacco give you the utmost in smoking pleasure.

ATX01 0015875

BLOCK: You know, when I was a little boy I remember so well how my mother used to tell me about Fairy Tales. Sometimes before I went to bed, sometimes while I was eating my dinner, and like as not, these Fairy Tales would be fables which as most fables do, pointed out a moral very pleasantly and very directly. The one fable I'm sure you've all heard is the one about Chicken Little. Remember Chicken Little? One day while he was walking about a leaf fell on his shoulder. He didn't look around to see what it was. Scared to death and he scampered around the barn yard warning his friends to run for their lives. The world was coming to an end. Now you know it? Well, Chicken Little had just felt a piece of sky fall on his back. Now the moral of that story, of course, is don't leap to conclusions. Try a little common sense and figure things out. You know, you may be doing a great deal of unnecessary running about - unnecessary switching from one cigarette to another. Why not let common sense be your guide? Remember that since in a cigarette it's the tobacco that counts, no cigarette can possibly be any better than the tobacco from which it's made. Now if you'll add to that bit of logic the fact that Lucky Strike means fine tobacco - finer, lighter, milder, naturally riper leaf, purchased at public tobacco sales down south by our Lucky Strike buyers who select only that tobacco which comes up to Lucky Strike standards.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
COMMERCIAL - MARCH 23, 1943 - MORNING
(CONTINUED)

AS BROADCAST

BLOCK:
(CONTD)

I guess that adds up to just one logical conclusion...
if you're looking for greater smoking pleasure do as
the independent tobacco experts do ... Smoke Luckies -
so round, so firm, so fully packed, so free and easy
on the draw.

ATX01 0015877

BLOCK: You know, entertaining these days has become quite a problem. Pretty nearly impossible to invite your friends over to the house for a steak dinner with plenty of steaming coffee, and nice hot rolls with plenty of butter dripping off of them. You can't do that anymore - lavish suppers, and refreshments are no longer stylish. Of course, that's because we know that while the new rationing program means less food for us here, it means more food for the men overseas. But there is a way you can show your hospitality to your guests without straining your ration booklet. And that's by offering them Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw. Discriminating guests prefer Lucky Strikes, 'cause they know that Luckies are made from finer, lighter, better tasting leaf - tobacco that our buyers selected for its smoking superiority. Offer your friends an evening of fine company and good conversation when they visit, and in your cigarette box keep some fresh, mild, mellow Luckies. You'll find that everytime you light a Lucky you'll like a Lucky, because Lucky Strike means fine tobacco, and fine tobacco means a more enjoyable smoke.

BLOCK: Well, Easter is on its way and I'll bet most of you folks are dreaming up that new Spring wardrobe. You ladies have to get a new Easter bonnet, and an outfit to go with it. You'll spend hours and maybe days matching fabrics and colors. And you men listening in, you'll begin to want a new light suit - hat. You've been looking at light gray hats, haven't you? Well, that's old Spring fever. You know, while most of us spend a good deal of time assembling a new Spring wardrobe, deciding, matching and selecting. There's something that most of us handle every day, almost an item of our wardrobe, it's so much a part of us, something a lot of us spend no time in thought at all in selecting. I mean cigarettes, the cigarette that travels with you all the time. Now, just as you want a hat to go with your new Spring suit, so you as a smoker want a cigarette to suit your smoking needs. That's why I say Luckies are the cigarette for you. You see, Luckies are made from the finer, the lighter, the naturally milder tobaccos - leaf carefully and discriminatingly chosen at public tobacco sales all over the South to bring you greater smoking enjoyment in every single Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. Summer, winter, Fall, or Spring, you'll find that Luckies match your smoking need whether you're working or playing. It's that fine tobacco - that better tasting Lucky Strike leaf - which makes you feel that every time you light a Lucky you'll like a Lucky. Why not try Luckies today?

BLOCK: You know, interestingly enough a couple of days ago I was talking to a friend of mine who had recently graduated from the OCS - Officers Candidate School down South. He had just come home on furlough and I was sitting in his room, smoking, watching him unpack. It wasn't long before he drew out a large military map. It wasn't a secret one, of course. It was one of the practice maps that he and the fellows had to use at school. I looked at it and said... what are all those strange symbols? He said.... Oh that's easy. These signify a division of men, and these show us that there's a hospital unit stationed here. He pointed to another thing ... He said these are lorries. Well, I thought I was a pretty good map reader when it came to taking auto trips, but Jim certainly was the expert when it came to reading military maps. And it was a pretty good feeling, too, to think that our country is depending on well-trained men such as Jim. Yes, it's safer to depend on expert knowledge and training, whether it's a matter of map reading, or shoe making, or house building, or making cigarettes. You take this Lucky Strike Cigarette I'm smoking, for example. The sworn statements show that with the independent tobacco experts - the men who are trained in the tobacco business, the men who surely read tobacco signs best. Luckies has more than twice as many exclusive smokers as have all other brands of cigarettes combined. You see, friends, Lucky Strike means fine tobacco - fine, mild, better tasting leaf selected for your smoking satisfaction.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 24, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: Why not take a tip from the tobacco experts? Remember
(Contd) that Lucky Strike is the symbol for fine tobacco - so
round, so firm, so fully packed, so free and easy on
the draw. By smoking Luckies your map goes right to
the peak of smoking enjoyment. Try Luckies tonight.

HART: You know, folks, there's an old proverb that four eyes see better than two. And, if you stop to consider, you'll find that it's true enough. For instance when you go to a crowded station with a friend to meet someone, like as not you'll say - Joe, you watch that side, and I'll watch this one. And you find it's much easier to locate your friend than if you were alone. And perhaps just missed him that second your back was turned. And you know, just as four eyes are better than two, just that much better are three hundred twelve eyes. Yep, that's how many eyes every Lucky Strike smoker has representing him at the various tobacco sales scattered all over the country every year. Those are the three hundred twelve eyes of our one hundred fifty-six specially trained, experienced buyers. These men attend the auctions to select on the basis of their long experience and mature judgment the tobacco they think that you will want to smoke. And believe me, smokers, those are your well-trained, keeneyes - the eyes that assure you of fine, ripe, mild, truly Lucky Strike tobacco in every Lucky you light. Now, rely on those eyes for your greater smoking enjoyment. Buy a pack of Luckies tonight. Light that first Lucky and relish that better-tasting, mild tobacco which our keen Lucky Strike buyers have spared no effort to obtain for you. You'll recognize that fine tobacco in every Lucky you light - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: You know, friends, when I was a kid studying Arithmetic in school, I remember one of my chief worries was fractions. I just couldn't figure with fractions at all. One day the teacher taught us that in order to add or subtract fractions you had to find the common denominator and go on from there. Then by using that method, I was usually able to get the right answer. You know, really finding the common denominator is the way to solve a great many problems, not only problems in Arithmetic. In a discussion of anything there must be a common denominator - some point of similarity. Now you take the problem of which cigarette you should smoke, for example. What's the common denominator of every cigarette? Why, it's the tobacco, of course, and since tobacco is the important ingredient in any cigarette, it just stands to reason that the finer the tobacco the finer the cigarette. You see, that's the reason Lucky Strike instructs its buyers to purchase finer, lighter, milder leaf - truly high quality Lucky Strike tobacco that guarantees you complete smoking pleasure in every Lucky you light. That's why Lucky Strike has come to mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. So friends, until you've tried that finer tobacco in Luckies you're only getting a fraction of that greater smoking pleasure. Make Luckies your by-word for complete smoking satisfaction.

MAN: (SING SONG CHANT) Sold To Americans

BLOCK: Yes, friends, let that historic chant remind you that with men who know tobacco best, it's Luckies two to one.

BLOCK: You know, a long time ago - it must have been about three hundred years ago - most of the ladies and gentlemen of the English Court wore as many as three pairs of gloves at one time - three pairs of elaborately jeweled and ornamented gloves - one over the other. Sounds very silly, doesn't it? Don't laugh because those fashion plates of three hundred years ago might consider our hats today even sillier - or our suits. Yes, styles change in hats and gloves and suits, and they change rapidly. But there's one item most of us handle daily - something whose style hasn't changed in all the years since it came into common usage. I mean, of course, the style of manufacturing a fine cigarette. Since cigarettes were first introduced smokers have agreed that there's one important guarantee of a fine smoke. And that's a cigarette's main ingredient - tobacco. Fine tobacco can't help giving you fine smokes. Styles for wearing three pairs of gloves, or spats, or capes may come and go but there's one enduring style for complete smoking pleasure and that's quality tobacco. That's why Lucky Strike is sure to bring you satisfaction. Made from finer, lighter, naturally better tasting leaf, Luckies are the personal smoking preference of the independent tobacco experts - the men who know tobacco best. So friends, the next time you buy cigarettes, order a pack of Luckies and notice that after your first delicious puff your smoking pleasure grows and grows... of course, because of that fine tobacco in every Lucky - so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 26, 1943 - Evening

AS BROADCAST

BLOCK: You know, some things may seem very trivial to us. We get so used to handling certain articles every day we're hardly aware of them - you take them for granted as a matter of habit. Take a little package of safety matches, for instance. I just used one to light a Lucky Strike cigarette here before I started talking to you. You hardly think about those matches, yet statistics show that we normally use over two hundred and twenty-five billion book matches every year, requiring seventy to eighty million board feet of lumber, and five hundred tons of steel for the staples to hold them together. Bet you never thought of that when you struck a match. And take that good old Lucky Strike I'm smoking - that Lucky that offers me such complete smoking enjoyment, day in and day out. You, and I, too, every smoker can take it for granted that Lucky Strike means fine tobacco - that every time you light a Lucky you'll like a Lucky. You can take it for granted that Luckies will give you the peak in smoking enjoyment - that the folks who make them never take their reputation for granted. And, also, Lucky Strike buyers are always on the alert - constantly on their toes at auctions wherever tobacco's sold - to obtain for you that finer, that riper, that naturally milder and better-tasting leaf when it comes up for sale in warehouses all over the South. Now, friends, when you say Lucky Strike to the man behind your favorite tobacco counter, you can take your increased smoking pleasure for granted, because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015885

BLOCK: You know, it was just a couple of years ago in 1940, the latest United States census was taken. There are a lot of interesting figures in it... the population of the country was estimated at 131, 669, 275 people. The population of New York was 7, 454, 995 people, and from those figures various things have been deduced - that the population of the country has been shifting to the cities, and the standard of living is going up. The census is a good way of formulating certain trends on the part of the inhabitants of the country. And you know, the makers of Lucky took a census not so long ago - a census of the opinion of the independent tobacco experts... not to find out how many of them there were, but to find out what their personal smoking preferences were. Now, these are the men who certainly ought to know tobacco. They've made it their life work, and these are the men - who while attending the public tobacco sales down South can't help seeing who buys what leaf - can't help seeing finer leaf consistently sold American. And so in among these independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. We average smokers can make our own deductions from the consensus of opinion... since in a cigarette it's the tobacco that counts, and since Lucky Strike truly means fine tobacco, why not join the happy throng, who find that to light a Lucky is to like a Lucky - so round, so firm, so fully packed, so free and easy on the draw? Make Lucky Strike your 'buy' word for greater smoking enjoyment!

BLOCK: Well, here it is Saturday again, the day before Sunday. Sunday is the day when you can sleep late. Yes sir, Saturday, you know, is sort of a holiday day, it's a day when the stores are crowded, people are shopping. You know, when you go shopping these days, you're shopping for a coat or a suit - you want something that is becoming ... you also want something that will wear. So, you try it on - it looks swell, but will the material stand up day after day - that's what you want to know. Well, these days we're all looking for quality, and you know, the same is true of a cigarette. When we buy a certain brand of cigarettes we're looking for quality, and quality tobacco in a cigarette is our only assurance of a fine smoke - a smoke that'll wear well, day in and day out, and year in and year out. Yes friends, since tobacco is the most important ingredient in any cigarette - in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco - ripe, mild, mellow leaf, purchased by our experienced buyers at public tobacco sales all over the South. Now if you're shopping for increased smoking pleasure, for a quality cigarette that'll wear well, try Luckies - so round, so firm, so fully packed, so free and easy on the draw. You'll find that that fine tobacco in every Lucky is your guarantee of complete smoking enjoyment that'll never wear out, because in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 29, 1943 - Morning

AS BROADCAST

BLOCK: You know, a friend of ours is taking a Nurses' Aide Course, and she was at the house for dinner the other day and we got to discussing the various things she'd learned to do. One of the most important things she says was the taking of a person's pulse... with two fingers on his pulse, her eye on the second hand of her watch she could tell a great deal about that person's physical and mental condition, whether he was excited or feverish. You see, the pulse beat is often an indication of the entire tone of the body. And you know, just as the human pulse is an indicator of the entire body condition, so the opinion of the tobacco experts is the very pulse of the tobacco business. If you wanted to take the pulse of the tobacco industry you've only to ask the independent tobacco experts - men affiliated with no cigarette company whatsoever - men who know tobacco because they've lived with it, and grown up with it for years and years. And when sworn records show that with these independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, smokers, you'd do well to make a note that obviously these men knowing tobacco as they do, attending the public tobacco sales as they do, can't help seeing us buy finer, lighter, milder tobacco. So we make no bones about being proud that Luckies are the personal smoking preference of independent tobacco experts. Since these are the men who know tobacco best, why not take a tip from them? Try a Lucky, and watch that truly Lucky Strike tobacco give you the utmost in smoking pleasure.

ATX01 001588B

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 29, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

I've only told you that they are made of quality tobacco - the only insurance of a quality smoke - the kind of smoke the independent tobacco experts smoke. And all I ask is that you try Luckies the next time you buy cigarettes. See if it isn't true that whenever you light a Lucky you'll like a Lucky.

ATX01 0015889

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 29, 1943 - Evening

AS BROADCAST

BLOCK: Suppose you had to lift a feather. Would you start looking around for a team of horses or a derrick? I guess not. I guess you'd realize that you don't need a vast force to lift a feather. It just isn't logical. Now that may seem far afield from cigarettes, but it really isn't. It would be just like ordering a heavy derrick to lift a feather for me to use superlatives in speaking to you about Lucky Strike Cigarettes. The logical thing for me to do is to present the facts, let you decide for yourself if it isn't the natural thing to do to smoke the cigarette the tobacco experts smoke. You see, friends, since Luckies first came out on the market, the folks who make them have realized that no cigarette can be any better than the tobacco from which it's made. And so to make sure of getting that quality tobacco to you in every single Lucky you light, the makers of Luckies have instructed their tobacco buyers to examine the leaf as it comes up for sale at public auctions down South, and select that tobacco that they themselves know will smoke better, and that's the tobacco that goes into your Luckies. What better proof of that could we have than the fact that among the independent tobacco experts - the men who can't help seeing who buys what tobacco at these public sales - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Friends, I've never used the words best and finest. I've never employed any fabulous superlatives in talking to you of Luckies.

(MORE)

ATX01 0015890

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 30, 1943 - Morning

AS BROADCAST

BLOCK: You know, entertaining these days has become quite a problem. In fact, it's pretty near impossible to invite your best friends over to the house for a nice steak dinner, plenty of steaming coffee to top it off, baked potatoes smothered in butter. No - out. Lavish suppers and refreshments are no longer stylish. Yet as we know that the new rationing program means less food for us here, it means more food for the men overseas. But there is a way you can show your hospitality to your guests without straining your ration booklet and that's by offering them Lucky Strike Cigarettes - so round, so firm, so fully packed, so free and easy on the draw. Discriminating hosts, and discriminating guests prefer Lucky Strike, because they know that Lucky Strikes are made from finer, lighter, better tasting leaf - tobacco that our Lucky Strike buyers have selected for its smoking superiority. Offer your friends an evening of fine company, good conversation, and in your cigarette box, keep some fresh, mild, mellow Luckies. You'll find that every time you light a Lucky, you'll like a Lucky, because Lucky Strike means fine tobacco, and fine tobacco means a more enjoyable smoke.

ATX01 0015891

BLOCK: You know, even if I say so myself I think I have a pretty even temper. Something very funny happened the other day, and I think it might amuse you to hear about it. I happened to be sitting at my desk and I was looking in the bottom drawer for something - suddenly I stood up to greet a friend at the door, and I bumped my shins thoroughly and painfully on the open drawer. I got so mad, I guess I have to admit I lifted my injured foot and gave that poor piece of wood a good savage kick. That's sort of a silly thing to do, isn't it? Well, this friend of mine and myself went into gales of laughter over my tantrum. Now, I wonder if that's ever happened to you - you feel like bending your anger on some inanimate object for something that you've done yourself? Perhaps you've felt that way as you bump along from one brand of cigarette to another. You know, there's one way to manufacture a fine smoke.... Since in a cigarette it's the tobacco that counts, and no cigarette can possibly be any better than the tobacco it contains, the only way to make a fine cigarette is to fill it with fine tobacco. So, if you haven't been getting the utmost out of your cigarettes, perhaps it's purely your own fault. Maybe you've neglected to try Luckies, the cigarette that means fine tobacco. You see, Lucky Strike makes sure of getting the finer, milder, riper, naturally better tasting leaf at public sales throughout the South. So, if you're a smoker looking for the peak in smoking enjoyment you just try Luckies. Just try them and you'll find that you, too, will be calling Lucky Strike my cigarette.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 31, 1943 - Morning

AS BROADCAST

BLOCK: Friends, a couple of weeks ago, I was talking to a friend of mine who had recently graduated from Officer's Candidate School down South. He had been home on furlough and I was sitting in his room, smoking and watching him unpack. It wasn't long before he drew out a large military map. It wasn't a secret one. Don't worry about that. It was just one of the practice maps that he and his fellow students used at school. I looked at it ... I said, hey, what are all these strange symbols? He said .. Oh! that's easy. These signify a division of men, and these show us that there's a hospital unit stationed there.. and so on. I always thought I was a pretty good map reader when it came to taking auto trips, but Jim certainly was the expert when it came to military maps. It's a pretty good feeling, too, to think that our country is depending on well-trained men. Yes, it's safer to depend on expert knowledge and training, whether it's a matter of map reading, shoe making, house building or cigarette manufacturing. You take this Lucky Strike Cigarette. Sworn statements show that with the independent tobacco experts, the men who are trained in the tobacco business, the men who surely read tobacco signs best, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. You see, Lucky Strike means fine tobacco - fine, mild, better tasting leaf, selected for your smoking satisfaction.

ATX01 0015893

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 31, 1943 - Morning
(CONTINUED)

AS BROADCAST

BLOCK: So why not take a tip from the tobacco experts? Remember
 that Lucky Strike is the symbol for fine tobacco - so
 round, so firm, so fully packed, so free and easy on the
 draw. By smoking Luckies you've mapped your route right
 to the peak of smoking enjoyment. Try Luckies today!

ATX01 0015894

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 31, 1943 - Evening

AS BROADCAST

BLOCK: You know, friends, the other night after dinner, I lighted a Lucky and settled down in my favorite chair to read the newspaper, and as I was looking through the financial pages, I came across a graph showing the fluctuation in business activities over the past couple of months. You know what a graph is? It's a diagram that shows the relative size or importance of something, or else how something changes over a period of time. Well, this business graph went up and down, quite sharply several times showing at a glance when trade was at its peak, and then when things were slow during the past few months. As I studied the graph, I took another puff of that Lucky and I began to think how a graph based on the manufacture of Lucky Strikes would look. First, of all, if it were a graph based on the volume of Luckies, it would show a steady increase, because of the ever mounting number of satisfied Lucky Strike smokers. But, if it were based on the contents of every Lucky, you'd be a bit startled at first to see it, because that graph would be a perfectly horizontal line, showing the uninterrupted flow of fine tobacco in Luckies from their very beginning. You see, Lucky Strike has always realized that the most important ingredient in any cigarette, is the tobacco from which it's made. And that fine tobacco can't help but bring smoking satisfaction. So Luckies have always made sure of getting the finer, the milder, the naturally better tasting tobacco for your smoking pleasure.

ATX01 0015895

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - March 31, 1943 - Evening
(CONTINUED)

AS BROADCAST

BLOCK: So friends, try Luckies tonight and I'll bet you'll be
 able to grasp the upward swing in your smoking
 satisfaction as soon as you've smoked your first pack, a
 sharp increase in your smoking pleasure, and then a
 steady satisfaction with Luckies, the cigarette that
 always has and always will bring you fine tobacco. Next
 time say ... Luckies, please!

ATX01 0015896

APR 1973

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 1, 1943 - Morning

AS BROADCAST

BLOCK: You know, when I was a kid studying arithmetic in school, I remember my chief worry was fractions. I just couldn't figure with fractions. One day my teacher took me aside after school, and taught us that in order to add or subtract fractions you had to find the common denominator and go on from there. By using that method I was usually able to get the right answer. You know, finding the common denominator is the way to solve a great many problems, not only problems, in Arithmetic. In a discussion of anything there has to be a common denominator - some point of similarity. Take the problem of which cigarette you should smoke. What's the common denominator of every cigarette? It's tobacco! Since tobacco is the important ingredient of the cigarette it just stands to reason that the finer the tobacco the finer the cigarette. That's the reason Lucky Strike instructs its buyers to purchase finer, lighter, milder leaf - truly high quality Lucky Strike tobacco that guarantees you complete smoking pleasure in every Lucky you light. That's why Lucky Strike has come to mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Now, friends, until you've tried that finer tobacco in Luckies you're only getting a fraction of that greater smoking pleasure. Make Luckies your by-word for complete smoking satisfaction.

ATX01 0015898

BLOCK: Well, today's the first of the month, the day when the bills come in, the day when you sort of feel that you can make a fresh start. You know, it reminds me of an old superstition that was prevalent when I was a kid. Maybe you remember it. Anyway, first thing we'd do when we woke up on the first of every month was say.... Rabbit, rabbit, and then get out of bed backwards. Remember that? Well, after you did that, your good luck for all that month was a sure thing. You'd probably get all A's on your report card. You'd probably have lots of unexpected holidays - maybe a couple of trips some place with your parents as a surprise - all because you remembered to say 'Rabbit, rabbit' and get out of the bed backwards on the first day of the month. And you know, I know one treat you can have all month, every single month, and you don't have to say 'Rabbit, rabbit', to get it. Just walk up to your favorite tobacco counter and say Lucky Strike. You see, friends, Luckies are made from milder, riper, finer leaf - tobacco our buyers are instructed to select at public sales all through the south - tobacco that they know through their long experience and training, is bound to smoke better. Their job is to make certain that Luckies give you the utmost in smoking satisfaction. The A's on my report card were not the result of saying Rabbit, rabbit. I had to know my lessons to get an A, and Lucky Strike has always known the all-important lesson that in a cigarette it's the tobacco that counts.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
COMMERCIAL - April 1, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: That's why Lucky Strike means fine tobacco. That's why every time you light a Lucky you like a Lucky - so round, so firm, so fully packed, so free and easy on the draw, so full of that ripe, mild, golden Lucky Strike tobacco.

ATX01 0015900

BLOCK: You know, folks, some things may seem very trivial to us. You're so used to handling certain articles every day that we're hardly aware of their existence. We just take them for granted, as a matter of habit. You take a little package of safety matches, for instance. I just used one of them to light this Lucky Strike Cigarette, hardly thinking about those matches. And yet, statistics show that we normally use over two hundred and twenty-five billion book matches every year, requiring seventy to eighty million board feet of lumber, and five hundred tons of steel for the staples to hold them together. Bet you never thought of that when you strike a match. And you take that good old Lucky Strike I'm smoking - that Lucky that offers me such complete smoking enjoyment, day in and day out. You and I, too, every smoker can take it for granted that Lucky Strike means fine tobacco ... that every time you light a Lucky you'll like a Lucky. You can take it for granted that Luckies will give you the peak in smoking enjoyment - because the folks who make Luckies never take their reputation for granted. Lucky Strike buyers are constantly on the alert - constantly on their toes at auctions wherever tobacco is bought and sold - to obtain for you that finer, that riper, that naturally milder and better-tasting leaf as it comes up for sale in warehouses all over the South.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 2, 1943 - Morning
(CONTINUED)

AS BROADCAST

BLOCK: Friends, when you say Lucky Strike to the man behind
your favorite tobacco counter, you can take your
increased smoking pleasure for granted, because Lucky
Strike means fine tobacco - so round, so firm, so
fully packed, so free and easy on the draw.

ATX01 0015902

BLOCK: You know, a couple of days ago a young RAF Pilot came into my office upstairs, and we got to talking about one thing and another the way you do these days. And he was really very pleased about everything here in town ... said everybody had treated him royally and that he was sorry to leave. And your buildings he said, nodding toward the window, are really wonderful. Look at that skyscraper over there! He was looking out toward a great big orange colored building. You know I've often wondered what it was myself, but I had never gotten around to finding out. That's the General Electric Building, isn't it he asked? Ah! I said I thought it was ... and that really got me to thinking how little we know about the famous and beautiful landmarks around this town. We're so used to them we just pass them by every day, and we don't take time to appreciate them. Often times it takes a complete stranger like that young RAF boy to give us an awakening. Well, maybe some of you average smokers are missing another landmark. Not a skyscraper, not a statue, not a park - it's a landmark you shouldn't miss, though, because it'll guide you right to true smoking enjoyment. I mean Lucky Strike Cigarettes. Luckies - made from finer, lighter, milder leaf - tobacco that's selected by our competent trained buyers because they know it'll smoke better in every Lucky that you light. Now, friends, if you're looking for greater smoking enjoyment and if you want the peak of smoking pleasure, you'll find Lucky Strike tops! That superior Lucky Strike Tobacco guarantees you a superior smoke. So the next time you buy cigarettes just say ... Luckies, please!

BLOCK: You know, a couple of years ago, in 1940, the latest United States Census was taken. And there were lots of interesting figures in it ... the population of the country was estimated at 131,669,275 people. The population of New York City was 7,454,995 people, and from those figures various things have been figured out - the population of the country has been shifting to the city, but the standard of living is going up. The census is a good way of formulating certain trends on the part of the inhabitants of the country. You know, the makers of Luckies took a census not so long ago - a census of the independent tobacco experts ... not to find out how many of them there were, but to find out what their personal smoking preferences were. Now, these are the men who certainly ought to know tobacco. They've made it their life work, and these are the men - who while attending the public tobacco sales down South can't help seeing who buys what leaf - can't help seeing finer leaf consistently sold American. And so, when among these independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Well, we average smokers can make our own deductions from that concensus of opinion ... since in a cigarette it's the tobacco that counts, and since Lucky Strike truly means fine tobacco, why not join the happy throng who find that to light a Lucky is to like a Lucky - so round, so firm, so fully packed, so free and easy on the draw. Make Lucky Strike your by-word for greater smoking enjoyment!

BLOCK: You know, folks, something just happened a little while ago - something a little embarrassing - and something that has happened to most of you at one time or another I'd bet. I was walking down the Avenue window-shopping, enjoying the sun - people jostling all about me. Four steps in front of me, striding along briskly in that same old Polo coat of his, was a familiar figure - an old friend of mine. I hadn't seen him in months. I hurried on ahead, banged my hand on his ... (slap on back) ... back, you know...and I said...Hi ya! Jim, old boy. Well, the man in the Polo coat wheeled around, and when I got a good look at him ... man was my face red? It wasn't Jim at all, it was a total stranger. So, of course, I just grinned sheepishly, mumbled an apology, and hurried on. Did that ever happen to you? You feel sort of silly and disappointed over the whole thing. Now here's my guarantee that you'll never feel that way if you smoke Lucky Strikes. You can't make a mistake in identity. That red bulls-eye on the fresh white package stands for your good friend - fine tobacco ... riper, milder, better tasting leaf, specially selected for your smoking enjoyment by our trained tobacco buyers. Next time you buy cigarettes ... order Luckies, and I'm sure you'll find that fine tobacco in every Lucky you light - so round, so firm, so fully packed, so free-and-easy on the draw, a truly long time friend.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 5, 1943 - Morning

AS BROADCAST

BLOCK: Now, what may sound like a silly question! Suppose you had to lift a feather,.. Would you send out for a team of horses or a derrick to move a feather? I guess not. It wouldn't be logical. Now, that may seem a little far afield from cigarettes but it really isn't. It's just like ordering a heavy derrick to lift a feather for me to use superlatives in speaking to you about Lucky Strike Cigarettes. The logical thing for me to do is to present the facts, and let you decide for yourself if it isn't the natural thing to do - to smoke the cigarette tobacco experts smoke for their own personal smoking satisfaction. You see, since Luckies first came out on the market, the folks who make them have realized that no cigarette can be any better than the tobacco from which it's made. And so to make sure of getting that quality tobacco to you in every Lucky you light, the makers of Luckies instructed their tobacco buyers to examine the leaf as it comes up for sale at public auctions down South, and select the tobacco that they themselves know will smoke better. And folks, that's the tobacco that goes into your Luckies. What better proof of that could we have of that than the fact that among independent tobacco experts - the men who can't help seeing who buys what tobacco at these public sales, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATX01 0015906

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 5, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

Now, friends, I've never used the word best or finest. I've never employed any fabulous superlatives in talking to you of Luckies, I've only told you that they're made of quality tobacco, the only insurance of a quality smoke - the kind of smoke the independent tobacco experts smoke. All I ask is that you try Luckies the next time you buy cigarettes. See if it isn't true that whenever you light a Lucky you'll like a Lucky.

ATX01 0015907

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 5, 1943 - Evening

AS BROADCAST

BLOCK: Say, did you ever hear that old expression about 'getting a bird's eye view of anything? Any one of your friends ever fly over New York to tell you about the wonderful bird's eye view he had of the city before the plane landed? Well, a bird's eye view of a place is a pretty comprehensive one and you can see over a long distance. All the unessentials are blocked out. Just the important things stand out to your gaze. If you flew in a plane over New York, you could pick out the Empire State Building, and the parks, and the Hudson, and the East River, and perhaps a few other large buildings, but the other things just fade away. And friends, if you were to get a bird's eye view of the cigarette world, if the unessentials were to slip away in this big view you had of all the tobacco growing, and selling, and blending, and cigarette manufacturing, you'd soon realize that the most important thing in any cigarette - the thing that really stands out - is the tobacco from which it's made. After all, a cigarette is tobacco. There's no doubt of that. Obviously, the better the tobacco, the better the cigarette. And that's why at those public tobacco sales held down South every year, our Lucky Strike buyers are in there pitching, examining the leaf, comparing it, and finally, when they find some that comes up to Lucky Strike's specifications for mildness, and lightness, and excellent taste, buying it for your Luckies.

(MORE)

ATX01 0015908

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 5, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK:
(Contd)

That's why I say if you're a smoker looking for real smoking enjoyment, then make sure of choosing the cigarette that brings you fine, mild, naturally better tasting tobacco. Make sure of getting Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015909

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 6, 1943 - Morning

AS BROADCAST

BLOCK: You know, friends, I really have quite an even temper even if I do say so myself. The other day something very funny happened. I happened to be sitting at my desk looking through some things in the bottom drawer, and I stood up to greet a friend of mine who came in the front door. As I jumped up I bumped my shin right up against the open drawer. I got so mad at the drawer, I guess I'll have to admit I lifted my injured foot and gave that poor piece of wood a good, savage kick. Both my friend and I went into gales of laughter at my tantrum. Hasn't that ever happened to you - you felt like bending your anger on some inanimate object for something that you yourself had done? You know, perhaps, you've felt that way as you bump along from one brand of cigarette to another. You know, there's one way to manufacture a fine smoke ... since in a cigarette it's the tobacco that counts, and since no cigarette can possibly be any better than the tobacco it contains, the only way to make a fine cigarette is to fill it with fine tobacco. So, if you haven't been getting the utmost out of your cigarettes, perhaps it's really your own fault. Perhaps you've neglected to try Luckies, the cigarette that means fine tobacco ... so round, so firm, so fully packed, so free and easy on the draw. You see, Lucky Strike makes sure of getting the finer, milder, riper, naturally better tasting leaf at public auctions all through the South. So, if you're a smoker looking for the peak in smoking enjoyment, well, just try Luckies ... just try them and you'll find that you, too, will be calling Lucky Strike my cigarette.

ATX01 0015910

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 6, 1943 - Evening

AS BROADCAST

BLOCK: You know, folks, the other day I walked into my office and a young lady was using a stapling machine to fasten some correspondence together. I guess you've all seen them. You press a lever and the little machine will fasten your papers together with a tiny steel clip. It's really a pretty handy gadget to have around. It's funny but sometimes words and ideas get stapled together, too. Take expressions like corn beef and cabbage, or night and day, or ham and eggs. They just go together. Then, there's Lucky Strike and fine tobacco. Just as firmly fastened together as if it had been done by that stapling machine upstairs. Yes sir, Luckies have actually come to mean fine tobacco - have actually become synonymous of fine tobacco. You see, when Luckies first came out on the market years ago, the folks who made them realized that no cigarette could be any better than the tobacco from which it was made, so they've always made every possible effort to purchase finer, lighter, riper leaf for Lucky Strike. And brother, when the independent tobacco experts who attend the public tobacco sales can't help seeing Lucky Strike consistently buying finer leaf, choose Luckies for their own personal smoking preference by an overwhelming majority. Well, man, that's enough to make me ask for the cigarette that brings increased smoking enjoyment ... Lucky Strike, the cigarette that means fine tobacco.

(SING SONG CHANT) SOLD TO AMERICAN!

Yes, friends, let that historic chant remind you that with men who know tobacco best it's Luckies two to one.

ATX01 0015911

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 7, 1943 - Morning

AS BROADCAST

BLOCK: You know, one night last week after dinner, I happened to light a Lucky and settled down in my favorite chair with a newspaper, and as I was looking through the financial pages I came across one of those graphs that shows the fluctuation in business activities. You know what a graph is. It's a diagram that shows the relative size or importance of something, or else shows how it changes over a period of time. Well, this business graph went up and down quite sharply several times showing at a glance when trade was at its peak, and when things were slow during the past few months. As I looked at it I began to think how a graph based on the manufacture of Lucky Strikes would look. First of all, if it were a graph based on the volume of Luckies, it would show a steady increase, because of the ever mounting number of satisfied Lucky Strike smokers. But if it were a graph based on the contents of every Lucky, you might be a bit startled at first to see it, because that graph would be a perfectly horizontal line, showing the uninterrupted flow of fine tobacco into Luckies from their very beginning. You see, Lucky Strike has always realized that the most important ingredient in any cigarette, is the tobacco from which it's made. And fine tobacco can't help but bring smoking satisfaction. So, Luckies have always made sure of getting the finer, the milder, the naturally better tasting tobacco for your smoking pleasure.

(MORE)

ATX01 0015912

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 7, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

Try Luckies today and I'll bet you'll be able to grasp the upward swing in your smoking satisfaction as soon as you've smoked your first pack. You'll note a sharp increase in your smoking pleasure, and then a steady satisfaction with Luckies - the cigarette that always has and always bring you fine tobacco. Remember next time to say Luckies, please!

ATX01 0015913

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 7, 1943 - Evening

AS BROADCAST

BLOCK: April showers bring May flowers. That's my motto these days. Especially it's good to remember when you're all dressed up in new Spring clothes and a sudden rain storm shatters that beautiful outlook of yours on life. Cause and effect..... that's all it is. These April showers bring May flowers. And similarly there's cause and effect in that fine tobacco in your Lucky Strike Cigarettes. Fine tobacco is responsible for that extra special smoking pleasure in every Lucky, and it's your only guarantee of a fine smoke. Did you ever split a cigarette right up its side? Well, here I am splitting this Lucky with my nail right now as I stand here in front of the microphone. Of course, it's a shame to waste it, but I just like to prove to you folks that that beautiful ripe tobacco firmly and fully packed into that splendid tube of white paper is all there is to a cigarette. It's just as simple as one and one make two, or as April showers bring May flowers, to realize that that fine tobacco in your Lucky Strike is what has caused thousands and thousands of smokers complete satisfaction. Since in a cigarette it's the tobacco that counts, and since Luckies always has and always will mean fine tobacco selected for its better smoking quality. Why don't you try Luckies? I'm sure that that extra special Lucky Strike tobacco will have the following effect on you... You'll find that everytime you light a Lucky you'll like a Lucky. Try Luckies tonight and see for yourself.

ATX01 0015914

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 8th, 1943 - Morning

AS BROADCAST

BLOCK: There's an old proverb that says something about four eyes can see better than two. Well, if you stop and think about it you'll find it's really true enough. For example, you're going down to a railroad station with a friend of yours to meet someone coming in on the train. You get down there and the train is coming in and more than likely you'll turn to your friend, say, look Joe, you watch that side, and I'll watch this one. And you'll find it's much easier to locate your friend than if you were alone, and perhaps just miss him that second your back was turned. And just as four eyes are better than two, just that much better are three hundred and twelve eyes. Yes sir, that's how many eyes every Lucky Strike smoker has representing him at the various tobacco sales scattered all over the country every year. Those are the three hundred and twelve eyes of our specially trained one hundred and fifty-six experienced buyers. These men attend the auctions to select on the basis of their long experience and mature judgment the tobacco they think you'll want to smoke. And believe me, smokers, those are your well-trained keen eyes - the eyes that assure you of fine, ripe, mild, truly Lucky Strike tobacco in every Lucky you light. Rely on those eyes for your greater smoking enjoyment. Buy a pack of Luckies tonight. Light that first Lucky and relish that better-tasting, mild tobacco which our keen Lucky Strike buyers have spared no effort to obtain for you. You'll recognize that fine tobacco in every Lucky you light - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015915

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 8, 1943 - Evening

AS BROADCAST

BLOCK: Well, tomorrow the circus comes to town, and that's a sure sign of Spring... you know, like the buds on the trees, and balmy days, and measles. Gosh I used to love the circus when I was a kid, and I still do for that matter. I loved all the color of the costumes, and the clowns, and the brick house that burns down every year and the crazy clowns who rush out with the fire engine to put it out... You know, it's like that bustle and activity, and the pop corn, and the freaks, and the hot dogs, and the balloons... its so much going on all the time for your enjoyment. You can easily see where that expression arose... it's like running a three ring circus. You know, the manufacturer of these fine, mild Lucky Strike Cigarettes I have here in my hand in some way is similar to that three ring circus. There's all the bustle and activity behind that smooth, tranquil, never-failing satisfaction in every Lucky you light. There's the planting of the tobacco crop by the farmer, and the painstaking harvest of that fine, mild leaf. There's the bustle and hub-bub of the public sale of that leaf in the tobacco warehouses, and the excitement of our Lucky Strike tobacco buyers when they cross those baskets of finer quality leaf, which they select for Lucky Strike. Then there's the two to five year process of aging and blending of finer tobacco until it reaches you in Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015916

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
COMMERCIAL - APRIL 8, 1943 - EVENING
(CONTINUED)

AS BROADCAST

BLOCK: Yes, friends, Lucky Strike keeps eternally busy behind
(Contd) the scenes so your Luckies continue to bring you that fine,
mild tobacco for which Luckies have become famous. For a
smoker, it's truly the greatest show on earth... To know,
whenever he lights a Lucky he'll like a Lucky, because
Lucky Strike means fine tobacco.

ATX01 0015917

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 9, 1943 - Morning

AS BROADCAST

BLOCK: You know, a few days ago a young RAF pilot, a friend of mine, happened to drop into my office. We got to talking about different things the way you do nowadays. And he was really very pleased about everything here in town... said everybody had treated him royally and he was really sorry to leave. And your buildings he said, nodding toward the window, are really wonderful. You know, just look at that skyscraper over there! He was gazing out of the window over toward a big orange colored building. I'd often wondered what it was myself, but I had never gotten around to finding out. That's the General Electric Building, isn't it? I said I thought it was... and that really got me to thinking how little we know about the famous and beautiful landmarks about the town. We're so used to them - we pass them every day - we just don't take time to appreciate them. It often takes a complete stranger like that young RAF boy to give us an awakening. Maybe some of you average smokers are missing another landmark... it's not a skyscraper, not a statue, or a park - but it is a landmark that you shouldn't miss, because it will guide you right to true smoking enjoyment. Of course, I'm talking about Lucky Strike Cigarettes. Luckies made from finer, lighter, milder leaf - tobacco that's selected by our competent trained buyers because they know it'll smoke better in every Lucky you light. Now, friends, if you're looking for greater smoking enjoyment - if you want the peak of smoking pleasure, you'll find Lucky Strike tops. Our superior Lucky Strike tobacco guarantees you a superior smoke. Next time you buy cigarettes say... Luckies, please!

ATX01 001591B

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 9, 1943 - Evening

AS BROADCAST

BLOCK: You know over at Rockefeller Center here in New York, they've organized a tour that takes you behind the scenes to radio broadcasting studios through a great maze of buildings and elevators. It's a mile long walk, and over four million people have taken the trip. You know, a tour like that through the place makes you feel right at home in Radio City, almost as if the whole place belonged to you... your Radio City. And that's why I wish you could all be conducted on a similar tour through the Lucky Strike factories... watching that fine Lucky Strike leaf at its various stages of preparation, through its purchase in the bustling tobacco warehouses, through its careful aging and blending, right into your Lucky - so round, so firm, so fully packed, so free and easy on the draw. Then you'd realize how much Luckies are your cigarette. You see, the makers of Luckies, realizing that no cigarette can possibly be any better than the tobacco from which it's made, and with your increased smoking pleasure always in mind, have always purchased finer, milder, better tasting leaf for Lucky Strike Cigarettes. That's why I say Luckies are your smoke. They're made to fit your smoking requirements. Try Luckies tonight! You'll find that when you light a Lucky you'll like a Lucky.

ATX01 0015919

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - April 10, 1943 - Morning

AS BROADCAST

BLOCK: Did I tell you folks about that odd experience I had one day last week walking down Fifth Avenue, minding my own business, window shopping - people all around me, and out in front of me walking along I saw a familiar figure - an old friend of mine? I hadn't seen him in months. I hurried up ahead and slapped my hand on his back and said... How yuh, Jim? He wheeled around and I took one good look at him and then was my face red! It wasn't Jim at all. It was a total stranger, so naturally I just grinned sheepishly and mumbled an apology, and hurried on. Have you ever had that happen to you? You feel sort of silly about it, don't you? Well, here's my guarantee that you'll never feel that way if you smoke Lucky Strikes. You can't make a mistaken identity. That red bull's eye on the fresh white package stands for your good friend - fine tobacco... riper, milder, better tasting leaf, especially selected for your smoking enjoyment by our trained tobacco buyers. Look, next time you buy cigarettes, order Luckies, and I'm sure you'll find that fine tobacco in every Lucky you light... so round, so firm, so fully packed, so free and easy on the draw. It's a truly long time friend. Remember, next time ask for Lucky Strike.

ATX01 0015920

BLOCK: You know, folks, these days you hear a lot of talk about social security. I guess everybody's interested in putting something away for a rainy day. It's a comfortable feeling to know there's a cushion to fall back on, so that you won't be worried with financial problems in later years. That's the principle of your bank account and of the social security that's taken out of your pay check every week, and the insurance premium you pay regularly. You know, it's that same feeling of comfortable security like having money in the bank that smokers have found in Lucky Strike Cigarettes. They know from experience they have only to light a Lucky to like a Lucky - to draw on that mild, better tasting Lucky Strike that just hits the spot when they're looking for a fine smoke. You see, Lucky Strike has realized - long ago the importance of fine tobacco in a fine cigarette - that no cigarette can possibly be any better than the tobacco from which it's made. So listen to this historic chant by the tobacco auctioneer, and let it remind you that Luckies always have and always will bring you finer leaf for your complete smoking enjoyment.

MAN: (Sing song chant) Sold to American

BLOCK: Yes, friends, as soon as you've tried Luckies you'll find what a comfort there is to be had in cigarette security - in knowing that awaiting you in every single pack of Luckies is that fine, ripe Lucky Strike leaf - so round, so firm, so fully packed, so free and easy on the draw. Made to your specifications for fine, naturally milder tobacco. Luckies are bound to please you.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 12, 1943 - Morning

AS BROADCAST

BLOCK: Did you ever hear that old expression about 'getting a bird's eye view of something? Anyone of your friends ever fly over New York and tell you about the wonderful bird's eye view he had of the city before the plane landed? Well, a bird's eye view of a place is a pretty comprehensive one, and you can see over a long distance. And all the unessentials are blocked out. Just the important things stand out in your gaze. In a plane over New York you can pick out the Empire State Building, and the Parks, and the Hudson, and the East River, and perhaps a few other large buildings, but the other things just fade away. And you know, friends, if you were to get a bird's eye view of the cigarette world, and if the unessentials were to slip away in this big view you had of all the tobacco growing, and selling and blending, and manufacturing, you'd soon realize that the most important thing in any cigarette - the thing that really stands out - is the tobacco from which it's made. After all, a cigarette is tobacco. There's no doubt about it. Obviously, the better the tobacco, the better the cigarette. And that's why at those public tobacco sales held down South every year, our Lucky Strike tobacco buyers are in there pitching - examining the leaf, comparing it, and finally, when they find some that comes up to Lucky Strikes specifications for mildness, and lightness, and excellent taste, they buy it for your Luckies.

(MORE)

ATX01 0015922

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 12, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

That's why I say if you're a smoker looking for real smoking enjoyment, then make sure of choosing the cigarette that brings you fine, mild naturally better tasting tobacco. Make sure of getting Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015923

BLOCK: You know, the other day I was looking through the Real Estate Section of the paper. Seems everytime Spring rolls around I get an urge for a house out in the country with ground around it for a Victory Garden. I guess there are thousands of people who feel like that every year. Well, as I looked through the pages of the paper I came across an architect's drawing of a house up in Connecticut. How an architect can visualize a finished house from all those lines, knows just how it will look from all angles, even down to the shrubs at the front door - I don't know... I can't, anymore than I can see what a room is going to look like just for a few pieces of colored material, or a dab or two of paint. But the architect and the decorator know what they're about. They're experts just the way a tobacco expert, basing his judgment on experience and training, certainly should be able to judge immediately how a tobacco will smoke as he watches it being auctioned off on the warehouse floor down South. I guess that's why the independent tobacco experts smoke Luckies by such an overwhelming majority. After all, these are the men, who while attending the public tobacco sales, can't help seeing exactly who buys what tobacco, so when time after time, riper, milder better-tasting leaf that will smoke better, is sold American, well, it's easy to understand why with independent experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 12, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

Now friends, if you were building a house, you'd make sure of getting a firm foundation. If you were decorating a room, you'd be sure that the basic furniture was sturdy enough. Well, why don't you take a tip from the independent tobacco experts who obviously know that the basic thing in any cigarette is tobacco, that fine tobacco is the foundation of a fine smoke. Smoke Lucky Strike, the cigarette that means fine tobacco and you're sure to find the utmost in smoking enjoyment.

ATX01 0015925

BLOCK: The other day I was up-stairs in the office standing up there watching one of the young ladies using a stapling machine to fasten some correspondence together. I guess you've seen those little machines... you press the lever and the machine fastens the paper together with a tiny steel clip. It's a pretty handy gadget to have around. Sometimes words and ideas get stapled together, too. You take expressions like corned beef and cabbage, or night and day, or ham and eggs, for example. They just go together. Then there's Lucky Strike and fine tobacco - just as firmly fastened together as if it had been done by that stapling machine. Luckies have actually come to mean fine tobacco, have actually become synonymous with fine tobacco. You see, when Luckies first came on the market years ago, the folks who made them realized that no cigarette could be any better than the tobacco from which it was made, so they've always made every possible effort to purchase finer, lighter, riper leaf for Lucky Strikes. And brother, when the independent tobacco experts who attend the public tobacco sales can't help seeing Lucky Strike consistently buying fine leaf, choose those Luckies for their own personal smoking preference by an overwhelming majority. Well man, that's enough to make me ask for a cigarette that brings increased smoking enjoyment - Lucky Strike, the cigarette that means fine tobacco.

MAN: (SING SONG CHANT) Sold to Americans!

BLOCK: Yes, friends, let that historic chant remind you that with men who know tobacco best, it's Luckies two to one!

BLOCK: You know, years ago, different stores here in this country were distinguished by signs. I don't mean the ordinary printed signs that we have nowadays, but certain other recognizable devices. For example, though they're not very common now, the life size wooden indian used to show that a tobacco store lay within, and the three golden balls hanging over a door-way - you know what that meant - that was a Pawn Shop, a peppermint striped pole in front of a store meant it was a barber's shop, and similarly in the tobacco business there are many signs which the tobacco experts understand. But when sales are transacted in the huge tobacco warehouses down South these men from previous training and experience must be able to read the signs of the different qualities of leaf that are auctioned off. And our Lucky Strike tobacco buyers are experts - make no mistake about that. They know the signs of fine tobacco... truly Lucky Strike tobacco as the baskets come up for sale. These are the men who have been trained for years in the tobacco business - brought up to evaluate the quality of tobacco, and to make quick and expert decisions as to its desirability. When they see a basket of finer, milder, better tasting leaf, which they know will smoke better in your Luckies they go after it immediately.

MAN: (SING SONG CHANT) SOLD TO AMERICANS

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 13, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

Yes, friends, let that historic chant remind you that Lucky Strike means fine tobacco. Now, you'd never walk into your favorite tobacco store and ask for a shave - similarly our Lucky Strike buyers never make a mistake in the selection of that fine, ripe Lucky Strike leaf, that makes every Lucky you light the utmost in smoking enjoyment. Next time you buy cigarettes, buy Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015928

BLOCK: You know, there's a little saying April Showers bring May flowers - it's a good thing to remember, especially when you're all dressed up in new Spring clothes and a sudden rain storm shatters your beautiful outlook on life. Just cause and effect... that's all it is. We need April showers to bring May flowers. And similarly, there's cause and effect in that fine tobacco in your Lucky Strike Cigarette. The fine tobacco is responsible for that extra special smoking pleasure in every Lucky. It's your only guarantee of a fine smoke. Did you ever split a cigarette right up its side? Well, that's what I'm doing right now with my nail as I stand here in front of the microphone. Of course, it's a shame to waste this nice cigarette, but just to prove to you folks that that beautiful ripe tobacco firmly and fully packed into that slender tube of white paper is all there, and that it is to a cigarette one of the most important things. It's just as simple as one and one makes two, or as April showers bring May flowers, to realize that that fine tobacco in your Lucky Strike is what has caused thousands and thousands of smokers complete satisfaction. Since in a cigarette it's the tobacco that counts - since Lucky Strike always has and always will mean fine tobacco, selected for its better smoking quality, why don't you try Luckies? I'm sure that extra special Lucky Strike tobacco will have the following effect on you... You'll find that everytime you light a Lucky you'll like a Lucky. So, try Luckies today and see for yourself.

BLOCK: You know, the other day I was sitting at my desk. I had to write out a check, and I came to the line where you sign your name - you know the signature line - and I stopped and began to think about how would I sign my name. You know a signature's a funny thing when you come to think of it. Suppose I had decided to use a different penmanship - different altogether. Oh boy, would the bank get all upset, and I'd probably get a telephone call to find out if the check were authentic or not. Yes, when you sign a check, you sign it the way you always do with no extra flourishes, and that's the way the bank can recognize if you really wrote it or not. That's what a signature means on a check, or an autograph picture, or on a receipt, or on a letter. It's a mark of authenticity and distinction. You know, friends, the red bull's eye trade-mark on every fresh, white package of Lucky Strike Cigarettes is our signature, and it's your assurance of that fine Lucky Strike tobacco that lies within. You see, that Lucky Strike signature means that our Lucky Strike buyers - men trained and experienced in tobaccoland - have selected on the basis of their mature judgment the tobacco they think you'll want to smoke, the tobacco they know will smoke better because it's milder, riper, truly fine leaf. And friends, that's something you can't forget in a fine cigarette - fine tobacco. It's got to be authentic for a truly fine smoke.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 14, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: So why not make sure of getting genuine smoking pleasure by smoking Lucky Strikes, the cigarette that brings you fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Oh yes, and by the way, tonight over another station Lucky Strike presents Kay Kyser's College of Musical Knowledge to the men at the Marine Base at Camp Elliott, California.

ATX01 0015931

BLOCK: Well, the Circus came to town last week. And gosh, did I use to love the circus when I was a kid! I still do for that matter. I loved all the color of the costumes, and the funny antics of the clowns. Remember the brick house that burns down every year, and the crazy clowns who rush out with the fire engines like mad and put it out. I guess we all like that bustle and that activity, and the pop corn, and the freaks, and the hot dogs, and the balloons. There's so much going on all the time you forget - you forget your troubles, and remember only enjoyment. You can easily see where that expression arose... like running a three ring circus. You know, the manufacturer of these fine, mild Lucky Strike Cigarettes in some ways is similar to that three ring circus. There's all the bustle and activity behind the smooth, tranquil, never-failing satisfaction in every Lucky you light. There's the planting of the tobacco crop by the farmer, and the painstaking harvest of that fine, mild leaf. There's the bustle and hub-bub of the public sale of that tobacco in the tobacco warehouses, and the excitement of our Lucky Strike tobacco buyers when they come across those baskets of finer quality leaf, which they select for Lucky Strike. Then, there's the long two to five years process of aging and blending that finer tobacco until it reaches you in Luckies - so round, so firm, so fully packed, so free and easy on the draw. Yes, friends, Lucky Strike keeps eternally busy behind the scenes so that your Luckies can continue to bring you that fine, mild tobacco for which Luckies have become famous. So, smokers, it's truly the greatest show on earth... you know, whenever you light a Lucky you'll like a Lucky, because Lucky Strike means fine tobacco.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 15, 1943 - Evening

AS BROADCAST

BLOCK: You know, friends, we have here in the building where the studio is located a very wonderful device called an automatic sprinkling system. It's a series of pipes along the ceiling with sprinklers at certain intervals. Now should a fire occur the rooms would be heated above a certain temperature, the sprinklers would automatically open and the water would pour down on the flame. It's an automatic device which really gives you a feeling of comfort and safety knowing that should a fire occur those automatic sprinklers would douse it in a hurry. It gives you a feeling of security - security... it sure is a grand thing... makes living so much more comfortable and enjoyable. I'll bet you never thought of such a thing as cigarette security before, did you? Well, cigarette security is the knowledge that every time you light a certain cigarette it will bring you the very utmost in smoking enjoyment. And the only way you can be sure of that peak in smoking enjoyment is by smoking a cigarette that's made with finer tobacco. That's why I like to recommend Lucky Strike, the cigarette that means fine tobacco. Lucky Strike buyers are famous throughout the south - throughout the public tobacco sales for their keen selection of the finer, milder, better tasting leaf that they know will smoke better.

(MORE)

ATX01 0015933

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 15, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

And that's the leaf, after it's been carefully aged and blended that goes into every single one of your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Why don't you start to taking to that comfortable feeling - that comfortable feeling of security - that comes with knowing that every time you light a Lucky you'll like a Lucky? You can't help but, because of that finer tobacco - that fine, superior quality tobacco in Lucky Strikes.

ATX01 0015934

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 16, 1943 - Morning

AS BROADCAST

BLOCK: You know, friends, over here at Radio City it's in Rockefeller Center in New York, they have a wonderful tour that takes you behind the scenes into the radio broadcasting studios, and through the great maze of buildings and the elevators, and it's a mile long trek, and over four million people have taken the trip. It seems to me that a tour like that through the place would make you feel right at home, almost - almost as if the whole place belonged to you. You've seen all of it. It's your city - your Radio City. And that's why I wish you all could be conducted on a similar tour through the Lucky Strike factories... watching that fine Lucky Strike leaf in the various stages of preparation, when it's purchased in the tobacco warehouses, through its careful aging and blending, right into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Then you'd realize how much Luckies are your cigarette. You see, the makers of Luckies, realizing that no cigarette can possibly be any better than the tobacco from which it's made, and with your increased smoking pleasure always in mind, have always purchased finer, milder, better tasting leaf for Lucky Strike Cigarettes. That's why I say Luckies are your smoke. They're made to fit your smoking requirements. Try Luckies today! You'll find that when you light a Lucky, you'll like a Lucky.

ATX01 0015935

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 16, 1943 - Evening

AS BROADCAST

BLOCK: You know, friends, we're really coming into a great age. An age of aeroplanes, and plastics, and glass clothing and television. Television...that's something to look forward to. You know, we have a little television set up here in the studio...nothing very elaborate...just a little experimental set, but it really works. I stood there the other day watching those moving pictures on the screen, and I got to thinking how in a few years I'll no longer have to describe the tobacco auctions to you simply with word pictures alone. I'll actually have a microphone and a television set up there in the tobacco lands, and you smokers will be able to see for yourselves exactly how these public sales proceed. You'll be able to see a basket of leaf come up for sale... hear the auctioneer call the opening bid and see it sold, And there you'll notice that our Lucky Strike representatives don't enter a bid all the time. He's a keen, choosy buyer and he waits for a basket of superior leaf - truly Lucky Strike tobacco. Then he enters his bid. And it isn't long before that tobacco belongs to Lucky Strike. So, let this historic chant remind you that... that these keen, Lucky Strike buyers always make sure of getting for your greater smoking enjoyment none but the finer, milder, riper leaf.

MAN: (SING-SONG CHANT) ... Sold To American!

(MORE)

ATX01 0015936

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 16, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: And the next time you walk into your local tobacco store, ask for a pack of Luckies - so round, so firm, so fully packed, so free and easy on the draw. And then, when you light that first Lucky and draw in that first delicious puff, I'd like to have that expression of real delight and smoking satisfaction televised, so that all the listening audience could realize that, in a cigarette, it's the tobacco that counts. And that Lucky Strike most certainly does mean fine tobacco. Ask for Luckies tonight

ATX01 0015937

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 17, 1943 - Morning

AS BROADCAST

BLOCK: You know, these days you hear a lot of talk about Social Security. I guess everybody's interested in putting something away for a rainy day. It's a comfortable feeling to know that there's a cushion to fall back on so that you won't be worried with financial problems in later years. That's the principle of your bank account and of the social security that's taken out of your pay check every week, and the insurance premium that you pay regularly. You know, it's that same feeling of comfortable security like having money in the bank that smokers have found in Lucky Strike Cigarettes. They know from experience that they have only to light a Lucky to like a Lucky - to draw in that mild, better tasting Lucky Strike that just hits the spot when they're looking for a fine smoke. You see, friends, Lucky Strike has long realized the importance of fine tobacco in a cigarette. But no cigarette can possibly be any better than the tobacco from which it's made. So listen to this historic chant by the tobacco auctioneer, and let it remind you that Luckies always have and always will bring you finer leaf for your complete smoking enjoyment.

MAN: (SING SONG CHANT) - Sold to American!

(MORE)

ATX01 0015938

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 17, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: Yes, friends, as soon as you've tried Luckies you'll find what a comfort there is to be had in cigarette security - in knowing that awaiting you in every single pack of Luckies is that fine, ripe Lucky Strike leaf - so round, so firm, so fully packed, so free and easy on the draw. Made to your specifications for fine, naturally milder tobacco - Luckies are bound to please.

ATX01 0015939

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 17, 1943 - Evening

Mr. Poygen
AS BROADCAST

BLOCK: You know, there's an old, old saying that anybody can count the apples on a tree, but it takes a wise man to count the trees in an apple. It takes a wise man to realize the potentialities of things from their very beginning. And similarly, anyone knows a good cigarette in an instant because it smokes better - because of its milder, riper taste - because it reaches your smoking requirements. That's not so difficult. We average smokers know a fine cigarette when we find one, but it's not quite so easy to recognize in its original state the fine tobacco that makes your fine smoke. It's only the tobacco-trained, tobacco-wise, tobacco experts who are able to recognize in a flash the better-tasting, milder leaf as it comes up for sale. And so, when the independent tobacco experts, the auctioneers, buyers and warehousemen - men who have stoked up the tobacco wisdom and lore of generations, choose Lucky Strike Cigarettes as their own smoking preference, that points to just one thing... When these men attend public tobacco sales in the South, they can't help seeing who buys what leaf - can't help seeing our Lucky Strike buyers consistently buying the leaf they'd like to smoke. So it's small wonder, that among the independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Why not show your smoking wisdom by treating yourself to the cigarette that means fine tobacco - Lucky Strike? So, round, so firm, so fully packed, so free and easy on the draw. You can be sure that that fine tobacco in every single Lucky you light is bound to give you a more enjoyable smoke. Try a Lucky tonight.

ATX01 0015940

BLOCK: I think it was last week I was looking through the Real Estate section of the paper, and you know how it is when Spring rolls around you get an urge for a house in the country with plenty of ground around it for a Victory Garden. I guess there are thousands of people who feel that way every year. And as you look through the pages of the paper, well you come across architect's drawings of houses, and I saw one in Connecticut. How an architect can visualize a finished house from all those lines - how to look from all angles, even down to the shrubs at the front door is something I don't know. I can't figure it out anymore than I can see what a room is going to look like just from a few pieces of colored material, and a dab or two of paint. But the architect and the decorator - they know what they're about. They're experts! Just the way the tobacco expert, basing his judgment on experience and training, certainly should be able to judge immediately how a basket of tobacco will smoke as he watches it being auctioned off on the warehouse floor. I guess that's why the independent tobacco experts smoke Luckies by such an overwhelming majority. After all, these are the men, who while attending the public tobacco sales, can't help seeing exactly who buys what tobacco. So, when time after time, riper, milder, better tasting leaf, that'll smoke better, is sold American, it's easy to understand why with these independent experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 19, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: Friends, if you were building a house, you'd be sure of
(CONTD) getting a firm foundation. If you were decorating a
room you'd be sure the basic furniture was sturdy. So,
why don't you take a tip from the independent tobacco
experts who obviously know that the basic thing in any
cigarette is tobacco... the fine tobacco is the
foundation of a fine smoke. Smoke Lucky Strike, the
cigarette that means fine tobacco, and you're sure to
find the utmost in smoking enjoyment.

ATX01 0015942

BLOCK: Do you know, what I was just thinking, there's something wonderful about the way a bee can make honey... The way he knows exactly how to find the sweet brightly colored flowers... carry their nectar back to the beehive? If you've ever watched a bee hovering over a field perhaps you've noticed how unerringly it lights on the perfumed, nectar filled flowers. How it disregards the plain leaves and the bushes. Now, you know you might call our Lucky Strike Tobacco Buyers... busy as bees... if you saw them in action at the public tobacco sales down south every year, examining the various baskets of tobacco as they come up for sale. And there's still another similarity in their unerring, almost instinctive judgment as to which tobacco will smoke better. Our buyers know how to select the finer, riper, milder, true Lucky Strike tobacco. And when they come across such baskets of superior quality leaf they go after it, and when that tobacco is 'Sold American' and carted away to be aged and mellowed and blended until it fills your Luckies, as you know them today. Smokers, when you rely on Lucky Strike for your smoking pleasure, you're relying on the unbeatable judgment selection of our famous tobacco buyers, who, for long years of experience and training in tobacco land, can tell at a glance the smoking quality of any given basket of tobacco.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 19, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: And these men, realizing that no cigarette can possibly be any better than the tobacco it contains, make sure that your Lucky Strikes always mean fine tobacco - so round, so firm, so fully packed, so free-and-easy on the draw. Try a pack of Luckies tonight, huh? Then you'll realize what I mean when I say that every time you light a Lucky you'll like a Lucky.

ATX01 0015944

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 20, 1943 - Morning

AS BROADCAST

BLOCK: You know, years ago, different stores in this country were distinguished by certain signs. Now I don't mean the ordinary printed signs we have nowadays, but certain other recognizable devices. For example, though they're not very common now...the life-size wooden indian used to show that a tobacco store was within. The three golden balls hanging over a doorway meant it was a pawnshop. A peppermint striped pole in front of a store meant it was a barber shop. And similarly, the tobacco business there are many signs which the tobacco experts understand. And when sales are transacted in the huge tobacco warehouses these men, from previous training and experience, must be able to read the signs of the different qualities of leaf that are auctioned off. And our Lucky Strike tobacco buyers are experts, make no mistake about that. They know the signs of fine tobacco... truly Lucky Strike tobacco as the baskets come up for sale. These are the men who have been trained for years in the tobacco business... brought up to evaluate the quality of tobacco, and make quick and expert decisions as to its desirability. When they see a basket of finer, milder, better-tasting leaf, which they know will smoke better in your Luckies they go after it immediately.

(MORE)

ATX01 0015945

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 20, 1943 - Morning
(Continued)

AS BROADCAST

MAN: (Sing-song chant) Sold to Americans!

BLOCK: Well friends, let that historic chant remind you that Lucky Strike means fine tobacco. You'd never walk into your favorite tobacco store and ask for a shave. Similarly, our Lucky Strike buyers never make a mistake in the selection of that fine, ripe Lucky Strike leaf that makes every Lucky you light the utmost in smoking enjoyment. Next time you buy cigarettes buy Luckies... so round, so firm, so fully packed, so free-and-easy on the draw.

ATX01 0015946

BLOCK: You know, folks, with Spring coming on like this I guess most of us are spending a lot of time outdoors or wishing that we could be in the country. Ah, I really love to get out in the woods - I love to get out there and hike, sleep out, do my cooking over an open fire. I guess that all goes back to my boy scout days - with tying knots and doing a good deed. Those were the days all right! There was a complicated signal system we had... Scout troop used those Indian stone signals when we were out on the trail - leave signs for any of the other boys who might be following us. We piled several stones on top of each other. Two stones pointing toward the right meant we went that way... three stones meant the other way. And certain other arrangements meant danger, fire, enemies ahead. It was all very secret. I was quite a whiz at reading those signs, but not today! Give me a few of those signals to read and it would be like a strange language. You have to keep in training to read them. I could no more read those stone signals than I could read the signs of different qualities in leaf tobacco. You and I, just average smokers, would hardly know what to look for in the baskets of tobacco as they come up for public sale. But you can rest assured that our Lucky Strike buyers know the signs of fine tobacco. Through years of experience and training our tobacco buyers can recognize at a glance exactly which tobacco means greater smoking enjoyment for you.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 20, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: And since that's the aim of the folks who make Luckies -
 greater smoking pleasure - our buyers make sure of
 getting finer, lighter, milder, truly Lucky Strike leaf
 to assure you of complete smoking satisfaction. Next
 time you buy cigarettes give the signal for the cigarette
 that means fine tobacco. Ask for Lucky Strike - so
 round, so firm, so fully packed, so free and easy on
 the draw.

ATX01 0015948

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 21, 1943 - Morning

AS BROADCAST

BLOCK: You know, the other day I was sitting upstairs at my desk. I had to write a check, and as I came to the line for the signature I stopped and began to think about how I'd sign my name. You know, a signature is a funny thing when you come to think of it. Just suppose I had decided to use a different penmanship all together. Boy, would the bank be all upset, and I'd probably get a telephone call to find out if the check were authentic or not. When you sign a check you sign it the way you always do - with no extra flourishes. That's the way the bank can recognize if you really wrote it or not. That's what a signature means on a check, or an autograph picture, or on a receipt, or a letter. It's a mark of authenticity and distinction. Now, friends, the red bull's eye trade mark on every fresh, white package of Lucky Strike cigarettes is our signature, and your assurance of that fine Lucky Strike tobacco that lies within. You see, that Lucky Strike signature means that our tobacco buyers - men trained and experienced in tobaccoland - have selected on the basis of their mature judgment the tobacco they think you will want to smoke, the tobacco they know will smoke better, because it's milder, riper, truly finer leaf. Now, friends, that's something you can't forget in a fine cigarette - fine tobacco. It's got to be authentic for a truly fine smoke. Why don't you make sure of getting genuine smoking pleasure by smoking Lucky Strike, the cigarette that brings you fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015949

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 21, 1943 - Evening

AS BROADCAST

BLOCK: You know, the other day I was sitting in my office and I had a brand new pack of Luckies right on the desk in front of me. They were spic-and-span in that fresh, white package with the famous, red bull's eye. And I just decided to be contrary for a change so I turned the pack upside down, unfolded the cellophane at the bottom. Brother, it sure felt as if it were on there to stay to insure the freshness of those Luckies within. But I finally got it unfolded and then I opened the gray paper wrapper, and looked into the bottom section of that pack of Luckies - twenty cigarettes were there - uniform, round, and firm... twenty cigarettes, seven in the top row, six in the middle, seven in the bottom row, not one piece of tobacco protruding - not an end out of place. Then I turned the package right side up and opened the pack the way I usually do - pulling that little red tab. There were the same twenty cigarettes - all in uniform, round, and firm. Now friends, I've often told you that Lucky Strike means fine tobacco and truer words were never spoken. Our buyers make sure of getting that finer, milder, riper leaf, but it's quality tobacco in the proper place, properly protected until it reaches you, and uniformly fine through and through.

(MORE)

ATX01 0015950

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 21, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: Opening that package of Luckies at the wrong end yesterday gave me another clue to the sincerity of the Lucky Strike pledge for your complete smoking satisfaction. It's like opening someone's bureau unexpectedly to see if it's in order, examining the other side of those Luckies assured me that Luckies are uniformly so round, so firm, so fully packed, so free and easy on the draw. Tenderly packed so it's not bruised that fine tobacco is carefully guarded in every pack of Luckies so that none of its richness will be lost until it reaches you - so that not one loose end will mar the enjoyability of that fine smoke. Now if you want a uniform and quality smoke, reach for a Lucky for complete satisfaction.

ATX01 0015951

BLOCK: You know, here in this building - where WNEW is located - we have a wonderful device. It's called an automatic sprinkling system. It's a series of pipes running along the ceiling with sprinklers at certain intervals. Now should a fire occur and the rooms would be heated above a certain temperature, the sprinklers would automatically open and pour water down on the flames. It's an automatic device which really gives you a feeling of comfort and safety knowing that should a fire occur those automatic sprinklers would douse it in a hurry. It gives you a wonderful feeling of security. Security sure is a grand thing... makes living so much more comfortable and enjoyable. I'll bet you never thought of such a thing as cigarette security, did you? Well, cigarette security is the knowledge that everytime you light a certain cigarette it will bring you the utmost in smoking enjoyment. And the only way you can be sure of that peak in smoking pleasure is by smoking a cigarette that's made with finer tobacco. Now friends, that's why I recommend that you smoke Lucky Strike - the cigarette that means fine tobacco. Lucky Strikes tobacco buyers are famous throughout the South - throughout the public tobacco sales - for their keen selection of the finer, milder, better tasting leaf that they know will smoke better. And that's the leaf, after it's been carefully aged and blended that goes into every single one of your Luckies, so round, so firm, so fully packed, so free and easy on the draw.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 22, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: Why don't you start to taking of that comfortable feeling -
that comfortable feeling of security - that comes with
knowing that everytime you light a Lucky you'll like a
Lucky?... You can't help, but, because of that fine,
superior quality tobacco in Lucky Strike.

ATX01 0015953

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 22, 1943 - Evening

AS BROADCAST

BLOCK: Friends, did you ever stop to consider what a trade-mark is? Well, my good old, trusty dictionary says that a trade-mark is a distinctive mark adopted by a manufacturer and placed on his goods to distinguish them from other brands. It's a distinguishing mark. And the manufacturer wants to make it a distinguished mark, too. And you know, the red bull's eye that distinguishes every single pack of Luckies that you buy, stands for many things. It stands for Lucky Strike, sure, but it also stands for the quality tobacco, for the painstaking care, and blending, aging, and curing that tobacco before it's placed in every Lucky - so round, so firm, so fully packed, so free and easy on the draw. It stands for the smoking satisfaction of millions of contented smokers... average smokers like you and me, and tobacco experts, too. And so the next time you walk into your favorite tobacco store and look around, fasten your eye on that bright red bull's eye on the fresh white package. Ask for Luckies and assure yourself of a quality smoke, made from quality tobacco. You'll find that to light a Lucky is to like a Lucky.

ATX01 0015954

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 23, 1943 - Morning

AS BROADCAST

BLOCK: You know, it's really a great age we're coming into... an age of airplanes, and plastics, and glass clothing, and television. Television.. yes sir, that's something to look forward to. You know, we have a little television set here in the studio. It's nothing very elaborate - just a little experimental set, but it really works. The other day I was watching these moving pictures on the screen, and I got to thinking how in a few years it'll no longer be necessary to describe the tobacco auctions to you simply with word pictures alone. I'll actually have a microphone and television set up right down there in tobaccoland. So that you smokers, will be able to see for yourself exactly how these public sales proceed. You'll be able to see a basket of leaf come up for sale... you'll hear the auctioneer call the opening bid and you'll see it sold. And you will soon notice that our Lucky Strike representatives don't enter a bid all the time. No sir, they're keen, choosy buyers. They wait for a basket of superior leaf - truly Lucky Strike tobacco. Then they enter their bid. It isn't long before that tobacco belongs to Lucky Strike. So, let this historic chant remind you that these keen Lucky Strike buyers always make sure of getting for your greater smoking enjoyment none but the finer, milder, riper tobacco.

MAN: (SING SONG CHANT) SOLD TO AMERICAN!

(MORE)

ATX01 0015955

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 23, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: Now the next time you walk into your local tobacco store ask for a pack of Luckies, so round, so firm, so fully packed, so free and easy on the draw. And man, when you light that first Lucky and draw in that first delicious puff, I'd like to have that expression of real delight and smoking satisfaction televised, so that all the listening audience could realize that in a cigarette it's the tobacco that counts, and Lucky Strike most certainly does mean fine tobacco. Ask for Luckies today.

ATX01 0015956

BLOCK: You know, the other day we were having a business meeting in my office upstairs here in the building, and several people were sitting around talking and all of a sudden a letter that I had written a couple of days before came up in our discussion. I didn't waste any time trying to remember what I had said... so that I could quote from it, I went right over to the files and got a hold of a carbon copy of the letter. And there it was in black and white - a true copy of the original, and no mistake about it. Just as quickly as that, we cleared up the few points which had arisen about that letter. Well, I guess you could say... I know that, Martin. I've worked in an office in my day, and I've seen carbon copies of letters, all right, but what's that got to do with Lucky Strike? Well, just this: Each and every Lucky Strike you smoke is as identical and as true to the original, high Lucky Strike standard as if it were a clear carbon copy. No doubt about it - no mistaking. That truly fine, mild, ripe Lucky Strike tobacco in Luckies - so round, so firm, so fully packed, so free and easy on the draw - fills each Lucky you buy. Twenty cigarettes to a pack - ten packs to a carton and every Lucky in perfect, tip-top condition... every Lucky identical in taste and aroma. And it's no accident that every time you light a Lucky you like a Lucky. I can think of no more confident thought to a smoker, whether he be an average smoker like you and me, or a tobacco expert like the buyers, and warehousemen, and auctioneers down South, than to know that every single Lucky he lights will bring him the utmost in smoking enjoyment.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 23, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: Try Luckies tonight, won't you? And man, I'd like to
be able to send a carbon copy of your smoking satisfaction
to everyone listening in right now.

ATX01 0015958

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 24, 1943 - Morning

AS BROADCAST

BLOCK: You know, there's an old saying that anyone can count the apples on a tree, but it takes a wise man to count the trees in an apple. It takes a wise man to realize the potentialities of things from their very beginning. And similarly, anyone knows a good cigarette in an instant because it smokes better - because of its milder, riper taste because it reaches your smoking requirements. That's not so difficult. We average smokers know a fine smoke when we find one, but its not quite so easy to recognize in its original state the fine tobacco that makes a fine smoke. Now it's only the tobacco trained, tobacco wise, tobacco experts who are able to recognize in a flash the better-tasting milder leaf as it comes up for sale on warehouse floors down South. So when the independent tobacco experts - the auctioneers, and buyers, and warehousemen - the men who have stoked up the tobacco wisdom and tobacco lore of generations choose Lucky Strike Cigarettes as their own personal smoking preference, that points to just one thing... when these men attend public tobacco sales in the South, they can't help seeing who buys what leaf. And they can't help seeing our Lucky Strike buyers consistently buying the leaf they'd like to smoke.

(MORE)

ATX01 0015959

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 24, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: So it's small wonder that among the independent tobacco experts, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Why don't you show your smoking wisdom by treating yourself to the cigarette that means fine tobacco - the Lucky Strikes, so round, so firm, so fully packed, so free and easy on the draw?

ATX01 0015960

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 24, 1943 - Evening

AS BROADCAST

BLOCK: Say, you know the other day I received a notice in the mail that the Palisades Amusement Park in New Jersey is opening tonight. And I know that that's going to mean lots of fun for lots of people - scenic railways, loop-the-loop, chute-the-chutes, carousel - there's something I used to love when I was a kid - get up on that moving horse and ride as long as my nickels would last... sort of a pointless occupation when you come right down to it - traveling around in circles on a wooden horse. But I was always hoping to grab the brass rail and I guess it's the saddest story of my childhood that I never did. I wonder how many of you folks out there listening are traveling around in circles, looking for the lucky ring as far as your smoking pleasure is concerned. If so, then I think I have the answer to your problem. Try a Lucky, the cigarette that means fine tobacco. You see, friends, Luckies are made from finer, milder, riper tobacco - tobacco our buyers know from experience and training will taste better and smoke better. In fact, it's little wonder that among the independent tobacco experts - the men who can't help seeing us buy this finer leaf at the public tobacco sales every year - among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATK01 0015961

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 24, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: And that's why I urge you to try Lucky Strike, so round,
so firm, so fully packed, so free and easy on the draw.
After your first pack of Luckies - after you've tasted
that superior tobacco, you realize that when you smoke a
Lucky you really reached the best in smoking enjoyment.

ATX01 0015962

BLOCK: You know, really there's something wonderful about the way a bee can make honey - how he knows exactly where to find a sweet, bright colored flower - carry their nectar back to the beehive. And if you've ever watched a bee how it lights on the perfumed, nectar filled flowers, and how it disregards the plain leaves and the bushes. You might call our Lucky Strike Tobacco Buyers busy as bees if you saw them in action at the public tobacco sales down South - examining the various baskets of tobacco as they come up for sale. But, there's still another similarity in their unerring, almost instinctive judgment as to which tobacco will smoke better. Our buyers know how to select the finer, riper, milder, true Lucky Strike tobacco. And when they come across such baskets of superior quality leaf they go after it. When that tobacco is 'Sold American' and carted away to be aged and mellowed and blended till it serves your Luckies as you know them today. Now smokers, when you rely on Lucky Strike for your smoking pleasure, you're relying on the unbeatable judgment and selection of our famous tobacco buyers, who from long years of experience and training can tell at a glance the smoking quality of any given basket of tobacco.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 26, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: And these men, realizing that no cigarette can possibly be any better than the tobacco it contains make sure that your Lucky Strikes always mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Try a pack of Luckies today, and you'll realize what I mean when I say that everytime you light a Lucky you'll like a Lucky.

ATX01 0015964

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 26, 1943 - Evening

AS BROADCAST

BLOCK: You know, folks, baseball is here. Sure enough! Not only has the season started officially, but I saw some kids practicing with ball and glove over in an empty lot the other day, and that is a sure sign if there ever was one. You know that's an interesting system they devised in baseball for, if it starts to rain, the spectators don't lose out altogether - you know the rain check It provides that in case of rain you can come back and see another game. And I bet you wouldn't walk up to the window at Ball Park when your favorite team is playing - the Dodgers, the Yankees or the Giants - and say to the man...Give me a rain check, Bud. Of course not! You want to be in on the fun. You don't want to put off till tomorrow what you can do today. Similarly, I wonder if you've been taking a rain check on smoking pleasure. You have done it you know, if you've been delaying trying Lucky Strikes. You see, I can't lose if I tell you to reach for a Lucky, because Luckies are made from finer, milder, riper tobaccos - truly Lucky Strike leaf which is aged, cured and blended to perfection, before it reaches you in every Lucky - so round - so firm - so fully packed...so free and easy on the draw. And since in a cigarette it's the tobacco that counts, and Lucky Strike truly means fine tobacco, Luckies are bound to score high in your smoking enjoyment. Just try Luckies tonight, and you'll find that every time you light a Lucky you'll like a Lucky, which is a pretty high batting average in any League.

ATX01 0015965

BLOCK: You know, with Spring coming on like this, I guess most of us are spending more time outdoors, or wishing we could be in the country any way. I'd love to get out in the country - hike, sleep out, do my cooking over an open fire - done it lots of times. I guess that all goes back to my days in the Boy Scouts... tying knots - doing a good deed. Yes sir, those were the days! And the signal systems we used to have... using those Indian stone signals on the trail - put signs up so our buddies could follow us. We piled several stones on top of each other... two stones pointing that way meant we'd gone off in that direction... three stones meant the other way. And certain other arrangements meant danger, and fire, enemies ahead. It was all very secret. I was quite a whiz at reading them, but not any more today. Give me a few of those signals to read - it would be like a strange language. In other words you have to keep in training. I could no more read those stone signals than I could read the signs of different qualities in leaf tobacco. See, you and I, just average smokers would hardly know what to look for in baskets of tobacco as they come up for sale, but you can rest assured that our Lucky Strike buyers know the signs of fine tobacco. Through years of experience and training our tobacco buyers can recognize at a glance exactly which tobacco means greater smoking enjoyment for you.

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 27, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: And since that's the aim of the folks who make Luckies
 - greater smoking pleasure for you - our buyers make
 sure of getting finer, lighter, milder, truly better-
 smoking leaf to assure you of complete satisfaction.
 So, next time you buy cigarettes give the signal for the
 cigarette that means fine tobacco, Ask for Lucky Strike
 - so round, so firm, so fully packed - so free and easy
 on the draw.

ATX01 0015967

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 27, 1943 - Evening

AS BROADCAST

BLOCK: You know, I guess most of us have applied for a job at one time or another, and one of the first things our prospective employer asks to see are letters of recommendation and our references. More than likely he'll ask who sent you, and then figuring that there must be a great many people who know you better than he can get to know you in the space of so short an interview... He reads your letters of reference, and on the basis of what these people who know you best say he makes his decision. Now, the men who know tobacco best - the men best qualified to give recommendations by reason of their experience, and training in tobacco, are the independent tobacco experts - the auctioneers, buyers, and warehousemen. Take, as example, Ed L. Isaacs of Leventon, Kentucky. He's been an independent tobacco buyer and warehouseman for twenty-eight years, a smoker of Luckies for thirteen. He says, I've smoked Luckies for the same reason as so many other tobacco men smoke them. I began to smoke Luckies thirteen years ago simply because I saw what fine tobacco was being bought for their manufacture. And I found that in the thirteen years that I've been smoking Luckies that my judgment was absolutely right. Now, friends, when I bring statements like that one to your attention - and make no mistake about it I have scores of such statements in the office upstairs by independent tobacco experts - well then you, as a prospective smoker of Luckies, might do well to take a tip from the men who certainly know tobacco best.

(MORE)

ATX01 0015968

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 27, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: These are the men who while attending the public tobacco sales can't help seeing Lucky Strike buy finer, milder, lighter leaf... the tobacco which they themselves may want to smoke. Buy a pack of Luckies tonight. You'll find that Lucky Strike fills the job perfectly - the job of bringing you the utmost in smoking satisfaction.

ATX01 0015969

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 28, 1943 - Morning

AS BROADCAST

BLOCK: You know, the other day I was sitting in my office upstairs and I had a brand new package of Lucky Strike Cigarettes on the desk in front of me. They were spic-and-span in that fresh, white package with the famous red bull's eye. And, as I do once in a while, I decided to be contrary for a change, so I turned the package upside down, and unfolded the cellophane at the bottom. Boy, that cellophane really felt as if it were on to stay to insure the freshness of those Luckies within. But finally I got it unfolded, and I opened the gray paper wrapper and I looked into the bottom section of that pack of Luckies... there they were, twenty cigarettes - uniform, round, firm... twenty cigarettes - seven in the top row, six in the middle, seven in the bottom row, and not one piece of tobacco protruding - not an end out of place. Then I turned the package right side up and opened the pack the way I usually do - by pulling on the little red tab. There were the same twenty cigarettes - all uniform, round and firm. Now, I've often told you that Lucky Strike means fine tobacco and truer words were never spoken. Our buyers make sure of getting that finer, milder, riper leaf, but it's quality tobacco in the proper place, properly protected until it reaches you, and uniformly fine through and through. Opening that pack of Luckies at the wrong end gave me another clue to the sincerity of the Lucky Strike pledge for your complete smoking satisfaction.

(MORE)

ATK01 0015970

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 28, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: It's just like opening someone's bureau unexpectedly to see if it's in order, examining the other side of those Luckies assured me that Luckies are uniformly so round, firm, fully packed, and free and easy on the draw. Carefully packed so that they're not bruised... that fine tobacco is carefully guarded in every pack of Luckies so that one of its richness will be lost until it reaches you ... so that not one loose end will mar the enjoyability of that fine smoke. Now, if you want a uniformly quality smoke then reach for a Lucky for complete satisfaction.

ATK01 0015971

BLOCK: You know, a couple of days ago when the sun finally came out after that long rainy spell we had, I went downstairs out of the studio for a walk. As I sauntered along on the sunny side of the street... Well, I guess I just wasn't used to the sun or something because there was that shadow walking along beside me. A funny thing... it might be almost anybody walking there in the shadow. There weren't any distinguishing marks about the hat or the coat flapping there in the breeze. In silhouette, even that Lucky Strike that I held in my hand might have been any cigarette. I guess maybe the sun had gone to my head for a moment, but one look at my reflection in a store window, one puff of that Lucky Strike Cigarette cleared up everything. You see, there's one sure way to distinguish a cigarette and that's to smoke it. The test of a fine cigarette, after all, is how well it smokes, how well it suites your taste. And Lucky Strike, made from carefully selected, painstakingly aged and blended fine tobaccos can't help but please the most discriminating smoker. Outwardly, or in silhouette all cigarettes may seem alike to you, but once you've smoked Luckies, the cigarette independent tobacco experts... the men who after all should know tobacco best - choose by an overwhelming majority for their own personal smoking enjoyment, without a shadow of a doubt you'll realize it's that fine tobacco in Luckies that makes Lucky Strike such an outstanding smoke. Try Luckies tonight, won't you?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - April 29, 1943 - Morning

AS BROADCAST

BLOCK: Did you ever stop to consider a trade-mark? My trusty old dictionary says that a trade-mark is a distinctive mark adopted by a manufacturer and impressed on his goods to distinguish them from other brands. It's a distinguishing mark. The manufacturer wants to make it a distinguished mark too. So, you see, the red bull's eye that distinguishes every single pack of Luckies you buy stands for many things. It stands for Lucky Strike, sure, but it also stands for the quality tobacco, for the painstaking care, and blending, and aging, and curing that tobacco before it's placed in every Lucky... so round, so firm, so fully packed, so free and easy on the draw. It stands for the smoking satisfaction of millions of contented smokers... average smokers like you and me, and tobacco experts, too. And so the next time you walk into your favorite tobacco store and look around, just fasten your eyes on that bright red bull's eye on the fresh white package. Ask for Luckies and assure yourself of a quality smoke, made from quality leaf. You'll find that to light a Lucky is to like a Lucky.

ATX01 0015973

BLOCK: Friends, there's an old proverb "Happy is he that servith the happy". When you get around to analyzing that saying you find it's pretty true. A store functions better if its customers are contented. They'll come back again. A tailor is happy if a man who has ordered a suit is pleased with it. And similarly, the makers of Luckies are happy when you Lucky Strike smokers are happy, because after all, the folks who make Luckies make them for you, for your personal smoking pleasure. And we've found that the one and only way to make a fine cigarette is to fill it with fine tobacco. And so with this in mind our buyers are sent to the tobacco auctions, to examine and select the leaf as it comes up for public sale. And when that extra special Lucky Strike Tobacco comes up, you can bet your bottom dollar that the leaf our buyers are out to get is that tobacco. That's the leaf that they painstakingly blended so carefully into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Now a store keeps its customers happy by giving them good merchandise. A tailor keeps his patrons happy by fitting their clothes perfectly. And the makers of Luckies have kept and will continue to keep millions of satisfied Lucky Strike smokers happy by providing them with uniformly fine tobacco in every Lucky they light. Yes, friends, Lucky Strike is happy when you're happy, and you can't help but be happy with that complete smoking enjoyment in every single Lucky Strike Cigarette.

BLOCK: Did I tell you about several days ago we were having a meeting up in my office upstairs? Several people were sitting around talking and suddenly a letter which I had written a few days before that came up in our discussion. I didn't waste anytime trying to remember what I had said, So that I could quote, I just went out to the files and got hold of the carbon copy of the letter. There it was, all in black and white - a true copy of the original, and no mistakes about it. Just as quickly as that, we cleared up the few points which had arisen about that letter. Now, maybe you're wondering what the carbon copy of a letter has to do with Lucky Strike Cigarettes. I'll tell you. Each and every Lucky Strike you smoke is as identical and as true to the original, high Lucky Strike standard as if it were a clear carbon copy. There's no doubt about it - no mistaking it. That truly fine, mild, ripe Lucky Strike tobacco in Luckies - so round, so firm, so fully packed, so free and easy on the draw - fills each Lucky you buy. Twenty Luckies to a pack - ten packs to a carton, and every Lucky in perfect tip-top condition and every Lucky identical in taste and aroma. It's no accident that every time you light a Lucky you like a Lucky. And I can think of no more confident thought to a smoker, whether he be an average smoker like you and me, or a tobacco expert like the buyers, and warehousemen, and auctioneers down South, than to know that every single Lucky he lights will bring him the utmost in smoking enjoyment. Try Luckies today, won't you? I sure would like to be able to send a carbon copy of your smoking satisfaction to everyone listening right now.

BLOCK: Say, here's a queer fact. There's a lot of talk these days about butter. I'll bet a lot of people don't know how butter was first made. Do you know? No! Well, it was an accident. That's a fact! More than four thousand years ago, so the story goes, an Arabian Horseman was riding along with a tin of milk tied across his saddle. And it wasn't long before the horse's gallop had churned it into the very first butter on record. Yes sir, good things are often stumbled upon by accident. But you know, friends there's really nothing accidental about the smoking quality of your Lucky Strike Cigarettes. That's no matter of mere chance discovery. You see, the folks who make Luckies have known right from the beginning that in a cigarette it's the tobacco that counts - that no cigarette can possibly be any better than the tobacco it contains, so our buyers are sent to the tobacco auctions down South to examine the leaf as it comes up for sale, and to select on the basis of their long experience and training the finer, riper, milder Lucky Strike tobacco - the tobacco they know will smoke better. And so again I say...It's no accident that that leaf after it's been aged and blended finds its way into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Now don't wait until you accidentally run into a Lucky at a friend's house. Walk into your favorite tobacco store this very night and try a pack of Luckies. You'll find that it's not mere chance that everytime you light a Lucky, you'll like a Lucky. You'll find that it's due to that fine tobacco in every Lucky Strike.



LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 1, 1943 - Morning

AS BROADCAST

BLOCK: You know, last week I received a notice that Palisades Amusement Park in New Jersey opened. And I know that's going to mean a lot of fun for a lot of people - the scenic railways, the loop-the-loop, chute-the-chutes, the racing horses, and the carousel. I used to love to ride on the carousel when I was a kid. I'd get up there and ride around as long as my nickels lasted. Sort of a pointless occupation when you come right down to it - riding around in a circle on a wooden horse. But, then I was a fellow who was always hoping to grab the brass ring and get a free ride. The saddest part of my childhood is that I never succeeded in getting the brass ring. I wonder how many of you listening right now are riding around in circles looking for the Lucky ring as far as your smoking pleasure is concerned. Of course, to that I have the answer. Try a Lucky, the cigarette that means fine tobacco. You see, Luckies are made from finer, milder, riper tobacco - tobacco our buyers know from experience and training will taste better and will smoke better. In fact, it's little wonder that among the independent tobacco experts - I mean the men who can't help seeing us buy this finer leaf at the public tobacco sales every year - among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. That's why I urge you to try Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw. After your first pack of Luckies - after you've tasted that superior tobacco, you'll realize that when you smoke a Lucky you really reached the best in smoking enjoyment.

ATX01 0015978

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 1, 1943- Evening

AS BROADCAST

BLOCK: You know, folks, drop by drop there are thrity-two to a teaspoonful of water. Try it if you want to, but in every average size teaspoon there can be placed exactly thirty-two drops of water. Maybe you think that's a foolish thing to talk about...who cares just how many drops of water there are in a teaspoon? But it might make a lot of difference in a prescription, or in a recipe of some kind. Measurements must be accurate and fairly standardized, or they serve no purpose at all. And similarly, there must be accurate measurements in yardsticks in the manufacture of a fine cigarette....certain standards that just must never be relaxed. And that's the reason our Lucky Strike buyers - men who've been born and bred in the tobacco industry - attend the public tobacco sales and select only that leaf which comes up to Lucky Strike specifications. Theirs is the responsibility of choosing a tobacco that'll bring you the utmost in smoking pleasure. And their practiced eye brings you milder, riper, better-tasting, better-smoking leaf. Then there's the careful aging of that leaf from two to four years and the painstaking blending until it's ready to fill your Lucky Strike - so round, so firm, so fully packed, so free-and-easy on the draw. All of that takes careful measurement. Now I just want you to do yourself a little favor. The next time you go into your favorite tobacco store, ask the man behind the counter for a pack of Luckies.

(MORE)

ATX01 0015979

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 1, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: You'll see it's truly so...that every time you light a
 Lucky you'll like a Lucky. Try them tonight, won't you?
 You'll find that Lucky Strike always measures up to your
 highest expectation of a superior smoke.

ATX01 0015980

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 3, 1943 - Morning

AS BROADCAST

BLOCK: Well, there's no question about baseball being here for the year. But, it wasn't so many weeks ago that I really found out that baseball was in the air - passing an empty lot, seeing the kids out there with their ball, glove, bat, - getting the season under way. Now, they have one little system in baseball that is a very good idea. If it rains you get a rain check - come back and see another game. But no one, of course, ever walks up to the window in the ball park when their favorite team is playing and says to the man in back of the counter ... Give me a rain check. Naturally not! You want to be in on the fun that's going on right now. You don't want to put off till tomorrow what you can see today. Similarly, I wonder if you've been taking a rain check on your smoking pleasure. You have been you know, if you've been delaying trying Lucky Strike cigarettes. See, I can't lose if I tell you to reach for Luckies, because Luckies are made from finer, milder, riper tobaccos - truly Lucky Strike leaf which is aged, cured and blended to perfection, before it reaches you in every Lucky - so round - so firm - so fully packed ... so free and easy on the draw. Now, since in a cigarette it's the tobacco that counts, and Lucky Strike truly means fine tobacco, Luckies are bound to score high in smoking enjoyment. Try Luckies today, you'll find that every time you light a Lucky you'll like a Lucky, which is a pretty high batting average in any League.

ATX01 0015981

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 3, 1943 - Evening

AS BROADCAST

BLOCK: You know, there have been a great many startling inventions in the past few years... but here's one that takes the cake ... and I mean literally. It's a pre-dunked donut! No fooling. Somebody has invented a pre-dunked donut... a donut rolled in coffee-flavored sugar, so that the dunking and the donut are actually combined in one operation. Quite a short cut. Almost makes you wonder what they'll think of next. But you know, no one has yet found a short cut in the manufacture of a fine cigarette. That's something that can't be hurried up... operations that can't be shortened, if the cigarette is to have superior smoking quality. And Lucky Strike realizes that fine tobacco is the basis of a fine cigarette...^{and there's} no short cuts about it! That's why our buyers carefully examine the tobacco leaf as it comes up for sale at tobacco sales all over the South.... to expertly choose according to their own knowledge of how tobacco will smoke...the finer, lighter, truly better-tasting... Lucky Strike leaf. And after that leaf is "Sold American", there's no short cut in the careful aging process ~~cause~~ it takes from two to four years... no short cut in the painstaking blending of that leaf into your Luckies, so round, so firm, so fully packed so free and easy on the draw.

(MORE)

ATX01 0015982

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 3, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: Each and every Lucky, friends, comes to you uniformly perfect, the product of years of painstaking care on the part of the makers of Luckies. Yes, sir, I'm willing to make a little wager with you right here and now... once you've tried Luckies, once you've tasted that delicious fine tobacco, you'll be finding a short cut to your favorite tobacco counter so that you can say, "Luckies, please.", 'cause every time you light a Lucky, you'll like a Lucky.

ATX01 0015983

BLOCK: I guess most of us have applied for a job at one time or another, and one of the first things our prospective employer asks to see are our letters of recommendation

More than likely he'll say who sent you, and then figuring that there must be a great many people who know you better than he can get to know you in the space of so short an interview... He reads your letters of reference, and on the basis of what these people who know you best say he makes his decision. Now, the men who know tobacco best - the men best qualified to give recommendations by reason of their experience, and training in tobacco, are the independent tobacco experts - auctioneers, buyers, and warehousemen. Take, as example, Ed L. Isaacs of Lebanon, Kentucky. He's been an independent tobacco buyer and warehouseman for twenty-eight years, a smoker of Luckies for thirteen. He says, I've smoked Luckies for the same reason ~~that~~ so many other tobacco men smoke them. I began to smoke Luckies thirteen years ago simply because I saw what fine tobacco was bought for their manufacture. And I found that in the thirteen years that I've been smoking Luckies that my judgment was absolutely right. Now, friends, when I bring statements like that one to your attention - and make no mistake about it I have scores of such statements in my office upstairs by independent tobacco experts - well then you, as a prospective smoker of Luckies, might do well to take a tip from the men who certainly know tobacco best.

(MORE)

LUCK STRIKE - MAKE BELIEVE BALLROOM
Commercial - May 4, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: These are the men who while attending the public tobacco sales can't help seeing Lucky Strike buy finer, milder, lighter leaf... the tobacco that they themselves may want to smoke. Buy a pack of Luckies today and you'll find that Lucky Strike fills the job perfectly - the job of bringing you the utmost in smoking satisfaction.

ATX01 0015985

BLOCK: You know, friends, a couple of days ago, I was walking along Broadway, and I happened to notice a crowd of people standing in front of a store window. Well, you know how it is... I got curious, too, and I walked over to see what they were staring at. Inside the window was an artist in a beret, with a piece of black crayon in his hand. He was sketching his subject, who also sat in the window in full view of everybody. With sure deft strokes, he drew his caricature... the pointed chin, the exaggerated nose... and sure enough in a few minutes the cartoon was finished.. and even though all the features were exaggerated, it looked very much like the sitter. As I walked away from the window, and took a puff on that Lucky Strike Cigarette^{that}/I had in my hand, I began to think how a caricaturist would draw the true picture of a Lucky...emphasizing the important features. In my mind, I thought of a tobacco leaf...that fine, ripe, mellow tobacco which has been the symbol for Lucky Strike ever since Luckies were born. Yes, friends, you can believe the fact that the most outstanding feature of any cigarette is the tobacco from which it's made...and for that basic reason, Luckies, in order to provide you with the very peak in smoking enjoyment, makes sure of getting fine tobacco. Now the next time you buy cigarettes, buy Luckies, the cigarette the men who know tobacco best, the independent tobacco experts, make their smoking preference by an overwhelming majority.

(MORE)

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - May 4, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: Every time you light a Lucky, you like a Lucky... and
it won't take any of the exaggeration of the
caricaturist to point out the fact that after that first
delicious puff of every Lucky, your expression is one of
pure, refreshed smoking pleasure. Make that next pack
Luckies huh?

BLOCK: You know folks, a few days ago when the sun finally came out after that long rainy spell we had, I took myself downstairs for a walk. And as I walked along on the sunny side of the street - I guess I just wasn't used to the sun or something because I began to watch my shadow. Funny thing ... it might be almost anybody walking their in silhouette - no distinguishing marks about the hat or the coat. In silhouette, even that Lucky Strike I held in my hand might have been any cigarette. One look at my reflection in a store window, one puff of that Lucky Strike Cigarette cleared up everything. There's one sure way to distinguish a cigarette and that's to smoke it. The test of a fine cigarette, after all, is how well it smokes, how well it suits your taste. And Lucky Strike, made from carefully selected, painstakingly aged and blended fine tobacco can't help but please the most discriminating smoker. Outwardly, or in silhouette all cigarettes may seem alike to you, but once you've smoked Luckies, the cigarette independent tobacco experts - the men who after all should know tobacco best - choose by an overwhelming majority for their own personal smoking enjoyment, without a shadow of a doubt you'll realize it's that fine tobacco in Luckies that makes Lucky Strike such an outstanding smoke. Try Luckies today, won't you?

BLOCK: Now just a few words to you ladies listening now. When you walk into your favorite dress shop to buy a new dress, you look it over pretty carefully, don't you? You make sure that you like the style and the fit ... But the most important thing you'll consider is the quality of the material from which it's made. Like as not you'll take a piece of the fabric between your fingers and feel it. You want to be sure of getting quality merchandise - hard-wearing, enduring materials. And you men - isn't it the same when you buy a suit or a coat? You want the finest you can buy - that's what you want. And similarly, when you're choosing a cigarette for your own and your family's smoking pleasure, you want to be sure of getting the quality tobaccos. That's why you should smoke Luckies. You see, Lucky Strike knows that superior smoking can only be attained through the use of superior tobacco. Now you may not be able to feel the quality of the tobacco with your fingers - the way you would feel the fabric of a new spring suit - but you can take a tip from independent tobacco experts - men who after all know tobacco best - men who've made their living in the tobacco industry for many years. Among these auctioneers, buyers, and warehousemen, who can't help seeing who buys what tobacco, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now these men certainly have the opportunity of examining tobacco, they certainly should know quality tobacco when they see it. And so - if you're looking for a superior cigarette, try Luckies, so round, so firm, so fully packed, so free and easy on the draw.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 6, 1943 - Morning

AS BROADCAST

BLOCK: You know folks, there's an old proverb that says, "Happy is he that servith the happy." And when you get around to analyzing that saying you'll find that it's pretty true. A store functions better if its customers are contented. They'll come back again. A tailor is happy if a man who has ordered a suit is pleased with the finished job. And similarly friends, the makers of Luckies are happy when you Lucky Strike smokers are happy. After all, the folks who make Luckies make them for you, for your personal smoking pleasure. They've found that the one and only way to make a fine cigarette is to fill it with fine tobacco. And so with this in mind their buyers are sent to the tobacco auctions down South to examine and select the leaf as it comes up for public sale. And when that extra special Lucky Strike tobacco comes up, you can bet your bottom dollar that's the leaf their buyers are out to get. That's the leaf that's aged painstakingly and blended so carefully into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Now a store keeps its customers happy by giving them good merchandise. A tailor keeps his patrons happy by fitting their clothes perfectly. The makers of Luckies have kept and will continue to keep millions of satisfied Lucky Strike smokers happy by providing them with uniformly fine tobacco in every Lucky they light. Yes, friends, Lucky Strike is happy when you're happy, and you can't help but be happy with that complete smoking enjoyment in every single Lucky Strike Cigarette.

ATX01 0015990

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 6, 1943 - Evening

AS BROADCAST

BLOCK: You know a couple of days ago I happened to be walking past the Empire Theatre here in New York, and there up in fresh, bold letters was the sign, "Life With Father," matinee today. I watched the line forming at the box office and I began to think of all the qualities a play as successful as "Life With Father" must have, to keep audiences coming to the theatre all these years ... a good plot, amusing lines, fine actors, good staging - so many things enter into the success of a play - so many things, all interrelated. As I walked away from the theatre, took a puff on that Lucky that I had in my hand, I thought of the difference in the success of that famous play and the success of Lucky Strike Cigarettes. "Life With Father's" success owes itself to a charming story plus excellent actors and good production. Lucky Strikes owe their success to one thing - one main thing - fine tobacco! Yes sir, in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw - tobacco our experiences and well-trained Lucky Strike tobacco buyers select for your smoking enjoyment - milder, riper leaf, that they know will smoke better. And so for a long engagement - for a successful run in smoking satisfaction, choose Lucky Strike - the cigarette that means fine tobacco.

ATX01 0015991

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 7, 1943 - Morning

AS BROADCAST

BLOCK: You know, here's a queer fact. There's a lot of talk these days about butter. I'll bet a lot of you folks don't know how butter was first made, though. Actually it all happened by accident. More than four thousand years ago, an Arabian horseman was riding along with a skin of milk tied across his saddle. It wasn't long before the horse's gallop had churned it into the very first butter on record. You see, good things are often stumbled upon by accident. But you know, really there's nothing accidental about the smoking quality of your Lucky Strike Cigarettes. That's no matter of mere chance. The folks who make Luckies have known right from the beginning that in a cigarette it's the tobacco that counts - that no cigarette can possibly be any better than the tobacco it contains, so our buyers are sent to the tobacco auctions down South to examine the leaf as it comes up for sale, and to select on the basis of their long experience and training, the finer, riper, milder Lucky Strike tobacco - the tobacco they know will smoke better. And so again I say ... it's no accident that leaf after it's been aged and blended finds its way into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Now don't wait until you accidentally run into a Lucky at a friend's house. Walk into your favorite tobacco store today and buy a pack of Luckies. You'll find that it's not mere chance that every time you light a Lucky, you'll like a Lucky - that it's due to the fine tobacco in every Lucky Strike Cigarette.

ATX01 0015992

BLOCK: Well here at the Make Believe Ballroom we get quite a big stack of mail every morning from you folks out there, and like as not half of it will be letters asking me to play this or that old favorite song. And the reason you tell me you want to hear it again and again is because it's "our" song - at least that's what you say - you put that "our" in quotes. It recalls a particularly happy memory or experience that you've shared with someone else ... Well, I began wondering just what it was in a song that made you suddenly discover yourself whistling it long after it had ceased to be what we call "popular" and made you suddenly sing all the words when you honestly hadn't heard them in years. You know what I found out? Without an exception, the songs you call "our" songs had all the necessary and essential ingredients for a "hit" tune - there would be simple lyrics and a tune that was so catchy that it made it stand out from all the rest. And you know, friends, it's the same with any product that's stood the test of time ... the essential ingredients have to be better! That's why at market after market Lucky Strike has consistently insisted on the finer, riper, lighter leaf, because the one essential ingredient in a cigarette is fine tobacco, and Lucky Strike means fine tobacco -- so round, so firm, so fully packed, so free and easy on the draw. That's why down through the years men who know tobacco best prefer Luckies by an overwhelming majority. They've made it "their" cigarette - why don't you make it "yours" tonight!

BLOCK: Did you ever know that drop by drop there are thirty-two drops to a teaspoonful of water? Try it if you want, but I tell you now in every average size teaspoon you can place exactly thirty-two drops of water. Maybe you think it's foolish of me to tell you - after all, because who cares how many drops of water there are in a teaspoon? But then you know it might make a lot of difference in a prescription, or in a recipe of some kind. Measurements have to be accurate and fairly standardized, or they serve no purpose at all. And similarly, there must be accurate measurements in yardsticks in the manufacture of a fine cigarette ... certain standards that must never be relaxed. That's the reason our Lucky Strike buyers - men who've been born and bred in the tobacco industry - attend the public tobacco sales and select only that leaf which comes up to Lucky Strike specifications. Theirs is the responsibility of choosing the tobacco that'll bring you the utmost in smoking pleasure. And their practiced eye brings you milder, riper, better-tasting, better-smoking leaf. And then there's the careful aging of that leaf from two to four years and the painstaking blending until it's ready to fill your Luckies - so round, so firm, so fully packed, so free and easy on the draw. All that takes careful measurement. Now I just want you to do yourself a little favor. The next time you go into the tobacco store, ask for a pack of Luckies. You'll see it's truly said that every time you light a Lucky you'll like a Lucky. Try them today and you'll find that Lucky Strikes always measure up to your highest expectations for a superior smoke.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 8, 1943 - Evening

AS BROADCAST

BLOCK: Not so long ago I was looking through a very fine Modern History book by a famous historian, and on the title page of the book the author had written, "What Is Past is Prologue." What he meant, of course, was that ... all the history that happened before the opening of his discussion was merely a preface to the book. Now as I stand here every night telling you why Lucky Strikes are the smoke for you, pointing out why they'll bring you greater smoking pleasure, our past is also our prologue. I may tell you that Luckies mean fine tobacco, lighter, milder, riper leaf selected at public sales by our keen, experienced tobacco buyers. I may tell you that the independent tobacco experts - the men who know tobacco best - choose Luckies for their own personal smoking enjoyment by an overwhelming majority. But as a prologue to all this is the fact that Lucky Strike, since their very start, have grown into a synonym for fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. And that firm foundation of a well-kept, never forgotten pledge to the smoking public is our ever present prologue ... a preface to whatever else I may tell you about Luckies. Why don't you just try that fine tobacco in Luckies tonight? Light a Lucky, enjoy the better-tasting leaf, and then I'll be able to add this epilogue to your smoking problem ... here's another smoker who has found smoking satisfaction in Lucky Strike, the cigarette that means fine tobacco, and greater smoking pleasure.

ATX01 0015995

BLOCK: You know folks, a few days ago, I was walking along Broadway, and I noticed a crowd of people standing in front of a store window. You know how it is ... I got curious - walked over to see what they were staring at. Inside the window was an artist in a beret, with a piece of black crayon in his hand and he was sketching his subject, who also sat in the window in full view of everybody. With sure strokes, he drew his caricature ... the pointed chin, the exaggerated nose ... and sure enough in a few minutes the cartoon was finished ... even though all the features were exaggerated, it looked very much like the sitter. As I walked away from the window, puffing on a Lucky Strike, I began to think how a caricaturist would draw the true picture of a Lucky ... emphasizing the important features. In my mind, I thought of a tobacco leaf - that fine, ripe, mellow tobacco which has been the symbol for Lucky Strike ever since Luckies were born. Yes, you can believe the fact that the most outstanding feature of any cigarette is the tobacco from which it's made - and for that basic reason, Luckies, in order to provide you with the very peak in smoking enjoyment, makes sure of getting fine tobacco. Now the next time you buy cigarettes, buy Luckies, the cigarette the men who know tobacco best, the independent tobacco experts, make their smoking preference by an overwhelming majority. Every time you light a Lucky, you like a Lucky. It won't take any of the exaggeration of the caricaturist to point out the fact that after that first delicious puff of every Lucky, your expression is one of pure, refreshed smoking enjoyment. Make that next pack Luckies, huh?

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 11, 1945 - Evening

AS BROADCAST

BLOCK: You know the other day I got a letter from an old friend of mine, and I hadn't heard from him for months and months. And while it wasn't a long or lengthy letter, as I read it, it seemed to me he just pulled up a chair and was sitting right there in my office talking to me ... Yes, sir, I'll have to confess that once or twice I caught myself almost talking back to him ... And yet when I'd stopped chuckling, it suddenly occurred to me that he had captured the one real secret of good letter-writing - that of making you feel he was right there with you instead of hundreds of miles away. He had put his own personality down in black and white. And you know, friends, there's one real ingredient to smoking enjoyment, and Lucky Strike has captured it, and they share it with you day in and day out - it's fine tobacco. The makers of Lucky Strike Cigarettes know that no cigarette can be any better than the tobacco from which it's made, so at market after market all over the South they consistently buy the finer, lighter, naturally milder leaf, until today the name, Lucky Strike, has come to mean fine tobacco. They pass this fine tobacco on to you in each and every Lucky you smoke, and so why don't you let yourself in on the real secret of smoking pleasure by making your next pack Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0015997

BLOCK: When you ladies walk into your favorite dress shop to buy a new dress, you look it over pretty carefully, don't you? You make sure you like the style and the fit - the most important thing you'll consider is the quality of the material from which the dress is made. Like as not you'll take the fabric between your fingers and feel it. You want to be sure of getting quality merchandise - hard-wearing, enduring materials. And you men - it's the same with you when you buy a suit or a coat. You want the best you can buy. And similarly, when you're choosing a cigarette for your own and your family's smoking pleasure, you want to be sure of getting the quality tobaccos. And really that's why you should smoke Luckies. You see, Lucky Strike knows that superior smoking can only be attained through the use of superior tobacco. Now you may not be able to feel the quality of the tobacco with your fingers - the way you would feel the fabric of a new spring suit - but you can take a suggestion from independent tobacco experts - men who after all know tobacco best - men who have made their living in the tobacco industry for many years. Among these auctioneers, buyers, and warehousemen, who can't help seeing who buys what tobacco, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Now these men certainly have the opportunity of examining tobacco, they certainly should know quality tobacco when they see it. And so - if you're looking for a superior cigarette, try Luckies - so round, so firm, so fully packed, so free and easy on the draw.

BLOCK: 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, 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 that you're more than glad to give, but nevertheless, added strain and fatigue. Now if you're an Air Raid Warden you'll need warm clothes and a good flashlight. If it's First Aid, a good First Aid kit will help. But what is it that's a perfect companion no matter what your job may be? Yes sir, it's a fine cigarette - a cigarette made from finer, milder, better-tasting tobacco that will insure your greater smoking pleasure and contentment. You see, at markets all over the South, the makers of Lucky Strike Cigarettes select that finer, lighter, milder leaf because they realize that no cigarette can be any better than the tobacco it contains. And the independent tobacco experts - the men who attend these auctions can't help but see time and time again baskets of finer, naturally milder 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. Truly, in a cigarette it's the tobacco that counts, and in Lucky Strike you can rest assured it's fine tobacco. For added smoking enjoyment, 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, just light up a Lucky and enjoy your share of that finer tobacco.

BLOCK: You know, there have been a great many startling inventions in the past years ... but one that takes the cake ... and I mean literally is a pre-dunked donut! No fooling. Somebody has invented a pre-dunked donut ... a donut rolled in coffee-flavored sugar, so that the dunking and the donut are actually combined in one operation. Quite a short cut. Almost makes you wonder what they're going to think of next. But you know, no one has yet found a short cut in the manufacture of a fine cigarette. It's something that can't be hurried up ... operations that can't be shortened, if the cigarette is to have superior smoking quality. And Lucky Strike realizes that fine tobacco is the basis of a fine cigarette ... and there's no short cuts about it! That's why our buyers carefully examine the tobacco leaf as it comes up for sale at tobacco sales all over the South ... to expertly choose according to their own knowledge of how tobacco will smoke - the finer, lighter, truly better-tasting Lucky Strike leaf. And after that leaf is "Sold American," there's no short cut in the careful aging process which takes from two to four years ... no short cut in the painstaking blending of that leaf into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Each and every Lucky comes to you uniformly perfect, the product of years of painstaking care on the part of the makers of Lucky Strike Cigarettes.

You know friends, I'm willing to make a little wager with you right here and now ... once you've tried Luckies, once you've tasted that delicious fine tobacco, you'll be finding a short cut to your favorite tobacco counter where you'll say, "Luckies, please," 'cause every time you light a Lucky, you'll like a Lucky.

BLOCK: Well, the other day I was out walking, and I happened to wander into an old antique shop, and while I was in there I saw what I thought was a lovely old Chippendale chair. It looked just like a real museum piece - graceful flowing lines, exquisitely carved. And while I was standing there admiring it, a friend of mine came in and he's made it his hobby to collect these old pieces of furniture. The first thing he said was, "Isn't it a shame about that chair." I said, "What do you mean?" He said, "Well, somewhere along the line somebody repaired the left front leg and used a piece of new wood instead of a piece like the rest of the chair, and of course lowered the value considerably." Well, you know, when I looked at it carefully, sure enough that left leg was slightly different, and while I'll have to admit it certainly had fooled me, it hadn't fooled my friend for one minute...because, actually he's an expert - he's made it his business for years and years to know old furniture inside out, and you just can't fool an expert. Similarly, you can't fool a tobacco expert either, when it comes to fine tobacco. They've made it their business to know tobacco. Tobacco's their business - they've spent their lives working with it - buying, selling, handling it at markets all over the South ... And when you know that with these men who know tobacco best, it's Luckies two to one, you know you're getting the very best buy in smoking enjoyment. Why not take a tip from the experts and make your next pack Lucky Strike - the cigarette that means fine tobacco.

BLOCK: Well friends, today I want to make a little confession. All of my life I've been what is known as a gadgeteer. Don't tell me you've never heard of a gadgeteer! Well, a gadgeteer is a person who, whenever they see some tricky device designed to do a simple thing the hard way, they fall for it. And that's me all over. I guess I bought the first bottle of spot remover ever sold on Broadway, you know, the stuff that removes not only the spot but the material as well. I remember distinctly, I bought a manufacturer's sample of a wrist watch for one dollar. As I walked away from the sidewalk hawker with my bargain in my hand, and found that it was made out of paper I was a little bit too embarrassed to go back and fuss about it. Say, I even bought an electric tooth brush, believe it or not! Every time I come home with a new gadget my wife just looks at me in that mournful sort of way, and I can see she's thinking - what again! And I've often wondered why it is that she never falls for any of those little gadgets. Whenever she puts in a day shopping she seems to come home with sane, sensible ^{things} objects/that can be used around the house - always well worth what she paid for them. You know, I guess it's because most women have a real sense of value, and also I imagine that explains why so many women today are smoking Lucky Strike Cigarettes. They're looking for plain every day smoking pleasure. And their sense of value tells them that no cigarette can be any better than the tobacco from which it's made. And they agree with the makers of Luckies that in a cigarette it is the tobacco that counts.

(MORE)

ATX01 0016002

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 13, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: They appreciate the fact that that fine tobacco has been thoroughly aged for from two to five years before it goes into Luckies - so round, so firm, so fully packed, so free and easy on the draw. Yes and they like the smart, firm white package with the striking red bull's eye. Now, whether you're male or female, gadgeteer - such as I am - or a smart buyer - I know that if you'll smoke a Lucky it'll meet with your most critical approval. Yes, friends, for your sake, smoke a Lucky - for your friend's sake, suggest a Lucky.

ATX01 0016003

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 13, 1943 - Evening

AS BROADCAST

BLOCK: Friends, if you were going to buy a house, wouldn't you insist upon knowing what the quality of the wood and the brick and the plumbing and the electric 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 carefully investigate the claims that might be made for anything that was going to cost you a considerable sum of money. You remember that little poem in school about 'little drops of water, and little grains of sand, make the mighty ocean and the mighty land? Well, when you buy cigarettes, you make no great investment, but over a period of years, it does amount to a fairly sizeable sum. And I think it's only good common business sense to investigate just as carefully the cigarette you smoke. The makers of Lucky Strike Cigarettes welcome your most careful investigation, because the quality of our cigarettes is based on the same thing as the quality of the house or the automobile, or anything else you might ever 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. And in our sincere desire to please you, we at markets all over the South, consistently buy that finer, lighter, naturally milder tobacco, that insures a finer, lighter, milder smoking cigarette. Now the makers of Lucky Strike don't have to invent complicated advertising ideas in order to sell you Lucky Strike Cigarettes. Our formula is very simple and anyone can understand it. The only way to get a finer smoke is to use the finer tobacco, and it's on that basis that I invite you to get more smoking pleasure from your smoking dollar with Lucky Strike.

ATX01 0016004

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 14, 1943 - Morning

AS BROADCAST

BLOCK: You know many many times in the past year I've picked up a paper or a magazine, and found in it a picture or a cartoon showing a lot of women milling about a counter in a department store fighting with each other to get the best value in the articles offered for sale. I really think a woman can scent a bargain sale miles away. And it's funny the way the word spreads around so quickly that there's a real event at this, that, or the other store. And while madame might come home from that bargain sale a little bedraggled you can bet your bottom dollar she's gotten real value for her money. And they can joke about it all they like, I still think the average woman is as smart as a whip when it comes to recognizing real value. And she's not stingy about it, either. That's the nicest part about it. She'll pass the word along to her friends. Of course, when she does so she acquires the reputation of being a smart shopper. And I wouldn't be one bit surprised if that isn't the reason so many women today have joined the ranks of Lucky Strike smokers. The quality of Lucky Strike Cigarettes appeals just as much to them as it does to the independent tobacco experts, the auctioneers, and buyers, and warehousemen - the men who earn their living through their knowledge of tobacco. With these men it's Luckies 2 to 1. And so ladies, if you haven't as yet discovered Luckies, try a pack today. You'll find the fine tobacco from which they're made, as well as the firm smart white package with the striking red bull's eye, will really please. I know if you'll smoke a Lucky it'll meet with your most critical approval. And if you're already smoking them suggest a Lucky. Its keen quality will reflect your keen judgment.

ATX01 0016005

BLOCK: I wonder how many of you folks remember Gulliver's Travels? Remember that book - the one where Gulliver visits the Lilliputians - the tiny midgets? They make him feel so big and absurd. I used to love that story when I was a kid. It was good exercise. I had to stretch my imagination pretty far because Gulliver always went from one extreme to another. 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 a cigarette. That's all. I tell you folks that no cigarette can be any better than the tobacco it contains. That's certainly pretty straight down-to-earth thinking. When I tell you how with my own eyes, I've seen the statements of the independent tobacco experts who've been steeped in the tobacco industry for five, ten, twenty, and even thirty years. And I know that sworn records show that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And why shouldn't they? After all, these men know tobacco and they can't help but see the makers of Luckies consistently select at markets all over the South, that finer, naturally milder Lucky Strike leaf. And no wonder then, that these independent tobacco men prefer Luckies two to one. Now folks, that's my story about Luckies - no superlatives, no extremes, no wild
(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 14, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: 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 tried to show you that Lucky Strike means fine tobacco. The next time you go into that tobacco store, 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 0016007

BLOCK: Did you ever stop to consider the modern stenographer? The other day I happened to be visiting in a large office here in New York where hundreds of young ladies were employed. And to my way of thinking, the modern young girl carries her share of the business burden of the world in a marvelous way. You see them sitting at their desks - their fingers flying over the keyboard of the typewriter - turning out letter after letter. You hardly suspect that in addition to efficiently holding down a job in an office, that they still could find the time to keep themselves delightfully feminine. And, in addition, to that, have hours a week to devote to war work. That's the amazing thing to me! Yet, that's just exactly what millions of girls in America are doing today. The modern American girl has no time in her busy life for non-essentials - if there's a job to be done in the office, a letter to be written on the typewriter, she pounds it out. She apportions every minute of her time, effort and money to accomplishing the most. Maybe that explains why so many women today - busy, capable girls - have turned to Lucky Strike Cigarettes. You see, they work hard for every penny they make and they want full value for every penny they spend. And Lucky Strike Cigarettes give them that full value, because basically Lucky Strike Cigarettes are right - they're made only from the finer tobacco - the cigarette that independent tobacco experts ... men who earn their living through their knowledge of tobacco - choose for their own smoking pleasure by an overwhelming majority.

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 15, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: Now, look, since Lucky Strike means fine tobacco, Lucky Strike can't help but give you increased smoking pleasure. I know that if you're a smoker Luckies will meet with your most critical approval. To light a Lucky is to like a Lucky -- to suggest a Lucky is to reflect your own good judgment.

ATX01 0016009

BLOCK: I guess most of you folks like your radio all right, or else you wouldn't be listening right now. I guess you know pretty much about radio programs, too. Have you ever enjoyed a program so much that you looked forward to it every day, or every week? Do you ever stop to consider what it is that makes that show? I mean "Your Hit Parade," or "Fred Allen's Town Hall," or "Kay Kyser," or "Jack Benny's" program? Did you ever stop to think what makes those shows so much fun - and why you tune in so eagerly each week? Well, I'll tell you. It's a combination of things - good music, peppy dialogues, 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. And you know, friends, there are many things whose excellence depends on one ingredient. You take a cigarette, for instance. A cigarette depends mainly 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 the success of your radio program - your favorite program - may rest on many things. But to keep a keen smoker interested, the makers of Luckies realize they have to furnish him with fine tobacco. And that's why, at markets all over the South, we consistently buy better, naturally milder leaf. And independent tobacco experts who attend these markets can't help seeing Lucky Strike consistently select that milder, better-tasting leaf.

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 15, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: With these men who know tobacco best - men who are not connected with any tobacco company - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. They must know - as you certainly should - that Lucky Strike means fine tobacco. That's what we all want in a cigarette. Now here's a program for your increased smoking enjoyment - a program you'll rate tops - one you can tune in on right away. Walk into your neighborhood tobacco store and say - Luckies, please.

ATX01 0016011

BLOCK: Well, Sunday afternoon I decided to take a walk, and Fifth Avenue was crowded with as many people as I've ever seen on Fifth Avenue. Looked just like a holiday. I hadn't been walking down the Avenue more than a few minutes before my eyes sort of wandered to the hats - the hats being worn by the lovely ladies. You know, they fascinated me, mainly because they weren't really hats at all. Here was a little bunch of flowers, there a big fluffy ruffle set on top of the head at a most piquant angle. The more I looked at hats, the more entranced I became, until as far as I was concerned, Fifth Avenue was nothing more than a procession of the oddest array of nothing perched on top of heads. Clothes, bodies, faces just seemed to disappear to the background. Now I'll bet you bought one of those little things they call a hat, and I'll bet you said to yourself - now, why did I buy that hat? What in the world did I pay my money for? Really, there's nothing to it. But I know why you bought it. You bought that hat because it looked good on you. And I'll go as far as to say that no fashion designer in the world could set a style for women if the style wasn't becoming. You gals really know what you want. You make it your business to get it. The same thing goes with cigarettes. Unless a cigarette can deliver the maximum in smoking enjoyment you're just not interested in it. And it hasn't taken you girls long to find out that no cigarette can give you real smoking pleasure unless its basic ingredient is fine tobacco.

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 17, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: Styles and clothes may change, but there's only one way to style a quality cigarette and that's to make it with fine tobacco. Lucky Strike today are known as the cigarette that means fine tobacco. And you folks who are interested only in the final results, have found that the fine tobacco in Luckies insures a better smoke. Remember, to light a Lucky is to like a Lucky. To suggest a Lucky is clear proof of your discriminating taste.

ATX01 0016013

BLOCK: Do you folks like detective stories? Man oh man, do I! I have stacks of them piled up at home. I never read all the ones I've got, but I'm always buying 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 fun I've been having 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 tough - something more difficult - more involved. I 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 is that in a cigarette it's the tobacco that counts. And the makers of Luckies time and again buy that better, naturally milder leaf. And what's your clue to this fact? Well, it's just this - with independent warehousemen, buyers, and auctioneers - with men who earn their living through their knowledge of tobacco - Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. Now that means something to you ... with these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 17, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: of cigarettes combined. So remembering that no cigarette can be any better than the tobacco it contains, and remembering that Lucky Strike means fine tobacco, you don't have to be Philo Vance or Perry Mason to track down the best in smoking enjoyment. Next time you walk into your favorite tobacco store, just say, "Make mine Luckies, please." Try a pack tonight!

ATX01 0016015

BLOCK: Well, riding the Fifth Avenue bus the other day were two ladies seated right in front of me, and while - while I had no idea of eavesdropping, or anything like that, I couldn't help but overhear their conversation. It was quite evident that they had set out that morning to buy dresses and they were on their way home from the store that had advertised a great big dress sale. It was quite obvious - from the ad they had read, they expected to find some real bargains. And as one of the women said to the other about the shoddy materials, and the poor workmanship - she said - they couldn't pay me to wear one of those dresses. You know, I imagine that those two women were very typical of the average woman who makes it a habit to look below the surface and make sure that she gets what she wants. It's true that all too often appearances are deceiving. But when you get down to Lucky Strike Cigarettes and stop and realize that in a cigarette the only thing that really matters is the quality of the tobacco from which they are made, it's little wonder that discriminating women, as well as men, are turning to Luckies. But we never try to glamorize Luckies in spite of the fact that that firm, crisp white package with the red bull's eye is undeniably smart. We just ask that you remember that with independent tobacco experts - with men who earn their living through their knowledge of tobacco, Luckies have twice as many exclusive smokers as have all other brands of cigarettes combined. Yes sir, to light a Lucky is to like a Lucky - to suggest a Lucky is to reflect your own good judgment.

BLOCK: You know the other night I was sitting in a chair after dinner listening to the radio, and my favorite news commentator was on the air, and I was just thinking to myself what it would be like to be a commentator. A commentator has to do a lot more than read the newspapers, and a few magazines the way most of us do. He has to see all the news dispatches. He has to be familiar with history and geography. He has to read all the bulletins and know about diplomacy and internal figures. And then he has to digest all he knows and reads and prepare summaries based on his experience and knowledge. You and I, on the other hand, are not expert news analysts. We read a couple of papers a day, listen to one or two commentators - form our own opinions according to what the experts say about a situation. Now, it's really much the same with your choice of cigarettes. We can't all get to the tobacco auctions down South. We don't have the time and even if we had the time we wouldn't have the training or the experience to pass judgment on the baskets of tobacco that are sold. So, it's pretty safe to rely on the opinion of the tobacco experts. You can trust his judgment because he's made tobacco his life work. The independent warehousemen, the buyers and auctioneers - they have no axe to grind - they just naturally see who buys what leaf. And they can't help but see Lucky Strike buying finer, lighter, riper tobacco time after time. No wonder then, that with these men who really know tobacco - with these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

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ATX01 0016017

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 18, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: And that's why I say, friends, when you don't have the experience and the background of the experts, it pays to take a tip from those who are experts in their own field. You'll be well-informed if you smoke Lucky Strike - so round, so firm, so fully packed, so free and easy on the draw, because Lucky Strike means fine tobacco, and fine tobacco means a fine smoke.

ATX01 001601B

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 19, 1943 - Morning

AS BROADCAST

BLOCK: You know the old saying ... beauty is only skin deep. That's wrong. There's lots of things that are beautiful on the outside - that are even more attractive when you get below the surface. Take a pack of Lucky Strike Cigarettes - the smart package - crisp and white with the striking red bull's eye. Pull the little red tab and open that pack and as you get below the surface, you run into the swellest tobacco that anyone would ever want to smoke. Yes sir, the real goodness of Lucky Strike Cigarettes lies deep down in the selection of finer, naturally milder tobacco. Remember this when you think of Luckies, and remember that independent tobacco experts - men who earn their living through their knowledge of tobacco - choose Luckies by an overwhelming majority. Now, for some reason or other, when you speak of beauty, you always think of a girl, and I know that all of you girls when shopping for anything always insist on getting your money's worth. Well sister, you'll find you've got it in Luckies. In fact, milbions of you have already found that to be a fact. That's why smart shoppers and smart smokers are turning to Lucky Strike Cigarettes - the cigarette that means fine tobacco. When you smoke a Lucky, you're doing yourself a favor. When you suggest a Lucky, you're doing your friends a favor.

ATX01 0016019

BLOCK: You know, the first thing I do when I receive a letter is look at the envelope and the handwriting, and then I turn it over - open it. Then I get an impression of the handwriting and the general appearance of the letter. Is it neat or is it untidy? Is it a feminine handwriting or a man's? Is it legible? All these things I usually notice in just a few seconds before I even read the opening of the letter. Then I start to read. The handwriting and the appearance of the letter fade away - the words, the meaning of that letter become the important thing. That's the essential part of the letter - the only thing that really interests anyone. The reason I bring this up in connection with Lucky Strike Cigarettes is that perhaps at first glance some of us average smokers notice other things about a cigarette. But just as the note paper and the handwriting fade away as we grasp the meaning of a letter, just so when we smoke a cigarette, the important thing - the thing that really gets our interest is the excellence of the tobacco it contains. The sentiment of that letter counts. In a cigarette it's the tobacco that counts. Now friends, the finer, riper, milder tobacco that goes into your Lucky Strike today is purchased by our keen buyers in the public tobacco warehouses down South. These sales are attended by the independent tobacco experts who can't help but see who buys what kind of leaf. And among these independent experts who should know how tobacco will smoke, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined ... the underlying meaning becomes clear.

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LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 19, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: Since tobacco is the all important thing in any cigarette, and since Luckies - so round, so firm, so fully packed, so free and easy on the draw - mean fine tobacco, you'll find it a wise decision to follow the experts who smoke Luckies. Yes sir, you'll discover that the underlying meaning behind the fine tobacco in every Lucky you light, is the peak in smoking satisfaction.

ATX01 0016021

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 20, 1943 - Morning

AS BROADCAST

BLOCK: You know, when this war is all over volumes and volumes will be written to preserve for posterity the historic deeds that help us to win this war. Whoever writes the history of this war is going to have to devote many, many chapters to the women of America. Gosh, what a job they're doing. I know it's pretty difficult for a man to give up his peace time job and go into the Army. But just stop and think of the contribution that women are making. They're not giving up their peace-time jobs. They still have homes to run and children to raise. They've taken on innumerable additional burdens - taken them on with a smile, and with efficiency. You almost wonder how there are enough hours in a day to enable a woman to run a house and raise a family, and do Red Cross work, and work as an Air Raid Warden. Then, on top of all that some of them put in twelve hour shifts two and three nights a week as plane spotters and such. Then, I guess women have a way of taking things in their stride. Shopping, for example, used to be very simple. Sit down by the telephone you'd call the butcher, and you'd tell him to send you - oh, a nice big standing roast, ten pounds of potatoes, a couple of cans of peas - whatever else you needed, and the delivery boy would bring them right over to the house and you paid him, and that was that. Today - today, the housewife has to carefully choose and change and inter-change - count points and watch prices.

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ATX01 0016022

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 20, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

At least she has to do that if she wants to keep the family well fed. A woman can look at a piece of meat or a chicken and tell whether it will be tender and taste good. She's putting her knowledge to good use. Of course, I'll admit that you can't look at a cigarette and tell how it will taste, but you can use the same care in selecting a cigarette as you use in the purchase of other things. Just remember that no cigarette can be any better than the tobacco from which it's made. Remember that with independent tobacco experts who can't help but see us buy the finer tobacco at sales they attend all over the South, it's Luckies 'two to one'. Taking these facts and adding to them the cleaner, fresher taste of Lucky Strike Cigarettes, made possible by the use of that finer, lighter, naturally milder tobacco you'll find that everytime you light a Lucky you'll like a Lucky. Look for that crisp, white package with the red bull's eye. Remember, to smoke a Lucky increases your own smoking pleasure. To suggest a Lucky adds to the smoking pleasure of others.

ATX01 0016023

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 20, 1943 - Evening

AS BROADCAST

BLOCK: You know, I really think W. C. Fields is one of the very best jugglers I've ever seen. He can take five or six billiard balls or oranges, or bananas, or bowling pins... it doesn't make a bit of difference what they are.. he keeps them spinning up 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 you me, when I drop one, she's the one who keeps up the steady stream of chatter. You know, W. C. Fields can juggle anything. A skillful juggler who's well trained and dexterous can juggle almost anything. I don't think anyone in the world, though, can juggle facts. You can't manipulate facts no matter how nimble you might be. You can't change them. They're always there. They're basic. Now friends, it's a fact - a common sense fact that no cigarette can 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 pleasure. You see, realizing that in a cigarette it's the tobacco that counts, our buyers at public tobacco auctions, buy fine, ripe, light leaf - true Lucky Strike tobacco. And in addition, among independent tobacco experts - men who earn their living through their knowledge of tobacco - Luckies are preferred by an overwhelming majority. We know that it takes fine tobacco to make a fine cigarette, and a contented smoker.

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ATX01 0016024

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 20, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

That's why I suggest that you stop juggling with your smoking pleasure, and recognize these down-to-earth facts which cannot be manipulated... that in a cigarette it's the tobacco that counts. Yes, 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 0016025

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 21, 1943 - Morning

AS BROADCAST

BLOCK: You know, the other day I had quite a discussion with a friend of mine who's in the advertising business. We got around to talking about the sale of Lucky Strike Cigarettes. He commented on the fact that, here of late, he'd noticed more and more women smoking Luckies. And needless to say, I was quite pleased to hear him make this observation, and I went on to ask him what he thought was the reason for it. Well, it seems that in his mind he traced it... oh back to about five or six months ago when we were on the air, if you remember, on every show telling the public to look for Luckies in that smart new white package with the striking red Bull's Eye. He said he thought that women, particularly, appreciated the smarter-looking package, You know, that flabbergasted me and it gave me the idea that this friend of mine didn't know as much as he said he knew about women, because while a good-looking package might make a discerning woman buy one pack - the package itself would never convert her to a regular Lucky Strike smoker. And while I'm mighty gratified that more women today than ever before rely on Luckies for their smoking pleasure, deep down in here I know it's not the package - it's the cigarette. You know, you gals have a habit of getting to the bottom of things. All right - don't laugh. I know you make it your business to find out how you can get the best value for your money. And I know that you probably agree that no cigarette can be any better than the tobacco from which it's made.

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ATX01 0016026

LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - May 21, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

When you found that Luckies provided you with a clean, fresh smoke - accounted for by the use of finer tobacco in the manufacture - well, you just naturally came back time and time again and bought Luckies. Yes sir, while some people might think that it's the smart-looking package that sold the smart gals on Lucky Strike Cigarettes, I think it's the finer, lighter, naturally milder tobacco in Luckies that firmly convinced you, just as it must have convinced independent tobacco experts with whom it's Luckies two to one. So, just remember, smoking a Lucky increases your smoking enjoyment. And suggesting a Lucky increases your friends' smoking enjoyment. When you think of cigarettes, think of Lucky Strike - the cigarette that means fine tobacco.

ATX01 0016027

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 21, 1943 - Evening

AS BROADCAST

BLOCK: Speaking of liking, do you like Sunday? I do - particularly rainy Sundays when you don't have to get up. Just lie in bed - and sleep, wake up, go back to sleep again. You get up, 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, the pictures, the book critics. See what they've picked out for reading. It pays, you know, to watch the opinions of the book critics and the movie critics. After all, these critics know - they know their books - and you'll find it pays to choose your reading that way. It's like taking free advice from someone who knows. You know, when I ask you to try Luckies I'm asking you to listen to the advice of someone who knows, and a lot of people who know. Now 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 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 buy that fine, light, mild, really Lucky Strike tobacco time and time again. So here's a recommendation that's wise advice from the cigarette critics - the independent tobacco experts who know what's what in tobaccoland. Among these independent tobacco experts, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined.

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ATX01 0016028

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LUCKY STRIKE - MAKE BELIEVE BALLROOM
Commercial - May 21, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK:
(CONTD)

Take a hint from the experts who make Luckies their
smoking preference. Try a pack. In Luckies you find
the cigarette so round, so firm, so fully packed, so free
and easy on the draw that you can't help but like it.

ATX01 0016029

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 22, 1943 - Morning

AS BROADCAST

BLOCK: I don't know why it is, but for some reason or other I hate big words. Seldom as ever do I use anything over three syllables, because I think it's just as easy to use little words as it is to use big words, and you're much less liable to use them in the wrong place. Now, for the past few weeks I've been emphasizing the fact that discriminating smokers smoke Luckies. That word... discriminating is a pretty big word, so I just took down the trusty old dictionary and looked it up. And the definition reads this way...it says, - to discern or select - to observe or note a difference. Man o' man, that really clears things up, doesn't it? Because while in Lucky Strike Cigarettes you can't see any difference, boy the first puff surely enables you to note the difference. The difference becomes obvious in the clean, fresh taste which comes of smoking a cigarette made of finer, lighter, naturally milder tobacco. Men, yes, and women, too, today are definitely becoming discriminating. Hackneyed phrases no longer convince. You can tell a woman that a certain baking powder is better, but she'll never believe it until she's tasted the better cake it makes. In other words, she wants proof. And the folks who make Luckies are mighty glad that you ladies are so discriminating, because, well because we've known all along that the only way to make a finer cigarette is to use finer tobacco,

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ATX01 0016030

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 22, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: Independent tobacco experts can't help but see us buy the fine tobacco at auctions they attend all over the South. There's no wonder that with these men who know tobacco best, it's Luckies two to one. And so, regardless of how discriminating you may be, we invite you to suggest Luckies to any and every test. Next time get Luckies in that crisp white package with the red Bull's Eye. You'll like the clean, fresh taste of the finer, lighter, naturally milder tobacco in Luckies. Now, I'm sure that every time you light a Lucky, you'll like a Lucky. And every time you suggest a Lucky, you're reflecting your own keen judgment.

ATX01 0016031

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 22, 1943 - Evening

AS BROADCAST

BLOCK: You know, folks, the other day I happened to walk into my office and the young lady there was using a stapling machine to fasten some correspondence together. I guess you've all seen those little machines. You push the lever and it fastens the papers together with a tiny steel clip. Pretty handy gadget to have around - the machine, I mean of course. It's funny, but sometimes words and ideas get stapled together, too. Take expressions like 'corned beef and cabbage' or 'night and day', or 'ham and eggs'. They go together. Then, there's Lucky Strike and fine tobacco. Just as firmly fastened together as if it had been done by that stapling machine. Yes sir, Luckies actually have come to mean fine tobacco - have actually become synonymous with fine tobacco. You see, when Luckies first came out on the market years ago, the folks who made them realized that no cigarette could be any better than the tobacco from which it was made. So they've always made every possible effort to purchase finer, lighter, riper leaf for Lucky Strike. Brother, when the independent tobacco experts who attend the public tobacco sales can't help seeing Lucky Strike consistently buying finer leaf, choose Luckies for their own personal smoking preference by an overwhelming majority - well, man, that's enough to make me ask for the cigarette that brings increased smoking enjoyment - Lucky Strike, the cigarette that means fine tobacco. Yes, the cigarette that means fine tobacco.

ATX01 0016032

BLOCK: You know, I was quite amazed to learn the other day that in ninety per cent of the homes in America one or more lunch boxes are packed every day by the lady of the house. I guess it's quite a problem for the ladies to know just what to put in that lunch box to provide good nourishment and good taste for the husband, son, or daughter working in a plant - working hard to help win the war. I'll bet you think I'm going to suggest that to make a lunch box more attractive you should slip a pack of Luckies into it. While that's not a bad idea I have no such intention. I merely mentioned it to you for one reason, and that reason is that it so clearly indicates the responsibility of the housewife to the taste and appetite of the members of your family. If you're packing a lunch box you never think of asking the one you're packing it for what you should put into it. You use your own good judgment and imagination, and you strive to make each lunch more tasty and attractive than the last one. That's your job and usually you do it well. You realize that no sandwich can taste any better than the meat or cheese from which it's made, nor can it be any more nourishing than the quality of what goes into the sandwich.

(MORE)

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 24, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: So it should be pretty easy for you to understand also that no cigarette can be any better than the tobacco from which it's made. The makers of Lucky Strike cigarettes realize this fact, and that's why they buy at markets all over the South the finer, lighter, naturally milder tobacco. Remember this when you enjoy the clean, fresh taste of Luckies. Remember, too, that with independent tobacco experts - with men who know tobacco best, it's Luckies two to one. So to you housewives of America I again say - to light a Lucky is to increase your own smoking enjoyment - to suggest a Lucky is to give clear indication of your own good judgment. Think about it, won't you, the next time you buy cigarettes for yourself or for your family. Look for the crisp white package with the red Bull's eye.

ATX01 0016034

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 24, 1943 - Evening

AS BROADCAST

BLOCK: I wonder how many of you folks remember a little over a year ago, when I paid a visit to Richmond, Virginia, to the American Tobacco Company Factory where they make Lucky Strike Cigarettes. Well, that was just before I started on the air to tell you about Luckies. The 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 - 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. 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 been the Lucky Strike policy in buying fine, light, naturally mild leaf at auctions, that independent tobacco experts - warehousemen, auctioneers, buyers who attend auctions just naturally see who buys what leaf...These experts prefer Luckies by an overwhelmingly majority. That's the success that Lucky Strike quality of product is displayed.

(MORE)

ATX01 0016035

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 24, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: And realizing that one must continue to earn the public's 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. And that we continue it by filling each one with fine tobacco. That quality leaf is essential to our continuing to bring you smokers increased smoking pleasure. We know that no cigarette can be any better than the tobacco from which it's made. That quality tobacco is what makes me say that you should try a pack of Luckies. See for yourself that every time you light a Lucky, you'll like a Lucky. That's because Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco.

ATX01 0016036

BLOCK: Well, I realize that it may be the height of ill manners to comment on a person's home on visiting it for the first time. Something happened a few weeks ago that illustrated so clearly to me the difference between good taste and bad taste. We went to see some folks who had a lovely apartment here in New York. The furnishings were simply magnificent. They had many fine old rare pieces - much beautiful statuary and many pictures. Each and every piece of furniture in the house was a masterpiece, but as you walked into the living--room you immediately had the feeling that the room was all cluttered up. They had fine things in that home, but there were too many of them. In spite of the fineness of these things, you couldn't help but feel that the house was furnished in poor taste. On the other hand, I visited in many homes - unpretentious, but with just the right amount of furnishings, so that instantly you realized the good taste of the people who lived there. Now, to me, this comparison is extremely applicable to smokers of Lucky Strike Cigarettes. We've all come to accept as axiomatic the fact that a cigarette is only as good as the tobacco from which it's made. I've told you time and time again how the buyers for Lucky Strike buy the finer, the lighter, the naturally milder tobacco to go into Luckies. I've also told you that with independent tobacco experts - men who earn their living by their knowledge of tobacco - Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 25, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: So it becomes increasingly clear that in more ways than one it's good taste to smoke Luckies. Anyone who recognizes the difference between a good cigarette and an ordinary cigarette, can't help but like a Lucky. Now I know that every lady listening to me appreciates a nice home - one that's furnished in good taste. Place a few packs of Luckies in their crisp, white package with the red Bull's Eye in your living-room as proof to anyone visiting your home that you surely must know and appreciate the finer things that make for good living. If you're a smoker, you'll find that the finer, lighter, naturally milder tobacco in Luckies can't help but give you increased smoking pleasure. If you're a non-smoker, your guests will appreciate your thoughtfulness at having Luckies handy.

ATK01 001603B

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 25, 1943 - Evening (2nd Run)
(1st Run - November 20, 1942 - Evening)

AS BROADCAST

BLOCK: 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 at the store? You watch him weigh it on the scale, don't you? And how do you know that you're getting a dozen rolls? You can count them. And you men out there - you who are especially handy with tools...When you're making a table for the living room how can you be sure that all of the parts will fit? The answer is you measure them. Maybe you use a ruler or a tape measure - I don't know. But you get the figures down pretty accurate. Yes sir, it's true. 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? There's no tape measure or scale - no method of counting - no figures will tell you. It's a more personal thing than that - the yardstick for a fine smoke is the amount of true smoking pleasure it gives you, 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 that cigarette is made of fine tobacco. That's the way to gauge a fine cigarette - fine tobacco.

(MORE)

ATX01 0016039

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 25, 1943 - Evening
(Continued)

AS BROADCAST

BLOCK: Now, since our Lucky Strike buyers unhesitatingly buy finer, milder, naturally riper leaf at 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 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. What more could any smoker ask of any cigarette? Try Luckies tonight.

ATX01 0016040

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 26, 1943 - Morning

AS BROADCAST

BLOCK: The other day Mrs. Block called me at the studio and asked me to stop off at the market down the street from our house to bring home a few things. While making the purchases I couldn't help but over hear the conversation between a housewife and the man behind the fruit and vegetable counter. She wanted a dozen oranges. So, the clerk took the paper bag, and whisked it in the air to open it - you know how he does it. He reached into the box and picked up three oranges at a time, and before you could say Lucky Strike there were a dozen oranges in that bag. Well, quick as a flash the lady said... I think you put two soft oranges in there. At least they didn't look so good to me. Now, that woman was not an expert in the cultivation of oranges. Through her long years of buying and giving them to her family she knows a good orange from a bad one. She was able to select those which she knew were best for her family. Now there are a very few women listening to me who would know enough about the cultivation of tobacco to select their cigarettes on that same basis. But, most of us human beings have been blessed with a certain amount of common sense. It's not hard for us to realize that men who have spent a life-time in the buying and selling of tobacco certainly should be able to recognize the finer, lighter, naturally milder crop, or to understand why, when they can't help see at auctions they attend the makers of Luckies buying that fine tobacco, the independent tobacco experts prefer Luckies so overwhelmingly.

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ATX01 0016041

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 26, 1943 - Morning
(Continued)

AS BROADCAST

BLOCK: Now while I'll admit there's definitely a difference between oranges and cigarettes, and a cigarette has no nutritional value to your family, they do provide you and your family with enjoyment and pleasure. So, shouldn't you use the same discrimination in the selection of a cigarette as you would any other article? Next time you buy cigarettes ask for Lucky Strike, the cigarette that means fine tobacc. Yes, Lucky Strike means fine tobacco. And when you get acquainted with the finer tobacco in Luckies you do yourself a favor. When you suggest a Lucky you do your family and friends a favor.

ATX01 0016042

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - (First Run - Nov. 19, 1942 - Morning)
(Second Run - May 26, 1943 - Evening)

AS BROADCAST

BLOCK: The other day I got to thinking about different words - like the word 'good' - G DOUBLE O D. Suppose I say - that's a good coat. Naturally, I mean the material is of excellent quality, has fine lines, that it'll last for a lot of seasons 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 it for a long time. How well it fit, how comfortable it was, and how well it wore. So when I tell you that Lucky Strike is a good smoke, here's what I mean: First of all, it's made of good material - fine, light, mild, ripe, true Lucky Strike tobacco which Lucky Strike buyers recognize and buy 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. Thirdly, Lucky Strike is a long time friend - always fresh, always made from the fine, light leaf, properly cured, aged, and mellowed. Yes, Luckies wear well through years of friendship. 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, good lines, the cigarette that will wear well. Make the next pack Luckies. See if you don't agree that every time you light a Lucky you'll like a Lucky.

ATX01 0016043

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 27, 1943 - Morning

AS BROADCAST

BLOCK: Last week the ban on pleasure driving went into effect. You know, I'm just wondering...if our crying need for gas to win the war which is keeping automobiles off the highways isn't going to turn out to be a blessing in disguise. I have in my mind's eye a picture of hundreds of thousands of homes in America where, come Sunday, Dad has been in the habit of reaching for his golf clubs or his fishing tackle and disappearing for the day. Now that Dad has no way of getting to that favorite fishing haunt, or to the Golf Course, you're liable to find that the family's going to get...better acquainted. Smart wives, I think, are going to see to it that their husband really enjoys the change. He's going to find that Sunday around the house isn't such a bore after all. Nice Sunday dinner, his family around him at the table, walk in the park in the afternoon with the kids, neighbors, and friends and relatives dropping in to visit can be mighty pleasant. Of course, again this puts a little extra work on the lady of the house...a little more thought in the planning of the Sunday dinner...the house a little brighter and more cheerful. Oh, I know it's going to mean Sunday papers strewn all around...you're going to have to pick them up. Maybe there'll be ashes on the living-room rug. Sure enough you ladies have an added responsibility with a man around the house - more than usual. But it's a responsibility that I'm sure you'll rise to with no difficulty whatsoever. You'll be able to suggest ways of helping the time to pass both pleasantly and quickly.

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ATX01 0016044

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 27, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: And speaking of suggesting, since most of you ladies are so careful investigating the basic qualities of anything you buy for your home, for your family's use, many of you have been deeply impressed with the statement made by the makers of Lucky Strike Cigarettes...that in a cigarette it's the tobacco that counts, and Lucky Strike means fine tobacco. Yes, Lucky Strike means fine tobacco. Now, you've agreed with us that independent tobacco experts should know tobacco. Well, then, if these men who know tobacco best, it's Luckies two to one, it's a clear indication to me that Lucky Strike is a fine cigarette. Now I say you must agree with these things, because so many women today are relying on Luckies for their smoking pleasure. They appreciate the finer, lighter, naturally milder tobacco that makes possible a cigarette with such a clean, fresh taste. They like the smart white package with the striking red Bull's Eye. So, in helping your husband to really appreciate and enjoy the time that he's now going to spend at home instead of on the Golf Course, help him to get that fuller measure of smoking enjoyment by suggesting a Lucky. And it's truly said...to light a Lucky is to like a Lucky. To suggest a Lucky is to give clear evidence of your own discrimination.

ATX01 0016045

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - (First Run - Nov. 7, 1942 - Morning)
(Second Run - May 27, 1943 - Evening)

AS BROADCAST

BLOCK: You know, there's a certain amount of satisfaction that comes from work well done, no matter what you're doing - whether you're working in a war plant, or 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 - you get your pay check. A little pink or blue piece of paper that says - Pay To The Order Of John Smith - so many dollars. It's mighty satisfying, too, because you know it's going to help buy for your family the things they need. Did you ever stop to think about that check? You take it to the bank, and it's your boss' promise to pay you your salary in cash. So you can present it at the bank and turn the piece of paper into dollars and cents. If you didn't think the boss' check wasn't any good you wouldn't go on working all week just to get that piece of paper with his signature on it. 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 - he's always paid before, and the checks have always been good, so you know he has the foundation of solidity in his business - you have faith in his check. You accept that piece of paper in payment of your entire week's work. You know, the makers of Lucky Strike Cigarettes make a promise, too. We promise 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.

(MORE)

ATX01 0016046

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - (1st Run - Nov. 7, 1942 - Morning)
(2nd Run - May 27, 1943 - Evening) (CONTD)

AS BROADCAST

BLOCK: We always made good that promise in the past. We'll let the records speak for themselves. 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! I guess that shows that Luckies do pay out in smoking enjoyment. Then if you're looking at the foundation of every Lucky Strike Cigarette, you'll see fine tobacco. Our buyers consistently select light, ripe, naturally mild leaf for your Luckies - quality leaf that makes for a quality smoke. Since in a cigarette it's 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 - try Luckies.

ATX01 0016047

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 28, 1943 - Morning

AS BROADCAST

BLOCK: Say you know, a few minutes ago something occurred to me. I haven't given it any really deep thought, but it seems to me all the talk about food rationing, fuel rationing and gasoline rationing...all the many hardships that have been put on us because of the war....I don't ever remember hearing any women grumble or complain about it. It seems to me the average housewife is doing a much better job of taking all these hardships in her stride than anyone would ever suspect. The butcher is out of meat, so she fixes a dish of macaroni for that night...makes it good and tasty, and she and the family are perfectly happy. So, she can't buy a new pair of shoes right now...she'll make the old ones do and wait until the new coupon goes into effect. You know, the more I think of it, the more I'm impressed and convinced that the majority of women are taking these little hardships right in stride and making the best of them. When food and money are plentiful, we don't appreciate the little woman. When she really has to scrimp and search around to get the best for the least, that's when we can appreciate her talent for finding real quality within her budget. It's particularly pleasing to the folks who make Lucky Strike Cigarettes to know that so many of you ladies have made Luckies your cigarette. We accept it as a real compliment, because we know it's pretty hard to pull the wool over your eyes. You know that in any food product you buy, it's the ingredients that count. So, it must have been pretty obvious to you - it's the tobacco that counts when searching for cigarettes will give you better smoking enjoyment.

(MORE)

ATX01 0016048

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 28, 1943 - Morning

AS BROADCAST

BLOCK: Now, ladies and gentlemen, Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed - so free and easy on the draw. Independent tobacco experts - men who earn their living by their knowledge of tobacco - prefer Luckies by an overwhelming majority. So, for your greatest smoking pleasure, light a Lucky. To increase the smoking pleasure of your friends and loved ones, suggest a Lucky.

ATX01 0016049

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - (First Run - Nov. 7, 1942 - Evening)
(Second Run - May 28, 1943 - Evening)

AS BROADCAST

BLOCK: You know, a little while ago I went out to LaGuardia Field to meet an Army Friend of mine who was coming in on the midnight plane from Washington. Well, I'll tell you that airport at night is certainly one of the most impressive sights I've ever seen. I got there about a half an hour early - so I walked up and down the observation ramp, overlooking the field and the hangers. And what activity everytime a plane came in! The 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 overhead. 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 - a great swinging light - a direction signal showing the planes the location of their airport. You know, friends, there's a direction beam for all of you average smokers out there who find the ceiling zero, when it comes to choosing your brand of cigarettes. That direction signal is the opinion of the independent tobacco experts who choose Luckies two to one. Now these independent tobacco auctioneers, buyers, and warehousemen who attend the public tobacco auctions in the great warehouses look over the leaf. They can't help but see who buys what tobacco and so it's a pretty significant factor that these men who truly know tobacco best and earn their living by their knowledge, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATX01 0016050

LUCKY STRIKE - "MAKE BELIEVE BALLROOM" AS BROADCAST
Commercial - (First Run - Nov. 7, 1942 - Evening)
(Second Run - May 28, 1943 - Evening) (CONTD)

BLOCK: Now that's the beam to all you average smokers. That's the beam to guide you to that fine, light, naturally mild, true Lucky Strike leaf that's in every pack of Luckies you buy today. You'll find you have only happy landings with Lucky Strike. Try a pack. Remember, every time you light a Lucky, you'll like a Lucky.

ATX01 0016051

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 29, 1943 - Morning

AS BROADCAST

BLOCK: Not so very long ago a very interesting little book was published - the book contained not language, but slanguage... the slanguage of the jitterbugs. It had some of the queerest expressions in it. One fellow says to another... Do you dig me? Immediately you picture someone going to work with a pick and shovel. But really all of that means - do you understand what I'm saying? Do you get me? Another one of the funny expressions - In the groove or on the beam - both of which mean just about the same...It means that everything is O. K. - hunky dorey - going along as it should. Yes sir, there are really some strange expressions in the jitterbug dictionary. You know, to me a cat was always a four-legged animal that meows at the wrong time. According to the jitterbug - well, a cat is a jitterbug who really knows what it's all about. And an Icky - an Icky... there's one for you. An Icky sounds like baby talk for something that's sticky and gooey, but uh huh - an Icky is just a lover of sweet music. You know, when we talk about Lucky Strike Cigarettes we don't need a special dictionary to explain the terms that are used. Anyone can appreciate the fact that no cigarette can be any better than the tobacco from which it's made. That's why the makers of Lucky Strike concentrate on selecting, buying the lighter, the finer, the naturally milder tobacco that goes into each Lucky you smoke. Independent tobacco experts can't help seeing who buys what tobacco at auctions they attend.

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ATX01 0016052

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - May 29, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: These men choose Luckies by an overwhelming majority.
These are simple, basic facts which need no explanation.
But, in concluding I'd like to go back to the talk of the
jitterbug, and leave you with just one thought... Light a
Lucky and you'll like it I'll bet. Suggest a Lucky, and
prove that you're hep.

ATX01 0016053

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - (First Run - Feb. 18, 1943 - Evening)
(Second Run - May 29, 1943 - Evening)

AS BROADCAST

BLOCK: Did you ever hear the old saying that every cook praises his own broth? A lot of truth in that. When you spend a lot of time and effort making something - whether it's broth, or a dress or a Victory Garden, or a cigarette, it's perfectly natural that you praise your own work. So, it's perfectly natural for the makers of Luckies to talk about their own cigarettes ... knowing of the fine tobaccos, and years of aging and mellowing and the blending that have gone into each perfect Lucky. But when another cook praises our broth ... well, that's really a compliment - a compliment that must be truly deserved. That's how we feel when independent tobacco experts - buyers, auctioneers and warehousemen affiliated with no Tobacco Company whatsoever, choose Luckies for their own smoking pleasure. These men make their living dealing in tobacco - they must know it. And they certainly must know how it'll smoke. While attending the public tobacco sales, they can't help seeing tobacco being sold. They can't help seeing Lucky Strike buyers, time and time again, buying milder, better-tasting, better - smoking leaf. So, when these independent tobacco experts praise our 'broth' to the extent that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined, as far as I'm concerned, that's really a straight from-the-shoulder recommendation, from the men who know tobacco best. Now friends, why don't you make their smoke your smoke? Smoke Lucky Strike and you'll be smoking fine tobacco.

ATX01 0016054

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 31, 1943 - (Morning)

AS BROADCAST

BLOCK: Let's take a look at our history books - particularly at one item that you'll not find in any history book. How many of you folks ever knew that Abraham Lincoln once operated a grocery store? Back in the days when Abe Lincoln had his grocery store, shopping was a lot different from what it is nowadays. Then the housewife would go into the store ... kind, genial Abe would greet them from in back of the counter. The lady of the house would say, "Mr. Lincoln, let me have ten pounds of sugar, two pounds of coffee, a dozen cakes of soap," and she'd go through her entire shopping list never mentioning a single brand name. Back in those days, soap was soap, coffee was coffee, shortening was shortening. It didn't make a particle of difference to the housewife who made it or what name was on it. It is further interesting to note that one of the very first articles to be carried in Abe Lincoln's grocery store that had a brand name was a certain kind of cocoa, and today it's still one of the most popular brands on the market. Now today, when a housewife goes shopping, she usually asks for the product she wants to buy by the brand name ... she'll ask for this brand of soap - that brand of coffee. Why? Well, it's because she's tried many different brands and found that one particular one suits her best ... she has faith in the reputation of the company that owns that brand name, and in their ability to continue to serve her with the product that's to her liking. Now The American Tobacco Company is mighty proud of the name, "Lucky Strike", and doubly proud of the quality of Lucky Strike Cigarettes.

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ATX01 0016055

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - May 31, 1943 (Morning) (CONTD)

AS BROADCAST

BLOCK: We guard that quality jealously. Our buyers scour the markets to select and buy the finer, lighter, naturally milder tobacco that makes possible that mild, fresh, clean taste that goes with smoking a Lucky. We're proud to present Luckies to you in its smart white package with the red bull's eye. And we firmly believe that no cigarette can bring you greater smoking enjoyment than Lucky Strike. Now why not use the same care in selecting your cigarette and the cigarette for your family as you use in buying other products? Don't just ask for cigarettes, ask for Luckies. Insure greater smoking enjoyment for yourself by smoking Luckies ... introduce your friends to greater smoking enjoyment by suggesting Luckies.

ATX01 0016056

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - (First Run - March 25, 1943 Evening)
(Second Run - May 31, 1943 Evening)

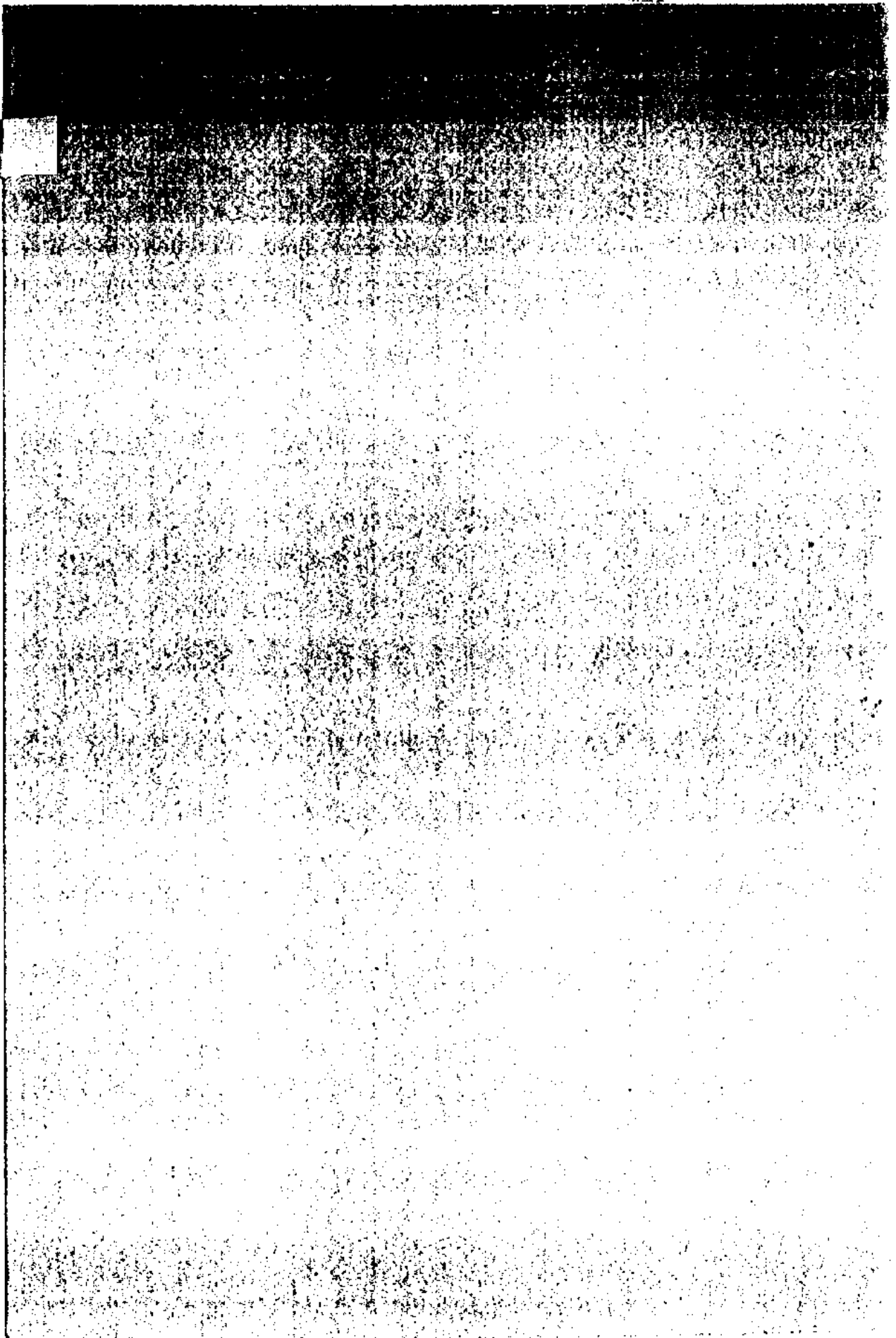
AS BROADCAST

BLOCK: You know, when I was a kid studying Arithmetic in school, I remember one of my chief worries was fractions. I just couldn't figure with fractions at all. One day the teacher showed us that in order to add or subtract fractions you had to find the common denominator and go on from there. But by using that method, I was usually able to get the right answer. You know, really finding the common denominator is the only way to solve a great many problems, not only in Arithmetic. In a discussion of anything there must be a common denominator - some point of similarity. Now you take the problem of which cigarette you should smoke, for example. What's the common denominator of every cigarette? It's the tobacco, of course, since tobacco is the important ingredient in any cigarette, it just stands to reason that the finer the tobacco the finer the cigarette. You see, that's the reason Lucky Strike instructs its buyers to purchase finer, lighter, milder leaf - truly high quality Lucky Strike tobacco that guarantees you complete smoking pleasure in every Lucky you light. That's why Lucky Strike has come to mean fine tobacco - yes, Lucky Strike means fine tobacco, so round, so firm, so fully packed, so free and easy on the draw. So friends, until you've tried that finer tobacco in Luckies you're only getting a fraction of that greater smoking pleasure. Make Luckies your by-word for complete smoking satisfaction.

MAN: (SING SONG CHANT) Sold To Americans!

BLOCK: Yes, friends, let that historic chant remind you that with men who know tobacco best, it's Luckies two to one.

ATX01 0016057



LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 1, 1943 - Morning

AS BROADCAST

BLOCK: You know, I can remember clearly the very first radio broadcast that I ever heard ... I was sitting at home - had one of those tiny little crystal sets, pair of ear-phones and I want to tell you I listened in with amazement. I can remember all the excitement, the hue and cry that was set up at the time, that this new medium of entertainment would do away with the theatre -- that people would no longer go out of their homes to enjoy music and shows -- all of which proved not true. Because while today radio brings you the finest of entertainment, more people than ever before go to the theatre and out to hear their favorite bands in person. And a psychological reason for that is that it's one thing to sit at home in your living room alone and listen to a famous orchestra -- it's another thing to go out with your friends and join with thousands of other people in mutual admiration for the beautiful music being performed. People like to congregate and to share with others the pleasure they receive from a fine performance. And I think that partially explains today the great success of Lucky Strike Cigarettes. You've discovered in Luckies a superior smoke -- a cigarette so round so firm, so fully packed, so free and easy on the draw -- that every puff is a pleasure in itself. You enjoy the clean, fresh taste of the finer, lighter, naturally milder tobacco carefully aged and blended in Luckies.

(MORE)

ATX01 0016059

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 1, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: But your enjoyment of the finer smoking qualities of Lucky Strike Cigarettes is multiplied when you know that you have been responsible for introducing to your friends a better smoke in Luckies. No just as I know that you housewives, when you discover a better, tastier recipe, take keen enjoyment in passing it on to your friends and neighbors so that they, too, may enjoy it, once you find out for yourself about the superior smoking quality of Lucky Strike Cigarettes, tell your friends about them. Each and every Lucky is uniform in quality -- the first, the hundredth, the thousandth, the millionth -- Lucky Strike is chock full of that finer smoking tobacco. Remember always, that with men who know tobacco best, it's Luckies two to one. To increase your own smoking enjoyment, light a Lucky -- to introduce your friends to greater smoking enjoyment, suggest a Lucky.

ATX01 0016060

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 1, 1943 - Evening

AS BROADCAST

AUCTIONEER: (CHANT - SOLD AMERICAN)

BLOCK: Well, I guess you all recognize that historic chant, It's the chant of the tobacco auctioneer - an auctioneer like ... well, like for example, Earl Ernest Forbes of Greenville, North Carolina. He's been a tobacco auctioneer and a smoker of Luckies for fifteen years. In fact, Earl takes his profession so seriously that he conducted a school for auctioneers a few years ago. One thing, says Earl, those students of mine had to have was a good, quick intelligence, added to their fundamental knowledge of tobacco. He goes on to say ... I guess anyone can sing out bids and sound sort of like an auctioneer, but to be a real auctioneer, you've got to recognize the grade and quality of tobacco to estimate its value. Now that very fact is why tobacco men, like me, are pretty good judges of tobacco. Yes, you're right Earl Forbes. Tobacco men, whether they're auctioneers, buyers, or warehousemen, must be able to tell at a glance the value of tobacco as it goes up for sale. That's why it's especially significant to average smokers like you and me, who can't hope to have such a thorough knowledge without the training and the experience of these men, that with independent tobacco experts Luckies have twice as many exclusive smokers as have all other brands of cigarettes combined. These men while attending the tobacco sales obviously have seen finer, lighter, naturally better tasting leaf sold American.

(MORE)

ATX01 0016061

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 1, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: And I guess that finer leaf going into Lucky Strikes has prompted tobacco expert Earl Forbes to say ... If I were having a special cigarette, tailor-made for me personally, I'd use exactly the kind of tobacco that Luckies buy at markets all over the south. Now friends, since in a cigarette it's the tobacco that counts, why don't you try the cigarette that's tailor-made to give you the peak in smoking contentment? Smoke Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0016062

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 2, 1943 - Morning

AS BROADCAST

BLOCK: You know, I think every woman, at heart, is a match-maker. After she has successfully gotten the man of her choice, she invariably at some time or the other, attempts to fix up a match between some young man and some young lady whom she believes are suited to each other. And that's understandable -- having found great happiness with the man of her choice, well she wants to see her girl friends just as happy; so when she comes across an eligible young gentleman, the first thought that comes into her mind is. "He'll make a swell husband for so-and-so." The next step, of course, is to introduce them, and after that, well, after that the young couple is on their own. Well, ladies, I'm sorry I don't know any eligible young men whom I'd like to introduce to you, but I'm thoroughly acquainted with a mighty eligible cigarette. And I'm sure that once you meet up with it, it will prove to be a life-long companion. A cigarette that independent tobacco experts -- men who earn their living through their through their knowledge of tobacco -- prefer by an overwhelming majority. And that cigarette is Lucky Strike. Personally, I think Luckies have all the qualifications to make a pleasant smoke ... finer, lighter, naturally milder tobacco properly aged and blended into a cigarette so round, so firm, so fully packed, so free and easy on the draw. And Luckies come to you in that good-looking crisp white package with the striking red bull's eye. But once you make the acquaintance of Lucky Strike Cigarettes, don't be stingy ... don't try to keep them all for yourself. Introduce Luckies to your friends. Remember, to suggest a Lucky clearly indicates your own good judgment.

ATX01 0016063

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - (First Run - April 5, 1943 - Evening)
(Second Run - June 2, 1943 - Evening)

AS BROADCAST

BLOCK: Did you ever hear that old expression about getting a bird's eye view of anything? Any one of your friends ever fly over New York to tell you about the wonderful bird's eye view he had of the city before the plane landed? Well, a bird's eye view of a place is a pretty comprehensive one and you can see over a long distance. All the unessentials are blocked out. Just the important things stand out. Now, if you flew in a plane over New York, more than likely you could pick out the Empire State Building, park, and the Hudson, East River, a few of the other large buildings, but the other things would just fade away. And friends, if you were to get a bird's eye view of the cigarette world, if the unessentials were to slip away in this big view you had of all the tobacco growing, and selling, and blending, and manufacturing, you'd soon realize that the most important thing in any cigarette - the thing that really stands out - is the tobacco from which it's made. After all, a cigarette is tobacco. There's no doubt of that. Obviously, the better the tobacco, the better the cigarette. And that's why at those public tobacco sales held down South every year, our Lucky Strike buyers are in there pitching, examining the leaf, comparing it, and finally, when they find some that comes up to Lucky Strike's specifications for mildness, and lightness, and excellent taste, they buy it for your Luckies. That's why I say if you're a smoker looking for real smoking enjoyment, then make sure of choosing the cigarette that brings you fine, mild, naturally better tasting tobacco. Make sure of getting Lucky Strike - for Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0016064

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 3, 1943 - Morning

AS BROADCAST

BLOCK: I don't have to tell you mothers of young children that the two most important things to the health of your child are food and rest. Maybe I should have put it the other way around and mentioned "rest" first ... because I was most interested to find out that during the first six months of a baby's life, he should sleep from sixteen to eighteen hours a day ... from six months of age to two years, about fourteen hours a day ... and when three years old, eleven to twelve hours a day ... and after the third year, ten hours a day. You see, during the first part of a child's life he must spend more than half of each day sleeping ... growing into healthy childhood and storing up the energy that will carry him into healthy man or womanhood. Now, I know that you mothers realize the importance of sleep; because just let anyone ring the front doorbell while the baby is taking a nap, and what's the first thing you say? Not, "Hello, how are you?" but, "Shshsh! the baby's asleep! And you know, the makers of Lucky Strike Cigarettes have to go through much the same routine babying the finer, lighter, milder tobacco which they buy at public tobacco sales throughout the South. And that fine tobacco must also sleep for from two to five years until it's properly aged and ready to be blended into Luckies, so round, so firm, so fully packed, so free and easy on the draw. And that's something I'll bet you never thought about, and yet each of you mothers knows full well the importance of proper sleep and proper rest. So the next time you buy cigarettes for yourself or for the smoking members of your family, I hope you'll remember that Lucky Strike means, "fine tobacco" ... yes, Lucky Strike means "fine tobacco" properly aged and blended ...

(MORE)

ATX01 0016065

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 3, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: And that only through the use of this fine tobacco are the makers of Luckies able to give you a cigarette with that clean, fresh taste. Look for Luckies in the crisp white package with the red bull's eye ... and remember also that to light a Lucky is to like a Lucky ... to suggest a Lucky is to give clear evidence of your own keen discrimination.

ATX01 0016066

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 3, 1943 - Evening

AS BROADCAST

BLOCK: You know, one night last week after dinner, I happened to light a Lucky and settled down in my favorite chair with a newspaper, and as I was looking through the financial pages I came across one of those graphs that shows the fluctuation in business activities. You know what a graph is. It's a diagram that shows the relative size or importance of something, or else shows how it changes over a period of time. Well, this business graph went up and down quite sharply several times showing at a glance when trade was at its peak, and when things were slow during the past few months. As I looked at it I began to think how a graph based on the manufacture of Lucky Strikes would look. First of all, if it were a graph based on the volume of Luckies, it would show a steady increase, because of the ever mounting number of satisfied Lucky Strike smokers. But if it were a graph based on the contents of every Lucky, you might be a bit startled at first to see it, because that graph would be a perfectly horizontal line, showing the uninterrupted flow of fine tobacco into Luckies from their very beginning. You see, Lucky Strike has always realized that the most important ingredient in any cigarette, is the tobacco from which it's made. And fine tobacco can't help but bring smoking satisfaction. So, Luckies have always made sure of getting the finer, the milder, the naturally better tasting tobacco for your smoking pleasure.

(MORE)

ATX01 0016067

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 3, 1943 - Evening (CONTD)

AS BROADCAST

BLOCK: Try Luckies today and I'll bet you'll be able to grasp the upward swing in your smoking satisfaction as soon as you've smoked your first pack. You'll note a sharp increase in your smoking pleasure, and then a steady satisfaction with Luckies - the cigarette that has always meant and always will mean fine tobacco - yes, Lucky Strike means fine tobacco. Remember next time to say Luckies, please!

ATX01 0016068

BLOCK: You know, the other day it was raining cats and dogs, and my wife had an appointment at the beauty parlor. Now where we live, there are at least a half a dozen beauty parlors within two blocks ... So we got into quite an argument as to just why she had to get on two buses and travel three miles in the rain just to get to this one certain beauty shop and have this one certain girl take care of her work. She finally managed to get it through this thick skull of mine that the young lady who had always taken care of her hair knew exactly how she wanted it done ... that she could go into that beauty parlor and relax a little, and know that her hair would look just so when she left the shop. She had faith in the quality of the work of the operator ... she knew from past performance that the work would be well done. And it still seems sort of strange to me that she couldn't find a beauty parlor right in her own neighborhood that could do the same thing. But afterwards I kind of figured it out. I discovered that the average woman knows she wants the finest she can afford and she usually knows where to get it. And I believe that's why so many women today are choosing Lucky Strike as their cigarette. There's only one way to make a truly fine cigarette and that is to use fine tobacco -- the kind of tobacco that the makers of Luckies buy at sales throughout the South ... The kind of tobacco that independent tobacco experts - buyers, auctioneers and warehousemen - see purchased year in and year out. These independent tobacco experts -- these men who know tobacco best -- these men who make their living by handling tobacco -- show their preference for Luckies by choosing them, two to one. (MORE)

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 4, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: Knowing that you want quality in a cigarette and knowing that Lucky Strike means "fine tobacco," I guess the next step is up to you ... Get that full measure of enjoyment the next time you buy cigarettes ... Ask for Luckies -- so round, so firm, so fully packed, so free and easy on the draw. You'll like the crisp white package ... you'll like their superior smoking quality ... you'll like their clean fresh taste. Smoking Luckies can't help but increase your smoking pleasure ... Suggesting Luckies will do the same for your friends.

ATX01 0016070

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 4, 1943 - Evening

AS BROADCAST

BLOCK: You've often heard me mention the independent tobacco experts, the buyers, auctioneers and warehousemen - the men who, by reason of their training and experience, naturally must know tobacco best. You've heard me mention that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Well, this morning up in my office I was looking through a pile of statements - hundreds of them, by these experts, and I came across one by Benjamin C. Pierce of Danville, Virginia ... an independent buyer for sixteen years and a smoker of Luckies for thirteen. And Ben says ... There's an old, old saying in the tobacco country that no cigarette is better than the tobacco bought for it. And since Luckies buy the finer, the lighter, mild tobaccos I know they'll give me a smoke that's better tasting and more enjoyable all around. That's the end of his quotation. Now friends, I guess that in a nut-shell sums up why Lucky Strike is the cigarette choice of discriminating smokers who, realize that in a cigarette, it's the tobacco that counts - have found that Lucky Strike fills the bill because Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Well, why don't you take a tip from the experts - and thousands and thousands of satisfied average smokers too. Make that next pack Luckies and note the difference.

ATX01 0016071

LUCKY STRIKE - "TAKE BELIEVE BALLROOM"
Commercial - June 5, 1943 - Morning

AS BROADCAST

BLOCK: You know, riding the Fifth Avenue bus the other day were two ladies seated right in front of me, and while I didn't mean to eavesdrop, I couldn't help but hear their conversation. It was quite evident that they had set out that morning to buy dresses and were on their way home from the store that had advertised a big dress sale. Well, it was quite obvious - from the ad they had read, they expected to find some real bargains. But as one of the women said to the other about the shoddy materials and the poor workmanship - they couldn't pay me to wear one of those dresses. I imagine those two women were very typical of the average woman who makes a habit to look below the surface - make sure that she gets what she wants. It's true that all too often appearances are deceiving. When you get down to Lucky Strike Cigarettes and stop and realize that in a cigarette the only thing that really matters is the quality of the tobacco from which they are made, it's little wonder that discriminating women, as well as men, are turning to Luckies. We never try to glamourize Luckies in spite of the fact that the firm, crisp, white package with the red bull's eye is undeniably smart. We just ask that you remember that with independent tobacco experts - buyers, auctioneers and warehousemen, with men who earn their living through the knowledge of tobacco, Luckies have over twice as many exclusive smokers as have all other brands combined. They must know, as we must know, that Lucky Strike means fine tobacco. Yes, sir, to light a Lucky is to like a Lucky - to suggest a Lucky is to reflect your own good judgment.

ATX01 0016072

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 5, 1943 - Evening

AS BROADCAST

BLOCK: Did you ever hear that old saying 'Never put off until tomorrow what you can do today'? Sure you have! There's just something about that old manana that makes you say ... Oh, why do it now? I'll do it tomorrow - you may really be doing yourself out of a lot of enjoyment. Maybe you're in the habit of ordering a certain brand of cigarettes. Of course, you'd be interested in increasing your smoking enjoyment. Now if you're one of those persons who say ... Oh, I'll try Luckies tomorrow, take my advice and do it today. Don't lose even one day of the pleasure that comes from smoking a cigarette made from that finer tobacco. Just remember that tobacco is the important ingredient in any cigarette, and you'll see why no cigarette can be any better than the tobacco it contains. That's why Lucky Strike year after year, at the public tobacco sales down South consistently select and buy lighter, riper, better tasting leaf ... tobacco that's bound to smoke better. In fact, independent tobacco experts, buyers, auctioneers and warehousemen who attend these auctions and can't help see who buys what tobacco -- these men prefer Luckies by an overwhelming majority. That's why I urge you to try Luckies today - this very night. You'll find that every time you light a Lucky you'll like a Lucky, and that all your mananas will be filled with real smoking enjoyment.

ATX01 0016073

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 7, 1943 - Morning

AS BROADCAST

BLOCK: Did you ever stop to consider the modern stenographer?
The other day I was visiting in a large office here in
New York where hundreds of young ladies were employed.
There, to my way of thinking, the modern young girl carries
her share of the business burden of the world in a marvelous
way. You see them sitting at their desks - their fingers
flying over the keyboard of the typewriter - turning out
letter after letter. You hardly suspect that in addition
to efficiently holding down a job in an office, they
still could find the time to keep themselves delightfully
feminine. And, in addition, to that, have hours a week to
devote to war work. Yet, that's just exactly what
millions of girls in America are doing today. The modern
American girl has no time in her busy life for non-essentials
- if there's a job to be done in the office, a letter to be
written, she pounds it out. She apportions every minute
of her time, effort and money to accomplishing the most.
Maybe that explains why so many women today - busy, capable
girls - have turned to Lucky Strike Cigarettes. They work
hard for every penny they make and they want full value for
every penny they spend. And Lucky Strike Cigarettes give
them that full value, because basically Lucky Strikes are
right - they're made only from the finer tobacco - the
cigarette that independent tobacco experts, buyers,
auctioneers and warehousemen ... men who earn their living
through their knowledge of tobacco - choose for their own
smoking pleasure by an overwhelming majority.

(MORE)

ATK01 0016074

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 7, 1943 - Morning (Contd)

AS BROADCAST

BLOCK: Since Lucky Strike means fine tobacco, Lucky Strike
(CONTD) can't help but give you increased smoking pleasure. Now,
I know that if you're a smoker Luckies will meet with your
most critical approval. To light a Lucky is to like a
Lucky -- to suggest a Lucky is to reflect your own good
judgment.

ATX01 0016075

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 7, 1943 - Evening
(1st run: April 5, 1943 - Morning)

AS BROADCAST

BLOCK: Now, what may sound like a silly question! Suppose you had to lift a feather Would you send out for a team of horses or a derrick to move a feather? No, I guess not. It wouldn't be logical. Now, that may seem a little far afield from cigarettes but it really isn't. It's just like ordering a heavy derrick to lift a feather for me to use superlatives in speaking to you about Lucky Strike Cigarettes. The logical thing for me to do is to present the facts, and let you decide for yourself if it isn't the natural thing to do - to smoke the cigarette tobacco experts smoke for their own personal smoking satisfaction. You see, since Luckies first came out on the market, the folks who make them have realized that no cigarette can be any better than the tobacco from which it's made. And so to make sure of getting that quality tobacco to you in every Lucky you light, the makers of Luckies instructed their tobacco buyers to examine the leaf as it comes up for sale at public auctions down South, and select the tobacco that they themselves know will smoke better. And folks, that's the tobacco that goes into your Luckies. And what better proof of that could we have of that than the fact that among independent tobacco experts, buyers, auctioneers and warehousemen - the men who can't help seeing who buys what tobacco, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATX01 0016076

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 7, 1943 - Evening

AS BROADCAST

(1st Run - April 5, 1943 - Morning) (CONTD)

BLOCK: Now, friends, I've never used the word best or finest. I've never employed any fabulous superlatives in talking to you of Luckies, I've only told you that they're made of quality tobacco, the only insurance of a quality smoke - the kind of smoke the independent tobacco experts smoke. All I ask is that you try Luckies the next time you buy cigarettes see if it isn't true that whenever you light a Lucky you'll like a Lucky.

ATX01 0016077

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 8, 1943 - Morning

AS BROADCAST

BLOCK: You know the old saying ... beauty is only skin deep. That's wrong. There's lots of things that are beautiful on the outside - that are even more attractive when you get below the surface. Take a pack of Lucky Strike Cigarettes - the smart package - crisp and white with the striking red bull's eye. Pull the little red tab and open that pack and as you get below the surface, you run into the swelles tobacco that anyone would ever want to smoke. Yes sir, the real goodness of Lucky Strike Cigarettes lies deep down in the selection of finer, naturally milder tobacco. Remember this when you think of Luckies, and remember that independent tobacco experts - buyers, auctioneers and warehousemen - men who earn their living through their knowledge of tobacco - choose Luckies by an overwhelming majority. Now, for some reason or other, when you speak of beauty, you always think of a girl, and I know that all of you girls when shopping for anything always insist on getting your money's worth. Well sister, you'll find you've got it in Luckies. In fact, millions of you have already found that to be a fact. That's why smart shoppers and smart smokers are turning to Lucky Strike Cigarettes - the cigarette that means fine tobacco. Yes, Lucky Strike means fine tobacco. When you smoke a Lucky, you're doing yourself a favor. When you suggest a Lucky, you're doing your friends a favor.

ATX01 0016078

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 8, 1943 - Evening
(1st run: February 5, 1943 - Morning)

AS BROADCAST

BLOCK: You know, there's an old expression about it not being necessary to gild the lily. It's pretty perfect as it is. And you know, that's just the way I, as an average smoker, feel about Lucky Strike Cigarettes. There's no need to gild them with superlatives and flowery adjectives. Luckies need no gilding. They travel far and they've gathered the confidence of thousands of satisfied smokers on the strength of one, main principle. The makers of Luckies realize that no cigarette can possibly be any better than the tobacco it contains. And so their aim, ever since Luckies first came out, has been to fill each and every Lucky Strike with fine, light, naturally milder tobacco. That's all ... just fine tobacco. That's what's responsible for your finding that every time you light a Lucky you'll like a Lucky. You don't have to gild the lily. It's beautiful as it is. So I don't have to tell you any more than that Lucky Strike means fine tobacco - yes, Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. And that tobacco is your guarantee of a fine smoke, of increased smoking pleasure. Try Luckies today!

ATX01 0016079

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 9, 1943 - Morning
(First Run: - May 20, 1943 - Morning)

AS BROADCAST

BLOCK: You know, ^{when} this war is over, volumes and volumes will be written preserving for posterity the historic deeds that helped us win this war. Whoever writes the history of the war is gonna have to devote many, many chapters to the women of America. Gosh, what a job they're doing! I know it's pretty difficult for a man to give up his peace time job and go into the Army, but just stop and think of the contribution that women are making ... They're not giving up their peace time jobs ... they still have homes to run and children to raise. But they have taken on innumerable additional burdens and taken them on with a smile and with efficiency. You almost wonder how there are enough hours in a day to enable a woman to run a house, raise a family, do Red Cross work, work as air-raid wardens, and then on top of all that, some of them put in twelve-hour shifts two and three nights a week as plane spotters and such. But then I guess women have a way of taking things in their stride. Shopping used to be very simple ... Call the butcher and tell him to send you over a roast, ten pounds of potatoes, a couple of cans of peas, and whatever else you needed, and the delivery boy brought them to the house; you paid him; and that was that. Nowadays the housewife has to carefully choose, change and interchange, and count points, and watch prices, if she's going to keep her family well-fed and stay in the budget. A woman can look at a piece of meat or a chicken and tell whether it will be tender and taste good, and she's putting her knowledge to good use.

(MORE)

ATX01 0016080

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 9, 1943 - Morning (CONTD)

AS BROADCAST

BLOCK: Of course, I'll admit that you can't look at a cigarette and tell how it will taste, but you can use the same care in selecting a cigarette as you can in the purchase of other things. If you'll just remember that no cigarette can be any better than the tobacco from which it's made. Remember that with independent tobacco experts - buyers, auctioneers and warehousemen, who can't help but see us buy the finer tobacco at sales they attend all over the South, it's Luckies two to one; and taking these facts and adding to them the cleaner, fresher taste of Lucky Strike Cigarettes, made possible by the use of that finer, lighter, naturally milder tobacco, you'll find that every time you light a Lucky, you'll like a Lucky. Look for that crisp white package with the red bull's eye. Remember to smoke a Lucky increases your own smoking pleasure; to suggest a Lucky adds to the smoking pleasure of others.

ATX01 0016081

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 9, 1943 - Evening
(1st Run: February 19, 1943 - Morning)

AS BROADCAST

BLOCK: When you talk of tobacco tradition you're talking my language.

You see, I'm part of a long tobacco heritage that stretches way back into the last century. My grandfather was the first man to grow tobacco here in Marian County, South Carolina, and the original curing barn he used stood as a historical monument till only a few years ago. My father followed in my grandfather's footsteps on this same farm, plowing the same acres, and it was on this farm that I was born. Today I'm carrying on where my father left off, and out of this same rich earth that produced the first tobacco crop in this county I hope to grow another golden harvest for next season's market. That, ladies and gentlemen, is part of a statement by Wilbur Rhemur Rogers of Mullins, South Carolina, who's been a tobacco auctioneer for thirteen years, and a smoker of Luckies for ten. He's typical of the hundreds of independent tobacco experts with a long heritage in the tobacco industry, who prefer Luckies to such an extent that among these men, Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. And that's how steeped in the tobacco industry they are. That's how long they've lived with their trade. And I guess that statement speaks for itself. Nothing I could add could make it more convincing. When men like Wilbur Rogers, who knows tobacco as his father and his grandfather before him knew tobacco, choose Luckies by an overwhelming majority, it seems just common sense that we average smokers ought to just try Lucky Strike and start getting our share of that fine leaf that fills every Lucky - so round, so firm, so fully packed, so free and easy on the draw. Buy Luckies today.

ATX01 0016082

LUCKY STRIKE - "MAKE BELIEVE BALLROOM"
Commercial - June 10, 1943 -(Morning) First run: May 22, 1943 (Morning)

AS BROADCAST

BLOCK: I hate big words, and seldom if ever do I use anything over three syllables, because I think it's just as easy to use little words as it is to use big words, and you're much less liable to use them in the wrong places. Now for the past few weeks, I have been emphasizing the fact that discriminating smokers smoke Luckies. That word "discriminating" is a pretty big word; so the other day I took down the old dictionary and looked it up. You know what the dictionary says? It says discriminating means-"To discern or select; to observe or note a difference." Man oh man! That really clears things up, doesn't it? Because while in Lucky Strike cigarettes, you can't see any difference, boy! The first puff sure enables you to note the difference! The difference becomes obvious in the clean, fresh taste that comes from smoking a cigarette made of finer, lighter, naturally milder tobacco. Men, yes, and women, too, today are definitely becoming discriminating ... hackneyed phrases no longer convince ... You can tell a woman that a certain baking powder is better, but she'll never believe it until she has tasted the better cake it makes ... she wants proof. And the folks who make Luckies are mighty glad that you ladies are so discriminating, because we've known all along that the only way to make a finer cigarette is to use finer tobacco ... Independent tobacco experts - buyers, auctioneers and warehousemen, can't help but see us buy the finer tobacco at auctions they attend all over the South.

(MORE)

ATX01 0016083

LUCKY STRIKE "MAKE BELIEVE BALLROOM"

Commercial - June 10, 1943 (MORNING) First Run: May 22, 1943 (MORNING)

AS BROADCAST

BLOCK: So it's no wonder that with these men who know tobacco best it's Luckies two to one. And so, regardless of how discriminating you may be, we invite you to subject Luckies to any and every test. Next time get Luckies in that crisp white package with the red bull's eye. You'll like the clean, fresh taste of the finer, lighter, naturally milder tobacco in Luckies. I'm sure that every time you light a Lucky, you'll like a Lucky; and every time you suggest a Lucky, you're reflecting your own keen judgment.

ATX01 0016084

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 10, 1943 (Evening)

AS BROADCAST

1st Run: April 30, 1943 (Evening)
2nd Run: May 7, 1943 (Morning)

BLOCK: You know, there's a lot of talk these days about butter. And I'll bet a lot of folks don't know how butter was first made. Well, it was an accident. More than four thousand years ago, so the story goes, an Arabian Horseman was riding along with a skin of milk tied across his saddle. And it wasn't long before the horse's gallop had churned it into the very first butter on record. Many good things are often stumbled upon by accident. But there's really nothing accidental about the smoking quality of your Lucky Strike Cigarettes. That's no matter of mere chance discovery. You see, the folks who make Luckies have known right from the beginning that in a cigarette it's the tobacco that counts - that no cigarette can possibly be any better than the tobacco it contains. So our buyers are sent to the tobacco auctions down South to examine the leaf as it comes up for sale, and to select it on the basis of their long experience and training to pick the finer, riper, naturally milder Lucky Strike tobacco - the tobacco they know will smoke better. And so again I say ... it's no accident that that leaf after it's been aged and blended finds its way into your Luckies - so round, so firm, so fully packed, so free and easy on the draw. Now don't wait until you accidentally run into a Lucky at a friend's house. Stop into your favorite tobacco store this very evening and try a pack. You'll find that it's not mere chance that every time you light a Lucky, you'll like a Lucky. You'll find that Lucky Strike means fine tobacco ... yes, Lucky Strike means fine tobacco.

ATX01 0016085

BLOCK: Many years ago, my mother used to manage a millinery shop down in Washington, D.C., and several times a year I'd visit with her for a few days ... naturally I spent a great deal of time in the store. She had several salesgirls, I used to sit in a chair and watch in amazement and wonder at the patience of those girls. I'd watch woman after woman come into the store and ask to see a certain hat; she'd try it on; she'd look at it again from the front, the back, and the sides; she'd take it off; she'd try on another one; look at it again from all angles; take that one off; pick out five or six more hats, go through the same thing again. Many times I wondered at the patience of the salesgirls and the patience of the shopper; and I finally came to the conclusion that any man that selects a business that caters to the women has to really know his business, because his customers are going to be mighty particular. The average woman shopper knows what she wants and usually gets it. She wants quality -- good material; she wants good workmanship; she wants long-wearing ability; and she wants what she's buying to be good-looking ... I guess that's why so many women are choosing Lucky Strike cigarettes today ... because Luckies meet all four of these requirements ... good material - Say, Luckies are made from the fine tobacco that our buyers, with their many years of experience, purchase at tobacco sales throughout the South ... Workmanship -- Well, you know how many times I've told you how Luckies are so round, so firm, so fully packed, so free and easy on the draw ...

(MORE)

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 11, 1943 (Morning) (CONTD)

AS BROADCAST

BLOCK: Long wearing -- Well, you'll find -- just as independent
(CONTD) tobacco experts -- warehousemen, buyers, auctioneers, men
who make their living by knowing tobacco -- have found that
Luckies are a long-time friend, because with these men, it's
Luckies two to one ... And as far as I'm concerned, Well,
the good looks is well taken care of -- because, you just
look for a pack of Luckies the next time you go shopping.
You can't help but go for the smart white package with the
bright red bull's eye. Yes sir, you ladies are very
discriminating in the selection of the things you're going to
wear. Prove your discrimination in the selection of a
cigarette by smoking Luckies -- and for your friends' sake,
suggest Luckies -- the cigarette that means "fine tobacco."

AJX01 0016087

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 11, 1943 (Evening)

AS BROADCAST

1st Run - April 27, 1943 (Eve.)
2nd Run - May 4, 1943 (Morning)

BLOCK: I guess most of us have applied for a job at one time or another, and one of the first things our prospective employer asks to see are letters of recommendation and references. More than likely he'll ask who sent you, and then figuring that there must be a great many people who know you better than he can get to know you in the space of so short an interview ... He reads your letters of reference, and on the basis of what these people who know you best say he makes his decision. Now, the men who know tobacco best - the men best qualified to give recommendations by reason of their experience, and training in tobacco, are the independent tobacco experts - auctioneers, buyers, and warehousemen. Take, as example, Ed L. Isaacs of Leventon, Kentucky. He's been an independent tobacco buyer and warehouseman for twenty-eight years, a smoker of Luckies for thirteen. He says, I've smoked Luckies for the same reason as so many other tobacco men smoke them. I began to smoke Luckies thirteen years ago simply because I saw what fine tobacco was being bought for their manufacture. And I found that in the thirteen years that I've been smoking Luckies that my judgment was absolutely right. Now friends, when I bring statements like that one to your attention - and make no mistake about it, I have many such statements in the office upstairs by independent tobacco experts - well then you, as a prospective smoker of Luckies might do well to take a tip from the men who certainly know tobacco best.

(MORE)

ATX01 0016088

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 11, 1943 (Evening) (CONTD)

AS BROADCAST

1st run: Apr. 27, '43 (Eve)
2nd run: May 4, '43 (Morn)

BLOCK: These are the men who while attending the public tobacco
(CONTD) sales can't help seeing Lucky Strike buy finer, milder,
lighter leaf ... the tobacco which they themselves may want
to smoke. Buy a pack of Luckies tonight. You'll find that
Lucky Strike fills the job perfectly - the job of bringing
you the utmost in smoking satisfaction, because ... well,
because Lucky Strike means fine tobacco.

ATX01 0016089

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 12, 1943 (Morning)

AS BROADCAST
1st run: April 22, 1943 (Eve.)

BLOCK: Did you ever stop to consider a trade-mark? My good old, trust dictionary says that a trade-mark is a distinctive mark adopted by a manufacturer, placed on his goods to distinguish them from other brands. It's a distinguishing mark. The manufacturer wants to make it a distinguished mark, too. And you know, the red bull's eye that distinguishes every single pack of Luckies that you buy, stands for many things. It stands for Lucky Strike, sure, but it also stands for the quality tobacco, for the painstaking care, and blending, aging, and curing that tobacco ^{goes through} before it's placed into every Lucky - so round, so firm, so fully packed, so free and easy on the draw. It stands, too, for the smoking satisfaction of million of contented smokers ... average smokers like you and me, and tobacco experts, too. So the next time you walk into your favorite tobacco store and look around, fasten your eye on that bright red bull's eye on the fresh white package. Ask for Luckies and assure yourself of a quality smoke, made from quality tobacco. You'll find that every time you light a Lucky you'll like a Lucky. And you'll know that Lucky Strike means fine tobacco ... yes, Lucky Strike means fine tobacco.

ATX01 0016090

BLOCK: Most of you ladies have your monogram or name on your handkerchiefs. Many of your blouses are monogrammed. You have your name in the lining of your fur coat, you have a pin made up in the form of your monogram. It makes you feel as though your things are more ^{really and} truly personally yours when your name or initials are on them. Now, while Lucky Strike Cigarettes are not monogrammed, discriminating smokers have found them definitely personalized ... a cigarette made to meet their smoking requirements ... "My" cigarette ... they call it ... "My" brand of cigarettes ... that's how they feel about Luckies. Without the satisfied approval of these millions of average smokers, there just wouldn't be any Lucky Strike, and so we pledge you our responsibility to keep on giving you that finer, lighter, naturally milder Lucky Strike tobacco -- so round, so firm, so fully packed, so free and easy on the draw -- in every Lucky you light. Independent tobacco experts - auctioneers, buyers, and warehousemen -- men, who after all, know tobacco best have chosen Luckies for their cigarette by an overwhelming majority ... And millions of just plain average smokers like you and me find increased smoking pleasure in Luckies. Why not make their cigarette and my cigarette your cigarette, too? Just remember that in a cigarette, it always has been and always will be the tobacco that counts. And Lucky Strike means fine tobacco. Remember this one fact, the next time you ask for cigarettes ... ask for Luckies.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 14, 1943 (MORNING)

AS BROADCAST

HART: Have you ever started out on a shopping trip with a man who wanted to buy a complete outfit? He goes into a store and nine chances out of ten, he'll pick out a brown suit, a grey suit, or a blue suit.... It will be either single breasted or double-breasted ... But often those two points will be the only points of distinction regardless of which suit he buys; and he usually makes up his mind in about fifteen minutes. Then, if he's selected a brown suit, he walks over to the hat department, tries on a brown one for size; and then he goes on to the shoe department, picks out a pair of tan shoes; and there he is ready to step out in a new outfit! But it's not that way with women -- oh, no! She'll spend days and days dreaming, studying, trying on and selecting, and when she's all through -- well, needless to say, she looks just like a dream! I think women use a little more imagination in selecting an outfit ... and certainly they pay a great deal more attention than most of us men do to quality of materials and styling. You know, ladies, just as you're so extremely particular in the selection of the clothes you're going to wear, don't you think you should be equally particular in the selection of a cigarette you're going to smoke? You know that no dress can be any better than the material from which it's made; so it's equally obvious that no cigarette can be any better than the tobacco from which it's made. You know that in a hat, it's the styling that counts -- stylishly designed and selected by experts.

(MORE)

AJX01 0016092

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
COMMERCIAL - June 14, 1943 - (MORNING) (CONTD)

AS BROADCAST

HART: In the tobacco industry we have experts, too -- independent tobacco experts -- buyers, auctioneers and warehousemen -- men who make their living by their knowledge of tobacco. The best answer as to what these men think of Lucky Strike Cigarettes is that with them, Luckies have over twice as many exclusive smokers as have all other brands of cigarettes combined. So while a cigarette may not be part of your ensemble, it certainly fills an important part of your daily life. So take a tip from the tobacco experts. Next time look for Luckies in the smart white package with the striking red bull's eye -- Smoking Luckies will increase your smoking pleasure -- suggesting a Lucky will do the same thing for your friends ... for always Lucky Strike means fine tobacco.

ATX01 0016093

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 14, 1943 Evening (1st Run - April 28, 1943 (Evening)
AS BROADCAST (2nd Run - May 5, 1943 (Morning)

HART: You know, a couple of days ago when the sun finally came out after that long rainy spell we had, I went downstairs out of the studio for a walk. As I sauntered along on the sunny side of the street ... Well, I guess I just wasn't used to the sun or something because there was that shadow walking along beside me. A funny thing ... it might be almost anybody walking there in the shadow. There weren't any distinguishing marks about the hat or the coat flapping there in the breeze. In silhouette, even that Lucky Strike that I held in my hand might have been any cigarette. I guess maybe the sun had gone to my head for a moment, one look at my reflection in a store window, one puff of that Lucky Strike Cigarette cleared up everything. You see, there's one sure way to distinguish a cigarette and that's to smoke it. The test of a fine cigarette, after all, is how well it smokes, how well it suits your taste. And Lucky Strike, made from carefully selected, painstakingly aged and blended fine tobaccos can't help but please the most discriminating smoker. Outwardly, or in silhouette all cigarettes may seem alike to you, but once you've smoked Luckies, the cigarette independent tobacco experts - buyers, auctioneers and warehousemen - the men who after all should know tobacco best - choose by an overwhelming majority for their own personal smoking enjoyment, without a shadow of a doubt you'll realize it's that fine tobacco in Luckies that makes Lucky Strike such an outstanding smoke. Remember this: Lucky Strike means fine tobacco. Try Luckies tonight, won't you?

ATX01 0016094

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 15, 1943 (Morning)

AS BROADCAST

BLOCK: You know, I can remember so well when I used to pick up the telephone about six o'clock in the evening, call my house, get my wife on the phone, and say, "Dear, I'm bringing a couple of the boys home for dinner tonight!" And she'd say, "Fine, bring them on!" Them days are gone forever! Well, for a good while. Not that my wife has said anything to me about bringing home unexpected guests, but when I was home sick in bed last week, I watched the procedure in my house of preparing meals ... and I watched my wife as she made up three menus a day for three days in advance -- carefully counting out the ration points and figuring it out so that there'd be just enough to go around ... so that everyone in the family would be well-fed, but no waste and nothing left over. So there's no more of entertaining friends at a steak dinner with lots of steaming coffee and pie for dessert ... and no more big dinners and lavish entertaining. Now we have to be contented with having our friends in for an evening of listening to the radio or just sitting around and chatting or maybe playing a little gin-rummy. There is, however, one thing you ladies can do to make entertaining at home more enjoyable. Keep plenty of Lucky Strike Cigarettes handy! Offering your guests a Lucky reflects your own good judgment, because Luckies, you know, are the cigarette that independent tobacco experts -- auctioneers, buyers and warehousemen - men who earn their living through their knowledge of tobacco -- choose for their own smoking enjoyment by an overwhelming majority.

(MORE)

ATX01 0016095

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 15, 1943 (Morning) (CONTD)

AS BROADCAST

BLOCK: Luckies are the cigarette that means "fine tobacco" -- so round, so firm, so fully packed, so free and easy on the draw ... and the smart white package with the red bull's eye graces any living room. Make sure that in your home there's a plentiful supply of Luckies made from the finer, the lighter, the naturally milder tobaccos that can't help but produce a finer smoke.

ATX01 0016096

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 15, 1943 (Evening)
(1st run: - April 13, 1943 (Evening))

AS BROADCAST

BLOCK: You know, years ago, different stores here in this country were distinguished by signs. I don't mean the ordinary printed signs that we have nowadays, but certain other recognizable devices. For example, though they're not very common now, the life size wooden indian used to show that a tobacco store was inside, and the three golden balls hanging over a doorway - you know what that meant - that was a pawn shop - it still is, a peppermint striped pole in front of a store meant that it was a barber's shop, and similarly in the tobacco business there are many signs which the tobacco experts understand. But when sales are transacted in the huge tobacco warehouses down South these men from previous training and experience must be able to read the signs of the different qualities of leaf that are auctioned off. And our Lucky Strike tobacco buyers are experts. They know the signs of fine tobacco ... truly Lucky Strike tobacco. These are the men who have been trained for years in the tobacco business - brought up to evaluate the quality of tobacco, and to make quick and expert decisions as to its desirability. When they see a basket of finer, milder, better-tasting leaf, which they know will smoke better in your Luckies they go after it immediately. Yes, sir, Lucky Strike means fine tobacco. Now, you'd never walk into your favorite tobacco store and ask for a shave - similarly our Lucky Strike buyers never make a mistake in the selection of that fine, ripe Lucky Strike leaf, that makes every Lucky you light the utmost in smoking enjoyment. So next time you buy cigarettes, buy Luckies - so round, so firm, so fully packed, so free and easy on the draw.

ATX01 0016097

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 16, 1943 - (Morning)

AS BROADCAST

BLOCK: You know, I can remember well the days when keeping your finger on the pulse of events applied strictly to politicians, analysts, and men in public life. Today you'll also find hundreds of thousands of women capable of reading a pulse. Through Red Cross training, studying to be Nurses' Aides, taking First Aid courses, many women today know that the real indication of a person's physical well-being can often be determined by taking the pulse. And so you ladies must know what I mean when I say, "Let's put our finger on the pulse of the cigarette industry." Genuine smoking pleasure can be found only through a cigarette that's made from finer, lighter, naturally milder tobacco. And Lucky Strike means fine tobacco. We know that the buyers for Lucky Strike Cigarettes have never permitted anything to interfere with their selecting that kind of tobacco at public sales throughout the South. And just as the pulse indicates the physical condition of a human being, so we can place our finger on the pulse of independent tobacco experts and note their reactions to various cigarettes. All I can tell you is that with these independent tobacco experts -- auctioneers, buyers and warehousemen -- with men who know tobacco best -- Luckies have over twice as many exclusive smokers as have all other brands of cigarettes combined. Now appearance counts, too, and certainly Luckies in their smart white package with the striking red bull's eye will appeal to anyone.

(MORE)

ATX01 0016098

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 16, 1943 - (MORNING) (CONTD)

AS BROADCAST

BLOCK: So I'd sum it all up by saying that after carefully studying the pulse of the cigarette industry, there can be just one reaction to smoking Luckies -- every time you light a Lucky, you'll like a Lucky ... every time you suggest a Lucky, you help someone to greater smoking enjoyment.

ATX01 0016099

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 16, 1943 (Evening)

AS BROADCAST

BLOCK: Well, the other day I was looking through the Real Estate Section of the paper last Sunday. Seems everytime Spring rolls around I get an urge for a house out in the country with ground around it for a Victory Garden. I guess there are thousands of people who feel like that every year. Well, as I looked through the pages of the paper I came across an architect's drawing of a house. Now, how an architect can visualize a finished house from all those lines, knows just how it will look from all angles, even down to the shrubs at the front door - I don't know ... I can't anymore than I can see what a room is going to look like just for a few pieces of colored material, or a dab or two of paint. But the architect and the decorator they know what they're about. They're experts just the way tobacco experts, buyers, auctioneers and warehousemen - basing their judgment on experience and training, certainly should be able to judge immediately how a tobacco will smoke as they watch it being sold on the warehouse floor down South. And I guess that's why the independent tobacco experts smoke Luckies by such an overwhelming majority. After all, these are the men, who while attending the public tobacco sales, can't help seeing exactly who buys what tobacco, so when time after time, ripe, milder better-tasting leaf that will smoke better, is sold American, well, it's easy to understand why with independent experts Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATX01 0016100

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 16, 1943 (Evening) (CONTD)

AS BROADCAST

BLOCK: Now friends, if you were building a house, you'd make sure of getting a firm foundation. If you were decorating a room, you'd be sure that the basic furniture was sturdy enough. Well, why don't you take a tip from the independent tobacco experts who obviously know that the basic thing in any cigarette is tobacco, that fine tobacco is the foundation of a fine smoke. Smoke Lucky Strike, the cigarette that means fine tobacco and you're sure to find the utmost in smoking enjoyment.

ATX01 0016101

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 17, 1943 (Morning)

AS BROADCAST

BLOCK: Now if you ladies don't mind, I like to ask you a very silly question just to prove a point. If you and your husband or boy friend had been invited to a very important dinner party -- perhaps your husband or boy friend's boss and his wife are going to be there, and you're most anxious to make a good impression ... you're going to buy a new for this occasion ... would you go to the telephone and call the dress shop and say, "Send me over a blue dress size sixteen"? Say, now that I've asked that question I think it's so silly, I shouldn't have asked it ... Of course you wouldn't. You're going out and shop around and carefully inspect each dress before you finally make up your mind. You're going to make sure that it suits you ... And similarly, ladies, when you choose a cigarette for your own and your family's smoking pleasure, you want to be sure of getting quality tobacco, and that's why you should choose Luckies. You see, everyone knows that a superior cigarette can only be attained through the use of superior tobacco. You may not always be able to judge the quality of tobacco, though I know you can judge the quality of material in a dress. But you can take the word of independent tobacco experts -- men who, after all, know tobacco best, - men who earn their living in the tobacco industry. With these auctioneers, buyers and warehousemen, who can't help seeing who buys what tobacco, Luckies have over twice as many exclusive smokers as have all other brands of cigarettes combined.

(MORE)

ATX01 0016102

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 17, 1943 (Morning) (CONTD)

AS BROADCAST

BLOCK: Now, these men who know tobacco certainly have the opportunity of seeing who buys the riper, lighter, naturally milder leaf and this fact is of great importance to you if you're looking for a superior cigarette. Choose Luckies -- so round, so firm, so fully packed, so free and easy on the draw. When you take out that smart, white package with the round red bull's eye, you've proved to the world that you've chosen the cigarette that means "fine tobacco -- that's Lucky Strike.

ATX01 0016103

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 17, 1943 (Evening)
(1st run: April 9, 1943 - Evening)

AS BROADCAST

BLOCK: You know over at Rockefeller Center here in New York, they've organized a tour that takes you behind the scenes to radio broadcasting studios through a great maze of buildings and elevators. It's a mile long walk, and over four million people have taken the trip. You know, a tour like that through the place makes you feel right at home in Radio City, almost as if the whole place belonged to you ... your Radio City. And that's why I wish you could all be conducted on a similar tour through the Lucky Strike factories ... watching that fine Lucky Strike tobacco at its various stages of preparation, through its purchase in the bustling tobacco warehouses, through its careful aging and blending, and right into your Lucky - so round, so firm, so fully packed, so free and easy on the draw. Well, then you'd realize how much Luckies are your cigarette. You see, the makers of Luckies, realizing that no cigarette can possibly be any better than the tobacco from which it's made, and with your increased smoking pleasure always in mind, have always purchased finer, milder, better-tasting leaf for Lucky Strike Cigarettes. And that's why I say Luckies are your smoke. They're made to fit your smoking requirements. Try Luckies tonight! You'll see for yourself that Lucky Strike means fine tobacco ... Yes sir, Lucky Strike means fine tobacco.

ATK01 0016104

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 18, 1943 (Morning)

AS BROADCAST

BLOCK: Say, I'll bet you girls know lots of short cuts -- and when I say short cuts, I don't mean taking a different subway to save yourself a half a block of walking, I mean ways of doing things that you do in everyday life that makes the doing quicker and easier. You've found ways to simplify your house cleaning so that it takes less time and you're able to do a better job ... You've simplified your ways of cooking ... and even in industry many women have advanced suggestions for simplifying production. Now may I suggest another short cut -- a short cut to greater smoking pleasure. Choose the cigarette that means "fine tobacco," bearing in mind that in a cigarette it's the tobacco that counts, and Lucky Strike means "fine tobacco." Now I'm sorry to report there's no short cut to making Luckies a better cigarette. Our buyers must be constantly on their toes to select the riper, better-tasting, the naturally milder tobaccos. It must then sleep for from two to five years before it can be made into Luckies -- so round, so firm, so fully packed, so free and easy on the draw. Yes, the wise short cut to choose your cigarette lies in eliminating all of the non-essentials and just remembering that no cigarette can be any better than the tobacco from which it's made ... And in every Lucky Strike you have the finer, the lighter, the naturally milder tobacco, properly aged and blended. No wonder so many folks are saying "Lucky Strike means fine tobacco." Smoke a Lucky for your own enjoyment ... suggest a Lucky to bring that full measure of smoking enjoyment to someone else.

ATX01 0016105

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 18, 1943 (Evening)
1st Run: Dec. 3, 1942 (Evening)

AS BROADCAST

BLOCK: Say, the other day down at the Pennsylvania Station, going through one of the gates down there - you know, the kind I mean - you walk up to it the gate opens automatically! It has an electric eye. As soon as you break the beam of light the gate opens. You see porters, and travelers, laden down with baggage, walk towards the door and 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. You know, that electric eye took years of patient experimenting and developing before it was perfected so that it would work as perfectly as it does today. 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, naturally milder 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 spot. Now 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 - it's 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 -- yes sir, Lucky Strike means fine tobacco.

ATX01 0016106

HART: You know, it's strange how a war will affect intimate little things in a person's life ... For example -- I understand that the war is responsible for a lot of girls wearing their hair down instead of up. Now I'll bet you're wondering why, aren't you? Well, have you been out trying to buy bobby pins recently? Yes, just because we're at war, you girls who've never had to think twice about having lots of hair pins and bobby pins around find them actually disappearing from the market. And so many of the things we take for granted are really important to us, yet we never stop to think about them at all. Now you take this Lucky Strike Cigarette that I'm smoking here ... it offers so much complete smoking enjoyment every day in the year ... And we accept that complete smoking enjoyment that comes from Luckies and take it for granted ... And we can well afford to do that, because the makers of Luckies know the only way to keep you as Lucky Strike smokers is to fill every Lucky -- so round, so firm, so fully packed, so free and easy on the draw -- with that finer, riper, naturally milder tobacco -- the kind of tobacco that enables Luckies year in and year out to give you the peak in smoking enjoyment. The independent tobacco experts, buyers, auctioneers, warehousemen, must know this -- for with those men it's Luckies two to one. Yes, it's truly said that in a cigarette it's the tobacco that counts, and Lucky Strike means "fine tobacco". Lighting a Lucky can't help but increase your own smoking pleasure ... suggesting a Lucky does the same thing for your friends. Make your next pack Luckies, in the smart white package with the red bull's eye.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 19, 1943 (Evening)
1st Run: Nov. 6, 1942 (Eve.)

AS BROADCAST

HART: Now I want to talk to our friends about Lucky Strike cigarettes. But first, you know I'm really getting to be a seasoned subway traveler. Have you ever been in the subway at Forty-second Street and seen 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 that 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, and 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 it's 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, mild, carefully selected leaf. That's a direction light it will be wise to follow.

(MORE)

ATX01 0016108

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 19, 1943 (Evening) (CONTD)
(1st Run: Nov. 6, 1942 (Eve.))

AS BROADCAST

HART: Here's another signal: the independent experts -- buyers, auctioneers and warehousemen who attend the public auctions and can't help 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 ... for always - Lucky Strike means fine tobacco. Next time - ask for Luckies.

ATX01 0016109

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 19, 1943 (Evening) (CONTD).
(1st Run: Nov. 6, 1942 (Eve.))

AS BROADCAST

HART: Here's another signal: the independent experts -- buyers, auctioneers and warehousemen who attend the public auctions and can't help 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 ... for always - Lucky Strike means fine tobacco. Next time - ask for Luckies.

ATX01 0016110

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 21, 1943 (Morning)

AS BROADCAST

BLOCK: One night last week, we went to a movie... It was one of those costume pictures, and the scene was England ... the time in the early seventeenth century. Sitting right next to us in the theatre was a middle-aged lady; and in one of the early scenes in the picture, several of the characters on the screen were dressed in typical attire of the early seventeenth century. To us "twentieth-centuriers" watching the picture, their clothes looked very strange -- in fact, I'll go so far as to say humorously so. Well, the lady sitting next to us started laughing loud and long at a costume worn by one of the actresses in the picture ... evidently she thought it quite ridiculous; and I was so startled at the loud laughter, I turned and looked at the lady ... And the first thing I noticed was the silly little hat perched on top of her head. Then I started laughing ... you know, it was almost like the pot calling the kettle black. I'm sure that that twentieth-century lady's attire would have looked just as strange to the woman of the seventeenth century as her attire looked to us. Naturally styles in clothes change, and we think that the most sensible and attractive is the present-day style -- only because that's the style we happen to be used to. Well, thank goodness styles in cigarettes never change. Since cigarettes were first introduced, smokers agree that there's one important ingredient necessary to a fine smoke, and that's fine tobacco ... And Lucky Strike means "fine tobacco" ... made from finer, lighter, naturally better-tasting leaf -- so round, so firm, so fully packed, so free and easy on the draw ... Luckies meet every requirement for greater smoking pleasure.

(MORE)

ATX01 0016111

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 21, 1943 (Morning)

AS BROADCAST
(CONTD)

BLOCK: I guess I'm safe in saying that it always has been and always will be smart to smoke Luckies. Take a tip from the tobacco experts, buyers, auctioneers and warehousemen, who prefer Luckies by an overwhelming majority. Your first puff of a Lucky will convince you that in a cigarette it's the tobacco that counts, and Lucky Strike means "fine tobacco". Make your next pack Luckies!

ATX01 0016112

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 21, 1943 (Evening)
(1st run: Nov. 4, 1942 Evening)

AS BROADCAST

BLOCK: You know, when school was closing I was just thinking ... 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, a white carnation in my button hole. Boy, was I dressed up. A nice warm June day. We had lots of speeches. And then we all marched down on the platform to get our diplomas, and then I went home. I took the diploma tossed it in the bureau drawer, and I went to a graduation party, and I ate a lot of cake and ice cream and got a tummy ache. I clean forgot all about that diploma that I had put in the drawer, but mother never forgot about it. She fished it out and had it framed, and she hung it on the wall in my room. Mom was pretty proud of that diploma -- really meant something. It showed that the principal of the school and my teachers had been watching my work for eight years, had seen my lessons, had approved on it 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. And that diploma is in the form of sworn records showing that independent tobacco experts prefer Luckies two to one. Now these independent experts, auctioneers, warehousemen and buyers should be fair-minded in their choice of their own cigarette, because well, because they're not affiliated with any cigarette manufacturing company.

(MORE)

ATX01 0016113

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 21, 1943 (Evening) (CONTD)

AS BROADCAST

BLOCK: And when the tobacco auctions are in progress these men attend them and can't help see who buys what tobacco, and they can't help see Lucky Strike buyers selecting and buying that true Lucky Strike leaf. That's why when sworn records prove that among these independent experts Luckies have more than twice as many exclusive smokers as have 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 0016114

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 22, 1943 (Morning)

AS BROADCAST

BLOCK: Now, we've heard much talk in the last few years about compromise. Personally, I've always been taught that a thing is always either right or it's wrong ... and I don't think that any folks recognize that fact more than you ladies. You know that there's a right way to use make-up and a wrong way ... a right way to bake a cake and a wrong way ... a right way to run your home or do your job and a wrong way. When you do things correctly, everything comes out all right, and if they're done incorrectly, anything's liable to happen. There's a sense of satisfaction in knowing that you're doing a thing well ... that you're doing it the right way. The folks who make Luckies have this feeling. For there's just one way to make a fine cigarette, and that's to use fine tobacco. The makers of Lucky Strike cigarettes know this and do it. They fill each and every cigarette with finer, lighter, naturally milder tobacco and make them so round, so firm, so fully packed, so free and easy on the draw. You just can't help but get the greatest smoking pleasure from every Lucky you light ... Yes, sir, that's the right way to make a cigarette. And I'm just hoping you'll say, "All right, Martin, I'll take your word for it!" And next time you buy cigarettes, try Luckies. Buy them in the smart white package with the striking red bull's eye. I know you'll find increased smoking enjoyment when you light a Lucky. I hope you'll help your friends to find the same thing by suggesting a Lucky.

ATX01 0016115

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 22, 1943 (Evening)
(1st run: Nov. 3, 1943 - Eve.)

AS BROADCAST

BLOCK: Say, 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 you've ever seen. The stems are 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 - if you can get it, and put it in water, and start your own plant. I just want to tell you something about that plant - how smart it is. No matter how often we turn it around or put it 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, 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 select and buy 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 should choose for their own smoke the cigarette that best meets their rigid smoking standards.

(MORE)

ATX01 0016116

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 22, 1943 (Evening) (CONTD)

AS BROADCAST

BLOCK: 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.

ATX01 0016117

BLOCK: When you ladies go to the store to do your shopping and you ask the grocer for a pound of something or the other, you always make sure that you get full measure by watching him weigh it on the scales. And when you ask the baker for a dozen rolls, you make sure that you get your full dozen rolls by counting them as he puts them into the bag. If you're making a dress for yourself, yourself, you carefully measure each piece of material, so that it will fit together accurately ... so that the dress will fit perfectly. Most things in this world can be measured. Yes, you can even measure the quality of a cigarette ... not with a scale ... not with a tape measure ... No, the yard-stick for measuring a fine smoke is the amount of real smoking pleasure it delivers; and since in a cigarette it's the tobacco that counts, the one safe way of making sure that you get a fine smoke is to know that that cigarette is made from fine tobacco. And so I ask you to remember that Lucky Strike means "fine tobacco". Remember that our buyers at public tobacco sales never permit anything to stand in their way of securing the finer, the lighter, the naturally milder tobacco that will bring you greater smoking satisfaction. And Luckies' smart, white package with the striking red bull's eye will measure up to your standard of appearance, I'm sure. I think today's as good a day as any to get acquainted with Luckies, so round, so firm, so fully packed, so free and easy on the draw. And remember if you do as I say -- every time you light a Lucky, you'll like a Lucky ... if I'm in any way responsible for bringing greater smoking pleasure to you, won't you do as much for your friends? Pass along the good word about Luckies to them ... they'll surely appreciate your suggestions.

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 23, 1943 (Evening)
(1st Run: Nov. 4, 1942 (Morning))

AS BROADCAST

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. I remember once when my aunt and her boy friend would come to the house, I'd ask ... 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 Clause looked like Papa. 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 rein to look into sworn records -- visit the public tobacco auctions down South just as an average smoker, and then to come back and report. Believe me, I was really convinced that Lucky Strike truly means fine tobacco and therefore increase smoking pleasure. I've seen Lucky Strike buyers inspecting and judging and finally buying the leaf that they think we'll want to smoke -- 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 from which it's made. That's why Lucky Strike buyers go out of their way and spare no effort to buy 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. Yes siree, Bob, you'll find that every time you light a Lucky you'll like a Lucky.... 'cause Lucky Strike means fine tobacco.

ATX01 0016119

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 24, 1943 (Morning)

AS BROADCAST

BLOCK: You're a pretty good cook, aren't you? The next time you bake a cake, I'm going to ask you to do me a favor. After you've mixed all the ingredients ... after you've sifted the flour and added the eggs and the baking powder and flavoring and everything that it takes to make the batter, stop a minute and look at it. It's a pretty gooey looking concoction, isn't it? Do you think that anyone in the world but yourself would imagine that what's in that mixing bowl will turn out to be a perfectly delicious, mouth-watering cake? I don't think they would. But you know exactly how that cake's going to turn out, don't you? Now what I'm getting at is that you girls who are good cooks know what you're doing ... you can visualize the final results. Well, believe it or not, there are men in the tobacco business who, upon looking at a basket of tobacco, they must know fine tobacco when they see it - because that's their business, and tell how that tobacco will smoke. These men are the independent tobacco experts -- the auctioneers, buyers, and warehousemen. Now please remember that in the course of the tobacco sales which they attend, they can't help but see the buyers for Lucky Strike selecting the finer, the lighter, the naturally milder tobacco. And I believe it's important for you to know that with the men who know tobacco best, Luckies have more than twice as many exclusive smokers as all other brands of cigarettes combined. And so ladies, I say to you that just as you know if you've used the proper ingredients and mixed them properly, everyone will enjoy your cooking or baking, so we who make Luckies, using the finer, the lighter, the naturally milder tobacco know that everyone will find maximum smoking pleasure in Luckies -- so round, so firm, so fully packed, so free and easy on the draw. Be sure to look for the smart white package with the red bull's eye. And remember to light a Lucky is to increase your own smoking enjoyment ... to suggest a Lucky is to do the same for others.

ATX01 0016120

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 24, 1943 (Evening)
(1st Run: Nov. 9, 1942 (Morning))

AS BROADCAST

BLOCK: I don't know whether I ever mentioned it before or not - maybe I did. But I remember so well when I was a kid and summer came along I used to go out to my uncle's farm. We'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 the 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 cigarettes is very similar to that icehouse for it's just as surely as that icehouse stored up for us ice so we could make ice cream and things like that in the summer, so each and every package of Luckies that 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 buy fine, ripe, naturally 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? (MORE)

ATX01 0016121

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 24, 1943 (Evening) (CONTD)

AS BROADCAST

BLOCK: Say to the man in back of the tobacco counter ... Luckies please. It will be a comfort to you to know that you can rely on that fine tobacco in Luckies ... and you will agree with the people who are saying -- "Lucky Strike means fine tobacco."

ATX01 0016122

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 25, 1943 (Morning)

AS BROADCAST

BLOCK: You know, ladies, I've noticed time and again that the efficient women of today are the ones who know how to budget their time ... they're the gals who work hard and they never let their work fall below par. And I've also noticed that one reason for this is that when they feel themselves getting a little tired, they stop for a few minutes and relax -- they give themselves a break -- they go back to their chores and jobs with renewed vitality. You housewives -- after you get the family fed and off to work or school and the baby bathed, don't you stop for a minute before starting to clean the house -- even if it's just sitting down and listening to a little of -- well a little of the 'Make Believe Ballroom'. Why, even in business the girls who work take a break of ten minutes or so every now and then, because they've found that it's a very noticeable rise in efficiency. Now carrying that thought a step further, why don't you give yourself a break and enjoy a Lucky when you take time out to relax? Choose Luckies for your all-time smoking pleasure! I'm sure once you've enjoyed that finer, lighter, naturally milder tobacco that goes into every Lucky, you'll appreciate that clean, fresh taste. You'll agree that no cigarette can be any better than the tobacco from which it's made, and Lucky Strike means "fine tobacco." You'll appreciate too, the fact that Luckies now come in that smart, white, package with the striking red bull's eye with twenty Luckies -- each and every one so round, so firm, so fully packed, so free and easy on the draw. So ladies, give yourself a break by choosing Lucky Strike ... and give your friends a break by suggesting Lucky Strike!

ATX01 0016123

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 25, 1943 (Evening)
(1st Run: January 16, 1943 Evening)

AS BROADCAST

BLOCK: You know, a couple of hours ago I was sitting upstairs, doing some figuring with penoill and paper, and it struck me all of a sudden what a wonderful thing the multiplication table is. Don't know who invented it, but whoever he was, he was a smart man. Two times two makes four, two times four is eight, twelve times twelve is a hundred and forty-four ... it's all pretty clever. It's a pretty easy thing to multiply things on paper, but quite a different thing to multiply objects, pencils, leaves of bread, spoons. As any business man will tell you it's quite a different thing to multiply customers. Now, the tremendous constantly increasing volume of Lucky Strike Cigarette smokers can come from only one thing - as the result of the fine, light, mild tobacco that fills each Lucky - so round, so firm, so fully packed, so free and easy on the draw. Lucky Strike knows that in a cigarette, it's the tobacco that counts. So we go out of our way to select and buy for your smoking enjoyment that superior leaf. Friends, I have a Lucky right here in my hand - round, and firm, and fully packed. And I light it and take a puff, and boy! You can't help but say it's good! Now, you multiply that cigarette by twenty, and that's the enjoyment you get out of one pack of Luckies. Why don't you start multiplying your smoking pleasure as so many thousands of smokers have done? Just try Luckies, the cigarette that means fine tobacco!

ATX01 0016124

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 26, 1943 - Morning)

AS BROADCAST

BLOCK: You know, the other day I was walking up Fifth Avenue ... and I couldn't help noticing all the women in uniform. Noticing how smart and efficient they looked. And then, I began to realize that there were thousands and thousands of women marching right past me every day ... not wearing uniforms, but just the same doing just as much toward winning this war ... working for the Red Cross, cultivating Victory Gardens, helping out in Civilian Defense. And I couldn't help thinking that when we win this war, the women in America will have helped tremendously to do it. When you women set out to do a thing, you do it! Whether it's winning the war, or getting that man of yours, or shopping until you get what you really want. And it takes a little shopping around to find out exactly which cigarette will best suit you. Naturally, you know what you want in a cigarette -- you want a really truly pleasant smoke, and that can only be supplied by buying a cigarette that's made from the finer, the lighter, the naturally milder tobacco ... the kind of tobacco that goes into Luckies - so round, so firm, so fully packed - so free and easy on the draw ... the kind of tobacco that our buyers at public tobacco sales in the South carefully select for your greater smoking enjoyment, and with independent tobacco experts, auctioneers, buyers and warehousemen - with men who know tobacco best it's Luckies 2 to 1. So, ladies, again I say to you, shop around all you want, but your discriminating taste will prove to you quickly that in a cigarette, it's the tobacco that counts, and Lucky Strike means fine tobacco. You'll appreciate the clean, fresh taste of Luckies. So next time look for that smart white package with the striking red bull's eye. To light a Lucky is to like a Lucky ... to suggest a Lucky is to bring increased smoking pleasure to your friends.

ATX01 0016125

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 26, 1943 (Evening)
(1st Run: Feb. 2, 1943 - Evening)

AS BROADCAST

BLOCK: You know, we were sitting around after lunch at a table at one of our favorite restaurants near the studio here, and a friend of mine said ... Martin, you know how to make something out of nothing? I thought for a while and I said... No, I guess not. He says, here I'll show you. He took out a pencil and he wrote the word 'none' on a piece of paper -- N-O-N-E. Then he crossed out the letter N, the first letter N. And that made it one, which certainly is making something out of nothing. Now, that's a trick, of course. I say as a rule you can't make something out of nothing. You take a fine cigarette, for example... A Lucky Strike Cigarette comes from something. And that something is fine tobacco. And no cigarette can be any better than the tobacco it contains. That stands to reason. So, to make a superior smoke the folks who make Luckies make it their business to buy for your smoking enjoyment finer, riper, milder tobacco - true Lucky Strike leaf. Now, if you find that your smoking enjoyment is nothing to speak of, you just try Luckies - so round, so firm, so fully packed - so free and easy on the draw, and you'll find that fine tobacco in every Lucky you light is something that will bring you increased smoking pleasure with every puff. Try Luckies tonight!

ATX01 0016126

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 28, 1943 (Morning)

AS BROADCAST

BLOCK: Ladies, when you're reading through a magazine or your evening paper, how often do you stop to read a new recipe -- or maybe cut it out and put it in your cook book, so you won't forget it? It happens pretty often - I know. I've watched the Mrs. do it again and again. And it's pretty sound reasoning on your part. When you see something that looks good you want your family to have full advantage of it. You're always on the alert for better things for the family. And you know, that's why so many ladies are suggesting Lucky Strikes to their families as something better in a cigarette. It's no new recipe that fine tobacco makes a fine cigarette. And Lucky Strike means fine tobacco. For you see, Luckies are made from the naturally milder, riper, better-tasting leaf ... tobacco which our experienced Lucky Strike buyers go out of their way to select at public tobacco sales all over the South. And that's the mellow, finer leaf that goes into your Luckies today. The same Lucky Strike cigarettes that independent tobacco experts, buyers, auctioneers and warehousemen prefer by an overwhelming majority. So you ladies can do a lot toward helping your family - and yourselves - to greater smoking enjoyment by always keeping Luckies on hand - in your cigarette box - on your night table within your husband's reach - on the dinner table at night. You'll be suggesting something finer - when you suggest Lucky Strike - because Luckies are truly a quality smoke!

ATX01 0016127

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 28, 1943 (Evening)
(1st Run: Feb. 9, 1943 - Evening)

AS BROADCAST

BLOCK: Now, I know you folks have ^{often} heard me mention the independent tobacco experts, the buyers, auctioneer and warehousemen - the men who by reason of their training and experience naturally must know tobacco best. And you've often heard me mention that among these men Luckies have more than twice as many exclusive smokers as have all other brands of cigarettes combined. Well, the other afternoon up in my office I was looking through a pile of statements - hundreds of them by these experts - and I came across one by Benjamin Cleveland Pearce of Danville, Virginia. He's been an independent buyer for sixteen years, and a smoker of Lucky Strike cigarettes for thirteen, Ben says... and I quote... There's an old, old saying in the tobacco country that no cigarette is better than the tobacco bought for it. And since Luckies buy the finer, lighter, milder tobaccos I know they'll give me a smoke that's better tasting and more enjoyable all around. That's the end of quotation. Now friends, I guess that in a nutshell sums up why Lucky Strike is the cigarette choice of discriminating smokers, who, realizing that in a cigarette, it's the tobacco that counts, have found that Lucky Strike fills the bill, because Luckies mean fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. So, why don't you take a tip from the experts and thousands and thousands of satisfied average smokers? Make that next pack Luckies and note the difference.

ATX01 001612B

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 29, 1943 (morning)

AS BROADCAST

BLOCK: You know, a couple of nights back, when we had that air raid drill, I got to thinking how all of us are much more on the alert. Now that's a phrase that we didn't used to use much - "on the alert". And yet we're on the alert these days all the time - during air raid drills, during our war jobs, during our regular day's work. And you ladies listening are always on the alert to find something that's just a little better for your family. It's the truth, isn't it? Whether it's a new cake or food product or something else - you want your loved ones to be getting the best. That's why so many home-makers are alert to the excellent smoking qualities of Lucky Strike Cigarettes - to the fine, light, naturally milder leaf in every Lucky you light. And the proof that that tobacco is in your Luckies is in the fact that the independent tobacco experts - buyers, warehousemen, and auctioneers - these men who know tobacco best, and who can't help seeing Lucky Strike buying finer, lighter leaf at the public tobacco sales - these men choose Luckies two to one. Ladies - when you buy Luckies for your family, you're buying the best. They'll like the clean, fresh taste of Luckies. You can be sure that Lucky Strike means fine tobacco and fine tobacco means the utmost in smoking pleasure. Buy a pack of Luckies today! -- Luckies in that smart, white package with the striking red bull's eye.

ATX01 0016129

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 29, 1943 (Evening)
(1st Run: February 6, 1943 - Evening)

AS BROADCAST

BLOCK: Have you ever heard a sportsman say 'there's only one way to play the game'? Well, Joe Louis and Gene Tunney - the prize fighters know it - Jim Sullivan knew it - Red Grange, the football star knew it. There's only one way to play the game - the right way, according to the rules - clearly, fairly, and squarely. And you know, the same thing is true of cigarette manufacturing. The folks who make Lucky Strike Cigarettes know that the only way to make a superior smoke is to fill that cigarette with fine tobacco. That's the first rule. And for that reason, our buyers look around the warehouses at the tobacco sales and choose for your smoking enjoyment the lighter, milder, finer tobacco which their keen perception and years of experience tell them will smoke better. Yes sir, that's why Lucky Strike means fine tobacco - so round, so firm, so fully packed, so free and easy on the draw. Now, why not give your smoking taste a sporting chance. Try Luckies. Notice that every time you light a Lucky you like a Lucky. That, of course, because Lucky Strike means fine tobacco.

ATX01 0016130

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 30, 1943 - Morning)

AS BROADCAST

BLOCK: Well, ladies, when you walk into your favorite dress store to buy a dress, you usually try on the size you're accustomed to wearing, don't you? I mean, if you wear a size 14 dress, you don't ask to see on a size 18. Be sort of pointless. It would be miles too big! And similarly, when you're shopping around for a fine cigarette ... you look for the cigarette to fit your taste. Well, if your taste is for a fresh, clean, mild, flavorful smoke -- I'm pretty sure that is Lucky Strikes the cigarette for you. For Luckies are made from the finer, lighter, the naturally milder tobaccos, tobaccos which our buyers have selected for you at public tobacco sales throughout the South. Luckies are milder, lighter, and smoother smoking. Why, the independent tobacco experts, the buyers, auctioneers and warehousemen, who, while attending the public tobacco sales down south, can't help seeing Lucky Strike buying finer leaf ... these tobacco experts choose Luckies by an overwhelming majority. Now ... here's an idea ... when you go into a store to buy a dress, you try it on for size don't you? Well, fair enough ... the next time you buy cigarettes, buy Luckies in that smart white package with the striking red Bull's eye ... Try Luckies ... and notice how they fit your taste! Suggest Luckies - they'll fit your friend's taste, too.

ATX01 0016131

LUCKY STRIKE "MAKE BELIEVE BALLROOM"
Commercial - June 30, 1943 (Evening)
(1st run: January 6, 1943 - Evening)

AS BROADCAST

BLOCK: You know that old saying "birds of a feather flock together?" Well, that's pretty true as a rule. Think over your acquaintances. Don't those whose tastes are alike usually stick together--they like the same things? The ones who are artistic find their common interests stimulating. That weekly golf forenoon get a kick out of the game that they get out every week they can and play. Like seeks like! And you know, friends, here's another kind of a bird that flocks together. Sworn records show that the independent tobacco men - the auctioneers, buyers, and warehousemen - by an overwhelming majority, flock to Lucky Strike as their personal preference. Now these men have had similar training and experience. They've worked as buyers, selling and handling tobacco for many years. Tobacco is their business. And when they see the makers of Luckies invariably buying fine, ripe, light, mild leaf well, you can understand why with these men Luckies have more than twice as many exclusive smokers as have all other brand of cigarettes combined. They should know that finer tobacco makes a finer smoke. And since Lucky Strike truly means fine tobacco, well, if you have a taste for greater smoking pleasure, why don't you join the flock of satisfied smokers who say Luckies please, and mean it.

ATX01 0016132